



बैंक ऑफ़ बड़ौदा  
*Bank of Baroda*

***BOB Cafe***

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# Bank of Baroda (BOB Cafe)

- Bank of Baroda, stepping up with an innovative and unique concept for the banking division.
- BOB Cafe will provide more technologically advanced banking experience specifically targeted towards the youth.
- It is not just a bank branch, but a collaborative space for people to talk banking over a cup of coffee, seminars, banking workshops, etc.

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What is the average age of  
an Indian?

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**29! YOUTH.**

(According to Wikipedia, the average age of an Indian is 29)

The Bank of Baroda Cafe,  
gives you the liberty to get  
things done **over a**  
**cup of coffee,**  
which saves your time and  
maximizes the work done.



# Brand Positioning

BOB Cafe is a thrifty, flexible & a problem solver (bank division) brand. Its purpose is to provide the youth/young customers with banking services while keeping it casual and interesting.

It is the most viable point to hammer on as one thing the youth struggle the most is taking time out to visit to the bank and the belief that banks are boring and time consuming.

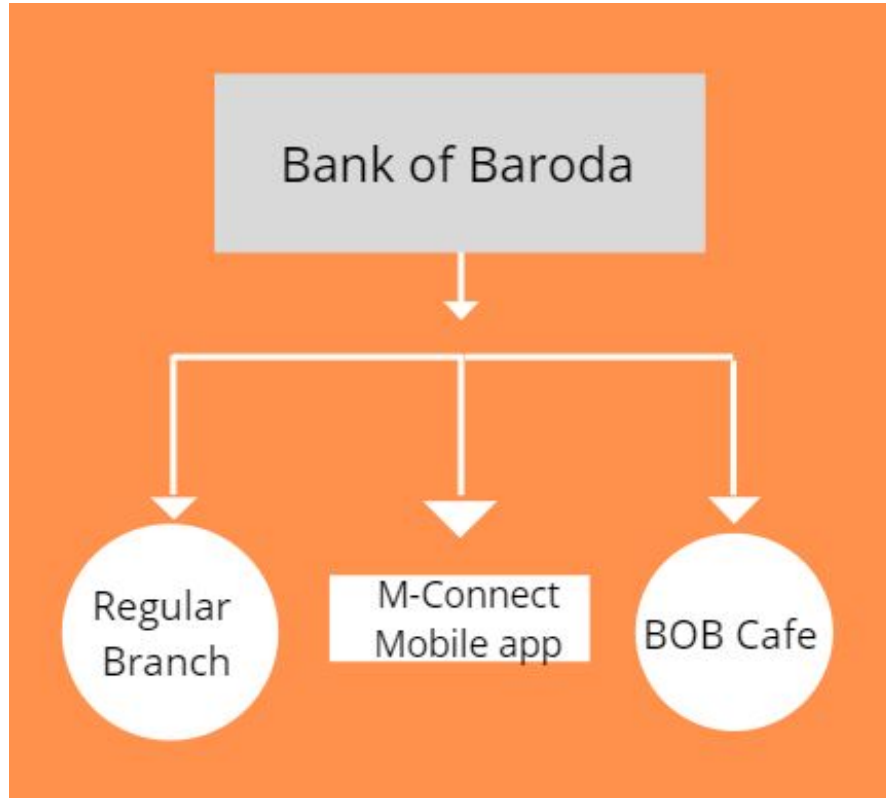
# Campaign Idea

As the majority of youth consumes media and information via internet, it is essential to concentrate the campaign over digital platforms.

A short Ad Film can be prepared that revolves around the idea of how youth is busy, multitasking & showing how youths are annoyed from the usual banks then, BOB Cafe can be shown with its vibrant, unique concept of banking.

**#ResponsibleYOUth** or taglines like 'Unique banking for the unique YOUth'

# Brand Architecture





# Execution Method

- Ad Films will be shown on the various platforms targeting consumers of specific age
- Viewers will be remarketed on the basis of their interest shown even a tad bit
- Quirky & intellectual creatives will be circulated on a new social media pages created by the name of BOB Cafe showing how to save time, making banking interesting etc.
- Posts and pages will be amplify with the help of influencers and publications

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# Why choose us

We know how difficult it is to take time out for bank visits and we can understand how painful and dull the bank visits can get.

We are stepping up with an initiative to change the perception of banking with keeping your interest and time at our top priority.

Help us help you!

# Activities and Offers

A few points added to your account each time you visit the branch.

Use  
#ResponsibleYO  
Uth and get upto  
15% off on  
shopping with  
BOB card

Introduce a new  
account/custom  
er and get 20% off  
on flight tickets

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**Thank you**