

Hindustan Times Mumbai Meri Hai

#HTgetsMumbai

#MumbaiMeriHai



HT Mumbai Meri Hai

Objective: is to drive brand association and connect with Mumbaiites, readers as well as non-readers, to make it clear that HT belongs to Mumbai and it understands Mumbai best.

Insight: In a socially charged context where Mumbaiites have been exposed to serious messages, citizens would welcome a bit of cheer, positivity and entertainment. Such messages are often shared, giving momentum to the message.

HT selectively picked up facets of Mumbai which evokes passion and emotion in every Mumbaiite; facets which display the 'spirit of Mumbai'



HT Mumbai Meri Hai

Video Release

- Using a digital first approach, staggered the MMH film to gain maximum eyeballs.
- Trended nationally & in Mumbai on Twitter garnering over

Digital Amplification

- Facebook/YouTube: key medium to promote video and engage with viewers
- Instagram: Social media influencers to write about MMH and their story
- Twitter: Engagement with readers/non readers with #MumbaiMeriHai

Surround Sound

- Cinema: MMH films playing across PVR screens in key geography (Western suburbs + SoBo)
- Radio: Jingle spots on Fever + Nasha + RJ's interacting with listeners on the slogan 'Mumbai Meri Hai'

Reader Engagement

- **Editorial**
 - 12 part MMH series in main book + 6 part series in HT Café
 - Celeb/Social influencers bytes on MMH
- **Reader Contest**
 - Inviting entries from readers

Reach and Visibility



<https://www.facebook.com/HTMumbai/videos/221182751893241/>



5.4 mn

Reach



3.4 mn

Views



18k

Shares



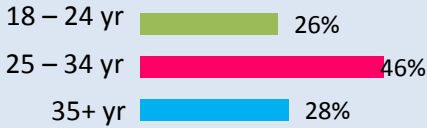
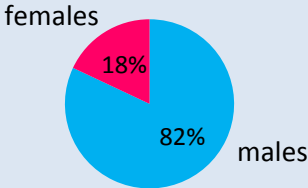
93k

Likes



1.7k

Comments



Demographic break up of paid views



<https://www.youtube.com/watch?v=OeV8CjzSmG8&t=6s>



969k

Impressions



389k

Views

Social Media Engagement



Suman Kamath I loved the video and the newspaper ad too. It echoes the sentiments of every person be it local or a migrant about how this never sleeping city embraces and protects every person touching the shores of this vibrant city. Truly #MumbaiMeriHai Balki sabki hai . Hai na ?



Faisal Malik The last line in the advertisement saying "Pair rakhne ki jagah nahi par Dil mein bahot jagah hai" is a perfect line to describe the best city in this world — Mumbai ❤️😊

Like · Reply · Message · 1d · Edited



Shalini Kiran Mumbai Meri hai .. I proud to be a Mumbaikar.. yes I appreciate that at late night girl can work... As compare to other city. Here girl are safe A big thanks to Mumbai police. And HTMumbai



Risshi C SSharma Superb...I can vouch this is best creation in recent times ...

Like · Reply · Message · 2d

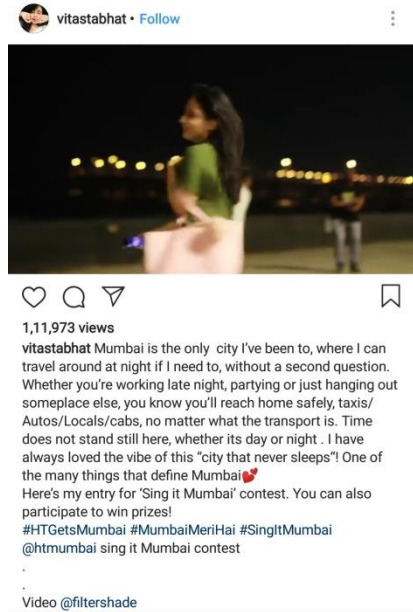


Karuna Rai HTMumbai #MumbaiMeriHai

Thanks #HTMumbai for sharing such a wonderful Video.. I am staying in mumbai since last 15 years.. And this city has given me everything I want.

Join friends..
Sheetal Kharat
Laxmi Bansode
Bharti Gupta

Mumbai is singing to #MumbaiMeriHai



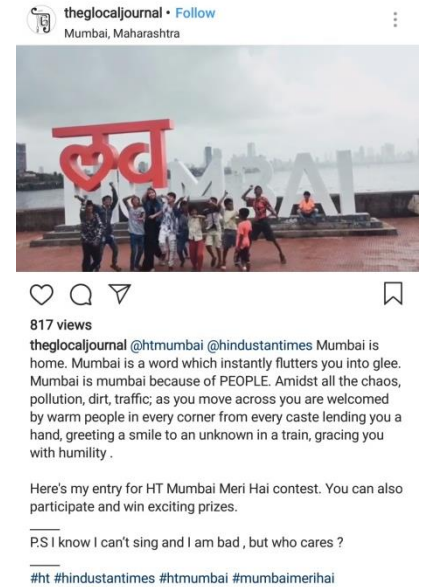
https://www.instagram.com/p/Bm2cLAXFL1k/?utm_source=ig_share_sheet&igshid=cfb2wzj5lmku



https://www.instagram.com/p/Bm-VKBdhjin/?utm_source=ig_share_sheet&igshid=vq8htocg1iuw



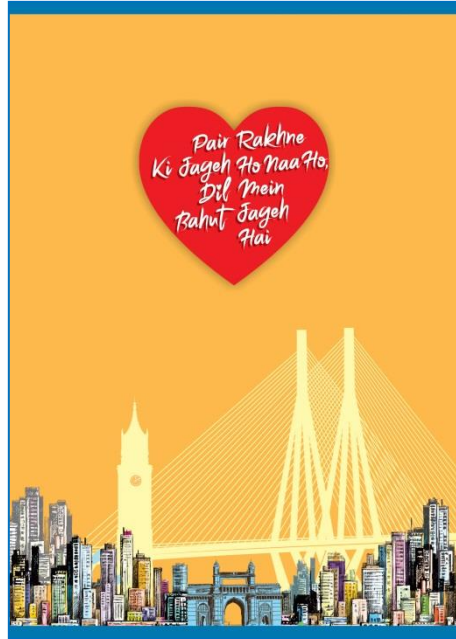
https://www.instagram.com/p/Bm-zgCmHnjt/?utm_source=ig_share_sheet&igshid=12tn2ejg8jf92



https://www.instagram.com/p/Bm-FUHegijQ/?utm_source=ig_share_sheet&igshid=jsub1kf1gg7q

Print campaign

Campaign launch with French window followed by thematic ads



Edit series

12 part edit series in MB

Celebrating Mumbai through it's people Profiling 12 Mumbaikars and their stories



6 part edit series in Cafe

Explore Mumbai's food, grounds, night life through these listicles



Hindustantimes.com

Special page made for MMH with all Edit content

<https://www.hindustantimes.com/mumbai-meri-hai>

Mumbai Meri Hai: Hindustan Times celebrates spirit of the city

Aug 27, 2018 18:32 IST

What's Your Mumbai Meri Hai Story

CLICK HERE

TO SHARE IT WITH US.

top news

- Bhima Koregaon violence: Rights activists raided, detained across India over allege
- Kerala floods: NASA's before and after satellite images show scale of devastati
- Traffic jams in Delhi and Gurgaon after heavy rains, many schools closed
- 'Purely imaginary at the moment': Congress on RSS invite to Rahul Gandhi

'You can go out at night with friends and yet feel safe'

Aug 27, 2018 11:54 IST

'Mumbai accepts you when you begin to accept yourself'

Aug 24, 2018 09:10 IST

'Mumbai teaches you to fight with everyday problems'

Aug 24, 2018 09:10 IST

Upload Your Mumbai Meri Hai Story

Name _____

Mobile No _____

Age _____

Email ID _____

Title of The Story _____

SUBMIT YOUR STORY

Your Stories

Hindustan Times celebrates the spirit of Mumbai by inviting you to share what inspires you about your glamorous, caring, and compassionate city that never sleeps. Because we know, Mumbai is not just where we live, it's where we belong. Mumbai Meri Hai!

videos | **stories**

Mumbai Meri Hai...

Story submitted by - Trush...

Story Submitted by - Prem...

Story submitted by Daizy

Story Submitted by - Vitas...

Outdoor



7 key sites in Mumbai

Marine drive
Lower Parel
Bandra
Andheri
Vikhroli
Santacruz



Other mediums



Cinema
2 weeks long
PVR, Cinemax,
Inox

Cinema : 31st Aug – 14th Sep
2 weeks

10 screens
PVR Phoenix
PVR Andheri
Cinemax Infinity Malad
Sangam Big Cinema
Regal Colaba



Radio
300 spots of 30
secs

Spots 17th Aug – 20th Sep
12 spots per day on
Fever & Nasha

MMH Jingle
Sing and Dance with
MMH



WR trains
Jingle to be played
40 times a day

15 second Jingle made
for local trains

Duration –
20th – 24th Aug, 27th –
31st Aug

15 trains | 10 days | 40
times a day



TV

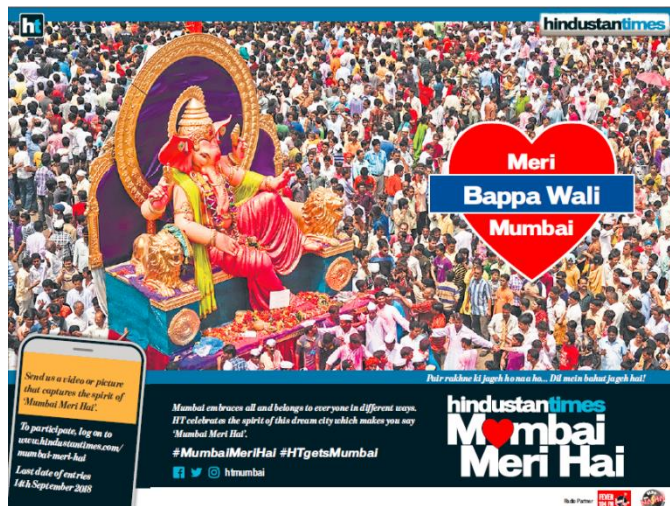
CNBC TV 18

30th Aug – 7th Sep
2 weeks duration
1 min jingle to be
played 10 times a day

#MumbaiMeriHai Contest

Create a movement

- 31st Aug – 24th Sep
- Invite people to share their Mumbai Meri Hai stories through videos and pictures
- Entries to be submitted to special contest page - <https://www.hindustantimes.com/mumbai-meri-hai-contest/>
- Promote contest on print, digital and radio



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Pair Rakhme Ki Jagah Ho Naa Ho.
Dil Mein Bahut Jagah Hai
Yahan Har Jagah Meri Hai

hindustantimes
Mumbai Meri Hai

#HTgetsMumbai #MumbaiMeriHai

Upload Your
Mumbai Meri Hai
Story

Name

Mobile No.

Age

Email ID

Title of The Story

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Your Stories

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VIDEOS | STORIES

Mumbai Meri Hai...

Story submitted by - Trush...

Story Submitted by - Prem...

Story submitted by Daizy

Story Submitted by - Vitas...

#MumbaiMeriHai Contest – Reader Engagement



Impressions

782k



Clicks

5335

Number of
entries

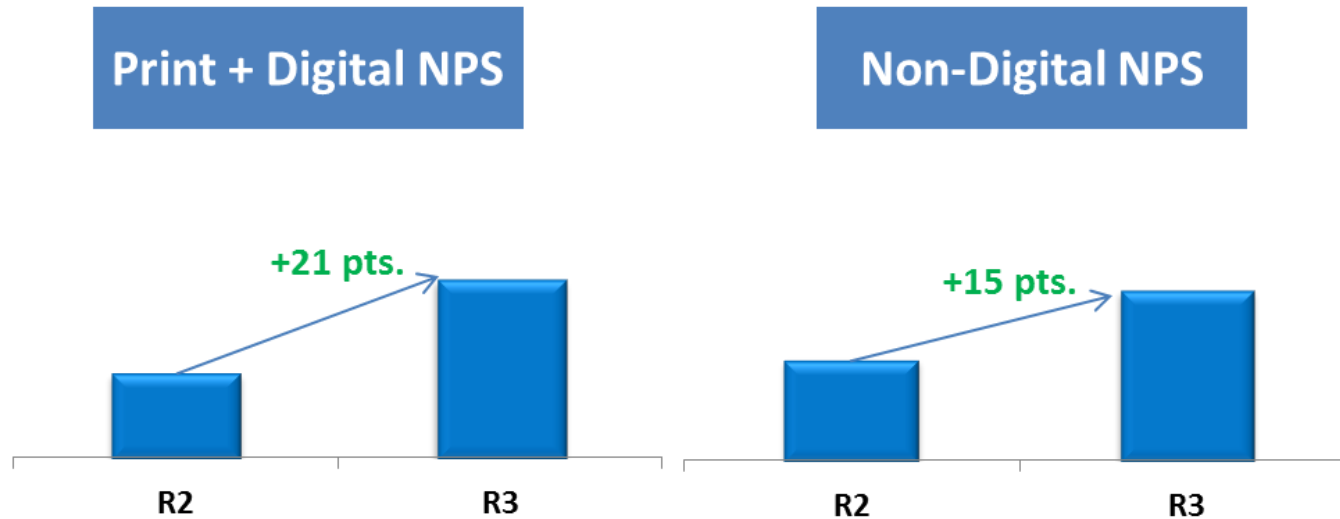
450



<https://www.facebook.com/delectable.reveries/videos/683833638668683/>

CAMPAIGN RESULTS IMPACTING BRAND ADVOCACY

PRINT + DIGITAL IMPACTING NPS – Increase in NPS among Digital readers led by Social Media Campaign



Impact of the MMH campaign has led to the increased Brand advocacy

R2 – Previous dipstick
R3 – Current dipstick