

# OTP Bank

## Breakup

There are few more boring things than personal loan ads. All the campaigns go like: "Make your dreams come true, blah, blah, blah..."

We dig much deeper to find something way more relatable. True story: **When you want to step forward, you must leave something behind. Something familiar. Something you even loved. It's pretty much like a breakup.**

It might be painful, but OTP Bank, as always, is there to help you to take the next step towards your new, better life!

To be continued...

**Check out the OTP True Love campaign too!**

**CASE STUDY**

**TV SPOT**