

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

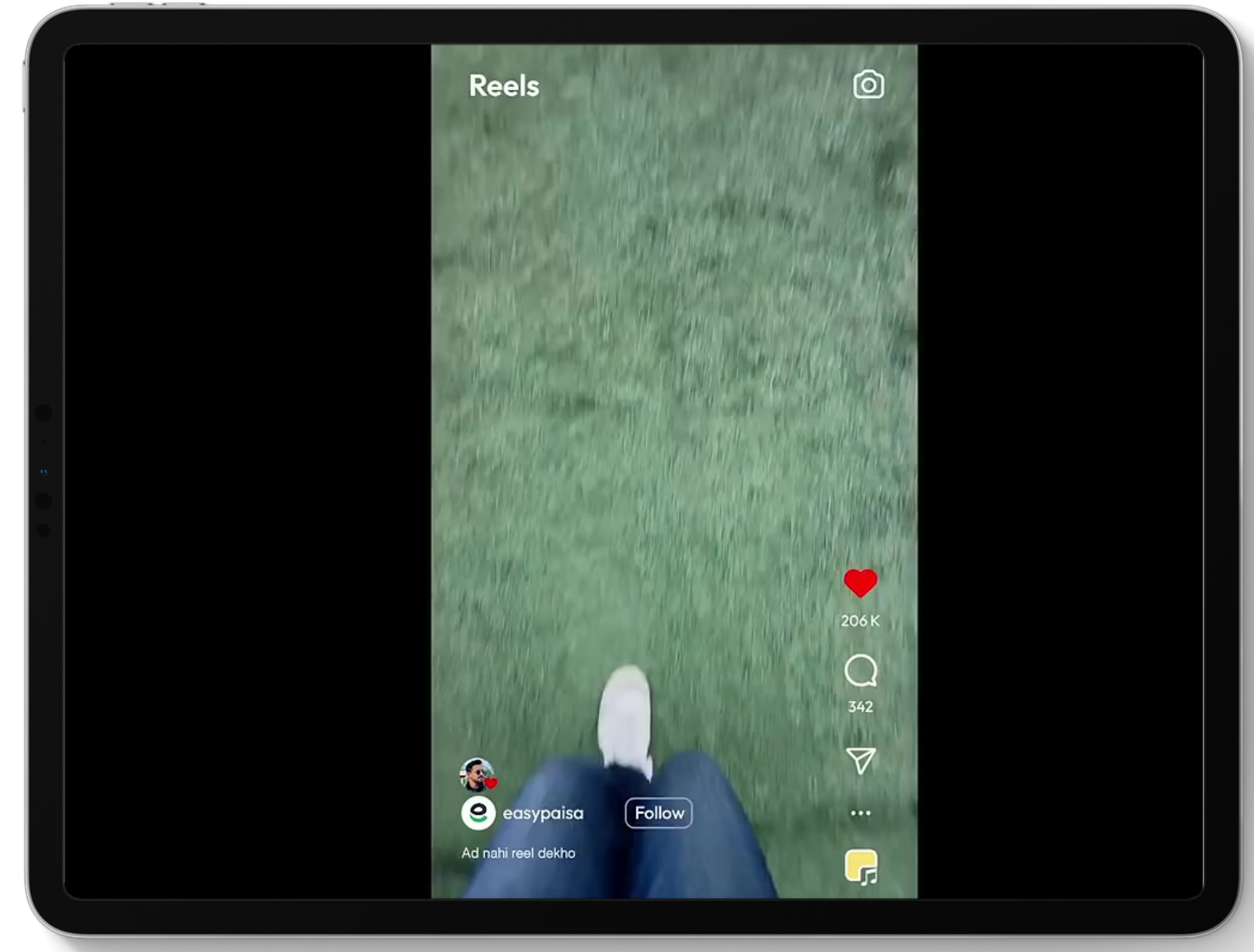


Brief:

The client briefed us that Easypaisha should be positioned as more than a payments app. #easywalabank — a simple, accessible digital bank that makes everyday money management effortless.

Strategy:

We positioned Easypaisha as #easywalabank by embedding it into key lifestyle passions. Fenced content around travel and food (Irfan Junejo), tech (MKBHD), and mainstream entertainment (Fahad Mustafa) showcased Easypaisha as an everyday banking companion, not just a payments app.



RESULTS

140% Rise in CTR
(Against Planned)

251% strikerate on Clicks