



MUVIN

CASE STUDY

INDUSTRY- FINTECH (NEOBANKS)

AT A GLANCE

SOME NUMBERS

- Google Play- 14k installs
- App Store- 5k installs
- Instagram -200k reach
- Overall Reach- 3 Million

GENERAL INFO

- Platform- Youtube
- Budget- x Lacs.
- Creators- 12
- Duration- 2 months



It's been a pleasure working with HeekEntertainment. They have a very good grasp of the community they work within and have delivered good results during their assignment with us and have also helped us tremendously with feedback.

We look forward to a continued relationship with HeekEntertainment and the team.

KUNAL ASAR
CMO, MUVIN

OBJECTIVES

MUVIN is a youth specific neo bank, who wanted to grow its client base among the Indian youth and also spread awareness about the importance of financial literacy at a early age. The major goal was to tap in an active crowd which could use MUVIN's card for their expenditures.

SOLUTIONS

HeekEntertainment's team completely analyzed MUVIN's target customer base and formed strategies in order to match them with the creators audience and hence selected the creators accordingly.

The funnel technique was implemented to further increase the retention of the potential customer.

Talking about the creator side, a seamless process, high in efficiency was adopted which included, high quality integrated scripts written by our content writers which made the integrations look like a part of the video itself. Every video was published after the brand's approval for the script and the actual video.

BENEFITS

Benefits One

Through the above method we were able to capture a considerable portion of the GenZ audience.

Benefits Two

Created awareness about MUVIN and it being a - Expense Tracker, Savings Wallet, Discounts & Offers and cashback app.

Benefits Three

Generated traffic and increase the overall reach and app installs on various platforms.