

Sapno wali Diwali

with





THE CONTEXT & CHALLENGE

**Diwali is the festival of dreams.
A time when aspirations take center stage,
whether it's a new home, a bike or a life
milestone.
Yet, festive campaigns had become passive
and transactional, reducing Diwali to mere
discounts and sales.**

**L&T Finance saw an opportunity:
What if we didn't just talk about dreams but
helped people visualize them?**

THE IDEA

We redefined Diwali aspirations by turning dreams into a personalized immersive AI experience.

We launched an AI-powered microsite that enabled users to visualize their **#SapnoWaliDiwali**

Users could upload a photo and see themselves in a Diwali dream scenario aligned with their aspirations.

Each transformation was accompanied by a L&T Finance loan, bridging dreams with financial solutions.

Sapno Wala Ghar 



Sapno Wali Ride



Sapno Wala Vyapaar



Sapno Wala Kheti

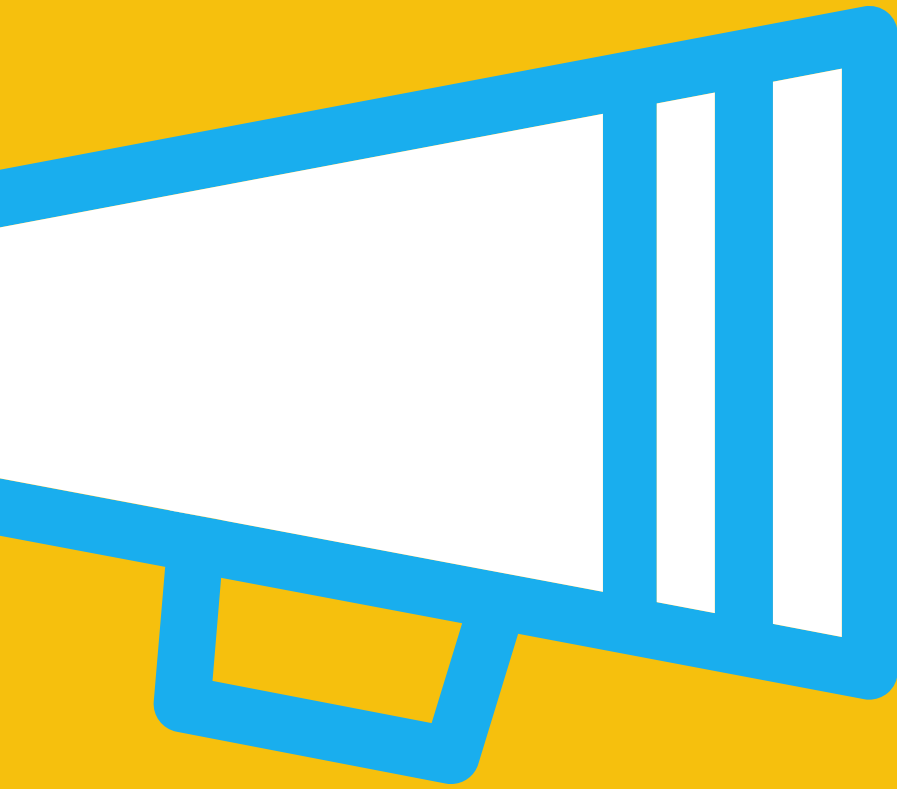


Sapno Wali Unnati



Sapno Wala Vacation





The Objective

**Inspire Aspirations.
Increase Brand Recall.
Maximize Engagement.**

**Smart financial nudges made these
dreams feel closer and achievable**

**More than a campaign,
it was an experience of possibilities**

Why AI-Led Microsite?

An immersive AI-powered experience where users uploaded photos to visualize and share their dream Diwali upgrades, making aspirations feel real and achievable.



The Strategy & Execution

The AI-powered microsite served as the core engagement driver to turn user aspirations into shareable, personalized experiences.

SOCIAL MEDIA CONTENT & CONTEST

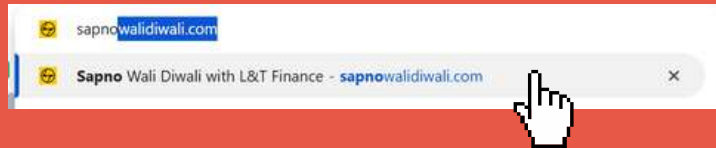
Each post was designed to spark participation through social incentives & celebratory messaging.

INFLUENCER MARKETING

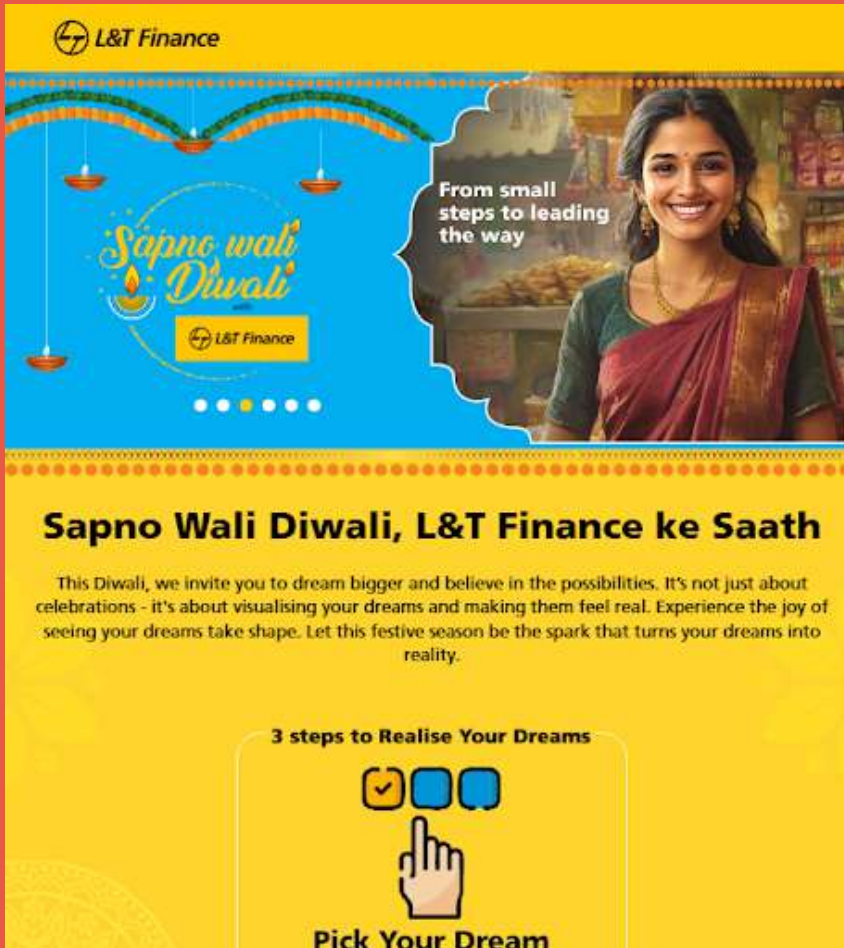
Collaborations with key voices in lifestyle and entertainment to amplify engagement.

PAID & OWNED MEDIA INTEGRATION

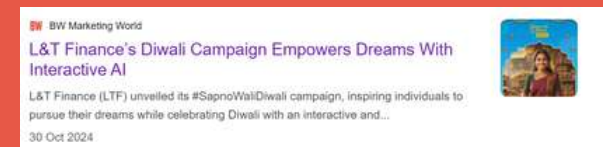
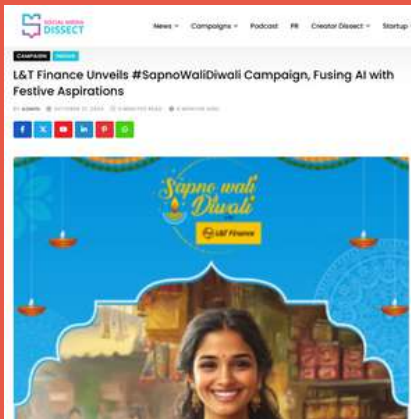
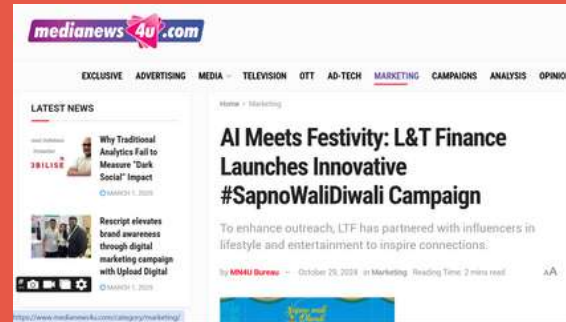
Targeted paid media drove traffic, while owned assets sustained conversations.



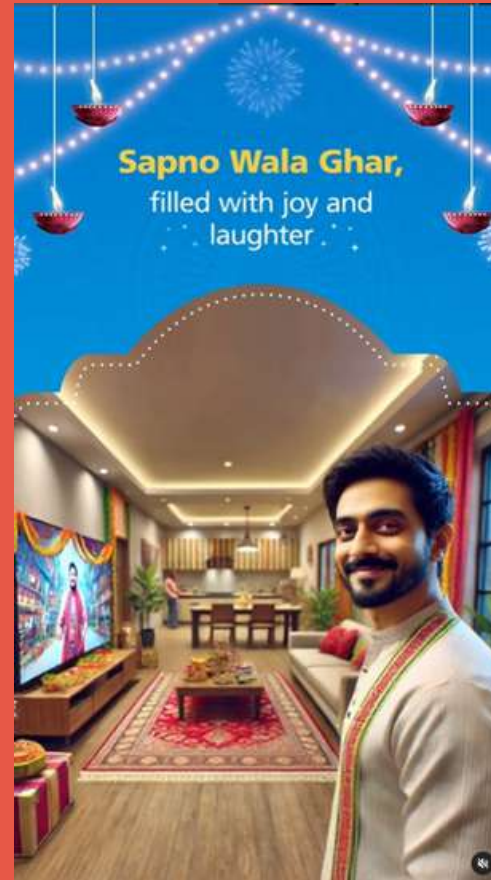
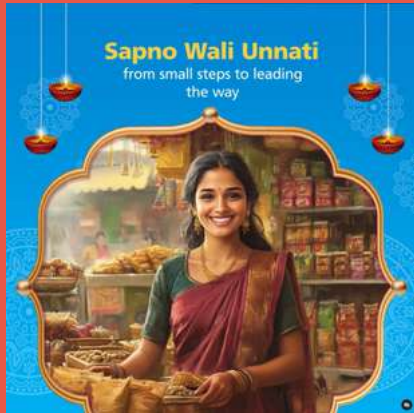
AI MICROSITE TRANSFORMED USER PHOTOS INTO PERSONALIZED DIWALI ASPIRATIONS, BRINGING THEIR DREAMS TO LIFE



FEATURED IN LEADING MEDIA PUBLICATIONS, AMPLIFYING BRAND PRESENCE.



CAMPAIGN SOCIAL MEDIA CREATIVES FEATURED ASPIRATIONAL **DIWALI MOMENTS** **PAIRED WITH FINANCIAL SOLUTIONS.**





Influencers emphasized their Sapno Wali Diwali dreams, linking them to different L&T Finance loan solutions.

DREAMS TURNED VIRAL WHICH LIT UP OUR SOCIAL MEDIA FEED WITH #SAPNOWALIDIWALI, DRIVING AN ORGANIC WAVE OF ENGAGEMENT.

Measuring Success:

8000+

IMAGE GENERATED

23 M+

TOTAL REACH

1.2 Lakh+

SITE VISITS

16 M+

Views on
Social Media

5 Lakh+

TOTAL
ENGAGEMENT

Thank You!

FOR YOUR TIME



L&T Finance



DENTSU CREATIVE