



## BRAND: EDELWEISS MUTUAL FUNDS

### CAMPAIGN: 'KITNA MILEGA'

## AGENCY



### RISHABH SHRIVASTAVA

Associate Creative Director, Digital Refresh Networks

## CLIENT



### RADHIKA GUPTA

MD & CEO, Edelweiss MF

“The brand brief was to highlight ‘*Kitna Milega*’ as the campaign communication. Digital Refresh Networks team built on this insight which emerged from investors’ curiosity about their returns, to deliver the message in a quirky way.”

“We have heard investors ask how much returns they can expect in a product, even before they choose to invest in a financial product / Mutual Funds. We have picked on this insight of ‘*Kitna Milega*’ to build on the communication for Target Maturity Funds.”