



Dainik Jagran



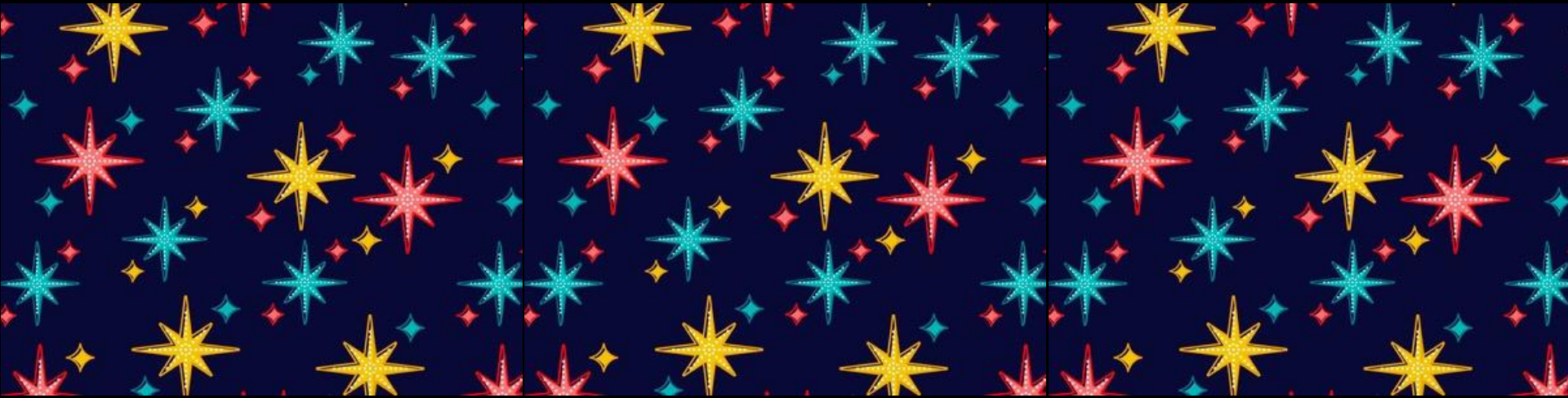
Gaming the Revenue Strategy



Play Campaign Video

Advertising spends are at their peak during the Diwali festive time in India. The period 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



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

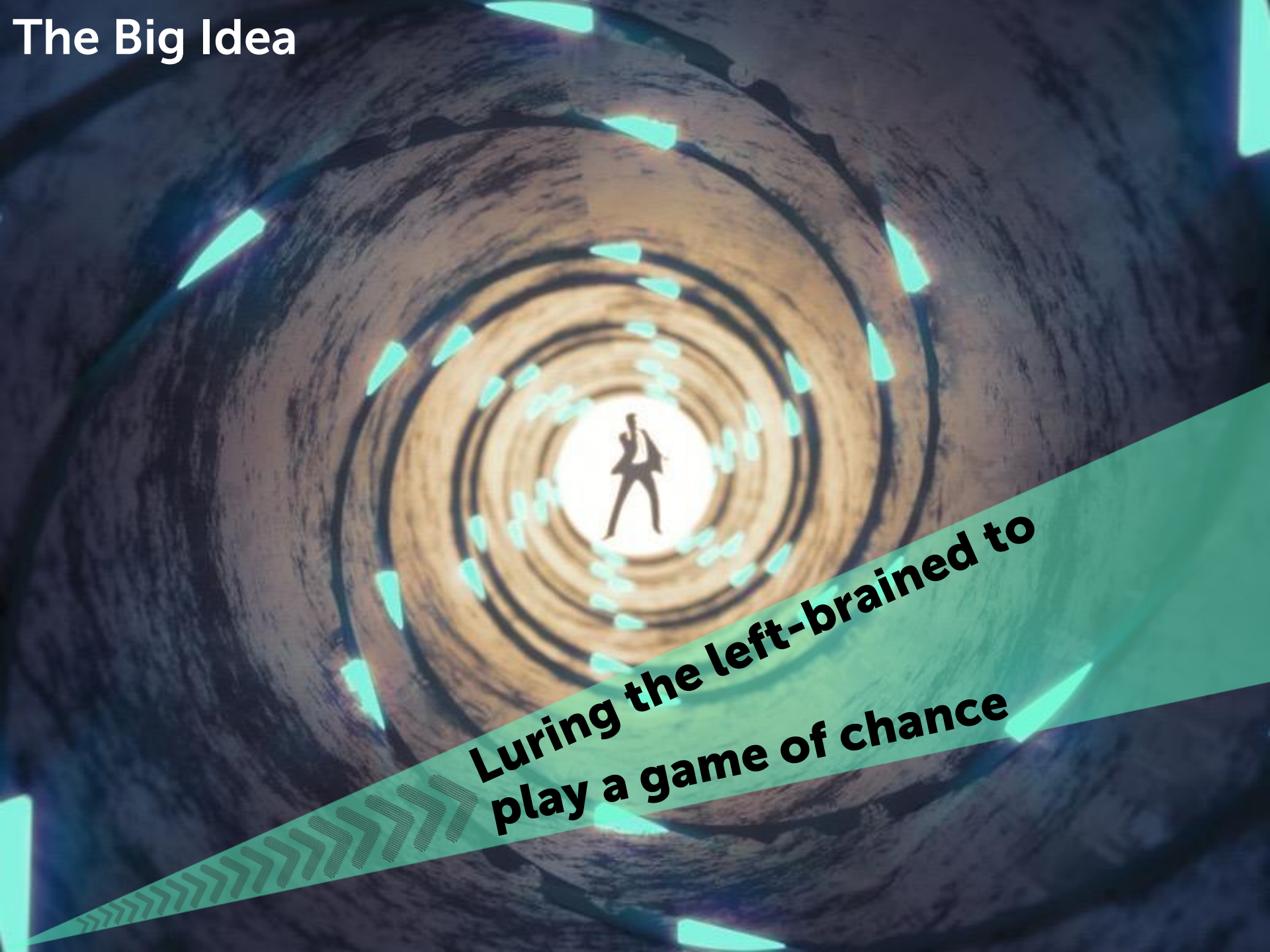


To increase our revenues during the festive period, compared to last year



To increase our market share during the festive period

The Big Idea

The background of the slide is a photograph of a person standing in the center of a tunnel-like structure made of many concentric, slightly irregular circles. The circles are a warm, golden-brown color. The person is a dark silhouette, standing with arms slightly out. The overall lighting is dim, with a bright light source at the far end of the tunnel where the person is standing. A diagonal green banner with a series of white chevrons pointing right is overlaid on the bottom right of the image.

**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

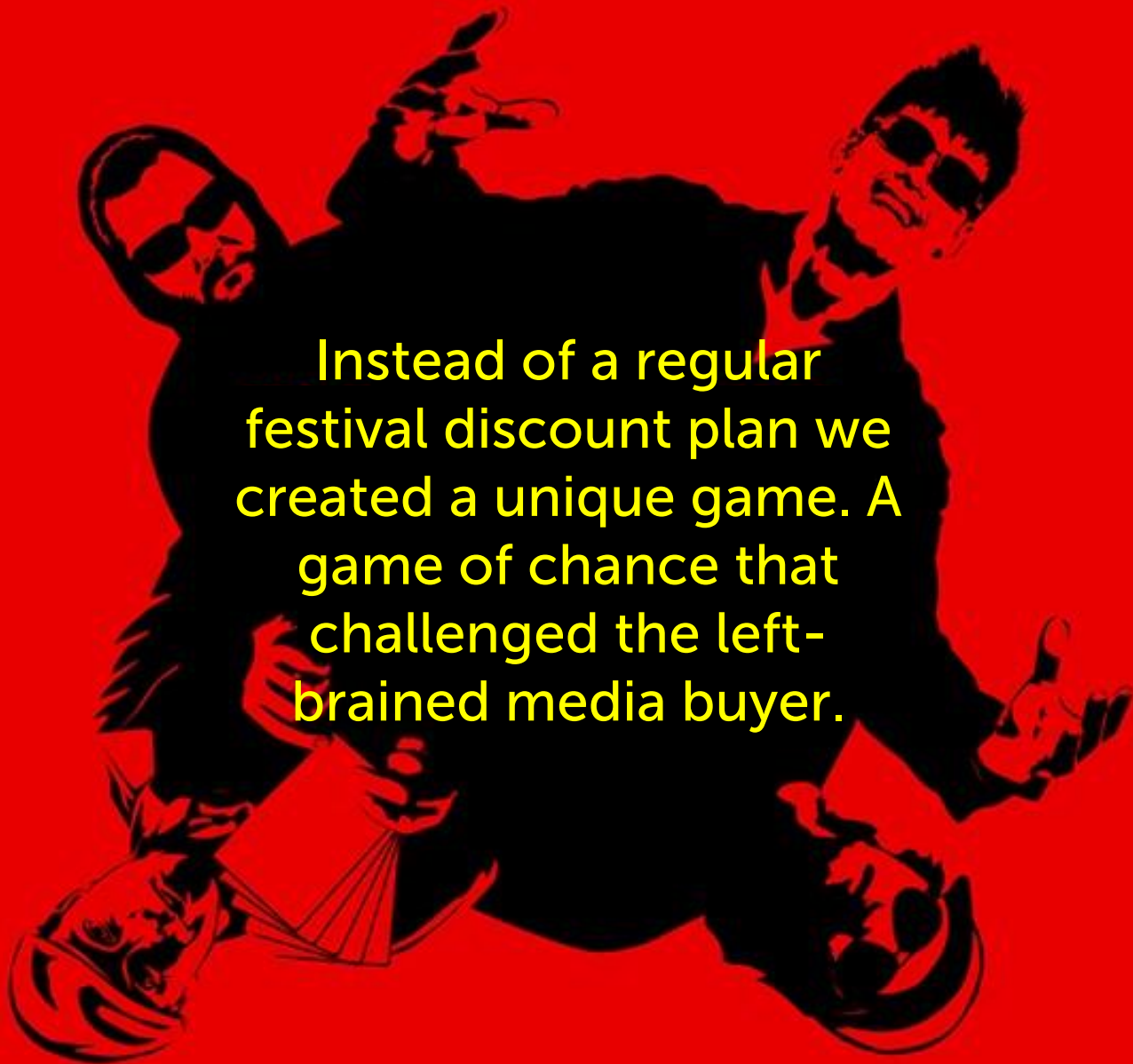


It is rooted in cultural belief that during Diwali, it is almost auspicious to gamble as it signifies that you are leaving the doors open for Lakshmi (the goddess of wealth) to come in.

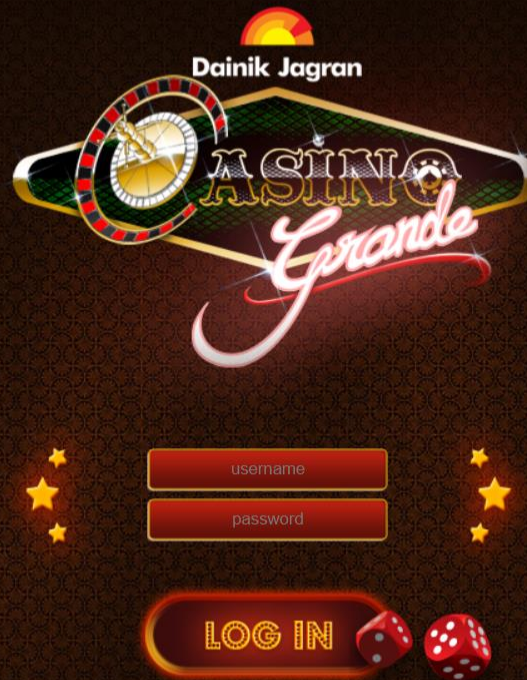
Gambling then has a widespread social sanction.

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**



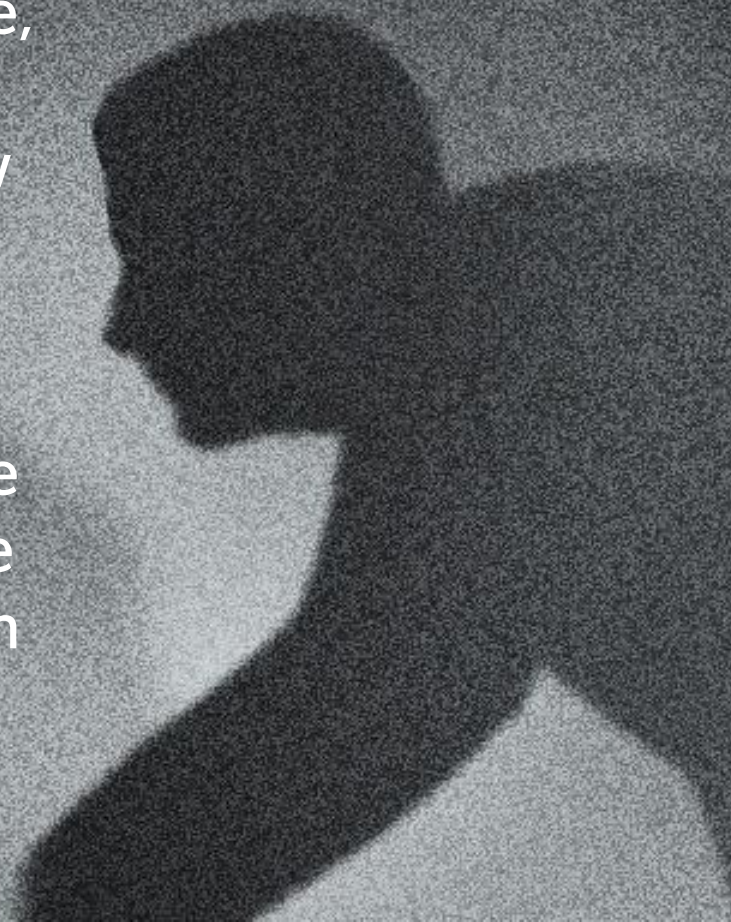
The game had 3 levels

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

Outdoor advertising at the buildings entrances of agencies

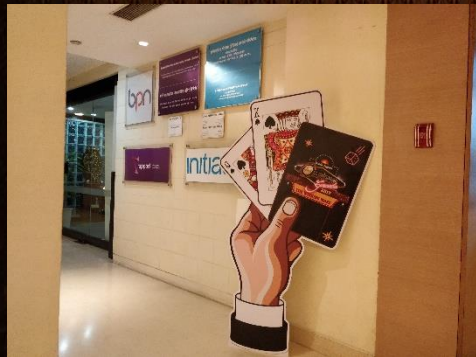


Branded lifts at Agencies



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

Standeers placed at Media Agency Receptions areas & cafeterias



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



Play Video



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



Posing for the shutterbugs !!



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



Results

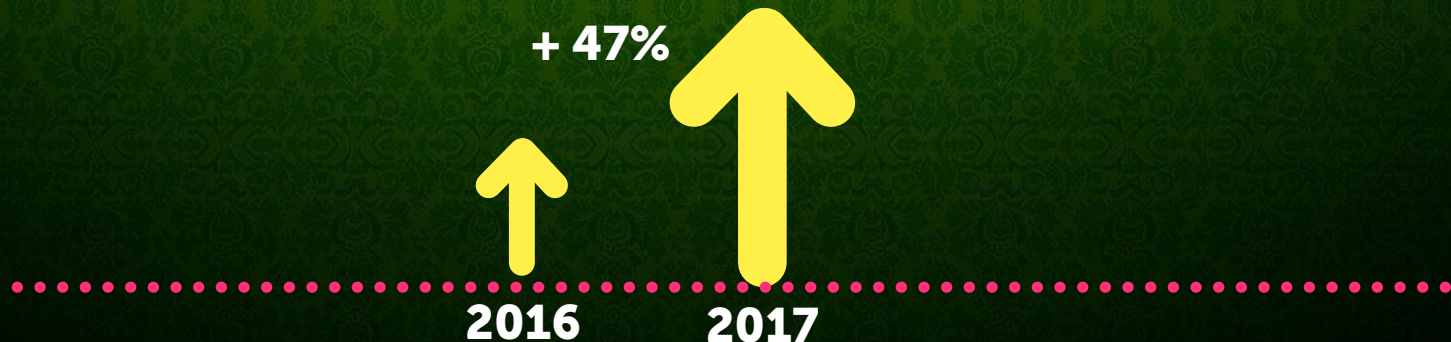
Revenue Generation

**129 deals signed up through the
game generating a revenue of
INR 366 million**

Results

Revenue Growth

**A revenue growth of 47% over
comparable period/ scheme
last year**



Results

Market Share Growth

Within markets where Dainik Jagran is circulated, our market share grew from 36.4% in 2016 to 37.2% in 2017

Results

Market Share dominance & Volume growth

Amongst all advertisers who participated in Casino Grande 2017

- Dainik Jagran had a *majority Market Share of 50%*
- We had a *volume growth of 24%* over comparable period last year

Results

Adding new Advertisers

We added 15 new advertisers in Casino Grande 2017 with a volume of 4,27,000 square centimeters.

Our Market Share amongst these advertisers is a whopping 68%.

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 revenues for the Casino scheme grew by 47%**
- ▶ **Our Market Share Increased and consolidated further**
- ▶ **Loyal advertisers to Casino Grande grew their volume by 24%**
- ▶ **It positioned Dainik Jagran as an innovative brand**

