

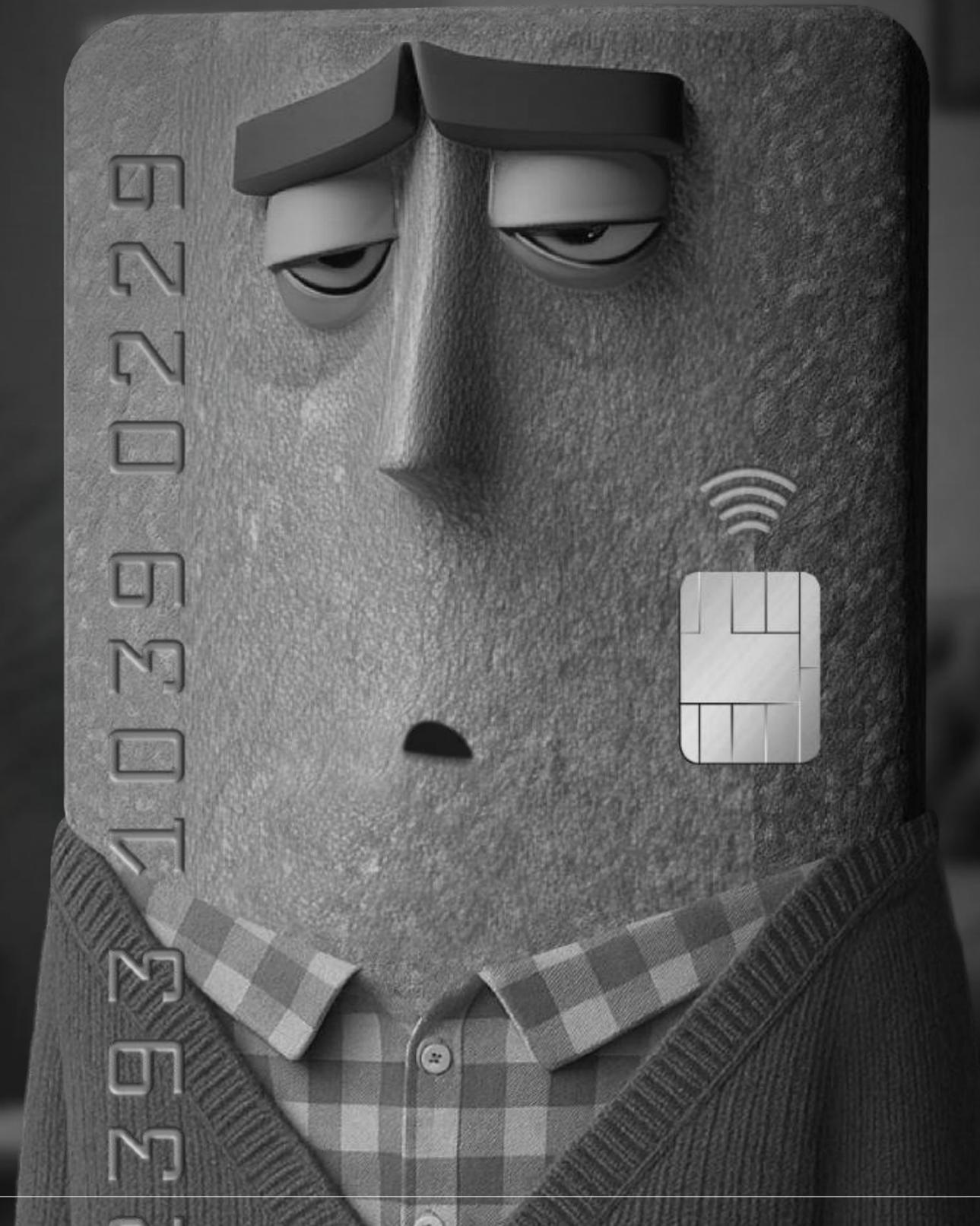
A FILM NOIR

DIRECTED BY RAZORPAY DESIGN

Razorpay Presents

SAVE THE CARDS

A campaign that flips the narrative on failed card payments.



- 01 Insight
- 02 Design Brief
- 03 Challenges
- 04 Execution
- 05 Assembly
- 06 Learnings

Insight

20% card payment failures come from *preventable* customer-led errors

Razorpay CardStack helps merchants fix these frictions and recover lost revenue.

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- 02 **Design Brief**
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Design Brief

Speak to Product Managers and merchants — to make them solve for the lowest-hanging fruit in the card payment journey, but in a way that made them truly feel what their users go through.

The Idea

Let the card itself become the voice of reason.

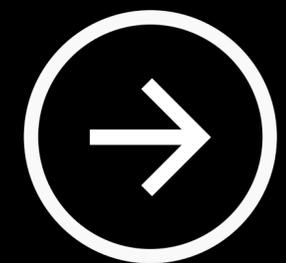
By personifying the card, we brought empathy and accountability together - making it easier for merchants to see the customer's pain and their own opportunity at the same time.

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What we want to be

vs

What we don't want to be



Avoiding clichés





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Ideation & Story :
90%

Design & Visual Development :
80%

Calibrating AI + Craft

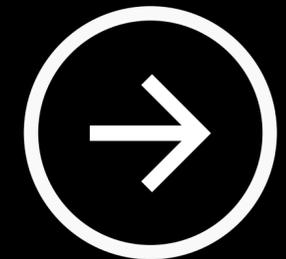
Animation & Motion :
70%

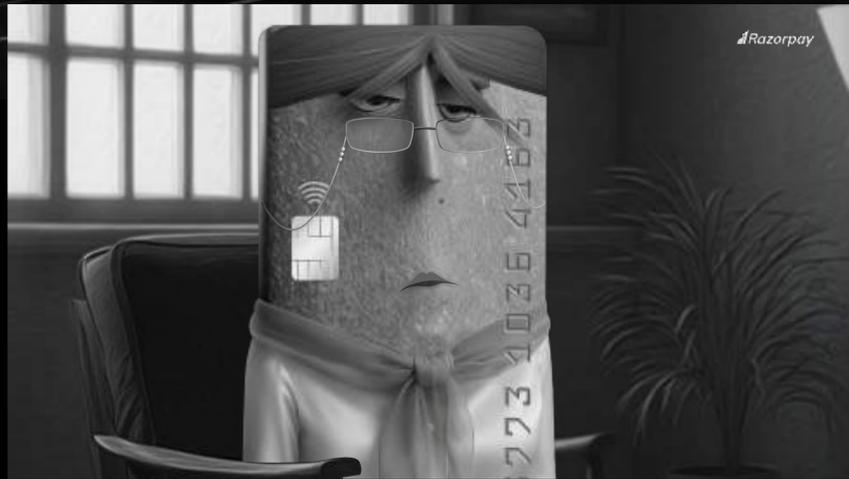
Voice & Dialogue:
90%

Art Direction & Character World - Cinematic, somber, and textured

We wanted to make viewers
feel the pain of the cards, not
just understand it.

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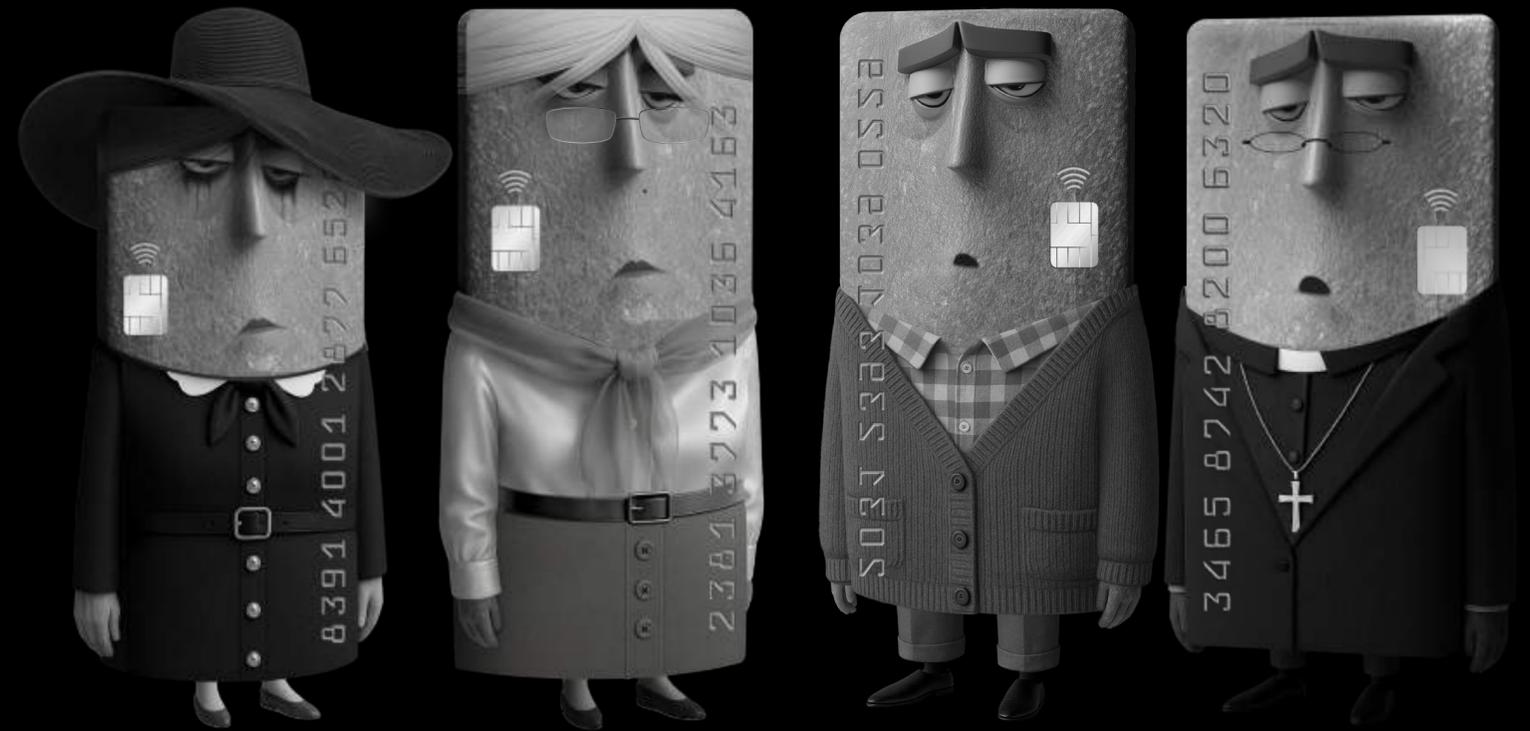
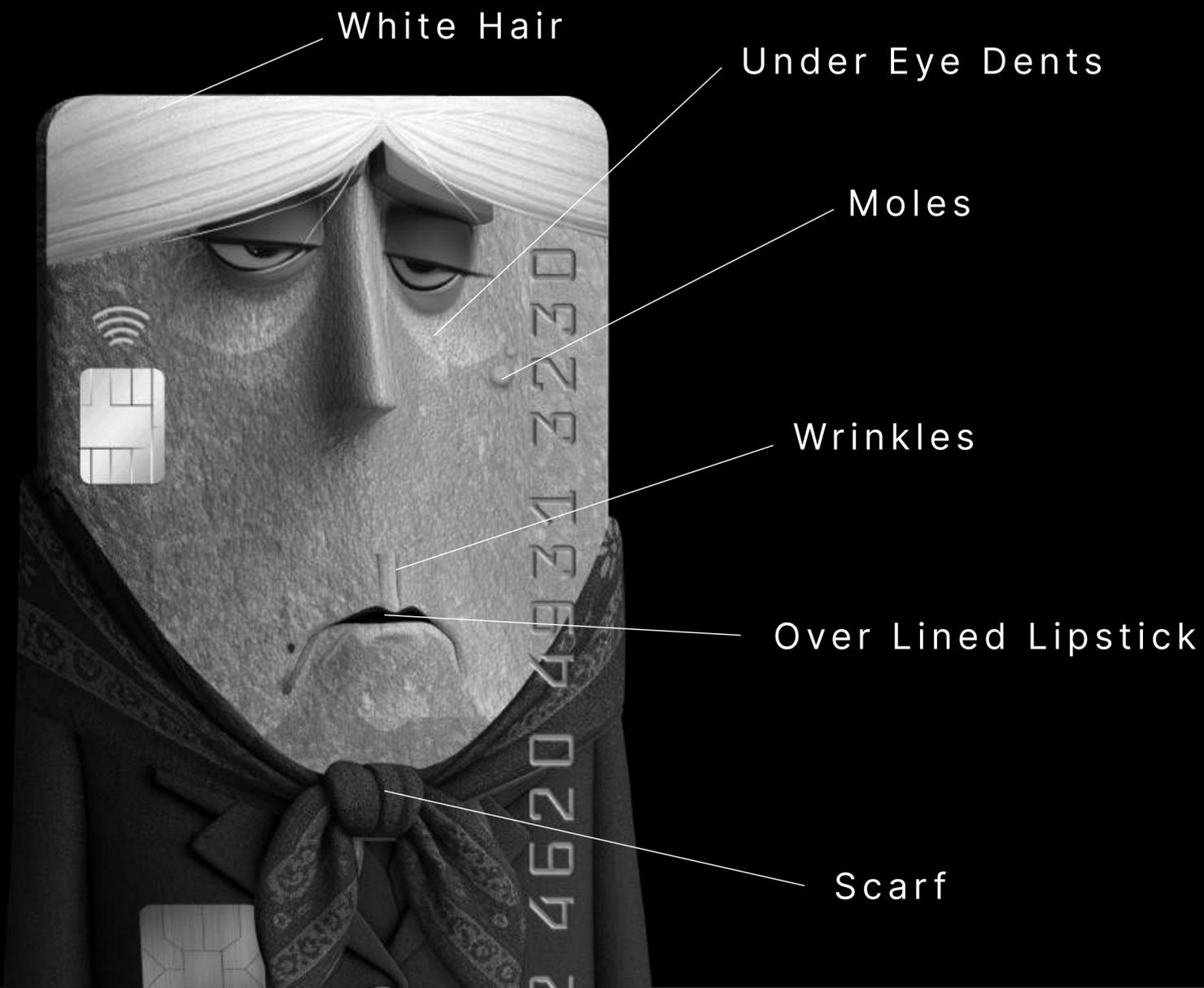


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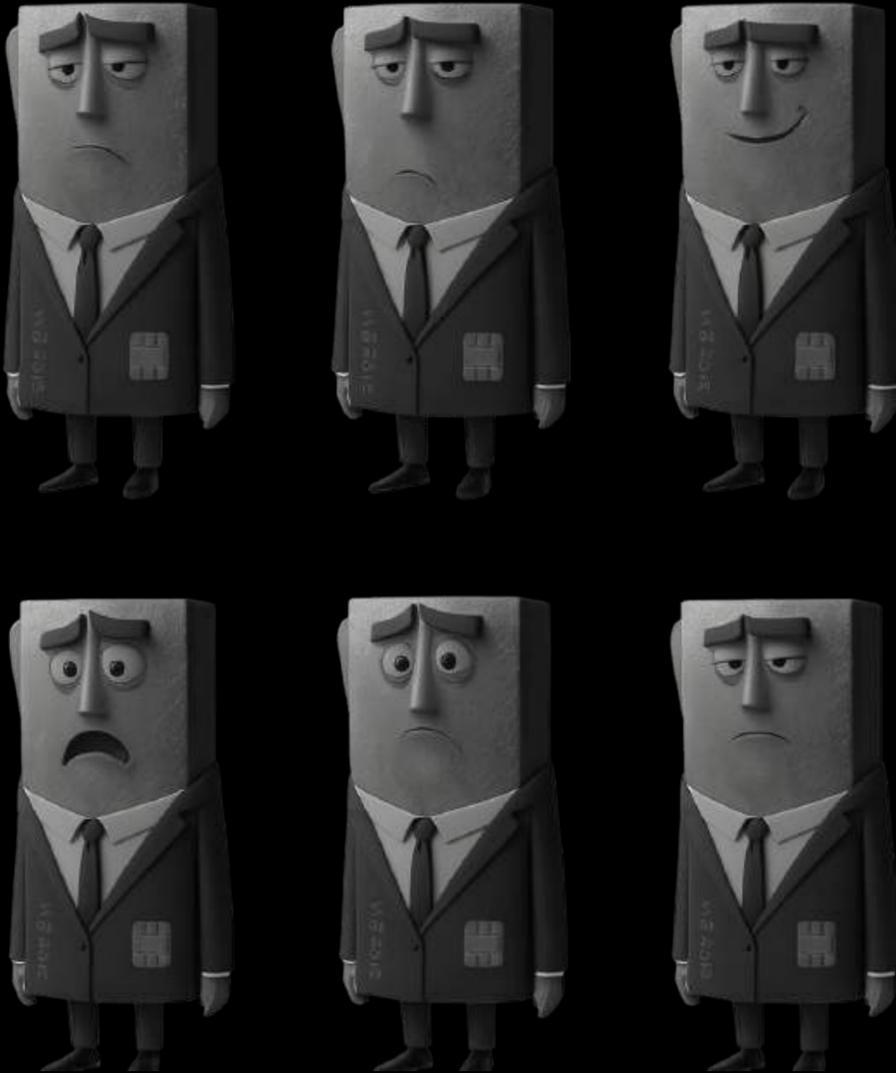
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Character Styling

Styling choices like suits, scarves, and accessories reinforced individuality.



Expression Board Explorations



Sad

Sad but surprised

Confused

Happy



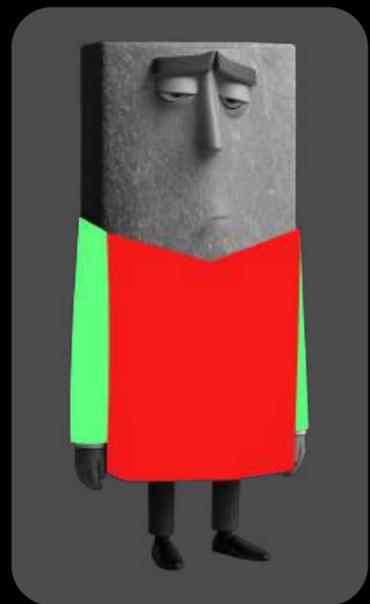
Used Midjourney and Chatgpt to design textures and surface details for the payment cards.

Creative Process



Clothing

Leveraged ChatGPT to generate clothing ideas and styling references for characters.



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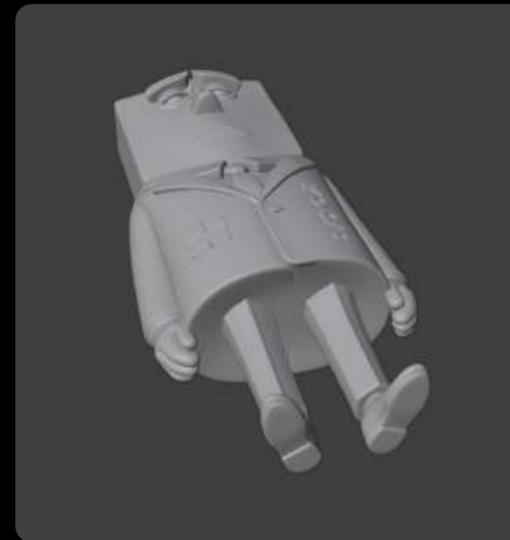
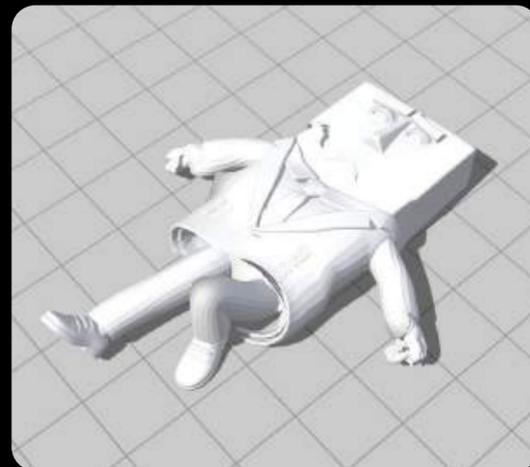
For imagining characters in different poses:

Hunyuan (AI generation)

Mixamo (rigging & auto-animation)

Blender (refinement & adjustments)

ChatGPT (for prompt iterations & workflows)



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Animation & Expression

Used Runway and Kling for animating facial expressions and hand gestures.

Silent, M, B



Ooh!



E



F, V



S, T, Ch



U, R



L, D



A, Ah



VO and Music

Used Eleven Labs to create the VO for each character

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Learnings

Iteration is the new creativity.

**AI creates fast,
design decides right.**

Human intent still sets the tone.

AI shouldn't overpower your story.



7 Lakhs+ Impressions

80,530+ Engagements



The Impact

7,562+ New followers gained

6,435+ Product Managers reached directly