

India Kahe Paytm Karo

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Reason & Success Level

India Kahe Paytm Karo has been the company's biggest campaign of the year, where several use-cases of mobile payments have been highlighted.

Purely, image driven, we implemented the campaign to build a sense of belonging and community, targeting several cities in the country.

Focussed on mobile and digital marketing, we used top motion videos, dark ads, push notifications and organic social media posts to drive user engagement and awareness

The main purpose of doing the campaign was to push Prime Minister Narendra Modi's agenda of pushing India towards digitisation and making Har Payment Digital.

Paytm as a brand has always been innovating for India's shops and is a leading contributor to India's economy

Phool bhi, modak bhi! Iss Ganesh Chaturthi, India Kahe #PaytmKaro ❤️

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p.paytm.me/xCTH/Paytmkaro ✓



Specific markets, Demographics to overall Campaign Execution

For the campaign, we used static images and motion graphics, where although we were speaking about the brand, but the in-depth stories the images portray, were the hero of the campaign

With the help of timely push notifications and targeted dark ads, we were able to reach different audiences and cluster markets, which are important for the brand.

With the help of push notifications and using regional language to target specific areas, which helped the campaign reach the nook and corner of India, pushing India towards digitisation and making Har Payment Digital.



Impact of the Campaign

With the help of mobile + digital marketing, we were able to reach markets, not constrained to just print.

It helped us grab more eyeballs and led to the overall success of the campaign.

It was an overnight success, which continues till date wherein a lot of people have used social media to speak about our campaign and the overall idea behind it

VIDEO:

<https://www.youtube.com/s shorts/CSHsvZoikAM>

Hygiene Paid Promotion Performance - #IndiaKahePaytmKaro



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Theme	No of Posts	Media Type	Reach	Impressions	Views	Total Amt Spent	Total CPM	Avg CPR
#IKPK Animation: Local Train, Buggy ride, Temple	3	Reels	45,072,413	141,765,285	32,108,687	9,30,000	₹6.65	₹10.4
BAU Promotion/KVs: Mumbai Cutting Chai	5	Carousels	41,061,295	98,560,348	-	5,07,353	₹5.14	₹15.03
BAU Promotion/KVs: Monsoon, Khao Gali, Colleagues, Cab, etc.	1	Static	7,630,804	18,801,820	-	112,646.96	₹5.99	₹14.76



- Animated Reels performed well with Avg 7.2M continuous views of 2s.
- Out of 5 Carousels, 2 of the posts performed below average, bottom 35% of ads based on Meta data & 2 of them performed above average.

Source: Ads Manager (Meta)

Pandal bhi. Puja bhi. ✨

Har celebration mein, India Kahe #PaytmKaro ❤️

Shubho Maha Ashtami!



Dandiya mein bhi aur puja mein bhi, India Kahe #PaytmKaro ❤️

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Nariyal paani after morning runs ya office break wali chai, India Kahe [#PaytmKaro](#) 🚀✅

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Nariyal pani. Cutting chai.
India Kahe, Paytm Karo!

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Shopping for clothes or accessories, India Kahe [#PaytmKaro](#) ✅🚀

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Gold bhi. Marigold bhi.
India Kahe, Paytm Karo!

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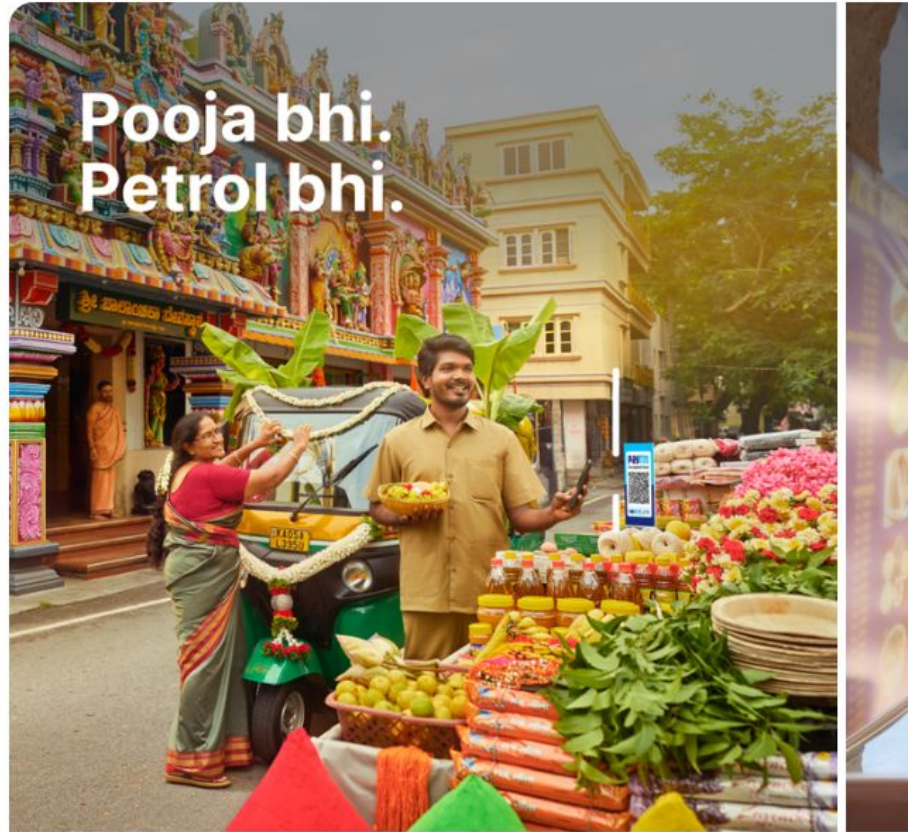


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Payments chote ho ya bade, India Kahe [#PaytmKaro](#) ❤️

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Weekend getaways or romantic dates, India Kahe [#PaytmKaro](#) ❤️

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