

ACTION BEGINS HERE



PRINT INNOVATIONS

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ABOUT SWACHH NETA CAMPAIGN



People are picky about what they buy or consume. But when it's about choosing their Netas, voters forget the most important step: Researching about their neta's background. In the recent All India Survey 2018 released by ADR, while 97.86% of the Indian voters do not want candidates with criminal antecedents in the Parliament and the State Assembly, 36.67% voters don't know about the criminal records of the candidates who were contesting elections. TIMES NOW, as a voter welfare initiative, decided to spread awareness on this subject. In the run-up to to the recently concluded

Lok Sabha Elections, TIMES NOW announced 'Swachh Neta: Mission for Clean Politics', with the objective to educate and empower the citizens to make an informed voting decision. It was found that Indians based their voting decisions on inadequate and vague information about electoral contestants. The Swachh Neta campaign aimed to bridge this indifferent and detached approach and embrace a clean political ecosystem by driving the importance of involvement, scrutiny and background check in picking candidates.

A website www.swachhneta.com was launched in partnership with ADR. People could facilitate a background check on the candidates in the various constituencies on the parameters including qualification, criminal record, financial income and assets.

The reach was tremendous, our insertion in Times of India reached 56,45,000 readers; The Economic Times and ET Panache have reached 9,83,000 readers and Mirror's insert grabbed the attention of 9,99,000 readers.

PRINT AS A CRITICAL MEDIA VEHICLE



Newspapers in India carry extensive coverage of political news around elections and readers spend a significant amount of time catching-up on the updates and developments.

TIMES NOW realised that newspapers have the potential to be the right media vehicle to spread awareness about this campaign. Since newspapers have specific sections which adhere to readers with specific interests like movie reviews, horoscope, trading guides etc. The people at TIMES NOW decided to target them with contextual ads placed next to these specific sections.

The messaging was carefully crafted to assert the importance of background checking the netas before voting while being in context of that particular news section.

REACHING OUT TO THE MOVIE BUFFS







Publication :
Times Of India – Movie Review Section Economic Econo

eviews

the least least and the Blegitimate on of accurrence mamed Bahaar Begum (Dixi) and Bahraj Chaudhary (Duri).

With a stellar star cast, one would expect that the story would have sementaling new to offer. But the Blegitimate of the story would have sementaling new to offer. But the Blegitimate of the story would have sementaling and the reference and the reference blegitimate of the story would have sementaling and the story would have sementaling and the story would have sementaling the story would have sementaling

plays to ber strengths. Sinha is good

but it is Kapur who shines, bringing sincerity to his performance. Dixit

extravagant sets, Kalank is painfully

Publication:

Economic Times Panache – Movie Review Section

the movie's six pivotal characters

(Kapur), a newspaper editor,

grave love, but can't have it.

CAPTURING THE STOCK TRADER'S ATTENTION





RESEARCH YOUR NETA
WELL BEFORE INVESTING
YOUR VOTE.
Log onto www.swachhneta.com

SWACHHNETA
MISSION FOR CLEAN POLITICS

TIMESNOWNEWS.COM

Publication:
The Economic Times – Day's Trading Guide

ON THE WATCHLIST OF WEEKEND ENTHUSIASTS







Publication:
Mirror – Things to do today

A HOROSCOPE PREDICTION THAT WAS HARD TO MISS



hers raise fees, IIM-Kozhikode aives tuition fees of 12 toppers

Ex-IAF pilot's wife murdered

to release smaller, greenish-yellow ₹20 notes soon

Publication: Times Of India – Horoscope Section

YOUR FUTURE IS IN YOUR OWN HANDS. CHECK UP ON YOUR NETA.

Log onto www.swachhneta.com







