

Launch of *Manhattan Credit Card*



PR Campaign
August 2004

The Brief

Objective:

- To launch the Manhattan Credit Card through a breakthrough idea, in keeping with the uniqueness of the product, create a buzz around the launch and effectively communicate the key messages to the target groups through non-paid media.
- **Target Audience:** Young Urban Indians, 25-30 Yrs, SEC AB
- **Key Markets:** Mumbai, Delhi and Bangalore
- **Target Media:** Consumer and lifestyle dailies & magazines, Business dailies & magazines, Travel and Tourism media, Hospitality and related trade media, Electronic media, Websites, Radio

Key Messages

Manhattan Credit Card lets 'You Decide' your lifestyle experiences, interest rates and benefits with its own brand identity and attitude.

- Manhattan provides choice of lifestyle experiences**
- Manhattan provides customised pricing**
- Manhattan provides a choice of communication in an 'un bank', 'un card' manner**
- Manhattan is offered free for life.**

Strategy

- **Conceptualized a unique play titled “You Decide” (similar to “Whose line is it anyway?)) with product attributes worked in**
- **Joined hands with Q-theatre productions a leading youth theatre group**
- **Unusual venue**
- **Teasers, invites which made no mention of product were disseminated to the media**
- **Created a sense of expectation among media using leading comedians of theatre/ small screen and not revealing any information on the product till after the theatre performance.**

How did we do it?

- **A teaser bookmark followed by a creatively designed invitation, was sent out to the journalists.**
- **Press Kits were also designed differently, in the form of a diary with pouch, into which the press release was put in alongwith a pen that also gave you options of colour you'd like to use, (red + black + pencil).**
- **All the elements of the launch were unique, including the seating (lounge like ambience on the 55 feet stage).**

How did we do it?

- The launch started through a theatre performance titled “You Decide”, on the lines of the popular sitcom “Who’s line is it anyway”.
- The Performance included four games to be played impromptu by the cast (Jaaved Jaaferi, Cyrus Broacha, Raageshwari, Joy Fernandez, Anish Trivedi & Merlyn D’souza). Whilst being entertaining, subtly brought out features of the product like flexibility, low interest rates, lifestyle experiences.
- In keeping with the Manhattan Credit Card promise - ‘You Decide’, members of the media were given the option to decide what they wanted the artistes to enact, and that’s what the awesome six some did!

How did we do it?

- **The last of the four games enacted ended with a specially created song on Manhattan Credit Card, sung by all the performers.**
- **In the end the curtain rose to depict the huge lit up skyline of Manhattan, with the giant Manhattan card.**
- **An amazing spectacle, which was followed by a laser show that had the audience enthralled.**

How did we do it?

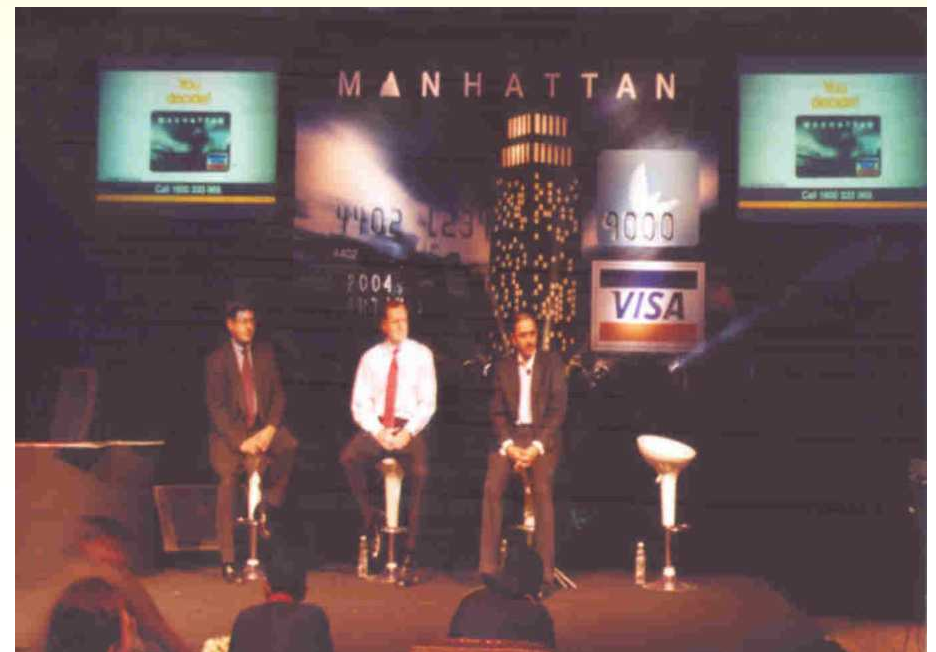
- **Chris Low, CEO, India Region, Standard Chartered, Mike DeNoma, Group Executive Director and John Filmeridis, Global Product head, Credit Cards and Personal Loans, gave an overview of the changing consumer preferences, why Manhattan and why such a launch. Mr. Shyam Srinivasan , General Manager & Head, Credit Cards and Personal Loans, shared insights into the research that led to the launch of Manhattan, the Marketing and Advertising strategies and plans.**



Vishu Ramachandran, Mike Denoma, Shantanu



Cyrus Broacha, Raageshwari Loomba, Jaaved Jaaferi, Joy Fernandez



Results

- **Media excited with novel launch event**
- **Coverage in Business & lifestyle media**
- **Stories on product benefits plus unusual launch**
- **Instant knee jerk reaction from competition**
- **Extensive coverage on several television channels on the launch event**