



# Neobank for Teenagers (FinTech)

## Objective

Akudo is a youth specific neo bank, who wanted to exclusively spread awareness about the importance of financial literacy at a early age among the GenZ Tier 1 City Teenagers. The major goal was to tap in an active crowd which could use Akudo's card for their expenditures.

## Solutions

HeekEntertainment's team completely analyzed Akudo's target user 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.

Platform: YouTube

Reach: 400k

Projected DL's: 2000

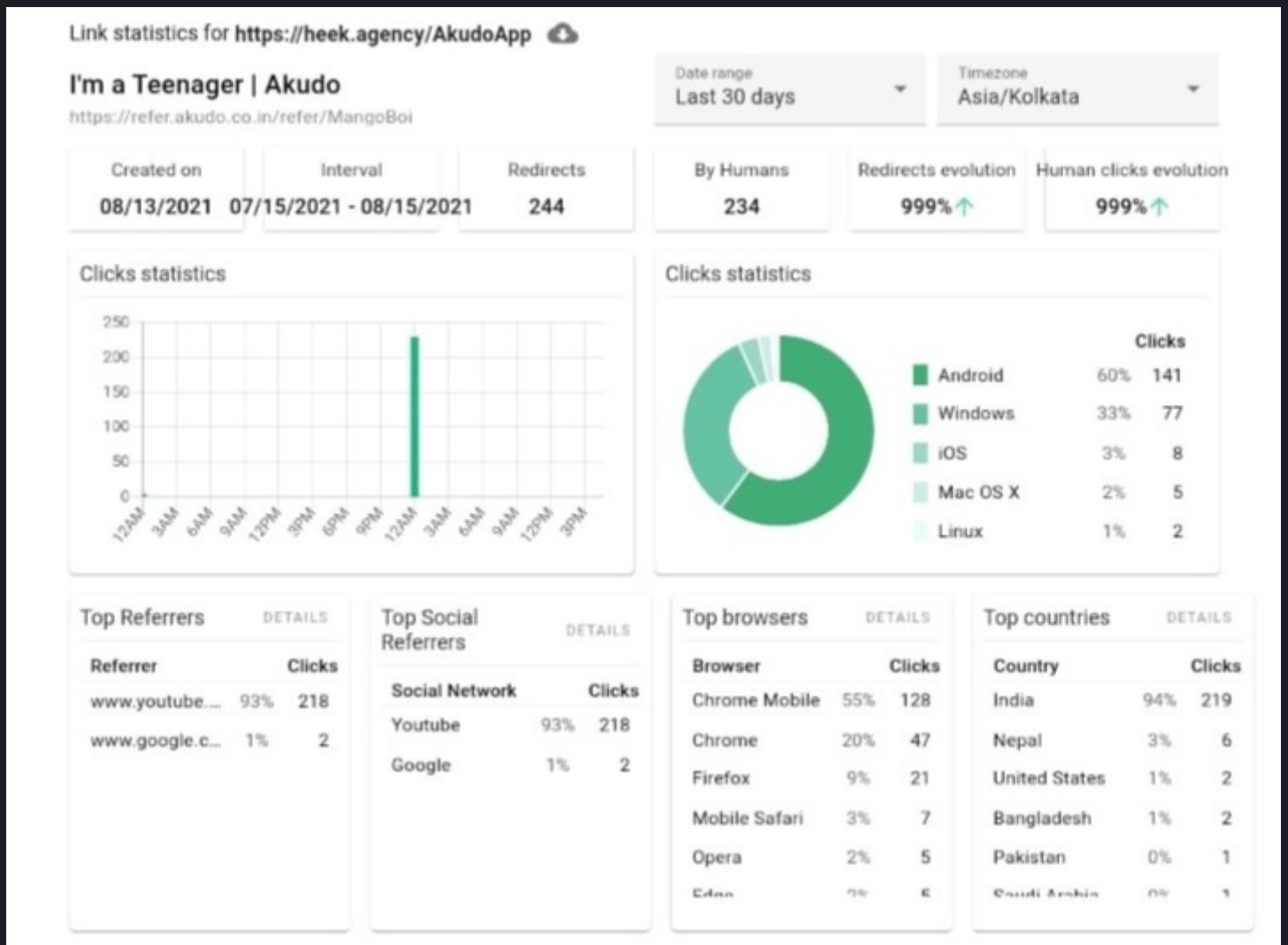
Converted DL's: 1800

Budget : INR 1 Lakh

Creators Involved : 2

Aim : Awareness

# Some Metrics within 24 hours of Upload



## Akudo Integrations Included in the following videos:

