

# STATE BANK OF INDIA – ATM's

**Brand:**

State Bank of India

**Category:**

Financial Services

**Media Specialist Agency:**

Star Sight India

**Campaign:**

The campaign was strategic use of out-of-home media to deliver footfalls at SBI ATM's.

**Objective:**

The campaign purpose was to establish visibility and recall ratio at PBB Churchgate and to create awareness which should translate into increased footfalls at SBI ATM's.

The main objectives of the campaign were:

- To extend SBI's brand awareness.
- To establish visibility and recall ratio at the PBB Churchgate branch.
- To create awareness and translate it to increased footfalls at the SBI ATM's.

**Target Audience:**

- SBI's existent members and nearby Churchgate residents.



### Implementation:

The SBI ATM at Churchgate experienced low footfalls due to its location that was barely visible to the local residents. The idea was to create visibility for the ATM using varied outdoor mediums.

- Star Sight created SBI ATM's signages at all leading roads that plugged to the ATM centre. They exclusively used tree guards, pole kiosks and signages to direct the target audience to the ATM counter.



### Results:

- The strategic use and placement of outdoor media helped people know about PBB church gate ATM's location and brought about brand awareness
- It helped established a 400% increase in the footfalls and a 300% ATM turnover.

