



## ET Trendies Awards 2025

Best Regional Campaign-TVS Credit #SukhakartaSukhchayaGoshti  
Campaign



**TVSCREDIT**

Introducing our Hyperlocal campaign: , **#SukhakartaSukhchayaGoshti**

- This consist of series of **3 videos** which was done for our regional audience in Pune on Ganesh Chaturthi.
- These videos used the mix of radio and digital content to showcased how **TVS Credit's** customers overcame challenges, much like how Ganesha removes obstacles from the life of people.
- The campaign crossed **7.8 M views** across social media platforms. The Ganesh Chaturthi ad was featured on **Spotify** and **JioSaavn**, generating **121,412 impressions** through audio streaming platforms.

## Campaign Objective

The objective of the **#SukhakartaSukhchayaGoshti** campaign was to highlight how TVS Credit helps customers overcome challenges in their lives, paralleling the belief that Lord Ganesha removes obstacles. This hyperlocal campaign aimed to engage the Pune audience during the Ganesh Chaturthi festival, using customer success stories to showcase the impact of TVS Credit loans.

## Campaign Highlights

### Radio Impact:

- Aired **66 radio spots** on Radio Mirchi Pune.
- **6 RJ mentions** supported the campaign, along with **10 radio capsules** featuring interviews with customers from different TVS Credit product categories (Two-Wheeler, Commercial Vehicle, and Consumer Durables). These interviews showcased how TVS Credit loans helped customers overcome personal and financial hurdles.

### Digital Videos:

- **3 customer-centric videos** in Marathi were produced, sharing real-life stories of how TVS Credit made a difference in their lives. These videos were shared on social media in collaboration with **micro-influencers** to enhance engagement.

## Target Audience

- Gen Z (aged 18-25) and Millennials (aged 26-35).
- Maharashtrian specific regional content in Marathi language
- People interested in taking loans in near future or has taken loans previously

## Campaign Communication Channels

Social media platforms where our campaign has been implemented on TVS Credit platform:

1. Facebook
2. Instagram
3. Twitter
4. YouTube
5. Radio

## Campaign USP

- 1.Cultural Connection:** The campaign was built around the culturally significant festival of Ganesh Chaturthi, making it timely, relevant, and emotionally resonant with Marathi-speaking audiences in Pune.
- 2.Customer-Centric Storytelling:** Real-life customer success stories from various TVS Credit product lines highlighted the positive impact of the brand in a relatable and personal manner.
- 3.Hyperlocal Execution:** The use of the Marathi language, local radio spots, and micro-influencer collaborations ensured that the messaging connected directly with the local community.
- 4.Multi-Platform Integration:** A strategic mix of radio, digital, and social media channels, including platforms like Spotify and JioSaavn, extended the campaign's reach, creating a unified brand message across different touchpoints.

The **key differentiator** of the #SukhakartaSukhchayaGoshti campaign lies in its **deep cultural and emotional integration with the local community**, using **authentic customer stories** in a **hyperlocal, Marathi-language execution** during the Ganesh Chaturthi festival.

By weaving real-life customer testimonials into a festival that celebrates overcoming obstacles, the campaign went beyond traditional financial service marketing. It uniquely positioned TVS Credit as not just a financial provider, but as a trusted partner in helping individuals tackle life's challenges, creating a powerful emotional connection.

This focus on **hyperlocal language, culturally significant content, and real customer impact stories** tailored to the regional audience gave the campaign an authentic and relatable edge, setting it apart from generic, mass-targeted campaigns.

## Key Results

- The campaign achieved **7.8 million views** across various social media platforms, demonstrating widespread reach and engagement
- **The Ganesh Chaturthi ad was featured on Spotify and JioSaavn, generating 121,412 impressions** through audio streaming platforms

## Reference links to the Series

### Episode 1

LinkedIn: <https://shorturl.at/M4W5A>

YT: [https://youtu.be/A0J6z86xXMk?si=hIAq\\_6Wmctm\\_ils2](https://youtu.be/A0J6z86xXMk?si=hIAq_6Wmctm_ils2)

Instagram: [https://www.instagram.com/reel/C\\_sg\\_j7vQwM/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/C_sg_j7vQwM/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)

### Episode 2

LinkedIn: <https://shorturl.at/yHM8E>

YT: <https://www.youtube.com/watch?v=F4WtJMPOiUA>

Instagram: [https://www.instagram.com/reel/C\\_0cBr\\_tv0v/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/C_0cBr_tv0v/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)

### Episode 3

LinkedIn: <https://shorturl.at/ngll7>

YT: [https://www.youtube.com/watch?v=\\_uJ7Q3X-TV8](https://www.youtube.com/watch?v=_uJ7Q3X-TV8)

Instagram: [https://www.instagram.com/reel/C\\_5UU9Hv1h9/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFlZA==](https://www.instagram.com/reel/C_5UU9Hv1h9/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==)



**Thank You!**