



*Maharashtra Tourism Development Corporation*

# Maharashtra Tourism Development Corporation



## Banganga Festival

06 - 07 JAN 2007

PR Case Study  
January 2007



## **PR Objective**

- Create awareness about the Banganga Festival 2007
- To promote landmark site of Banganga Tank comprising of several temples
- Create positive perception about MTDC's efforts to increase awareness and conserve the Banganga tank and its environs.

## **Target Audience**

- Policy makers
- Govt. officials
- Travel Trade Industry tour operators, travel agents, airlines, etc.
- Corporate Executives
- Adults in Sec. A, B & C segments
- Media



## **Key Messages**

- MTDC is instrumental in preserving the heritage site of Banganga
- Banganga Festival is a tribute to Maharashtra's heritage through rhythm and music
- The Festival is performed at the specially constructed stage in the middle of the Banganga Tank and the entire ambience is decorated aesthetically with colorful lights!
- The Organizers follow High Court guidelines in terms of restrictions on the late night open air programs at the historic site

## **Target Media**

- Television Channels
- Dailies - English
- Dailies - Marathi, Hindi and Gujarati
- Periodicals
- Websites
- FM Radio Stations

## PR Strategy

- Organize a Press Conference in Mumbai to announce the details of the Festival
- Involve artists with the organizers at the Press Conference to ensure media interest
- Utilize - the time period between the Press Conference and the Event:
  - Garner media interest while the special stage is constructed for the festival
  - Plant stories on the development of the Banganga site
- Target Engagement columns of the leading publications on the day of the Event
- Ensure that the key media covers the Festival
- Follow up for the post event coverage
- Look for special opportunities like exclusive TV shows, interviews to add value

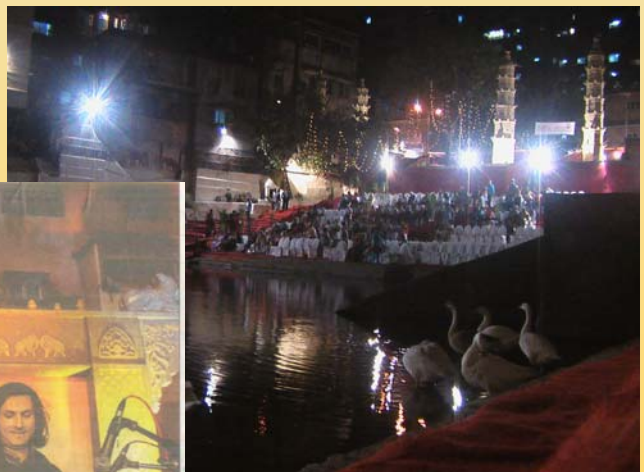
## Press Conferences

- Venue - Y B Chavan Auditorium, Mumbai
- Date - January 02, 2007
- Time - 03.45 pm
- Speakers:
  - Anuradha Pal - Tabla Maestro
  - Rahul Sharma - Santoor Maestro
  - Abhay Yawalkar - Joint MD, MTDC
  - Anita Garware - Chairperson - IHS, Mumbai
  - Praveen Kanwinde - Chairman, GSB Temple Trust



# The Event – Banganga Festival

- Date - 06 January 2007
- Time - 07.00 pm
- Venue - Banganga Tank, Walkeshwar, Mumbai
- Chief Guest - Shri. D.K. Shankaran, Hon'ble Chief Secretary, Govt. of Maharashtra in presence of Mr. Bhushan Gagrani, Secretary (Tourism), Govt. of Maharashtra & M.D. MTDC, Ms. Anita Garware, Chairperson, IHS, Mumbai, Mr. Sanjay Nayar, CEO, Citigroup, Ms. Naina Lal Kidwai, CEO, HSBC and Mr. Pravin Kanvinde, Chairman, GSB Temple Trust.
- Artists - Rahul Sharma (Santoor) and Anuradha Pal (Tabla)



# The Event – Banganga Festival

- Date - 07 January 2007
- Time - 07.00 pm
- Venue - Banganga Tank, Walkeshwar, Mumbai
- Artists - Vasundharatai Komkali & Kalapini Komkali present Sahagaan





## Big Wins – Media Results

### No. of TV Exposures

- Sahara Mumbai - One hour special show in the RKB Show
- CNN IBN, DD News
- DD Sahyadri, E TV Marathi, E TV Rajasthan and E TV Bengali

### Print Media

- Hindustan Times
- DNA
- Indian Express
- Bombay Times (TOI)

### Qualitative Report

#### Key Message (KM) / Benefit Delivery

- 100% exposures mentioned about the MTDC initiative in organizing the festival
- 76% exposures mentioned that MTDC is organizing this festival to preserve the historic site of Banganga
- 85% carried snaps of the festival
- 100% TV coverage has carried MTDC branding

### Efficiency of Microsteam Campaign

Reach = Rs. 4 crores across target audiences

PR Value = Rs. 3.16 crores

ROI = 1:175 (on Rs. 1.8Lakhs)



## Feedback from Stakeholders

- Anuradha Pal, Tabla Maestro, Artist at the Banganga Festival: *"Madison PR has done an excellent work!"*



- Alka Vanage, Sr. Manager, Festivals, MTDC: *"I must appreciate the zeal & commitment showed by Madison Public Relations."*