

# WESTERN UNION – MONEY TRANSFER

**Brand:**

Western Union

**Category:**

Financial Services

**Media Specialist Agency:**

Star Sight India

**Campaign:**

To induce use of money transfer by all the people traveling to Gulf by generating awareness about Western Union.

**Objective:**

Western Union wanted to generate awareness and create visibility amongst all people traveling especially to the Gulf, by using innovative and out of the box outdoor mediums.

The main objectives of the campaign were:

- To create a brand identity for *Western Union – Money Transfer*
- Increase awareness about the brand presence.
- Induce money transfer amongst people traveling to Gulf through Western Union.

**Target Audience:**

- Skilled, Unskilled Workers, White Collar executives - traveling to the Gulf.



### Implementation:

A detailed study revealed that an approximate of 56931 passengers traveled to the Gulf each month from Delhi, Mumbai & Kerela by Air India.

- Keeping this in mind an exclusive strategy was developed to reach these passengers which included branding inside the aircraft. Star Sight branded all the aircraft meal trays to constantly remind and reinforce the message in the minds of the target audience throughout the flight.
- Another strategy was to reach the target audience that used the ferry services from nearby Kolkata villages to reach the city. Because of their lack of knowledge about the money transfer services offered by Western Union, these ferry services were an ideal place to educate the customers.



### Results:

- The campaign not only brought about awareness about the money transfer services offered by Western Union but also established the brand in the minds of the target audience.
- Meal tray branding being an innovative outdoor application played a huge role in achieving the objectives of the campaign. It was a unique medium that instantly caught the consumers' attention and due to its newness it registered very well in their minds.