

Entry Name:

Me, The Change

Execution:

“Me, the Change” is an editorial campaign which wants to answer one question: What does the first-time woman voter in India want? The campaign used videos of 10 achievers, chaupals on state assembly elections, a nation-wide survey, an event in Delhi and video nominations of young women to answer that question. These are women who are determined to change their world.

Impact:

The campaign has on-ground impact (‘MTC Impact’) with our 10 women achievers, whose activism and achievement have been highlighted & furthered by the campaign. The Quint’s nationwide survey and the issues raised in the campaign led to a Charter of Wants – issues which are important for the first-time voter – and which are being presented to politicians and policymakers. The Quint’s on-ground event held in January 2019 was also a spectacular success.

Result:

Apart from the on-ground event where acclaimed actor Taapsee Pannu felicitated our 10 women achievers, “Me, the Change” campaign has also worked extensively with Bollywood celebrities to invite nominations for young women achievers & to further awareness on the campaign’s “Go Vote” phase. The campaign’s “Drop the Ink” initiative is also obtaining real-time votes on issues which matter most to young women voters, for instance 711 votes for “No Jobs.”

Additional info to strengthen the entry:

The Quint’s “Me, The Change” has created content across verticals, including videos, podcasts, articles, events and advertisement, with a specific objective on defining and enquiring on the aspiration of the first-time woman voter. The campaign was supplemented by extensive on-ground activity as well. The Quint have used Facebook as an exclusive platform to amplify the stories covered under this initiative and ensure it reaches as large an audience as possible.

URL: bit.ly/MeTheChange

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