

BEST USE OF MOBILE

SECTION A

Basic Entry Information for all entering campaign categories.

- Entry title: H.O.P.E – How Our Prime Minister got Elected
- Category: Technology - BEST USE OF MOBILE
- Entering Company: Madison Communications Pvt. Ltd.
- Agency Network: Madison World
- Type of company: Media Agency
- Entering Country: India
- Advertiser/Brand: Bharatiya Janata Party
- Advertiser/Brand Owner: Bharatiya Janata Party
- Date range of activity: (15/03/14 – 28/03/14)
- Markets activity covered – Local: Pan-India
- Other credits:
 1. Who is the lead account director for this client in the region, at your company?
Basabduitta Choudhuri, CEO, Madison Communications Pvt. Ltd, India, +9111-40551100, basab@del.madisonindia.com
 2. If different, who was the team leader on this specific campaign?
Harit Pant, VP-Media, Madison Communications Pvt. Ltd, India, +9111-40551100, harit@del.madisonindia.com
 3. If possible, name the individual who created the idea for the campaign (Full name, job title, company, country, telephone, email) Optional
 4. Please list other members of the team you'd like to be credited to this project
Amit Duggal, Rashmi Sehgal, Kartikeya Manan, Aparajita Saxena, Tanya Sikroria, Shashank Maheshwari
- Client contact details:
 1. Client contact name: Arvind Gupta
 2. Client contact job title: National Head, BJP, IT
 3. Client contact email: arvind.gupta@bjp.org

SECTION B

- **Objectives** (50 words max):

With India gearing up for the 2014 general assembly elections, the task at hand for BJP was of mammoth proportions. The campaign's objective was to create widespread awareness about the idea of a bright and promising 'Modi Sarkar' in light of the upcoming Indian General Elections.

- **Insight** (250 words max):

Traditionally in India, elections were fought on traditional media platforms. With 49% of 81.4 Cr Indian voters being women and close to 12-15 Cr being first time voters, these two segments became our core

target audience and all digital activities and concepts were planned, keeping them in mind. The media habits of first time voters strongly suggested social media savviness with mobile-centric lifestyles, making mobile our lead medium.

The issue was to reach out to these audiences in an engaging and creative manner and create conversations and positive sentiments. As conventional medium is a lean back medium, Digital medium came to foray.

Hence all digital activities and concepts were planned, keeping them in mind.

- **Strategy** (300 words max):

Changing the rules of the battle. Mobile First!

We chose Mobile as the lead medium over web to bring forward the local flavors by taking the battle constituency/ state wise. Media and creative conceptualization went hand in hand to form effective communication while reaching out to the TG in a contextual manner.

To create maximum impact in the most systematic manner, the campaign was broken down into 3 phases:

1. Phase 1: Negative – Abki baar, Modi Sarkaar
 - a. Creative Strategy:
 - i. Identifying the negative sentiments and issues being raised by the people and utilize them in creating communication
 - ii. Understanding play of political scenarios by state/ constituency to have contextual messaging
 - b. Media Strategy:
 - i. Dominate mass media
 - ii. High visibility approach for swing states (Identified as the most important states. Eg UP the voters had not decided yet to vote for party A or B)
 - iii. To reach the heartland (tier 2 cities and smaller towns), mobile centric approach was taken led by feature phones.
2. Phase 2: Hope – Achche din aane wale hain
 - a. Creative Strategy:
 - i. Manifesto related communication - positivity and hope
 - ii. Launch of Party anthem
 - iii. Introduce interactivity to communication
 - b. Media Strategy:
 - i. High visibility national campaign
 - ii. Influencer marketing
3. Phase 3: Elections
 - a. Creative Strategy:
 - i. Continue with Hope & Modi leadership communication
 - ii. Strong messages platform specific

- iii. Eg: Playing out youth interest areas. Eg Creatives around cricket and popular games like angry bird. Youth messaging on facebook around First time voters.
- b. Media Strategy:
 - i. Using Cricket and Gaming platforms on mobile
 - ii. Using Facebook to reach out first time voters
 - iii. Mobile (OBD) & Cyber Cafe centric approach

This was the first time any political party had partaken in such contextual and phased approach on the mobile platform.

- **Execution** (250 words max):

Out of the main issues identified to create negative communication in the first phase of the campaign, a responsive website (mobile first approach) was created where all of these issues were raised and highlighted. Later, these were replaced by the party's manifesto to create an aura of hope and promise of a bright future.

Along with the website assets, creatives (banners) were simultaneously created in sync for placement on relevant media platforms.

Approximately 60% of total campaign budgets were allotted to Mobile platform, making it the dominating aspect.

In order to reach the heartland, tier 2 and smaller towns, we focused on voice and feature phones. Using location-based technology, we ensured that relevant messaging was shown in the respective states. For instance, inflation and scam related creatives were concentrated in the Metros and urban areas.

Owing to EC regulation of restriction on campaigning 48 hrs prior to election date, OBD (Out bound dialing - Voice) calls were made to public in respective constituencies, where mobile came into play yet again.

Creatives were contextually placed considering the genre of sites, for instance:

1. Price rise and scam communication was concentrated on News and mass portals,
2. While unemployment communication dominated job search, youth and social sites.
3. A custom channel was created on YouTube, which showcased a number of videos based on most burning issues of the hour.

- **The Results** (200 words max):

The campaign had immense viral effect and led to social conversations as well as 4x hike in Search volumes.

The banner and TVC content went viral online, with user generated content and memes floating on Social media platforms. On twitter alone, there were 0.75 Mn tweets and 11 Mn mentions for Narendra

Modi (between 1st Jan 2014 and 16th May 2014). That means almost 1/5th of tweets around elections since Jan 1, 2014 were around only one man!

NaMo became the highest ever re-tweeted Indian man, breaking even Sachin Tendulkar's record.

The campaign led

- to more than 1.1 Bn exposures,
- reaching out to 129 Mn+ unique users (Web and Mobile) over the entire lifetime of the campaign with mobile contributing 85% of unique users
- users were shown atleast 1 ad each of 6 themes, managing the average frequency of 8 exposures per user
- With a total internet user base of 167 Mn (as per Comscore) and 145 Mn mobile internet users (TRAI), the campaign reached out to 41% of total internet audience in India.

Google states: 'The BJP creatives have got higher than industry prevalent CTRs. We are seeing CTRs are almost 3X of the industry benchmark.'

- **Budget:** What was the media budget for this campaign? Please select one:
 - **Less than USD \$1 Million**
 - USD \$1 Million+ to USD \$10 Million
 - USD \$10 Million+ to USD \$25 Million
 - USD \$25 Million+