





## CASE STUDY

Industry: Higher Education • Organization: Divya Bhaskar Group • Period: April 2015 – May 2015 • Job: Event marketing & promotion

## ABSTRACT

Divya Bhaskar is a well-known newspaper and is a part of Dainik Bhaskar Group, which is a media company and has operations in newspapers, radio and digital media. Divya Bhaskar Education Explora is an annual education fair which has been happening for 11 years and is now in its 12th year of operations.

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## JOB DETAILS

We handled all the onsite, offline and online campaigning for the event. Social media, online ads, on ground hoardings, newspaper advertisements, stalls and pretty much anything that was on in terms of marketing for the event providing them a 360 degree solution for the whole event. The education fair was held on May 23 & 24th in the city of Ahmedabad in the year 2015.

## CLIENT EXPECTATIONS

Divya Bhaskar Education Explora wasn't a household name even after 11 years because so far the event was only marketed through the traditional media channels and with the increasing use of online media by youngsters and even their parents especially to look for education opportunities and every aspect related to education, they realized the importance of promoting the event online too. They wanted us to handle all of the event related activities with a big push on online marketing of the event.

## OUR APPROACH

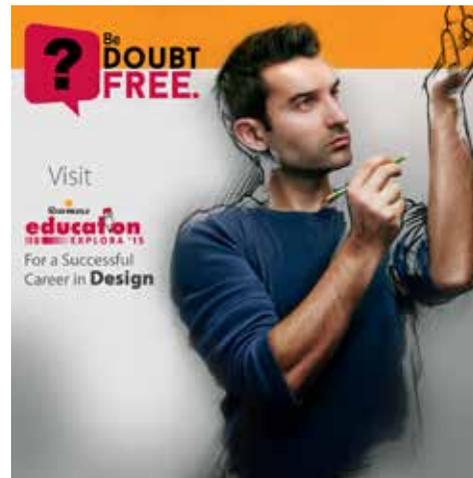
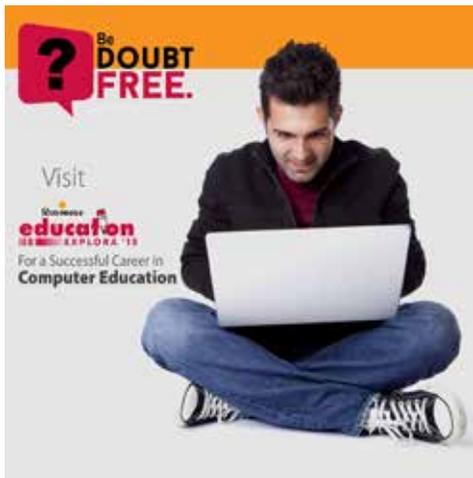
### RESEARCH & OBSERVATIONS

We firmly believe in understanding the business of our clients in as much detail as possible before we take up a task and associate with them. After a due diligence of the past events and getting details of the current year event, we conducted our research whose findings were our 1st step to the plan of action.

We found that the event needs a lot of focus on online marketing and building up enthusiasm among target audience to get them to the event finally. We saw great potential in social media channels and online ad platforms and made a plan accordingly.

### THE PLAN

The plan was to create online presence for the event and promote it heavily in the 3 weeks before the build up to the event. This included paid and organic promotions on all social media channels which drive engagement. We used Facebook and Twitter heavily as well as ads on Facebook and Google platforms. We also handled outdoor publicity and newspaper ads while we focused our energy on the online ads and promotions.



## OUR DELIVERABLES

As a creative agency and looking at the event we knew the target audience can be tapped with online marketing much more effectively than the traditional offline channels and as such we had a major focus on Facebook page, Twitter Account and more online channels. Google adwords campaign, Facebook ads and a lot of organic likes and sharing reached a large user base of the target audience and the event was a grand success from the online marketing viewpoint.



Divya Bhaskar's Education Explora is the Annual Education Fair held in Ahmedabad which started in the year 2004. It has a long history of building careers in the city.

It commenced with the thought of providing a platform for overseas and Indian universities with the presence of immigration consultants, easy availability of financial assistance for students, career counseling, student insurance and other allied services from the education sector. The fair has a legacy of 11 successful years and expects an even bigger 12th year!

Meet **Scholarship Shastri** and avail scholarship worth **₹.1 crore\***

**Venue:** YMCA International Centre - Ahmedabad, Gujarat  
**Date:** May 23 - 24 **Time:** 10:30 am to 7:00 pm

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दिव्य भास्कर  
**education**  
EXPLORA '15



**PRE-REGISTER & WIN ASSURED SCHOLARSHIP\***

Name:

Ph. No.:

Email ID:

Select the categories you are interested in

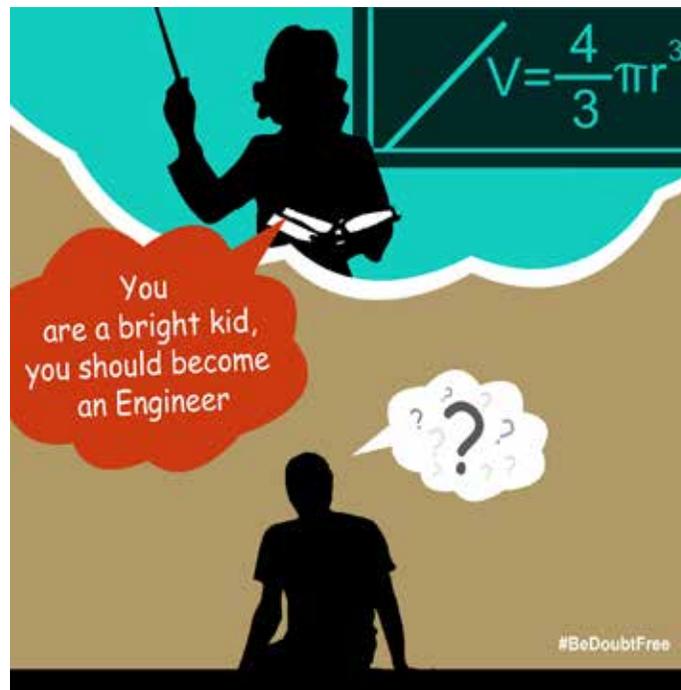
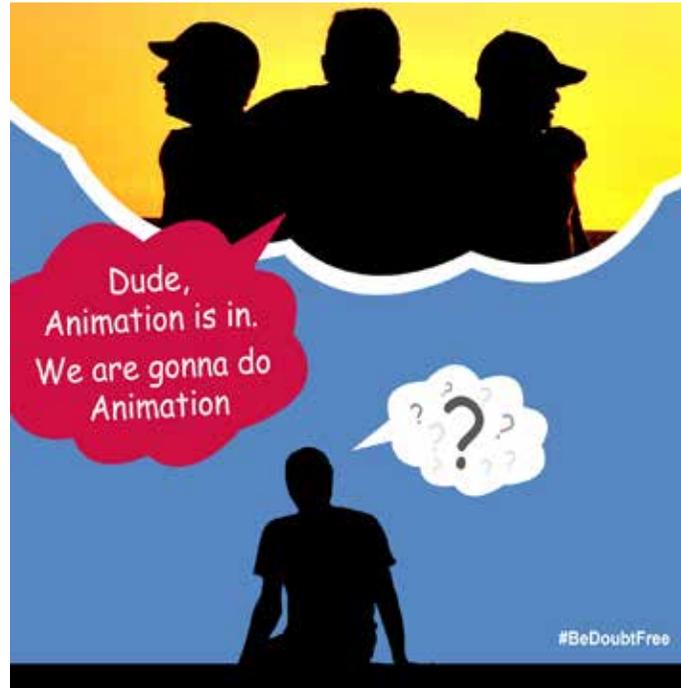
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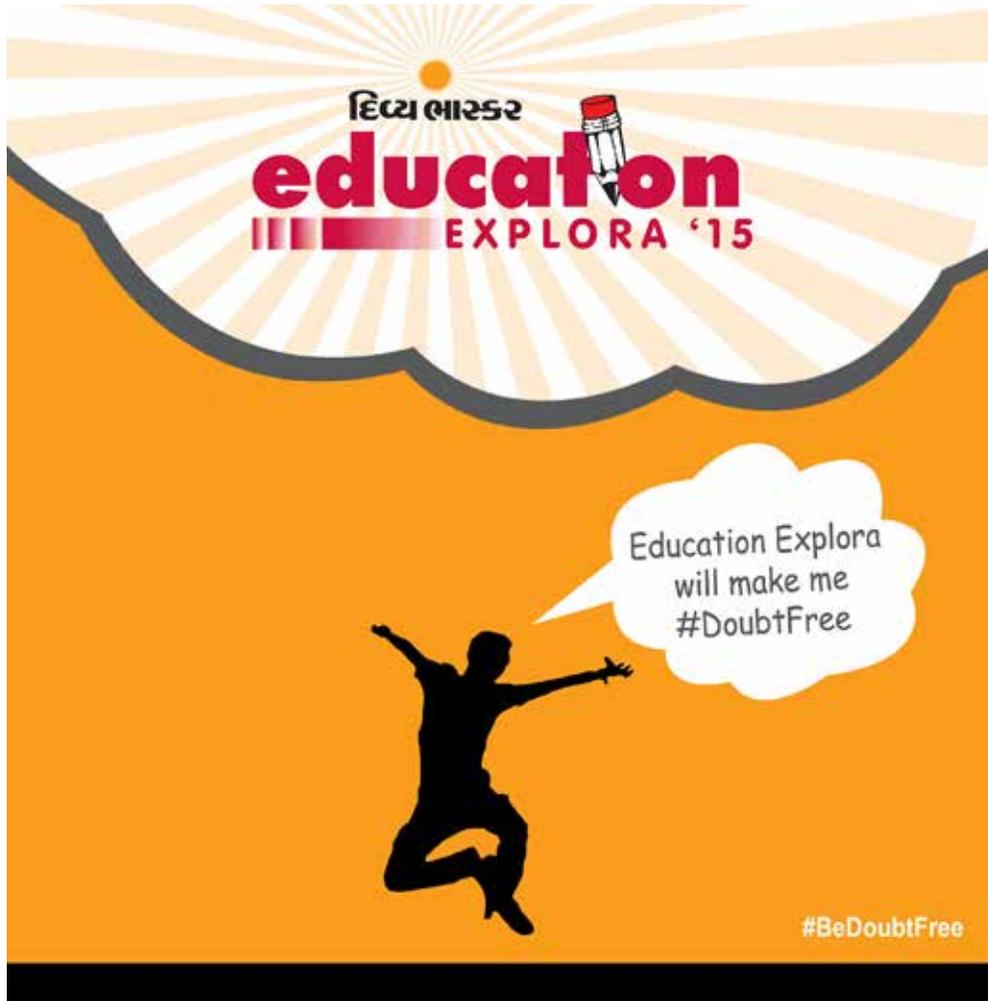
**SUBMIT**

We created a series of posts highlighting how higher education can lead to a lot of doubts and thus the students and their parents should be doubt free. These posts were published on the social media platforms with a Hashtag #BeDoubtFree & were also used for the print and media ads. We also created a mascot for the event called "Scholarship Shastri" which was a figurine of an old, wise looking man who would hand over scholarships to the students. This mascot was not revealed until the newspaper ads went live. The series of creative ads were really popular and received huge engagement. Also, since we were responsible for the whole marketing plan right from digital to newspaper ads to offline and on ground activity, the consistency in the promotional material across different platforms was an added bonus.

The fact that a media house which has a digital marketing department too; hired an agency for creating a brand of the event that has been on for 11 years does speak volumes on how much a bigger challenge it was for us to deliver spectacular results to this client. The event was a huge success with a turnout much bigger than any of the previous years & is expected to pull in a huge crowd next year onwards just by its image created this year.





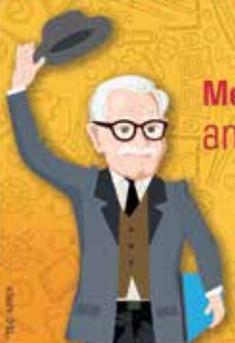


## CHALLENGES

The challenge was that the company had never promoted the event on social media or online in any form. All the marketing so far in last 11 years was on hoardings, their own properties. i.e newspapers, radio or offline and we had to convince them that an online effort would make greater impact for the event.

So to create an online identity from the ground up and manage it & also to convert them in foot falls for the event was all our responsibility.


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Meet **Scholarship Shastri**  
 and avail scholarship worth **₹.1 crore\***  
**FREE REGISTRATION**

**23<sup>rd</sup> & 24<sup>th</sup> MAY**  
 10:30 am to 8:00 pm  
 YMCA, SG HIGHWAY, AHMEDABAD

 PRE-REGISTER WITH US ON FACEBOOK AND WIN ASSURED SCHOLARSHIP

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**5 DAYS LEFT** FOR AHMEDABAD'S PREMIUM EDUCATION FAIR  
**FREE REGISTRATION**

**23<sup>rd</sup> & 24<sup>th</sup> MAY**  
 10:30 am to 7:00 pm  
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YOUR FUTURE. OUR RESPONSIBILITY.

\*T&C apply

# Is this you?

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Your **future.**  
Our **responsibility.**



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THE AXIS OF CREATIVITY



## CONCLUSION

Divya Bhaskar Education Explora is definitely a brand to reckon with after this year's grand success and the agency has received high praise from the media house about how professionally the whole marketing plan was planned, designed and executed.



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Your future, Our responsibility



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SCHOLARSHIP envelopes, where are the scholars?



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anxious parents and students at the registration counter



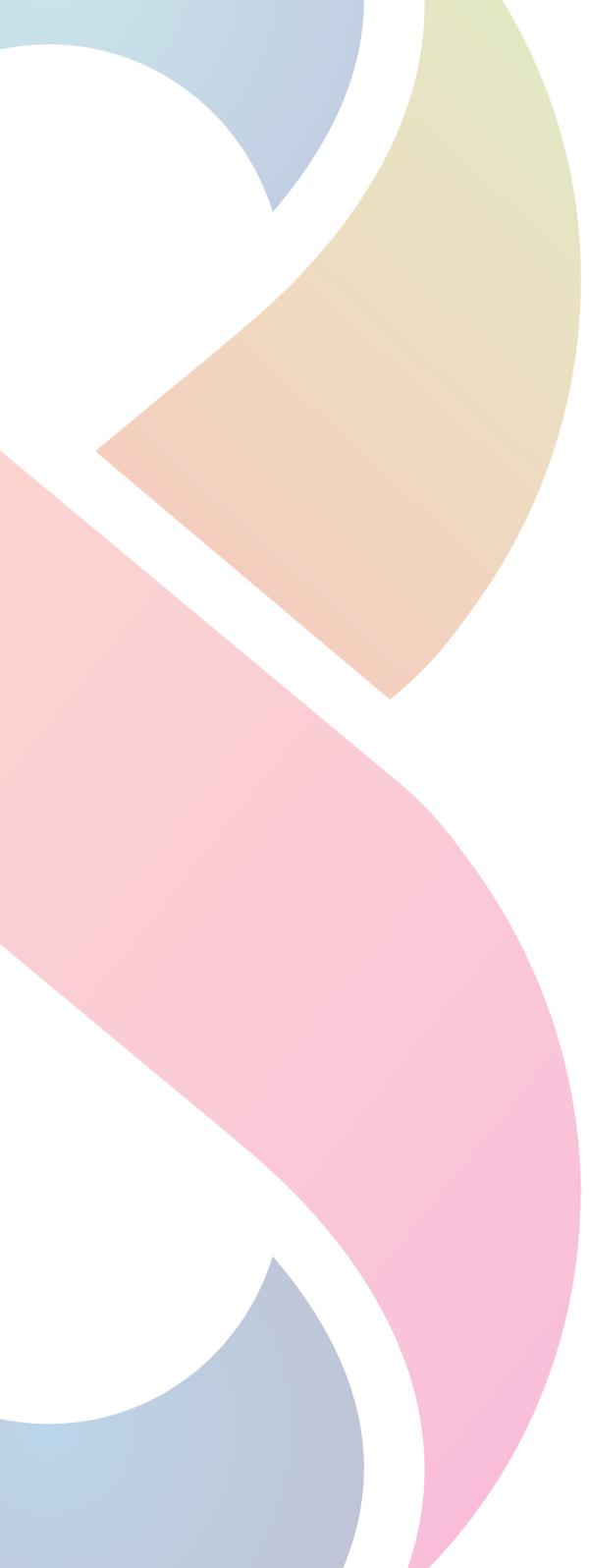
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Visitors are pouring in, where are you?



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The beautiful venue, YMCA club!



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