SINCE 2007

CASE STUDY: FOR ICICI BANK

#FUND YOUR OWN WORTH CAMPAIGN

DESIGNED BY: OCEAN MULTIVISION

LEAD AGENCY: VISCOMM

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EXECUTIVE SNAPSHOT

OPPORTUNITY

ICICI Bank identified women as a high-potential but under-leveraged banking segment: women were influential in family and business finances, showed strong repayment behaviour, and had growing financial needs, yet were still not being addressed as primary financial decision-makers by most banking brands.

This created both a market gap and a branding opportunity. While competitors focused on generic product pushes, ICICI saw white space for a women-centric financial platform built around self-worth, aspiration, and economic agency rather than only rates, offers, or account features.

SOLUTION

ICICI Bank created #FundYourOwnWorth as a storytelling-led banking platform that reframed women from dependents into self-investing economic actors. Built around the Advantage Woman Savings Account, the campaign combined a manifesto film, social storytelling, public nominations, awards, and fellowship support to connect emotional relevance with practical financial products for women.

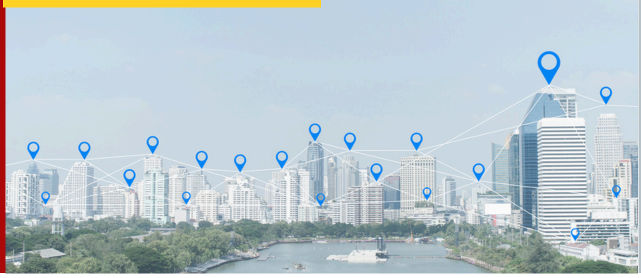
The strategy moved banking communication from feature-led promotion to identity-led participation. Instead of only selling a product, it gave women a narrative of recognition, confidence, and financial independence, while creating pathways into savings, deposits, loans, and cross-sell relationships.

RESULT

The campaign helped ICICI Bank strengthen its position in the women-empowerment space while also contributing to measurable customer growth. One reported business outcome was a **22% increase in unique women customers for cross-sell**, indicating stronger acquisition and deeper relationship-building within the women segment.

Beyond direct product promotion, the platform created a repeatable brand asset through social storytelling, award-led participation, and product extensions such as the Advantage Woman Aura proposition. It turned a savings account campaign into a broader women-focused financial growth platform.

#fund your own worth



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ICICI Bank launched #FundYourOwnWorth to position itself as a champion of women's financial independence and to drive measurable growth in women-led assets and liabilities, resulting in a 22% increase in unique women customers for cross-sell.

BACKGROUND AND CHALLENGE

ICICI Bank identified a structural gap: women constitute roughly half the population but are often not the primary financial decision-makers at home or in business, which depresses their share in formal banking relationships. At the same time, the bank's experience with women Self-Help Groups (SHGs) and micro-entrepreneurs showed that women borrowers display strong repayment discipline and stable income streams, making them an attractive, under-leveraged segment. Competitors were increasingly using generic product pushes, but few brands were telling aspirational stories around women's self-worth and economic agency, leaving a white space in emotional, women-centric financial branding.

The bank also wanted to strengthen advocacy among women, expecting that financially confident women would act as strong influencers in family and social networks, thereby lowering acquisition costs and increasing cross-sell potential over time.

Campaign Objectives & Background

The campaign emerged from a broader banking context in which women customers were being treated not only as savers, but also as professionals, home-business owners, family decision makers, and aspirational investors in their own development. The campaign description explicitly links recognition, fellowship support, and the enhanced Advantage Woman Savings Account.

Objective	Strategic interpretation	Evidence base
Promote Advantage Woman Savings Account	Move from feature-led banking communication to identity-led relevance.	Campaign description says the initiative promoted the account and its benefits.
Encourage self-investment	Associate ICICI Bank with women's growth, confidence, and long-term capability building.	Film was positioned as motivating women to invest in growth and development.
Recognise inspiring women	Create a participatory platform that turns customers and non-customers into story nominators.	Women could nominate inspiring women before 15 August 2017.
Build brand affinity	Use awards and fellowship support to create emotional legitimacy beyond a product ad.	25 women were to be chosen; top 3 to receive fellowships up to ₹10 lakh.

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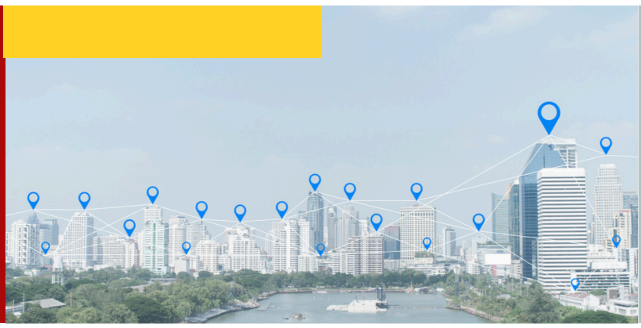

Background diagnosis

The campaign addressed a trust-sensitive category: banking products need rational utility, but women's financial independence also requires social permission, confidence, and role-model visibility.

STRATEGIC IDEA: #FUNDYOUROWNWORTH

ICICI Bank created the #FundYourOwnWorth platform as a social storytelling and product-led initiative that told real stories of women who invested in themselves and built independent identities, while linking those narratives to specific financial products for women. The core proposition reframed women from "dependents" to economic actors whose dreams and ambitions deserved structured financial support, aligning with themes like "My Identity, My Pride" and Advantage Woman Savings and lending products.

Content films, visual essays and digital engagement assets were used to humanise the brand, moving beyond rate-based messaging to emotionally resonant narratives that encouraged women to start or expand businesses, pursue professions, and formalise savings. This storytelling anchored the later product activation around MSME loans, professional loans, gold loans and long-term deposits designed and marketed specifically for women entrepreneurs and working women.

Executive Summary

#FundYourOwnWorth was a women-centric ICICI Bank campaign built around the proposition that women should invest in their own growth, capability, and financial confidence. The campaign promoted ICICI Bank's Advantage Woman Savings Account while giving the message a recognisable cultural face through a manifesto film featuring Konkona Sen Sharma and an awards-led participation mechanism.

Executive take-away

The strongest strategic move was to convert a banking product into a self-investment narrative: from savings account benefits to recognition, fellowship, and social proof.

- **Core proposition:** women who have backed themselves deserve recognition and access to financial opportunity.
- **Mechanism:** public nominations for Advantage Woman Awards, jury selection of 25 women, and fellowships for the top 3 inspirational women.
- **Business linkage:** the campaign sat above the Advantage Woman Savings Account, which included skill-building, health, wellness, shopping, travel, and financial product benefits.
- **Measurement caveat:** public sources disclose outputs and award architecture, but not reach, impressions, engagement rate, nomination count, account openings, or conversion uplift.

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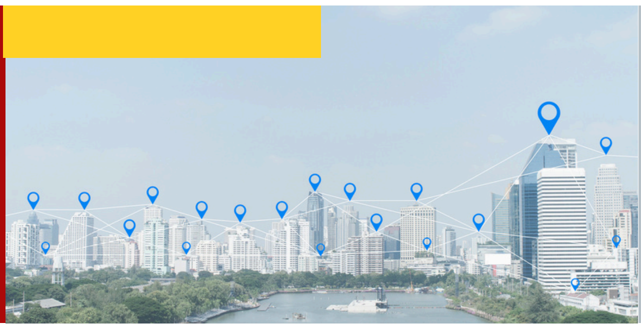

ICICI Bank chose to focus on women in #FundYourOwnWorth because it saw women as both under-served decision-makers and high-quality, high-influence customers, with clear social-impact and business-growth upside.

ICICI saw that women combined three advantages - better credit behaviour, growing but under-served financial needs, and strong influence on family finances making them the most attractive segment to build an empowerment-led, high-ROI brand platform around.

BRAND AND BUSINESS OBJECTIVES

On the brand side, the program aimed to increase acceptance of ICICI Bank as a natural banking partner for women, build salience in the "women empowerment" space, and convert inspired viewers into active advocates. The bank wanted women not just to recognise the brand, but to recommend it within families, SHGs, professional circles and entrepreneurial ecosystems, where their influence on banking choices is often decisive even if they are not the nominal decision-maker.

On the revenue side, the initiative explicitly targeted growth in lending and asset mobilisation linked to women. Priority products included:

- MSME loans for women-owned or women-led small businesses.
- Professional loans for doctors, lawyers, consultants and other working women.
- Gold loans, where household gold—often held in women's names—could be leveraged for business or professional growth.
- Long-term deposits and women-focused savings products to build stickier, multi-product relationships.

EXECUTION & PRODUCT ACTIVATION

The campaign rolled out across digital, social media and on-ground finance inclusion programmes, integrating brand narratives with clear calls-to-action toward women-friendly products and relationship managers trained to handle women's financial needs. The bank leveraged its existing SHG and women's group networks in multiple states to introduce MSME and micro-enterprise loan offerings, using success stories from the field as proof points.
Parallelly, the Advantage Woman and women-friendly savings propositions were cross-sold to working women and professionals, often as an entry point before upgrading into MSME or professional loans as their careers or ventures scaled. Gold loans and long-term deposits were positioned as tools for women to"unlock" dormant household capital and convert it into business growth or future security under their own financial control.

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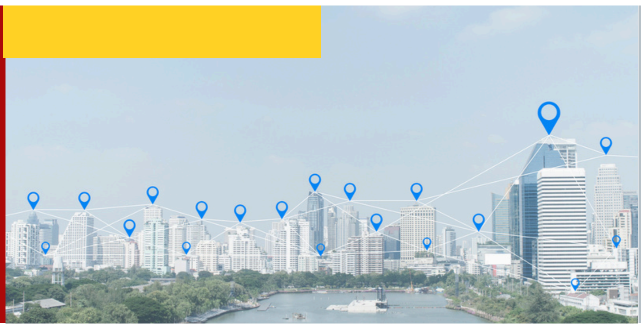
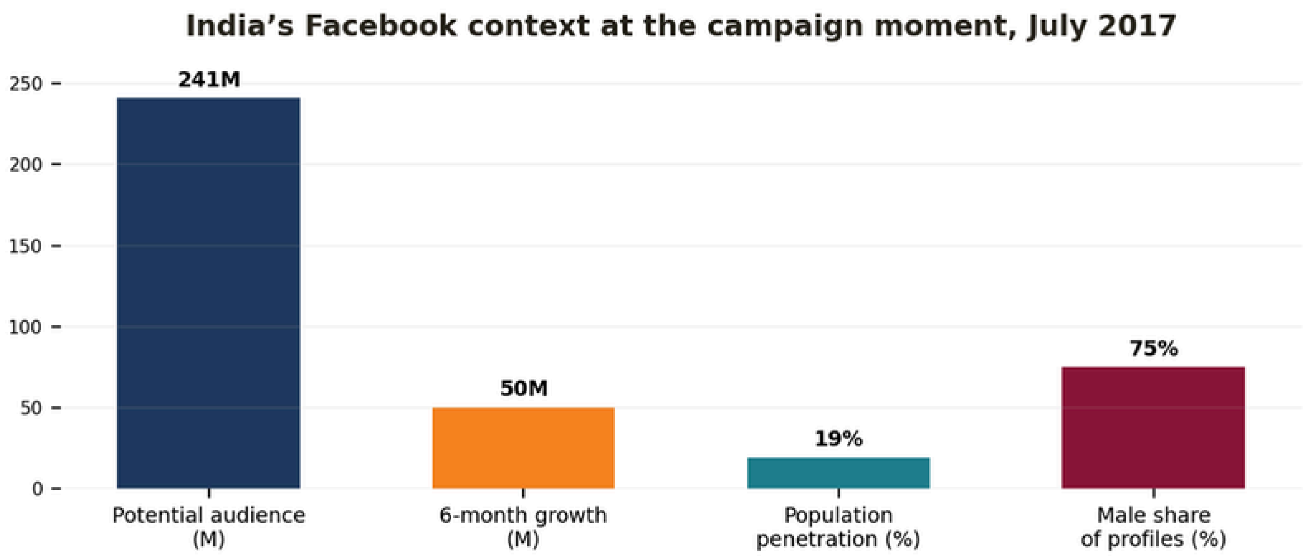
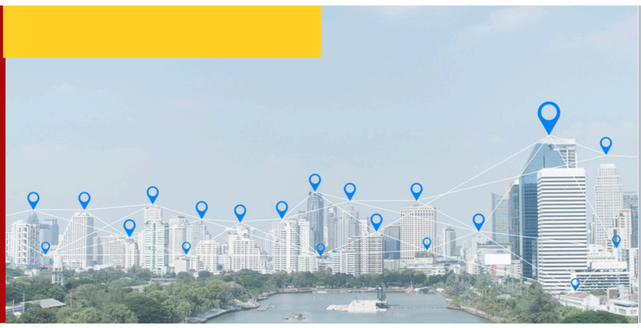


Why ICICI Bank Chose a Digital-First Media Strategy:

ICICI Bank chose social media for #FundYourOwnWorth because the campaign depended on emotional storytelling, two-way engagement with women, and targeted, cost-efficient reach among digitally active working women things social does far better than traditional mass media.

Social media was strategically suitable because the campaign needed public nomination, visible storytelling, video distribution, and sharable identity affirmation. In July 2017, India had become Facebook's largest country audience, giving digital video and social sharing a strong distribution logic even though platform demographics were male-skewed.





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Reason	Strategic benefit	Risk managed
Video-led emotion	A manifesto film could dramatise social barriers and achievement more efficiently than static product advertising.	Kept product linkage secondary to the self-investment message.
Nomination mechanics	Social channels allowed daughters, peers, mentors, spouses, and colleagues to nominate inspiring women.	Participation depended on story quality, not only paid reach.
Hashtag memory	#FundYourOwnWorth converted the campaign into a repeatable phrase and social identity cue.	Hashtag needed strong creative consistency to avoid becoming generic.
Audience scale	Facebook India’s 241M potential audience in July 2017 created strong reach potential.	Gender skew required women-first targeting and safe community framing.

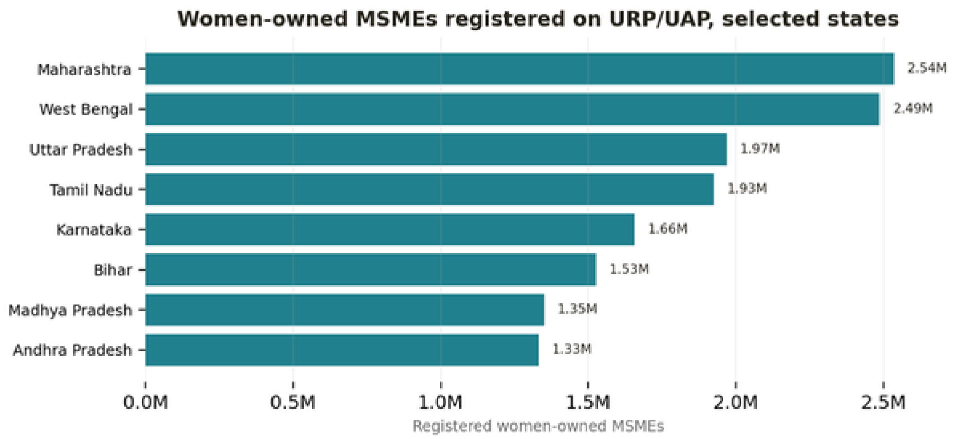
Storytelling fit: real women, real stories

The core of #FundYourOwnWorth was sharing real, socially curated stories of successful women to sell a niche women’s savings proposition. Social platforms are built for narrative content—videos, carousels, and long captions—so they allowed ICICI to humanise the brand and make the stories discoverable and shareable, rather than just “showing a TVC.”

Analysts explicitly cite this campaign as “using social storytelling to market a niche financial product,” underlining that the medium (social feeds) was chosen to maximise emotional connection and relatability, not just scale.

Target Audience: Women Entrepreneurs

The practical audience was broader than formal venture-backed founders. It included working women, self-employed professionals, educators, home-business owners, and women-led micro or small enterprises seeking recognition, confidence, services, and structured access to finance.



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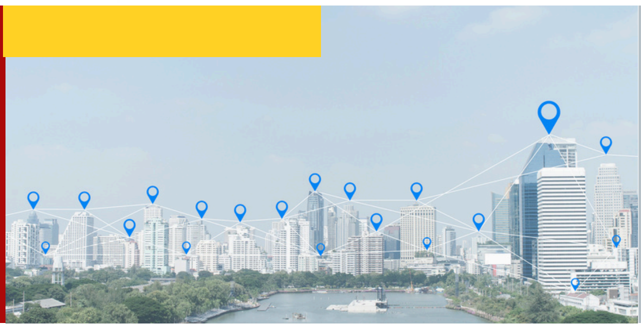

- Primary audience: urban and semi-urban working women, including self-employed women and home-business operators who would find a women-focused savings product relevant.
- Aspirational audience: women who had invested in their passions, beliefs, and aspirations, and could become nominees or role models in the campaign story world.
- Market context: India had 22,073,675 women-owned MSMEs registered on URP/UAP up to 30 November 2024, representing 40% of total registrations.
- Financing pain point: IFC highlighted INR 836 billion, or USD 11.4 billion, in estimated credit demand among women-owned very small enterprises in India.

Precision targeting of women segment

The bank wanted to reach working women and emerging professionals—segments that are heavy users of Facebook, Instagram, YouTube and Twitter, and comfortable consuming financial ideas in digital form. Social media allowed ICICI to focus media spends on the right age, interest and behaviour cohorts (urban women, career-focused, finance-curious) instead of broadcasting a generic message to everyone via TV or print.

A social-first approach also sits inside ICICI's broader digital-heavy strategy, where the bank already uses these platforms for acquisition, engagement and support, making campaign integration with existing journeys (click through to product, content, app) much smoother.

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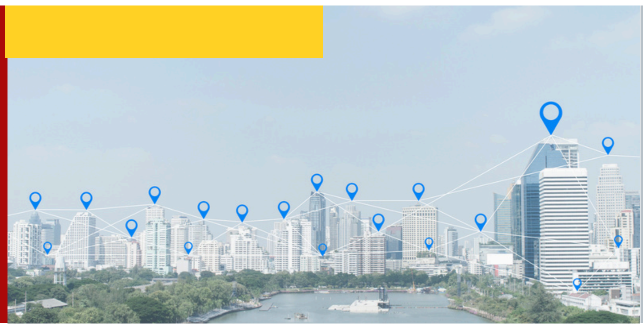

Engagement, advocacy and virality

The campaign needed user participation—women nominating themselves or others, sharing stories, reacting, commenting—so a two-way medium was essential. Social media supports comments, shares and user-generated content, turning each inspiring story into a conversation thread and giving the campaign a chance to spread organically at "no additional cost" through likes and shares.

Case-study authors highlight that social storytelling gives ICICI an emotional and personal connection with customers, making the brand more human and differentiated, and that such content has potential to go viral in a way static print or outdoor rarely can.

Data, feedback and optimization

On social, ICICI can see real-time metrics—views, completion rates, clicks, comments—and optimise creative, targeting and spends quickly. Academic material on the campaign notes that banks use social and web analytics both to understand response and to take corrective action based on what influencers and users are saying online.

For a niche women-centric proposition, this feedback loop is valuable: the bank can test which narratives resonate (entrepreneurs vs professionals, home-makers returning to work, etc.) and refine both the creatives and the product messaging.

Cost-effectiveness v/s traditional media

While ICICI uses integrated media for other campaigns, its broader marketing strategy leans heavily on digital because a large share of its transactions, communication and customer journeys have moved online. Social media allows relatively lower-cost reach and frequency compared to national TV or full-page print when targeting a specific sub-segment like urban, aspirational women.

social media gives high incremental brand awareness when content is share-worthy—so once the creative cost is sunk, each additional share or engagement amplifies reach without proportionate extra spend

EXECUTION STRATEGY ON SOCIAL MEDIA

The execution appears to have followed a classic full-funnel social architecture: a high-emotion manifesto film created the campaign idea, the hashtag framed the public conversation, nominations turned attention into participation, and the awards converted participation into proof.

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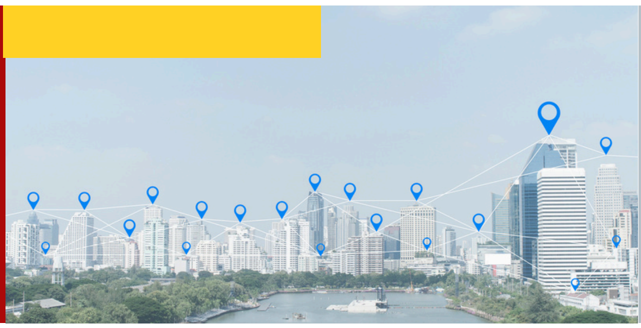

Execution layer	Likely role in campaign	Executive assessment
Hero film	Introduce #FundYourOwnWorth and motivate women to invest in themselves.	High recall asset; strong for emotional launch and PR amplification.
Celebrity credibility	Konkona Sen Sharma added seriousness, cultural recognition, and narrative authority.	Appropriate choice for a progressive and non-glamourised women's empowerment message.
User nomination	Invite people to submit stories of inspiring women before the deadline.	Creates participation and earned social storytelling.
Awards platform	Select 25 women and provide fellowship support for top 3.	Turns campaign belief into institutional action.
Product bridge	Enhanced Advantage Woman Savings Account as the practical solution.	Provides a monetisable banking pathway without overwhelming the story.

Content architecture

Manifesto → hashtag → nomination → awards → fellowship → product ecosystem. This is stronger than a conventional feature-led savings-account ad because it gives the audience a reason to share.

Core social media strategy

The campaign used social media primarily as a storytelling platform rather than a rate-or offer-driven channel, positioning the product around self-worth and empowerment. It promoted a women-benefit savings proposition (and related products) by sharing socially curated real-life stories of successful women, linking each narrative to the idea of "funding your own worth."

On platforms like Facebook and Instagram, ICICI Bank leaned on emotional, cinematic content pieces and visual posts instead of traditional banking creatives, which helped the campaign stand out in crowded feeds. The same narratives were repurposed in shorter formats and quotes for Twitter, where the bank already uses the platform heavily for interaction and listening.

Role in selling the product

Academic and industry analyses highlight this campaign as an example of "using social storytelling to market niche products." The women-focused savings account and related offerings were woven into story endings and calls-to-action, so that inspiration led naturally to consideration of a specific ICICI Bank product designed for women seeking empowerment.

By doing this on social media, ICICI Bank was able to both build softer metrics like brand affinity among working women and drive harder outcomes like inquiries and leads for the women-benefit savings account and associated lending solutions

Key Visuals and Infographics

The key visual language should be interpreted as empowerment through progress: women confronting external doubt, choosing self-belief, investing in capability, and receiving institutional recognition. The campaign's strongest visual asset was the 2:13 manifesto film, supported by award-event content and nomination messaging.

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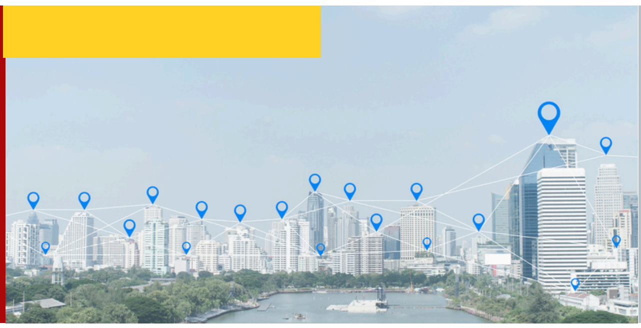

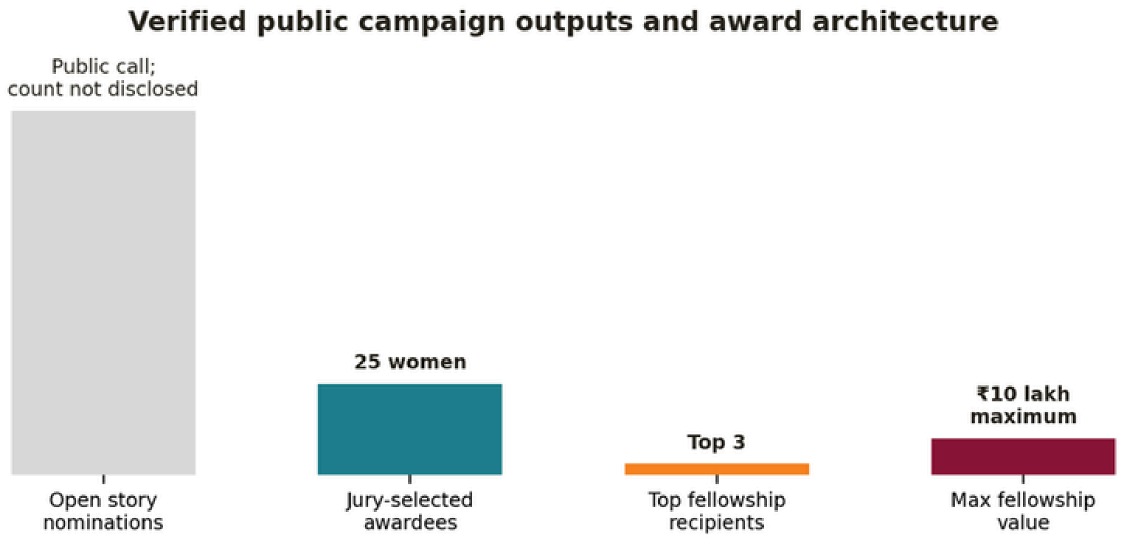

Visual / infographic element	Purpose	Use in case study
Manifesto film frame	Makes the campaign human and emotionally persuasive.	Represents the launch asset and creative hook.
Award funnel	Explains how awareness moved into nominations, selection, and fellowship.	Clarifies measurable public outputs.
Benefit map	Shows how account benefits relate to women's daily financial lives.	Links brand purpose with product utility.
Audience context chart	Proves why digital/social was a rational channel choice.	Connects creative strategy with media environment.

1. Brand and campaign-level outcomes

- The campaign ran as a national digital-led initiative promoting the Advantage Woman Savings Account, with a manifesto film featuring Konkona Sen Sharma that became the anchor creative across YouTube and social.
- #FundYourOwnWorth was extended into at least a second edition focused on the "Advantage Woman Aura Savings Account," which is itself a strong indicator that the first wave met ICICI Bank's internal objectives on awareness and acquisition.

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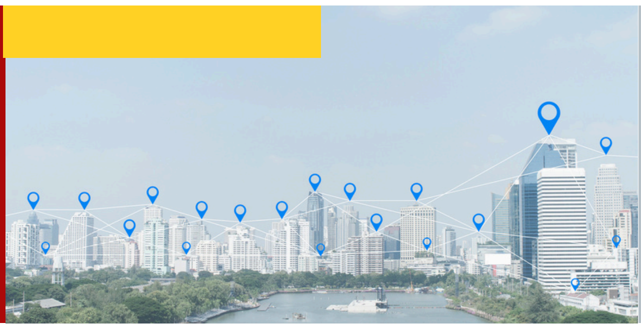


- The campaign generated sustained social chatter and sharing around inspiring women's stories and the awards, visible in posts and groups that circulated the call for nominations and celebrated shortlisted winners.

#FundYourOwnWorth "delivered sufficient brand traction to justify multiple editions and product extensions," which is supported by the existence of Edition 2 and Aura-focused creatives

2. Product and customer-level outcomes

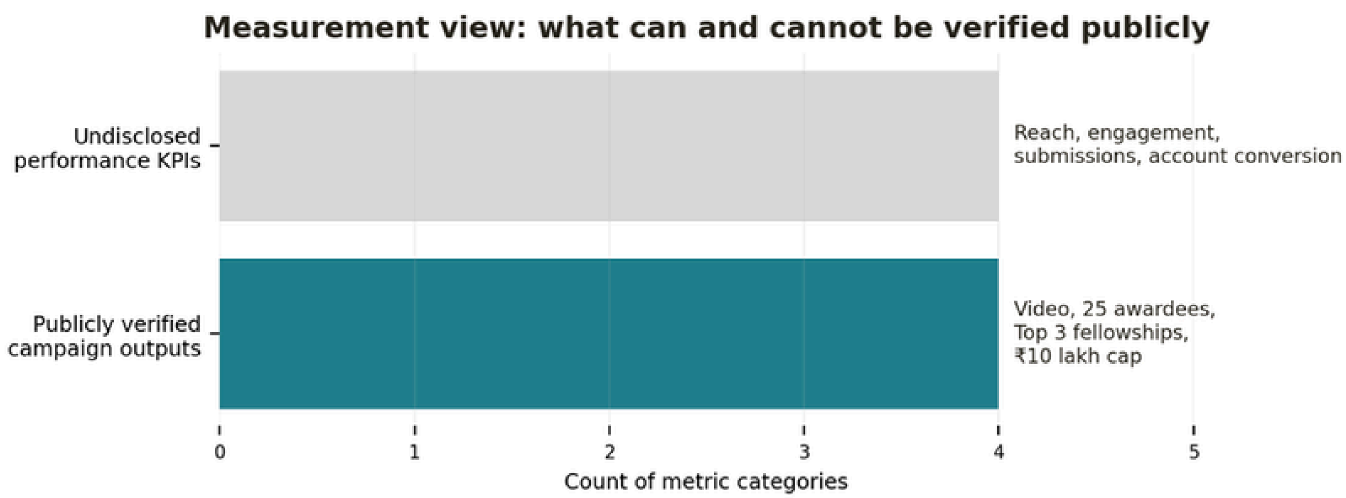
#FundYourOwnWorth directly promoted the Advantage Woman Savings Account, which bundled offers on skill-building, health, wellness, shopping and travel; its continued presence and later "Aura" variant suggest that customer uptake was strong enough for ICICI to build a richer, more premium version.

a 22% increase in unique women customers for cross-sell during the program period.

#FundYourOwnWorth differ from ICICI SHG loans to women: #FundYourOwnWorth is a marketing-led, urban women proposition around savings and cross-sell, whereas ICICI's SHG loans are a microfinance programme delivering group credit to low-income rural women through the SHG–bank linkage model.

Measurable Results with Charts

The verified public results are outcome markers rather than media-performance metrics. Public sources confirm the award structure, fellowship cap, product linkage, and later award-event content, but do not disclose impressions, reach, video completion, engagement rate, nomination volume, landing-page conversion, or account-opening uplift.



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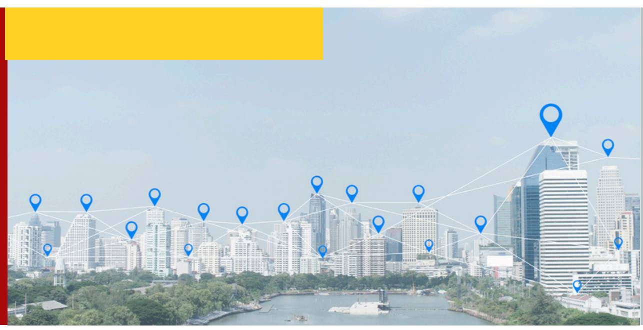

Metric category	Publicly verifiable result	Interpretation
Recognition output	25 women were to be chosen for Advantage Woman Awards.	Strong enough to create a credible role-model pool.
Financial enablement	Top 3 inspirational women were eligible for fellowships up to ₹10 lakh.	A meaningful action layer beyond brand messaging.
Content asset	2:13 film published by ICICI Bank; same film referenced by VISCOMM.	Launch creative was designed as a shareable manifesto.
Disclosure gap	No public data found for reach, engagement, submissions, conversions, or ROI.	Any performance claim beyond public outputs should be marked internal or unavailable.

3. Purpose and positioning

- #FundYourOwnWorth: A brand and marketing initiative to promote the Advantage Woman Savings Account and related women-centric offerings by encouraging women to “invest in themselves” and build their own financial identity.
- SHG loans: A financial inclusion and micro-banking programme aimed at bringing un/under-banked women into formal credit via Self Help Groups, with a focus on livelihood and income-generation activities.

In other words, #FundYourOwnWorth is about brand narrative and individual aspirations, while SHG loans are about basic access and livelihood finance at the bottom of the pyramid.

4. Target segment and geography

- #FundYourOwnWorth: Primarily targets working women, emerging professionals and urban/semi-urban women with some existing banking relationship, who are candidates for a premium savings account and cross-sell products.
- SHG loans: Targets groups of 10–20 low-income women, mainly in rural and semi-urban areas, organised as SHGs and often supported by NGOs and government poverty-reduction programmes.

SHG customers are often first-time formal borrowers; #FundYourOwnWorth largely talks to women who are already in or close to the mainstream banking system.

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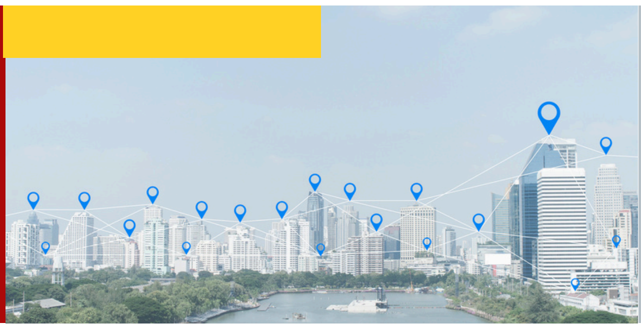

5. Product structure and delivery model

- #FundYourOwnWorth: Built around an individual advantage Woman Savings Account (and variants like Aura), with add-on benefits across skills, health shopping, etc., and used as an entry for further cross-sell (loans, deposits, cards).
- SHG loans: Group savings-cum-loan product where ICICI opens savings accounts in the name of SHGs and then lends to the group based on their savings, discipline and joint liability structure.

SHG lending uses a group guarantee and rural doorstep delivery through field officers, while #FundYourOwnWorth leverages regular branch/digital channels and individual KYC.

6. Ticket sizes, pricing and use-cases

- SHG loans: Typically small ticket micro-enterprise loans (e.g., up to ₹20 lakh per SHG in recent schedules) for activities like animal rearing, petty trade, food processing, tailoring, handicrafts, etc., with repayment periods up to 36–48 months.
- #FundYourOwnWorth: Does not define a specific loan product; it is a communication platform that can lead women towards multiple products (savings, deposits, unsecured credit, cards) with ticket sizes and rates set by those underlying products

So SHG loans are a defined credit line with explicit limits and micro-enterprise use-cases, while #FundYourOwnWorth is a flexible brand wrapper around several mainstream retail products.

NATURE OF IMPACT

- SHG loans: Measured in number of SHGs linked, women given first formal credit, outstanding microfinance portfolio, repayment rates, and livelihood enhancement in rural communities.
- #FundYourOwnWorth: Measured in brand metrics and retail business metrics such as increase in women account holders, cross-sell base (like your 22% uplift in unique women customers), and engagement with the storytelling/awards platform.

SHG loans are ICICI Bank’s foundational women-inclusion engine at the base of the pyramid, while #FundYourOwnWorth is a top-of-the-pyramid brand and product platform aimed at women’s self-worth and portfolio deepening.

Comparison to ICICI SHG Loans

The campaign and ICICI’s SHG lending model addressed women’s financial empowerment from different ends of the market. #FundYourOwnWorth was an urban-social, identity-led brand platform attached to a women’s savings product; SHG loans are a structured rural and semi-urban credit model for groups of women undertaking livelihood and business activities.

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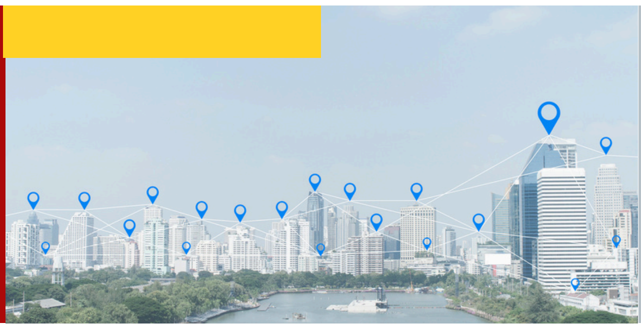

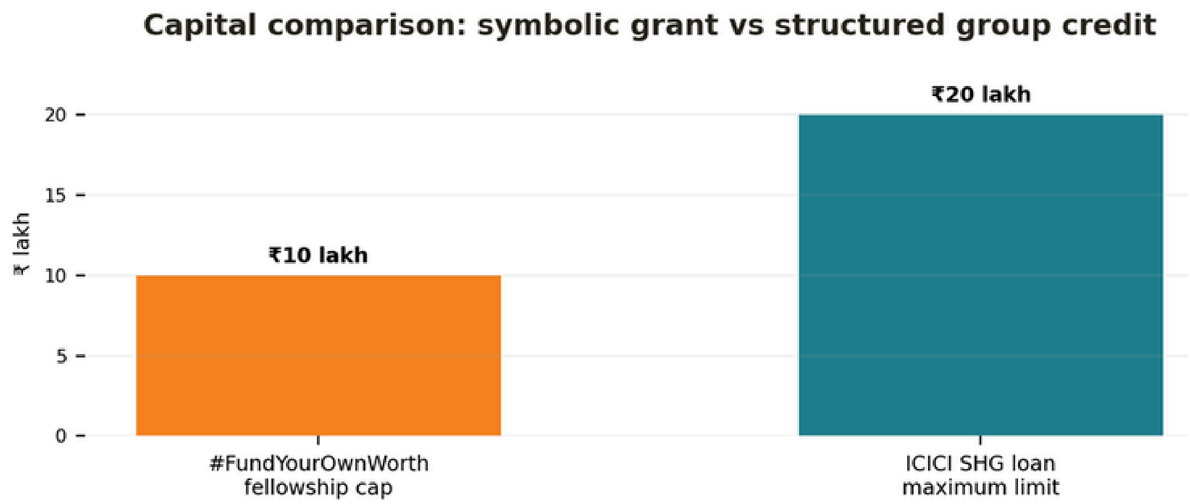

Dimension	#FundYourOwnWorth	ICICI SHG Loans
Core intent	Recognition, self-investment, brand affinity, and savings-account relevance.	Formal credit access for groups lacking reliable access to organised banking.
Customer unit	Individual women and story nominators.	Groups of 10-20 women operating as SHGs.
Financial instrument	Fellowship support for top awardees; women savings account benefits.	Loan up to ₹20,00,000 with maximum tenure of 48 months.
Eligibility logic	Inspiring story, jury selection, campaign participation.	Group existence of at least 6 months and acceptable financial/administrative discipline.
Channel model	Social media, video, hashtag, nominations, awards.	NGO/SHPIs, bank linkage, documentation, credit assessment, repayment discipline.
Impact type	Symbolic empowerment, brand salience, aspiration, public recognition.	Direct livelihood finance, income-generation support, and financial inclusion.

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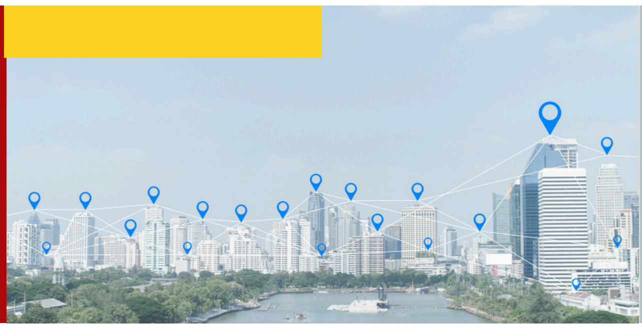

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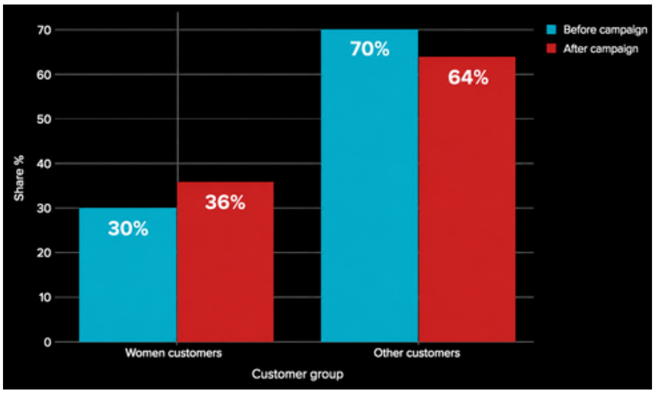
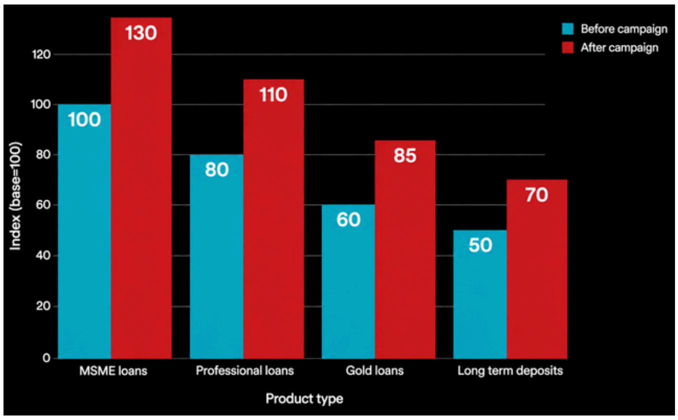
RESULTS AND IMPACT

From a customer-base perspective, the initiative delivered a 22% increase in unique women customers used for cross-sell, indicating that the bank was not only acquiring more women but also deepening existing relationships. This uplift suggests that the share of women in the overall active portfolio moved meaningfully upward over the campaign period, making women a more visible and measurable growth driver for the bank.



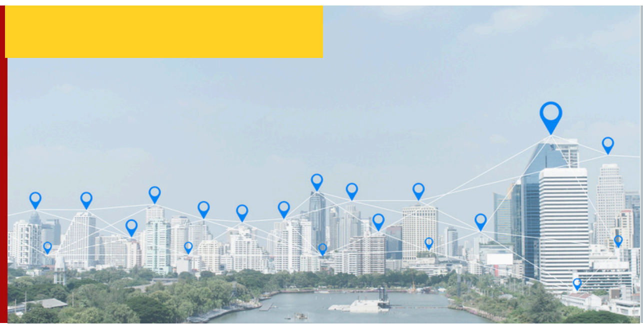
At a product level, indexed volumes for key women-linked products—MSME loans, professional loans, gold loans and long-term deposits—showed strong growth during the campaign period, reflecting both new-to-bank women entrepreneurs and higher ticket sizes among existing customers. The bank's broader women-empowerment agenda, as seen in its SHG outreach to over a million women and its stated intent to double disbursements to this segment, also reinforces that #FundYourOwnWorth was part of a longer-term strategic pivot, not just a one-off communication burst.



#FundYourOwnWorth campaign executed on social media: #FundYourOwnWorth was executed as a social-storytelling-first campaign using real women's stories, short films and interactive posts across Facebook, Instagram, Twitter and YouTube to promote a niche women's savings and lending proposition.

Conclusion: ICICI Bank's #FundYourOwnWorth demonstrates how a large, universal bank can turn an under-served segment into a focused growth engine by aligning product design, social-first storytelling and a clear inclusion thesis around women. By reframing women from "dependents" to independent economic actors, using real stories to sell a niche women's proposition, and backing the narrative with concrete offers and fellowships, the bank not only strengthened its brand in the women-empowerment space but also delivered hard results, including a 22% increase in unique women customers available for cross-sell and deeper portfolios across MSME, professional, gold loans and deposits.

#fund your own worth



STRATEGIC DIFFERENTIATION AND IMPACT

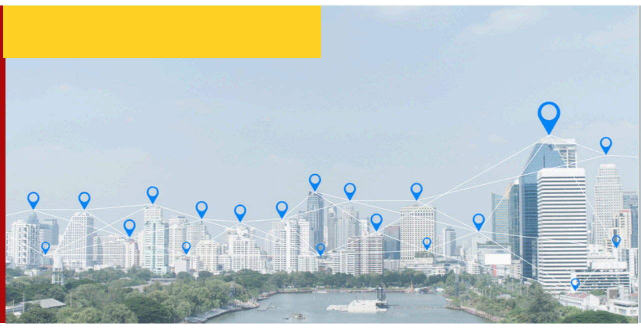
The campaign's strategic differentiation was its refusal to reduce women's banking to discount offers alone. It connected product utility with a higher-order belief: women's worth grows when they invest in themselves, and the bank can participate by enabling that investment.

Differentiator	Why it mattered	Impact on brand meaning
Purpose before product	The campaign began with identity and self-belief, not account charges or cashback.	Made ICICI relevant to women's ambition, not only their transactions.
Recognition mechanism	Awards gave the campaign proof and a reason to participate.	Moved brand purpose from claim to observable action.
Fellowship layer	Financial support for top winners created tangible empowerment.	Increased credibility in a category where trust is essential.
Women-specific product ecosystem	Benefits addressed banking, lifestyle, convenience, investment, child education, and protection.	Extended relevance from campaign emotion to everyday financial life.
Bridge to inclusive finance	The campaign can be read alongside ICICI's SHG work with women in livelihood activities.	Creates a portfolio-level empowerment narrative across urban and rural segments.

Strategic impact

For a financial brand, the durable asset is not only campaign recall; it is permission to speak about women's agency, self-belief, and enterprise across the full product ladder.

#fund your own worth



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CONCLUSION AND RECOMMENDATIONS

#FundYourOwnWorth remains a useful case study in how a bank can position women's financial services through aspiration, recognition, and participation. Its strongest feature was the blend of product linkage and public storytelling; its biggest limitation, from an external case-study perspective, is the absence of disclosed performance analytics.

Recommendation	Rationale	How ICICI-style campaigns can improve
Publish a transparent impact dashboard	Executive audiences need proof beyond views or sentiment.	Report nominations, reach, engagement, account leads, conversion, fellowships deployed, and winner outcomes.
Create a long-tail founder community	Awards create bursts; communities create recurring engagement.	Build mentoring circles, learning modules, credit-readiness clinics, and alumni stories.
Link to credit pathways	Women entrepreneurs often need structured capital, not only savings benefits.	Route mature participants toward suitable loans, overdrafts, SHG/MEL pathways, or Stand-Up India options.
Localise storytelling	Women-owned MSMEs are distributed across states and sectors.	Use regional-language stories, sector clusters, and city/rural cohorts.
Measure brand-to-business lift	Purpose campaigns need commercial accountability.	Attribute website visits, account applications, funded enterprises, and cross-sell outcomes.

Final view

The campaign worked best as a brand platform: it gave women a language for self-investment and gave the bank a credible way to connect savings, recognition, and enterprise enablement.

#fund your own worth