

Shop Se

Building a brand that amplifies financial potential

Brand Concept, Brand Identity, Communication, App UX/UI

Shop Se is a platform that allows the end user to shop with instant EMIs, by providing 0% interest loans. Having partnered with a number of banks and financial institutions, Shop Se offers an alternative to week long credit checks and strenuous documentations. They aimed to create a brand that offers a new way of living and an elevated lifestyle.

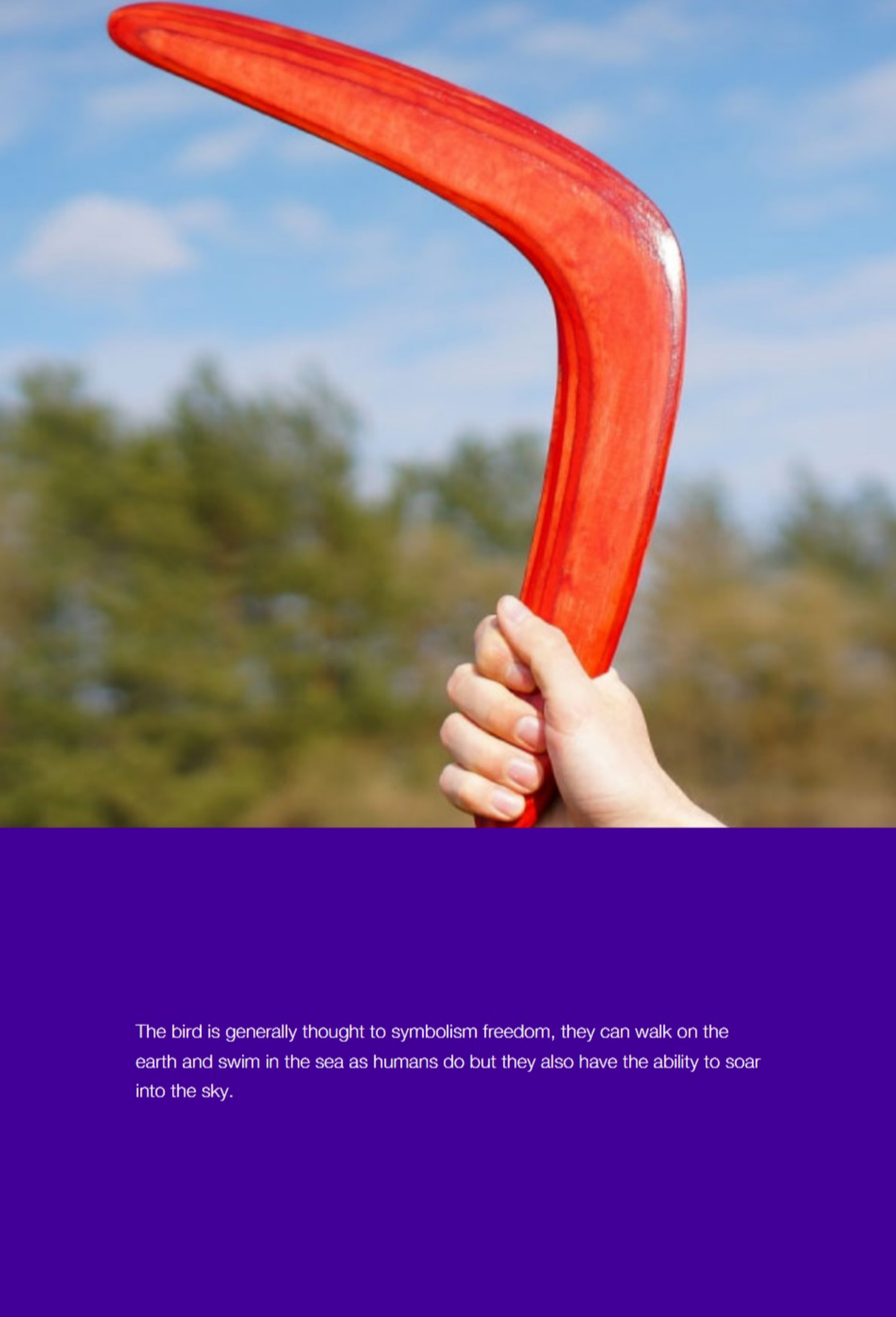
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The Challenge

The main challenge for Shop Se was to be able to communicate the difference between their offerings and other instant loan apps. Rather than being looked upon as a financial institute, they needed to resonate with the same credibility, but offer an alternative lifestyle.

Solution

Shop Se was positioned to target the aspirational consumer, who believes in the values of "no compromise" and offered them with a solution to unleash their financial potential. Shop Se stood for convenience, trust and security, to symbolise a secure platform that offers the freedom to explore the best that life has to offer. This transcended into the brand identity formed from a boomerang (symbolising speed, precision and overcoming hardships) and a bird (depicting the freedom to soar). Considering the heavily populated retail space, the brand colours were identified to stand out, yet reflect the brand essence. Shop Se offered convenience at the click of a button, which was translated into a detailed customer and merchant user experience and design.



A boomerang symbolizes full circles. It means that whatever you wish for from life, life gives back to you. Boomerang is also a symbol of overcoming hardships. A boomerang symbolizes speed and precision, which is where our brand offering of convenience lies.



The bird is generally thought to symbolise freedom, they can walk on the earth and swim in the sea as humans do but they also have the ability to soar into the sky.



Shop Se introduces instant EMIs for a life with no compromise. It gives you the freedom to explore the best that life has to offer.

Freedom

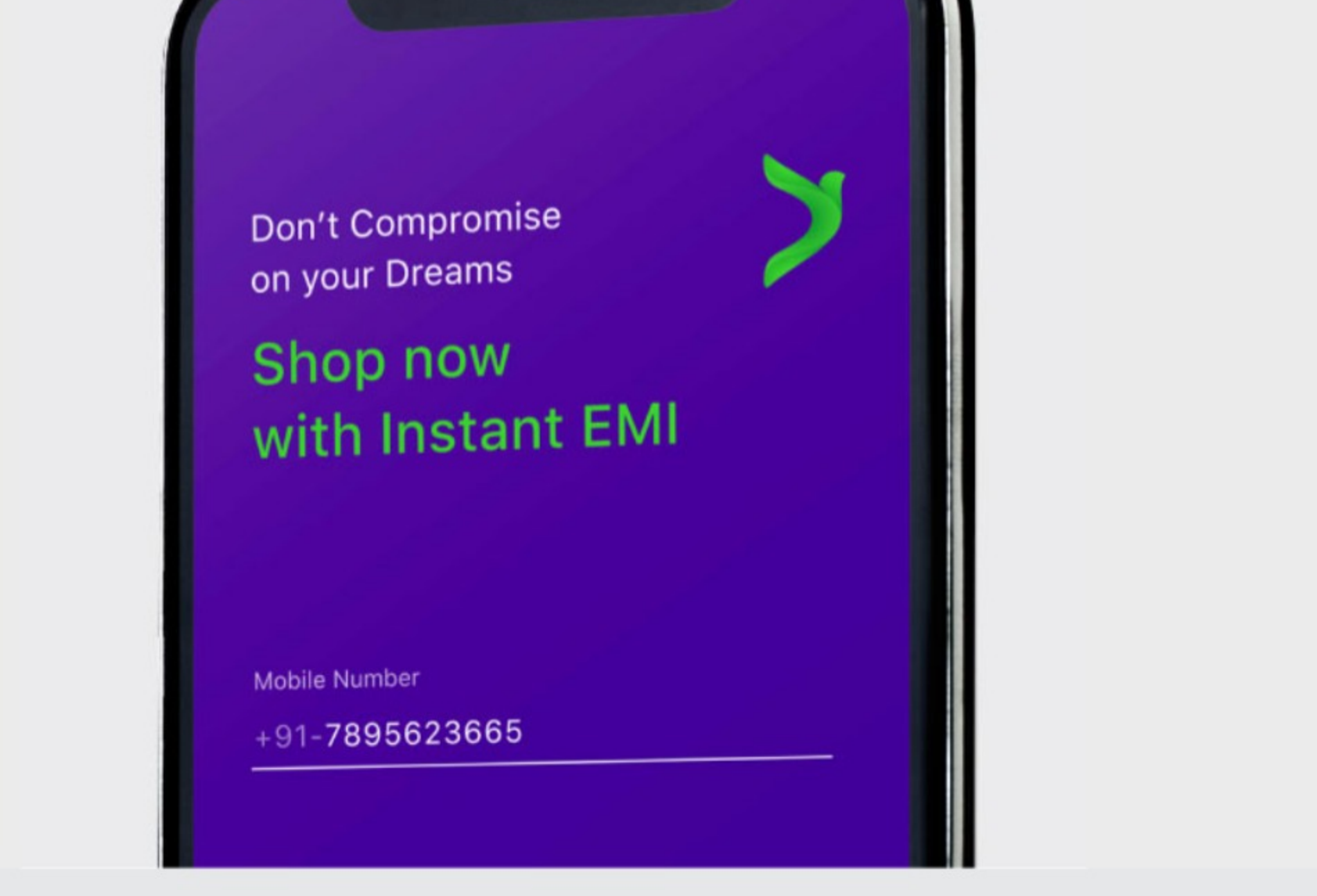
Credibility

Shop Se follows a quick process, with minimum information without asking for a lot of financial details and information. This makes Shop Se a secure platform and your first choice.

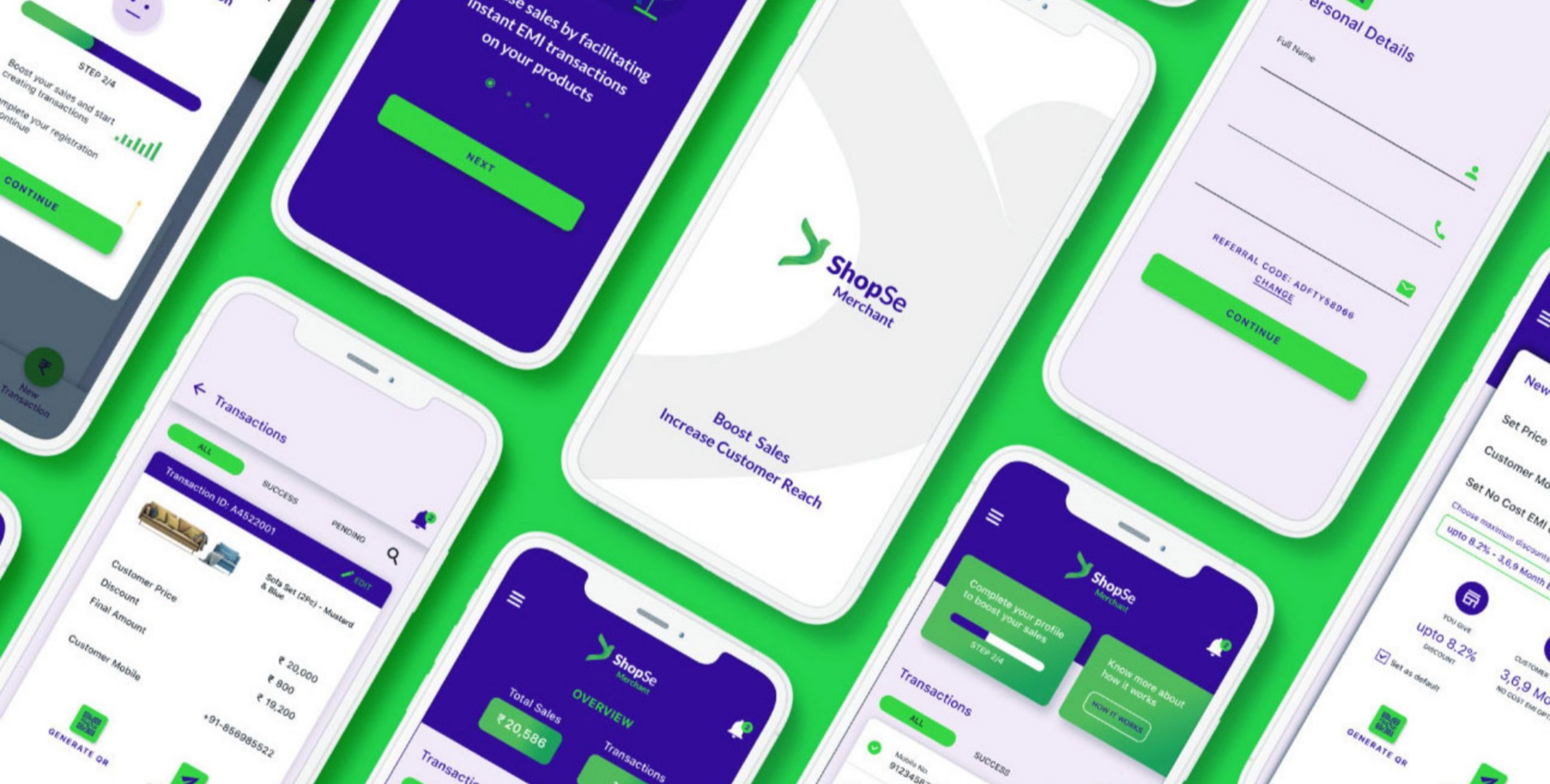
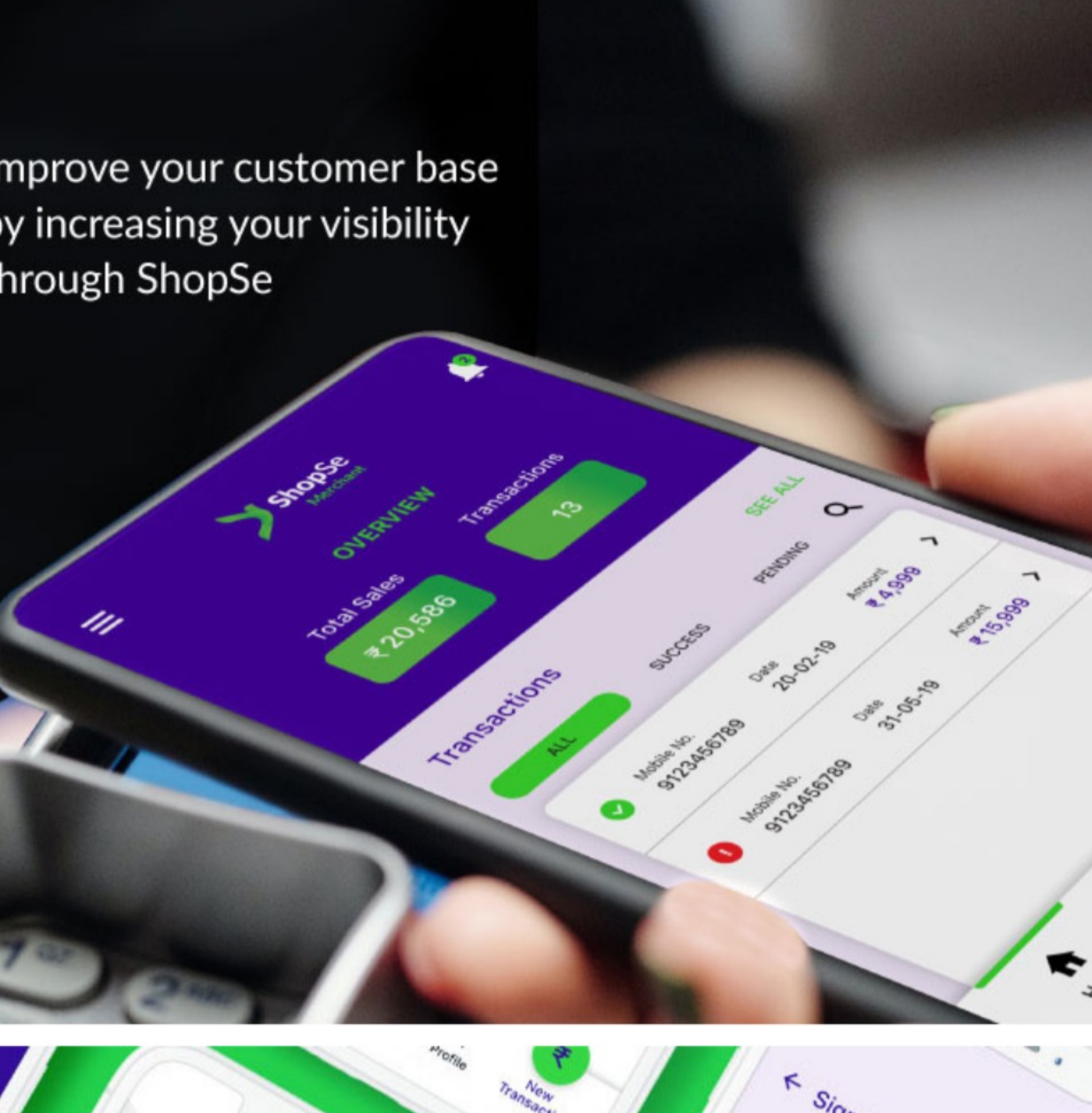
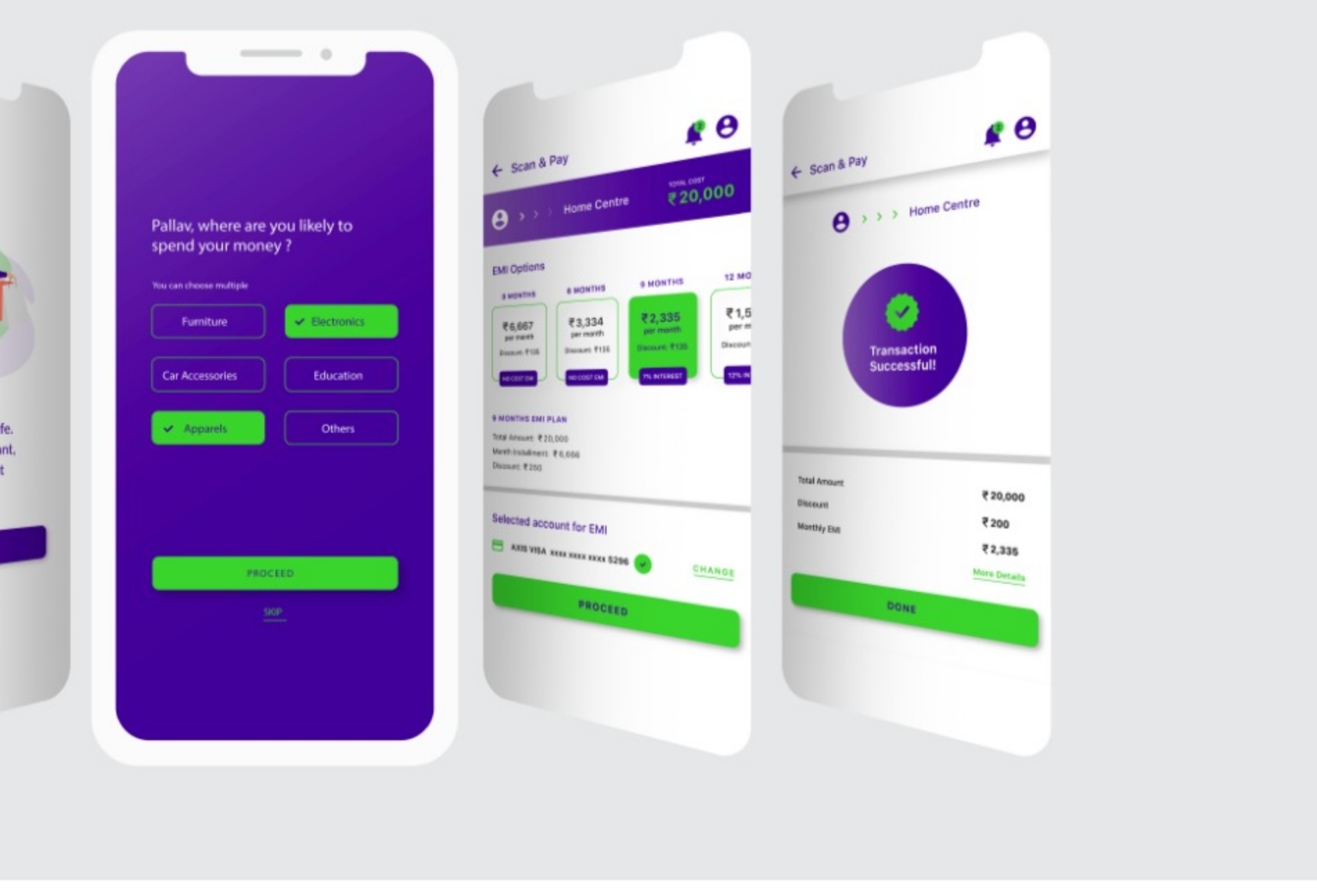


Unleash your Financial Potential

Explore the best of life. Buy whatever you want, whenever you want



Get instant EMI approvals on your Debit and Credit Card



Impact

Shop Se has successfully launched on the App Store and on Google Play Store and is building a strong network with banks, merchants and the end users.

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