Engaging Millennials In The Digital Landscape

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Marketing and Strategy
The Hindu Group
Active engagement with children

- Young World is launched as a supplement
- The Hindu in School was launched
- Young World Club online portal was launched
- The Hindu in School e-paper was launched
- Young World Quiz and Painting contests began
The Product
Young World Club
Carving a niche in kids’ ‘edu-tainment’

- **US$ 6B**: Kids’ “edu-tainment” industry in India
- **4 HRS**: Time spent online per day by urban India kids
- **5%**: Kids content amongst the top 100 YouTube channels
- **26%**: Viewership of kids content amongst the top 100 YouTube channels

4 HRS

Time spent online per day by urban India kids
Our objective: Beyond school and textbooks

• Going beyond regular curriculum

• Bridge between classroom and the real world

• Fun, interactive learning online
Our philosophy

Curated content that enhances cognitive, creative development

Diverse multimedia content in various formats

Exposure to various interests and hobbies, to help form a foundation for them to develop further

Safe to View environment for the learner. Gives uninterrupted learning experience for the viewers.
In a child’s week cycle

15-20 mins a day
What is Young World Club?

• Young World Club is a fun, interactive online portal for kids to explore the world and learn exciting new things

• Fully gamified platform with leaderboards

• Filled with interactive puzzles, videos, articles, games and contests, the site is 100% ad free

• Content curated by The Hindu Group and updated every week

• Junior (age 6-9), Seniors (Age 10-14) categories

• 6 exciting sections: Think, Read, Do, Travel, Play, Change
Variety of interactive content across themes

The Solar System - 1

Match the planets in this pacy memory game! There's lots to learn about the solar system!

Cricketers Crossword

Cricket lover? Try your hand at this crossword based on names of Indian cricketers! The blurred picture clues will help you.

The Big Cats

Roar! Try this crossword based on the names of the big cats in the wild. How many can you guess?

What's that Idiom - 2

The cat's out of the bag! These idioms based on animals are really fun! You'll have a whale of a time.

Super Bowl Sunday

What's 'super' about Super Bowl Sunday? Find out all about this popular sporting event!

The Food Groups

Do you know what the five food groups are? Try out this pacy memory game and learn about them!

Complete the Book Title

Are you a bookworm? Can you complete the names of these famous literary works? Give it a go!

Five Interesting Things - Paint

Explore the colourful world of paint with this interesting 'true or false' challenge! Try this out now.
The Strategy
Awareness | Engagement
Two Levels: The Buyer and The User

Decision Maker (Parents)

End Users (Children)

MARKETING COMMUNICATION

- Digital
- Print
- Social Media
- Radio

End Users (Children)
Building Awareness
Differentiated communication with focus on benefits, product vs the content.
Automation and Transactional Communication

**Usage based auto trigger mails** – Transactional emails specific to user behavior for increased response

**Consumption tracking and customized interaction** – Personalized recommended content

**Usage based gratifications and recognitions** – Badges, leaderboard and user generated content

**Progress update to parents** – Content engagement progress report and milestones communication for deeper engagement with parents
The Summer Explorer Challenge
The Young World Club Analytics

2,139,536
Unique Page Views

3,91,534
Unique Sessions

221,074
Unique Users

06:00 mins
Avg Session Duration

5.46
Pages per session

45%
Returning Users

Data from April 2016 – Jan 2018
Freemium subscription model

SUBSCRIPTION PACKAGES

**ANNUAL**
- 1 year validity
- Unlimited viewing of online learning widgets

**ANNUAL COMBO**
- 1 year unlimited viewing of online learning widgets with Young World Magazine
Exciting and interactive national level contests in association with top kids’ brands

- Roald Dahl design contest with Puffin
- Flash Fiction with Disney
- Summer Explorer Contests with Kidobotiks
The YWC Carnival

5 cities | 10 workshops a month
Exciting on-ground engagement
Juniors & Senior kids specific workshops
Direct interaction with 1500+ kids and parents

Fun with Science
Story Telling
Cartooning
The Young World Club Experience
The Next Big Leap

• In-product social interaction
• Multiplayer content and live contests
• Augmented Reality content
• National level on-ground engagements
• Confluence of Digital and Physical engagement

• Global Smart Toys Market Worth USD 8.4 Billion by 2020. Smart toys' or 'app toys' consist of three interconnected elements: a video game (or application interface), one or more connected objects and a distribution platform with a display.