



Dainik Jagran



**The gamification of advertising
sales for revenue growth**

Advertising spends are at their peak during the Diwali festive time in India. The period accounts for 11.6% of the Annual Volumes for the Hindi Newspaper 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

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

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 the 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.



The Casino Grande Game

The game had 3 levels

Casino Central

Casino Entry

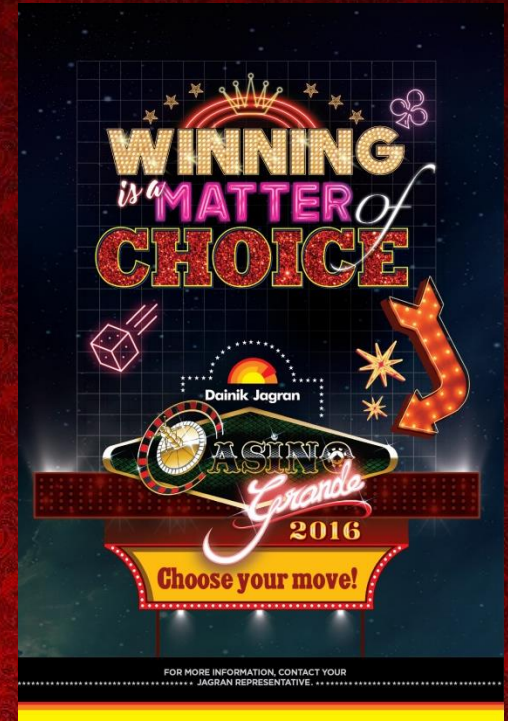
Casino Exit

Each level had multiple ad sales packages

Creating Mystery around the game

To generate curiosity, all communication only invited the buyers to Casino Grande, but did not divulge the details of the deal. To know the deal, the Media Buyer had to sit across the table with Dainik Jagran sales representatives and play the game. This gave us valuable and uninterrupted time with the buyer during the peak festive period.

Advertising



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

Tent Cards placed on individual tables in Media Agencies



Conference Room converted into a "Casino Grabde Den "



Roulette Table



Slot Machine



Lucky 7 Table

Reaching out to Media Buyers/Planners

Casino Grande Crew took their positions



The Gamblers (Planners/Buyers) register themselves



Reaching out to Media Buyers/Planners

The Casino in action



The Winners getting their Prize



Results

INR 250 mn Revenue generated

Results

Dainik Jagran was already the Market Share leader. *Our market share grew* further from 23.2% in 2015 to 24.9% in 2016.

Results

Dainik Jagran's *Ad volume* during the deal period *increased by 8%* over same period last year as against the category growth of 0.4%

Results

Our *advertising volume growth* was 1.8 mn square centimetres. Newspapers ranked No.2 and 3 had a volume loss in comparable markets over the same period.

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.

Results

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

- ▶ Our advertising volumes growth outpaced the category by a factor of 20X
- ▶ Our Market Share Increased and consolidated further
- ▶ It positioned Dainik Jagran as an innovative brand



The Casino Grande Game