

# Dainik Jagran Casino Grande : **The Game Theory**



The background image shows two women in red saris with gold patterns, sitting on a dark, textured ground. They are lighting small, round, earthenware lamps (diyas) filled with oil. The ground is covered with many such lit lamps, creating a warm, golden glow. The scene is set outdoors at night, with the light from the lamps illuminating the women and the surrounding area. The overall atmosphere is festive and traditional.

Advertising spends are at their peak during the Diwali festive time in India. October accounts for 30% of the Annual Advertising spends in Hindi Newspapers in Dainik Jagran's competitive set. Naturally, it's the time of the year when newspapers get into an aggressive ad sales mode.

It's Raining discounts



**SALE**

The category during this period is commoditized by many newspapers offering huge discounts.

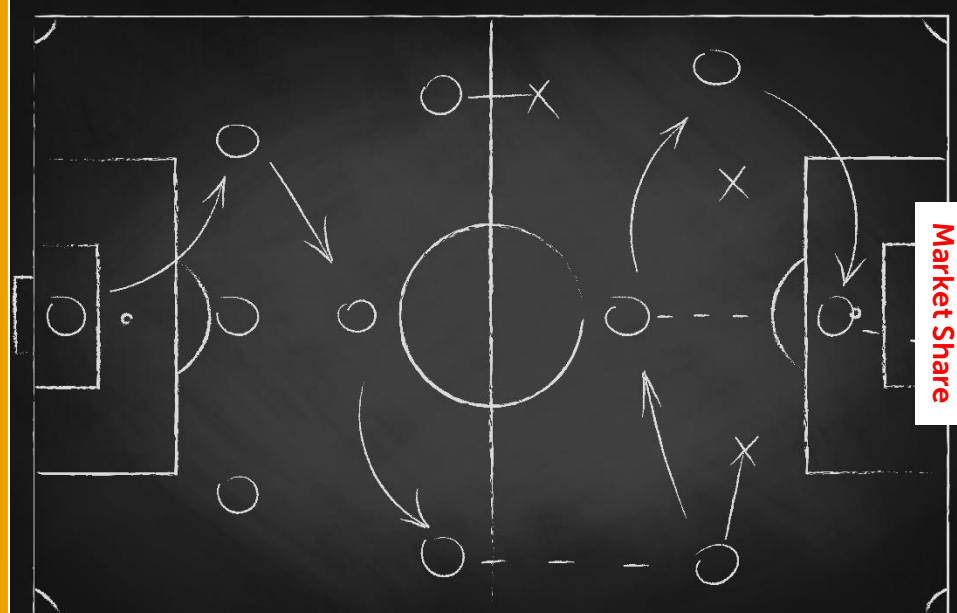
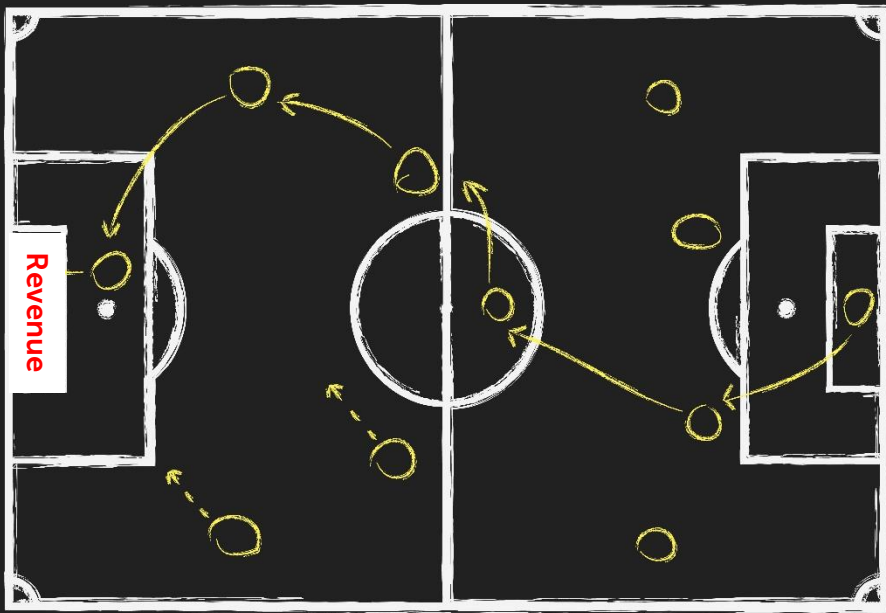


# How does a leader get into this ?



**Dainik Jagran, India's leading newspaper also needed to grab the opportunity to scale-up its ad space bookings, but without hampering its imagery of a leader. Which means we couldn't blindly get into the discount war.**

# Objectives



To **increase our revenues** during the festive period, compared to last year



To **increase our market share** during the festive period





# The Big Idea



**Luring the  
left-brained**

**to**

**play a game  
of chance**

**Media Buyers are practical and left-brained – as is anyone who deals with numbers.**



**But they have a weak spot – games of chance !!**

**Because they are so good mathematically, there is an inherent belief that they can beat the odds in any game of chance.**

# A happy coincidence

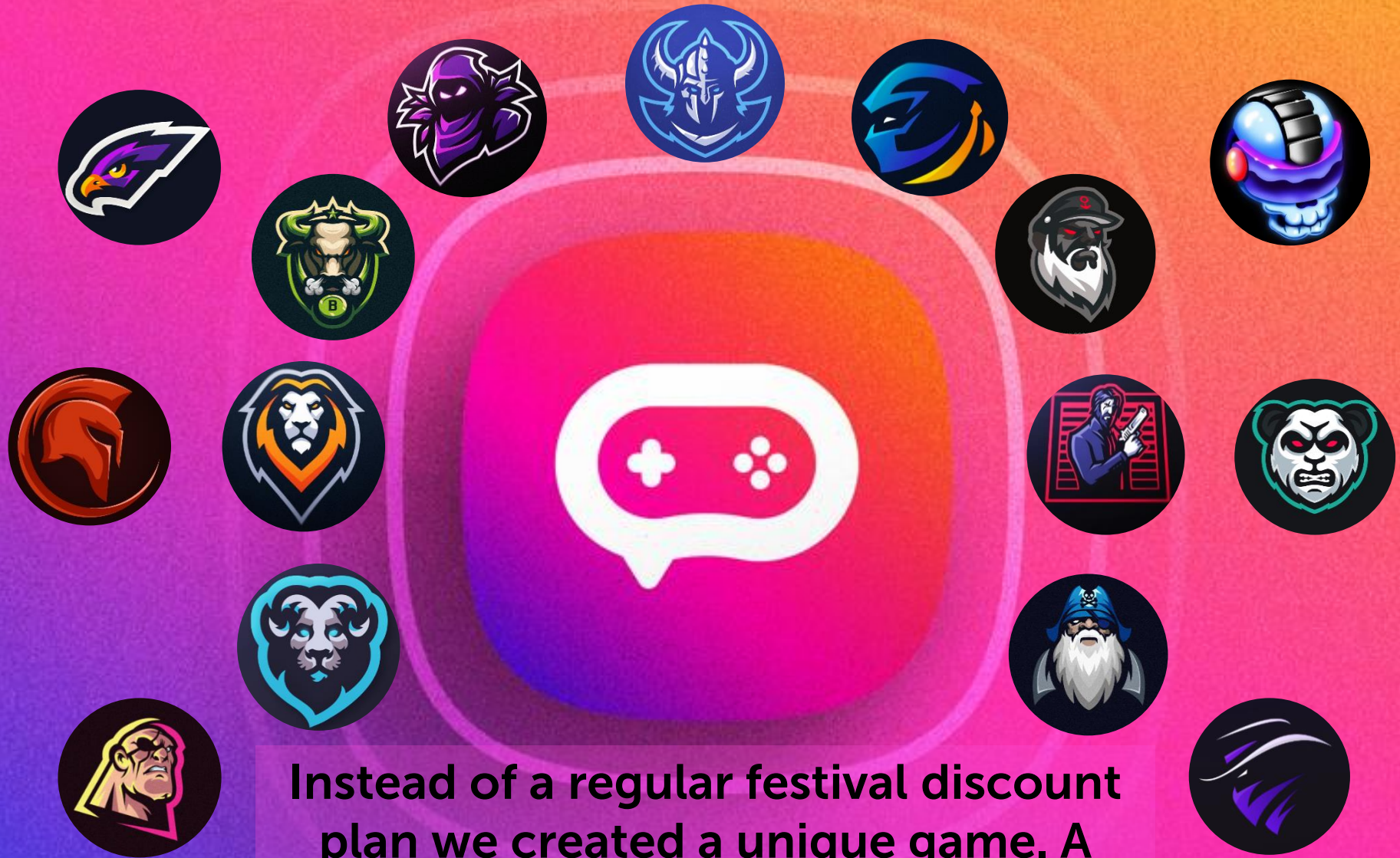


It is rooted in cultural belief that during Diwali, it is almost auspicious to gamble as it signifies that you are leaving the doors open for Lakshmi (the goddess of wealth) to come in.

**Gambling then has a widespread social sanction.**



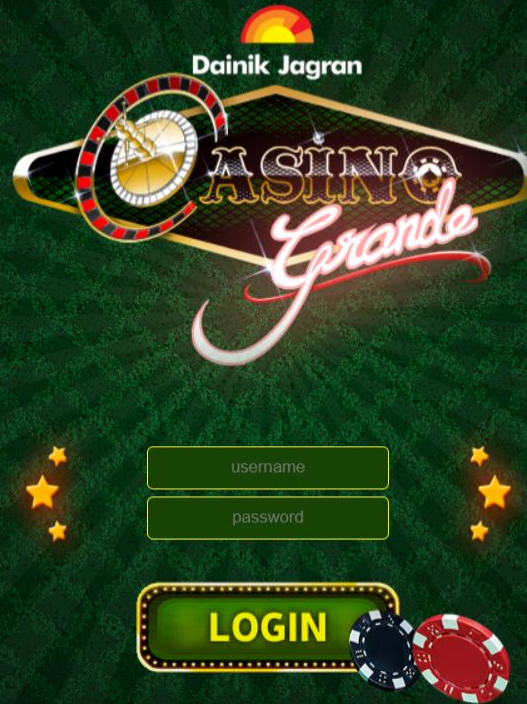
# Gamification of deals!



Instead of a regular festival discount plan we created a unique game. A game of chance that challenged the left-brained media buyer.



# And we launched **The Casino Grande Game**



# The Casino Grande Game





# We analyzed media plans of 28000 advertisers

to understand *Frequency*, *Size of Ads*, *Spend*s and typical *buying choices*.

As advertisers moved from lower to higher spend, there was an increase in size and frequency of advertisements, and more media vehicles were bought. Ad sizes during Festive were 40% larger compared to Pre/Post Festive period.

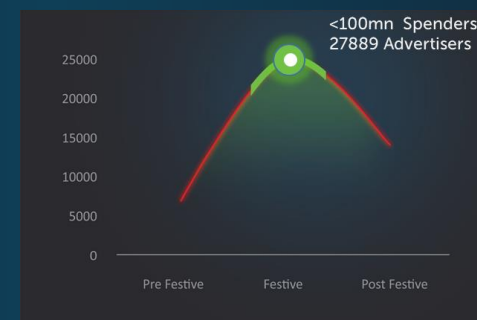
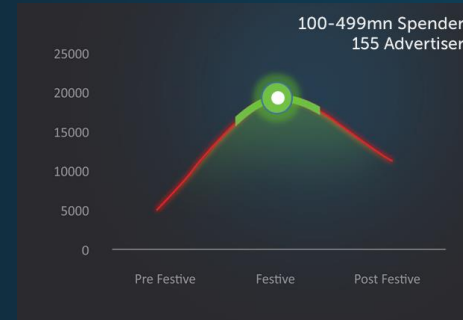
*Advertising deals in Casino Grande were planned keeping these findings in mind.*

Avg Ad Sizes in Festive is 1.4X higher than Pre-Post Festive period			
	Pre-Festive	Festive	Post Festive
<100mn	187	193	209
100-499mn	558	682	578
500-999mn	653	720	620
1000mn +	558	683	549
All	219	298	214

Avg Frequency of Insertions is 1.3 X higher in Festive compared to Pre-Post Festive period			
	Pre-Festive	Festive	Post Festive
<100mn	2	2	3
100-499mn	3	3	3
500-999mn	4	8	4
1000mn +	8	11	11
All	17	24	21

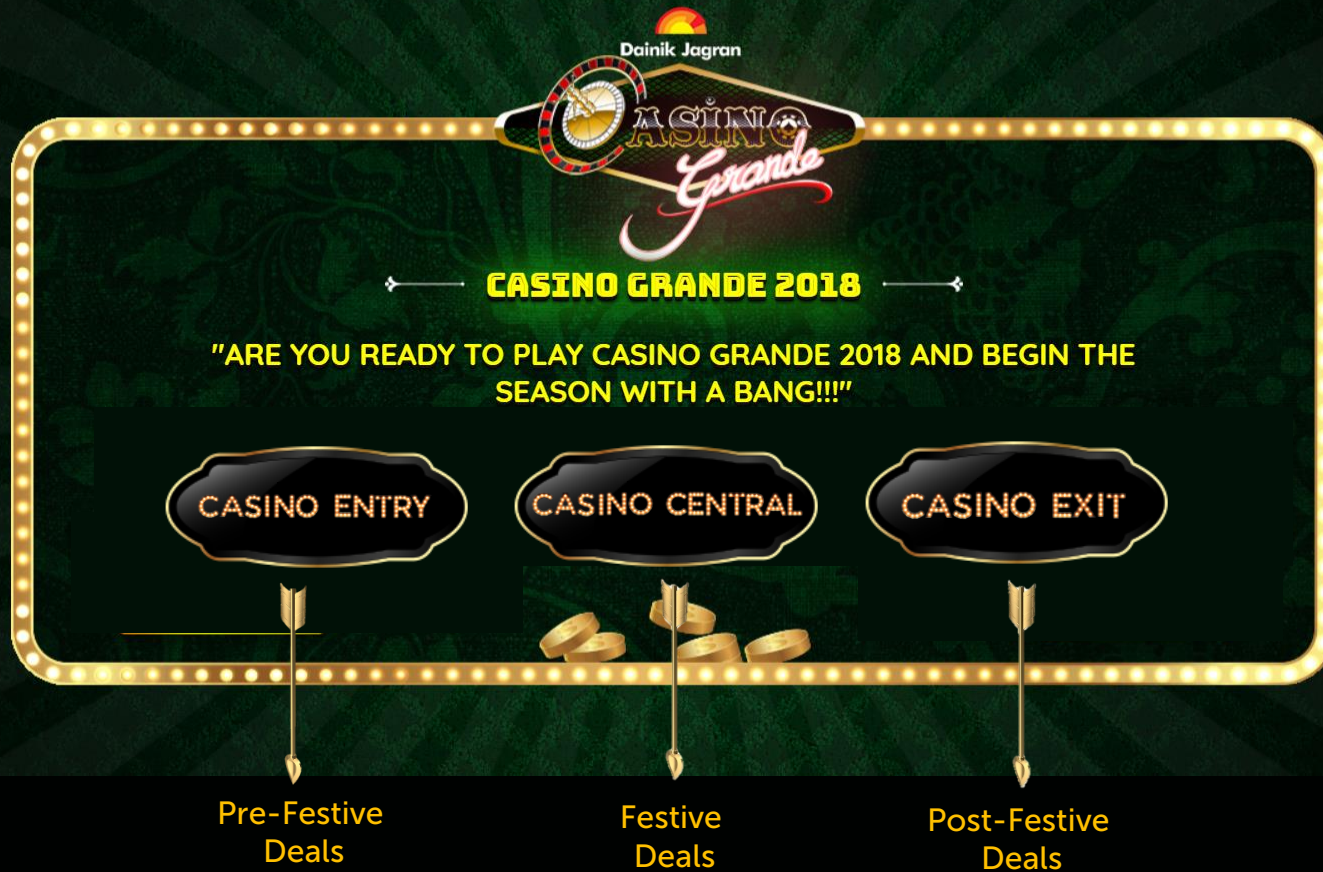
More dailies are part of the plan during Festive period			
	Pre-Festive	Festive	Post Festive
<100mn	2	1	2
100-499mn	7	10	9
500-999mn	12	17	13
1000mn +	14	18	16
All	9	11	10

## Ad spending pattern by different Spending brackets



# The game had 3 levels

Each level had multiple ad sales packages



Each level had multiple ad packages – prices based on learnings from media plans of 28000 advertisers.

# Say No to Negotiations

Instead, Media  
Buyers played a  
game to get a deal

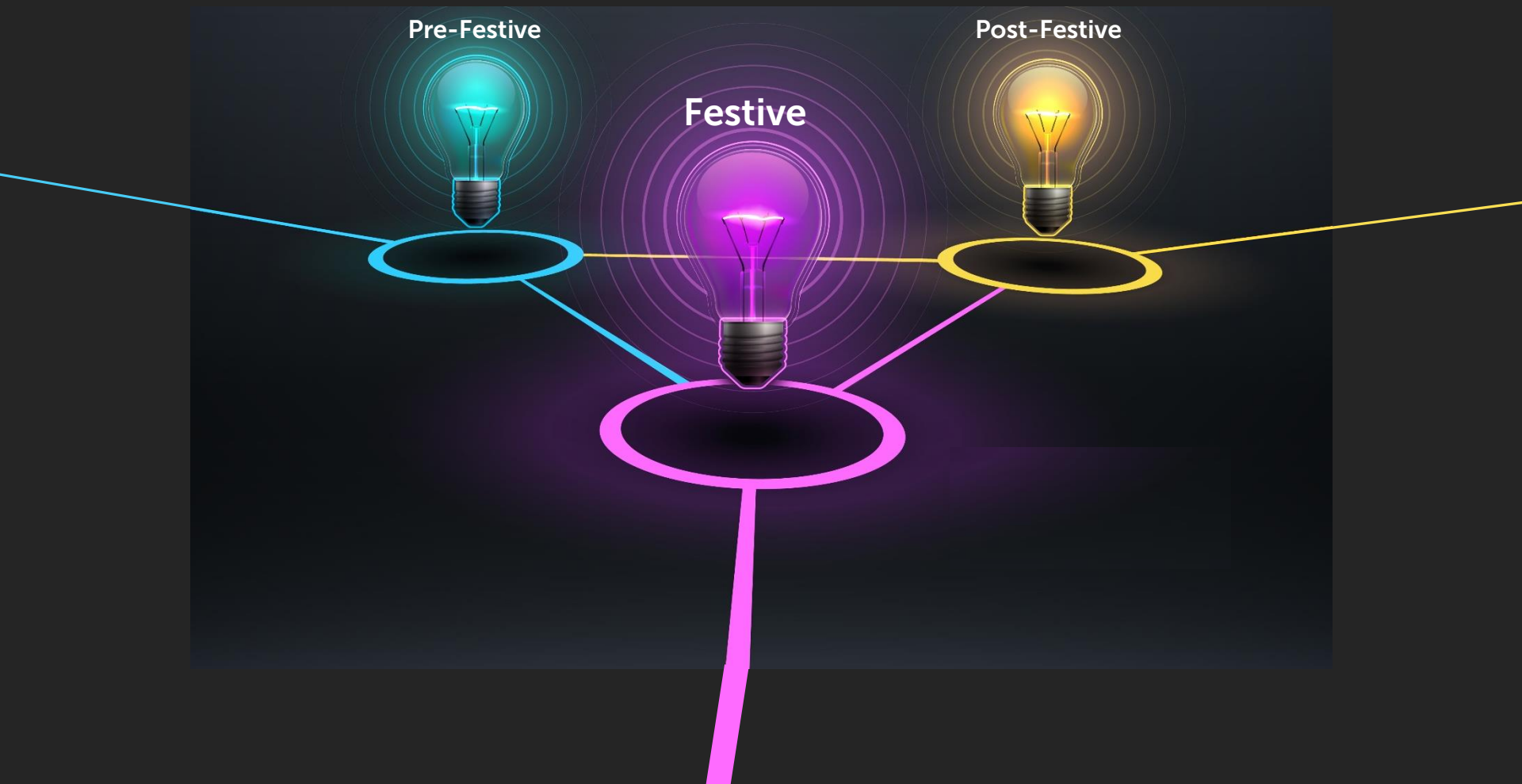




# Linking the festive deals with pre/post festive deals

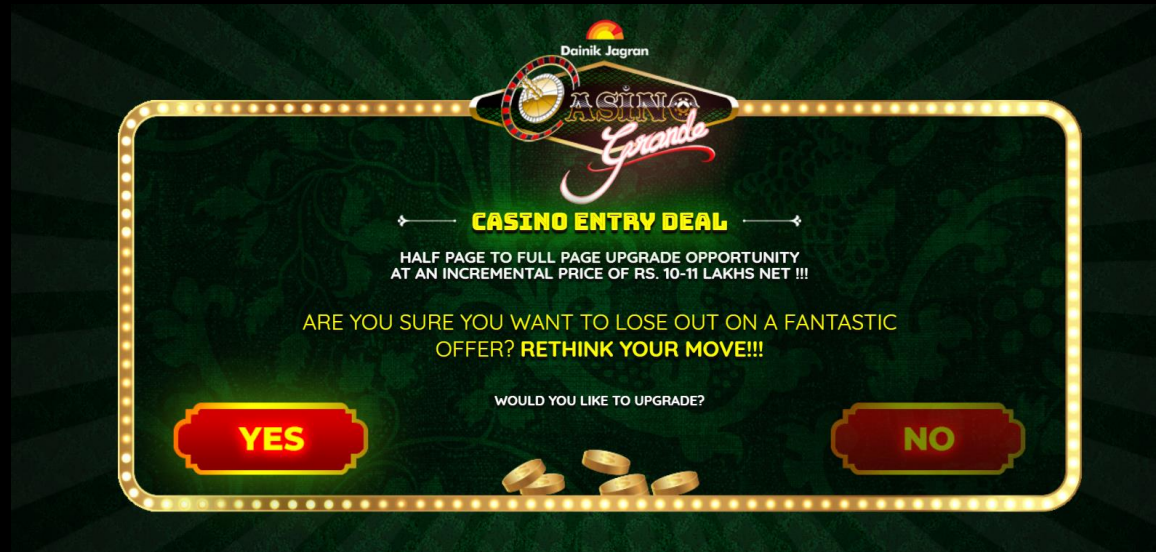
Any buyer who buys a Pre/Post Festive deal, gets a better incentive in the Festive deal.

*This enabled us to tide over the lean periods.*



# Game Algorithm nudges you on

Playing on the 'Gambler's Instinct', the game's algorithm was programmed to nudge buyers to go higher than their planned spend - *Shifting them to higher frequency and larger ad sizes – resulting in higher revenues.*





## Change the stakes

The game was played through slot machines and roulette wheels. It allowed buyers to change the stakes by paying a fee, and stand a chance to get a better deal.





# Creating Mystery around the game

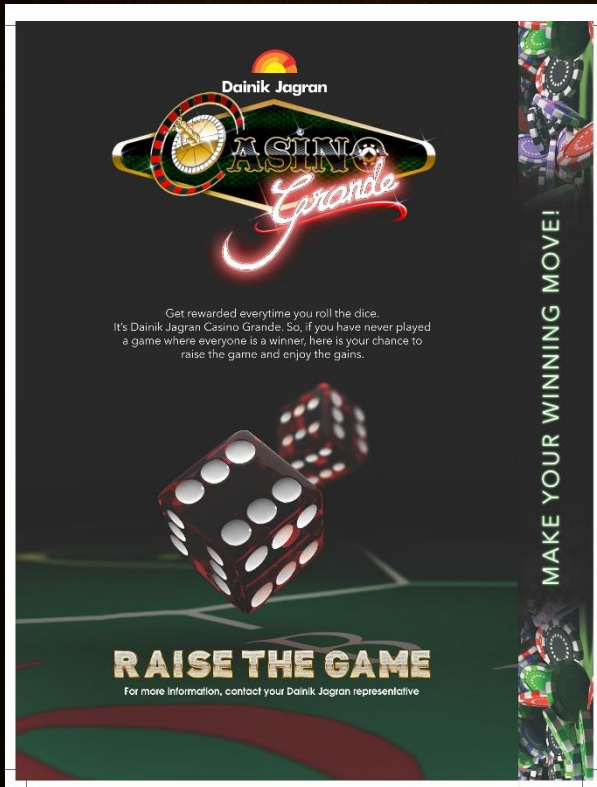
Communication invited buyers to Casino Grande, without divulging deal details.

To unravel the mystery, and know the deal, the Media Buyer had to sit with our sales representatives and play the game.

This gave us uninterrupted time with the busy buyer.



# Advertising



Dainik Jagran

**CASINO Grande**

Get rewarded everytime you roll the dice.  
It's Dainik Jagran Casino Grande. So, if you have never played  
a game where everyone is a winner, here is your chance to  
raise the game and enjoy the gains.

**RAISE THE GAME**

For more information, contact your Dainik Jagran representative

MAKE YOUR WINNING MOVE!



Dainik Jagran

**CASINO Grande 2018**

**GATE OPENS NOW**  
**WINNING IS ASSURED HERE**  
**TO ENTER, CALL +91 9540540008**

FOR MORE INFORMATION, CONTACT YOUR JAGRAN REPRESENTATIVE



Dainik Jagran

**CASINO Grande 2018**

**AND THE WINNER WILL TAKE IT ALL**

**COMING SOON**

FOR MORE INFORMATION, CONTACT YOUR JAGRAN REPRESENTATIVE

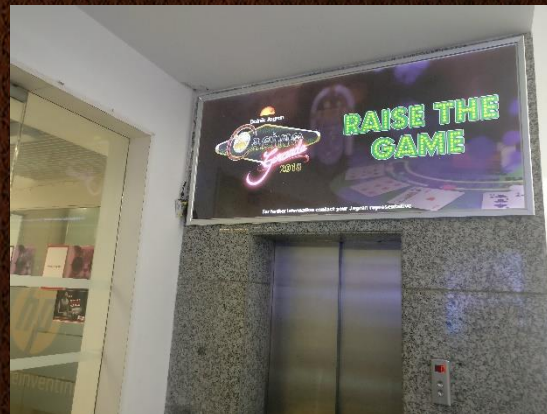


Reaching out to Media Buyers/Planners : We created a Casino Den in their conference room, and planned an activation around the theme

Outdoor advertising at the buildings entrances of agencies



Branded lifts at Agencies





# Reaching out to Media Buyers/Planners : We created a Casino Den in their conference room, and planned an activation around the theme

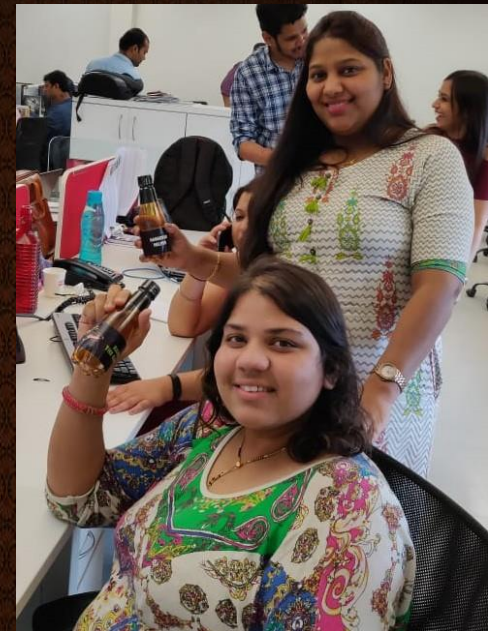
Standees placed at Media Agency Receptions areas





# Reaching out to Media Buyers/Planners : We created a Casino Den in their conference room, and planned an activation around the theme

## Branding material on the desks of Media Planners





**Reaching out to Media Buyers/Planners : We created a Casino Den in their conference room, and planned an activation around the theme**

**Conference Room converted into a “Casino Grande Den ”**



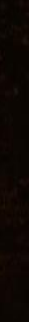
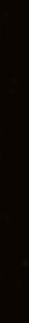
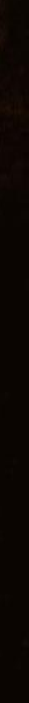
**Casino Grande Crew took their positions**





**Reaching out to Media Buyers/Planners : We created a Casino Den in their conference room, and planned an activation around the theme**

**The Gamblers (Planners/Buyers) at play & the Casino in action**





Reaching out to Media Buyers/Planners : We created a Casino Den in their conference room, and planned an activation around the theme

The Winners getting their Prizes





An Innovative Direct Mailer of a Game was created and given to agencies





# And Media Buyers were given an experience of the Casino Life



A limousine was appointed



Buyers posing with the limo



A red carpet welcome



Inside the limousine



Inside the limousine



Gaming in the limousine



Inside the limousine



Casino Merchandize at alighting



Casino Merchandize at alighting



# Results

## Revenue Generation

**61 deals signed up  
through the game**

## Revenue Growth

**A revenue growth of 9% over  
comparable period/ scheme last year**

## Market Share Consolidation

**Our market share from 38.5% in 2017 to 38.7% in 2018  
during the peak festive period.**

**This was twice the market share of the No.2**



# Results

The Game nudged Buyers to buy more  
**Amongst advertisers who played  
Casino Grande game ,  
we had a Market Share of 45%**

Volume growth from loyal advertisers  
**Advertisers who played the game last  
year gave us a volume growth of 19% in  
this year's game**

Adding new Advertisers  
**We added 13 new advertisers in Casino Grande 2017  
with a volume of 3,52,722 sqcm.  
*Our Market Share amongst these advertisers is a  
whopping 69%***

# Results

In a crowded market, the Dainik Jagran sales representatives got dedicated quality time and steered the Media Buying discussions away *from* *"haggling"* for discounts *to* *"earning"* discounts by playing a game.

It was a clutter breaking idea that did everything it set out to achieve for the brand:

- ▶ Our advertising revenues for the Casino scheme grew by 9%
- ▶ Our Market Share Increased and consolidated further
- ▶ Loyal advertisers to Casino Grande grew their volume by 19%
- ▶ It positioned Dainik Jagran as an innovative brand





Play Campaign Video