

AMAZON INDIA

NATIVE CONTENT REPORT

- Live Hindustan



Background

Amazon which is 2nd largest online retailer in India*, added a **Hindi language option to its site and apps** in an attempt to reach the half-billion people in India who speak the language

English language is spoken by only a fraction of India's population and hence by **translating the shopping experience into the dominant local language, the site will be more accessible and appear more trustworthy to Hindi-speaking customers.**



HT Brand Studio x Amazon India

Amazon India collaborated with HT Brand Studio to **Create and Distribute content** through its robust & effective distribution platform specially to **HSM Market via Live Hindustan which has a very strong web & social reach** in Indian Hindi Speaking Belt

Campaign Details

Objective

To spread awareness about the new **Hindi Language Feature on Amazon** so as to increase penetration in HSM Market and also showing **widespread catalogue of items** available on the platform

Actions Taken

- A series of “**10 Branded Articles**” were written in **Hindi on LH platform** targeting different problems and how amazon came to peoples rescue e.g.
 - Shopping in Lockdown
 - Shopping for Daily needs
 - Shopping Medical Essentials
 - Shopping By/For Elderly &
 - Buying niche items like copper pots, Fitness Equipment & Madhubani-paintings etc.
- Articles reach was amplified via LH’s **Facebook platform**
- Content was showcased via “**Placeholder**” & “**Zaroor Padhein Carousel**” on LH
- Reach was further enhanced via “**Cuboid Element**” on LH

Campaign Dates

Apr’21 to Jul’ 21

Native Articles



Social Media



Carousel & Placeholder



Cuboid Element



Platforms for Amplification

Properties



Social Platforms



Sample Campaign Snapshots

Social Media Post

Hindustan with Amazon India.
Published by Pratyush Chaurasia · Paid Partnership ·

पढ़ें कैसे अमेज़न के हिन्दी विकल्प के साथ, अम्बाला की मनप्रीत करने लगी ऑनलाइन शॉपिंग।

<https://www.livehindustan.com/sponsored-stories/story-hindi-option-on-amazon-made-shopping-easy-for-manpreet-in-ambala-3992740.html>



LIVEHINDUSTAN.COM

जब अमेज़न पर हिन्दी में खोजने पर मिली लखनवी चिकनकारी, अम्बाला की मनप्रीत की दूर हुई टेंशन सारी

Website Article

हिन्दुस्तान

sponsored stories

अमेज़न पर हिन्दी का विकल्प मिला तो 70 वर्षीय आशा के लिए आसान हुआ गिफ्ट खरीदना



Zaroor Padhein Carousel

जरूर पढ़ें



[Sponsored] हिन्दी भाषा के संग ऑनलाइन शॉपिंग हुई बाएं हाथ का खेल!

LH Cuboid

हिन्दुस्तान

होम फोटो वीडियो देश राज्य मनोरंजन

Take a look inside your new home. PRESTIGE VIRTUALEX Virtual Site Visit Experience

Fix an appointment for virtual site visit prestigeconstructions.com

#श्वेतक फंगस #मेहुल चोकसी #लॉकडाउन

पश्चिम बंगाल आगे की कार्रवाई जल्द... बंगाल के सेक्रेट्री पर नरमी के मूड में नहीं है

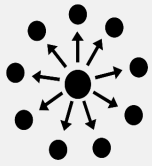
amazon.in

Scrolled all day on video streaming apps but can't decide what to watch?

OFFplay

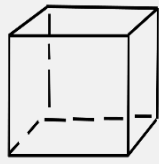
Overall Campaign Performance

Articles were very thematically written in the form of story telling detailing how Amazon helped people dealing with various problems & natively blending the “Hindi Language” feature



171M

Total Reach/
Impressions**



105M

Cuboid
Impressions



3.7M

Social Reach/
Impressions



1.3M

Page
Views



2L

Total
Engagements

Success of the campaign can also be measured from the fact that “**Avg. Time Spent**” by the audience on the content is **2 Min’s 11 Sec’s** (which is 35% higher than LH Overall) meaning **80-90% of the content in every article is consumed by the audience**



** Total Reach / Engagement includes Social , Cuboid & Web No’s

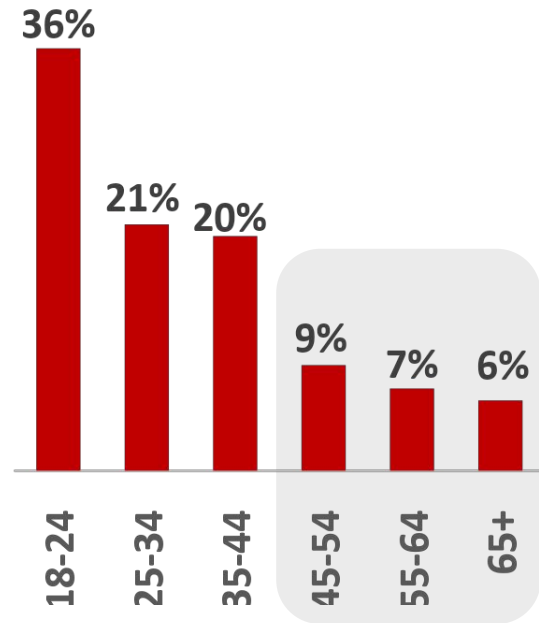
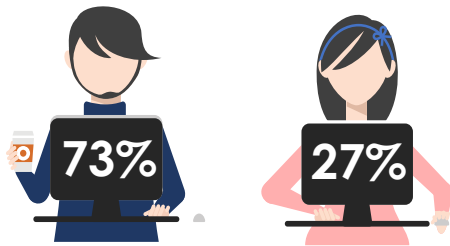
* PV’s are of Articles on LH.com

Audience Insights*

Audience Demography

High PV's garnered from Millennials consuming content from Hindi Speaking Regions in the country

Moreover relatively decent share of PV's from older age group and women's as well (considering the demographic split of Indian's on Internet) as the content was targeted to these groups also



Region Wise Audience Split & Top Genre Affinity

>70% Audience* is majorly from Hindi Speaking Regions

Top Regions are mentioned below

1. Uttar Pradesh – 18%
2. Rajasthan – 18%
3. Madhya Pradesh – 17%
4. Maharashtra – 10%
5. Bihar – 8%
6. Gujarat – 6% and others

Genre affinity of the audience that consumed content of this campaign is mentioned in table alongside

Audience Interest***	Share
Lifestyle & Hobbies	23%
Entertainment	16%
Food	15%
Shopping	13%
Travel Spots & Fitness	10%
News & Politics	7%
Beauty & Wellness	6%

*Audience Insights is of Articles Only i.e. GA Data

Thank You !



भारत का सबसे भरोसेमंद ई-कॉमर्स ब्रांड
स्वतन्त्र एजेंसी TRA द्वारा मापा गया

10 करोड़ से अधिक प्रोडक्ट में से चुनें

#Amazonअबहिंदीमें

" आज आप क्या खरीदना चाहते हैं? "



100%
असली
प्रोडक्ट



कैश ऑन
डिलीवरी



समय पर
डिलीवरी



विस्तृत
सिलेक्शन

HT

Brand
Studio

amazon.in