

The Telegraph-t3





The Beginning.....

The Context....



Media fragmentation is disrupting print readership

Readers no longer look at a newspaper for news to empower them in their lives

Thus print brands need to reinvent the role it plays in a reader's life



**STEADY EROSION IN
ENP CIRCULATION
BASE ACROSS
GEOGRAPHIES**

**RELEVANCE OF
READING AN ENGLISH
NEWSPAPER IS GETTING
CHALLENGED**

**CHANGING
EXPECTATION OF THE
ROLE OF AN ENGLISH
NEWSPAPER**

**ERODING CREDIBILITY
OF THE FOURTH
ESTATE**



STRATEGY

PLAN

WAY FORWARD

SOLUTION

CHALLENGES AHEAD

To build engagement with readers in a new media world identifying the opportunity gap



Reshaping the print brand role should be done by staying close to the core - “CONTENT”



Reshaping the role ‘CONTENT’ can play to enhance the life of our readers is the key for the sustainability of the brand

Change the Game...



The objective was to move from a mere **transactional** engagement (buying subscriptions) to a deeper **relationship** based one

Touchdown.....



THE LIFE ENHANCEMENT PROGRAM FROM THE TELEGRAPH

WAY FORWARD

**The Telegraph wanted to redefine the role it plays
as a brand in their readers lives**



**Move from a mere newspaper providing news to a
brand enhancing the life journey of its readers**



**The role of the brand to facilitate this journey by
working on one key pain point in the reader's life**

Phase 1 - The Journey Begins

RESEARCH TO FIND THE NEEDS OF COMMON MAN LIFE



**An in-depth market research
with our readers (5K sample
size) to understand the key
points in their lives**

**Short listing the top 3 pain
points – Health , Child
Development & Lifestyle**

**Building the t3 program
around these areas**

Phase 2 – Push the right button

t3: THE PACKAGES

LIFESTYLE

- HEALTHY FOOD
- BASIC FITNESS TIPS & YOGA
- HAIR AND MAKE-UP TIPS
- SKIN CARE TIPS
- STRESS MANAGEMENT
- Others

CHILD DEVELOPMENT

- CAREER GUIDANCE
- CHILD HEALTHCARE
- GOOD/BAD TOUCH
- SMART MATHS
- THEATRE
- GOOD PARENTING
- DANCE
- Others

HEALTH & FITNESS

- CARDIAC HEALTH
- DIABETES CARE
- GASTRIC CARE
- ORTHOPEDIC HEALTH
- MOTHER & CHILD CARE
- ONCOLOGY
- Others

PUSH THE RIGHT BUTTON

A reader is approached with the t3 program

Once he is convinced he enrolls himself with the program with one of the packages by paying INR 1500

As a member he gets the User ID & password to operate the t3 app

The app in turn contains all the aspects of the program which is curated for the reader and are not available in any medium

t3: THE PROGRAMME

Content

The app contains curated videos & articles which are done by the experts from that field and it is validated by our editorial – Thus the content is unique & is not available in other medium

Daily Updates

The app pushes notification with top 6 news of the city early in the morning along with the day long Zodiac updates, city happenings & roads to avoid so that it helps the readers to plan the day

t3- Offers

The app also has an “Offers” section where exclusive offers from lead retailers across categories in the region is stored. The reader can just click on them & avail these offers leading to huge financial savings

t3: Beyond these ?

Special Supplement

Special curated print supplement on the chosen package will be delivered to the readers house in every quarter.

Special Workshop

The t3 member also gets to participate in one on ground workshop on his chosen area taken by an expert

Radio & TV

Curate some Radio & TV Shows on these pain points for our readers

AND WHAT MORE?

READER ALSO GETS AN ANNUAL SUBSCRIPTION OF THE TELEGRAPH NEWSPAPER

The Gains for the Brand...

t3- is based on an omni channel approach to engagement with readers



Through this wholistic engagement The Telegraph redefine the role of a print brand to that of a facilitator in reader's life



This in turns develops an emotional quotient with our readers



They see us as providing value added services beyond news to make their life better

CHANGE OF BUSINESS APPROACH

**APPROACH GOT CHANGED FROM
JUST A MERE SUBSCRIBER TO AS A
MEMBER OF LIFE ENHANCEMENT
PROGRAM**

**ENROLMENTS DONE AS PER THE
NEED OF THE READERS PAINPOINT
AREA WITH ALMOST DOUBLE THE
PRICE OF A NORMAL SUBSCRIPTION**

**THE TELEGRAPH REDEFINES IT'S
ROLE FROM A BE JUST ANEWSPAPER
TO A FACILITATOR / ENGAGEMENT
PARTNER**

**SINCE THE READERS SEE VALUE
INTO THE PROGRAM – POTENTIAL
STICKINESS OF LONG TERM
ENGAGEMENT IS HIGHER**

**POSITIVE IMPACT ON BOTTOMLINE
SINCE NO SUBSIDISED
SUBSCRIPTION IS IN PLAY**

IMPACT ON ENROLLMENTS

The program enrollment was launched in 15TH OF NOVEMBER
2017

Enrollments till Jan 2018 – 2500 Enrollments

- t3 has been achieving 1000 per month enrollments on an average
- Moving towards to get 2000 enrollments average per month

REACTION FROM VARIOUS SEGMENTS

" I have taken the Health & Fitness – It has marvelous advice of the Doctors about the precautionary measures on various disease – also the articles are very interesting

**Mr. Diptendu Das
– Project Manager
– Age 40**

" The Child Development package is awesome ...I came to know immense about parenting... Thanks t3

**Mrs. Sharmistha
Roy – School
Teacher – Age 33**

" Fitness videos are fabulousI am also loving the healthy food articles. But on daily basis the events updates are the one which I look for....

**Soham Basu–
College Student =
Age 19**

CONCLUSION

- THE CONCEPT OF T3 IS A PARADIGM SHIFT IN THE WAY NEWSPAPER GETS MARKETING
- IT IS EXPECTED TO BE A GAME CHANGER WHEREIN IT REDEFINES THE BRAND FROM BEING JUST A NEWSPAPER TO A FACILITATOR IN A READER'S LIFE
- THIS INITIATIVE ALSO CREATES SOME MEANINGFUL ENGAGEMENT IN MORE PROFITABLE AND IN SUSTAINABLE MANNER

THANKYOU