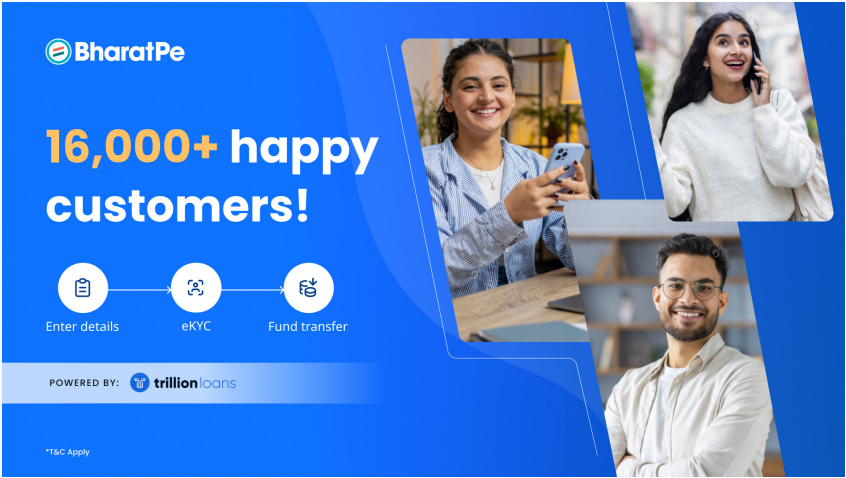




Industry: Fintech / Digital Lending
Project: Personal Loan Performance Creative System & Campaign Execution

The Challenge

BharatPe required a high-volume, performance-driven creative system to promote its Personal Loan product across digital channels. The key challenge was to:

- Translate financial product features into simple, high-conversion ad creatives
- Maintain clarity and consistency across multiple creatives and formats
- Ensure fast turnaround with multiple iterations and feedback loops
- Align with strict brand and communication guidelines while enabling scalability
- Avoid over-complicated storytelling and focus on direct, action-driven messaging

Strategy and Execution

Content Strategy

- Followed a headline + subheading format for maximum clarity
- Built content around core performance themes: Salaried targeting | Instant loans | EMI-led communication

Social proof | Use-case driven messaging

- Ensured all messaging was: Short | Direct | Benefit-first | Ad-focused

Video Execution

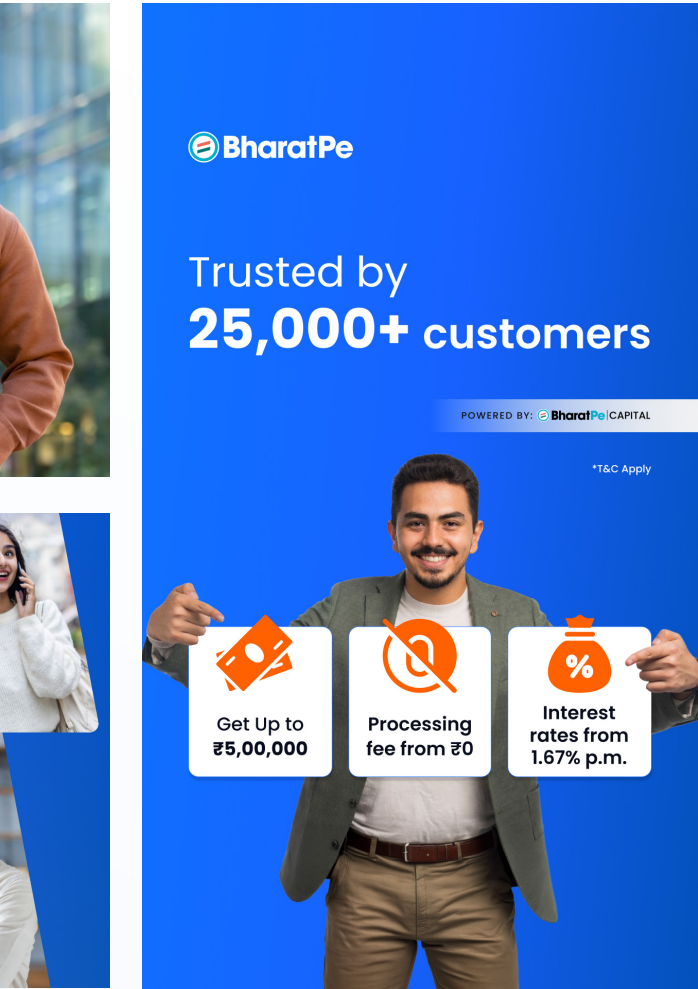
Created short-format motion creatives aligned with static KVs, focusing on minimal clean animation, UI-led storytelling, clear readability, and smooth pacing, while iterating based on feedback to align with visual identity, motion expectations, and brand guidelines.

Feedback Integration System

Established a structured feedback-to-execution workflow and created feedback mapping documents to ensure complete alignment, avoid missed inputs, and enable faster approval cycles.

Results

Accelerated campaign rollout timelines, improved alignment between brand, performance, and design teams, built a repeatable system for ongoing personal loan campaigns, and enabled scalable creative production for future marketing initiatives.



What Was Set Out to Build

We set out to create a performance-first creative system that would:

- Build a repeatable and scalable content structure for ongoing campaigns
- Deliver creatives optimized for paid media performance (Meta, Display, etc.)
- Enable quick iterations and adaptations across sizes and formats

The goal was to create a system that is not just creative — but conversion-driven and execution-ready at scale.

Creative System Design

Developed a modular KV system to maintain consistency across campaigns, created multiple creative sets with variations under each theme, and ensured strong visual hierarchy with dominant ₹5 Lakh and EMI numbers, clean clutter-free layouts, and BharatPe-aligned color and UI design language.

Performance Adaptation

Delivered 20+ multi-size adaptations for paid media, ensuring safe space compliance, platform-specific optimization, and consistency across all formats.



Impact

- **Improved Creative Clarity:** Simplified financial messaging into high-conversion formats
- **Faster Execution Cycles:** Streamlined iteration and approval process
- **Scalable System:** Enabled easy rollout of multiple creatives across campaigns
- **Performance-Ready Output:** Delivered creatives optimized for direct response and lead generation
- **Stronger Brand Consistency:** Maintained uniform communication across all assets