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DigiPlus
Fest '25

MOBILE MARKETING AWARDS

BEST MULTILINGUAL CAMPAIGN IN BHARAT



Main Moorkh Nahi Hoon



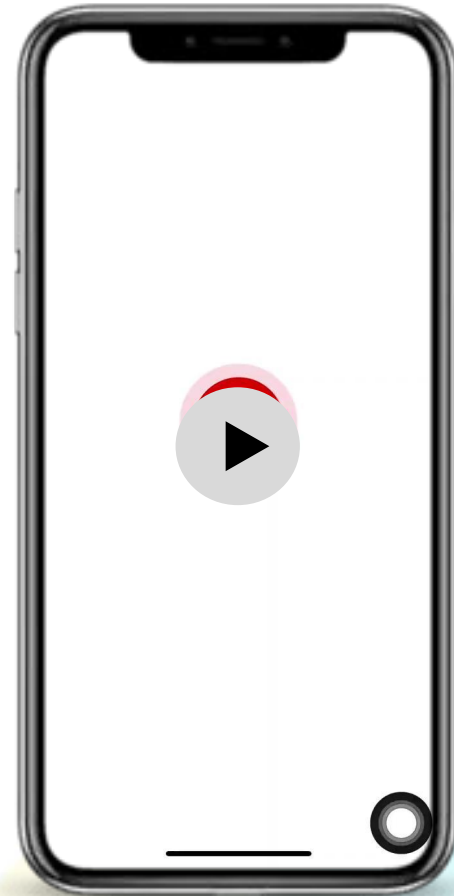


CAMPAIGN OVERVIEW

To mark the **5th edition of Digital Payments Awareness Week**, UPI, in partnership with Public App, launched a nationwide multilingual campaign focused on one simple, powerful goal:

Make every digital transaction safer, smarter, and more trusted—for every Indian.

தமிழ்
மலയാളம்
हिन्दी
ಕನ್ನಡ
বাংলা
गुजराती
मराठी
অসমীয়া
ଓଡ଼ିଆ
ਪੰਜਾਬੀ



Link: https://drive.google.com/file/d/12dtizr0H-gw1j4Pt9iilg5ExApt8KAF/view?usp=drive_link



Link: https://drive.google.com/file/d/1h18UC9zL1Rq_wDoDYjtZJzvNfGwt2b8Nk/view?usp=drive_link

The video linked here is depicted in Gujarati language

OBJECTIVE

Educate Indian consumers across diverse linguistic markets about **safe UPI transactions and fraud prevention**. Build digital trust, increase awareness and encourage adoption of secure practices across **India's multilingual population**



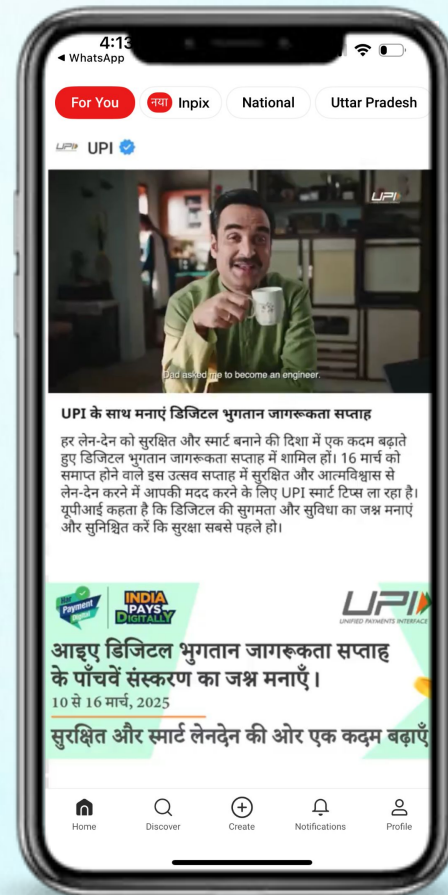
CREATIVE STRATEGY

WHAT WE KNEW :

People **trust** what they understand and they **understand best** in their own **language**.

WHAT WE IDEATED:

Instead of pushing out a single, nationwide UPI safety message, we reimagined the approach. Speak to users in the **language** of their **daily lives**, with stories and scenarios they see around them.



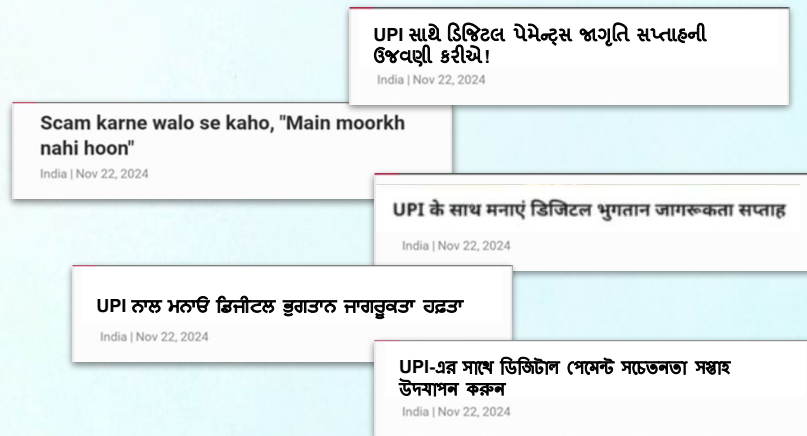


PLAN OF ACTION

- We leveraged **geo-location intelligence** to deliver content **tailored** to users' **regional languages**—Punjabi in Punjab, Gujarati in Gujarat, and so on.
- We produced **short, mobile-first videos** that broke down **UPI safety tips** using examples of **real-life frauds** circulating.
- Every video carried the campaign's unifying voice: **'Main Moorkh Nahi Hoon'**—empowering users to be alert, informed, and in control.

THE RESULT

Communication that was **relevant**, **relatable**, and, most importantly, **trusted**.



EXECUTION PLAN

MOBILE FIRST APPROACH

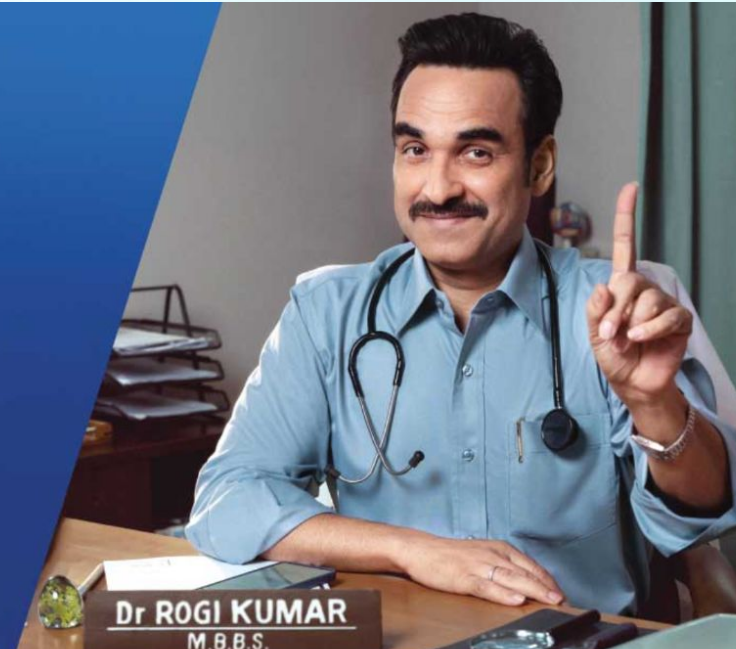
The campaign began where most of Bharat already consumes content : **on their phones.**

Using the **Public App**, a trusted informative content platform, **UPI safety videos** were seamlessly integrated into **users' feeds**. As users browsed daily updates, they encountered credible, safety messages directly from UPI's **official handle**, ensuring trust and immediacy.

KOI FARZI INVESTMENT APP SE RAATON RAAT
PAISE KAMANE KA LALACH DE TOH KAHO

**MAIN MOORKH
NAHI HOON**

Dhyan rahe, high returns waali schemes ke jhaanse mein nahi phasna hai,
aur kisi bhi anjaan link se app download nahi karna hai.



EXECUTION PLAN

LOCAL FACE FOR INSTANT TRUST

To establish instant recognition and trust, the campaign featured **Pankaj Tripathi**, a familiar and respected face across **urban and rural India**. His grounded persona and relatable voice gave the message emotional weight, making users more likely to pause, watch, and absorb the content.





EXECUTION PLAN

VERNACULAR VIDEOS

The Campaign was meticulously executed in **12 diverse languages**. Through **geo-location intelligence**, each video was delivered in the regional language of the user—Punjabi in Punjab, Telugu in Andhra Pradesh, Assamese in Assam, and so on. This ensured that every **user** received the **message** in their most **comfortable language**, increasing **comprehension, trust, and impact**.





UPI

Scam karne walo se kaho, "Main moorkh nahi hoon"

India | Nov 22, 2024

UPI

UPI के साथ मनाएं डिजिटल भुगतान जागरूकता सप्ताह

India | Nov 22, 2024

UPI

UPI સાથે ડિજિટલ પેમેન્ટ્સ જાગૃતિ સપ્તાહની ઉજવણી કરીએ!

India | Nov 22, 2024

UPI

UPI ਨਾਲ ਮਨਾਓ ਡਿਜੀਟਲ ਭੁਗਤਾਨ ਜਾਗਰੂਕਤਾ ਹਫ਼ਤਾ

India | Nov 22, 2024

UPI

UPI-এর সাথে ডিজিটাল পেমেন্ট সচেতনতা সপ্তাহ উদযাপন করুন

India | Nov 22, 2024

UPI

UPI सह डिजिटल पेमेंट जागरूकता सप्ताह साजरा करा

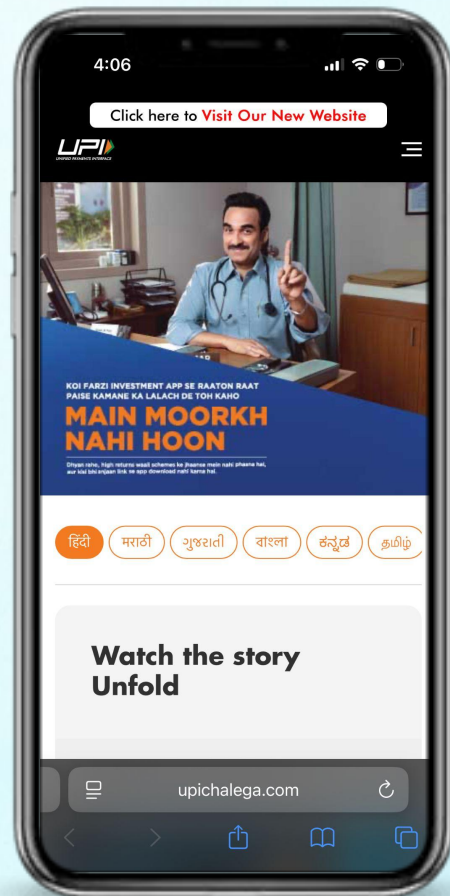
India | Nov 22, 2024



EXECUTION PLAN

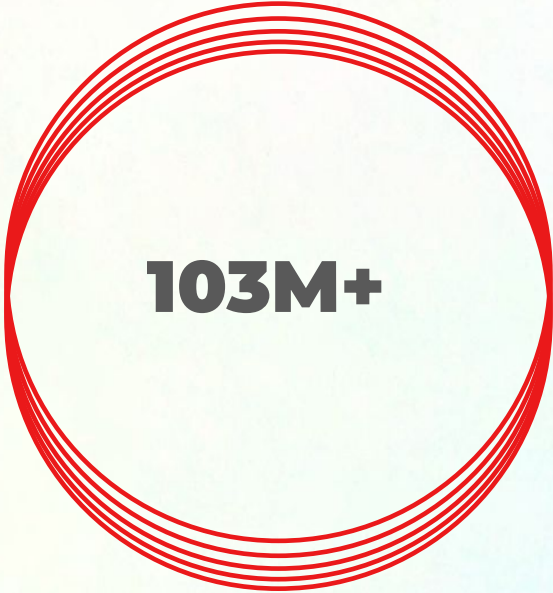
ACTION DRIVEN GUIDANCE

After watching the video, users were **directed** to **UPI's official website**, where they could **explore a collection of creatively narrated videos** — each depicting different fraud scenarios in a storytelling format. From **farzi lottery links** to **asaan kamai ka laalach**, every story unfolded like a short film, making complex threats easy to understand. Users could choose their **preferred language**, ensuring the **learning** experience was both **engaging** and **accessible across Bharat**.





RESULTS

A graphic consisting of multiple concentric red circles, creating a thick, layered ring effect.

103M+

IMPRESSIONS

A graphic consisting of multiple concentric red circles, creating a thick, layered ring effect.

3.42%

ENGAGEMENT RATE