



Muthoot Finance

GOLDMAN CASE STUDY



OBJECTIVE

To show South Indians that the gold they had lying around at home doing nothing could be put to work at Muthoot Finance to make their dreams a reality.

SITUATIONAL ANALYSIS

South Indians love gold. So much so that they would not put it to work. An in-depth research showed that while a vast majority of them bought gold, very few of them took loans against them. What's more, gold loans are usually taken by an older audience. For a gold loan pioneer like Muthoot Finance, this was a trend they were looking to buck.

CONSUMER INSIGHT

Taking a gold loan is often looked upon as the last resort for funds. There is stigma and shame attached to it. This means that more people keep gold lying around at home and go through financially trying times or put aside their dreams and aspirations just because they are nervous to take a gold loan. For many people taking a gold loan is also not something that they think is possible because they just do not think it can be used for any and all financial needs.

CREATIVE SOLUTION

We personified the idle gold lying around at home as the lazy Gold Man and told viewers to, 'Put Your Gold To Work!'. We identified famous comic actors in each South Indian state and had them take on the persona of the Gold Man. In the films, the Gold Man is put to work at Muthoot Finance to finance the son's education. In this way, we got people to understand that they could either leave their gold lying idle at home, or put it to work at Muthoot Finance to make their dreams a reality.

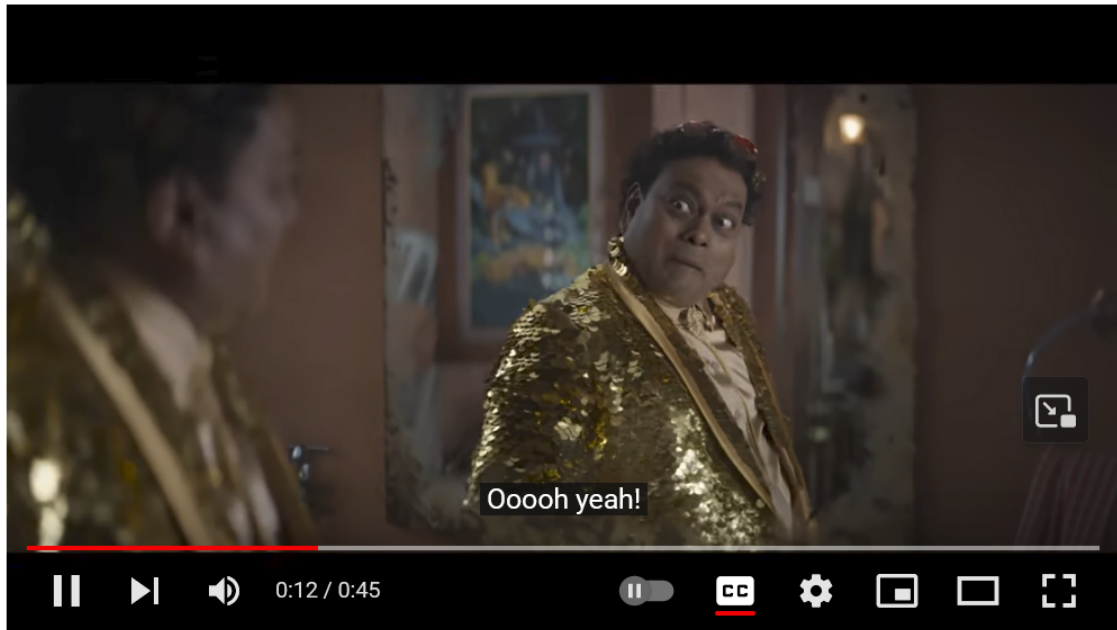
Our decision to shoot the film in 4 languages simultaneously with famous comedy superstars ensured that it would connect on a deeper level than a pan-South Indian film could.



RESULT

The Gold Man films were a resounding success, getting people to change their minds about the idle gold lying around at home. They also got to watch their favourite actors embody gold, connecting to each state and language. The films also received over 15 million views and counting. Brand recall was at an all time high as more people associated Muthoot Finance with the best place for gold loans. The films were so popular that it influenced the competition to make similar films and taglines.

RESULT



Ooooh yeah!

Muthoot Finance - Put your gold to work - Kannada



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So gorgeous.

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RESULT



Pure beauty

Muthoot Finance - Put your gold to work - Malayalam



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