

A Scholarship Program for
School Kids

HT x Lenovo



Brand
Studio



Lenovo SmarterED

I'm just a kid,
my opinion
can't make a
major change!



Children's opinions are looked at as minor. While everyone has something to say about online learning, has anyone asked the ones experiencing it – The kids?

This is their chance to get heard & win Lenovo devices worth Rs. 25 Lacs!

Deadline for entry submissions - 25th May.
Hurry Up and submit your entry now!

HT BRAND STUDIO x GLEN

Lenovo partnered with HT to create one of its kind Scholarship Program **Lenovo SmarterED** for school going children stressing on the fact that their opinion matters and can bring about a major positive change in today's education system

The assets thus created were amplified with a holistic digital distribution strategy involving HT's digital properties

Campaign Objective

Campaign invited entries from school children about their opinion on the “**Current Online Education System**” in the form of **Essay, Video or PowerPoint** which was judged by Senior HT Editors & **100 best entries were featured on HT & awarded**

Campaign Details

Campaign was hosted on **Microsite**. **Social media platforms & Articles** were used to **amplify the campaign** to reach larger & relevant audience



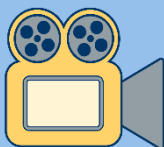
7 – Web Articles



10- Static Promo's



9- Video Promo's



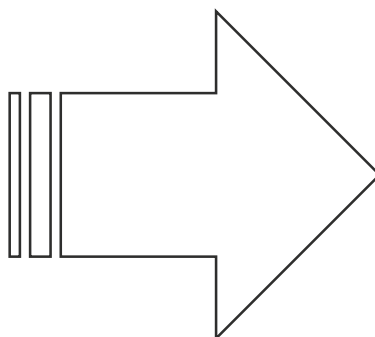
1 -Webinar



1- Placeholder



Duration
Mar'21 to Jun'21



**Campaign
Microsite**

Platforms for Amplification

Properties



Platforms



*Count of Posts Mentioned is unique & is of 1 Platform (Not Cumulative of all platforms)

Campaign Snapshots

Microsite

NOMINATION PROCESS

REGISTER

Sign up & create your login id.



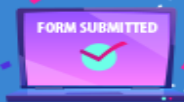
ENROLLMENT FORM

Fill student details.



SUBMIT YOUR ENTRY

An Essay, Video Clip, Audio Clip or PowerPoint Presentation.



SHORTLISTING

200 students will be shortlisted across India basis their entry.



INTERVIEWS

HT Editors will interview 200 students & select the final winners.



REWARDS

100 winners will get Lenovo Laptops & Tablets worth Rs. 25 Lacs.

[READ INSTRUCTIONS](#)

Article

BRAND STORIES

Pushed online during Covid-19, teachers remained a class apart

The sudden shift to online mode of learning posed several questions: What is to be taught online?

By HT Brand Studio
PUBLISHED ON MAR 11, 2021 11:15 AM IST



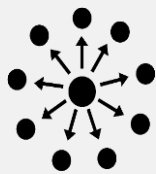
Facebook

Lenovo SmarterEd Scholarship
Smarter technology for all
Can a kid's opinion make a major change?
The minor perspective | Stay tuned
Hindustan Times के साथ Lenovo India
सुनना आगे बढ़ें

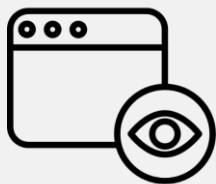
Twitter

Hindustan Times
@htTweets
[PARTNERED]
There's more to kids than meets the eye. Their opinion can make a major change.
#StayTuned
@Lenovo_in
Lenovo SmarterEd Scholarship
Smarter technology for all
Can a kid's opinion make a major change?

Campaign received an overwhelming response with more than **60K Registrations & 30K entries** from students across the country



8.6M
Reach



7.8L+
Video Views



40K
Engagements

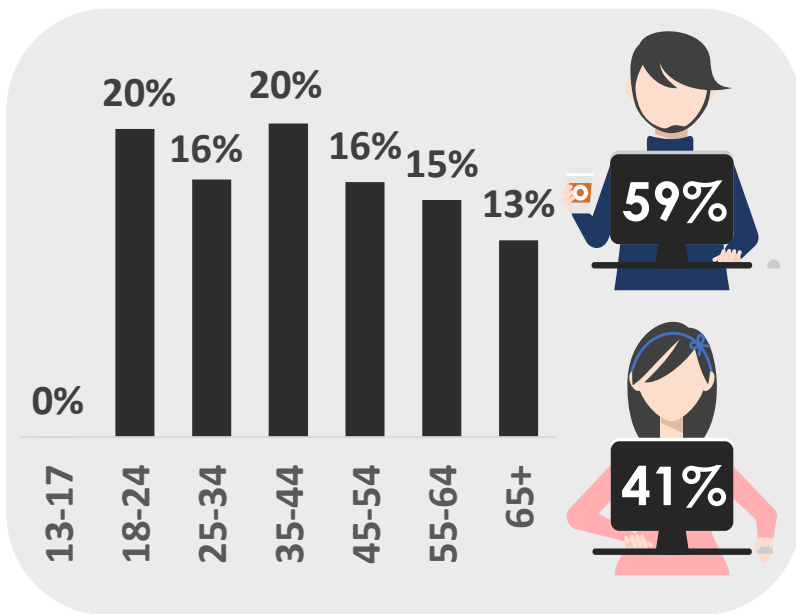


3.5K Hrs
Watch Time



1M+
Page Views

Who's Watching



“ Decent Split of Audience across all Parental Age Groups & Gender

High Female Audience shows effectiveness of the campaign considering Indian Household Scenarios (Managed by Females)

”

High Avg. Time Spent by audience (3+ Min's) on HT Articles & Microsite going though ~75% of the content shows people interest towards the campaign topic

Campaign Social Listening*

Campaign was successful in generating good amount of social buzz , not only through branded posts rather a **good amount of UGC content was also created by Influencers/Creators** across platforms giving details about the scholarship



450 Posts



50 Posts



20 Posts



7 Posts

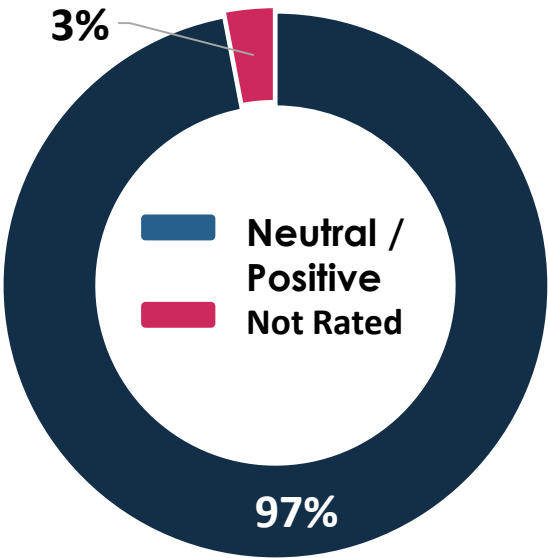


18 Posts



21 Posts

Sentiment Analysis



No negative content created around this campaign
Both Branded & UGC content is Positive / Neutral

Top Entities**



Top Entities – All are related to or speaking about the campaign i.e. Related to Lenovo as a Brand , Campaign or Schools

** Entities are keywords referred as Noun

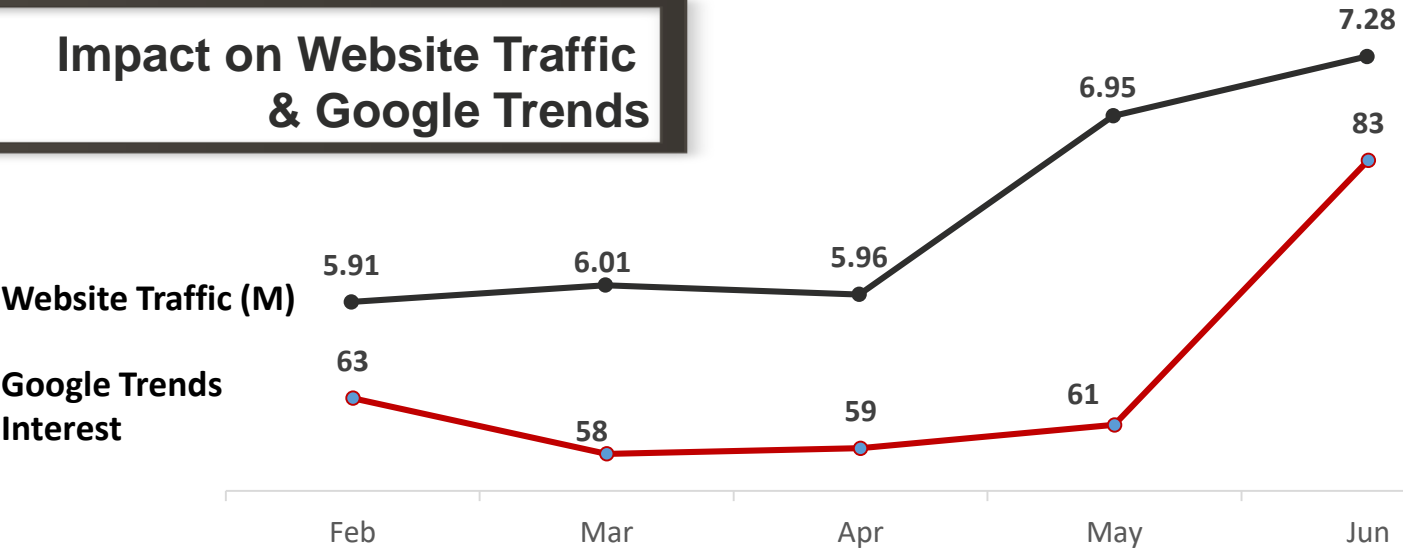
*Source : Meltwater & CrowdTangle, Duration – Mar’21 to Jun’2

Brand Impact

Impact on Brand was measured on 3 aspects (Feb-Jun'21)

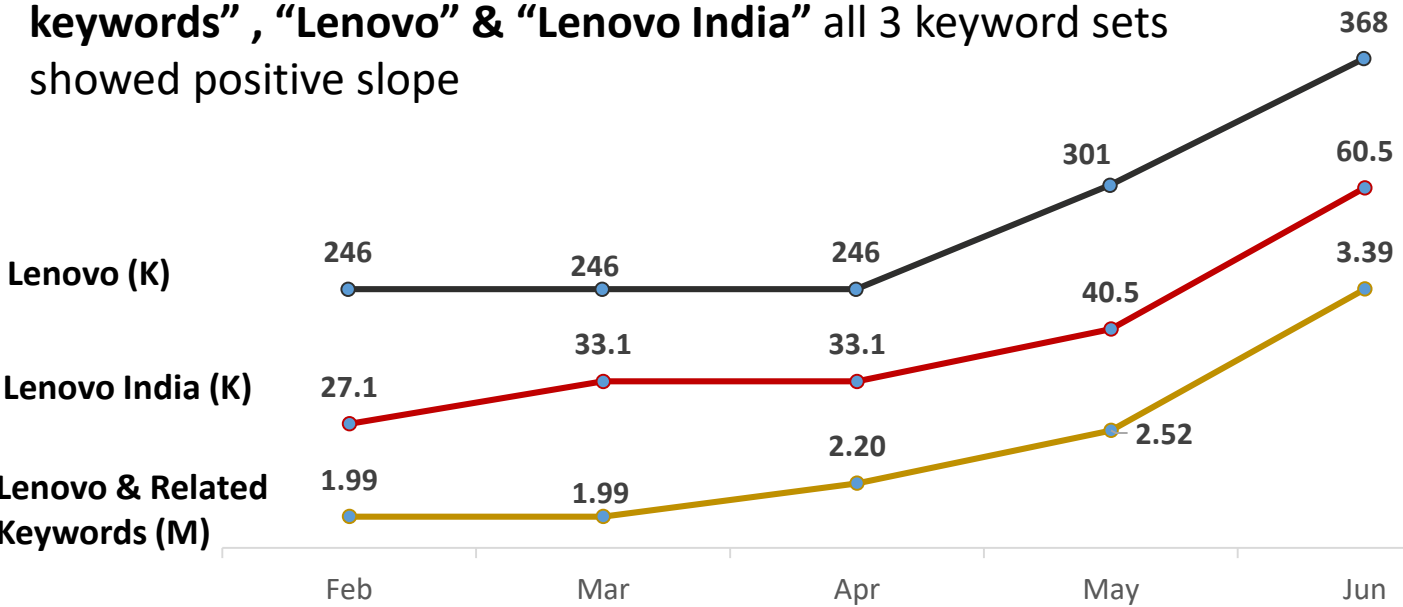
- **↑ +32% Increase in Interest on Google Trends**
- **↑ +23% Increase in Website Traffic (India) Lenovo**
- **↑ +70% Increase in “Lenovo Related” Keyword Search Volume**

Impact on Website Traffic & Google Trends



Impact on Keyword Search Volume

Positive impact was observed on Brand Awareness measured in terms of Keyword Search volume* measured across Feb'21 to Jun'21 i.e. Search Volume around “Lenovo and related keywords” , “Lenovo” & “Lenovo India” all 3 keyword sets showed positive slope



Lenovo SmarterED

Thank You !

The kids have spoken and we have listened.
Lenovo and Hindustan Times passed the mic to young and innovative minds.

We asked students to share their opinions on the current online learning situation and kids from all over the country spoke up.

CONGRATULATIONS!

To the Future Change Makers
Winners of the Lenovo SmarterEd Scholarship Program

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To the Future Change Makers



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