Axis Bank's latest 'open' campaign asks what happens when customers get used to better experiences

New campaign 'open' ki aadat pad jaayegi brings alive the flexibility, personalization, convenience and control offered by the Bank's 'open' app through seven relatable films

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Axis Bank, one of the largest private sector banks in India, today unveiled '*open' ki aadat pad jaayegi*, the next chapter in the evolution of 'open', the Bank's digital banking proposition. Moving beyond product-led storytelling, the campaign explores how intuitive digital experiences built around convenience, personalization and control can shape customer expectations, influence behaviour and become an integral part of everyday life.

Introduced in 2023 as part of Axis Bank's Axis 2.0 transformation journey, 'open' marked a significant step in the Bank's digital banking evolution. While Open 2023 focused on showcasing what the platform could do, *'open' ki aadat pad jaayegi* represents the next leap in the brand's evolution, shifting the narrative from features and functionality to the impact they have on customers' everyday lives. The campaign explores how convenience, personalization and control become second nature, reinforcing the promise of 'Dil Se Open, 24x7'.

Each film follows the protagonist seeking the same convenience, personalization and control she enjoys on the 'open' app to other areas of life, highlighting how great digital experiences shape expectations beyond banking. The stories culminate in the question, ***"Agar mera bank aisa kar sakta hai, toh aap kyun nahi?"***, followed by the sign-off, ***"Aadat toh padegi na?"***

Across the seven films, the campaign showcases some of the app's key capabilities, including multi-bank account aggregation, investment and loan management, spend insights, card controls, Mobile App Code, Safety Centre and FD Lock.

Seven Films, One Simple Question: *'Agar Mera Bank Aisa Kar Sakta Hai, Toh Aap Kyun Nahi?'*

The campaign comes alive through seven distinct stories, each illustrating how the convenience, control and flexibility offered by 'open' from Axis Bank influences daily habits beyond banking.

- **One View, Many Banks:** Set at an airport check-in counter, the protagonist expects one airline to provide information about flights booked with other airlines. The interaction mirrors the convenience of the One View feature on the 'open' app, which allows customers to access details of multiple bank accounts through the 'open' app.
  Link: https://youtu.be/fpuGJL6jANY

- **Everything in One Place:** In a shoe store, the protagonist searches for sneakers that can serve multiple purposes, from walking and running to gym workouts. The film draws a

parallel with the 'open' app's ability to bring together investments, loans, deposits and payments within one integrated experience.
Link: https://youtu.be/drWZFQX2MNo

- **Knowing Where Your Money Goes:** At a gym membership counter, the protagonist requests a detailed breakdown of usage and spends across individual fitness equipment. The story highlights the Spend Analyser feature, which helps customers track spending patterns across categories on a real time basis.
  Link: https://youtu.be/xS_pFbBZ2Zc

- **Control, Your Way:** At a luxury hotel, the protagonist attempts to customise every aspect of her stay, from changing room features to adjusting amenities and views to suit her preferences. The film reflects the control customers enjoy over their cards through the 'open' app, including managing limits, changing PINs and blocking cards instantly when required.
  Link: https://youtu.be/KDYOMqq1AOk

- **Security in Your Hands:** At a diagnostic centre, the protagonist questions why sensitive reports rely on SMS-based OTPs when stronger security measures are possible. The film showcases Mobile App Code, enabling customers to securely self-generate authentication codes directly within the app.
  Link: https://youtu.be/9vCm-IfvBPw

- **Safety Beyond Transactions:** In a scuba diving school, the protagonist probes the instructor about advanced safety controls and contingency measures, questioning whether critical safety features can be turned on whenever needed. The narrative brings alive the Safety Centre feature on the 'open' app, which gives customers greater control over key banking functions, including Funds Transfer, UPI and SMS Blocks. By enabling customers to switch critical features on or off as required, the Safety Centre adds an additional layer of protection against fraud and empowers users to manage their banking security with confidence.
  Link: https://youtu.be/eNWHkl1O4Ec

- **Protection Against Fraud Pressure:** In a locker store, the protagonist redefines what security truly means by asking a simple question: what happens when access is given under pressure rather than stolen? The film brings alive FD Lock, a feature designed to safeguard fixed deposits by restricting withdrawals only at the branch, adding an extra layer of protection against increasingly sophisticated digital fraud.
  Link: https://youtu.be/iLcuIwKJviM

Sameer Shetty, Group Head – Digital Business, Transformation & Strategic Programs, Axis Bank, said, *"As banking becomes increasingly embedded in customers' daily lives, digital experiences are* *emerging as a key differentiator. At Axis Bank, we are focused on building intelligent, secure and customer-centric capabilities that give customers greater visibility, flexibility and control over their financial journeys. Through 'open', we are not just digitizing banking interactions but reimagining how customers engage with their bank. The campaign brings this vision to life by demonstrating how a superior digital experience can influence behaviour, elevate expectations and strengthen customer engagement."*

Commenting on the campaign, **Anoop Manohar, Chief Marketing Officer, Axis Bank,** said, *" At the heart of 'open' ki aadat pad jaayegi is a simple observation. Once customers get used to a certain level of convenience, personalization and control, they naturally begin to expect it across every interaction. Through relatable stories and humour, the campaign brings this insight to life. It also showcases how the 'open' app helps customers navigate their financial lives with greater confidence, convenience and control through intuitive, secure and customer-centric banking."*

The campaign has been conceptualised and executed in partnership with Curativity, the creative agency behind the *'open ki aadat pad jaayegi'* campaign.

Aarti Srinivasan, CCO, Curativity, said, *"When the Axis team showed us all the brilliant things the open app could do, our first thought was: with an app this damn good, how do we make the advertising match up? The idea- what if we took some of the world's best experiences and had a little fun with how they don't seem quite good enough once you've got used to open? A big shout-out to Altamash Jaleel, our Creative Director, for the many rewrites and laughs along the way. And, most importantly, to our partners at Axis Bank for guiding us through the process and helping us take something as feature heavy as a banking app and make it feel this human."*

The campaign will be rolled out across TV, digital, social and integrated media platforms nationwide. Through relatable storytelling rooted in everyday situations, the campaign reinforces Axis Bank's belief that when digital journeys deliver greater convenience, control and security, they don't just meet expectations, they redefine them.