



Dainik Jagran

EVERY
BREATH
YOU
TAKE



Play Campaign AV



Air pollution the new **tobacco**

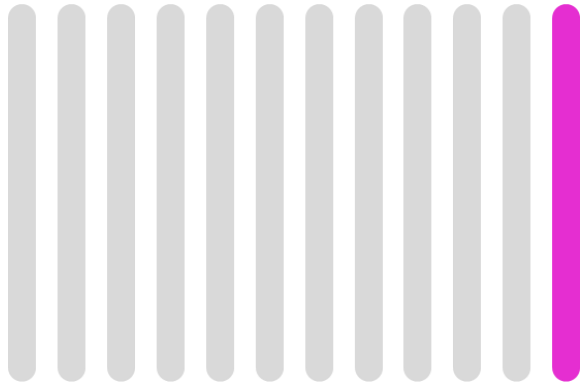
Dr Tedros Adhanom, Director General, WHO

The simple act of breathing is killing 7mn people/year

(MORE THAN HIV, TUBERCULOSIS AND MALARIA COMBINED)

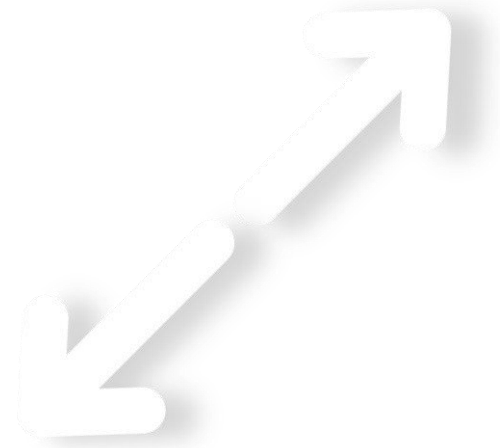


11 of the world's 12
most polluted cities
are in India



THEY DENT OUR GDP BY \$221BN/YEAR

The average Indian would
live 4.3 years longer if we
met WHO's guidelines
for clean air.



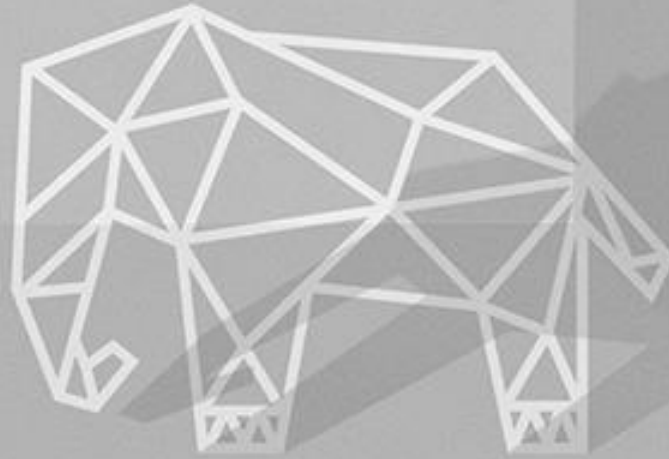
We are failing our children

From Beijing to Los Angeles, Marseille to Myanmar, with every breath, our 1.8bn children are inhaling 20mn particles, storing up a public health time bomb.



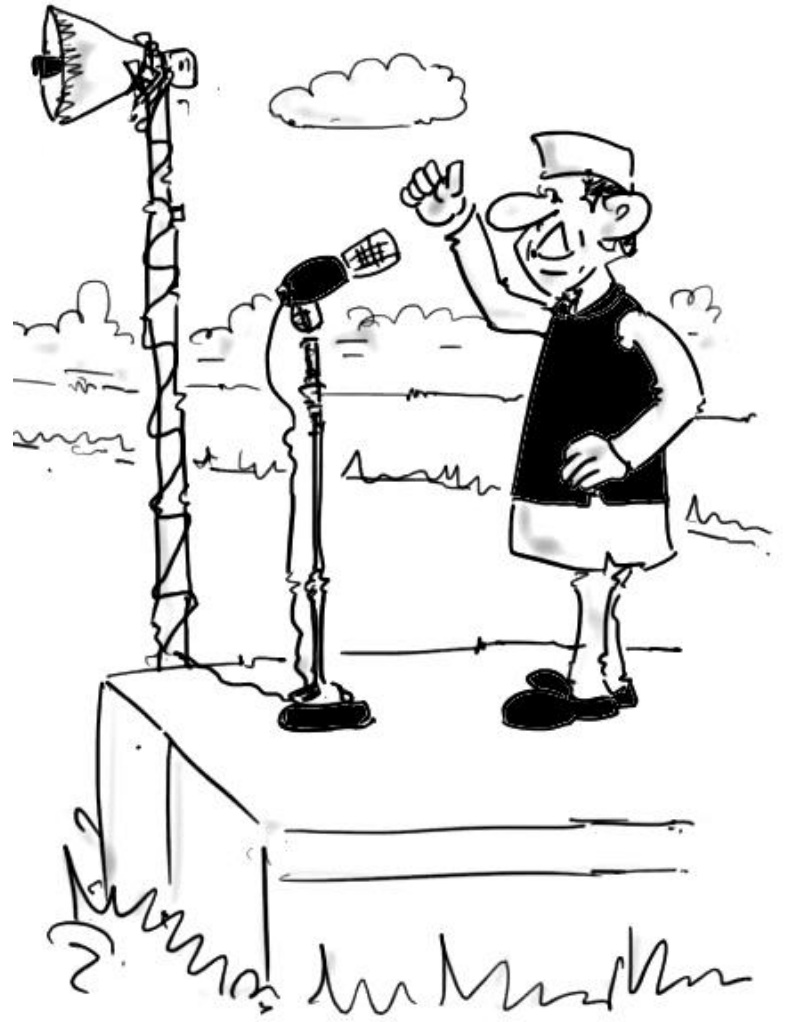
The government promotes a Clean India campaign to build toilets and tidy streets, but shies away from broaching the electorally trickier question of air pollution - harder to fix and risks treading on the toes of big industry and small farmers.

The environment minister, denies that people are dying from air pollution



THE ELEPHANT IN THE SMOG- FILLED ROOM

Election manifestos promise to waive off farmer loans, give free rice, education, laptops....but not a single politician shows gumption to promise even an intent to tackle air pollution.



IF YOU LIVE IN AN INDIAN CITY

EVERY

BREATH

YOU

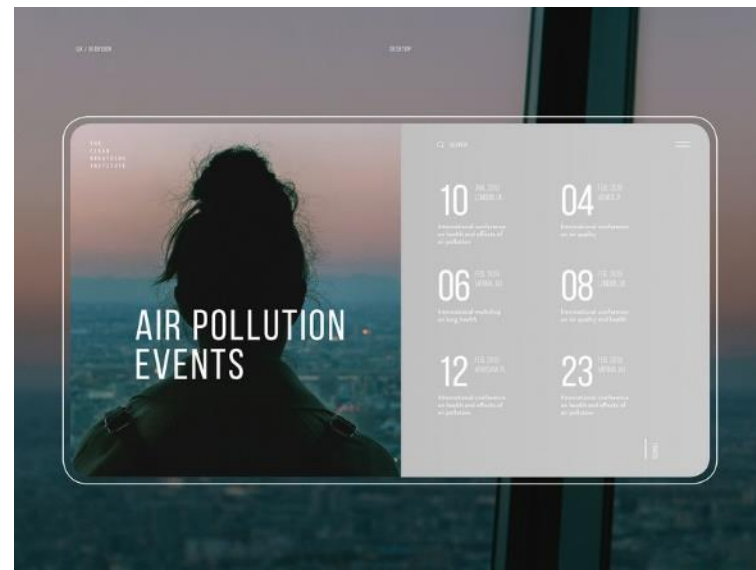
TAKES

IS

KILING

YOU

Scarier than the smog is the stoicism of people which has spawned a \$200mn industry helping them cope - Masks, green walls, pollution-monitoring apps and air purifiers.



Dainik
Jagran
believes that
solutions are
possible, but
they're
neither
politically
palatable
nor
profitable to
implement



It was time to
present the health
argument strongly
for citizens to
connect air pollution
with individual health
and push for change



And who better to push the argument than the next generation which is doomed to bear the burden of our inaction.



**When we fail our children,
they rise to the occasion**

Campaign Objective

To serve a grim reminder of what the future holds, and driving change rather than following it by capitalizing on the simmering tension around the issue



To a public resigned to living with bad air,
we couldn't use rational arguments.

Usually, after an initial outburst, the pollution story
becomes a blind spot.

Dirty air goes back to being unnoticed.

We had to seize this moment, and make it a
defining one.

We had to fight this and the state apathy with a new
symbol.

So we invented a
survival kit
for a pollution
apocalypse



We got children to create a “Survival Kit” for their “voyage on the planet” – a unique apparatus comprising a plastic water bottle with a sapling inside it, and a tube connected to an oxygen mask



19,000 children marched on streets wearing "survival kits". They silently stood outside government buildings, at traffic crossings...holding placards saying "Is this how we're supposed to breathe?"





We organized Street Theatre, Painting Contests, Plantation drives, Bike rallies, organized women's groups to create awareness, and got the city to Walk for the cause



Impact on Brand



Brand Parameters :

Dainik Jagran scored the highest on :

- Brand Awareness,
- Brand Satisfaction,
- Brand Preference,
- Intention to Read and Recommend

We outscored competition by a massive 1.55X lead over No.2



Brand Imagery:

We outscored competition on every imagery parameter. The key leads being in

- *This newspaper is inspirational/motivational*
- *This newspaper takes on relevant issues*
- *This newspaper comes up with interesting campaigns*
- *This newspaper is helping create positive change in society*



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