

MISSION PAANI - NETWORK18 & HARPIC

Objective:

To build on the fact that water conservation is a growing concern and the need of the hour is to make as many people as we can to be aware about this situation so that they could do their bit.

Ask from the Client:

Mission Paani is an initiative by Network18 and Harpic India which addresses the biggest concern, that is water conservation. Laudco was asked to suggest a full fledged 360 degree plan to promote this initiative digitally

Our Unique Solution:

We realised that using KOLs from our general list of influencers will not work to promote an initiative like Mission Paani. Hence, we got in contact with environmentalists, actors, film makers, and even student bodies to help us increase awareness about Mission Paani. A theme was decided for every month like water treatment, biodiversity, and climate change. KOLs created content which revolved around daily activities that they have incorporated in their lives that help save water. Moreover, we roped in more than 100 influencers on Twitter to share regular tweets, or reshare brand created assets on social media. We tied up with student bodies of colleges like ICT Mumbai which helped us influence the Gen Z.

Results:

- 20 influencers on Instagram
- 20 influencers on Facebook
- 100 influencers on Twitter
- Supporting digital activities helped the issue be a topic of discussion at the World Economic Forum in Davos
- More than 3.5m reach every month
- More than 6m impressions every month

Reference Links:

- Shifa: <https://www.facebook.com/821548521252685/posts/3526936820713828/>
- Sayan: <https://www.instagram.com/tv/B5cjD5fH-bF/?igshid=tf69vd2f66vf>
- Shalini: <https://www.facebook.com/203271529757269/posts/2570920026325729/>
- Priya: <https://www.facebook.com/ShishuWorld/videos/2416867455296553/>