

#LOCKDOWN WARRIORS

A Social Campaign to Recognize
Real Superhero's

- A Case Study



NAVEEN GOWDA

Naveen has been serving cooked food and raw food items to around 1000 people a day

A DAY IN THE LIFE OF NAVEEN GOWDA



HT

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Studio


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Lockdown Warriors & BFF

On Ground Reality

The novel coronavirus has caused a global pandemic; uncertainty and chaos have become the order of the day. Rising number of deaths and plummeting economies have only worsened our situation.

Due to all this certain sections of the society were worst struck i.e.

- **Economically Weaker Sections**
- **Elderly & Dependents**
- **Stray Animals**

Unlocking hearts
Uniting for the **lockdown**


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hindustantimes
**LOCKDOWN
WARRIORS**



Idea Behind the Campaign / Brand Collaboration

While the Corona virus has caused a global crisis, it has also revealed the superheroes present amidst us. **The ones trying to make the world feel brighter even during a pandemic.**

Aim of the Campaign – To recognize these superhero's and spread positivity among the people of the country

Ambience Group collaborated with HT Brand Studio to lead the campaign. The assets were further amplified with a holistic digital distribution strategy involving HT Media's digital properties (HT & LH)

Campaign Details

Campaign was started by inviting entries from people who went out of bounds to help those in need or they we asked to nominate someone who were lockdown warriors as per them

“Are you one of the **#LockdownWarriors** or know someone who is?”

Duration

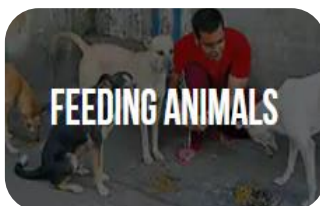
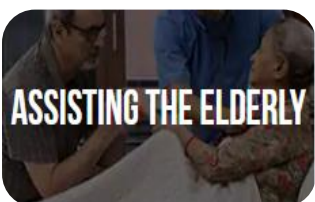
Apr'20
to
May'20

Expected KPI's

Reach 5M
PV's 0.2M

Media Used

Static Pots
Web Articles
Video



Platforms for Amplification

Campaign was hosted on **Microsite** developed on HT's main website & **social media platforms** were used to amplify the campaign

Properties

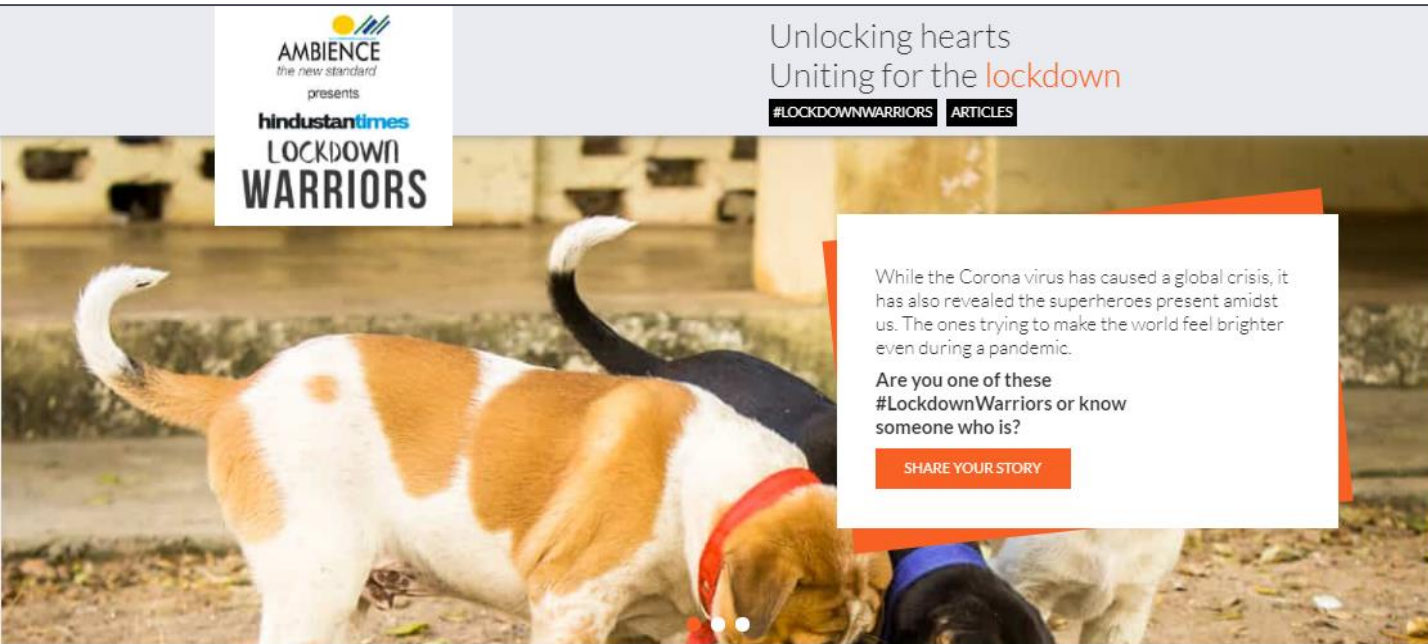


Platforms



Campaign Snapshots

Microsite



SPREADING LOVE & SUPPORT DURING THE COVID 19 CRISIS



FEEDING ANIMALS



ASSISTING THE ELDERLY



EMPOWERING
THE UNDERPRIVILEGED



ENSURING SAFETY

HT Article

BRAND STORIES

It's time to nominate your Lockdown Warrior

We are on the lookout for individuals who are braving the COVID-19 crisis to lend a helping hand to others. Help us celebrate these unsung heroes!

By HT Brand Studio
UPDATED ON APR 15, 2020 08:10 PM IST

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WARRIORS

Do you have a Lockdown Warrior in mind who needs a shout out? Tell us all about them.

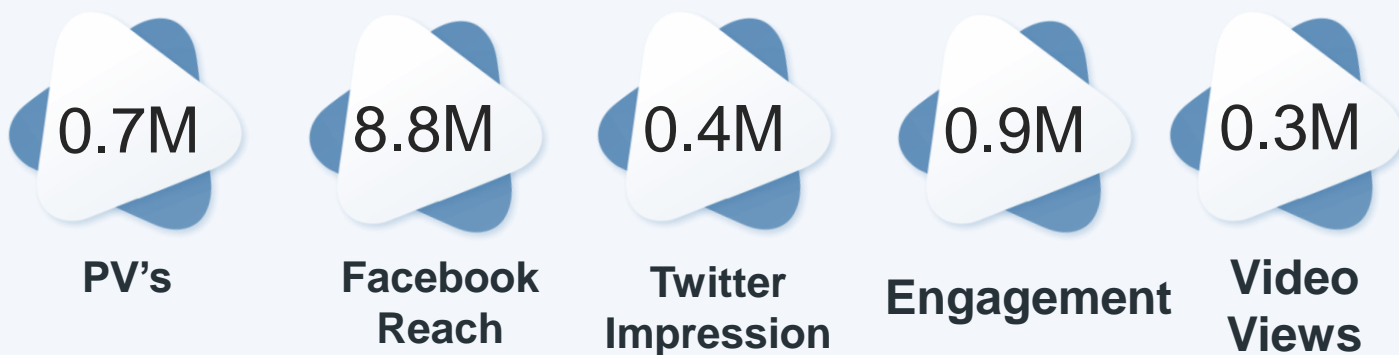
Social Post



Warrior Post



Campaign had larger than life Outreach



Platform Wise Breakup

HT Hindustan Times



Facebook
Reach



Twitter
Impression



Engagement

**Live
हिन्दुस्तान.com**



Facebook
Reach



Twitter
Impression



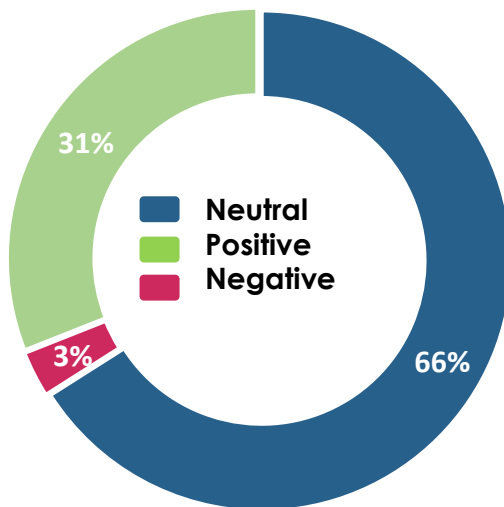
Engagement

Social Buzz* #HTLockdownWarriors

Social posts created around **#HTLockdownWarriors** is having **97% Neutral or Positive Sentiment**

Also keywords used the hashtag are either positive or are speaking about the campaign / lockdown

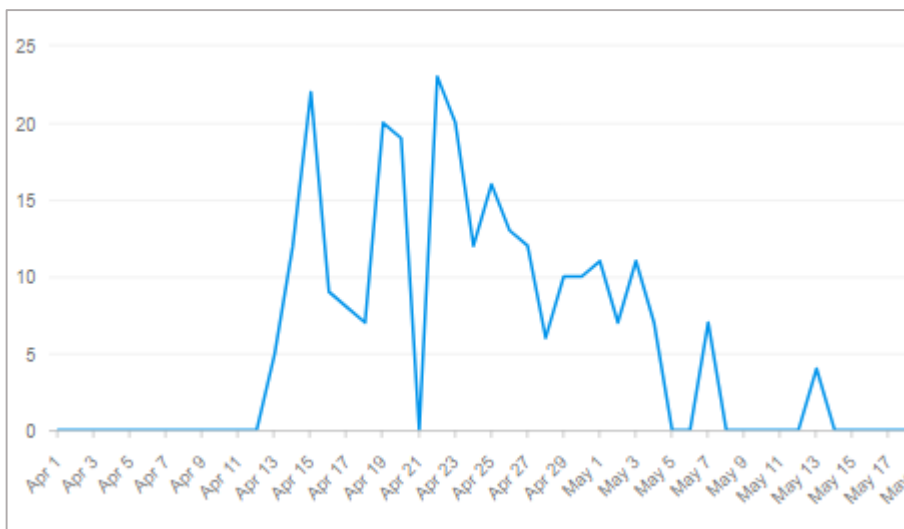
Sentiment Analysis



Top Keywords

legged friends friendly neighbour
राजेश कुमार जायसवाल... आवारा कुत्तों local level
support shout brave hearts outbreak
heroes stray animals pandemic रूहानी सिंह
masks
respect story individuals
family lockdown details spirit
world food crisis true lockdown warri...
पालतू जानवर tea to policemen
medical frontline w... bollywood celebriti

Trend of Hashtag Mentions



Campaign Outcome

10M+ Reach

Campaign was such a huge success that it exceeded all the set KPI's i.e.

1.7 X Social Reach

3.5 X Page Views

HTLockdownWarriors were featured on HT Mircosite

In addition to **#HTLockdownWarriors**, **#Lockdownbff** prompted people to tag their lockdown buddies in the respective posts and tell their story

Amplification was done by featuring them on HT & LH Social pages hence reaching a large audience

Apart from user entries **20+ Articles** which resonated with this concept were also featured on the Microsite

Unlocking hearts
Uniting for the lockdown

Aim of the campaign (to spread positivity & show positive side of people during these tough times) i.e. **desired ROI in terms of Positivity , Reach & PV's was achieved successfully**

#LOCKDOWN WARRIORS

Thank You !

While the Corona virus has caused a global crisis, it has also revealed the superheroes present amidst us. The ones trying to make the world feel brighter even during a pandemic.

**Are you one of these
#LockdownWarriors or know
someone who is?**

SHARE YOUR STORY

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