

MAY – JUNE | 2020

Concept:

- Lifestyle & Entertainment industry is witnessing challenging times due to Covid impact. While the economy continues to languish, it is imperative that the industry starts sprinting to achieve that much needed boost. Now, the focus is to re-boot & most importantly **encourage your customers to make a comeback!**
- Spotlight is an opportunity to engage & interact with your customer through differentiated content. It is a credible platform to talk about the current situation of your industry/brand, the immediate future with the new normal and connect with your audience in a positive way, **boosting your consumer's confidence.**
- Spotlight, as an online destination will offer content across 4 key genres /industries -**Wellness, Food, Entertainment & Fashion.**
From Webinars to expert interviews, celebs' live chats to round table sessions, Spotlight will have it all..
- It is **an online event with multi-media presence** that offers opportunities in brand & equity building, product & content led integrations and much more
- An opportunity for **your brand & leadership** to be present at a platform with achievers like fashion expert Manish Malhotra, ace actor Akshay Kumar, Master Chef Ranbir Brar, Celebrity psychologist Harish Shetty & many others
- Spotlight will be amplified across **print , digital & radio.** It will comprise of announcement articles, guest columns, webinars with domain experts & guests panelists, full page features, advertising space , editorial driven brand promotion articles & social media promotion.



hindustantimes.com



Snapshot

CONCEPT

- An online event with multi media presence that offers differentiated content across genres
- Be seen at the forefront of your industry with positive conversations, actions & consumer engagement
- Industry talk..Current scenario , the new normal, re-booting & making a comeback!
- Webinars/live sessions/celeb chats, influencers & prominent personalities
- TG: Primary - NCCS AB, MF 25-35, Secondary – NCCS AB, MF 36-45

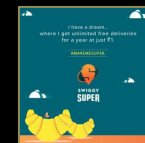
USP

- Multiple Genres – Wellness, Food, Entertainment, Fashion
- Consumer engagement through Influencers, celebs & big personalities
- **Sponsor | Customized content & show construct for our partners**



BENEFITS FOR SPONSORS

- **Single session ownership or Overall platform ownership**
- KPI's : Impressions 6Mn, Reach 3Mn, Video Views 2Mn
- Multi media presence: 40 days promotion across Digital, Print & Radio
- Brand led integrations in content



TIMELINE/CONSTRUCT

- **May-June 2020 , 4 weeks | 1 discussion per week**
- Launch date 23rd May
- Promotion on HT digital assets & social Media: FB, IG, YT

hindustantimes.com





30+

Days of unique & high engagement content across genres
(Food, Health, Fashion, Bollywood & many more)

40+

Days of multi media promotion for your brand

10+

Influencer, big personalities & celebs interacting
with the audience over 4 weeks

1 CR+

Worth media promotion value for your brand

**An opportunity for your brand to reach ~ 8M people
through an exclusively curated digital platform**

Amplification (FOR EACH SESSION)

- Pre Session:

- Editorial articles in print
- Event ads to drive participation for live sessions
- Guest columns & write-ups by prominent personalities
- Brand Promotion articles /Sponsor contests

- Social Media Posts
- Online stories
- Display inventory
- Radio spots to drive participation

- Session – Live / Recorded

- Post Session:

- Editorial articles
- Event ads to drive viewership of recorded shows on social media
- Brand Promotion articles /Sponsor contest results

- Recorded session airing on social media
- Social Media posts
- Online Stories



Achievers & Influencers

FOOD



**Harpal Singh
Sokhi**



**Kunal
Kapoor**



**Manish
Mehrotra**

WELLNESS



**Shilpa
Shetty**



**Yasmin
Karachiwala**



**Vivek
Oberoi**

FASHION



**Manish
Malhotra**



**Malika
Arora Khan**



**KL
Rahul**

ENTERTAINMENT



**Nushrat
Barucha**



**Shraddha
Kapoor**

**Indicative/In-discussion with*

Session Content Ideas | Customized Formats as per client brief

FOOD

CHEF COOK-OFF

Famous chefs cook-off..2-3 chefs get together & prepare a master dish.
One of them may lose but audience wins! Live poll for winner selection

AUDIENCE CONTEST & COMPETITIONS

User engagement contest for brands leading to high participation.
Eg: Budding chefs competition / Great Auntie cook off / Kids culinary competition
Winner gratified with brand products

INFLUENCERS / CELEBRITIES COOKING SECRETS

Our favorite personalities talk about their favorite dishes.
Listen to unknown cooking secrets. For eg: What was the 1st dish Harpal Singh Sokhi made for his wife?
Chef Aditi Govitrikar favorite ingredient while cooking?

EXPERT TALKS - TIPS, TRICKS & MYTH BUSTERS

Quick tips - Easy cooking, healthy yet tasty dishes, usage of spices, storage of food etc
Myth busters - Chefs guidance of changing myth taste buds, food preparations etc.

INTEGRATIONS Product usage, brand rep. as judge / chef / expert, branding , contend led-integrations

*Format customized as per client brief subject to editorial discretion



Session Content Ideas | Customized Formats as per client brief

WELLNESS

- **CELEBS WITH THEIR FAMILY**

Celebs living with their family interact with a specialist (physician) on elder care during lockdown
Influencers & their parents discuss problems with the experts along with the audience

- **HEALTH ADVICE BY EXPERTS & INFLUENCERS**

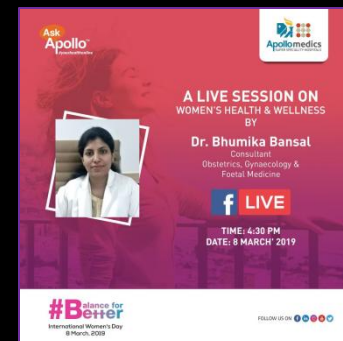
Experts in conversation with audience on mental health, building strong immunity, healthy eating, regular exercises etc.

- **EASY TIPS & TRICKS FOR STRONG HEALTH**

Everyday quick tips & tricks like controlled portion eating, spending time with family, using social media platforms to reach loved ones etc.

INTEGRATIONS Brand rep. as expert / consultant/ doctors etc., description of health services offered, branding, content led integrations

*Format customized as per client brief subject to editorial discretion



Session Content Ideas | Customized Formats as per client brief

ENTERTAINMENT

- **EXPERT VIEWS ON INDUSTRY'S FUTURE**
Industry experts, celebs, trade analysts – come together to share their views on the new normal in Bollywood films. Impact of Covid-19 on film exhibition business, shooting, unions etc.
- **CINEMAS – RACING AGAINST CHANGING TIMES**
Fire side chat on cinemas rebuilding the 'experience economy', seat distancing, hygiene measures & the 'game changing' how for Indian entertainment industry
- **OTT – THE NEW SCREEN FOR MOVIES?**
Risk to cinemas with film releases on OTT platforms. Tapping into consumer changing behavior. The battle for best content – Netflix vs Amazon Prime vs Hotstar?
- **SPOTLIGHT ON UPCOMING TECHNOLOGIES**
IMAX, 4DX...what's next big spotlight in entertainment industry. New technologies in films production

INTEGRATIONS Brand rep. as expert , product description, branding , content led integrations, user engagement contests etc.

*Format customized as per client brief subject to editorial discretion



Session Content Ideas | Customized Formats as per client brief

FASHION

- **INFLUENCERS & FAMOUS GURUS ON ONE PLATFORM**

Fashion designers, style icons, celebrities & influencers – Come together to discuss the future of fashion industry, the new commandments, new bold summer colors etc.

- **MAKE YOUR FASHION BUSINESS SUCCESSFUL**

Expert advice on rebuilding consumer confidence, web rooming vs show rooming – What is the new normal? The new 4P's of fashion business

- **PASSION FOR FASHION**

Influencers share clothing ideas & fashion hacks, creative styling , transformation & DIY clothing

- **LAST MINUTES FASHION FIX**

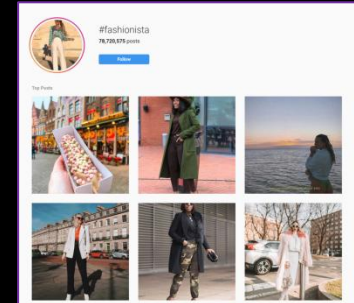
Stylish & designers share their secrets. Get ready in a giffy, quick fix tips, easy fashion for any occasion, fashion emergencies & much more

- **EASY TIPS & TRICKS FOR INSTA FASHION CLOTHING**

Instagram fashion is the new store to checkout latest fashion, colors, airport celebrity style, influencers choices etc. For eg: 5 easy tips to follow when choosing Denims

INTEGRATIONS Product usage, brand rep. as expert , product description, branding , contend led integrations, user engagement contests etc.

*Format customized as per client brief subject to editorial discretion



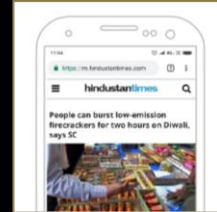
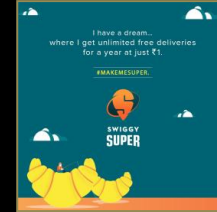
Sponsor Entitlements



*An opportunity for sponsors to associate with independent weekly sessions
as well as the overall property with multiple sessions*



Content airing & amplification across
HT digital assets + social media platforms



Contests, customized integrations &
branded content online



Your brand's presence amid celebs & influencers



Strong editorial campaign in print

Sponsor Entitlements

DIGITAL



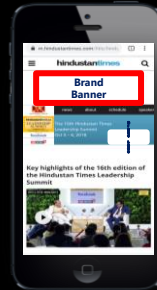
- Branded content | Articles
- Motion graphic videos
- Content-led brand integrations
- Product Placements (as per content fitment)
- Display Inventory | Impact & ROS
- Sponsored Webinar

PRINT

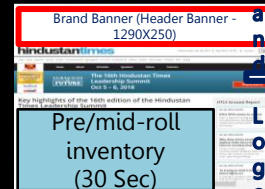


- Contextual Ads
- Brand Promotion
- Brand Inventory

DISPLAY ADS | DIGITAL INVENTORY | ARTICLES | SOCIAL MEDIA POSTS



Banners at ht.com, livemint.com (desktop + mobile)



Pre roll / mid roll inventory
on HTDS assets



Aston bands / logo rotation
on live webcast on ht.com

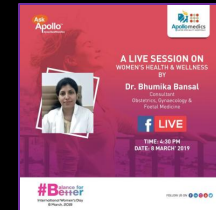
DIGITAL INTEGRATIONS



Customized brand session with
speakers | influencers



Brand products usage/
mentions during live cooking



Brand led contests for high
user engagement

Sponsor Entitlements | Print



EDITORIAL COVEAGRE | EVENT ADS | BRANDED CONTENT | PURE BRAND INVENTORY



Logo presence in editorial build up



Logo presence in event ads



Brand promotion articles in HT City

ILU Representation



Title Sponsor

Powered By Sponsor

- Opportunity:
- Overall Property Ownership
 - Single Session Ownership

AMPLIFICATION & MEDIA PLAN

Media Mix | Leveraging the Power of Digital



6 Mn+
impressions



3 Mn+
Reach



hindustantimes.com

2 Mn+
Video Views



Digital

Impressions ~ 6 mn +
Reach: ~ 3 mn +
Video views: ~ 2 mn +



Print Ads: 5000+ sq.cm

Extensive print campaign across
HT Mainbook, HT City



htcity



SPOTLIGHT



Radio: 1000+ secondages

on-air platform promotion
Fever, Radio Nasha & Radio One



Editorial: 3000+ sq.cm

HT Main + HT City/Café
Coverages & Extensive Editorial Plan

Communication Plan



DIGITAL

Sessions – Every Wednesday & Saturday

[illegible]

ASSOCIATION PACKAGES

Sponsor Packages – Live Sessions



S no.	Item	Type	Qty	Platform	Deliverables
1	Video: Live	Insta/FB Live video with celebs	1	Instagram/Facebook	20k* live views, 1 lakh reach
Pre-event Amplification					
2	Social	HT & HT City's Insta, Twitter & FB, DM FB & Insta page	8	FB + Insta + Twitter	2L reach
3	Emailer	HT Database	3		3L reach
Investment - Rs 150,000 per session (Package 1)					

S no.	Item	Type	Qty	Platform	Deliverables
1	Video: Live	Insta/FB Live video with celeb	1	Instagram/Facebook	20k* live views, 1 lakh reach
Pre-event Amplification					
2	Social	HT & HT city's Insta, Twitter & FB, DM FB & Insta page	8	FB + Insta + Twitter	2 lac reach
3	Emailer	HT database	3		300000 reach
Client Exclusive Inventory					
	Display Banner	Display Ads - Mobile & Web	Multiple Ad Unit	hindustantimes.com,livemint.com,live hindustan.com	2.5 Million Impressions
	Branded Content	Article	1	HT	40K Page Views
Investment - Rs 500,000 per session (Package 2 – with pure brand inventory)					

Sponsor Packages - Pre Recorded



S no.	Item	Type	Qty	Platform	Deliverables
1	Video: Recorded	Editing, GFX and Publishing on HT	1	YT + FB	2 lac views & 6 lacs reach
Amplification					
2	Social	---	8	HT Twitter + Insta DM FB+Tw	2 Lac
3	Emailer	HT database	1		100000 reach
Investment - Rs 250,000 per session (Package 3)					

S no.	Item	Type	Qty	Platform	Deliverables
1	Video: Recorded	Editing, GFX and Publishing on HT	1	YT + FB	2 lac views & 6 lacs reach
Amplification (2.5 Lakhs)					
2	Social	---	8	HT Twitter + Insta DM FB+Tw	2 Lac
3	Emailer	HT database	1		100000 reach
Client Exclusive Inventory					
	Display Banner	Display Ads - Mobile & Web	Multiple Ad Unit	hindustantimes.com,livemint.com,livehindustan.com	2.5 Million Impressions
	Branded Content	Article	1	HT	40K Page Views
Investment - Rs 600,000 per session (Package 4 with pure brand inventory)					



30+

Days of unique & high engagement content across genres
(Food, Health, Fashion, Bollywood & many more)

40+

Days of multi media promotion for your brand

10+

Influencer, big personalities & celebs interacting
with the audience over 4 weeks

1 CR+

Worth media promotion value for your brand

**An opportunity for your brand to reach ~ 8M people
through an exclusively curated digital platform**

GET YOUR BRAND
IN THE

