

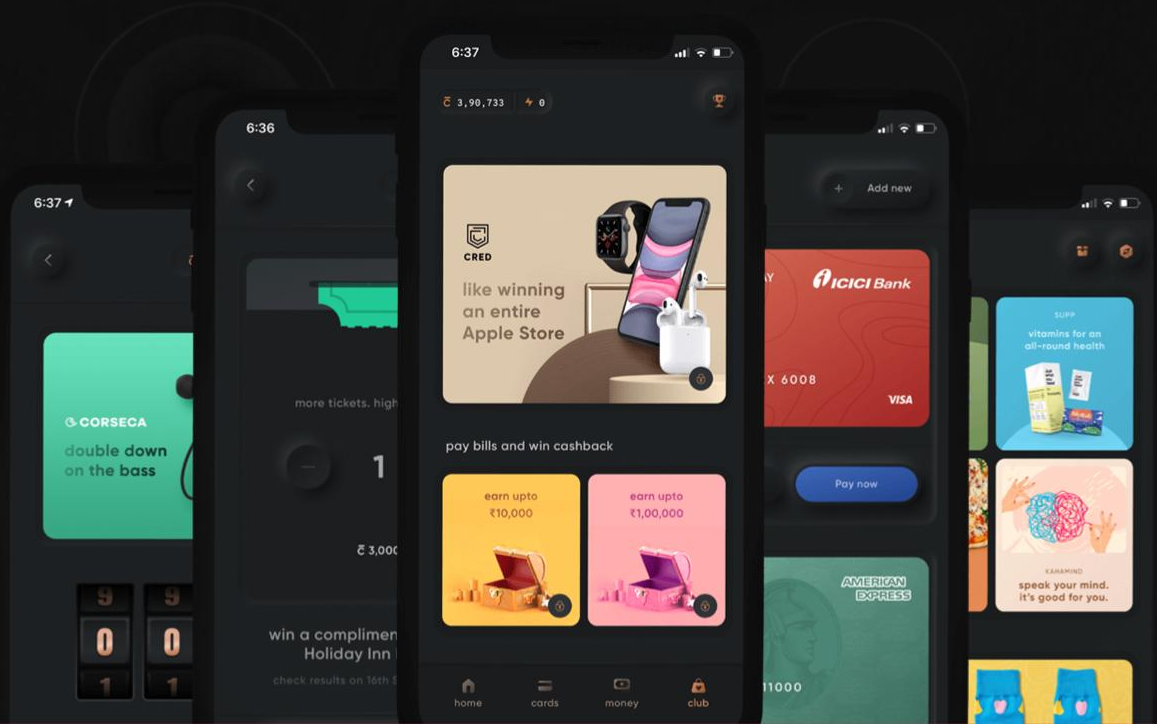


CRED



HEADSHOT

MEDIA



# Campaign

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## Objective:

To amplify CRED's recent Ad with Neeraj Chopra as well as CRED's leaderboard prizes for using CRED Coins.

## Proposal:

HSM helped with content creation and amplification for CRED on all channels of HSM on Facebook & Instagram. 11 unique editorial stories about the Neeraj Chopra Ad and Leaderboard prizes went live on the multilingual HSM channels to promote and get the guaranteed views for the activity



# Campaign Highlights

newj

जी हां CRED की पहली फिल्म TVC का हिस्सा बन गए हैं नीरज चोपड़ा

Source: CRED

मीडिया 30 डिसेंबर आदिआ, रूड अडे नीरज देवे कूया खेके लन, सिम त्रुां त्रुां नीरज ची अयाकली

2:09

What Are The 5 Things That Golden Boy Neeraj Chopra And User-Friendly App CRED Share In Common?

सोसाळी NEWJ  
22 September

सोसल मीडिआ नीरज चोपडा अडे ए-फ्रेंडली-अप्लूजस सी। CRED विडिओ। 5 चींगं सांझीं बरते चला

മലയാളം

സൃഷ്ടിച്ച താരമാണ് ഗോൾഡൻ ബോയ് നീരജ് ചോപ്ര

2:28

Neeraj Chopra Shows Off His Acting Skills In The New CRED Advertisement

മലയാളം NEWJ  
20 September

കായിക മേഖലയിൽ നിന്നും സിനിമയിലേക്ക്, CREDന്റെ അടു സിനിമ തയ്യാടെ ഗോൾഡൻ ബോയ്

ഒറ്റിയാ

0:03 / 3:13

Know What Are The 5 Similarities Between Neeraj Chopra And CRED



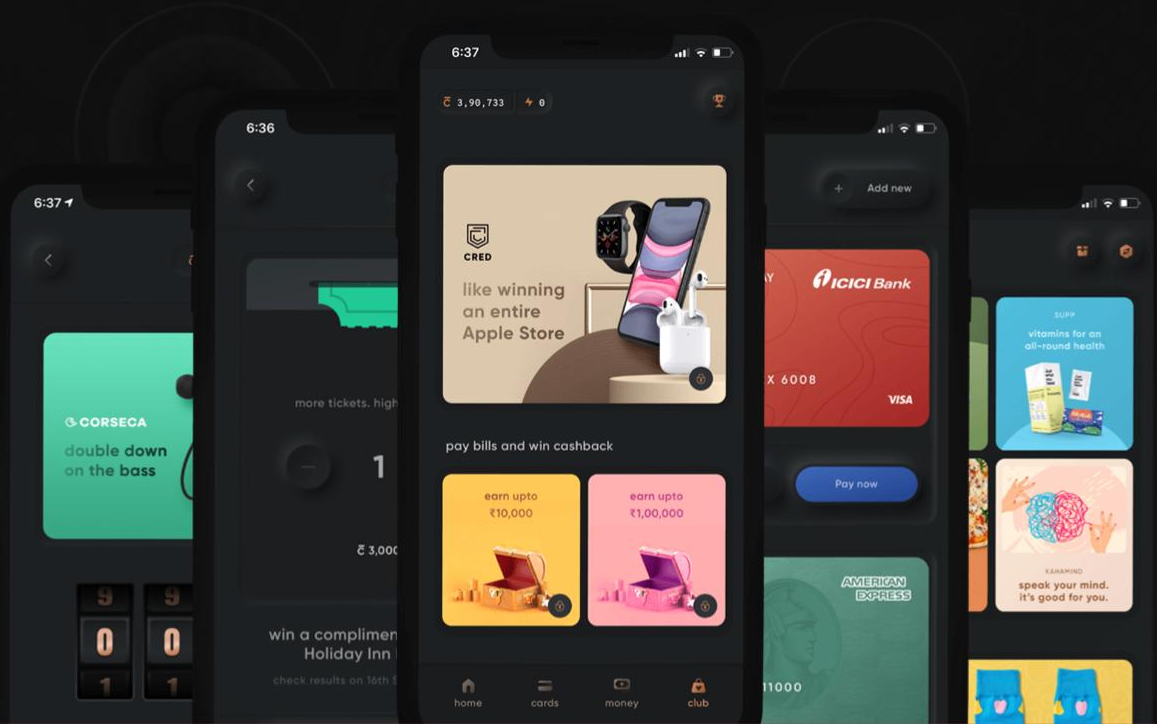


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जी हां CRED की पहली फिल्म TVC का हिस्सा बन गए हैं नीरज चोपड़ा

Source: CRED

मीडिया 30 डिमिगिहल आदिआ, रूड अडे नीरज देवे  
क्या खेले लन, सिम त्रुं नीरज ची अयकली

2:09

What Are The 5 Things That Golden Boy Neeraj Chopra And User-Friendly App CRED Share In Common?

Source: NEWJ

22 September

सिंहसन शुआडे नीरज चोपडा अडे ए-डिग्रेड-अड्डुस से। CRED विडयोनीं 5 चीं संशुीं बरदे चर।

സൃഷ്ടിച്ച താരമാണ് ഗോൾഡൻ ബോയ് നീരജ് ചോപ്ര

2:28

Neeraj Chopra Shows Off His Acting Skills In The New CRED Advertisement

Source: AN NEWS

മലയാളം NEWJ

20 September

കായിക മേഖലയിൽ നിന്നും സിനിമയിലേക്ക്, CREDന്റെ അടു സിനിമ തയ്യാടെ ഗോൾഡൻ ബോയ്

0:03 / 3:13

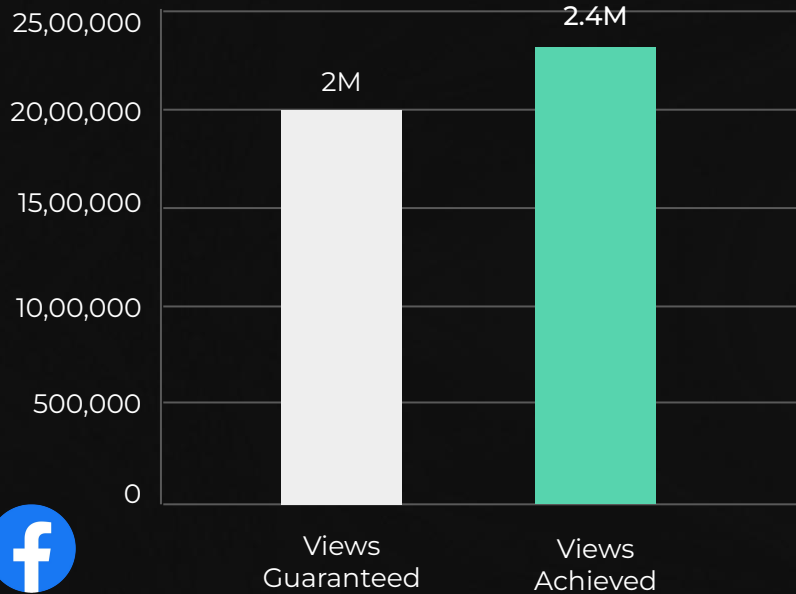
Know What Are The 5 Similarities Between Neeraj Chopra And CRED

Source: CRED





# Summary of Achievement



**20% Over Achieved**

**17**

**Total Channels**

**8.6 M+**

**Total Reach**

**2.4 M+**

**Total Views**

**1.68 M+**

**Total Engagements**



# X CRED SCAN & PAY



# Campaign

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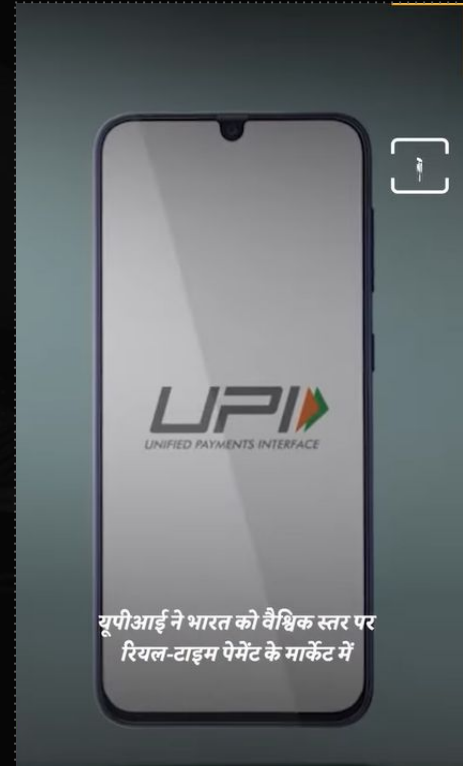
## Objective :

To create awareness about, the ease of using CRED's Scan and Pay and it's rewarding feature for every transaction made through it.

## Proposal :

HSM created 3 unique editorial videos about the growth in the number of UPI transactions in the past year and how CRED scan and pay could benefit the customer by providing rewards for every transaction made also focusing on the privacy and security of the user. We amplified the reach of the video by running it on our other regional channels as well.

# Campaign Highlights :



# Summary:

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15

Total videos

5

Total Pages

716 K+

Total impressions

191 K+

Total views