The Daily Star

Wins Two “South Asian Digital Media Awards” in Gold Category
Category: Best in Digital Advertisement campaign

Project Name: Rise High Bangladesh

A Digital focused Export Idea Contest

Sponsor: Crown Cement
Flow of Discussion

- Digital Snapshot – BANGLADESH
- Digital Snapshot - The Daily Star
- Winning Case Study
$312.5 Million
Yearly Marketing

*Excluding Government Expenditure
Leading English Daily of The Nation

The Daily Star

60,000 Daily Print Subscribers

300,000 Daily Readers

2 million +

2.5mln+ unique user
<table>
<thead>
<tr>
<th>Category</th>
<th>Global</th>
<th>Bangladesh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>7.476 Billion</td>
<td>163.9 Million</td>
</tr>
<tr>
<td>Internet Users</td>
<td>3.773 Billion (50%)</td>
<td>63.3 Million (39%)</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>2.789 Billion (37%)</td>
<td>26.0 Million (16%)</td>
</tr>
<tr>
<td>Unique Mobile Users</td>
<td>4.917 Billion (66%)</td>
<td>120.5 Million (74%)</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>2.541 Billion</td>
<td>22 Million (13%)</td>
</tr>
</tbody>
</table>

Source: We Are Social Jan 2017
Growth Scenario - Bangladesh Vs Global

<table>
<thead>
<tr>
<th>Category</th>
<th>Bangladesh</th>
<th>Global</th>
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</thead>
<tbody>
<tr>
<td>Internet Users</td>
<td>+17%</td>
<td>+10%</td>
</tr>
<tr>
<td>Active Social Media Users</td>
<td>+73%</td>
<td>+21%</td>
</tr>
<tr>
<td>Active Mobile Social Users</td>
<td>+69%</td>
<td>+34%</td>
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</table>
Mobile is dominating the traffic ecosystem

### Share of Web Traffic by Device

**Laptops & Desktops**
- 22%
  - Year-on-Year Change: -1%

**Mobile Phones**
- 77%
  - Year-on-Year Change: 0%

**Tablet Devices**
- 1%
  - Year-on-Year Change: +20%

**Other Devices**
- 0%
  - Year-on-Year Change: 0%

Source: wearesocial.com
Social Media is enjoying exponential growth

**FACEBOOK USAGE ANALYSIS**

A breakdown of Facebook users by device, frequency of use, and gender of user.

- **Total number of monthly active Facebook users:** 26.00 million
- **Percentage of Facebook users accessing via mobile:** 85%
- **Percentage of Facebook users using Facebook each day:** 34%
- **Percentage of Facebook profiles declared as female:** 25%
- **Percentage of Facebook profiles declared as male:** 75%

Source: wearesocial.com
Overview of Digital Platform Evolution In Bangladesh

- **2008**: Facebook Based Campaigns
- **2009**: Emergence of G&R (Facebook starts advertising)
- **2012**: Media Buying (Facebook starts advertising)
- **2013**: Launch Of 3G
- **2015**: YouTube: The New Sensation
- **2016**: App Marketing
- **2017**: Chatbot services

The questions...

- What should be our focus now?
- Is Digital Worth The Hype?
- Is Digital That Relevant in BD Context?
- Dilemma on spend more on Traditional or Digital?
### Brand are spending on Social Media Marketing

<table>
<thead>
<tr>
<th>Service</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media Marketing</td>
<td></td>
</tr>
<tr>
<td>Content Development &amp; Management</td>
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<tr>
<td>Google Ad Buying</td>
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<tr>
<td>Copy Writing</td>
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</tr>
<tr>
<td>Website Development</td>
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<tr>
<td>Increasing Page Responsiveness in Facebook</td>
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<tr>
<td>Launching Online Events</td>
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<tr>
<td>Mobile Based App Development</td>
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<tr>
<td>Website Development</td>
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<tr>
<td>Campaign Planning</td>
<td></td>
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<tr>
<td>Media Analytical Support</td>
<td></td>
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<tr>
<td>Client Servicing</td>
<td></td>
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<tr>
<td>Customized IT Solutions</td>
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</table>
The Daily Star traffic growth is coming from FACEBOOK

- Website Page Views: 6 M+
- Website Users: 1.2 M+
- Avg. time/user: 4:07 min

Source: Social Media

Traffic growth from 2012 to 2020:
- 2012: 7%
- 2013: 12%
- 2014: 18%
- 2015: 26%
- 2016: 30%
- 2017: 34%
- 2018: 39%
- 2019: 45%
- 2020: 50%
Challenges Digital Advertisement Facing

- Ad-blocking environment
- Alternate source to reach Youth
- Traditional Media has less reach
- Interactive campaign in multiple channel is required
Campaign Concept: Collaboration Model

**Challenges for advertiser**
- Ad-blocking environment
- Alternate source to reach Youth
- Traditional Media has less reach
- Interactive campaign in multiple channel is required

**Platforms**
- Newspaper
- Microsite
- Social Media
- Portal
- Microsite

**Viral Campaign**

**Increased Brand Value of Both Partner & Newspaper**

**Social Impact:**
Youth inspired to think of export ideas
A Digital Focused Campaign utilizing all Communication Channel

Print Media For:
1. Call To Action
2. Winner Announcement
3. Winning Ideas Explained

Microsite:
1. Idea Submission
2. Campaign Details
3. Voting Competition
4. Showcasing all videos

FB & YouTube:
1. Hosting all of the winning ideas
2. The Videos were shared on Facebook

Offline Activation:
1. Events launched to raise awareness
2. Gala night for award giving ceremony

60,000 Per Day
2.5 M visitors
2.6 M Likes
6 M Monthly Impressions
How the Readers, the Brand & the Sponsors Benefited

Involving The Future Stakeholders Of the Brand: The University Students

- Corporate Grooming
- Working with export oriented ideas
- Chance to pitch ideas to a group of potential investors

Engage The Sponsor’s Brand with The best export ideas: Brand Association With USP

- Rise high is a wordplay for ‘High rise’
- Crown cement focuses on export
- Involved in nation building

Bringing new ideas to Build a better Nation

- Nation gets innovative export ideas
- Three distinguished Bangladeshis awarded
How the Readers, the Brand & the Sponsors Benefited

1. **Launching Project**
   - Press Conference
   - Teaser Ad
   - Launching News
   - Event FB Page/ Other FB Page

2. **Spreading Information**
   - Print Ad
   - Website
   - Featured Page

3. **Registration Process**
   - Institution registration
   - Focused Activation

4. **Community based Activation**
   - Idea Short Listed
   - Idea Voting
   - Jury Selects Amazing Bangladeshis

5. **Providing Recognition**
   - Reward to export idea winner and amazing Bangladeshis
   - Coverage in Media

6. **Closing Project**
   - Event Report
   - Event Report On TV
   - Incubate the winners
10 Ideas, 10 videos

Call for votes, Live Leaderboard

30% marks on votes

Students became competitive

It became a matter of university pride (Almost every night the top 3 spots kept changing)

Viral!

Shares: 150+

Views: 7000+

150K Web View

Total Online Votes: 480K+!!!
Communication and Activation

Final Score of Live Leaderboard

<table>
<thead>
<tr>
<th>SL</th>
<th>Team Name</th>
<th>University</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Team Unpredictable</td>
<td>University Of Rajshahi</td>
<td>72015</td>
</tr>
<tr>
<td>2</td>
<td>The Good Guys</td>
<td>North South University</td>
<td>68582</td>
</tr>
<tr>
<td>3</td>
<td>Inspireels</td>
<td>North South University</td>
<td>66649</td>
</tr>
<tr>
<td>4</td>
<td>3 Messes</td>
<td>North South University</td>
<td>65219</td>
</tr>
<tr>
<td>5</td>
<td>Bats Of Castlemere</td>
<td>IBA, University Of Dhaka</td>
<td>59902</td>
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<tr>
<td>6</td>
<td>Tasvir</td>
<td>Pustak Bhabo Science And Technology University</td>
<td>54771</td>
</tr>
<tr>
<td>7</td>
<td>Team Dark Horse</td>
<td>IBA, University Of Dhaka</td>
<td>40284</td>
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<tr>
<td>8</td>
<td>Maximum Wheel</td>
<td>IBA, University Of Dhaka</td>
<td>35995</td>
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<tr>
<td>9</td>
<td>Eye</td>
<td>Bangladesh University Of Engineering And Technology</td>
<td>7974</td>
</tr>
<tr>
<td>10</td>
<td>Team Memo</td>
<td>University Of Dhaka</td>
<td>5453</td>
</tr>
</tbody>
</table>

Event Merchandise signed by Tamim Iqbal

Gala Event News

Banner for press conference

Click Here to Visit Microsite

Click Here to See Videos

Champion Team Taken to Visit University of Nottingham
When Collaboration takes place, Magic happens