

## ET Brand Equity

### [SBI Card launches new brand campaign 'Ghar mein Khushiyaan'](#)

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The campaign focused primarily on millennials and also catering to a wider age group of 22-50 years, the campaign went live from April 30, 2020 with a multi-media approach. It will leverage media channels including TV and digital...

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The brand film aims at touching a chord with the audience by giving fresh hope, inspiring them to fulfil wishes which remained incomplete together with their loved ones. This time of confinement is an opportunity to indulge in long-forgotten hobbies and activities, to learn, to share and to celebrate togetherness while spreading happiness to the near and dear ones.

The film stirs the audience's emotions through a relatable concept. All of us have many material desires that we wish to fulfil; however, once acquired our hectic lifestyles do not allow us to fully enjoy them – an SLR camera that a photography enthusiast longed for but is lying unopened, a guitar that a teenager pestered his father for which is now gathering dust; a home theatre that was purchased on one's first anniversary sitting pretty in the drawing-room, unused.

Hardayal Prasad, managing director and chief executive officer, SBI Card, said, "We have come out with a new brand campaign to inspire and motivate our customers to remain upbeat and keep spreading joy, as we live through these exceptional circumstances. Through the campaign, we encourage people to pursue the desires or activities they always longed for, but which remained as just one more number on the wish list owing to hectic lifestyle. Now, we urge our customers to find new joy and happiness in what they already own and to create special moments with loved ones in the safety of their homes."