

Winning GenZ: HT School Edition Relaunch

- **Problem Statement:** Developing and fine-tuning current HT school product to drive sharper connect with Gen Z and the teaching fraternity
- **Solution led by Design & Productized SKUs for advertising**
- **Digital Destination Rollout**
- **Challenges & Next Steps:** Understanding core TG & increasing TOM for B2B

HT PACE & School Edition – Since 1998

SCHOOL EDITION REACH:
3.5 L copies in Delhi-NCR +
Mumbai + Chandigarh

CORE READERS:
Students from
Std. IV to Std. XII

TIME SPENT:
Schools allocate 30-45 mins /
day, for all students

PLATFORMS:
4 key platforms
Teacher's meet, Principal's meet,
Inquisitive, Kaleidoscope

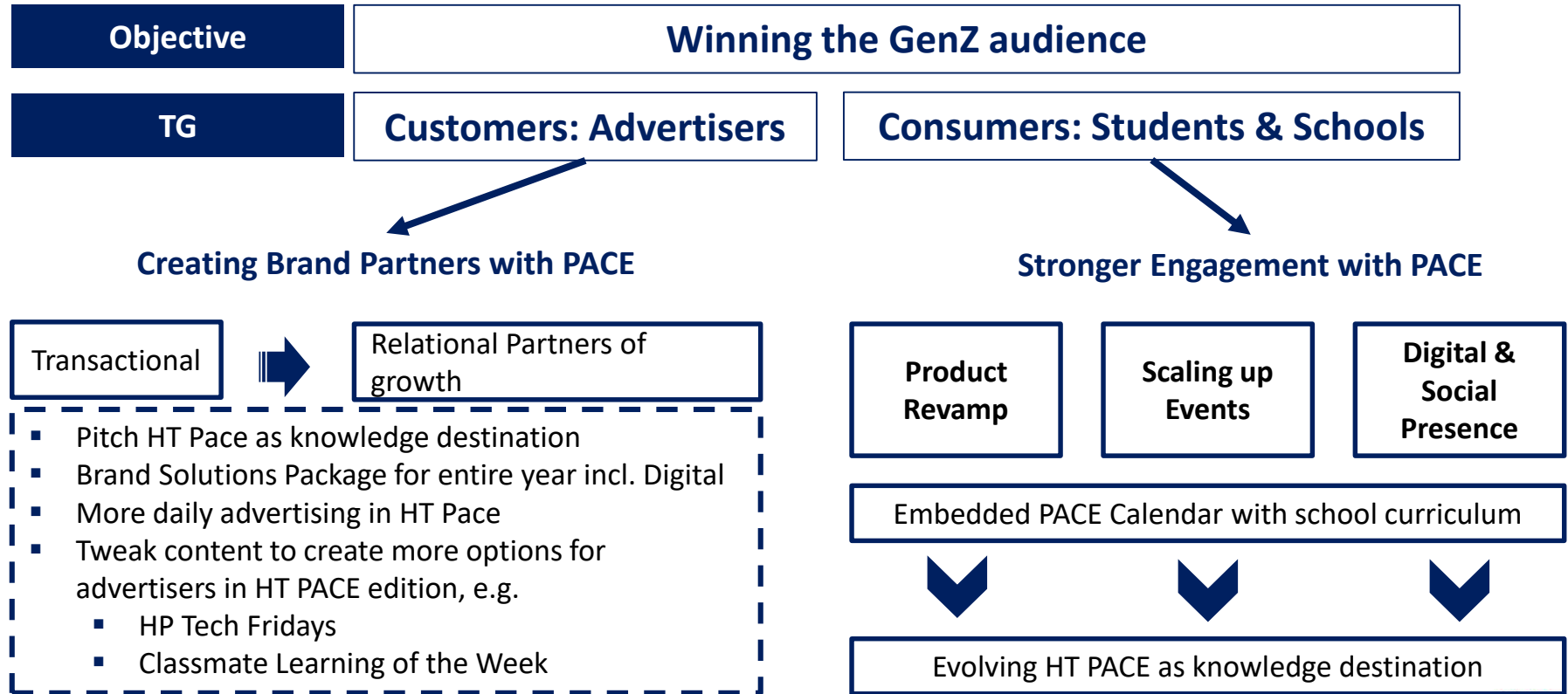
SCHOOL NETWORK:
Over 1100 schools in D-NCR,
700 in Mumbai & 600 in Tri-City

FREQUENCY:
~200 active days in a year when
the school edition reaches out

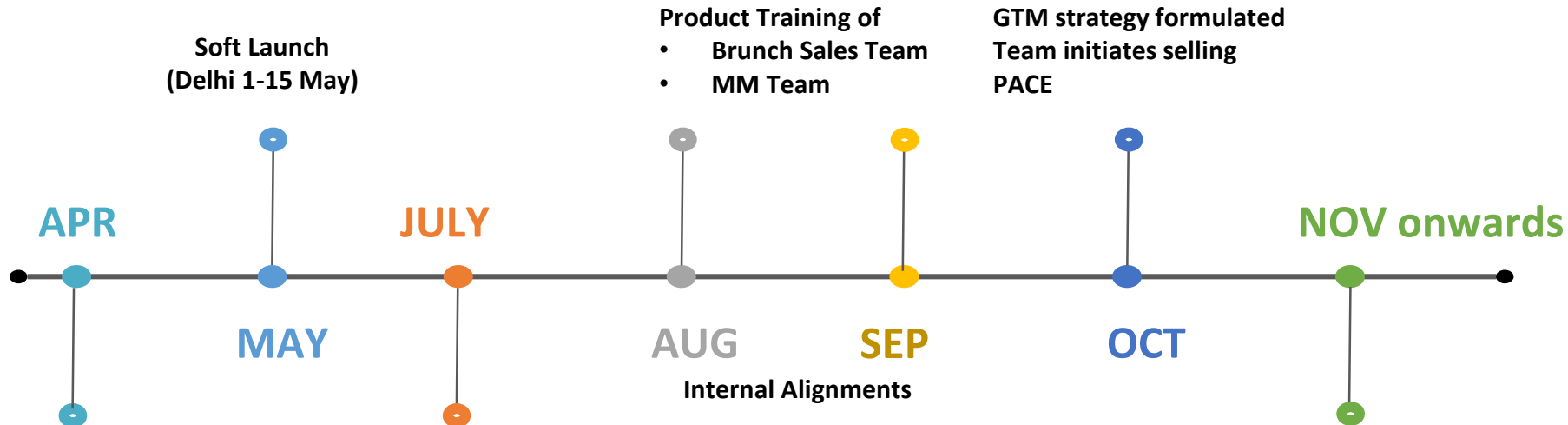
100% PAID COPIES:
By students / parents/ schools



PACE Brand Strategy



PACE Journey



Insights Recommendations for a Student Edition Newspaper

DESIGN CUES

- **SMALLER SIZE** – easy to handle, easy to read; in sync with trend of compact sizing
- **COLORFUL** – vibrant look-feel to shed the boring, mature imagery:
 - Colourful fonts
 - Pictures to support text
- **BETTER QUALITY PAPER** – more magazine like
 - Enhances flaunt/LAM value
 - Helps differentiate from main paper
 - Would make pictures appear more vibrant, attractive

CONTENT CUES:

- **RELEVANT YOUTH CONTENT** – topics of interest viz. School Buzz, Fun facts/Trivia, Science & Technology, Entertainment (Movies, Music, Cartoons etc.), Games & Puzzles, Sports etc.
- **CONCISE, CRISP ARTICLES & HEADINGS** – Self explanatory, catchy
- **TRENDING TOPICS, SOCIAL ISSUES** – would aid school assignments as well
- **STUDENT GENERATED CONTENT** – Excites, motivates, drives connect

IMAGE BUILDING CUES:

- **PRODUCT** – colourful, compact, attractive
- **CONTENT** –
 - Relevant topics
 - Trendy, contemporary issues
 - Youth connect issues, information
- **ON GROUND INITIATIVES, ACTIVITIES** – enhances buzz, connect
 - Student Internships
 - Sponsorship, Association with prominent school events
 - Career Counselling fairs

All New Product



1 **Wise Words:** An inspirational quote by a famous personality and his/her portrait drawn by a student featured promptly.

2 **Natty menu** that gives a quick glance at the main features across the edition.

3 **Concise capsules** with the latest news on your city, nation and the world.



IN THE NEWS

1 **SIMPLY PUT:** Compelling stories from varied fields told through graphics/visuals.

2 **DIFFERENT STROKES:** Selection of whacky news from across the world.

3 **HT CHRONICLES:** From the HT archives, a recap of major events in the past + weekly quiz with attractive prizes



INSPIRING LIVES

1 A quick dive into the life and achievements of great men and women

BEYOND BOOKS

1 **BLOOD MIND:** Focus on student achievers

2 **School Events**

3 **ALMA MATER:** School profiles

4 **MIND GAMES:** Quizzes, Puzzles, Games



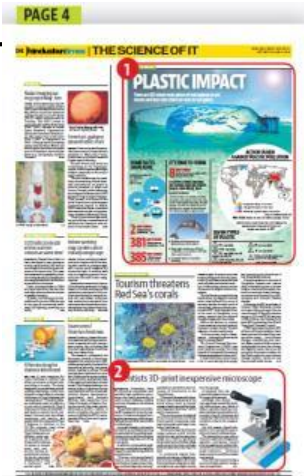
BREAKING IT DOWN

1 A multi-layered, visually-rich, 360-degree view on a current theme

THE SCIENCE OF IT

1 **HOW & WHY:** The latest from science/ technology/ allied topics

2 Interesting news on the latest developments from the exciting world of science



WORLD OF SPORTS

1 **BIG TICKET:** Attention-grabbing graphics based on news from the sporting arena

Product Launch Results

Target Audience

1

Teens

'High perceived relevance;
Colorful, Crisp, Looks cool,
different from Main Edition'

2

Parents

'This is the product which
inculcates reading habit in
children. Can't be missed'

3

B2B Media Planners

'A must-have vehicle in all
media plans targeting young
kids'

Insight

Need for a colorful, vibrant offering with crisp infographics, fun facts & Science & Tech, Entertainment

What's Working

- High Consumer product acceptability
- More colors and infographics included
- Increased focus on Science & Technology
- UGCs in form of principals' profiles, students' profiles & events

Quant Top Line (800+ respondents)

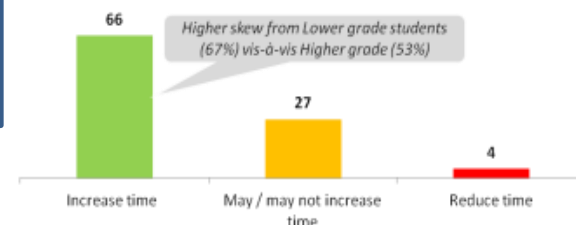
(figures in % students who filled in feedback for the new School Edition)

I will increase time for reading the new HT school edition	62
I may or may not increase time for reading the new HT school edition	29
I will decrease time for reading the new HT school edition	5

Likeability: 84% T2B



ITR: 66% will increase time

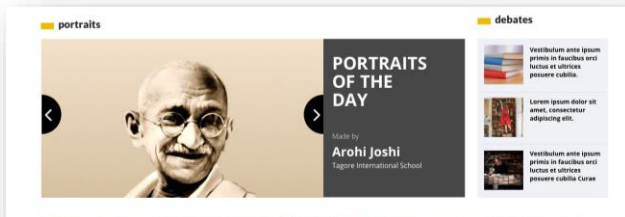


HT School Digital Destination

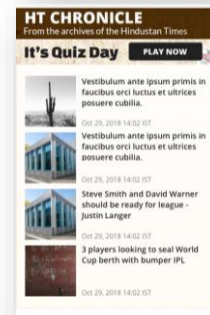
1 Top Banner & In the News Section



2 Portraits Section



3 HT Chronicle



Mon-Thu



Fri



HT School Digital Destination

4

Del, Mum, Chd & Inspiring Lives

Inspiring Lives



mumbai



chandigarh



delhi



Inspiring lives



Independence of judiciary not a one-time pill, says Chief Justice Gogoi

Jun 16, 2019 05:44 IST

Better rural roads led to job opportunities in India: World Bank report

Jun 16, 2019 07:46 IST

On Birla, BJP surprise pick for Speaker, is also a message down the line

Jun 16, 2019 07:46 IST

11 inmates of Jamshedpur jail test -ve for HIV

Jun 16, 2019 07:46 IST

mumbai



Trump promises to eradicate AIDS, cure cancer during his second term

Jun 16, 2019 05:44 IST

38 killed in attacks on Mali villages

Jun 16, 2019 05:44 IST

Starving polar bear strays from Arctic habitat, wanders into Russian city

Jun 16, 2019 05:44 IST

Donald Trump launches re-election campaign, presents himself as outsider

Jun 16, 2019 05:44 IST

delhi



Sensex soars over 350 points, Nifty near 11,800

Jun 16, 2019 05:44 IST

Jet Airways' lenders to initiate bankruptcy proceedings, shares crash 52%

Jun 16, 2019 05:44 IST

Consider economy likely to generate 1.6 crore jobs in 3-7 years: NITI Aayog CEO

Jun 16, 2019 05:44 IST

Hong Kong's love of property not dimmed by massive protests

Jun 16, 2019 05:44 IST

chandigarh



Yuvraj writes to BCCI seeking nod for participation in overseas T20 leagues

Jun 16, 2019 05:44 IST

Former UEFA chief Michel Platini arrested in 2022 World Cup probe

Jun 16, 2019 05:44 IST

Marie Thérèse makes winning return in Mallorca Open

Jun 16, 2019 05:44 IST

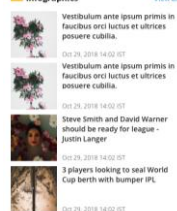
FIN Women's Series Finals: India maul FIJ 11-0 to enter last four

Jun 16, 2019 05:44 IST

5

Infographics

Infographics



Infographics



It's always going to be like that: Rohit on India vs Pakistan match hype

Jun 16, 2019 05:44 IST



World Cup | KL Rahul rates his India vs Pakistan match performance

Jun 16, 2019 05:44 IST



Quinten de Kock says South Africa vs New Zealand clash like 'quarter-final'

Jun 16, 2019 05:44 IST



Start Your Free Trial

Jun 16, 2019 05:44 IST

PACE Monetization Strategy

Creating productized SKUs for monetization

Your brand can integrate seamlessly now with Hindustan Times throughout the year through multiple options:

- Display Advertisements
- Contextual Advertising
- Sponsorship & Partnership Model
- Enabling clients to sponsor entire sections in the edition
- Creating 360-degree solutions including Digital, On ground & HT Books

Digital Destination

- HT School digital destination gives unprecedented access to brands
- Partnering with HT properties equals Massive Social promotions

Activations & Workshops

At Hindustan Times, custom 360° solutions are curated for brands to maximize the presence and reach across platforms

Some past examples where Brands have successfully leveraged HT Network



Existing Events & IPRs

A host of Annual Events happen through HT PACE where you can partner and highlight your brand among the student-teachers community

- Principals' Meet with *600 principals*
- Inquisitive – *India's largest live attended quiz*

Creating new properties

- Code<a>thon-India's 1st coding Olympiad
- Extending Inquisitive to All India
- HT Genius League-enabling School Edition-Mainbook crossover



CREATING PRODUCTIZED SKUs FOR ADVERTISING

Display Advertisements

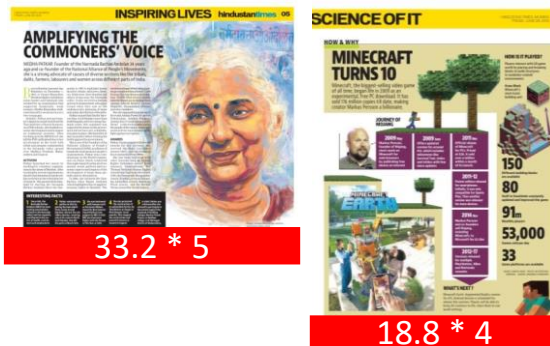
- Jacket Ads
- Flap Ads – 3 col / 4 col
- French window
- Embedded Slug ads on Page 1
- Floating Slug ads on any page
- Page 3/5/Backpage HP / QP



Contextual Advertising

Contextual ad space for properties in the edition:

- Breaking it down
- How & Why?
- Inspiring Lives
- Mind Games
- Big Ticket



Sponsorship & Partnership Model

- Enabling clients to sponsor entire sections in the edition
- Creating 360-degree solutions including Digital, Onground & HT Books



Selling so far: 31 Lakhs | Pipeline with 30+ briefs in market: Rs. 2 Cr

OLD Product



Front Page:

- Highlights of the day
- Most important stories for every student
- Sanitized to eliminate crime

HT Beyond Books:

- Stories across school events
- Includes cartoons & draw the dots

HT Know-how:

- Science & Technology: across the world

HT Kaleidoscope:

- Relevant stories from across the country
- Columns from school, teachers, and parents

HT Nation: including Politics

HT World

HT Sport:

- 2 pages of dedicated content

THANK-YOU