

Path Breaking Journey of



Communication Goal

ZEE Hindustan wanted to differentiate itself from the cluttered TRP-chasing news channels with the anchor overshadowing real news and real opinions. For this we launched a channel with no Anchors and mandated LIQVD ASIA to conceptualize an idea and amplify this bold initiative of ZEE Hindustan.



Challenge

ZEE Hindustan was a non-existing brand in the market and was always perceived as a second foot channel of ZEE News and had no distinctive identity of its own.

Objective

To create an awareness about the channel while effectively communicate ANCHORLESS News broadcasting's advantages & create enough of a stir to drive sampling.



Insight

As, in news industry, News and anchors go hand-in-hand, more than often anchors start forcing their ideologies/opinions on camera.

In a Twitter poll conducted, more than 50% audience would prefer watching news without an anchor.



Rachna Bhola
@rachnabhola

Will you prefer watching a news channel without an anchor?

56% Yes

22% No

22% Maybe

192 votes • Final results

12:34 PM - 26 Nov 2018



Single Minded Proposition of Zee Hindustan

An anchorless format. Means the news content will directly reach the audience without any mediator or filter.

THE HERO –NEWS CONTENT

Because viewers are smart

Creative Approach

From the insight, the core message which was cracked was “ZEE Hindustan goes anchorless, because viewers are smart”.

To establish the irrelevance of anchors the campaign also took a different and quirky creative route by touching India’s top anchors to communicate the benefit of news without views.



Media Strategy



B2B

OOH, Mailers, Trade
Magazines

B2C

Print, TVCs

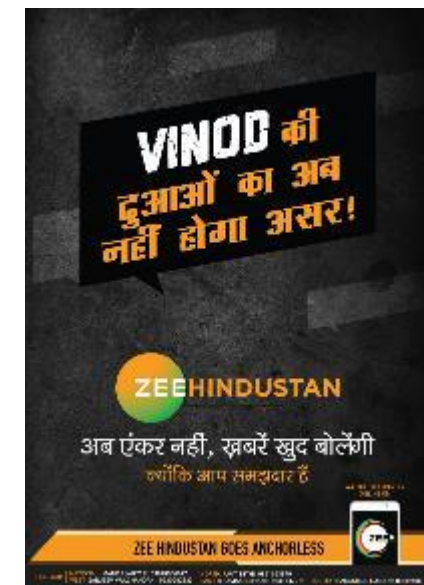
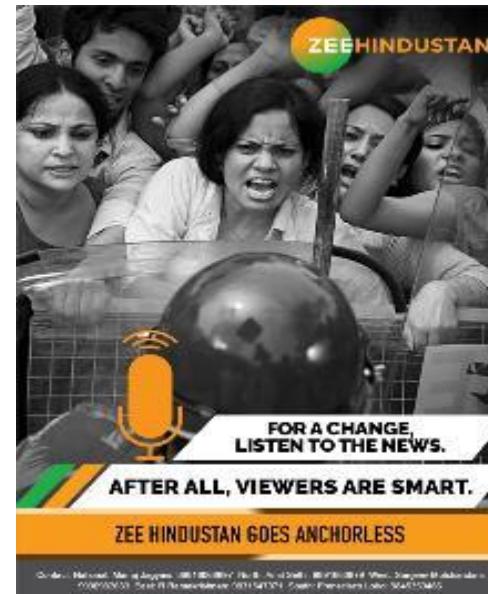
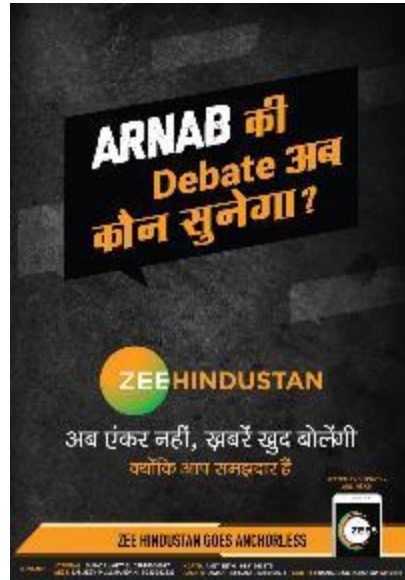
Distribution

Ads in Avishkar Group
magazines targeting
MSOs & LCOs

A combination of media, message and guerrilla tactics was used to set out to launch a nationwide stir.

- 1) The message was established through **High Visibility TVCs** on ZEE group channels; **Print ads** on front page of leading national dailies
- 2) The **OOH sites** were strategically chosen outside prominent high-footfall areas for an impactful campaign.

Creative Approach



Media Vehicles used

Elements	Partners	Remarks
Zeel Channels	Zee TV, Zee TV HD, Zee Anmol & Big Magic	200 Promos
ZMCL Network Channel	All Channels-Except Zee News	4300 Promos
Print Ad	DNA	3 Insertions (All Edition)
Print Magazine	IMPACT	Page Extension
	AFR	Back Page
Emailers	ITV	3 Emailers
	e4m	6 Emailers
	Campaign India	2 Emailers
	Adgully	3 Emailers
	BMI	5 Emailers
	afaqs	6 Emailers
Distribution	Avishakar	Print Ad in Avishakar Magazine and Avishkar Darpan

Reaching More than
3 Million People

2 week long dedicated campaign to disseminate a strong message **now content is the face of Channel**

Promotion on Entertainment and News Cluster

Channel	Frequency(Per day)	Duration (Seconds)	No of days
ZEE Hindustan	24	40	15
WION	24	40	3
ZEE 24 Ghanta	24	40	15
Zee Business	24	40	15
	24	40	
Zee UPUK	24	40	15
	10	40	
	24	40	
	24	40	
	24	40	
	24	40	
ZEE Salam	24	40	15
ZEE PHH	24	40	15

4200 + promos on our News Network

Channel	Frequency(Per day)	Duration (Seconds)	No of days
Zee TV	5	40	11
Zee TV HD	5	40	11
Zee Anmol	4	40	11
Big Magic	4	40	11

200 promos on Entertainment Cluster

Media Vehicles used



Elements	Partners	Remarks
Print	TOI + NBT	Verticle Half (Delhi+ Mumbai)
	HT + Hindustan	Full Page All Edition
	DNA	1 Insertion (All Editions)
OOH	80 Sites	13 cities
Print Magazine	IMPACT	2 Insertions
	Avishakar + Darpan	2 Insertions
	Afaqs Reporter	1 Back Page
Emailers	BMI	3 Emailers
	Afaqs	3 Emailers
	E4M	3 Emailers
	MXM	3 Emailers
	Mediaavtar	2 Emailers
	ITV	2 Emailers
	Adgully	1 Emailers
MSO	Avishakar	Print Ad in Avishakar Magazine and Avishkar Darpan

Reaching More than
70 Million People

Extending the campaign with taking a different and a quirky creative route by touching India's top anchors creating the maximum exposure for the campaign.

Media Effectiveness

Combining media, message and guerrilla tactics, the campaign went viral and gave us mileage far beyond our media spends. Without any spends on digital, the idea took the medium by storm.

Ravish instagrammed

Anjana tweeted

Rajat sharma's extreme reaction

and the Public got involved and we earned over 8.5 mn impressions on digital, 1.9X growth in search volumes for ZEE Hindustan



Impact on Channel Share



hindustantimes



madovermarketing_mom • Follow

madovermarketing_mom Zee has taken an interesting step in TV journalism by making their Hindi news channel Zee Hindustan anchor-less. "The anchors who appear on news channels often appear to give colour to a particular story. The viewers who really want to follow, or just know about the news are left with no choice but to watch that anchor. We at Zee sensed this urgency and decided to come up with an alternative which will just give news, without any views. And this is how Zee Hindustan was born."

ai_m_raz Ab sare anchors zee Hindustan k BIP rally m dikhnge. @ai_m_raz soooooooooo fuckin true @gellergreenebuffay @sneha_savant1589

2,226 likes
1 DAY AGO
Add a comment...

Suparna Singh @Suparna_Singh • Jan 9
Thanks for the @ravishndtv shoutout, Zee 🙏. We think he owns Prime Time too (Mon-Fri 9 pm) 🙏🙏



madovermarketing_mom • Follow

madovermarketing_mom When Zee Hindustan tried taking a jibe at NDTV by putting this hoarding right outside their office, NDTV's CEO Suparna Singh tweeted back thanking them for the recognition.

yours_shourya wtf
yours_shourya 🙏
J_x_h_l_ 🙏🙏 BEST
anvillavi lsko kehhte hain 'Poon ki poori lena' 🙏
ankur_chalisa @kanugupta72
badtameez_bania @rabshady
@thescreenpatti
badtameez_bania @shivankit_parihar
1,658 likes
1 DAY AGO
Add a comment...



Mad Over Marketing

news laundry



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NL PODCASTS

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Zee Hindustan to go anchor-less. Thank god for small mercies

By NL Team | Jan 9, 2019



Home

AdAge India



Marketing Advertising Digital Mobile watch Recap 2018 CMO Lounge Top Ads

"YOUTUBE DELIVERED A 230% BRAND UPLIFT FOR FERNS N PETALS"



SAI TOTA

Head, Digital Marketing



Home » India » Zee Hindustan Goes Anchorless: Smart Move Or Desperate One?

Zee Hindustan Goes Anchorless: Smart Move or Desperate One?

Creating Buzz
Amongst Opinion
makers

"I must say this is a very bold and nicely thought strategy. There is definitely a white space for this kind of innovative attempt. However, I am of the opinion that a lot will depend on the editorial head of the channel. One has to have a very strong nose for news and an immense understanding of what works in news and what works on TV screens," said a senior media expert.

REGULATORS

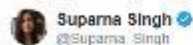
Delhi HC orders Zee Hindustan to stop using Rajat Sharma's name in ads

The ads were a part of Zee Hindustan's ad campaign to promote its anchorless channel

10 Jan 2019, 12:41 PM IST | By Anshu Kumar Singh



MUMBAI Delhi HC has restrained Zee Hindustan from using the name of India TV editor-in-chief Rajat Sharma in any of its advertisement.



Suparna Singh
@Suparna_Singh

Thanks for the @ravishndtv shoutout, Zee 😊. We think he owns Prime Time too (Mon-Fri 9 pm) 😊😊

♡ 1,396 · 2:43 PM · Jan 9, 2019

481 people are talking about this

1:22

Instagram



ravishkumarmdtv



13,437 likes

ravishkumarmdtv रवीश का टाइम कभी खत्म नहीं हो सकता है. आपको हजारों अवॉर्ड मिल जाएंगे लेकिन कभी रवीश खत्म नहीं होगा. पत्रकारिता में हर आम आदमी कभी न कभी कोई न कोई रवीश हूँदेंगे. _

हमें ऐसे माहौल में उन्माद की भाषा के इस्तेमाल से बचने की जरूरत है. इस पेशे का उसूल यही है कि हम काम करते हुए हमेशा इस बात का ध्यान रखें कि न तो खुद भावनाओं में बहेंगे और न ही किसी को उकसाएंगे. आप सब जब यहां से जाएंगे तो अपने अपने ट्वीट को पढ़िएगा. मैं मजा खराब नहीं करना चाहता लेकिन आप चैनल वालों ने सच में हिन्दुस्तान का मजा खराब कर दिया है. जो भाषा और जिस तरह से काम चल रहा है पिछले पांच साल से आज या कल जब कोई दस साल बाद यू-ट्यूब के तहखाने में जाकर हूँदेंगा कि इस समय कौन क्या कर रहा था तब पता चलेगा कि कोई एनडीटीवी भी था जो भीड़ नहीं बन रहा था. न हम भीड़ बन रहे थे न हम भीड़ बना रहे थे. मैं भाषण नहीं दे रहा हूँ. मैंने पहले भी कहा कि आज टीवी का पर्दा जो है वह बहुत तरीकों की चुनौतियों से गुजर रहा है. बिजनेस की नज़रियां हैं।

1:32

https://www.google.com/amp/s/www

10

jansatta.com

जनसत्ता

hindustantimes



Anjana Om Kashyap
@anjanaomkashyap

नाम ज़रा अदब से लीजिए।

♡ 5,150 · 3:37 PM · Jan 12, 2019

1,716 people are talking about this



NEXT

Digital Buzz !



ZeeHindustan –Tweet Exposure

Increase in conversation around #ZEEHindustan on 9'Jan, when the marketing campaign was launched (Data Source: Tweet Reach)

Daily Tweet Impression Trend



27
TWEETS

22
CONTRIBUTORS

7
DAYS

EXPOSURE

157,285 IMPRESSIONS



@ZeeHindustan –Tweet Exposure



People started talking about and mentioning ZEE Hindustan with the graphics of the Ad.
A discussion on social platforms was initiated (Data Source: Tweet Reach)

Total Impressions on #ZeeHindustan & @ZeeHindustan within 24 Hrs = < 5 Lakhs

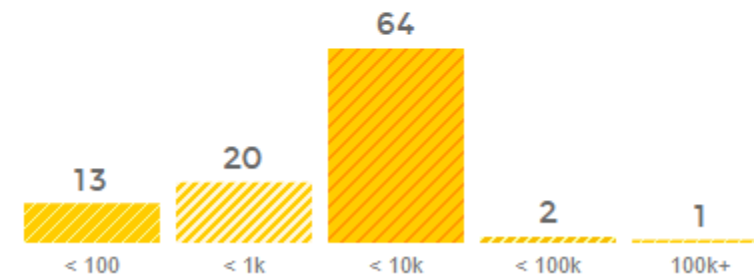
ESTIMATED REACH

238,328

ACCOUNTS REACHED

EXPOSURE

380,614 IMPRESSIONS



Bars show number of tweets sent by users with that many followers

THANK YOU