

Entry for :- INMA Global Media Awards

Company Name: ABP Pvt Ltd.
Product : Anandabazar Patrika

Category : CREATE NEW PRODUCTS

Sub Category : Best Use of Mobile

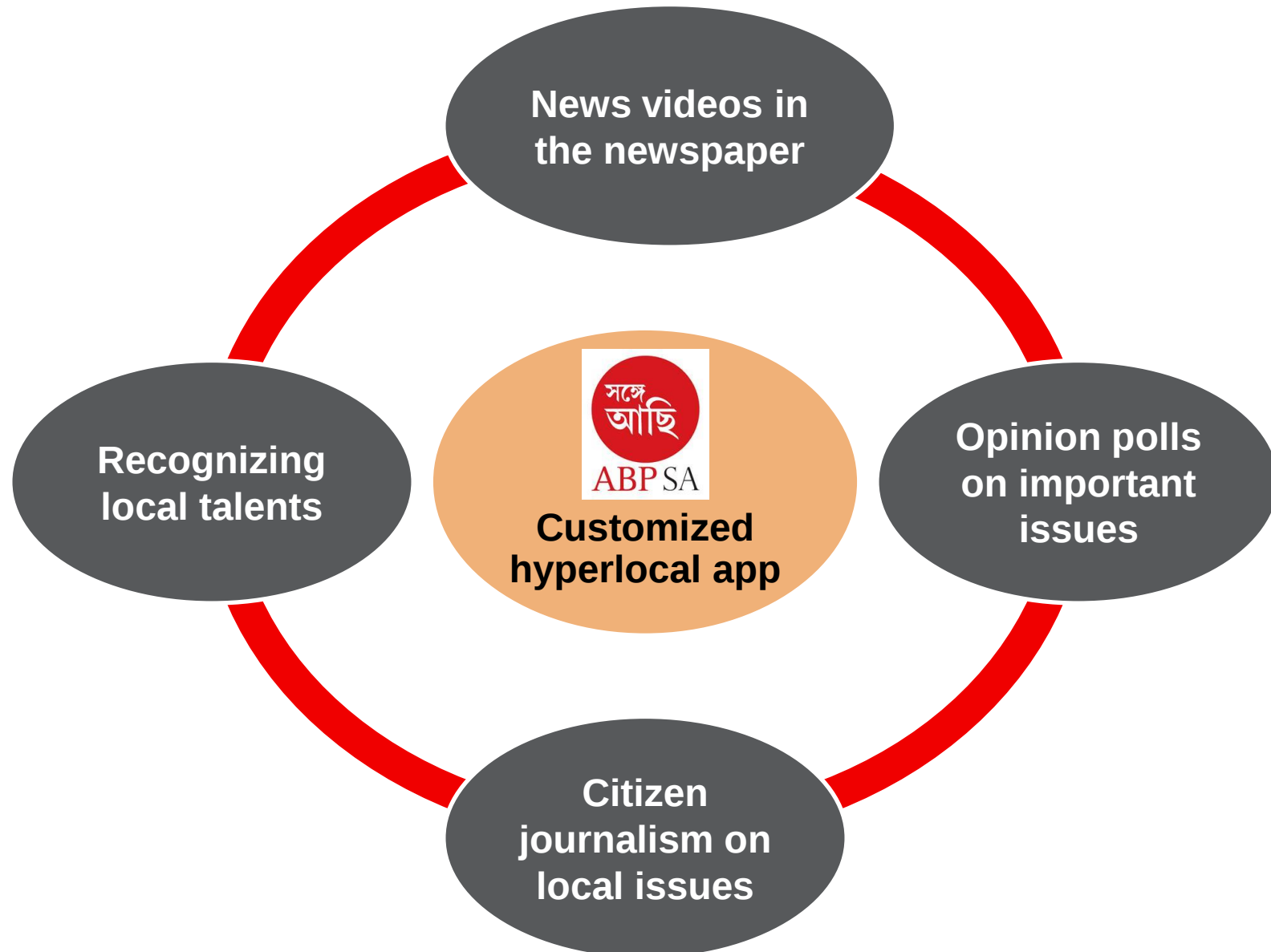


**Mobile App – ABP SA helping
Anandabazar Patrika go
hyperlocal**

Context and overview

- **Anandabazar Patrika**, is the largest circulated Bengali newspaper in India having a rich heritage of 96 years.
- It has recently launched Hyperlocal district cluster Anandabazar Patrika for the district clusters of West Bengal.
- This district cluster Hyperlocal Anandabazar Patrika is a full 6 page **hyperlocal** newspaper customized for a particular district cluster, distributed free with the main Anandabazar Patrika newspaper
- The brand positioning of this initiative is “**Songe Achi**” (*meaning ‘I am with you viz. the people of the district clusters’*)
- To facilitate engagement of district cluster newspaper, ABP has launched a hyper-local **newspaper app** also with the name “Songe Achi” (**ABP SA**), customized for a particular district cluster.
- It serves as a direct interface between readers and the newspaper, allowing them to share news articles, report local issues real time, participate in opinion poll and watch video from the print edition itself.. All with the help of the mobile phone!

Empowering the reader and generating real time content through ABP SA app



Empowering the reader and generating real time content through ABP SA app



Through this section, Readers clicks & scan the AR coded picture printed in the newspaper to see the video related to that specific news

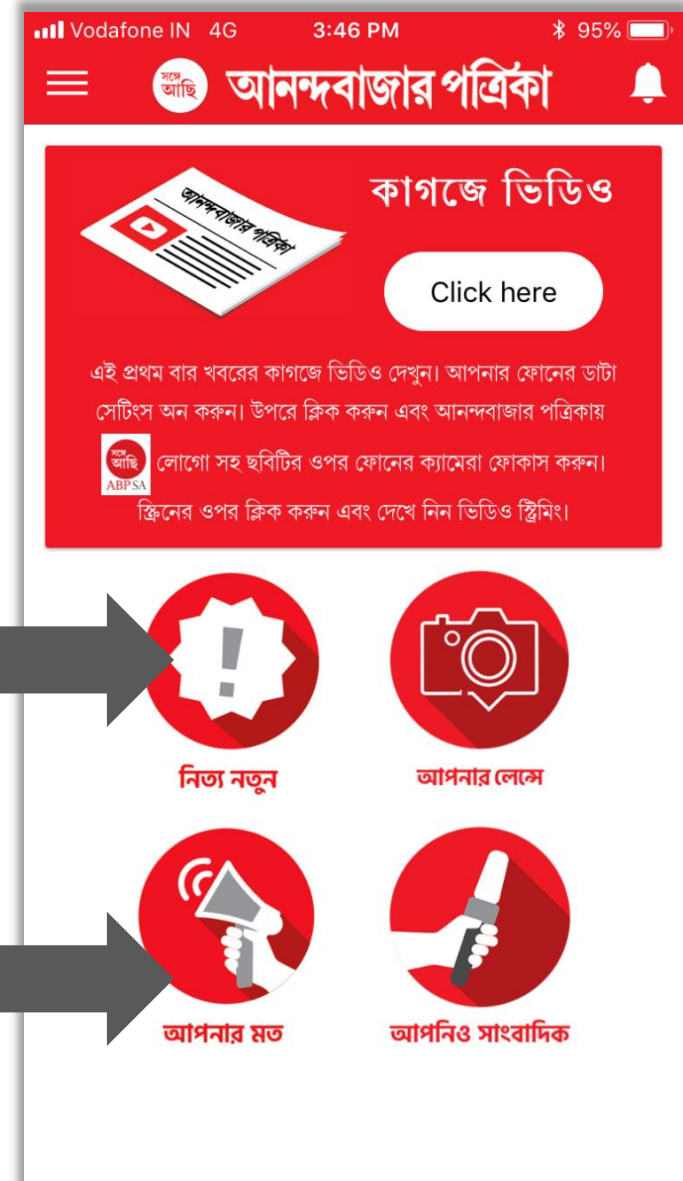
This Section is called **‘Through your lens’**. Here the readers can send in the photographs that they have clicked. Selected best pictures are printed in the district cluster newspaper with the readers name.

This Section is called **‘Be the journalist’** where readers upload hyperlocal issues and news. Articles selected from “Be the Journalist” entries are published in the district cluster newspaper.

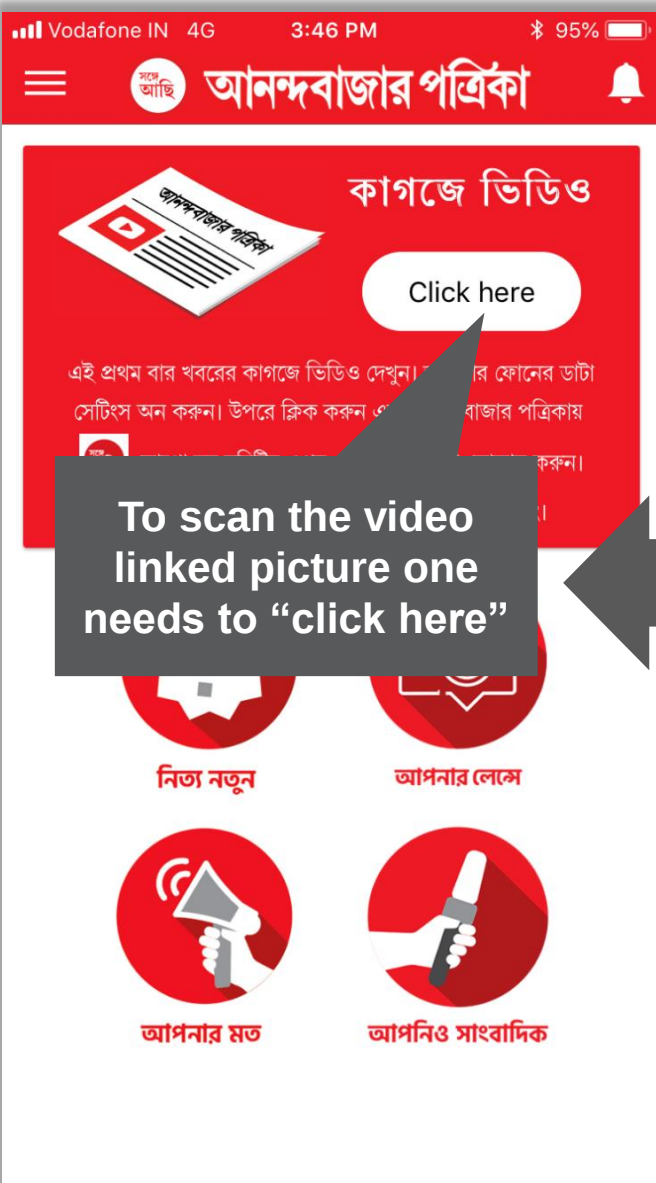
Empowering the reader and generating real time content through ABP SA app

This Section is for **‘Content promotion’**. Reader comes to know what are the new content that will be published in the newspaper. Reader can click this to generate his intention to read the special content.

This Section is the **‘Opinion poll’** section where the readers gets an opportunity to share their opinion on an issue through the poll. The result of that poll is published in the hyperlocal district cluster newspaper on the next day.



Reader engagement through Audio-Visual – Opportunity to ‘View’ news from print through ABP SA app

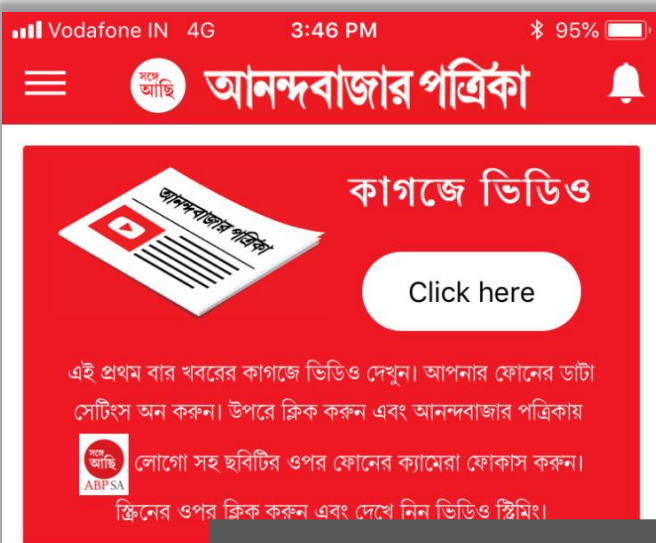


To scan the video linked picture one needs to “click here”



‘AR’ (Augmented Reality) linked content are published in the newspaper. People can scan the picture and watch news clips related to the issue. They can share/like/comment as well

Reader engagement through Polls – Opportunity to share their opinion through ABP SA app

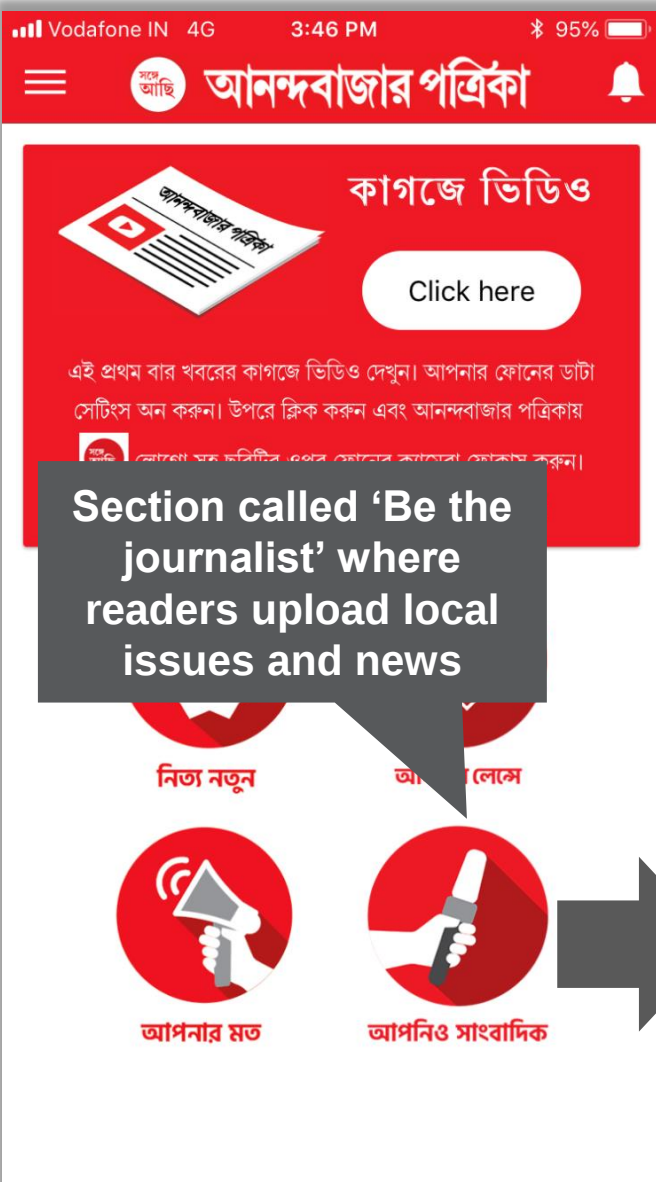


Opinion Poll
section in the app



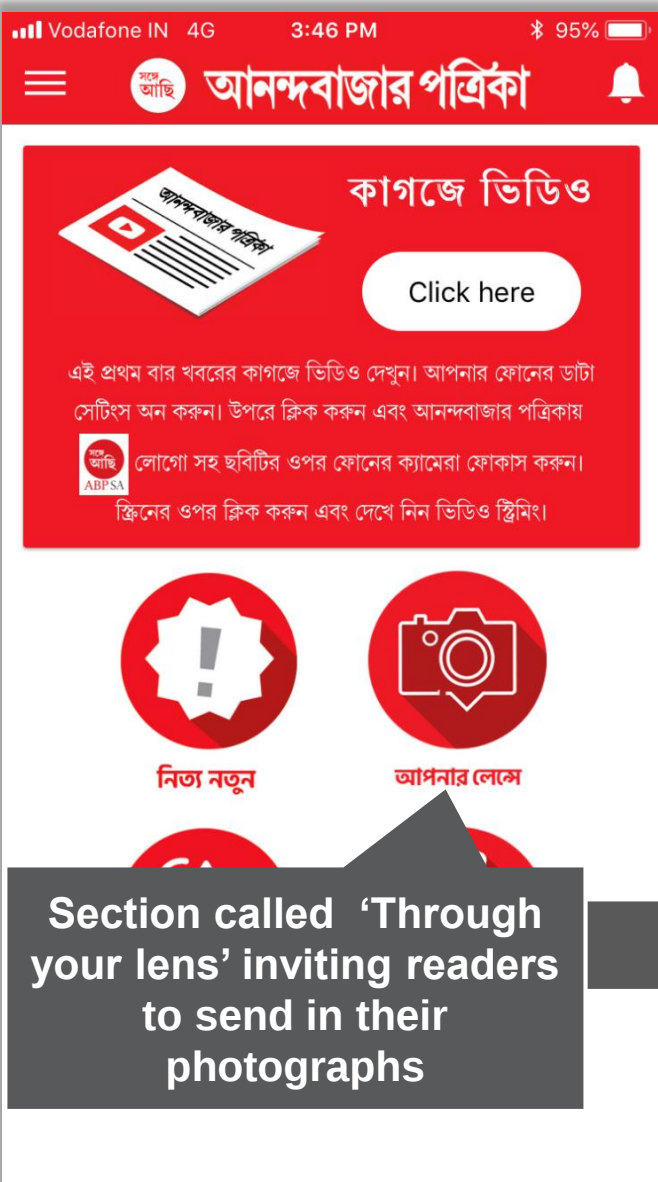
Result of polls
published in next
day's newspaper

Reader engagement through Citizen journalism – Opportunity to raise their voice through ABP SA app



Articles selected from "Be the Journalist" entries are published in the newspaper.

Engagement through Contests – Recognizing local talents



Impact

App
downloaded:
1,41,300

Content
promotion:
17,000 leads

Opinion poll:
**26,730
responses**



Video views
through print:
2,20,471

Photographs
from readers:
25,347

Citizen
journalism:
4,092 stories

Benefit to the brand:-

- Using mobile augmenting reader experience beyond “PRINT”
- Staying updated and sharing opinions & views while on the go using mobile phones

Leading to higher reader engagement with the product
and increased circulation

Thank you!