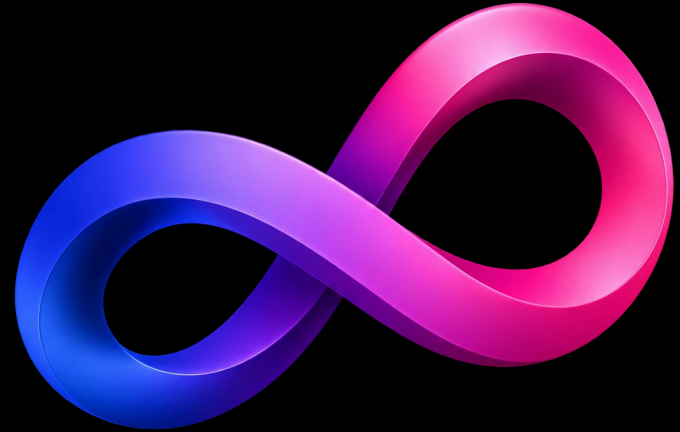


CASE STUDY

EQUENTIS INVESTTECH

Making financial education
feel human.

- Social media strategy • Content planning
- Creative direction • Reels



DRONYX

Ideas in Motion.

THE BRIEF

Create a cleaner, more human social identity that makes financial education easier to relate to, without losing credibility.

THE CHALLENGE

RANDOM VISUAL LANGUAGE

The feed used inconsistent design styles, making the overall brand presence feel fragmented.

BLUE-HEAVY FEED

Blue dominated the communication, creating a repetitive visual experience.

COMPLEX CATEGORY

BFSI content has to simplify financial ideas while staying relevant to people who actually earn, invest and plan.

THE AUDIENCE

EARNING GEN Z

Early earners building their first financial habits.

MILLENNIALS

People balancing wealth creation, protection, loans and long-term planning.

GEN X

An audience with more established financial responsibilities and planning needs.

The content direction therefore moved away from purely **technical communication** and **toward relatable situations**, questions, mistakes, decisions and **everyday money behaviour**.

CONTENT STRATEGY

Turn financial topics into conversations people recognise.

CURRENT + RELEVANT

Topics and messaging were planned around current financial conversations and trends.

HUMAN-FIRST

Use people, situations and visual metaphors instead of making every post feel like a financial document.

EDUCATIONAL

Simplify concepts without stripping away the substance.

ACTIONABLE

Move from “here is information” to “here is what this means for you.”

VISUAL DIRECTION

We shifted the creative direction toward cleaner compositions, stronger hierarchy, human imagery and more relatable visual storytelling.

- 01 **CLEANER** Less visual noise and stronger hierarchy.
- 02 **MORE HUMAN** People and situations became central to the communication.
- 03 **MORE RELATABLE** Creative angles were built around real financial behaviours and questions.



FEED TRANSFORMATION



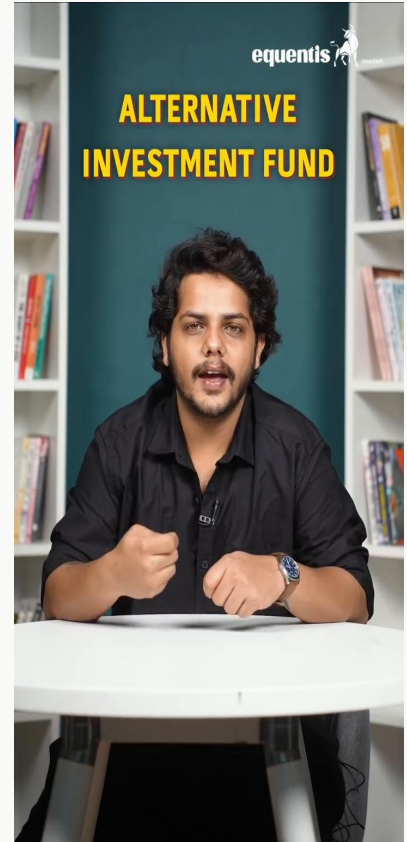
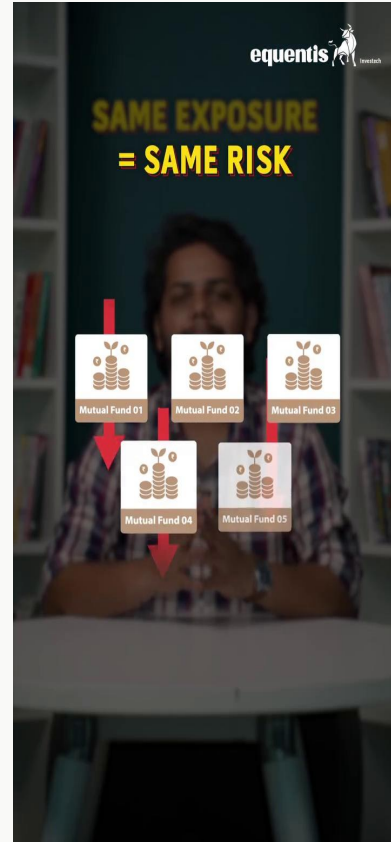
REEL STRATEGY

We decided the **reel topics**, wrote the **scripts** and **shaped the execution**.

The videos used direct-to-camera education supported by simple visual explanations, making complex investment concepts easier to follow.

Examples shown:

- Alternative Investment Fund
- Diversification / exposure / risk concepts



OUR ROLE

CONTENT STRATEGY

Planned the content direction and topic mix.

TOPIC + ANGLE

Decided what to talk about and how to make each topic relevant.

CREATIVE DIRECTION

Decided the visual treatment and post creative.

COPY + CAPTIONS

Wrote/decided post copy, messaging and captions.

REEL STRATEGY

Selected topics, wrote scripts and shaped video execution.

ON-CAMERA

Acted in 4 reels as the presenter.

CONTENT THINKING

Education built around questions, decisions and behaviour

FINANCIAL MISTAKES

Instead of simply explaining a product, frame the topic around a mistake the audience could actually make.

MARKET MOMENTS

Use current market movements as an entry point into education and strategy.

LIFE + MONEY

Connect finance to loans, insurance, emergencies, family goals and everyday decisions.

SIMPLIFICATION

Break complex products and concepts into visual, easy-to-understand formats.

RESULT

Financial **content**,
made **easier** to relate to.

The work was about creating a consistent social identity while making BFSI communication more human, current and relevant to the people the brand wanted to reach.

- Social Media Strategy • Content Planning
- Creative Direction • Copy • Reels

