



ET Trendies Awards 2025

Nomination for - Use of Humor in Social Media Campaign

The Fantastic Five Campaign



The Fantastic Five campaign featured bite-sized, humorous videos that amassed over 17 million views, effectively showcasing the key highlights of TVS Credit's Two-Wheeler Loans.

Campaign Overview

The Fantastic Five campaign was designed to engage and educate audiences through a series of bite-sized, humorous videos. With a lighthearted and relatable storytelling approach, the campaign effectively highlighted the key benefits of TVS Credit's Two-Wheeler Loans.

Objectives

1. Establish Brand Awareness
2. Engage Through Humour
3. Drive Brand Recall
4. Highlight Key Loan Benefits
5. Maximise Digital Reach
6. Drive Audience Interaction



Campaign Target Audience

Millennials and Gen Zs, specifically salaried employees from the above-middle-class income group, spread across various regions in India (urban and semi urban).

Campaign Duration

Noodles Chronicle: 13 Sept 2024 – 2mins Loan Approval

Exam Chronicle: 17 Sept 2024 – 95% Loan Funding

Relationship Chronicle: 24 Sept 2024 – Long Tenures

Handwash Chronicle: 27 Sept 2024 – Paperless Process

Marriage Chronicle: 05 Oct 2024 – No Income Proof Or Bank Statement

Campaign Communication Channels

Social media platforms where our campaign has been implemented:

- 1. Facebook**
- 2. Instagram**
- 3. Twitter**
- 4. YouTube**

The Fantastic Five Campaign Content

Introducing **the Fantastic Five campaign** – a captivating series that follows a common man's everyday struggles, cleverly linking them to key product benefits. Each video seamlessly integrates these USPs with relatable themes, making them engaging and easy to connect with.

Campaign USP

Our USP lies in our pioneering spirit, commitment to compelling engagement, continuous learning, and a willingness to explore new frontiers in advertising. This sets our Series Ad campaign apart from the competition, making it a unique and enticing proposition for our audience.

Campaign Strategies to Overcome Challenges

The *Fantastic Five* Approach

- **Serial Storytelling** – The campaign followed a sequential storytelling format, keeping viewers engaged as they followed the protagonist's everyday struggles. Each video built upon the last, creating anticipation and sustained interest.
- **Relatable Character Development** – The protagonist was designed to reflect the challenges of an everyday individual, making the audience connect with his journey on a personal level.
- **Situational Conflict & Resolution** – Every video introduced a new challenge that tied into relatable real-life scenarios, seamlessly integrating TVS Credit's Two-Wheeler Loan benefits as a solution.
- **Humour-Driven Narrative** – Humour was at the heart of the campaign, making financial topics entertaining, engaging, and easy to understand.
- **Audience Engagement & Social Buzz** – Viewers were encouraged to interact through comments, shares, and discussions, amplifying the campaign's reach and fostering a strong connection with the brand.

Campaign Results

Campaign Performance & Impact

- 1.Views** – The *Fantastic Five* campaign exceeded expectations, amassing **over 77 million views** across platforms. This impressive reach highlighted strong audience interest and content appeal.
- 2.Engagement** – **With a total of 12 million interactions**, including likes, shares, and comments, the campaign successfully captivated audiences, fostering meaningful engagement and discussions.
- 3.Brand Awareness** – By effectively positioning TVS Credit's Two-Wheeler Loans through an engaging / storytelling format, the campaign reinforced brand recall and strengthened its market presence.

Conclusion

The *Fantastic Five* campaign delivered outstanding results, surpassing key performance indicators and proving to be a powerful tool in driving views, engagement, and brand awareness. Its success underscores the impact of relatable storytelling in digital marketing.

MORE THAN 77 MILLION VIEWS
and
12 MILLION ENGAGEMENTS

Reference links to the Fantastic Five campaign

Campaign Name	Link
2 minutes Approval	https://www.youtube.com/watch?v=wqJEHuzhBEQ
95% Funding	https://www.youtube.com/watch?v=3E3R68AqWZ8
Long Tenure	https://www.youtube.com/watch?v=foozFzj6jM4
Paperless Process	https://www.youtube.com/watch?v=Mih3AooT65s
No Income Proof and Bank Statement	https://www.youtube.com/watch?v=Mih3AooT65s



Thank You!

About us

From the largest cities to the smallest villages, India is filled with ambition and enterprise. As Indians from all walks of life set out to write their growth story, our timely and affordable credit empowers them to bring their aspirations alive.

As part of the \$9.2 billion TVS Group, we empower Indians from various socio-economic backgrounds with thoughtfully designed financial products. We believe that too many ambitions have been ignored for too long. That's why we're Empowering India. One Indian at a time.



Sometimes, numbers speak louder than words!

18

million+

Customers served
till date

₹4 , 1 6

0 C r

Total Income
(FY23)

49,500+

Locations across
the country

₹2 7 , 1

9 0

C r

Assets under
Management (FY25)