

WHAT

Lemonn is an app based trading platform. ITW facilitated a brand integration for Lemonn with the Diljit Dosanj 'Dil-Illuminati' Tour, one of the biggest entertainment property integrations in India!



OBJECTIVES

Lemonn aimed to increase brand visibility and target a younger clientele while staying true to its brand tone: fresh, quirky, likable, and relatable.



EXECUTION

ITW facilitated a brand integration for Lemonn at the Diljit Dosanjh's Dil-Luminati tour in India. Typically, fintech communication follows a templatised approach, but Lemonn broke away from this norm and made a bold statement by positioning itself at the forefront of pop culture, and integrating itself into the content. The brand's mascot Lemonn Man was the special guest on stage with Diljit Dosanjh dancing to his iconic 'Lemonade' song.

RESULTS

The video featuring Diljit Dosanjh and Lemonn Man went viral, captivating the internet and generating widespread buzz. Its popularity quickly skyrocketed, significantly boosting brand awareness and engagement.