

# OPEN EXPERIENCES



Axis Bank Credit Cards



# Building the most loved brand *dil se open*

The best of **Axis**  
now at your fingertips.

Presenting  
**open by Axis Bank**

**AXIS MOBILE** is now open



# The very best of **Axis** only for you!

Everything you've come to know, love and trust about Axis Bank, packaged in one future-ready intuitive mobile app.

With the launch of our mobile app, 'open' by Axis Bank, we set a new benchmark for excellence in digital banking. Our 360° media launch campaign was focused on showcasing the real problems 'open' by Axis Bank solves for, by bringing the best of Axis right at our consumers' fingertips.

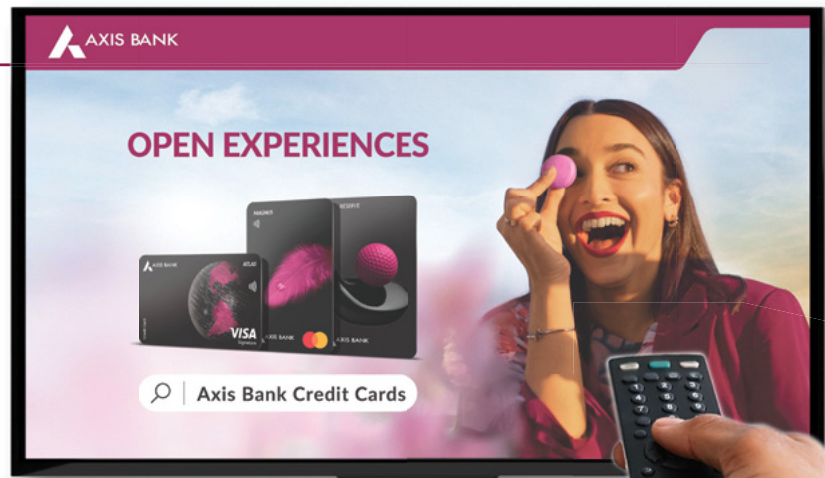
## 'open' by Axis Bank





# Open Experiences

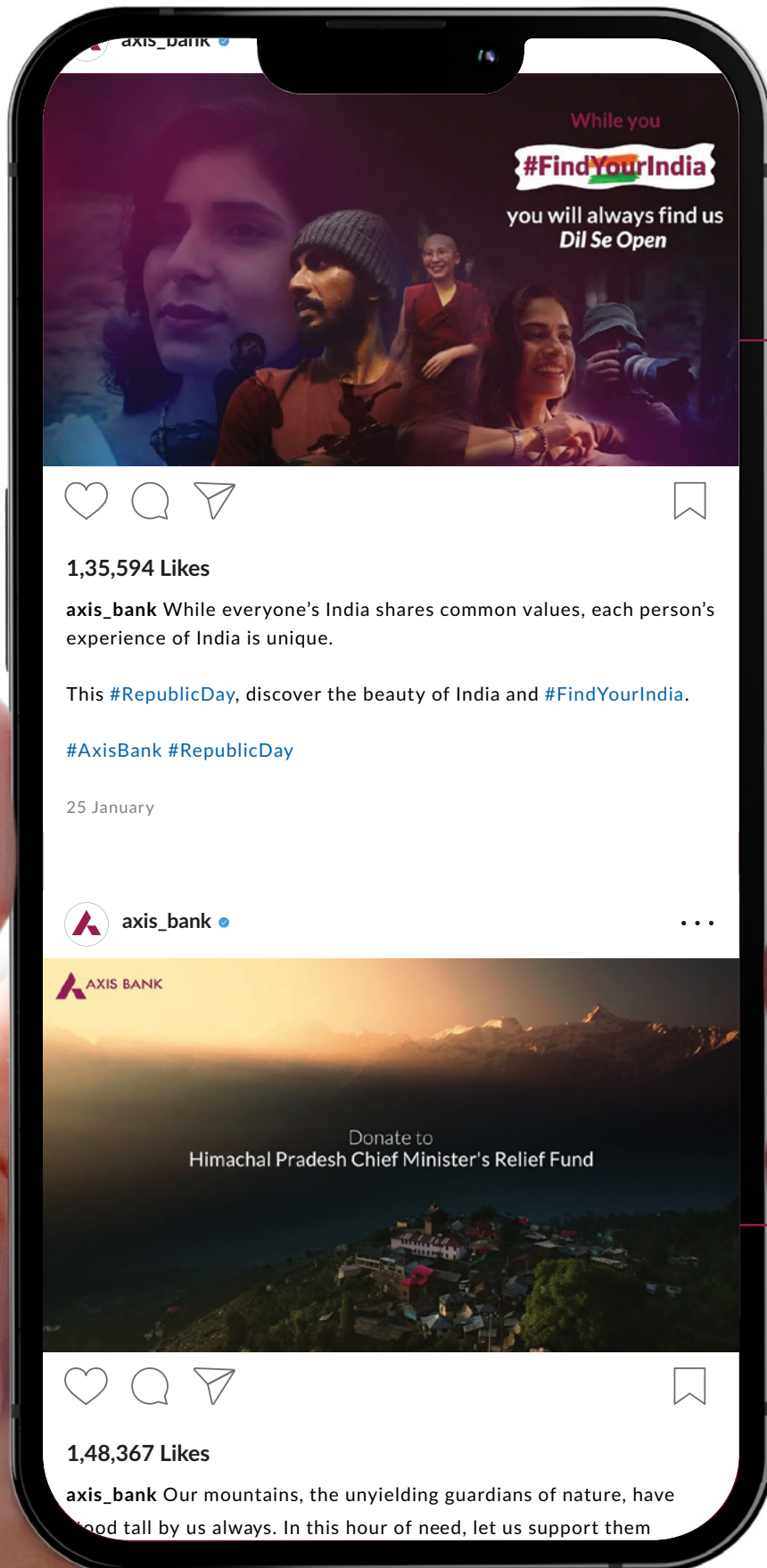
Our Credit Card campaign on 'Open Experiences' reflects our unwavering ethos to go beyond the conventional and provide experiences that resonate deeply with the new age aspirations of our consumers. The campaign featured tailored offerings focusing on travel and dining, to appeal to the preferences of millennials.



## The 5,000<sup>th</sup> Branch Milestone

Our campaign on the 5,000<sup>th</sup> Branch Milestone established that every new touchpoint of Axis Bank is a new avenue for us to be *dil se open* for our customers. It offered a glimpse of proof points on the significant impact we have on the diverse communities and stakeholders we serve.





## Find Your India

On Republic Day, we launched #FindyourIndia, a campaign celebrating our nation's diverse spirit and the unique connections each Indian holds with their homeland. As a familiar companion throughout the country, we emphasized our commitment to serving our customers in every corner of India, wherever they find their own 'India'.

## Save the Mountains

We launched #SaveTheMountains campaign to aid Himachal Pradesh flood victims. Together, we rallied support and raised funds for relief efforts, offering hope and tangible assistance to those affected by the devastating floods. Our aim was to garner donations for the CM relief fund to support the cause.

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Happy Father's Day to all Dads! :)

1,21,446 Likes

axis\_bank Father's Day just wouldn't be complete without celebrating that special habit our fathers have of meticulously checking products before making a purchase. It's one of the things that make them truly one-of-a-kind.

This Father's Day, tag your dad and let him know how much he means to you!

## Father's Day

We launched a heartwarming campaign celebrating dad intuition. It emphasised the parallel between a father's protective nature and Axis Bank's commitment to safeguarding customers from financial fraud.

Our communication featured ways to protect against scams such as juice jacking, fake social media profiles, and missed call scams.

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Let's build a world of  
**#FinanceWithoutBias**

1,716 Likes

axis\_bank It's high time we take responsibility for the biases we perpetuate and help build a better world for all.

#FinanceWithout Bias #WomensDay #Axis Bank

## Finance Without Bias

Our campaign on #FinanceWithoutBias challenged stereotypes embedded in the 'Girl Math' trend on social media. We celebrated the lesser appreciated financial acumen of women by debunking myths and showcasing their achievements in the financial space.