

MARKETING

The use of innovative marketing practices to enhance a media brand, create excitement around it and help it stand out from the competition.

Presented by



WHO ARE WE?

G Plus is Guwahati's leading English weekly tabloid published from Guwahati and has been in existence for 5 years now. In essence, G Plus captures the true interest and feel of the gateway to the North East India.

With a distinct flavour of the city, the tabloid provides an exciting collection of well researched and creative stories, opinions along with analytical and incisive insights besides interesting features and snippets in 24 colour pages which is published every Saturday.

Currently, we have a print-run of 22000 of which a little above 17000 are paid copies. Remaining copies are distributed for promotional purposes at various hot spots across the city like corporate, hospitals, cafes, schools, gyms, airport etc. The circulation drive is an integrated and continuous program through direct marketing efforts, incentivizing channels, cross promotions, activation, etc

G Plus digitally caters to an audience of 1M Pageviews/Month, making it one of the largest read Digital publications in the region

In a short span of time G Plus has emerged as the leader in the media-scape in the region:

We are also available on the following digital platforms and enjoy immense popularity:

Website: www.guwahatiplus.com

Facebook: <https://facebook.com/guwahatiplus>

Instagram: <https://instagram.com/guwahatiplus>

Twitter: <https://twitter.com/guwahatiplus>

WHERE IS THE REVOLUTION?

G Plus created, crafted and curated content for the young reader. The average age group consuming content from G Plus was between **18-24**. We primarily aimed at making **hyper-local** news consumable and accessible for the young readers.

This led to aggressive work on Social Media platforms such as Facebook and Twitter, at a time when the space was not used by other brands as a part of their marketing strategy.

Additionally, branding and IPs became a key strategy in G Plus' strategy



STRATEGY

G Plus then worked on various online and offline activities.

These ranged from activities in popular city hotspots to college campuses and also developed other Intellectual Properties to increase brand presence and recall among the intended audience.

Being aggressively branded has made G Plus the industry leader and the brand today holds the trust of its readers and followers.



ACTIVITIES

GUWAHATI THEATRE FESTIVAL

About: As one of the leading publications in the city, G Plus aimed to engage with its readers and the public at large to better understand its consumers. Guwahati as a part of Northeast India, is not exposed to many live events and was always in the need of premium content in the form of live entertainment.

G Plus aimed to create such a property where this need could be addressed and at the same time create a platform to promote theatre as a performing art.

With this in mind G Plus created the Guwahati Theatre Festival (GTF).

This 5 day festival aimed to engage with the entertainment craving audience by bringing in live performance art while restricting its audience size to theatre enthusiasts.

This also aimed to provide a learning opportunity to local youth and aspirants through workshops and interactions with experts of the field of performing arts.



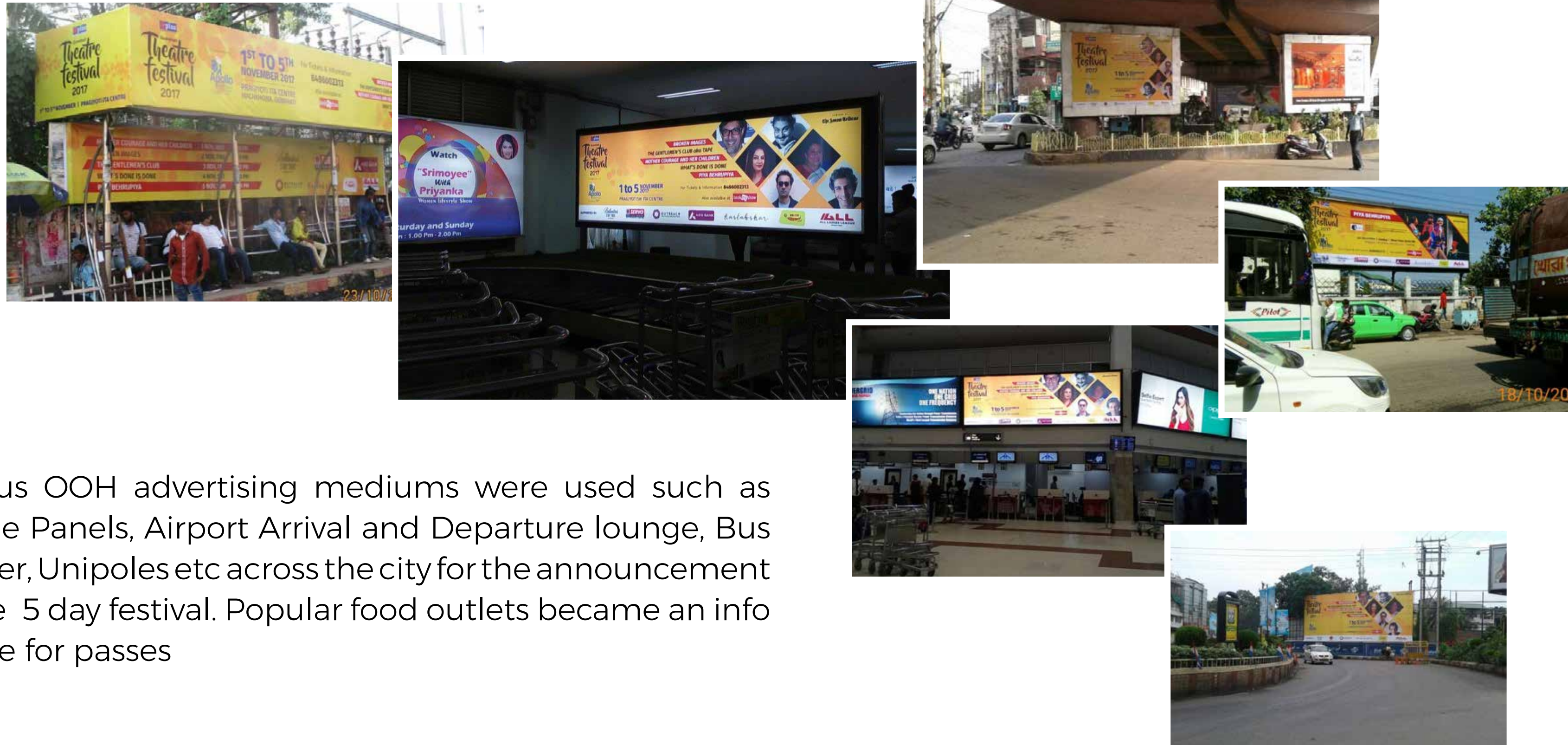
Guwahati

Theatre
festival
2018

GLIMPSES



PROMOTION – OUTDOOR PROMOTIONS



Various OOH advertising mediums were used such as Bridge Panels, Airport Arrival and Departure lounge, Bus Shelter, Unipoles etc across the city for the announcement of the 5 day festival. Popular food outlets became an info centre for passes

PROMOTION – SOCIAL AND DIGITAL MEDIA

Pre Event Social Media engagement created massive momentum and helped reach out to a **larger** audience. Post event coverage followed naturally.



The artists also shared selfie videos of their arrival to Guwahati Theatre Festival which drew a lot of engagement:

Samples:

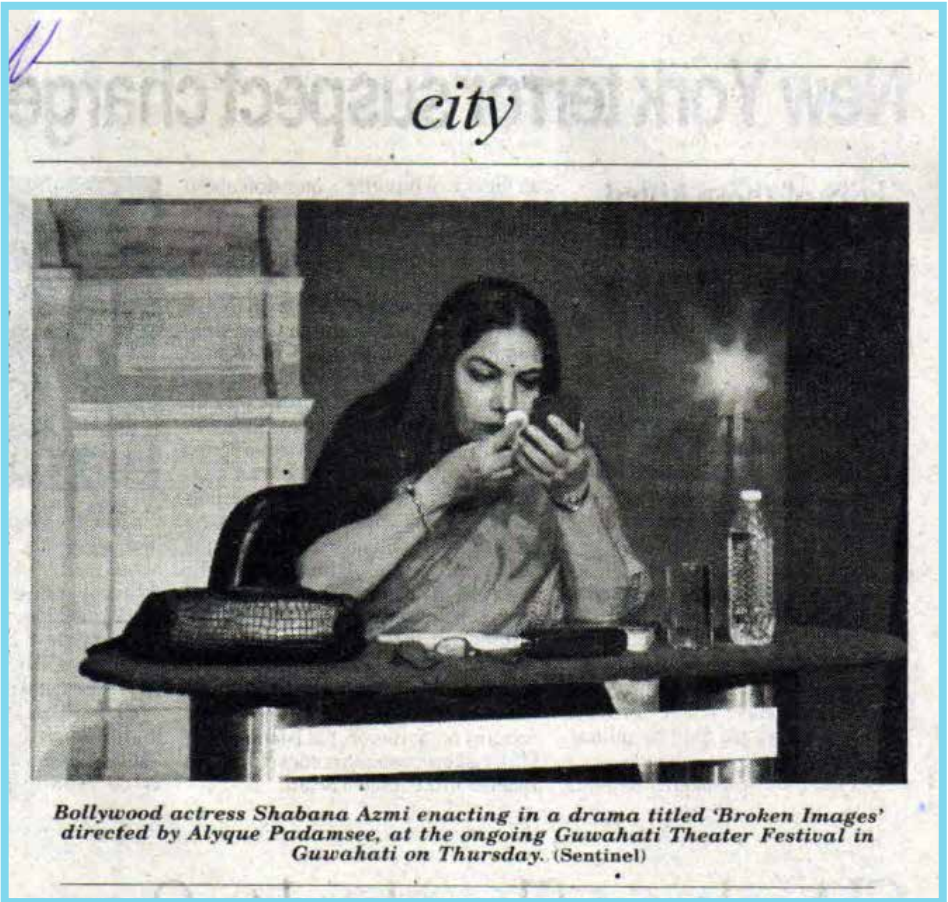
1. <https://www.facebook.com/guwahatitheatrefestival/videos/1922194561140676/>
2. <https://www.facebook.com/guwahatitheatrefestival/videos/1922124084481057/>

Print ads across popular newspapers – both English and Vernacular



PROMOTION – PR (ENGLISH)

Press clippings across popular newspapers – both English and Vernacular



Bollywood actress Shabana Azmi enacting in a drama titled 'Broken Images' directed by Aliyque Padamsee, at the ongoing Guwahati Theater Festival in Guwahati on Thursday. (Sentinel)



WARM WELCOME: Actor Shabana Azmi being greeted on her arrival in Guwahati on Thursday. Picture by UB PH



Bollywood actress Shabana Azmi performing in the play Broken Images at the Guwahati Theatre Festival held at ITA, Machkhowa on Thursday evening. – UB Photos



Artists enact a play, *The Gentlemen's Club aka Tape*, at the festival in Guwahati on Friday. Picture by Manish Das

Starburst at city theatre fest

ALL FAUZ HASSAN

Guwahati: The city's theatre scene is having a gala time since curtains went up on the five acclaimed world-class plays in the second edition of the Guwahati Theatre Festival at Pragati ITA Centre in Machkhowa on Wednesday.

Eminent film and theatre personalities such as Shabana Azmi, Rajat Kapoor, Vinay Pathak, Ranvir Shorey and Arundhati Nag are featuring in the plays being staged by prominent production houses of Mumbai.

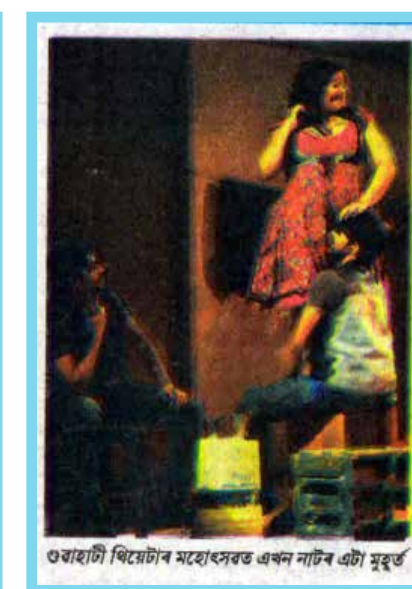
Friday's play, *The Gentlemen's Club aka Tape*, is an actor Shabana Kapoor's colourful life during the '70s. It is directed by Puja Sarup, Sheema Khalid, Rachel D'Souza and Vikram Phookan with Sarup, Khalid and D'Souza playing major roles in the play along with Mukti Mohan and Ranubhai Bhattacharjee.

Four different theatre workshops were conducted by theatre experts and artists, such as Quasar Thakore Padamsee, Bhavna Pani, Trupti Khankar and Puja Sarup over the past three days in which everyone is looking out for themselves to survive. Girish Karnad's *Broken Images*, featuring Shabana and directed by Aliyque Padamsee, was staged on Thursday to a full house. More than 1,000 people thronged the venue to watch the veteran actress's brilliance in the role play.



PROMOTION – PR (VERNACULAR)

Press clippings across popular newspapers – both English and Vernacular



PROMOTION – PR (VERNACULAR – HINDI)

Press clippings across popular newspapers – both English and Vernacular

शबाना व रजत की उपस्थिति ने गुवाहाटी थिएटर महोत्सव में लगाये चार चांद

गुवाहाटी, 5 नवंबर (ख.सं.)। गुवाहाटी थिएटर महोत्सव का आज अतुल कुमार के *पिया बहुरूपिया* नाटक के मंचन के साथ समापन हुआ। हास्य नाटक, *द्वैल्य नाइट* की हिंदी में अनुवादित नाटक में त्रिपाठी खामकर, दवानी विज, मानवी फुलतानी सहित कई कलाकारों ने अपने अद्भुत अभिनय से लोगों को विस्मित कर दिया। उक्त नाटक के दौरान कलाकारों ने भारतीय लोक गीत गा कर नाटक को और मनमोहक बनाया। पांच दिवसीय गुवाहाटी थिएटर महोत्सव के दूसरे संस्करण में पद्मश्री कैसार ठाकरे के मदर करेज एंड हर चिल्ड्रेन, पद्मश्री एलीक्यू के *ब्रोकेन इमेज*, शिना खालिद की *द जेंटलमैन क्लब अका टेक* जैसे नाटकों के मंचन हुये। जी प्लस की ओर से माछखोवा स्थित आईटीए प्रेक्षागृह में आयोजित इस पांच दिवसीय थिएटर महोत्सव में रंगमंच और बॉलिवुड कलाकार शबाना आजमी, रजत कपूर सहित कई कलाकारों ने अभिनय किया। महोत्सव के दौरान पद्मश्री अरूपा शर्मा को *द लाइफ इन द थिएटर अवार्ड 2017* प्रदान किया गया।

पाठक व सूरि आज बिखरेगे अभिनय का जलवा

गुवाहाटी, 3 नवंबर (ख.सं.)। जी प्लस की ओर से महानगर के आईटीए सेंटर में आयोजित गुवाहाटी थिएटर महोत्सव में हिस्सा लेने के लिए भेजा फ्राई ख्यात अभिनेता विनय पाठक और अभिनेता रणवीर सूरि गुवाहाटी पहुंच चुके हैं। वे कल शाम सात बजे मंचित होने वाले नाटक *वाटर इन इज इन* में अभिनय पेश करेंगे।



गुवाहाटी थियेटर फेस्टिवल का दूसरा सत्र आरंभ

मालीगांव। माछखोवा स्थित प्रगल्भोतिष आईटीए सेंटर में बुधवार को पांच दिवसीय थिएटर महोत्सव के दूसरे सत्र का शुभारंभ शाम 7 बजे हुआ। पांच दिवसीय इस महोत्सव का समापन रविवार को होगा। थिएटर महोत्सव में विश्व स्तरीय नाटकों की प्रस्तुति देखने को मिलेगी। इस महोत्सव में केसर ठाकुर, पदमसी की मदर करेज एंड हर चिल्ड्रेन, गिरीश कर्नाड द्वारा लिखित व शबाना आजमी वाली *ब्रोकेन इमेज*, *वाटर इन इज इन*, *पिया बहुरूपिया* और *द जेंटलमैन क्लब* आदि का मंचन होगा। इस थिएटर महोत्सव का उद्देश्य विभिन्न स्तर पर एक विशेष मंच प्रदान करना है ताकि नए दर्शकों के बीच थिएटर और भी जनप्रिय बनाया जा सके। ताजगी और उत्साह के साथ दर्शक इसका आनंद उठा सकें। जी प्लस के सौजन्य से आयोजित महोत्सव के अध्यक्ष और प्रकाशक सुनील जैन ने कहा इस महोत्सव में शहर के विभिन्न कॉलेजों के थिएटर समूहों द्वारा भी प्रस्तुति दी जाएगी। बुधवार को पहली प्रस्तुति में मदर करेज एंड हर चिल्ड्रेन का प्रदर्शन किया गया। जिसका आनंद थिएटर प्रेमियों के साथ ही नाटक जगत की अनेक हस्तियां विद्यार्थियों ने उठाया। कार्यक्रम का शुभारंभ दीप प्रज्वलन के साथ हुआ। इस मौके पर आशा कोठारी चौधरी, सुमित जैन, आशीष मल्होत्रा, बबिता राजखोवा, स्वपनील भराती के अलावा अन्य गण्यमान्य व्यक्ति उपस्थित थे। (एस)

पहला कॉलम



गुवाहाटी में थिएटर महोत्सव में हिस्सा लेने पहुंची जानी-मानी अभिनेत्री शबाना आजमी।

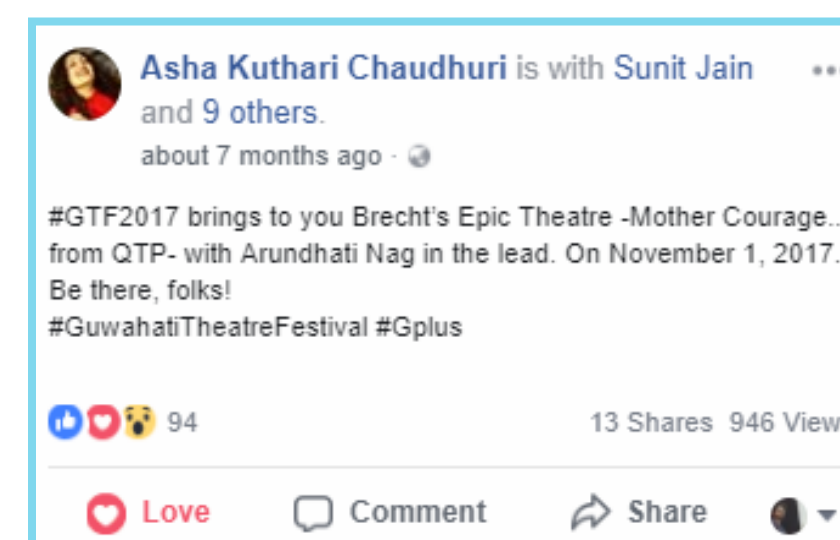
गुवाहाटी थियेटर महोत्सव संपन्न

अरुण शर्मा को मरणोपरांत लाइफ टाइम एचीवमेंट अवार्ड

गुवाहाटी, 5 नवंबर (पू.सं.)। अतुल कुमार के बहुचर्चित नाटक *पिया बहुरूपिया* के सफल मंचन के साथ ही गुवाहाटी थियेटर महोत्सव-2017 के द्वितीय संस्करण का समापन हो गया। अभिनेत्री तुषिता खामकर, मानसी मुल्लानी, पुराणजित दासगुप्ता तथा राहुल शर्मा के अभिनय से सजा यह 'नाटक मूल रूप से 'द्वैल्य नाइट' का हिंदी रूपांतर है। इस नाटक को संगीतबद्ध रूप से प्रस्तुत किया गया। कलाकारों ने इस नाटक में लोकसंगीत की भी प्रस्तुति दी। आज आयोजित समापन समारोह में इस साल का लाइफ टाइम एचीवमेंट अवार्ड पद्मश्री अरुण शर्मा को मरणोपरांत प्रदान किया गया। उल्लेखनीय है कि एप्पल अस्पताल और जी प्लस के तत्वावधान में आयोजित इस नाट्य महोत्सव में वेलेंटाइनस, इंडियन आयरल का सर्वो, एक्सिस बैंक, आल लेडिज लीग, हस्ताक्षर आदि का सराहनीय सहयोग रहा।

RESPONSE

Social media buzz was created by check-ins, trending hashtags, retweets and shares by the audiences and artists such as **Ranvir Shorey**, **Mukti Mohan**, **Kalki Koechlin**, **Ratnabali Bhattacharjee** among others.



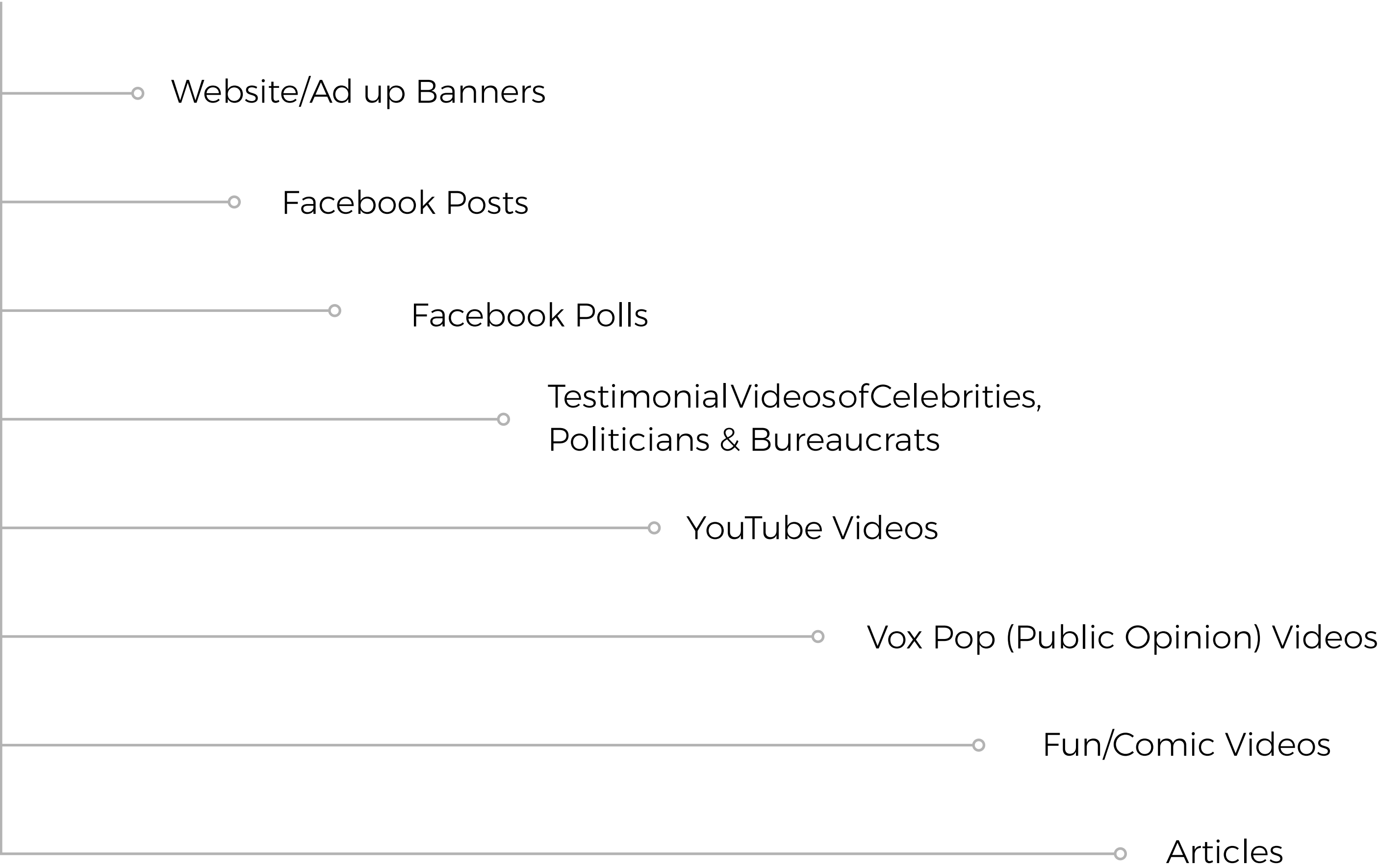
#FAKEMAT

BACKGROUND:

In a bid to increase awareness about the prevailing dangers of fake News on the digital media space and the rate at which it spreads using various applications, G Plus launched the **'FakeMat'** campaign across the city of Guwahati.

The **'FakeMat'** initiative is aimed to engage with the youth who are largely active users of the internet and social media. Owing to the large amount of 'content' surfacing on the internet, unverified news has also found its way among readers which also included the recent misinformation case of the 'xopadhora' (child kidnapping) incident on digital media that led to a loss of two lives in Karbi Anglong mob lynching.

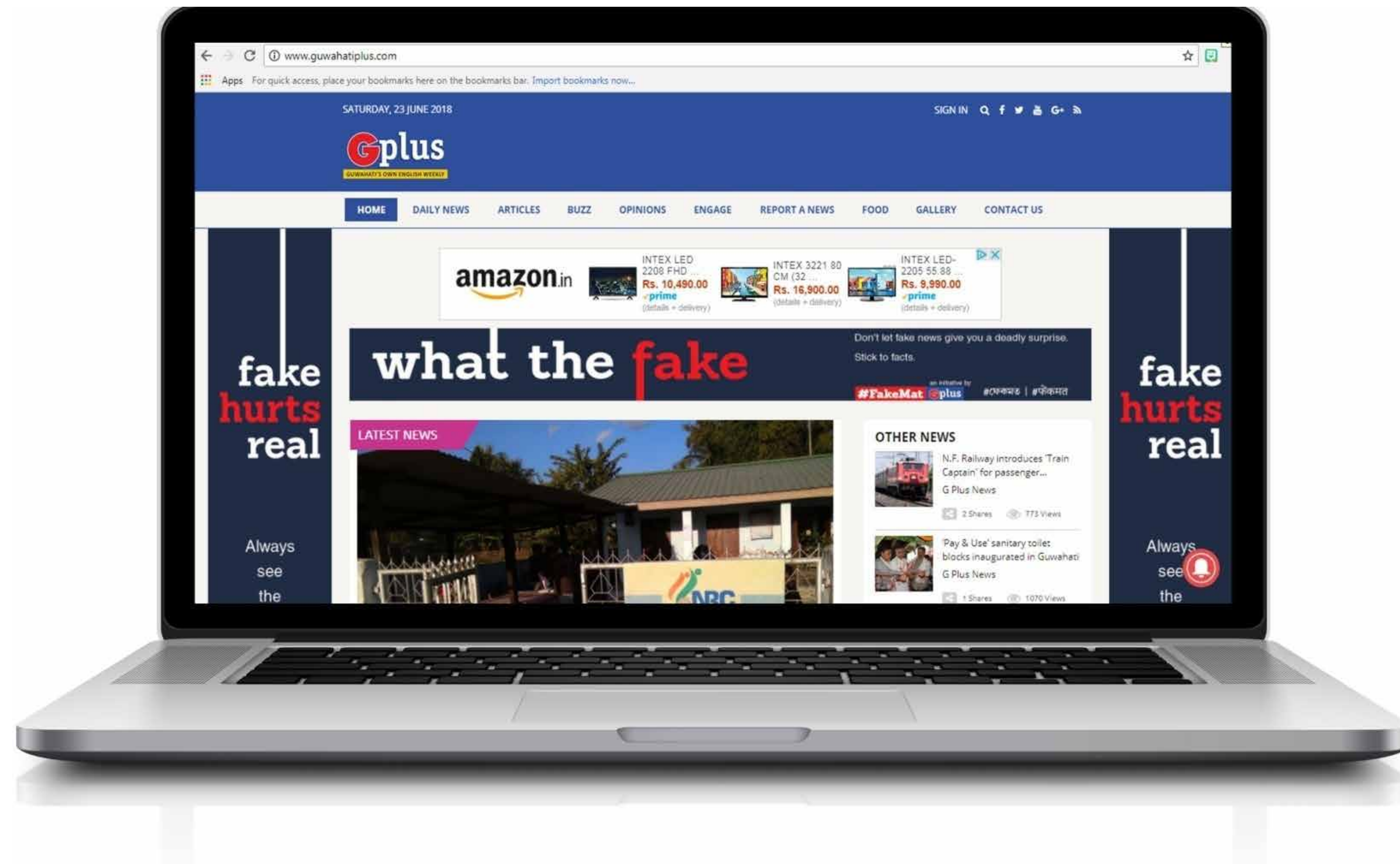
DIGITAL MEDIA



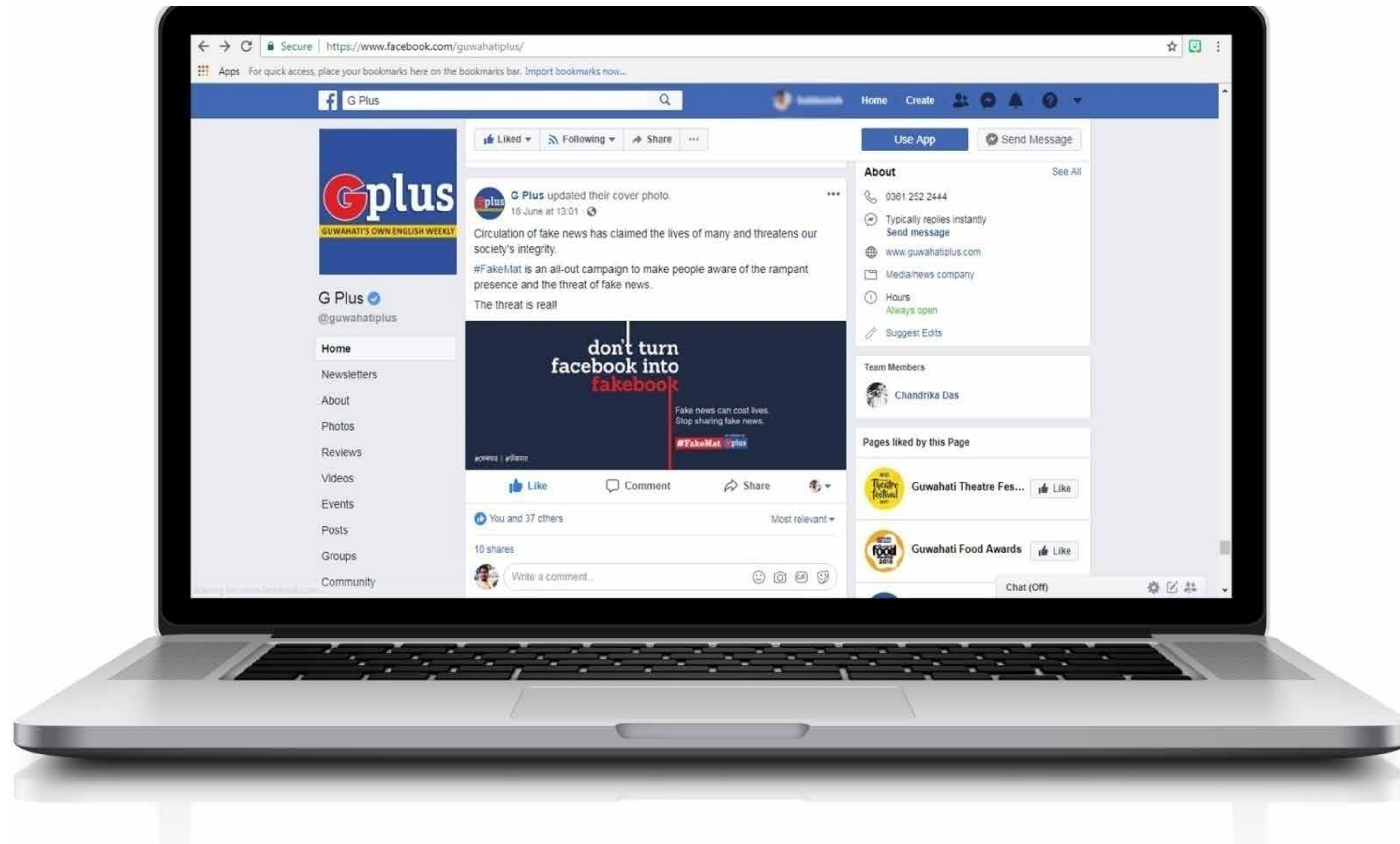
POP UP BANNERS



WEBSITE BANNER



FACEBOOK POSTS



FACEBOOK **POLLS**



TESTIMONIAL **VIDEOS**

Himanta Biswa Sarma, Minister of Finance, Transformation & Development, Health & Family Welfare and PWD Govt of Assam. President, Badminton Association of India.

YouTube link: <https://www.youtube.com/watch?v=qmcD7gepZc0>

Facebook: <https://www.facebook.com/guwahatiplus/videos/1823369981062106/>



TESTIMONIAL **VIDEOS**

Tarun Gogoi,

Former Chief Minister of Assam

YouTube link: <https://www.youtube.com/watch?v=t8ffdVBdfU>

Facebook: <https://www.facebook.com/guwahatiplus/videos/1825363314196106/>



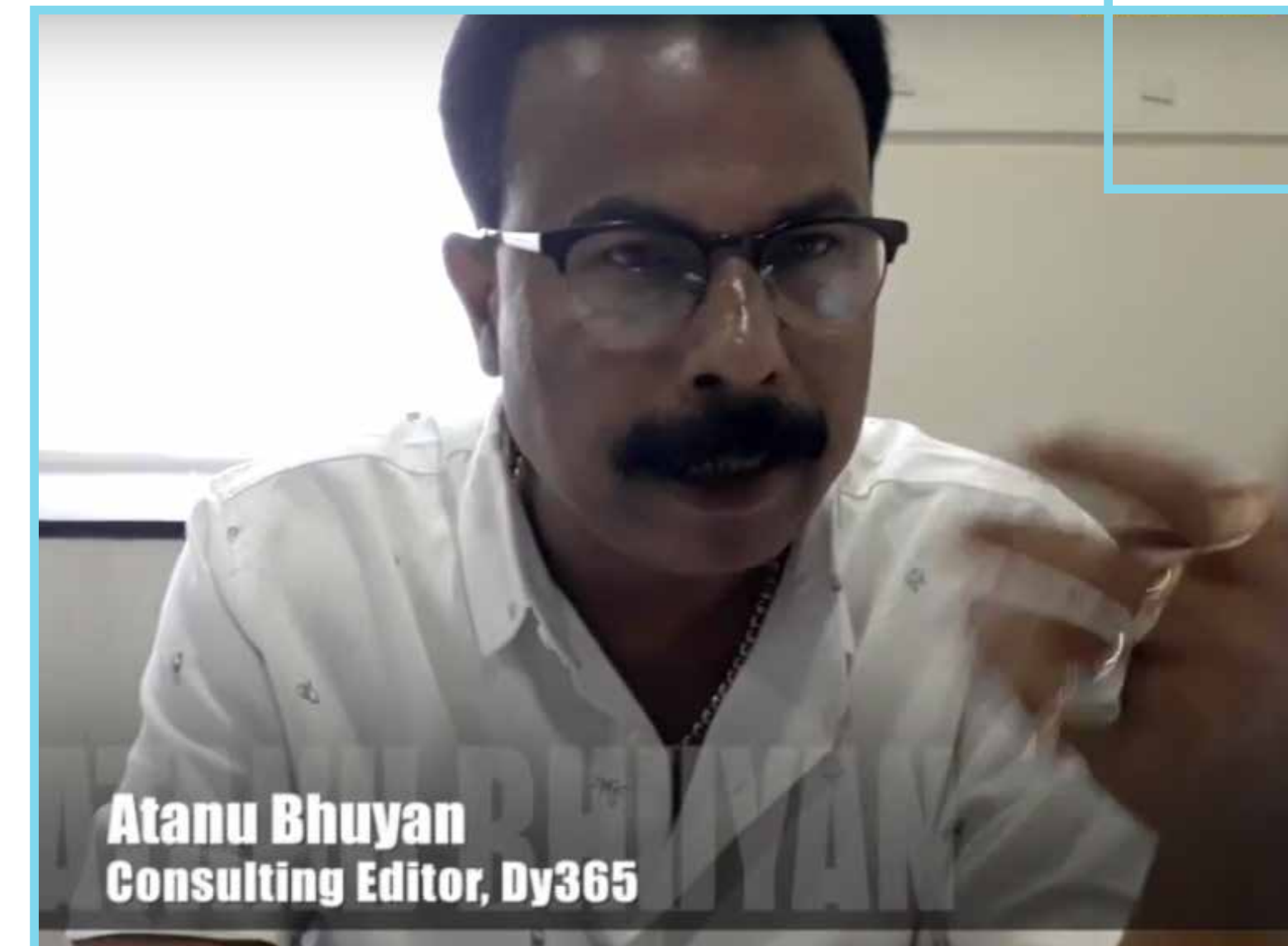
TESTIMONIAL **VIDEOS**

Atanu Bhuyan,

Consulting Editor, DY365 (TV Media Channel)

YouTube link: https://www.youtube.com/watch?v=qlJv7_GskwE

Facebook: <https://www.facebook.com/guwahatipus/videos/1825216400877464/>



TESTIMONIAL **VIDEOS**

Virendra Mittal,

Deputy Commissioner, Kamrup (M)

YouTube link: <https://www.youtube.com/watch?v=htTDtVy6OtY>

Facebook: <https://www.facebook.com/guwahatiplus/videos/1825044954227942/>



TESTIMONIAL **VIDEOS**

Utpal Das,

Actor and Artist

YouTube link: https://www.youtube.com/watch?v=DVrMgYNRr_E

Facebook: <https://www.facebook.com/guwahatiplus/videos/1825278644204573/>

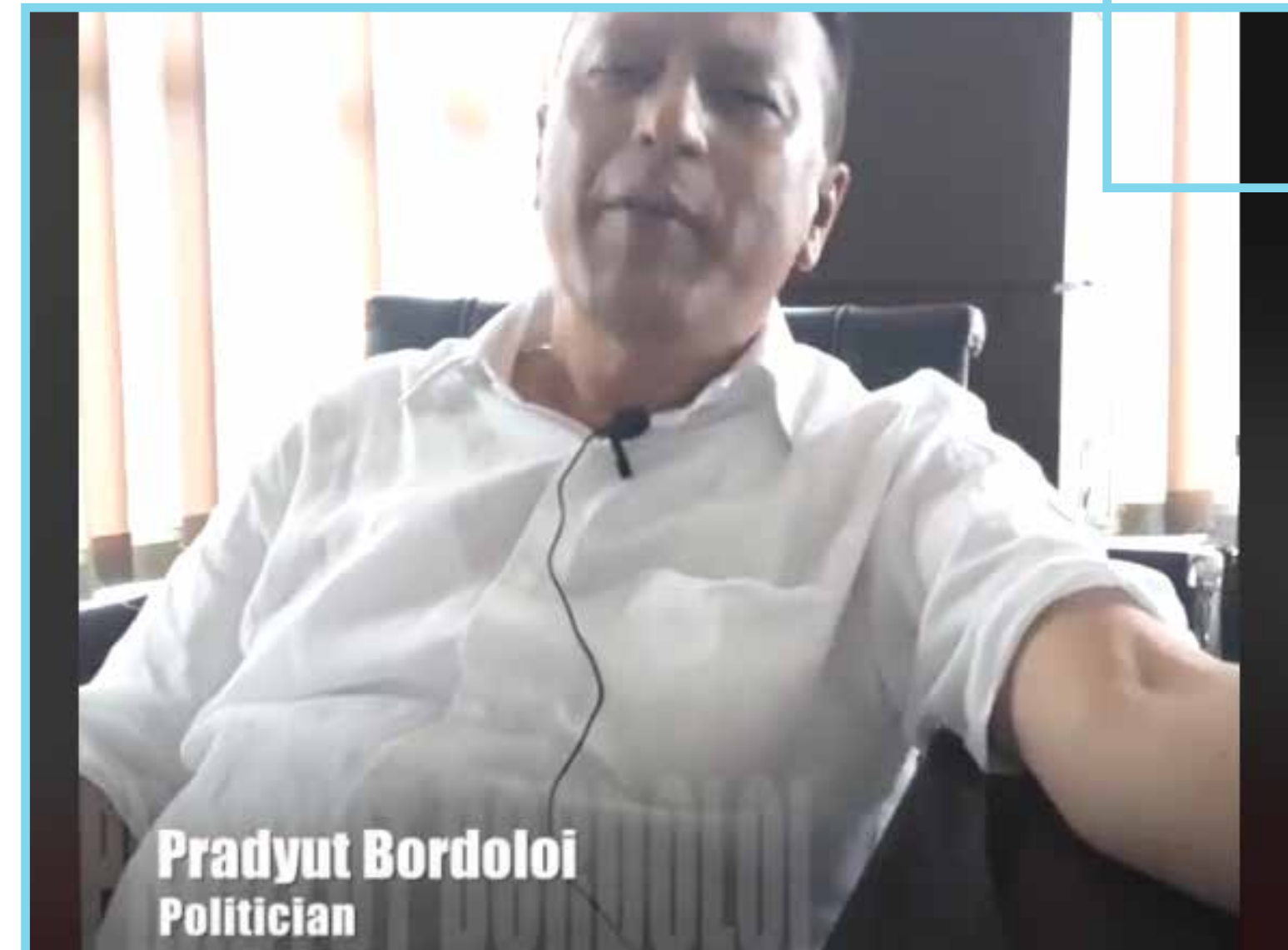


TESTIMONIAL **VIDEOS**

Pradyut Bordoloi,

Senior Politician

Facebook: : <https://www.facebook.com/guwahatiplus/videos/1826783224054115/>



TESTIMONIAL **VIDEOS**

Siddhartha Bhattacharya,

Minister of GDD and Education, Govt of Assam.

Facebook: : <https://www.facebook.com/guwahatipius/videos/1825145307551240/>



TESTIMONIAL **VIDEOS**

Hiren Nath,

Commissioner of Police, Assam Police

Facebook: : <https://www.facebook.com/guwahatiplus/videos/1824913487574422/>



TESTIMONIAL **VIDEOS**

Zublee Baruah,

Artist and Singer

Facebook: : <https://www.facebook.com/guwahatiplus/videos/1823549477710823/>



VOX POP **VIDEOS**



Facebook: : <https://www.facebook.com/guwahatiplus/videos/1823549477710823/>

Facebook: : <https://www.facebook.com/guwahatiplus/videos/1825196924212745/>

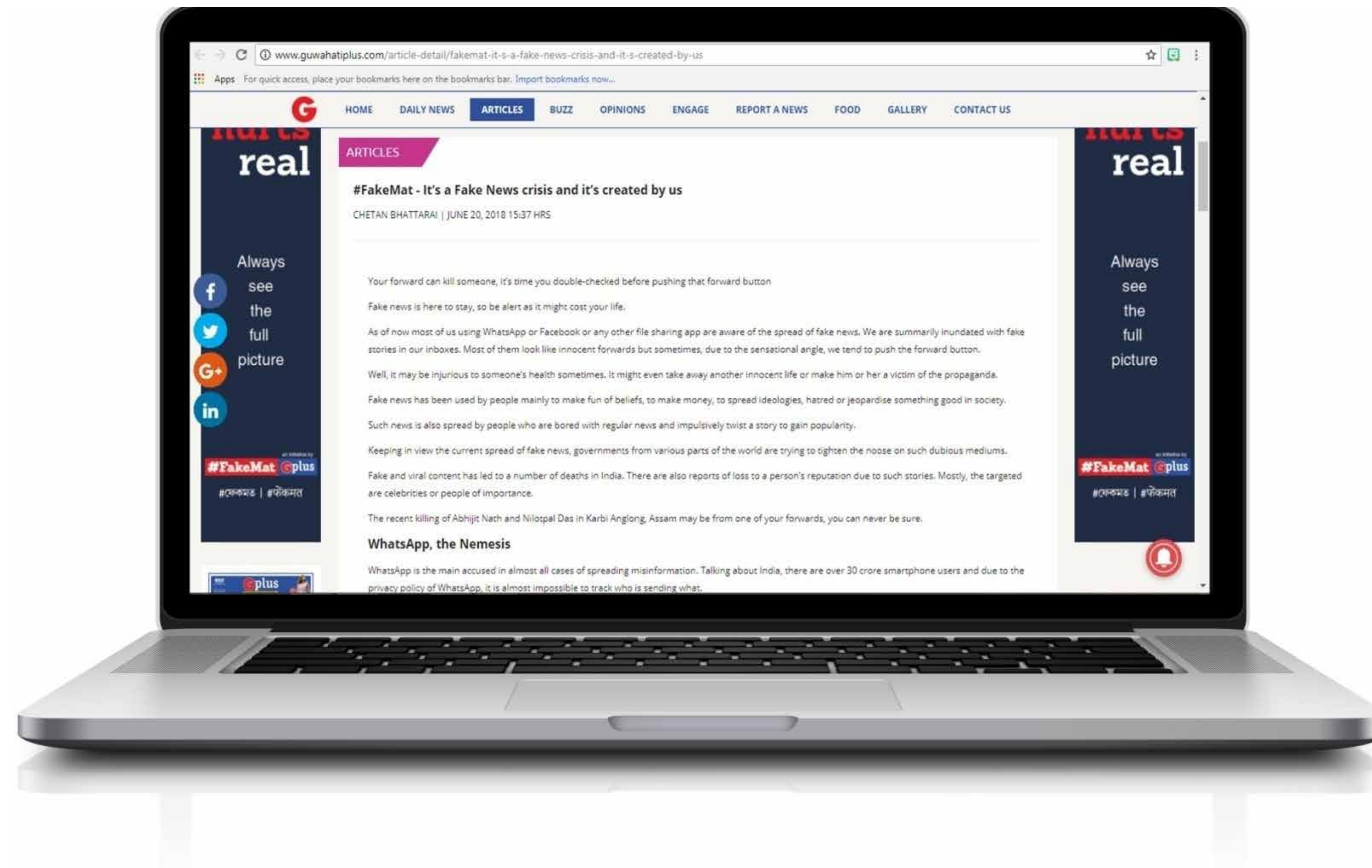


FUN VIDEOS



Facebook: : <https://www.facebook.com/guwahatiplus/videos/1825234674208970/>

WEBSITE ARTICLES



PRINT PROMOTION AND ADS

id by fake news

Facebook Instagram Twitter WhatsApp

War against fake news

There may be a deluge of fake news spreading via social media but thankfully there are some like **SMITHsayer** which combat these lies regularly. The team on the social media and fake alarm and report the content in their portals. Though it's a slow process but it has helped debunk some of the fake stories circulating for some time.

Steps taken by Facebook, Google to prevent/stop fake news

- Thailand: Has a cyber law and a maximum term of up to six years in jail for spreading fake news.
- France: Fake news has been illegal since 1881. Strong action by courts during election time. Media platforms

Veles: World's fake news factory

In the final weeks of the US presidential election, Veles in Macedonia gained a weird notoriety; stories in The Guardian and on BuzzFeed revealed that the Macedonian town of 53,000 was the registered home of at least 120 pro-Trump websites, many of them filled with sensationalist, utterly fake news. (The imminent criminal indictment of Hillary Clinton was a popular theme; another was the Pope's approval of Trump.) The site's anglo traffic was rewarded handsomely by automated advertising engines, like Google's AdSense. An article in The New Yorker described how President Barack Obama himself spent a day in the final week of the campaign taking "almost obsessively" about Veles and its "digital gold rush." *Source: wired.com*

Popular fake news items

1. **KajTak: Fatwa in Saudi Arabia** that men can eat their wives if hungry
2. **Times Now** ran a story of a seven-year-old photoshopped image of a **Rate Card** which had the selling price of girls of various different castes in Kerala.
3. **The currency with the chips:** The message claimed that these notes are embedded with nano-GPS chips which act as a signal reflector, giving precise location coordinates of the currency in order to allow every note to be tracked.
4. **News of Baba Ramdev's death** spread to promote a YouTube Channel by posting two different images from different times.

How governments are trying to check the spread of fake news:

- Under the instructions of PM Narendra Modi, the Ministry of Information and Broadcasting had to abruptly withdraw within 24 hours a press statement that said journalists found guilty of writing or broadcasting "fake news" would lose their government accreditation.
- Malaysia has passed a new law which sets out fines of up to 10,000 ringgit (\$13,000) and
- Singapore: Parliamentary Committee is preparing measures to counter "deliberate online falsehoods."
- Philippines: A legislation with jail term of up to 30 years to punish offenders of fake news.
- Europe Union plans to crack down on social media companies accused of spreading fake news.

may be asked to name the financiers of the content and especially checks are made so that the messages are not influenced by foreigners. Also may be asked to divulge necessary information about the paymasters.

Google has started a fact-checking program called **Boon**, to help its users detect "bad publisher" search giant also has a strong enforcement team that monitors sites and entities and bans.

#FakeMat

It's the year 2018; the dictum that everyone lives by is: 'If it's not on social media, did it even happen? But did someone ever wait to think, 'What if it is on social media, and it never actually happened?' Well, if no one did, it is high time we do.

We are living in an era of information overload. Information created to fuel the unending thirst for readership and attention. This in turn, leads to the creation of a lot of news – real and fake, and the one thing that has the potential to cause us the most damage as individuals is Fake News.

Circulation of fake news has claimed the lives of many and threatens our society's integrity.

'Fake Mat' is an all out campaign to make people aware about the rampant presence and the threat of fake news.

The threat is real!

#FakeMat an initiative by G Plus

G Plus for real news

f t i o

#फेकमत | #फेकमत

It requires non-judicial stamp papers worth Rs 11,000 to file a defamation case and one can seek monetary compensation as per one's status in the society

the future.

The advocate of Gauhati High Court said, "It is very tough to prove defamation cases, especially if the case is related to media reports."

In India, defamation is both a civil and criminal offence. The remedy for a civil defamation is covered under the Law of Torts. In a civil defamation case, a person who is defamed can move either the High Court or subordinate courts and seek damages in the form of monetary compensation from the accused. Also, under sections 499 and 500 of the IPC, a person guilty of criminal defamation can be sent to jail for two years.

The lawyer said that mostly complainants file civil defamation suits and later the complainants withdraw their cases after receiving an apology or some out-of-court settlement, the lawyer said.

The city-based advocate said that the cases take long to deliver verdicts and so, in maximum cases, out-of-court settlements are common. Sometimes the complainant withdraws the case after the defendant gives a written apology.

The lawyer asserted, "No one till date has got Rs 100 crores."

It requires non-judicial stamp papers worth Rs 11,000 to file a defamation case and one can seek monetary compensation as per one's status in the society, another lawyer of Gauhati High Court said.

Another lawyer said that defamation cases are mostly a tactic people opt for to keep their reputation clean in the society.

survey round on drinking water, sanitation, hygiene and housing condition and a second survey of persons with disabilities in Assam.

Officials from the NSS's office in Guwahati conducted a two-day regional training programme to impart training to the field officers for data collection at the ground level.

The data collected from this survey will be used by the central as well as the state government for planning, development and NSS officials also requested the public to cooperate with the data collection process and provide the field officers with correct information as any wrong information will result in an incorrect database and will, in

speaking during the training session, additional director general, NSSO FOD, Harbinder Singh said, "The survey is of six months' duration. It will start from June 1 and will continue till December 31. The data will be utilised by the ministry of health and family welfare, Niti Aayog and the Registrar General of India."

Officials said that the collection will go on for six months after which it will be published after one year.

Talking about a new feature in data collection, Singh said that this time the data will be collected on electronic schedule.

"This time the officers will carry a tablet with them for data collection and the respondents will enter their responses on the machine itself. So the data entry time will be reduced when earlier



NSS officials at regional training programme | G Plus Photo

the field officers would have to manually record the data and then transfer it online," said Singh.

The survey is being conducted to assess the facilities which are available to the masses,

informed officials.

NSSO authorities said that the last survey on disability was conducted during the 58th round of NSS between June and December 2002. During this,

Further, some of the objectives of survey on drinking water, sanitation, hygiene and housing condition are to ascertain the facilities of drinking water, sanitation along with housing facilities available to the households. The micro environments surrounding the houses are important determinants of living conditions of the people.

Further, the main objective of the survey of persons with disabilities in Assam is to estimate indicators of incidence and prevalence of disability, cause of disability, age at onset of disability, facilities available to the person with disability, difficulties faced by them in accessing public buildings and transport.

It will also look into the arrangement of regular caregivers and out of pocket expenses of persons with disabilities.

fake hurts real

One fake news can cost many lives. Stop sharing and believing in fake news.

#FakeMat an initiative by G Plus

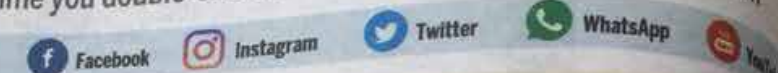
#फेकमत | #फेकमत

PRINT ARTICLES

It's a Fake News crisis and it's created by us

Your forward can kill someone, it's time you double-checked before pushing that forward button

Social media giants affected by fake news



Chetan Bhattarai

Fake news is here to stay, so be alert as it might cost your life. As of now most of us using WhatsApp or Facebook or any other file sharing app are aware of the spread of fake news. We are summarily inundated with fake stories in our innocent forwards but sometimes, due to the sensational angle, we tend to push the forward button. Well, it may be injurious to someone's health, sometimes it might even take away another innocent life or make him or her a victim of the propaganda.

Fake news has been used by people mainly to make fun of beliefs, to make money, to spread ideologies, hatred or jeopardise something good in society.

Such news is also spread by people who are holed with regular news and impulsively twist a story to gain popularity.

Keeping in view the current spread of fake news, governments from various parts of the world are trying to tighten the noose on such dubious mediums.

Fake and viral content has led to a number of deaths in India. There are also reports of loss to a person's reputation due to such stories. Mostly, the targeted are celebrities or people of importance.

The recent killing of Abhijit Nath and Niluppal Das in Karbi Anglong, Assam may be from one of your forwards, you can never be sure.

WhatsApp, the Nemesis

WhatsApp is the main accused in almost all cases of spreading misinformation. Talking about

Some recent instances of fake news

1. Rahul Gandhi to marry Raj Bareilly MLA Aditi Singh
2. Arjun Kapoor accused of drinking on sets
3. Fake news on Nipah virus affect fruit sales
4. What is Robert Vadra doing with a Chinese envoy? Victims: RepublicTV and Times Now

The Groups

The WhatsApp 'group' feature is the most lethal part in the app. WhatsApp is enjoyed by all permissible age groups and Admins of these groups have the responsibility of blocking and deleting the fake news and hoaxes.



India, there are over 30 crore smartphone users and due to the privacy policy of WhatsApp, it is almost impossible to track who is sending what.

#Two cases when wide-scale curiosity was seen among the masses

- After demonetisation, the chip inside the new currency notes followed by videos, memes and images prove that the appetite for non-conventional news is unlimited.
- Less than 24 hours after the chip inside the currency note rumour started, Zee News, ran a 90-second report about this chip. But finally RBI debunked it.
- Four states were affected by WhatsApp rumours of a salt shortage. People went into panic mode and started stocking salt. A woman had to lose her life.

Facebook Vs WhatsApp

The social media is where fake news and hoaxes thrive. However, Facebook is much more open as compared to WhatsApp. Since it is an open platform, users can always cross-check information by contacting someone. In WhatsApp the information flow is from one to the other. It is too private. In and makes a good pipeline to spread information without worrying that everyone is watching, unlike on Facebook.

How governments are trying to check the spread of fake news:

- Under the Instructions of PM Narendra Modi, the Ministry of Information and Broadcasting had to abruptly withdraw within 24 hours a press statement that said journalists found guilty of writing or broadcasting 'fake news' would lose their government accreditation.
- Malaysia has passed a new law which sets out fines of up to 500,000 ringgit (\$123,000) and may be asked to name the financiers of the content and especially checks are made so that the messages are not influenced by foreigners. Also may be asked to divulge necessary information about the paymasters.
- Singapore: Parliamentary Committee is preparing measures to counter "deliberate online falsehoods."
- Philippines: A legislation with jail term of up to 20 years to punish offenders of fake news.
- Europe Union plans to crack down on social media companies accused of spreading fake news.

War against fake news

There may be a deluge of fake news spreading vagrant and dangerous false information on the social media and in conversational mediums but thankfully there are sites like AMNews, BuzzFeed, SMHoaxslayer which combat these lies regularly. They keep tabs on the social media and raise alarm and report the correct facts in their portals. Though it's a slow process but it has been helping to debunk some of the fake stories circulating for some time.

a maximum term of up to six years in jail for spreading fake news.

- Thailand: Has a cyber law and a jail term for seven years.
- France: Fake news, has been illegal since 1881. Strong action by courts during election time. Media platforms

Steps taken by Facebook, Google to prevent/stop fake news

Facebook has been stung by false news stories. Much to his chagrin, Mark Zuckerberg had denied the claim that 99% of the content in Facebook was authentic. Facebook could not wait for the polls. Later Facebook had to admit to U.S. congressional investigators that it sold around \$100,000 worth of political ads to a so-called Russian source that was targeting American voters during the 2016 election.

At present, Facebook is trying to spot fake news accounts by looking in certain patterns of activity in these accounts. It is trying to create an ecosystem to tackle fake news, including removing fake accounts and assets like names of fraudulently created pages, banning ads on malicious pages and limiting the distribution of false posts.

"In the past year, we've worked to destroy the business model for false news and reduce its spread, stop bad actors from meddling in elections, and bring a new level of transparency to advertising. Last week, we started prioritizing meaningful posts from friends and family in News Feed to help bring people closer together. We have more work to do and we're heads down on getting it done."

Statement by Facebook
In India, Facebook has partnered with a Mumbai-based fact checking organisation called Boom, to help the social network fight the spread of fake news in the Indian part of Karnataka ahead of the elections being held in May 2018.

Google has started a fight against fake news and has put in place automated system that detects "bad publishers". The search giant also has a dedicated enforcement team that reviews sites and enforces blocks and bans.

Veles: World's fake news factory

In the first weeks of the US presidential election, Veles in Macedonia attained a weird notoriety; stories in The Guardian and on BuzzFeed revealed that the Macedonian town of 55,000 was the registered home of at least 100 pro-Trump websites, many of them filled with sensationalist, utterly fake news. (The imminent criminal indictment of Hillary Clinton was a popular theme; another was the Pope's approval of Trump) The sites' ample traffic was rewarded handsomely by automated advertising engines, like Google's AdSense. An article in The New Yorker described how President Barack Obama himself spent a day in the final week of the campaign talking "almost obsessively" about Veles and its "digital gold rush." Source: wired.com

Popular fake news items

1. Aaj Tak: Fatwa in Saudi Arabia that men can eat their wives if hungry
2. Times Now ran a story of a seven-year old photoshopped image of a Rate Card which had the selling price of girls of various different castes in Kerala.
3. The currency with the chip: The message claimed that these notes are embedded with nano-GPS chips which act as a signal reflector, giving precise location coordinates of the currency in order to allow every note to be tracked.
4. News of Baba Rainsley's death spread to promote a YouTube Channel by posting two different images from different times.

EDITORIAL CONTENT

just the suspicion of eating beef prompting actors Shah Rukh Khan and Aamir Khan to speak out their minds only to be trolled heavily. And beyond all this is the sudden surge of fake news that seem so real. Yes, the

incomprehensible. And so, perhaps their only source of excitement is mayhem and murder.

Isn't a system update required?

SWAPNIL BHARALI
EDITOR

Fekna bandh karo! Fake mat!

Someone in 2018 said that the words to live by are: 'If it's not on social media, did it even happen?' But did someone ever wait to think, 'What if it's on social media, and it never actually happened?'

Being only four years young in the media space, I have come to realize that everything posted on social media is taken on face value by our.

People have moved from questions to accusations and despite having so much space on the internet for expression, seldom does fake news find its victim and hear their justification.

Yes, fake news has victims. Most recently, Abhijit Nath and Nilotpal Das and no, they are not the only ones. We have all become victims of fake news at some point on the internet. Some of us laughed it off, some forwarded it on WhatsApp and some believed it, with conviction.

But your fate was not as terrible as Abhijit and Nilotpal. Between you and I, there are thousands of Abhi-Nil waiting to happen; waiting for a trigger, waiting for a frenzied mob.

And we are all guilty; guilty of not being better informed, guilty of not taking out 30 seconds to rectify someone's incorrect information, despite knowing better.

At any point, did you look back on that one UNESCO post you shared that made Jana Gana Mana the Best National Anthem of the world or the one that made Modi the Best Prime Minister in the world? No.

So you, I and everyone else who has been a part of spreading misinformation 'just because someone said so' are guilty of taking Abhi and Nil's lives.

And if there is a takeaway from what happened at Karbi Anglong, it's not that we need to rename a waterfall or erect a statue – it is to stop, look and verify every share, forward or comment that we make because that is where the crime begins.

Issued in public interest

RAHUL CHANDA

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PRINT COVERAGE

GUWAHATI, JUNE 24: Social organizations, media houses and student communities in Assam are working to create awareness on responsible use of networking websites, in the aftermath of the recent lynching episode in the state, fuelled by circulation of rumours.

Nilotpal Das (29), a sound engineer, and Abhijeet Nath (30), a businessman, were on June 8 pulled out of their vehicle at Panjuri in Karbi Anglong district and beaten to death by a mob, who suspected them to be child-lifters, following dissemination of fake news on social media.

The incident prompted a local media house to launch 'FakeMat' campaign here to increase awareness about the dangers of "rumour mongering" on digital platforms.

The campaign aims to engage with the youth, who are active users of the internet, through various platforms like the digital and social media, outdoor and print media and on-ground activities, the managing director of 'G Plus', Sunit Jain, told reporters.

"I request people not to spread fake news as we have seen that such news can lead to tragic situations," Assam Health and Finance Minister Himanta Biswa Sarma said, supporting the campaign.

An online crusade has also been initiated by Gauhati University Postgraduate Students' Union (PGSU).

"We have taken a pledge not to circulate unverified information, to create awareness among the backward sections, maintain peace and harmony in all situations and not take law in one's own hand under any circumstance," PGSU general secretary Monjit Sarma said.

Assam police had said in the past that student communities would be involved in creating awareness on social media use.

The editor of web magazine 'Thumbprint', Teresa Rahman, along with others, have recently reached out to rural schools in the state to give them lessons in "judicious use" of online platforms.

"It is amazing that the school children are well aware of the business of fake news. We urged them to develop rational thinking and not allow social media to enslave them," she said.

Rahman also said that more rural schools would be brought under the ambit of the initiative in the near future and hoped that the students would in turn educate other members of their communities.

Post the lynching incident, the Assam police has upgraded and strengthened its social media presence by launching a special unit for cyber patrolling - 'Nagarik Mitra' - to thwart any attempt to spread hatred or rumours.

Additional Director General of Police (Security) Harmeet Singh, who is in-charge of monitoring social media, said the "Assam police smart social media centre" would be a platform for "providing credible information" to the citizens.

"Social media has both positive and negative ramifications and our objective is to sensitize citizens against those who use social media for nefarious, anti-social and anti-national activities," he added.

Lurinjyoti Gogoi, the general secretary of All Assam Students Union, said they would soon launch a full-fledged campaign against any news that may "weaken" the Assamese society.

"Even now, many of our units at the grassroot level are conducting campaigns against harmful practices. But we will soon launch a full-fledged campaign across the state to ensure that quality value education are imparted to the younger generation," he asserted.

The campaign will focus on ensuring that students from all sections are better equipped to deal with any type of misinformation that can harm people and the Assamese society as a whole, Gogoi added.

Political and social activist Tinat Atifa Masood shared similar views.

It is the responsibility of every citizen to make sure that they do not forward "anything and everything" to a group or an individual on social media as it could cost some people their lives.

"We demand that severe punishment be meted out to those who indulge in such acts, which will be a precedent for others who might be nurturing similar plans to create unrest in the future," she added.

The lynching of the two young men in Karbi Anglong district had rocked Assam earlier this month, prompting Chief Minister Sarbananda Sonowal to personally monitor the progress of the investigation.

Altogether, 64 people, including the prime accused, have been arrested so far for their involvement in the case. Agencies

Campaign against fake news on digital space launched

STAFF REPORTER

GUWAHATI, June 21: In a bid to increase awareness about the prevailing dangers of fake news on the digital media space and the rate at which it spreads using various applications, the 'G Plus' group has launched the 'FakeMat' campaign across the city.

The campaign will be executed using various means such as digital media, social media, outdoor and print media and on-ground activation with an aim to reach over a million people within the city and outside, said a press release here today.

The 'Fake Mat' initiative is aimed at influencing the youth who are largely active users of the Internet and social media. Owing to the large amount of 'content' surfacing on the Internet, unverified news has also found its way among readers, which also included the recent case of misinformation related to the 'sopadhora' incident on digital media.

Extending support to the campaign, State Finance Minister Himanta Biswa Sarma requested people not to spread fake news, as the negative impacts of such news can lead to tragic situations.

Sunit Jain, Managing Director and Publisher of 'G Plus', lamented that two lives were lost due to fake news and consequently the situation in Assam became tense.

The campaign has already seen support from artistes like Zublee Baruah, Utpal Das, Nishita Goswami, added the release.

OOH ADVERTISING



Foot Bridge



Bus Shelter



Unipole



Unipole



Unipole



Hoarding

OOH ADVERTISING



Hoarding



Hoarding



Glow Sign Board



Foot Bridge

SOCIAL MEDIA BUZZ

 **Tarun Gogoi** ✓
@tarun_gogoi

Following

Don't encourage Fake News. I thank @guwahatiplus for this campaign against fake news and it is done on appropriate time in order to save democracy and the society of India.

#Fake_Mat

 **G Plus** @guwahatiplus
Former CM of #Assam, @tarun_gogoi raises his voice against Fake News on social media. He requests everyone not to encourage it, since it can only bring harm to lives. He extends his support to #FakeMat

3:27 pm - 24 Jun 2018

17 Retweets 52 Likes

17 52

 **G Plus** @guwahatiplus · Jun 24

9 lives lost in India recently due to fake news. So it's time we verify the news and messages before forwarding ahead.
Harmeet Singh, ADGP (Security), Assam Police, urges everyone to stop fake news.
#FakeMat

 0:59 171 views

2 12 38

 **Zublee** ✓ shared a video.
June 23 at 11:28 AM

is a request to one & all... Please be responsible enough while circulating any news in social media. If you are not sure about the news you are forwarding, that don't share it, coz such fake news has ruined & destroyed the lives of many. Our brothers Nil & Abhi were such victims. Think thrice before you do that, coz its a matter of Life & Death.
I am thankful to G Plus for coming up with this wonderful awareness campaign #FAKEMAT . Kudos to the team.

 2,568 Views

G Plus ✓
June 20 at 8:00 PM

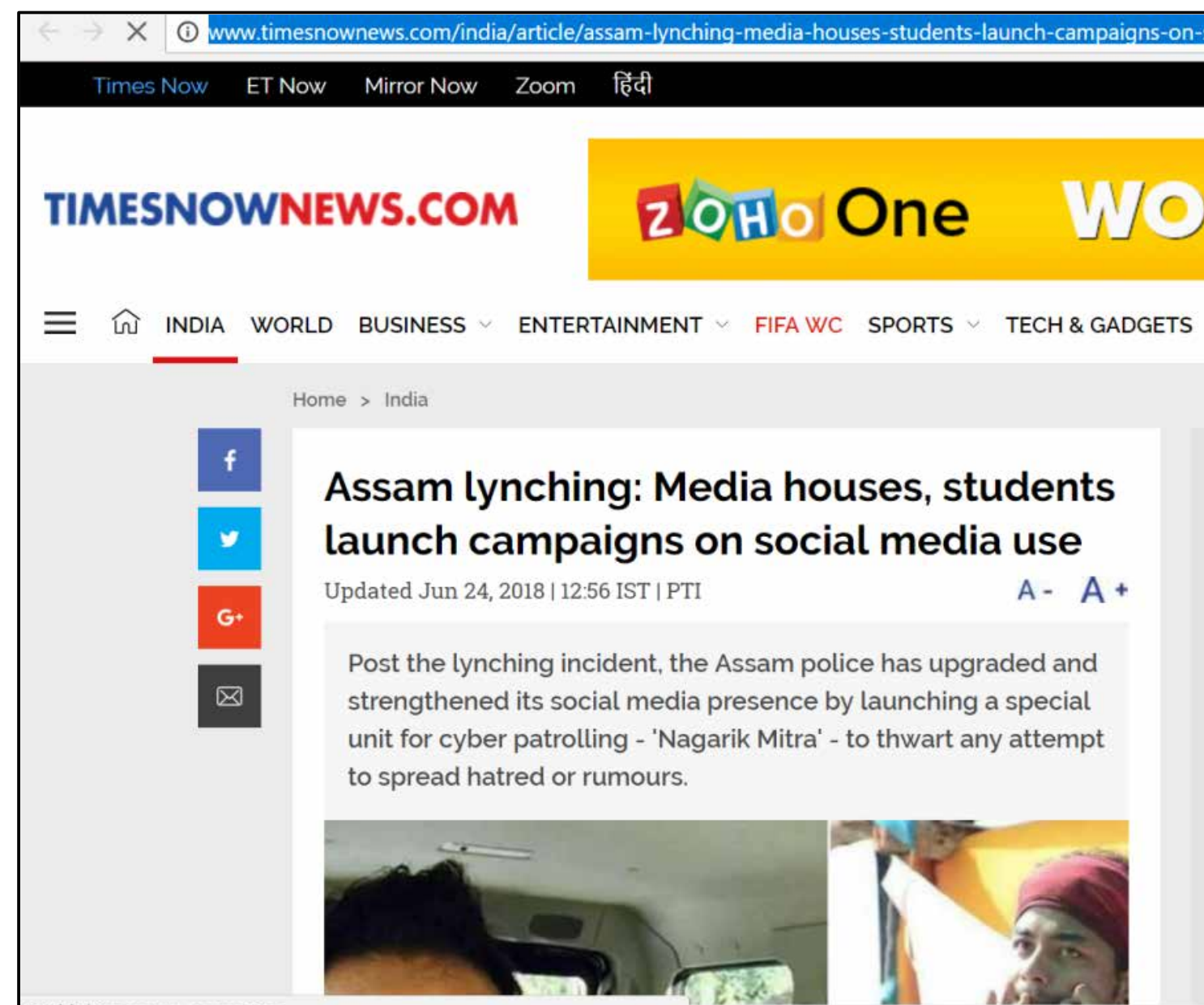
VIDEO | Singer and social activist of Assam, Zublee requests everyone to think twice before sharing ahead a forwarded message on social media.

CAMPAIGN CLOSING



Facebook: : [https:// www.facebook.com/guwahatipus/videos/1840375609361543/](https://www.facebook.com/guwahatipus/videos/1840375609361543/)

COVERAGE ACROSS NATIONAL MEDIA



<http://www.timesnownews.com/india/article/assam-lynching-media-houses-students-launch-campaigns-on-social-media-use/245003>



<http://www.uniindia.com/~/initiative-against-fake-news-in-guwahati/States/news/1265280.html>

OTHER COVERAGE ACROSS **NATIONAL MEDIA**

New Indian Express: <http://www.newindianexpress.com/nation/2018/jun/24/assam-lynching-media-houses-students-launch-campaigns-on-social-media-use-1832945.html> Business Standard: https://www.business-standard.com/article/pti-stories/assam-lynching-media-houses-students-launch-campaigns-on-118062400118_1.html

Financial Express: <https://www.financialexpress.com/india-news/assam-karbi-anglong-lynching-case-media-houses-students-launch-campaigns-on-social-media-use/1217968/>

India Today: <https://www.indiatoday.in/pti-feed/story/as-lynch-social-media-1268275-2018-06-24>

Eastern Mirror Nagaland: <http://www.easternmirrornagaland.com/assam-lynching-media-houses-students-launch-campaigns-on-social-media-use/>

Eenadu India: <http://www.eenaduindia.com/states/assam/2018/06/24121149/Assam-lynching-Media-houses-students-launch-campaigns.vpf>

WARD TALKS

CHALLENGE

As a digital publisher, the challenge is to increase readership while creating grassroots engagement at the same time and acquiring brand presence and loyalty.



OBJECTIVE

G Plus, besides being a print medium aimed to increase the digital reach of the publication – while creating genuine and organic engagement at the digital and grassroots level

G Plus being a **Local English Weekly Tabloid** aimed to create an **Ultra-local engagement platform**.



IDEA

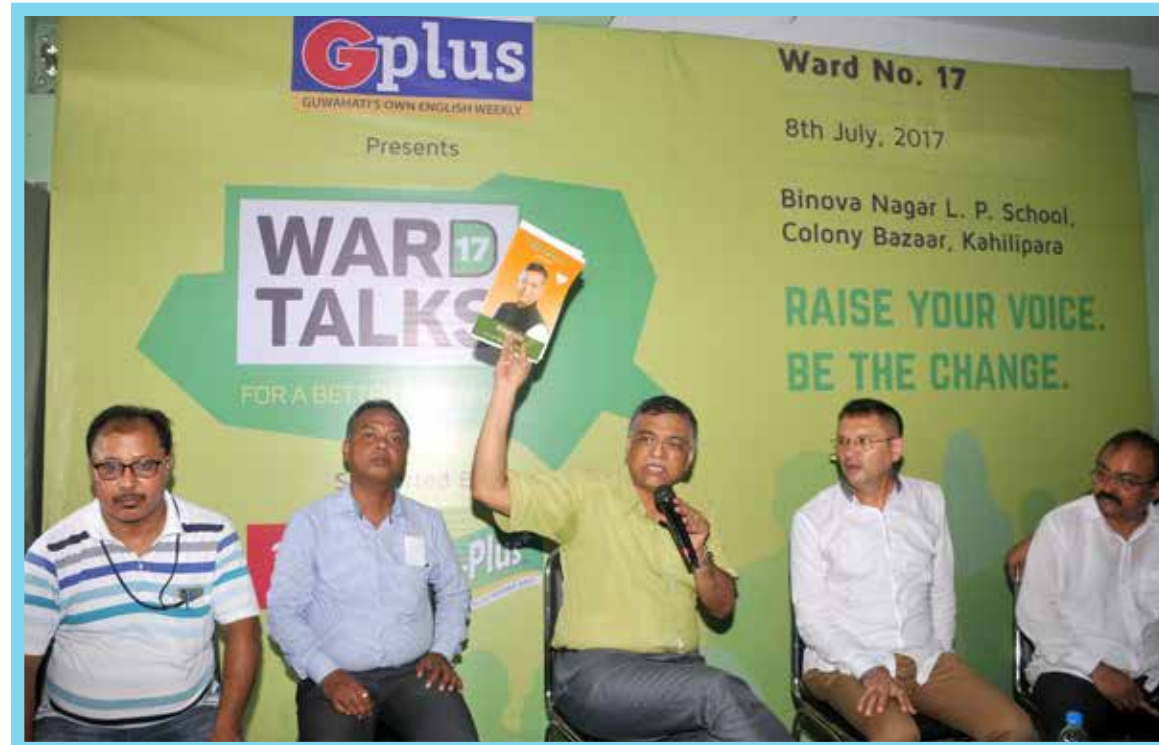
Moving forward, G Plus **Ward Talks** was created – an initiative to connect the various stakeholders in the city on one common platform.

A platform for the citizens to voice the concerns about their locality and directly engage with the Government authorities and officials

A multi-stakeholder approach would work with the multiplier effect and spread the reach with both online and offline presence



GLIMPSES



MECHANICS

- **Identify Stakeholders:**

- CITIZENS
- MEDIA
- MLA
- ADMINISTRATION OFFICIALS
- CIVIC BODY AUTHORITIES
 - » Power
 - » Public Works
 - » Gauhati Municipal Corporation etc.

- **Engage a public platform as the venue**



CONVERSION

- **With the increased footfall in each edition of [Ward Talks](#), we had access to more people. Conversions were acquired by:**
 - Connecting people with Social Media pages of the Publisher
 - » Facebook Likes
 - » Twitter Followers
 - » Instagram
 - App Downloads
 - » WiFi Hotspots were used to acquire app downloads
 - WhatsApp Groups
 - » Various WhatsApp groups were created targeting residents and regular engagement is now done on the groups
 - Content
 - » The event would create a help asses the performance of the Government and the administration thus creating ultra-local content for the publisher

CAMPUS TALKS

ABOUT

G Plus designed an Intellectual Property to engage with students at their college campuses.

This led to the creation of **G Plus Campus Talks** – a specialized “campus only” activity that gave students a platform to speak and connect with their idols – people who could guide, advice and nurture young minds in an open for all discussion.



GLIMPSES



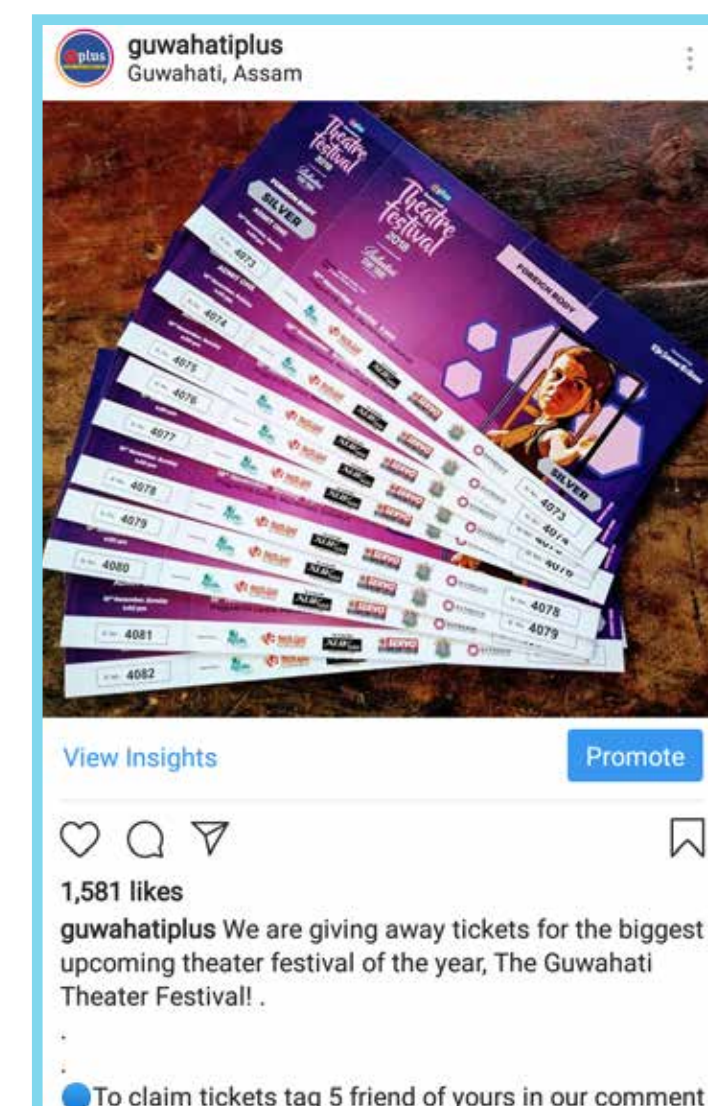
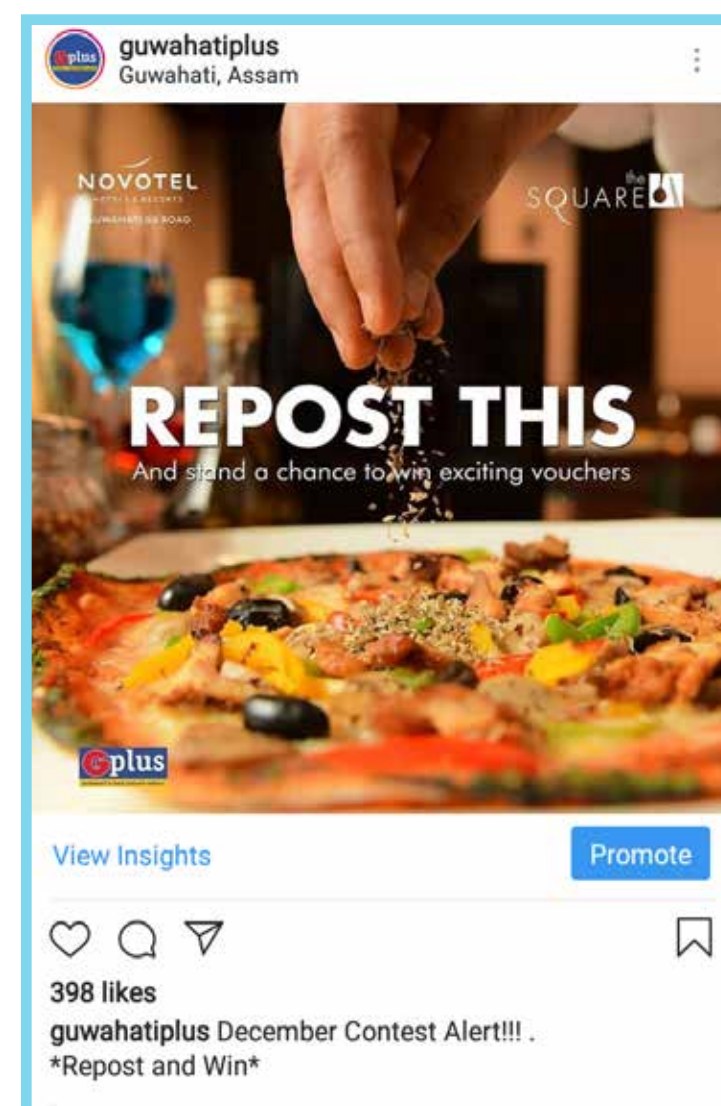
RESULTS

These ‘campus only” events led to higher campus penetration and helped increase brand visibility and social media engagement for G Plus



GIVEAWAYS

G Plus conducted major giveaways with popular international, national and local brands in the form of **smartphones**, **passes**, **coupons**



BRANDS

As a hyper-local media brand, G Plus identified various types of engagement opportunities for its readers. This made it stand out as a brand among other competitors. Contests and giveaways were integral to G Plus' Marketing strategy, long before they became a 'trend on social media.'

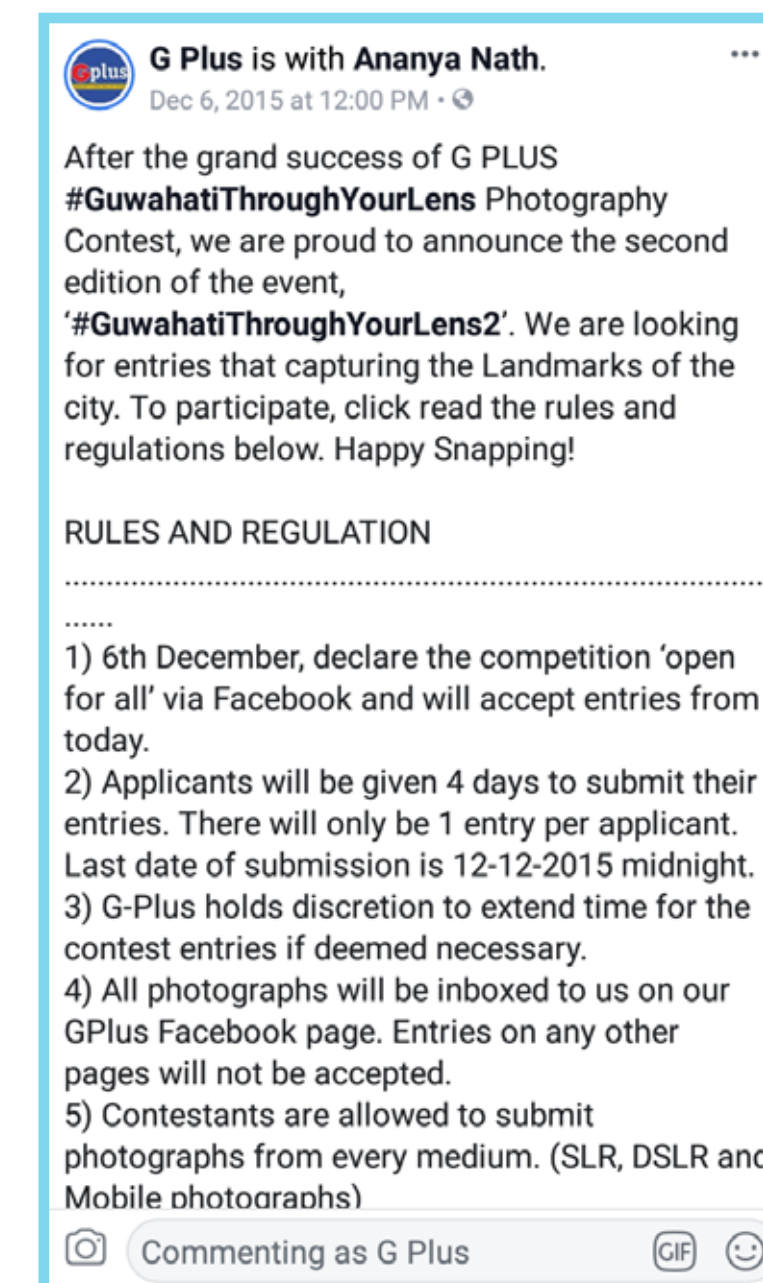
E.g.: G Plus executed Guwahati Through Your Lens - an online photography contest in 2015 and partnered with Nokia for the same.

Over the years, G Plus has worked with various local and international brands which also includes **ISL (Indian Super League)** as **Northeast United Football Club's** Official Media Club and Hospitality brand, **Novotel**, Guwahati.



STRATEGY

G Plus used contests for diversified properties such as increasing Social Media Follows, Social Media Engagement, App Downloads



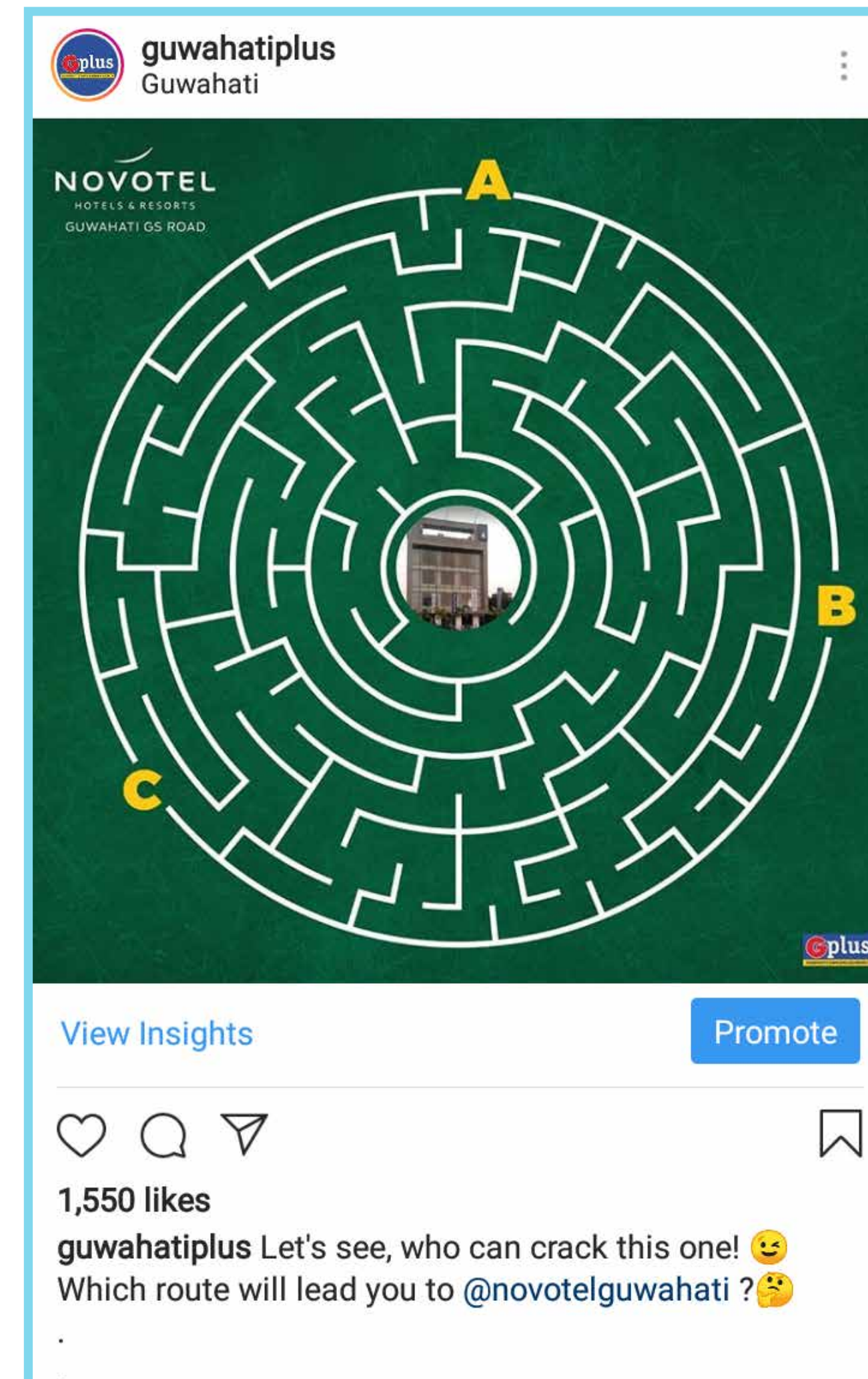
STRATEGY

G Plus used contests for diversified properties such as increasing Social Media Follows, Social Media Engagement, App Downloads



STRATEGY

G Plus used contests for diversified properties such as increasing Social Media Follows, Social Media Engagement, App Downloads



WHY DO WE DESERVE THIS?

G Plus' positioning in the media market in the Northeast has been disruptive and aggressive. As a brand it has focused on creating trends rather than just adapting to it. G Plus is the foremost print and digital media brand in the region and continues to be the pioneer in disrupting the market in the region.





THANK YOU

