

Entry Name - Jagran.com : My City My Pride

Category - BEST IDEA TO GROW DIGITAL READERSHIP OR ENGAGEMENT

Submitted By - Jagran New Media

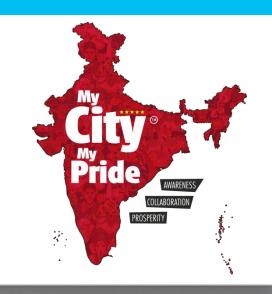




## My City My Pride

The core idea of My City My Pride is engaging users online and offline through meaningful content and enable action through user participation

Enable 'For the People, of The People, By the People' through actionable #DataDrivenJournalism





## Campaign Purpose

My City My Pride - a brand campaign of Jagran.com, launched with a sole purpose to increase brand awareness, recall and engagement.

At the start of the year 2018, Jagran.com was looking for consolidating its brand position in major cities of Hindi Heartland and leverage the group's penetration and loyalty among the readers. Some of the purposes which were kept in mind while designing this campaign were:

- 1. Build a brand campaign, which helps in increasing the share of voice and hence improving the brand recall and engagement through active journalism in which solutions are provided proactively.
- 2. Build the brand equity of Jagran.com, and position it as a change accelerator in the society and find the solution to the local city problems using pubic-private partnership model.
- 3. As a media brand, the campaign was aimed to position the brand Jagran.com as a socially responsible brand
- 4. The campaign aimed to provide the users a platform (online and offline) where they can raise their concerns related to their cities and reach out to the concern policy makers from that city.
- 5. To involve local influencers who had mass appeal in the targeted cities, to create a greater brand value and engagement among the readers.



## Campaign Objective

Being a digital media brand, **Jagran.com** was aiming to increase its user base and build a strong brand equity among the Hindi Heartland users.

So, the campaign – **My City My Pride**, was designed and launched with following objectives:

- 1. Increase the user traffic on the site by the atleast 20% from core Hindi Heartland 10 targeted cities.
- Build online communities for Jagran.com on social media platforms (Facebook) which helps the brand to have user communities from its core markets
- 3. Increase the engagement (page views) on the site by the atleast 10% from core Hindi Heartland 10 targeted cities.
- 4. To reach 100 million impression for the overall campaign during three months
- 5. At-least 15,000 registration from the campaign



## Introduction to the Campaign

My City My Pride – the campaign was launched to measure and drive City Development in an interactive way through Public Participation.

#### **Key Highlights:**

10 cities

 The program rolled out across the 10 cities of Hindi Heartland-Ludhiana, Dehradun, Lucknow, Kanpur, Meerut, Varanasi, Patna, Ranchi, Raipur & Indore

**5 Key Pillars** 

The platform measures the city across 5 Key Pillars:
 Healthcare, Infrastructure, Education, Safety (crime) and
 Economy through a City Livability Report in partnership
 with KPMG, to build the city a better place to live

Users Driven Communities of change  The program encouraged and drove users to form communities of change with an objective of brining a social change and have positive brand impact

Change at ground level

• Towards the end of the exercise, the **changes implemented** were monitored to understand reflection of the initiative.



### My City My Pride

## Campaign Approach

Generate Meaningful Content

**Creating user Engagement** 

360' amplification

Drive Brand Equity using influencers

Enabling and empowering the users

- Research based data driven stories in collaboration with ICFJ
- Create audience platforms using online & offline communities
- Amplify the content through 360' promotions
- Build brand equity by building awareness and enabling action
- Informing and Empowering users



## My City My Pride

## Campaign Execution

'My City My Pride' invited citizens to rate their city on basic amenities for 45 days

Users rated the cities through online – on a micro-site hosted on Jagran.com and offline mediums (on ground survey)

The results to the ratings were published and promoted along with a *City Liveability Report,* which published city rating around the 5 pillars.

Content created in the campaign highlighted city based issues and solutions, which were published and marketed through print and radio coverage, online micro-site, social communities and offline forums

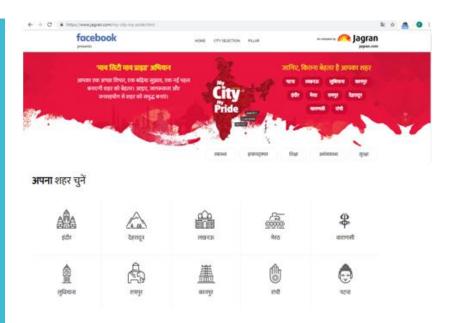
90 Round Table Conferences were held across 10 cities, which were attended by the local administrators, influencers, decision makers and citizens that resulted in bringing out 545 issues and 170 learning's from 10 cities

11 issues were recognised in Round Table Conferences which needed to be addressed urgently

Finally, solutions of these issues were discussed in 10 public forums – one in each city, which were attended by government representatives, local administrators, city influencers, policy makers and general public and action plan prepared under Public-Private Partnership model, was presented in the public forums



## Campaign Digital Platforms



www.mycitymypride.com (campaign micro-site)



<u>www.mycitymypride.com</u> (campaign mobile micro-site)



### Online Stories



Articles published on microsite highlighting city based issues and solutions

ZOHO One One software suite to run your entire business

राहत ने जिस मुस्तिन बदालुद की तृतना संघ से की

वाराजनी तांडदेशत कीन्ट्रेंग्स सबने हैं ठाना, तहर की



### Videos



Videos related to Round Table Conferences , which were attended by the local administrators, influencers, decision makers and citizen forums were posted on microsite



## City Liveability Report



The results to the ratings were published and promoted along with a City Liveability Report, which published city rating around the 5 pillars

Ref- www.mycitymypride.com



## My City My Pride

## Campaign Amplification

Campaign Amplification								
Print Promotions	Total Print Stories published – (Dainik Jagran + Nai Dunia)	851						
	Total Number of Print Ads	5 (300 sqcm)						
Radio	Total Spots	9,000						
Promotions	Total RJ Mentions	730						
Digital	Total Digital Stories published – (Jagran.com, Mycitymypride.com, naidunia.com)	736						
Promotions	Digital Ad Impressions	103 Mn						
Outdoor and	Outdoor Hoardings	21						
On-Ground	Total On ground RTCs and Public Forums	100						



## My City My Pride

### Campaign Phases

### My City My Pride

- Citizen rating was invited through online and offline surveys
- Data collected was analyzed and interpreted
- Generated meaningful stories around city core issues
- Articles were written by city influencers highlighting the scenario of 10 cities at that time
- Online Promotion and Social Media amplification
- Print and Radio Integrations

**AWARENESS** 

#### **COLLABORATION**

- Created online communities to discuss and identify local issues around core pillars
- Identified champions of change to drive the conversations and engagement
- Organized online and offline forums to evolve workable solutions
- 90 RTCs were held and 545issues and 170 learnings were recognised across 10 cities
- Build communities to drive workable PPP solutions

- Published a City Livability Index
- 10 public forums were organised in which work were distributed to the concerned authorities
- Created an actionable layout plan for building a better cities
- Drive pride among the citizens
- Inducing a positive impact on the city economy
- After which we are monitoring the changes in each city

**PROSPERITY** 



## Media Promotions

Content Coverage								
Total number of stories published in print (Dainik Jagran and Nai Dunia)	851 stories (around 268350 sqcm)							
Total number of RJ Mentions in Radio City	730 RJ Mentions							
Total number of Digital stories published in Jagran New Media sites	More than 736							

Promotions							
Total number of print ads (Dainik Jagran and Nai Dunia)	5 print ads (300 sqcm)						
Total number of RJ Spots in Radio City*	9000 spots						
Digital Promotions	103 Million impressions						

## On Ground – RTCs and Public Forums (across 10 cities) Total Number of RTC's Conducted 90 RTCs+ 10 Public Forums Total Number of Problems and learning discussed 545 issues and 150 learning Total number of social Influencers reached in 10 cities 1173 people



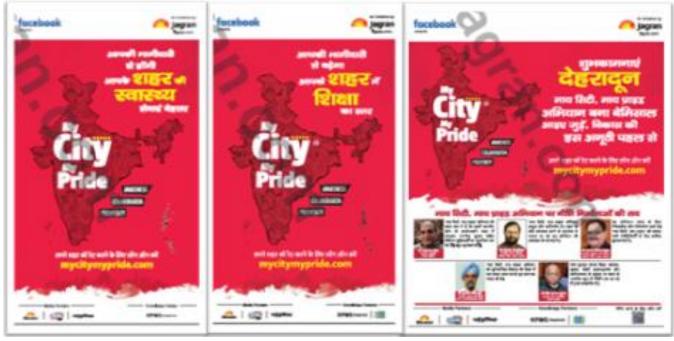
851

**Print Articles** 



Print Articles & Print ds

**Print Ads** 





## 736 Online Stories

#### ईज ऑफ लिविंग इंडेक्स: टॉप 10 में यूपी का कोई शहर नहीं, 65वें पायदान ार कानपुर



इस केगी में जहां पहचान एवं संस्कृति के मामले में कानपुर 40वें पायदान पर है वहीं शिक्षा के मामले में मध्य यूपी का यम अमर अमें पायाचान पर है।

शहरी विकास एवं आवास मंत्रालय की तरफ से जारी ईज औफ लिविंग इंडेक्स में महाराष्ट्र के तीन शहरी पुणे, नवी मुंबई और ग्रेटर मुंबई को सबसे शानदार शहर का दर्जा दिया गया है। 111 शहरी को लेकर जारी की गई रैंकिंग में महाराष्ट्र के जहां चार शहरों ने टॉप 10 में जगह बनाई है। वहीं, देश की





माय सिटी माय प्राइड जानिए, कैसे बना पूर्ने एजुकेशन ।



राउंडटेबल कॉन्फ्रेंन्स सभी की भागीदारी से होगा लखनउ



#### मेरठः वक्त के साथ तेजी से बढ़ी शहर में मेडिकल सुविधाएं



जिले में 12 सीएचर्सी, 35 पीएचर्सी और 315 हेल्थ पोस्ट हैं, जिस पर करीब 35 लख आवादी के इलाज का जिल्हा है। वैषयोनिशन के कार्यक्रम में तेजी आई है। अगर दवाओं और वैषयीन की नियमित उपलब्धत

ZOHO One One software suite to run your entire business

ज्यादा पठित



उसके नेता को UPA सरकार ने लगाया था गले



मेरठ यूं ही मेडिकल हब नहीं कहलाया। वक्त के साथ चलते हुए शहर ने तेजी से सीखा। दुनियामर में तेजी से बदलती तकनीकों को अपनावा। मीजूटा समय में लाला लाजपत राव मेडिकल कॉलेज के छात्र जहां देश-विदेश में सेहत की गारटी माने जाते हैं, वहीं निजी अस्पताली में इलाज की गुणवत्ता मंबई और दिल्ली के बराबर आंकी गई है।

#### रहने के लिहाज से टॉप सिटी बना इंदौर, स्ट्रीट क्राइम और महिलाओं की सुरक्षा है चुनौती



मध्य प्रदेश का इंटीर 'माय सिटी माय प्राइड' लिवेबिलिटी सर्वे रिपोर्ट में सबसे अळल रेटिंग पाने में सफल रहा है। दस शहरों के रेटिंग स्कोर कार्ड में यह शहर शीर्ष पायदान पर है। सर्वे में शहरों की रेटिंग को 1 से 5 अंकों के स्केल पर मापा गया, जिसमें इंटीर को 3.69 अंक मिले। सर्वे रिपोर्ट से पता चलता है कि इंदौरवासी अपने शहर में मिल रही सविधाओं से खश नजर आ रहे हैं।



माय सिटी माय प्राइड जानिए, कैसे बना पुणे एजुकेशन व



साउद्देशक कॉन्फ्रेंन्स सभी की भागीदारी से होगा लखनऊ



#### आर्थिक राजधानी में नफरी व संसाधनों की कमी ने बढ़ाया क्राइम ग्राफ



शहर में जनसंख्या बढ़ती गई और 25 लाख तक पहुंच गई। लेकिन लोगों की सुरक्षा के लिए लगाए गए पुलिस मुलाजिमों की गिनती आज भी 4500 ही है। हालात ये है कि जहां 100 लोगों के पीछे एक मुलानिम होना चाहिए, वहीं अब ये अनुपात 555 लोगों पर एक मुलानिम तक पहुंच चुका है। ऐसे में क्राइम ग्राफ बदता संभावित है और ऐसा हो भी रहा है। हत्या, लूटपाट, छीना-इत्पटी और मारपीट तो आम बात हो गई है। यही कारण रहा है कि 28 बाने होने के बावजूद एक और थाना



माथ सिटी माय प्राइड जानिए, केने बना पुणे एजुकेशन।



राउंडटेबल कॉन्फ्रेंन्स सभी की भागीदारी से होगा लखना



वाराणसी राउंडटेबल कॉन्प्रेंग्स सबने है ठाना, शहर को



## Promotion: Outdoor & RJ Mentions

Outdoor



**RJ Mentions** 





## Influencers & Administrators Engagement













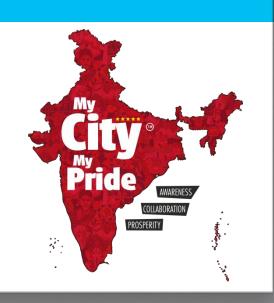
## Media Coverage

Media Coverage						
<b>Publishing Date</b>	Publications	Links to the coverage				
23-Jul-18	Afaqs.com	http://www.afaqs.com/media/media_newslets/index.html?id=60829_Jagr ancom-Launches-Campaign-to-Measure-City-Liveability-Index				
23-Jul-18	Exchnage4Media.com	https://www.exchange4media.com/amp/digital/jagrancom-launches- campaign-to-measure-city-liveability-index_91194.html?amp=amp				
24-Jul-18	Bestmediainfo.com	http://bestmediainfo.com/2018/07/jagran-com-launches-my-city-my-pride-campaign-to-measure-city-liveability-index/				
16-Jul-18	MediaInfoline	Jagran.com launches campaign to Measure City Liveability Index				
16-Jul-18	Adgully	Jagran.com launches campaign to Measure City Liveability Index				
17-Jul-18	Mid-Day	Jagran.com launches campaign to Measure City Liveability Index				
17-Jul-18	IndianShowBiz	Jagran.com launches campaign to Measure City Liveability Index				
17-Jul-18	MxMIndia	Jagran.com launches campaign to Measure City Liveability Index				
17-Jul-18	Indian Media Book	Jagran.com launches campaign to Measure City Liveability Index				
17-Jul-18	NewsBoss	Jagran.com launches campaign to Measure City Liveability Index				
17-Jul-18	TVNews4U	Jagran.com launches My City, My Pride campaign to measure city liveability index				
17-Jul-18	Daily Hunt	Jagran.com launches My City, My Pride campaign to measure city liveability index				



## My City My Pride

Campaign Achievements and Impact





## Key Achievements

	KPIs	MCMP FB Community			
Users	o.79 Mn	Education	2,031		
PVs	21.21 Mn	Economy	1,674		
Registrations	18,237	Health	2,115		
Facebook Fan	60,000+	Infrastructure	1,302		
		Safety	1,513		

Total – City wise registrations									
Patna Lucknow Varanasi Kanpur Indore Dehradun Meerut Ranchi Ludhiana Raip									Raipur
3,512	2,399	2,304	2,296	1,869	1,327	1,123	938	836	765



## User Growth on Jagran.com (from targeted cities during the campaign)

		Users		PVs			
City	Jul-Aug May-Jun		Growth %	Jul-Aug	May-Jun	Growth %	
Kanpur	0.28	0.121	131.40%	0.467	0.225	107.56%	
Meerut	0.153	0.085	80.00%	0.277	0.178	55.62%	
Dehradun	0.537	0.38	41.32%	1.43	1.085	31.80%	
Lucknow	0.763	0.625	22.08%	1.49	1.25	19.20%	
Ludhiana	0.006	0.005	20.00%	0.117	0.106	10.38%	
Patna	2.27	1.99	14.07%	5.12	4.78	7.11%	
Ranchi	0.0009	0.00016	462.50%	0.001	0.00022	354.55%	
Raipur	0.438	0.411	6.57%	1.09	1.04	4.81%	

- 25% growth in Jagran.com users
- 3-4% overall growth in user for overall news and information category



## Campaign -Digital Deliveries

#### MCMP Page and groups

Type of Posts	Count	Interactions	Video Views
Link Post	588	14,872	
Photo Post	991	3,14,541	
Video Post	216	6,704	5,78,623
TOTAL	1795	336117	578623

#### All Jagran New Media FB Pages (own and cross post)

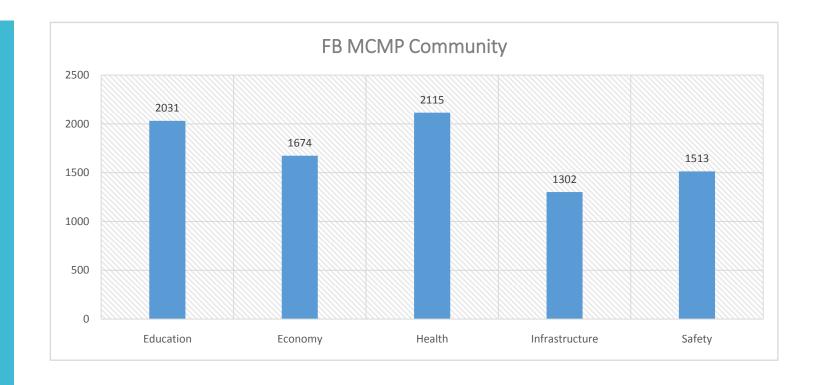
Metrics	Numbers			
Post Count	6,995			
Interactions	10,98,462			
Video Views	7,14,296			
Reach	3,85,04,746			
Engagement	26,46,286			



### MCMP Facebook Community

8

City Liveability Report



#### **City Liveability Report**

City	Indore	Lucknow	Dehradun	Varanasi	Raipur	Ranchi	Meerut	Ludhiana	Patna	Kanpur
Score	3.69	3.37	3.31	3.23	3.2	3.18	3.13	3.12	3.07	2.94
Rank	1	2	3	4	5	6	7	8	9	10



Collaboration using influencers (under Public-Private Partnership Model)

90 RTC's and 10 Publics forums across 10 cities

1173 Influences Identified & Participated

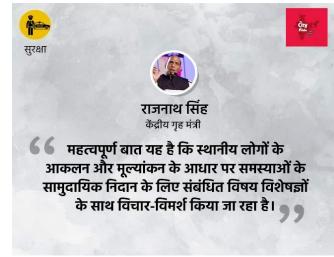
545 issues and 170 learnings were recognised

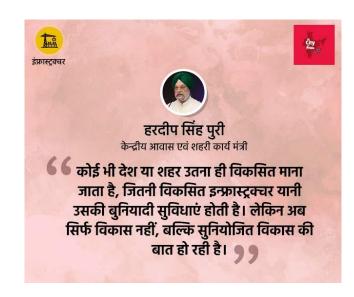
FB Users sharing concerns, issues on community pages.



## Politician Impact











## 90 RoundTableConferences









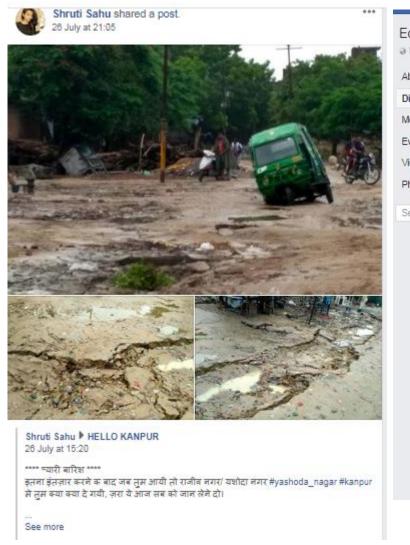
10 Public Forums in 10 cities

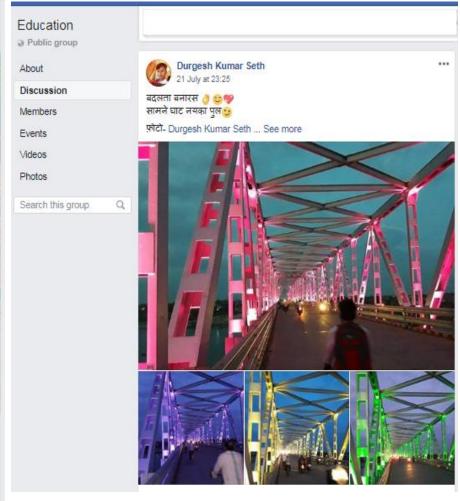




## Campaign Participation & Interactions

### Participation by Fans







## Campaign Impact – City Wise

**Indore** - Municipal Corporation Mayor Malini Gaud, Indore Development Authority's Chairman Shankar Lalwani and NGOs will help in plantations leading to green belts.

Kanpur – Member of Legislative Council Dr Arun Pathak has taken up the initiative to construct Model Road from CSR, Public Relations and his allotted funds.

Meerut - Girish Shukla - an environmentalists - has taken the task of coordination between the Forest & PWD Departments, to complete the road selection & plantation work

Ranchi - Ramkrishan Mission has taken the responsibility for planting Rain water harvesting in the colonies.

Raipur - Minister Rajesh Munant instructed the PWD Dept. for creating the Divyanag hostels. The Minister and the Mayor contributed Rs 15 lakhs for cleaning the city's garden.

> **Dehradun** - Gati foundation has taken the cause of plastic free school. For that, they have initiated the work in 3 city schools. Uttrakhand Jal Vidyut Nigam Limited have supported this with allocating CSR fund for 10 compositing units in the city.



Collaboration under Public Private Partnership model has started reflecting the changes at the ground level and bring **prosperity** in respective cities

**Lucknow** - Lucknow Business Board has started working with the city merchants to carry out cleaning operations and install 2000 dustbins and CCTV's camera's in city markets

> Patna - Mayor Sita Sahu has given mandate for construction of 500 public toilets / urinals.

Varanasi – 25,000 plants will be planted by city NGO for environmental protection. Plantation has already been started from 2nd October.



Ludhiana - Mayor Balkar Singh Sandhu has

taken up the project to reduce city pollution

levels in collaboration with the municipal

corporation and district administration

(project cost Rs. 10 crores)





# Post Campaign Follow-Up

Central govt has approved setting up of an International airport in Ludhiana.

Patients' kin now get free food at Balrampur Hospital in Lucknow.

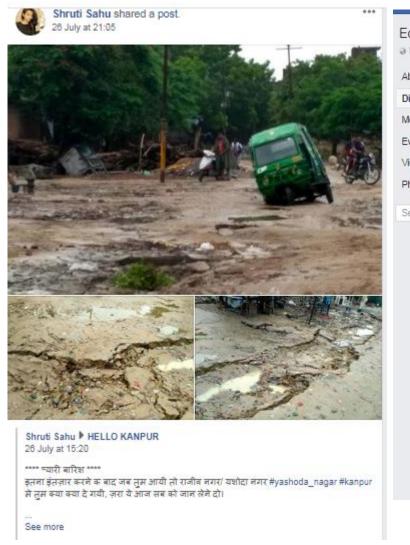
Many urinals were built near Gandhi Maidan in Patna.

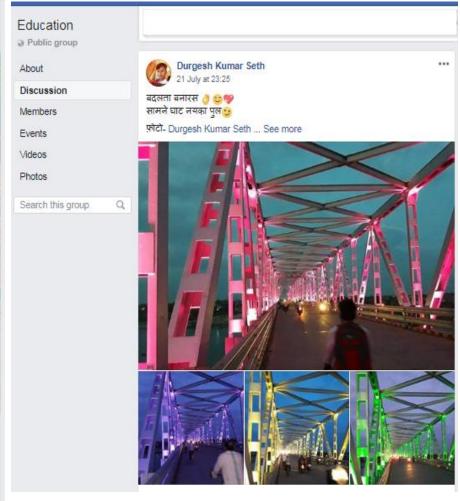
Police Mitra initiative has been launched in every police station in Raipur



## Campaign Participation & Interactions

### Participation by Fans







### Campaign Acknowledgment across readers





## **Thanks**

