



WHAT

KreditBee is an Instant Personal Loan & Online Credit Provider. The brand was looking for a boost in app downloads and customer conversions. ITW stitched together a partnership with RCB by leveraging digital content with the team's immense popularity and social media presence.

— You asked for a —
10.10
ON
PERFORMANCE



OBJECTIVES

The main goal was to enhance brand recognition and exposure, as well as educate customers about KreditBee and the services it provides to drive app downloads.



EXECUTION

ITW assisted KreditBee in focusing on a content-driven strategy with a strong emphasis on brand education across social media channels. This was achieved through becoming the official digital partner of RCB during IPL 2022. Given RCB's immense social media popularity the campaign was amplified through segments such as RCB Bold Diaries, RCB Insider, RCB Game Day, and RCB 12th Man.

RESULTS

The campaign across Facebook, Instagram, Twitter and Youtube, generated over 5 Billion impressions throughout the tournament leading to a significant uptick in the app downloads and conversions.