

# MIA<sup>(S)</sup> | MEDIA INNOVATION AWARDS

Entry Name: Gujarat Solutions Toolkit

Category Name: Marketing

The use of innovative marketing practices to enhance a media brand, create excitement around it and help it stand out from the competition.

Duration: June 2019 (ongoing)

A case by



**Divya Bhaskar**



# EXCERPT

## GUJARAT, IN INDIA WAS A 3-PLAYER NEWSPAPER MARKET

Gujarat Samachar was a legacy player and a default choice of advertisers; Sandesh, was a low-cost option. Divya Bhaskar, though a dominant second player in reach, had an obfuscated positioning. Thus, advertising budgets were largely getting divided between Gujarat Samachar and Sandesh.



## **CHALLENGE**

**TO CARVE A UNIQUE POSITION  
FOR DIVYA BHASKAR IN THE  
MINDS OF THE ADVERTISERS.**

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## OPPORTUNITY

Institutionalise the competitive advantage of the unique solution-centric approach that Divya Bhaskar already provided and drive value to its advertisers in Gujarat, which is a high priority market for all marketers.

# OBJECTIVES



Become the one-stop destination for advertisers seeking a solution-centric approach in Gujarat  
> Increase advertising revenue



Increase engagement with the advertisers

# IDEA

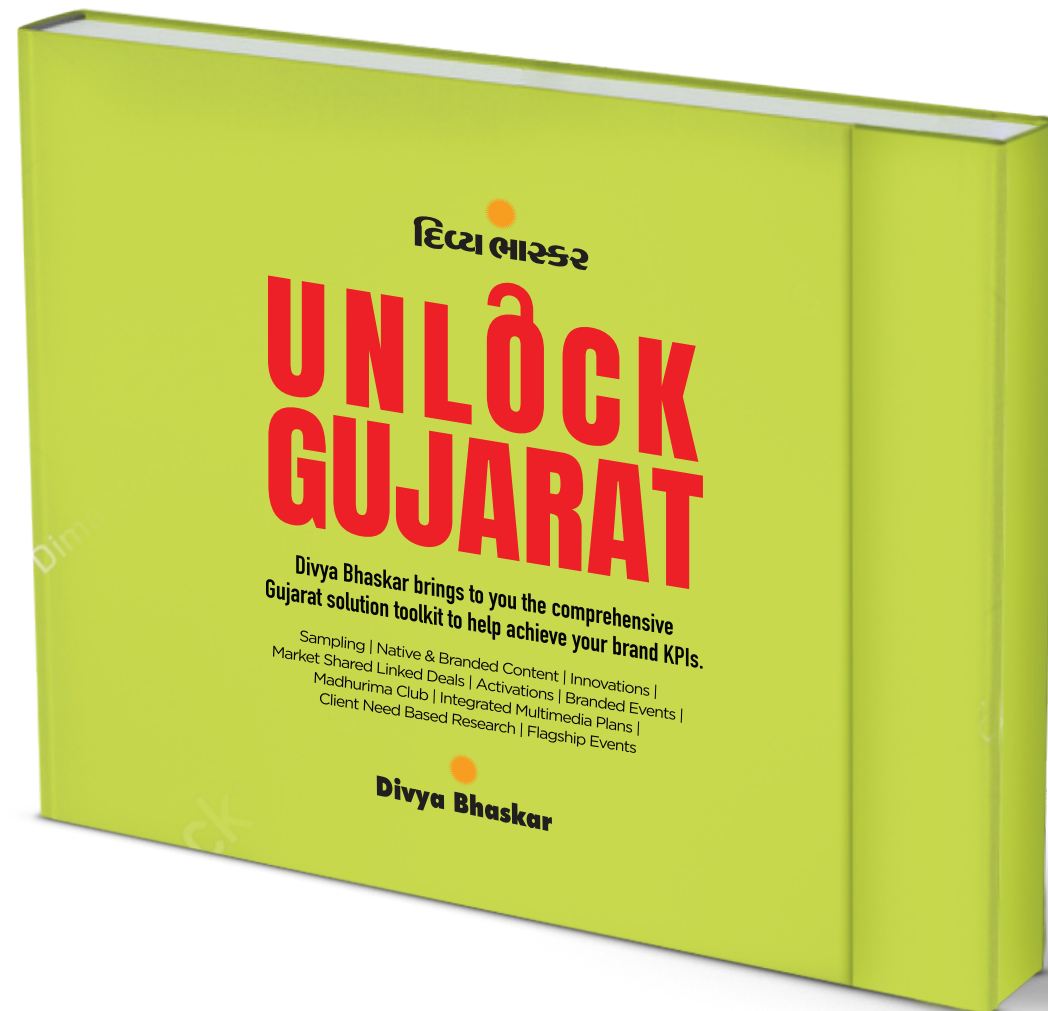
# UNLOCK GUJARAT

## THE SOLUTIONS TOOLKIT

Divya Bhaskar developed a unique pop-up book exhibiting solutions that aided advertisers in achieving their brand KPIs.

### Solutions

- Sampling
- Native and Branded Content
- Activations
- Innovations
- Integrated Multimedia Plans
- Client Need Based Research
- Market Shared Linked Deals
- Madhurima Club
- Branded Events
- Flagship Events



The Unlock Gujarat pop-up book comprised of solution-driven cases that we had executed with our partners.

# PROCESS

Sharply defined target lists were made to whom the book was presented.



Internal training was organised for the sales team to drive solution-centric approach in the market.



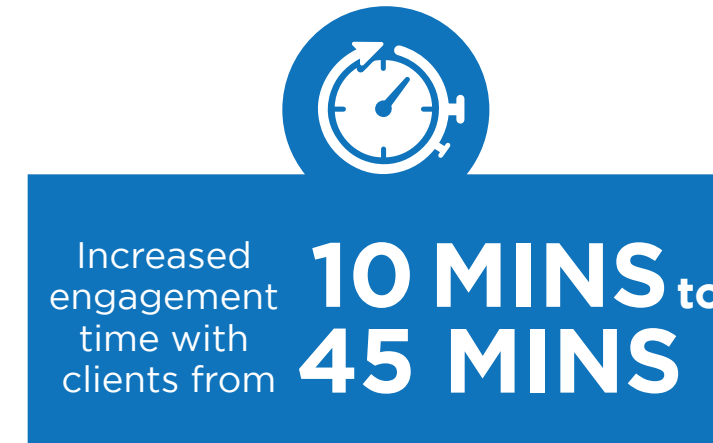
The sales team was equipped with support material to address queries.



Solutions to the briefs shared by marketers were delivered within a turn around time of 48 hours.

# RESULTS

**The Gujarat Toolkit  
carved the identity of being  
a solution provider for  
Divya Bhaskar.**

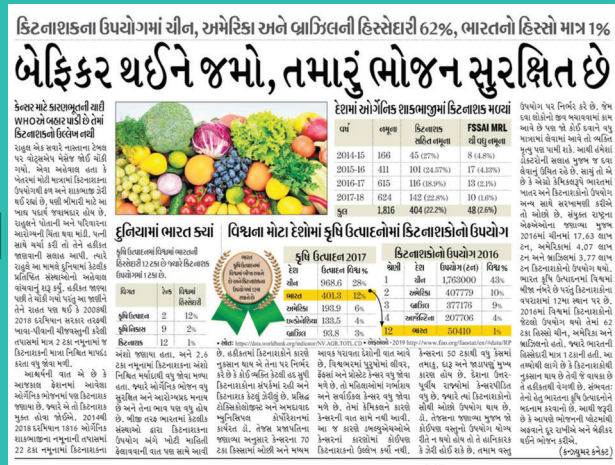


**The Gujarat Toolkit helped  
Divya Bhaskar become  
the one-stop destination  
for advertisers, directly making  
a big impact on revenue.**



# REFERENCES OF SOLUTIONS DELIVERED

## UPL- Native content



## Reliance Mutual Funds- Activation



## Johnson & Johnson- Post event coverage



## Asian Paints- Branded content



## Johnson & Johnson- Post event coverage



## Hair & Care- Native content



## FEEDBACK

Divya Bhaskar's telemarketing team conducted a research among 150 advertisers to assess the success of the Gujarat Toolkit - 100% respondents shared a positive feedback.

"Seeing the toolkit was an eye opener for me. Such innovative solutions explained in a very simple manner."

"I didn't know Divya Bhaskar had such a bouquet of solutions to offer. These will greatly help my brand."