

The background of the image is a vibrant red sunburst pattern. It consists of numerous thin, dark red lines radiating from a central point, creating a starburst or sunburst effect. The lines are evenly spaced and extend to the edges of the frame.

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THE COMMUNICATION GOAL

India has an unrivalled youth demographic: Half of the country's population of 1.25 billion people is under 25 years of age. According to the Election Commission of India, as of 1 January 2014, more than 42,000 voters between the ages of 18 and 23 were registered, on average, in each of the 542 parliamentary constituencies. In percentage terms, this comprises of 14% of eligible voters. Their number equates to the voting population of several European countries put together. Understandably then, India's youth were the moniker of game-changers in the elections.

To make the youth in India realize their responsibility and vote, a unique video disguised as adult content was created to convey the importance of voting. To drive the traffic to view this video we needed cost effective yet impactful direct response ideas. The youth in their personal space often visit and exchange such adult content amongst their peer group over mobile phones.



THE SITUATION ANALYSIS

Youth hate to listen to 'Gyan'. They do not consider voting trendy. Therefore we had to talk to the youth without being preachy and in a way they understand and identify themselves with. So to drive traffic to the video we firstly picked two touch points where they find the comfort of a personal space. The 'COLLEGE WASHROOMS' and the 'YOUTH HANGOUTS'. Secondly we created communication that resonated with them and led to instant response.



THE MEDIA SOLUTION

A specially created poster that resembled an ADULT MOVIE TEASER POSTER was put up in college washrooms. The graphic silhouette of male facing female with '18+ WANTED' as headline just like a movie poster made the poster look authentic. 'QR CODE' on it looked like a promotion gimmick that made them curious and excited to scan and view the video.

An adaptation of the poster on a tent card found place on tables at the youth hangouts. As it was placed in a private area the youth had no hesitation to scan the 'QR CODE' and enjoy the video. The video first teased and titillated the viewer and then delivered the message in a strong and impactful manner.

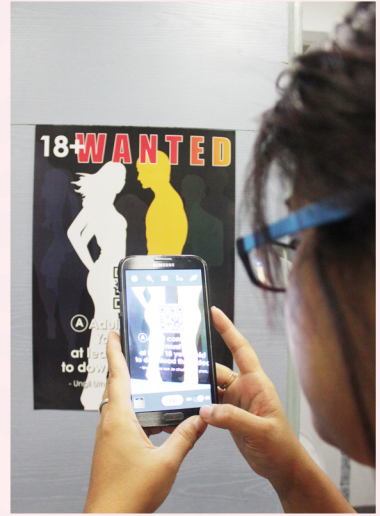
18+WANTED



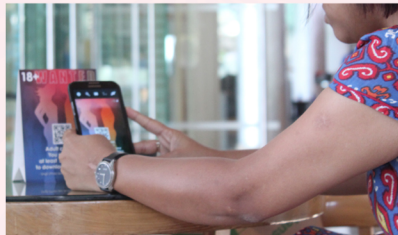
THE MEDIA SOLUTION



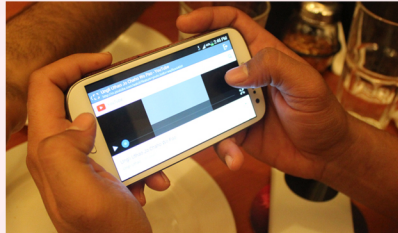
THE MEDIA SOLUTION



THE MEDIA SOLUTION



THE MEDIA SOLUTION



This is probably the first time for you.

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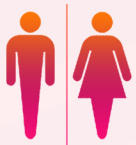
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THE SCALE OF EXECUTION

Strategic planning of touch points and implementation covered a large number of places with youth presence.

The innovative posters were put up in the washrooms of over 400 colleges across India.

Tent cards were displayed in 50 Pizza Hut outlets and 60 Café Coffee Day outlets across India. And the communication attracted the audiences for more than a week.



HOW DID THE INNOVATION DELIVER THE GOAL?

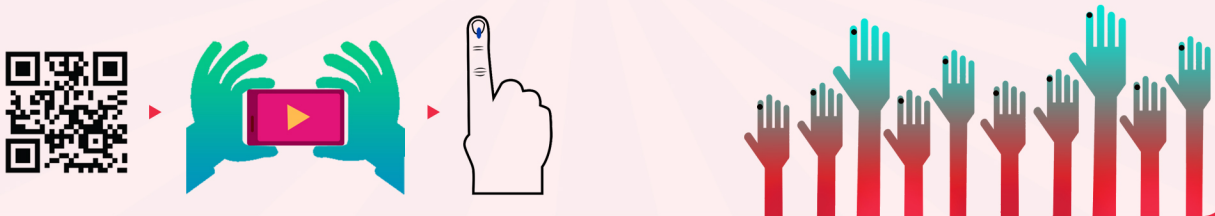
The solution was high on impact at a very low cost per contact. It achieved what otherwise was impossible. Each response was completely voluntary in terms of participation and propagation.

We managed an exposure of over 50 million youths through mobile in just one week.

6 million Facebook likes

The youth found the idea interesting and forwarded it to friend all over India.

And above all the campaign garnered a voter majority after 1984.



WHAT MAKES THE INNOVATION DIFFERENTIATED AND UNIQUE?

This was a first of its kind idea ever used to push the youth to vote. The idea seamlessly merged in to their likes and passed on the message to the otherwise stubborn audience. It also gave a new way of thinks to others on how to target a laggard.

Instead of being disappointed, the unusualness in the approach made the youth copy the 'QR CODE' and send it to their friends. This made the campaign go viral and reached many more.

The idea not only helped in bringing about a change in behavior, but also contributed to bring out a change in Indian Politics.



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