



बैंक ऑफ़ बड़ौदा
Bank of Baroda



विजया
VIJAYA



देना
DENA

Hamesha Aapke Liye

#PehchaanCon



Insights into Financial Fraud:



Uncovering trends in India

According to Kuvera survey

- **42%** of individuals in India experience financial fraud, with **74% unable to recover losses**
- **29%** share **ATM/debit card pins** with family; **4%** with domestic/office staff
- **QR code scams** surge in India, notably in Bengaluru, comprising **41%** of reported cybercrimes
- **Online scams** lure job seekers with easy money; Delhi police receive **467 complaints** in 2023 amidst an **8%** unemployment rate
- Emerging **courier scam** targets youth; Bengaluru Police report **163 cases** in 2023, with **INR 5 cr losses**, emphasizing the need for vigilance



#PehchaanCon

Bank of Baroda launches **PehchanCon** initiative raising awareness, educating people about scams

PehchanCon portrays '**Con**' as the **scammer**, encouraging audiences to recognize such fraudsters and protect themselves from financial scams.

The campaign employs a

- light and comical theme
- recognizes and prevents fraudulent activities



Strategic Approach

Combining Serious Content with Engaging Presentation

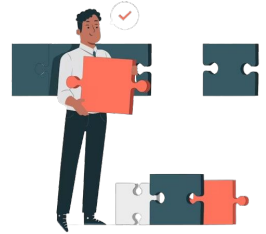
The campaign utilizes a light-hearted and humorous approach in its content to make it more **approachable and engaging** for a wider audience.

By blending serious subject matter with a **tongue-in-cheek approach**, #PehchaanCon effectively raises awareness about financial fraud without overwhelming viewers, encouraging them to stay **informed and vigilant** against potential scams.



Execution: Funnel Approach

Native Content Approach: Collaborated with actor, endorsers and creators to convey anti-fraud messages through comical and subtle content. E.g. **Thompson, Chahat & Nandy sisters** making content on **Card & Reward Scams**



Scam Call Awareness: Raising awareness about frauds, particularly those happening through calls E.g. **Actor Sunil & Comedian Harsh** making content on **bill scams & Comedian Jagdish** making content on **Rental scam**



Confidentiality Education: Created content to educate the audience on the risks of sharing confidential information during phone calls. E.g. **Finance Influencer Neha & Actor Chum** making content on **KYC & Tax refund & RJ Naved** making content on **courier scam**



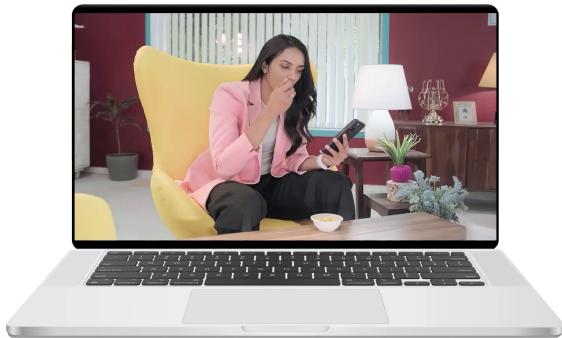
Entertaining Vigilance: Integrated humor into the content to capture attention while delivering important messages on fraud prevention. E.g. **Comedian Gaurav & Nishant** making content on **Suspicious activity & Loan Scam**



Phase I: Kick-starting the campaign



Late Satish Kaushik



P.V. Sindhu



Srikanth Kidambi

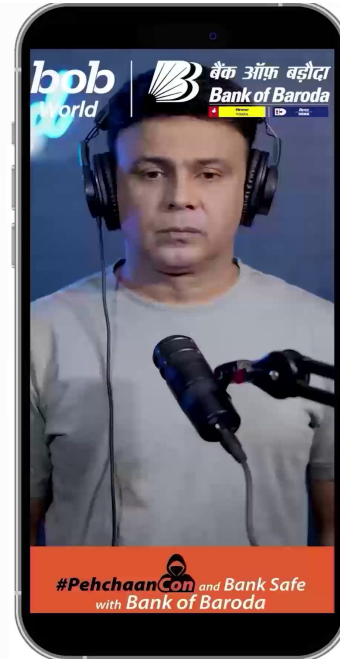
We created videos featuring **Actor - Satish Kaushik** showcasing **UPI Fraud & BOB Endorsers - P.V. Sindhu & Srikanth Kidambi** depicting **Debit Card** and **Link scam** respectively connecting with a broad audience, providing education on fraudulent activities and offering insights on how to stay vigilant against potential fraudsters through their videos

Phase II: Top 3 Influencer Collabs



The esteemed presence of actor **Sunil Grover**, captivating an audience exceeding **6 million+** in numbers.

Delighted in the comedic genius of stand-up comedian **Harsh Gujral**, entertaining an audience of over **2 million+** enthusiastic fans.



We had **RJ Naved**, the master of prank calls, with a massive entertaining audience of over **6.6 million+** people.

The Top 3 Influencer videos emerge as standout performers, making a significant impact in terms of reach and engagement

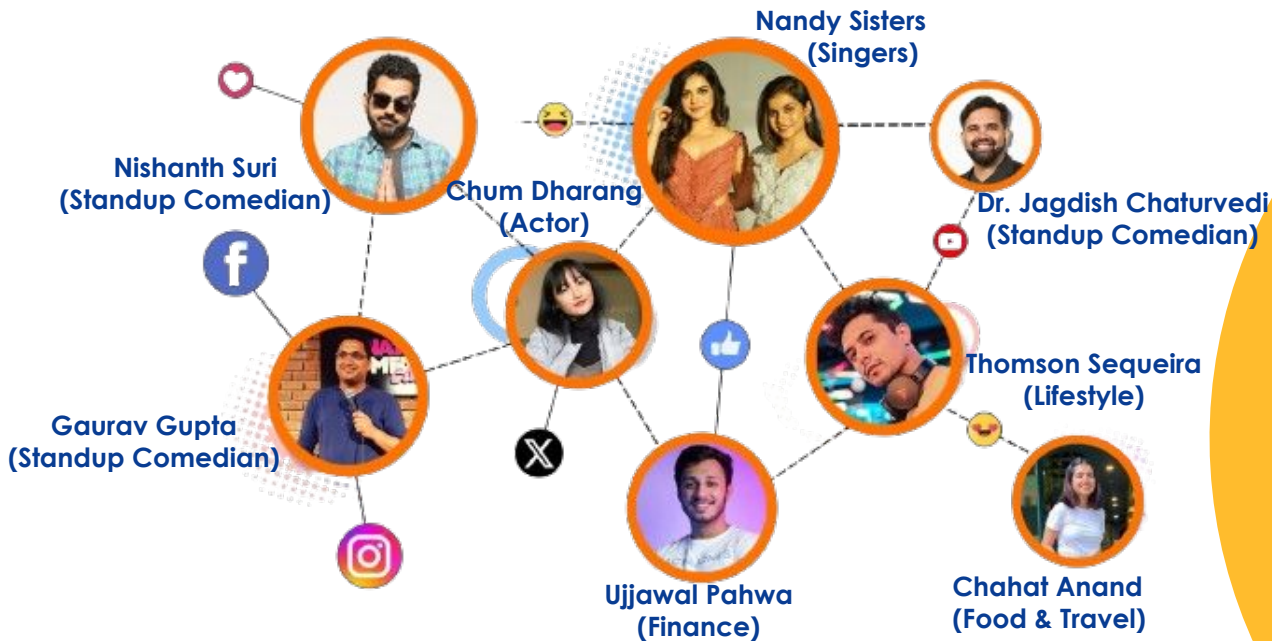


Total Views
9.1 Million +

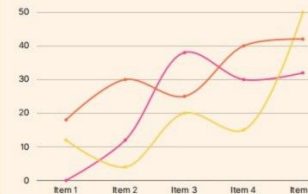


Total Reach
2.7 Million +

Phase III: Category A/B Influencer Collabs



Performance Analytics



Total Views
15.8 Million +

Total Reach
6.8 Million +

Total Engagements
1.1 Million +



Thank you