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Brief - Teaser Mailers for Brand Campaign Launch

Sumesh Ramankutty <sumeshramankutty@sib.co.in>

Mon, Mar 6, 2023 at 6:05 PM

To: Ronil Sugathan <ronil.sugathan@urja.com>

Cc: Shreya Dolhare <shreya.dolhare@urja.com>, MEDIA CELL <media@sib.co.in>, azmat@sib.co.in, Ramesh KP <rameshkp@sib.co.in>, Utkarsh Dave <utkarsh.dave@urja.com>, Jyothiraj Nair <jyothiraj@sib.co.in>

Hi Ronil,

Words are not enough to express our happiness and appreciation in creating this video in the shortest time and on verbal brief . On my behalf of entire Marketing Team of South Indian Bank, we appreciate your team and your leadership in executing this video at the best of its efforts .

The best part of the video is that you were able to use the elements of F1 race to ensure there is connect with the commercial and the same colour tone . I take this opportunity to appreciate Mr. Aryan, who rewrote the copy / script and used his creativity to make the video more interesting and exciting

“ Speed of Thought in doing Business” and “Waiting for the Next Leap “

We have to do more such creative pieces in future !

Happy Business !!

** even the email creative are good

Thanks and regards

Dr. Sumesh Ramankutty

Head – Brand and Corporate Communications

South Indian Bank Ltd.

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