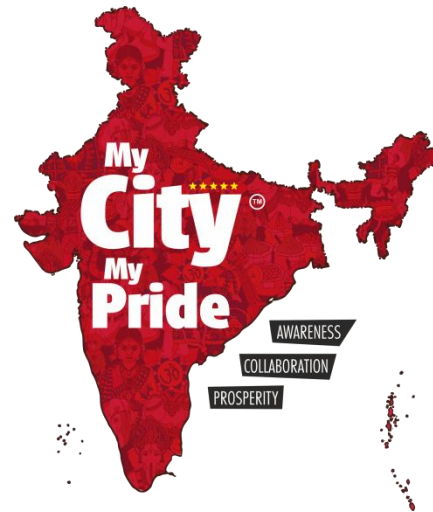


Entry Name - Jagran.com : My City My Pride

Category - Marketing

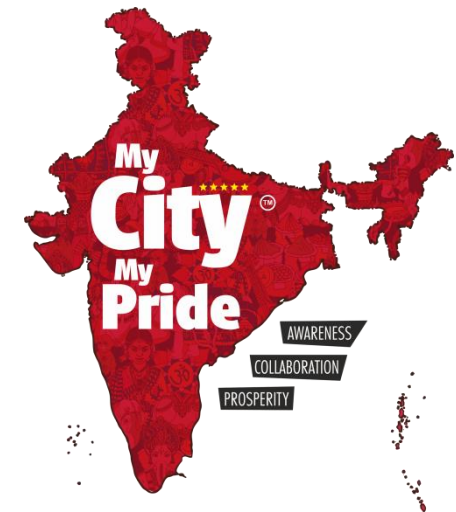
Submitted By - Jagran New Media



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 public-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.
2. 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

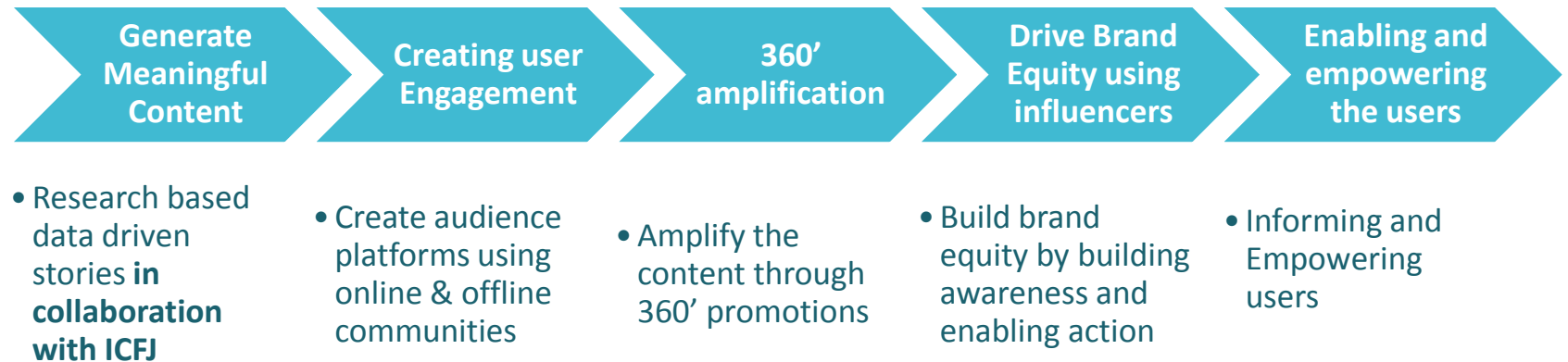
- The program encouraged and drove users to form **communities of change** with an objective of bringing a social change and have positive brand impact

Change at ground level

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

Campaign Approach

My City My Pride



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

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 545 issues 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

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 Promotions	Total Spots	9,000
	Total RJ Mentions	730
Digital Promotions	Total Digital Stories published – (Jagran.com, Mycitymypride.com, naidunia.com)	736
	Digital Ad Impressions	103 Mn
Outdoor and On-Ground	Outdoor Hoardings	21
	Total On ground RTCs and Public Forums	100

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

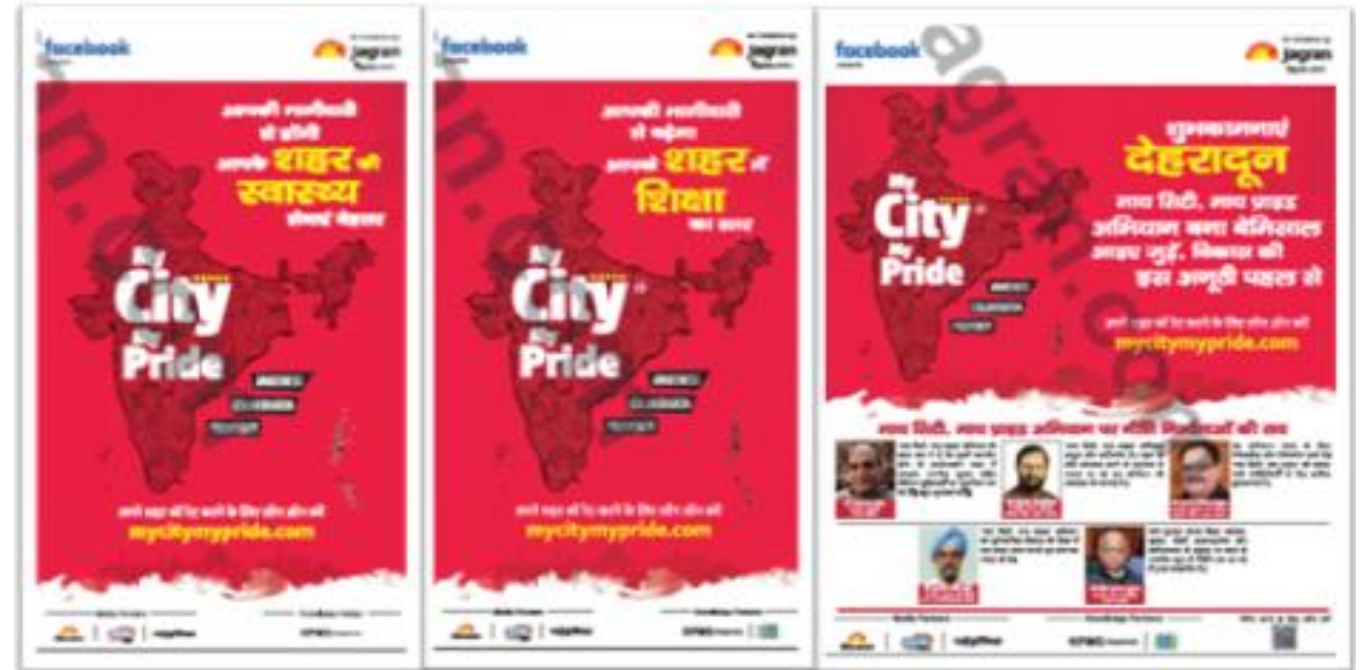
On Ground – RTCs and Public Forums (across 10 cities)

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

Print Articles & Print ads

851
Print Articles

Print Ads



736 Online Stories

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



इस शरी में जहाँ पायदान एवं संस्कृति के सम्बन्ध में समग्र 400वें पायदान पर है वहीं विश्व के सम्बन्ध में समग्र दुर्गो का यह शहर 65वें पायदान पर है।

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

ताज़ा खबर



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



मध्य प्रदेश का इंदौर 'साथ मिटी मार प्रहलद' विनिर्दिष्टी सर्व रिपोर्ट में सबसे आग्रह रैंकिंग पाने में समग्र रहा है। इस शहरों के रैंकिंग स्कोर बसाई में यह शहर शीर्ष पायदान पर है। जहाँ में शहरी की रैंकिंग की 1 से 5 अंकों के स्कोर पर माना गया, जिसमें इंदौर की 3.69 अंक मिले। सर्व रिपोर्ट में पार चलता है कि इंदौरवासी अपने शहर में मिल रही सुविधाओं से सारा नजर आ रहे हैं।



मेरठ: वक्त के साथ तेजी से बढ़ी शहर में मेडिकल सुविधाएं



मेरठ नु ही मेडिकल हब नहीं कहलाया। वक्त के साथ चलते हुए शहर ने तेजी से सीढ़ी। दुनियाभर में तेजी से बढ़ती लक्ष्मीयों की उपलब्धता। भीड़भाड़ समग्र में आता साज्जद एवं मेडिकल कॉलेज के छत्र अला देश-विदेश में मेहनत की गारंटी माने जाते हैं, वहीं निजी अस्पतालों में इलाज की गुणवत्ता मुंबई और दिल्ली के बराबर आती गई है।



ज्यादा पठित



राष्ट्र में जिस मुस्लिम ब्रह्मद्वार की सुला संघ से की उसके नेता को UPA सरकार ने लगाना था गले

facebook



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 सुला के लिए लगभग गर पुलिस मुख्यालयों की गिराई आज भी 4500 ही है। हालात ये हैं कि जहां 100 लोगों के पीछे एक मुख्यालय होय चाली, वहीं अब ये अनुमान 555 लोगों पर एक मुख्यालय तक पहुंच चुका है। ऐसे में साइम साक बढ़ता संघर्षित है और पैसा हो भी रहा है। हत्या, लुटपाट, छीन-छुपाई और सार्वजनिक अंग काट हो गई है। यही कारण रहा है कि 28 बाने होने के बादभूत एक और बलाघात, सिप की सारी नहीं बड़ी।

ताज़ा खबर



Promotion : Outdoor & RJ Mentions

Outdoor



RJ Mentions



Influencers & Administrators Engagement



Media Coverage

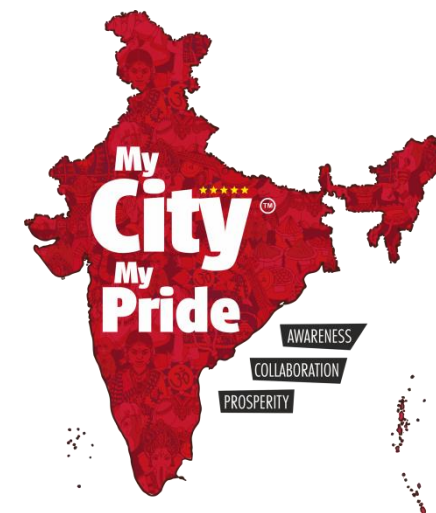
Media Coverage		
Publishing Date	Publications	Links to the coverage
23-Jul-18	Afaqs.com	http://www.afaqs.com/media/media_newslets/index.html?id=60829_Jagrancom-Launches-Campaign-to-Measure-City-Liveability-Index
23-Jul-18	Exchnage4Media.com	https://www.exchange4media.com/amp/digital/jagrancom-launches-campaign-to-measure-city-liveability-index_91194.html?amp=amp
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

Duration - July 2018 to Sept 2018

Markets - 10 cities from Hindi Heartland



Key Achievements

KPIs		MCMP FB Community	
Users	0.79 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	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

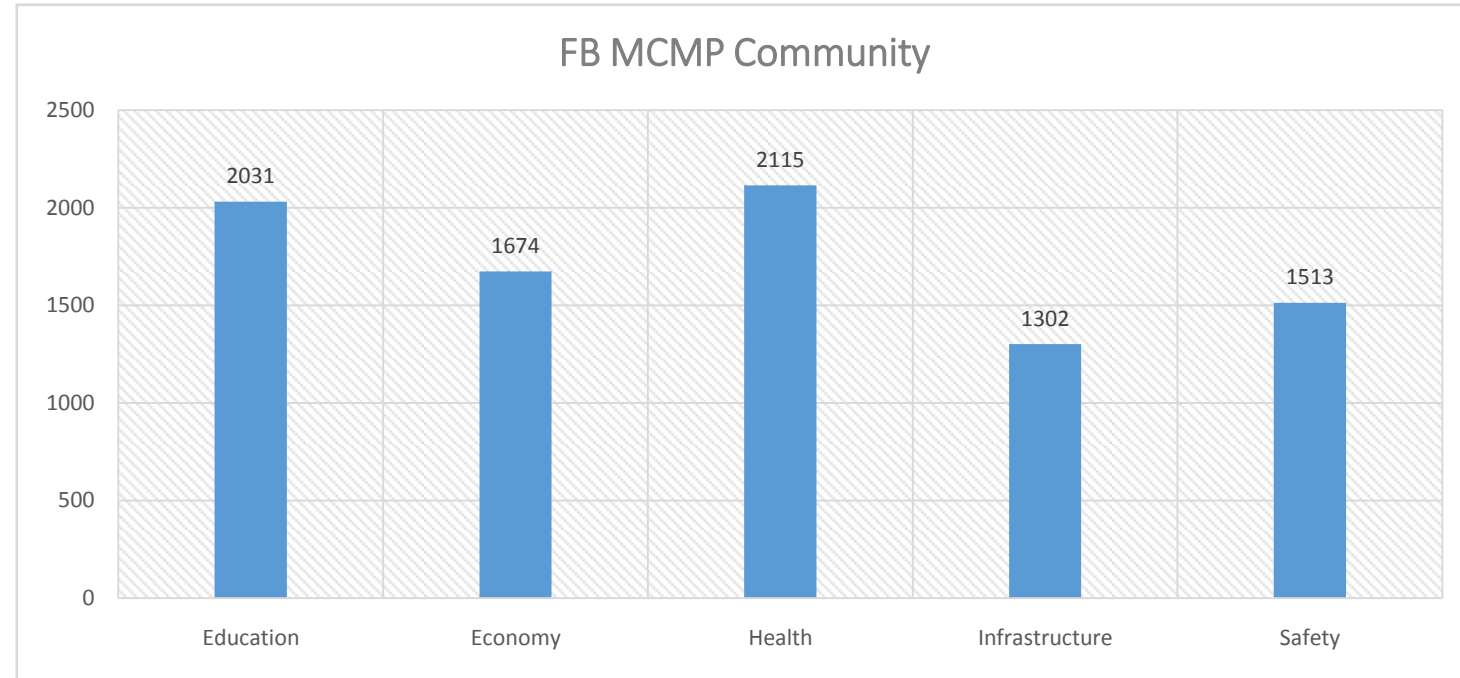
All Jagran New Media FB Pages (own and cross post)

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

&

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



शिक्षा



प्रकाश जावडेकर
केन्द्रीय मानव संसाधन विकास मंत्री

“ शिक्षा हमारे ज्ञान को विस्तार देने,
जीवन की चुनौतियों को समझने, उनका सामना
करने और आगे बढ़ने के लिए हमें तैयार
करती है। ”



सुरक्षा



राजनाथ सिंह
केन्द्रीय गृह मंत्री

“ महत्वपूर्ण बात यह है कि स्थानीय लोगों के
आकलन और मूल्यांकन के आधार पर समस्याओं के
सामुदायिक निदान के लिए संबंधित विषय विशेषज्ञों
के साथ विचार-विमर्श किया जा रहा है। ”



इंफ्रास्ट्रक्चर



हरदीप सिंह पुरी
केन्द्रीय आवास एवं शहरी कार्य मंत्री

“ कोई भी देश या शहर उतना ही विकसित माना
जाता है, जितनी विकसित इंफ्रास्ट्रक्चर यानी
उसकी बुनियादी सुविधाएं होती है। लेकिन अब
सिर्फ विकास नहीं, बल्कि सुनियोजित विकास की
बात हो रही है। ”



स्वास्थ्य



जगत प्रकाश नड्डा
केन्द्रीय स्वास्थ्य मंत्री

“ इस अभियान से शहरों में स्वास्थ्य के
प्रति चेतना आएगी। खास बात ये है कि स्थानीय
लोग अपने शहर-क्षेत्र में उपलब्ध स्वास्थ्य सुविधाओं
का मूल्यांकन स्वयं कर रहे हैं। ”



90 Round Table Conferences



10 Public Forums in 10 cities



Campaign Participation & Interactions

Participation by Fans

 **Shruti Sahu** shared a post
26 July at 21:05



Shruti Sahu ▶ HELLO KANPUR
26 July at 15:20


**** प्यारी बारिश ****
कितना इंतज़ार करने के बाद जब तुम आयी तो राजीव नगर/ यशोदा नगर #yashoda_nagar #kanpur
में तुम क्या बरखा दे गयी, ज़रा ये आज सब को जान लेने दो।

...
See more

Education
Public group


About
Discussion
Members
Events
Videos
Photos

Search this group 🔍

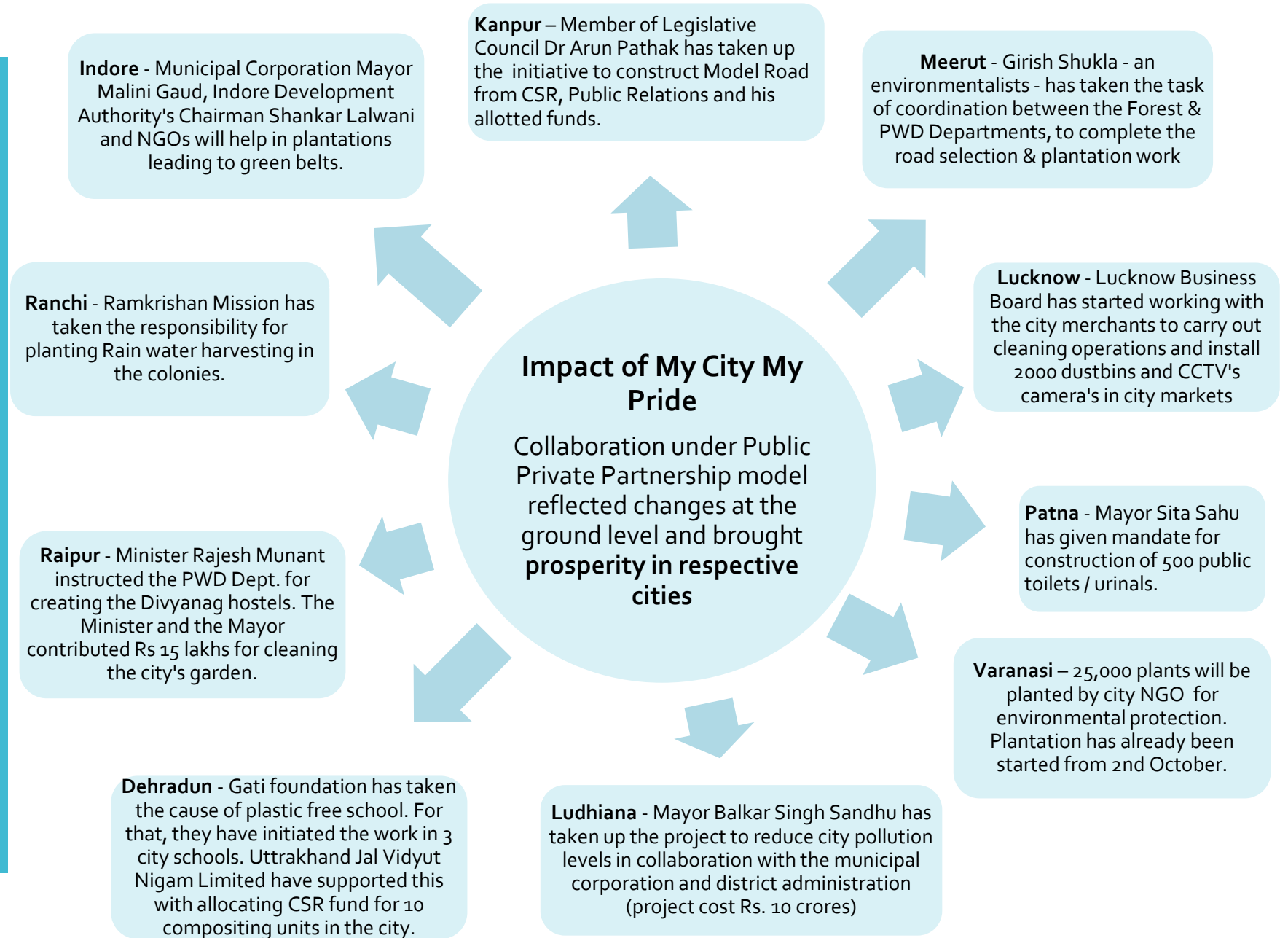
 **Durgesh Kumar Seth**
21 July at 23:25

बदलता बनारस 🤔🤔🤔
सामने घाट नयका पुल 🤔

फोटो- Durgesh Kumar Seth ... See more



Campaign Impact – City Wise



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 Acknowledgment across readers


Ram Ghosh recommends Mycitymypride. 14 hrs · 🌐

I like it.its the very nice page.

⚙️ Provide translation into Hindi


👍 Like 💬 Comment ➦ Share


Himanshi Bhatt recommends Mycitymypride. 21 August at 13:20 · 🌐

Dehradun is a beautiful city and that's a good step by jagran. 🙌🙌

⚙️ Provide translation into Hindi


👍 Like 💬 Comment ➦ Share


Shiv Prakash Saxena reviewed Mycitymypride — 5★ 29 July at 01:47 · 🌐

I am very excited to day for joining this aspect which has a creative mode of exchange of our views . difficulties and other information.I shall be able to put the difficulties of my city' for the welfare of my colleagues and seek solutions for day to day problems.Thanking you.. JAY Hind Jay Jawan Jay Kissan

⚙️ Provide translation into Hindi


👍 Like 💬 Comment ➦ Share


DrRajesh Srivastava reviewed Mycitymypride — 5★ 12 July · 🌐

It's a great initiative by Dainik Jagran by involving people for the people. 🙌

⚙️ Provide translation into Hindi


👍 Like 💬 Comment ➦ Share


Haresh Kumar reviewed Mycitymypride — 5★ 2 July · 🌐

A Good Initiative by dainik jagran Group.

⚙️ Provide translation into Hindi


👍 3 👍 Like 💬 Comment ➦ Share


Pradeep Kumar reviewed Mycitymypride — 5★ 17 July · 🌐

Really Good intitative please add on Allhahabad and Gorakhpur city also 🤔

⚙️ Provide translation into Hindi


👍 Like 💬 Comment ➦ Share


Chetan Upadhyaya reviewed Mycitymypride — 5★ 3 July · 🌐

Great initiative by Jagran' Group.

⚙️ Provide translation into Hindi

👍 Like 💬 Comment ➦ Share


Srishti Chauhan reviewed Mycitymypride — 4★ 16 July · 🌐

Relly very good initiative by jagarn and involve people


⚙️ Provide translation into Hindi

👍 Like 💬 Comment ➦ Share


Yatindra Kumar Srivastava reviewed Mycitymypride — 5★ 7 July · 🌐

Excellent work and excellent plateform* ye ek achi suruat hai bahut se aise log hai jo apni city apne desh ke baare main sochte hai kuch karna chahte hai. Ye platform sabke vicharon ka ek anootha sangam hoga jisse hamari city ke vikas ka roadmap taiyar hoga

👍 1 👍 Like 💬 Comment ➦ Share


राजीव रंजन झा दिग्गज recommends Mycitymypride. 6 August at 16:23 · 🌐

नेक कार्यक्रम दैनिक जागरण के द्वारा

⚙️ Provide translation into English

👍 Like 💬 Comment ➦ Share

Thanks

