

# **Media Innovation Awards**

## **Marketing Innovation for Public Service**

# **#Padathon [Social Media]**

7<sup>th</sup> May'18 to 18<sup>th</sup> May'18 - To promote the World TV Premiere of Pad Man On Zee Cinema  
Platform - Facebook, Twitter & Instagram  
Agency: Digi Osmosis

# UNDERSTANDING THE TARGET AUDIENCE

The World TV Premiere of **Pad Man** was scheduled on Sun, 26<sup>th</sup> May 2018, 8 PM on Zee Cinema. The essence of the campaign was to market the movie to the key target audience in an innovative and engaging way along with taking up a social cause to make a difference. Zee Cinema thus decided to take up the cause of women's menstrual hygiene leading up to the Premiere of Pad Man and launched #Padathon.

**Background:** Women in small towns and rural areas don't have access to sanitary napkins and lack awareness about menstrual hygiene. Some of them may be aware but don't have access to affordable ways of menstrual hygiene.

**Objective:** Zee Cinema is considered to be a family channel and the objective here was to strike a chord with families and create awareness about the issues faced by the needy women. The idea was to leverage upon the popularity and influence of the celebs part of the movie Pad Man along with the power of social media to take the initiative to a large scale and help the society and the women residing in rural areas.

**Target Audience: Demographics:** 15 - 40 yrs, with a female skew (60:40)

**Key Markets: P1:** Mumbai, Delhi - NCR, Maharashtra, Gujarat, MP, Chhattisgarh

# ANALYSIS OF THE SITUATION & DEVELOPING STRATEGY

**Situation:** Only 16% of women in India [Motilal Oswal Research Report] have access to sanitary napkins. Women in rural areas are unaware or lack the financial capacity to adapt to hygienic ways and are thus forced to use rags, pieces of old and dirty cloth, newspaperaers etc as absorbants during menstruation. Helping the needy was the key and thus #Padathon was born as a prelude to our Pad Man movie campaign.

**Developing Strategy:** Basis the need for making available proper sanitation for women's menstruation by leveraging upon social media, we aimed to build a community that could come together to create an impact and make a difference to the lives of these women by facilitating their sanitation.

We joined hands with ***Vatsalya Foundation***, an NGO who have the expertise and techonology to produce and distribute low cost and hygienic sanitary napkins. We launched the initiative through our digital campaign **#Padathon** through which every post carrying the hashtag #Padathon across all our social media platforms, posted by the audience, Zee Cinema contributed Rs. 10 to the cause of women's menstrual hygiene to the Foundation.

Thus, we developed a strategy on digital and took it forward. We also added a leg of BTL activity to amplify the impact and help Vatsalya distribute the sanitary napkins in rural areas, school, bus stands in Maharashtra etc

# CREATIVITY & INNOVATION

Leveraging on the power of social media and influence of celebrities on the platform, we executed the campaign predominantly on Twitter, supported with Facebook and Instagram. We created #Padathon as the campaign hashtag.

We kickstarted the activity with Akshay Kumar posting on social media asking the audience to tweet/post using #Padathon hashtag and Zee Cinema would contribute to women's menstrual hygiene. The star cast - Sonam Kapoor & Radhika Apte and the producer of the film, Twinkle Khanna also supported the initiative through their social media support.

The real Pad Man, ***Arunachalam Murugnatham*** and other influential personalities like ex-cricketer *Jonty Rhodes*, *Shabana Azmi*, *Pragya Vats*, *Mandira Bedi*, *Swanand Kirkire*, *Pankaja Gopinath Munde*, *Karan Wahi*, *Soumya Tandon* and our social media audience at large supported our initiative. With the #Padathon initiative, through each tweet and post across social media platforms, we were able to raise ***total Rs. 6 Lakhs***.

With the amount raised, ***we adopted 2000 women across India for 1 year*** and we joined hands with an NGO, Vatsalya Foundation which took care of supplying and distributing the low cost and hygienic sanitary napkins to the women in rural areas and small towns, villages, schools and bus stands.

# #PADATHON VIDEO

<https://www.youtube.com/watch?v=8l4FU5ap30>

# RESULTS ACHIEVED - SOCIAL MEDIA

With the funds Zee Cinema raised through the initiative we achieved the below results:

**60,000** hashtags collected across platforms

Amount contributed by Zee Cinema **Rs. 6 Lakhs [Rs.10 for every hashtag]**

**2000 Women** adopted and given a free supply of sanitary napkins for 1 year

The **#Padathon** campaign garnered  
1.4M Impressions + 1.1M Reach on Facebook  
2.3 L Impressions on Twitter  
1.2 L impressions on Instagram

FB:

<https://www.facebook.com/ZeeCinemaChannel/videos/vb.110180319077250/1739550802806852/?type=2&theater>

Twitter:

<https://twitter.com/zeecinema/status/998863181060567040>

Instagram:

<https://www.instagram.com/p/BjFBPdqIXGx/>

YT:

<https://www.youtube.com/watch?v=8ll4FU5ap30>

# RESULTS ACHIEVED - WORLD TV PREMIERE

EK PAGLA,  
JISNE DUNIYA KO BADLA

FROOTI  
Presents

**PAD MAN**

Co-Powered by  
Allen Solly

SAT,  
**26th MAY**  
8pm

WORLD TV  
PREMIERE

**ZEECINEMA**

Presenting Sponsor: **FROOTI**

Co-Powered by: **Allen Solly**

The CSR initiative also helped the World TV Premiere of Pad Man on Zee Cinema in a successful way

The Movie Premiere rated **2.3 TVR** with a **11.07 Reach**



# CELEBRITY INFLUENCER TWEETS FOR #PADATHON

**Akshay Kumar** 7 May · Facebook Creator ·


Make women strong only then will the country be strong! ZEE Cinema's latest initiative wherein for your every post/tweet using #Padathon tagging @zeecinema, they will donate Rs.10 to the cause of women's menstrual hygiene. It's time for you too to be a PADMAN!



<https://www.facebook.com/akshaykumaroofficial/photos/a.10151757074123283/10155990473843283/?type=3&theater>

**Jonty Rhodes** @JontyRhodes8

We are all in this together @mandybedi thanks @zeecinema #Padathon



8:09 PM - 16 May 2018 from Mumbai, India

<https://twitter.com/JontyRhodes8/status/996762088675651585>

**PankajaGopinathMunde** @Pankajamunde

#Padathon @zeecinema



4:15 PM - 7 May 2018

<https://twitter.com/Pankajamunde/status/993441576427966466>

**mandira bedi** @mandybedi

Here's @zeecinema's latest initiative wherein for your every post/tweet using #Padathon tagging @zeecinema, they will donate Rs.10 to the cause of women's menstrual hygiene. It's time for you too to be a PADMAN!



7:32 PM - 16 May 2018

<https://twitter.com/mandybedi/status/996752817896509441>

**Radhika Apte** @radhika\_apte

How to demand for development when we can't make a breakthrough in our soch? @zeecinema's latest initiative is all about this where u can tweet using #Padathon tagging @zeecinema & they will donate Rs.10 on every tweet of urs to the cause of women's menstrual hygiene. Be a PADMAN



8:28 PM - 10 May 2018

[https://twitter.com/radhika\\_apte/status/994592411077758976](https://twitter.com/radhika_apte/status/994592411077758976)



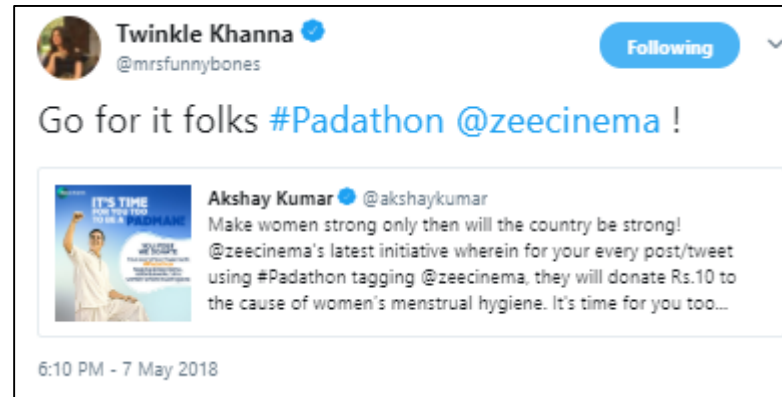
# CELEBRITY INFLUENCER TWEETS FOR #PADATHON



<https://twitter.com/akshayerathi/status/993445890709835778>



<https://twitter.com/akshayerathi/status/993445890709835778>



<https://twitter.com/mrsfunnybones/status/993445890709835778>



<https://twitter.com/saumyatandon/status/996680126053023744>

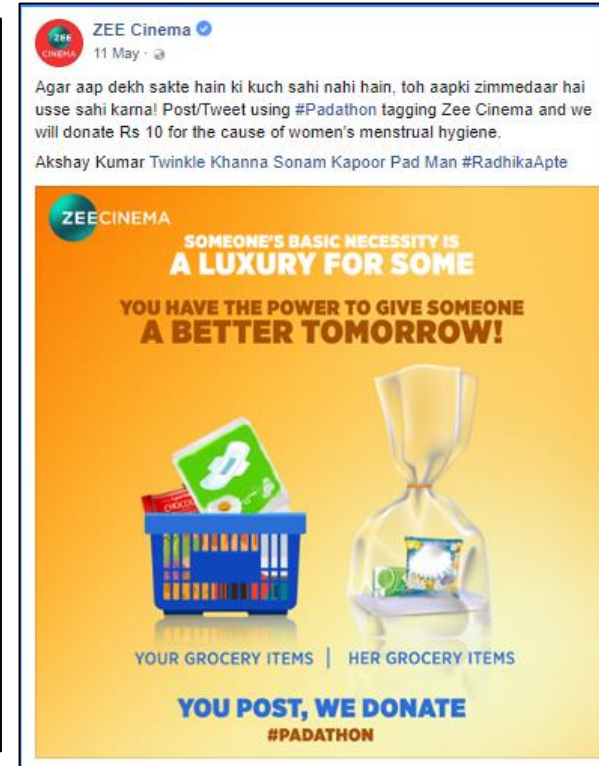


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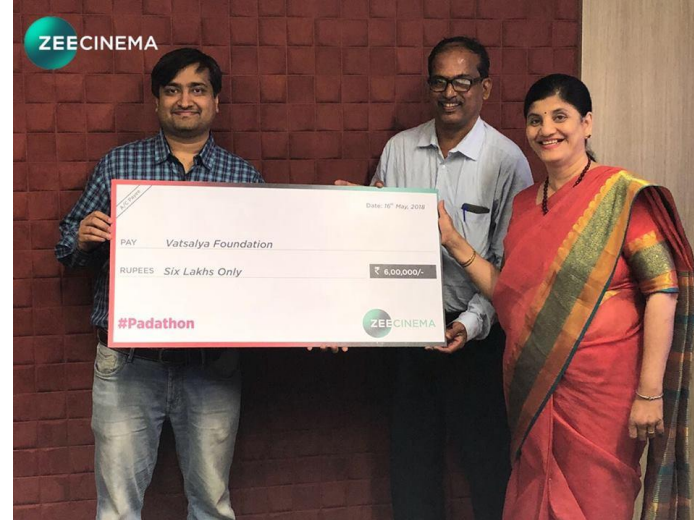
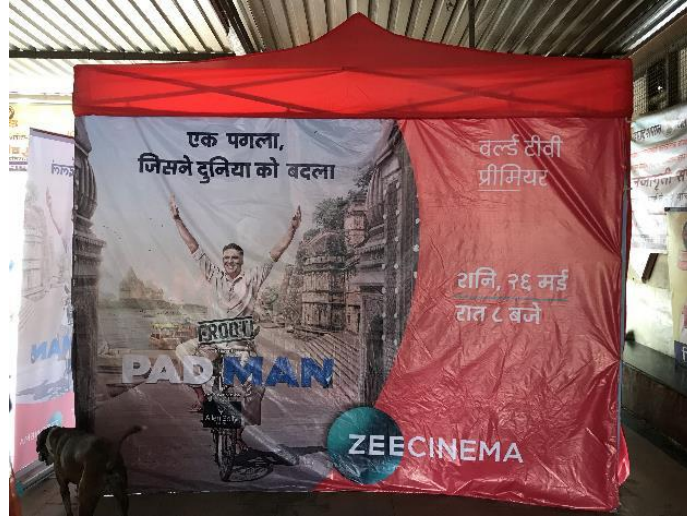
<https://twitter.com/karan009wahi/status/996748107722391552>

# POSTS ON ZEE CINEMA PAGES





# BTL ACTIVITY



# MEDIA COVERAGE

- <https://m.dailyhunt.in/news/india/english/tvnews4u-epaper-tvnews/zee+cinema+s+padathon+tweet+for+a+cause+takes+social+media+by+storm-newsid-87523023>
- <https://www.adgully.com/zee-cinema-s-padathon-tweet-for-a-cause-takes-social-media-by-storm-77938.html>
- <http://mumbainewsnetwork.blogspot.com/2018/05/zee-cinemas-padathon-tweet-for-cause.html>
- <https://tvnews4u.com/tag/padathon-zeecinema/>

**Thank You**