



superhits

RED

FM 93.5

Bajaate Raho!

superhits

RED
FM 93.5

Bajaate Raho!



PLASTIC KA PACKUP

October - 2019

superhits
RED
FM 93.5

Bajaate Raho!

CAMPAIGN MOTIVE

PLASTIC KA PACK-UP a unique campaign which was launched at the time of strict ban on 'Single-use' plastic .The major objective for this campaign is to support Indian Government & BBMP efforts on plastic ban.

In Bengaluru, BBMP (Bruhat Bengaluru Mahanagara Palike) has imposed a strict ban on 'Single-use' plastic, the campaign was launched on October, 2nd birth anniversary of Mahatma Gandhi. To back the same, RED FM has joined hands with BBMP to encourage Bengalurean's towards making the city plastic-free. As the campaign label 'Plastic Ka Pack-Up' advocates, RED FM is trying to make Bengaluru residents aware of the hazard caused due to plastic on our planet.

superhits
RED
FM 93.5

Bajaate Raho!

WHY - PLASTIC KA PACK-UP AT SILICON CITY - BENGALURU



According to the Indian government, the ban on the first six items of single-use plastics will clip 5 per cent to 10 per cent from India's annual consumption of about 14 million tons of plastic. These include plastic bags, cups, plates, small bottles, straws and certain types of sachets.

The name Plastic Ka Pack up has a very straight forward message in it, where we are talking about stop "Single Use" Plastic and start using the organic products which doesn't have plastic element in it. Keeping their creative image and objective of purposeful entertainment intact, REDFM came up with plastic campaign which will help the cause to spread out among the general public & which will also support BBMP.

superhits
RED
FM 93.5

Bajaate Raho!

STRATEGY OF IMPLEMENTATION



Branding - Approx 15000, Branded REDFM cloth bags were distributed at Supermarkets/Shops/RWA



Tie up - In association with the NGO's: United Way and Go Native, RED FM supported the 'India Plog Run' on October 2nd which was supposed to be the world's largest cleaning drive



ON AIR/DIGITAL – Endorsement of the campaign done in every show, Plog run call for registration, Interview of BBMP commissioner, **Swarathma**-the band- they create songs that has message which was played on Air and Digital.



PR Releases - RED FM declares 'Plastic Ka Pack-Up' in the Silicon Valley of India! Which was covered by various publications

superhits
RED
FM 93.5

Bajaate Raho!

ON GROUND EXECUTION & RESULTS - RED FM Association with 'India Plog Run'



REDFM, RJ TUHIN covered on ground association with 'India Plog Run' on October 2nd which was supposed to be the world's largest cleaning drive flagged off by Deputy Chief Minister Dr.

Ashwath Narayan and the BBMP Commissioner Mr. Anil Kumar in Bengaluru. This drive is aimed at creating a culture of clean and green environment.

superhits
RED
FM 93.5

Bajaate Raho!



RED FM 93.5

BAJAATE RAHO



TER HAT AAJ KE ZAMAANE KA RADIO STATION



SUPERHIT MUSIC

BOLLYWOOD



ON GROUND EXECUTION

RED FM Distributed Cloth Bags Especially At Local Supermarkets Where The Propensity Of The Consumption Of Single-use Plastic Is High. Almost 15000 Branded REDFM Bags Distributed In Various Areas Of Bangalore.



AREAS COVERED -

FRAZER TOWN
SHIVAJINAGAR
MG ROAD
COMMERCIAL STREET
KORAMANGLA
BANNERGHATTA ROAD
MALLESHWARAM
LINGARAJPURAM
MADIWALA
JAYANAGAR
BTM LAYOUT
MARATHHALLI
RT NAGAR

superhits
RED
FM 93.5

Bajaate Raho!

ON GROUND IMPACT- AWARENESS ON PLASTIC BAN

The collage illustrates the on-ground impact of the awareness campaign. It features several photographs showing individuals in red shirts, likely volunteers or staff, distributing white plastic bags to the public. The bags are branded with the 'RED FM 93.5' logo. The activities are taking place in various locations, including a street with parked motorcycles and a supermarket. The supermarket, 'SRI MAHALAKSHMI SUPER MARKET', has a sign that reads 'WHOLESALE SUPER MARKET'. Another photo shows a woman in a blue sari holding a white bag. The bottom right corner features a circular logo for 'superhits RED FM 93.5 BAJAATE RAHO!'.





RED FM 93.5

93.5

superhits
RED FM 93.5

BAJAATE RAHO



PER HAT AAJ KE ZAMAANE KA RADIO STATION



93.5



SUPERHIT MUSIC

BOLLYWOOD



REDFM CLOTH BAGS WERE DISTRIBUTED TO SHOP VENDORS



Ward 18 & 19 turned Plastic Free.

Event graced by ward 18 & 19 corporates and Mr. Subhash Aadi – Chairman of National Green Tribunal

superhits
RED
FM 93.5

Bajaate Raho!

ON AIR EXECUTION

TEASER

Teasers started from 20th Sept, meant for 2 days to create hype in the city about the PLASTIC KA PACK-UP

PROMO

ON AIR Promo started from 22nd Sept which talked about Plastic ban, integration of Plog run drive happening in Bangalore, Various waste management activities, etc., on the other hand, RJ's also spoken about the on-ground distribution of bags at various stores & signals which happened simultaneously..

Links/Bytes

Campaign Endorsement done by – BBMP COMMISSIONER, Singer, Actors, Local organic companies, Bands etc.

superhits
RED
FM 93.5

Bajaate Raho!

ON AIR - DRIVES/CAMPAIGN IMPACT

Morning No.1 show drives PLOG RUN association, where the CEO of United India-Mr Manish Michael visited REDFM studio and talked about SINGLE-USE PLASTIC

The Chumma Show: Additional Commissioner BBMP, Mr. Randeep D visited REDFM studio and fronting the initiative to ban single-use plastic in Bengaluru.
Outcome – Listener like - Vignan-Resident of Sanjaynagar ward- initiated a complete plastic ban in the area after REDFM – PLASTIC KA PACK UP campaign started

Interviewed – Odette, Co-founder of Beautiful Bengaluru-an active Citizen group that works towards a ban of single-use plastic.
Mr. Guru Prakash- Regional Head of Green Initiatives at Infosys. He shared the initiatives of plastic waste under the United Nations Environment program and how Infosys set a benchmark for other corporate companies by avoiding 3 million plastic items in just 1 year.

Swarathma-the band- they create songs that have a message about social evils- and plastic being one- the whole band came forward to support our initiative.
Hotelier association president-Mr Pravesh-he spoke about how hoteliers are working towards a plastic ban.
Aditi- Technical Director at the International Solid Waste Management Association. She partners with the UN and works to develop projects regards to Solid Waste Management across the globe.

superhits
RED
FM 93.5

Bajaate Raho!

DIGITAL CAMPAIGN EXECUTION



RED FM Bengaluru

Published by Sukriti Mal [?] · October 2 at 12:00 AM · 🌐

Plastic Ka Packup by REDFM Bangalore..

REDUCE, REFUSE, REUSE, RECYCLE PLASTIC BAGS!!!

Stop bagging the planet – say NO to plastic bags.

Eradicate plastic from Bangalore city.. #Bangalore BBMP Facts BBMP

#swachhbharat #cleanindia #BBMP

#singleuseplastic #plasticban

#ban #plastic #Plastickapackup #RedfmNo1FMstation #campaign #initiative

#bajaateraho



Get More Likes, Comments and Shares

Boost this post for ₹1,430 to reach up to 16,000 people.

2,518

People Reached

34

Engagements

Boost Post

RedFM Presents -Plastic Ka Pack Up, the campaign objective is to make Bengaluru resident aware, not to use plastic related items and eradicate single use plastic from the city.

superhits
RED
FM 93.5

Bajaate Raho!

RED FM -RJ TUHIN covered on ground association with 'India Plog Run' on October 2nd which was the world's largest cleaning drive in various areas of BANGALORE

RED FM Bengaluru
Published by Sukriti Mal [?] · October 2 at 8:19 AM ·
Plastic Ka Pickup- Team Red FM joins the India Plog Run to Detox India.
Say no to single use plastic products...
Eradicate plastic from Bangalore city. ... See More



2,963 People Reached

14 Likes, Comments & Shares

12 Likes	12 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

123 Post Clicks

91 Photo Views	0 Link Clicks	32 Other Clicks
-----------------------	----------------------	------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Local public sending us the live images through social media to make their area PLASTIC FREE



DIGITAL IMPACT



RED FM Bengaluru

Published by Sukriti Mal [?]

September 26 · 🌐

PLASTIC KA PACKUPIII

REDUCE, REFUSE, REUSE, RECYCLE PLASTIC BAGS!!!

Stop bagging the planet – say NO to plastic bags.

Catch RJ Tuhin in conversation with Mr. Rubin Raj, Founder & CEO/Producer at Rubin Raj productions.

Stay Tuned to KA 935 show, Today from 5:00 to 9:00 PM.

#BetterIndia #GoOrganic #SayNoToPlastic
#BanThePlastic #Bangalore #Recycle #Green
#RedFmNo1Channel #India #Embassy
#BajaateRaho

📷 Tag Photo

📍 Add Location

✎ Edit

👍👎 14

1 Share

👍 Like

💬 Comment

➦ Share

⌵



Write a comment...



superhits
RED
FM 93.5

Bajaate Raho!



PLASTIC SONG BY FAMOUS BAND "SWARATHMA"





PLASTIC KA PACK UP

Catch RJ Tuhi in conversation with
Kailash Kher
Indian Playback singer and Music Composer
Brand Ambassador for Swachh
Bharat Mission

Stay Tuned to KA 935 show, Today from 5:00 to 9:00 PM



redfmbengaluru • Follow
Bangalore, India

...



redfmbengaluru Plastic Ka Packup!!!
Catch @tuhinanshu in conversation
with @kailashkher.. Stay tuned at
KA935 show, Today from 5:00 PM to
9:00 PM @redfmindia
#plasticcapackup #bansingleuseplastic
#campaign #initiative #cause
#singleuseplastic #singer #composer
#RedFmNO1Station #Bangalore
#swachhbharat
#modi #cleanindia #clean
#singleuseplastic
#plasticban #ban #redfm
#bajaateraho

3w

mellisafey Hello good day
Do you have Malaysia old money,
Indonesia old money, Brunei old



20 likes

SEPTEMBER 30

Log in to like or comment.

superhits
RED
FM 93.5

Bajaate Raho!

DIGITAL IMPACT – BBMP & REDFM ASSOCIATION



redfmbangaluru • Follow
Bangalore, India



redfmbangaluru Bbmp additional commissioner @Randeep_Dev in the studio this morning to talk about single use plastic ban @redfmindia #plasticpackup #bbmp #PlasticFreeIndia #betterindia #bajaateraho

3w



sharad_the_seeker Great initiative for the environment as always team

sharad_the_seeker



17 likes

SEPTEMBER 30

BBMP additional commissioner (SWM) Randeep D visited REDFM studio and said, "We are extremely happy to associate with 93.5 RED FM who also has been spearheading the initiative to ban single-use plastic in Bengaluru."

superhits
RED
FM 93.5

Bajaate Raho!

TWITTER EXECUTION



superhits
RED
FM 93.5

Bajaate Raho!

MEDIA COVERAGES RESULTS

04, Oct
Radio and Music
Bureau

RED FM declares 'Plastic Ka Pack-Up' in 'Silicon Valley' of India!



04, Oct
Television Post
Bureau

RED FM declares 'Plastic Ka Pack-Up' in the Silicon Valley of India !



superhits
RED
FM 93.5

Bajaate Raho!



THANK YOU

superhits
RED
FM 93.5

Bajaate Raho!