The two-month ING Vysya car branding executed by Meru Cabs beginning December 2009 demonstrated the high visibility that this medium offers to brands of all hues. The “Simplifier of Life’s Financial Journey” campaign with the tagline ‘Jiyo Easy’ was executed in three cities – Mumbai, Delhi and Hyderabad. Meru Cabs presents the objectives of the campaign and the manner of execution in the three cities including fleet-wrap. .

ING Vysya Bank wrapped on Meru Cabs

Client Brief:

- Increase the visibility and identity of the ING-brand in the upcoming/ newer markets like Mumbai and Delhi
- Create a greater impact & further strengthen ING’s position in Hyderabad

Creative Idea:

The idea for campaign is primarily to humorously dramatize the benefits of banking with ING. The brand platform for ING Vysya bank in India is “Simplifier of Life’s Financial Journey” and this brand promise was creatively spun into the tagline “Jiyo Easy”.

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