

## OBJECTIVE

ABP Ganga is the latest news channel from ABP News Network focused solely on the states of Uttar Pradesh & Uttarakhand. Launching in a market with 14 other established competitors, the need was very clear to immediately create an impact and a connect with the channel's first impression. Even more important was to ensure that the core messaging & positioning of the channel gets communicated across clearly through the promo, with a high recall value.



## CREATIVE SOLUTION

The identity/philosophy of ABP Ganga is best explained through its tagline 'Khabar Aapki, Zubaan Aapki'. Even though a news channel, ABP Ganga's outlook & approach to news gathering & dispersal is to not just report events & happenings as news but rather be the voice of the people and raise issues & matters which are relevant to the people of this region as well.

Accordingly, while the visuals used are all of real people in real locations, even the script of the promo was written to clearly depict the juxtaposition between the what news channels are considered to be doing and what ABP Ganga is seeking to do.



## RESULTS

ABP Ganga debuted at No 3 in urban Uttar Pradesh & Uttarakhand amongst 15 channels with a very high Time Spent Per Viewer figure as well. Within a year of its launch, ABP Ganga is already the No 3 news channel in the entire UP/UK market and fast closing in on the No 2 spot.

While the current status is of course a result of multiple factors, the initial upsurge & following viewer loyalty can be attributed to the first impression that the channel made through this promo – leading ABP Ganga to already being identified as the people’s channel.



# RESULTS



Debuts at  
**NUMBER 2**  
in  
**Uttar Pradesh &  
Uttarakhand**

*Source BARC, ABC 15+, Mkt 10-75 L Urban, Wk 17'2019*



**NUMBER 1**  
during  
**0600 - 1000**  
**1400 - 1900**  
hrs

*Source BARC, ABC 15+, Mkt 10-75 L Urban, Wk 17'2019*



The  
**NUMBER 1**  
**SHOW**  
in **Urban UP/UK**

*Source BARC, ABC 15+, Market UP/UK Urban, Wk 17'2019, 1700 - 1800 hrs, Weekdays*

Bemaani Baaton Mein,  
Maayne ki Talaash.

A search for meaning,  
Amidst all the lies

Siyaasat ke beech,  
Sarokar ki Baat.

A sense of fraternity  
Amidst this politicized society

Simatte Tootte Samaaj ko  
Badalne ki Chaah

A desire to change  
This ever breaking & healing society

Bebas Haalaaton Mein,  
Umeedon ki Raah

A ray of hope  
In the gloom of despair & helplessness

Shor-o-Gul ke beech  
Aapki Zubaan

The sound of your voice  
Amidst the din & noise

ABP Ganga  
Khabar Aapki, Zubaan Aapki

ABP Ganga  
Your news. Your views.

