

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

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SBI Card, India`s second-largest credit card issuer, announced the launch of its new brand campaign, "Ghar mein Khushiyaan" that inspires people to stay positive by finding new joy at home and creating cherished memories with loved ones, as they remain homebound in these trying times.

The film endeavours to bring a fresh breath of positivity, at a time when extended home quarantine and uncertainty rendered by COVID-19 could be taking an emotional toll. 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. SBI Card has been an enabler in fulfilling many such desires.

The film urges people to enjoy these things together with their families and to derive the joy that these items were meant to bring. It shows a doting father using his SLR to capture precious shots of his newborn, a family relishing homemade meals over conversation around the dining table they had painstakingly chosen; a couple enjoying a romantic movie on their home theatre; a grown son bringing a smile to his father's face as he strums music on the once-coveted guitar. Hence the brand film says 'Bade waqt ke baad aaj ghar ke liye waqt mila hai... chalo, isse ghar ki khushiyan badhao na'. This is the first brand campaign SBI Card has launched in recent times.

Hardayal Prasad, MD & CEO, 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 a 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."

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.