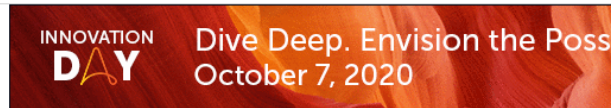


[With new brand campaign, SBI Card aims to inspire for optimism](#)

Date: 26/09/2020 | Edition: Online | Page: NA | Source: ET Brand Equity staff



MARKETING • ADVERTISING • DIGITAL • MEDIA • SHARK AWARDS 2020 • BUSINESS OF BRANDS • PE



Marketing & Advertising News / Latest Marketing & Advertising News / Marketing

With new brand campaign, SBI Card aims to inspire for optimism

The film aims to strike a chord with the audience through a relatable concept wherein there is natural concern and inhibition in the minds of people...

ETBrandEquity • September 26, 2020, 12:59 IST

With new brand campaign, SBI Card aims to inspire for optimism

SBI Card aims to inspire for optimism. SBI Card has announced the launch of its new brand campaign, "Contactless Connections" that spreads the message that love, and care can be shared even during this difficult period where social distancing is the norm. The campaign endeavors to bring a fresh breath of positivity by demonstrating that people can connect emotionally and spread joy despite the social distancing practices by which we are bound. The film shows that despite the physical distance, people are finding means to connect, care and touch the lives of loved ones, whilst staying safe. It infuses hope that one can stay emotionally connected, receive support from those around and touch hearts, despite the distances.

As the film begins, we see a young lady doctor, with her mask on, entering the lift of her residential society as she returns from work late at night. As she is about to enter her apartment, she notices two covered bowls of food kept in a tray at the door. She looks around in surprise, and a middle-aged lady emerges from the neighboring apartment, waving and indicating that the food is for her. This brings a warm smile to the doctor's face. Hence comes the film's core message, 'Kisi ka dil choone ke liye unke paas jaana zaroori nahi'. In the next scene, we see the doctor buying a bouquet in a florist shop using her SBI contactless credit card. The film ends with the doctor returning the act of kindness by quietly placing the bouquet outside the neighbor's door. Hence the film says 'Ab khushiyan baantiye bina chhuye, credit card ya smartphone se'.

Ashwini Kumar Tewari, managing director and chief executive officer, SBI Card, said, "This new brand campaign has been rolled out to inspire our customers to keep creating emotional connect even during these unprecedented times. Through this campaign we encourage our customers to keep up the spirit of spreading joy and care and to continue fulfilling the desires of their loved ones in a safe and secure manner." The film is a continuation of SBI Card's brand campaign "Ghar Mein Khushiyaan" that resonated deeply with the audience.