

For Office Use	
Grade:	

**INSTITUTE OF MANAGEMENT, NIRMA
UNIVERSITY**



**SUMMER INTERNSHIP REPORT 2020
PHASE 1**

**Digital Marketing and Celebrity
Management**

Submitted To:
Prof. Shahir Bhatt

Submitted by:
Vats Maheshwari (191162)



Date of submission: 5th July 2020

ACKNOWLEDGMENT

I Vats Maheshwari consider myself lucky to have been given this opportunity. This internship has prepared me for a job in a marketing agency and has truly taught me a lot. Thus, I would first and foremost like to thank Mr. Aditya Bhat, head Jio Studios, for providing me with this opportunity, the experience gained there will prove to be truly useful in guiding me in any future roles.

Any endeavor over a period can be successful only with advice and support of well-wishers. I take this opportunity to express my gratitude to all those who guided me throughout my internship.

I am ineffably indebted to my Industry Mentor, Mehak Mathur for making the training an enriching experience with his guidance, monitoring, and constant encouragement throughout the project.

I am also grateful to my College Mentor, Prof. Shahir Bhatt (NIRMA university) for their profound encouragement and valuable guidance at every stage of the training.

I would also like to express my deep gratitude to Aditya Bhat, Sagar Thakkar, Harsh, Laxmi and the entire marketing team for their cooperation and support throughout the project.

Moreover, I would also like to acknowledge the entire Reliance Jio info COMM Limited family for their cooperation and help during the training period.

DECLARATION

I VATS MAHESHWARI, hereby declare that this project titled “Digital Marketing and Celebrity Management” submitted at Institute of Management, Nirma University is an original work done by me under the guidance of Ms. Mehak Mathur, Jio Studios, Mumbai and Mr. Shahir Bhatt my faculty coordinator.

This project work is submitted in the partial fulfilment of the requirements for the award of the degree of Masters of Business Administration. I declare this is my original work and is not copied from anywhere else.

Abstract

Jio Creative Labs is the marketing-advertising division of India's largest telecommunication company, Reliance Jio, with a focus on marketing, branding, celebrity content management, intellectual properties, and public relations.

In our internship, we were provided with live projects where we had to research, ideate, and strategize for various leading brands in the country across industries like FMCG, Real Estate, Media, Steel, Insurance, among others. The work environment was incredibly dynamic, allowing us to work on different kinds of projects.

I worked as a member of the Communication Strategy Team that was further divided into Content, Research, and Strategy domains. In the Content domain, I was involved with ideation and brainstorming on various ad campaigns, communication, and PR campaigns. As part of the Research and Strategy domain, I was required to make pitch decks for the clients, conduct research on the briefs assigned to me, and strategize on its delivery and execution. Working in different domains made me apply my creative as well as analytical skills. The projects mainly focused on delivering Integrated Marketing Communication for the clients.

Apart from Brand Briefs, I also worked on three Legacy Projects. The first project was a detailed guide on How to Crack a Brand Brief. This guide would work as a Bible for future interns and new employees as it includes a complete step-by-step process of cracking brand briefs. The second project involved creating a global club of senior marketing professionals who can come together to explore mutually beneficial opportunities. The third and most exciting project required us to come up with a unique TV show format that could be pitched to a TV Channel, a celebrity, and the government.

The internship gave me great learning about various aspects of media communication, ideation, and research. We learned how ad agencies operate and how novel and innovative ideas are applied using social media. Innovative social media and print ads, user-generated content ideas, television/long video ads with unique and intriguing messages, and other creative ad forms were some of the ad types I applied to the projects assigned to me.

Contents

About Jio Studios & Business of Ideas (In detail)	7
Business of Ideas (BOI):	8
Reliance JIO InfoComm Ltd.:	9
Brief Highlights of Responsibilities	9
Work Profile	10
Project Division:	11
Market Research	11
Marketing Strategy/ Content Creation	11
Branding and Brand Development	11
Event Management	12
Market and Competition	12
Services Offered	13
About the Industry	14
Media and Entertainment Industry	14
Uppers	14
Downers	14
Economic Structure	15
Inferences & Observations	17
Peer Comparison	18
7S Framework	19
Strategy:	19
Systems.	19
Structure:	20
Style:	20
Competitive Analysis	21
Michael Porter's five forces	21
1. Industry Rivalry: High	21
PROJECTS DONE	25
Brand Briefs	25
Project 1: Social Media Branding of a Leading FMCG Brand	25
Project 2: Content Strategy for a Regional Newspaper	26
Project 3: Communication Strategy for an Indian Television Channel	26
Project 4: Repositioning the Brand of a Leading Online Poker Company	27
Project 5: Communication Strategy of a Leading Insurance Company	28
Project 6: Content Strategy for a Real-Estate Giant	29
Hashtag Campaigns	30

Legacy Projects	31
Project 1: Well Done India (Still in Progress, Details cannot be Disclosed)	31
Project 2: Global Creative Consortium	31
Project 3: A Guide to cracking the Brand Brief	32
Research Projects	33
Project 1: Consumer Behavior in the OTT Industry during COVID19 –	33
Project 2: Gamification in Content Marketing –	33
Learnings from the Internship	34
SKILLS ACQUIRED	35
RECOMMENDATIONS	35
CONCLUSION	35
Annexure	36

PART A

About Jio Studios & Business of Ideas (In detail)



Reliance Jio Info COMM Limited, or **Jio**, is an LTE mobile network operator in India. It is a wholly owned subsidiary of Reliance Industries.

Business of Ideas, Jio Studios is a Marketing and Content wing of Reliance Jio. It is a strategic business unit which specializes in Marketing, Branding, Content, Advertising, Celebrity Content Management, Intellectual Property and Public Relations.

Mr. Aditya Bhat, CEO, has produced more than 40 TV shows and has also worked closely with the biggest names in the film industry, along with a number of production houses. Under the guidance of Mr. Aditya Bhat, BOI as a business entity has gained a lot of momentum in the field of media and marketing. The company also provides marketing consultation and produces branded content for various brands

The organisation primarily divided into two segments based on the kind of work they perform: One is called Business of Ideas, which is a media marketing consulting company as well as has digital presence in the form of a YouTube channel and Facebook page called AurDikhao and second that works as marketing consultant to Reliance JIOInfocomm Ltd.

Business of Ideas (BOI):

It was started by Mr. Aditya Bhat (CEO) who has immense experience in the field of media marketing management due to his history in production houses like STAR TV, and also conceptualized shows like Rakhika ka Swayamvar and has been working in the industry for over a decade. He also has teaching experience in MBA colleges like Welingkar College.

BOI and JIO focus on the objective of continuous 360° planning in all fields of its business and coming up with innovative relevant ideas.

The company works in these areas:

1. **Brands:**

The company does brand management and content creation for clients by making branded content and campaigns so as to create a brand image for the client or uplift the existing image in the desired target market.

2. **Print:**

Creation of 360° marketing plans for their clients. Marketing and promotion via newspapers and provides consultation for the same.

3. **Cinema:**

The company also does branding and marketing strategies for various films (full length and short films) ranging from public relation to publicity management.

4. **Events:**

This business field includes the creation of Intellectual Properties and events especially award shows and beauty pageants.

5. **Corporate Social Responsibility:**

This business includes the management of the CSR activities in the form of cause based videos and also consultation of the same to companies and celebrities.

6. **Digital Platform:**

Creating content for YouTube, Twitter and Facebook page of 'AurDikhao' and promoting the content through an in-house PR team.

7. **Marketing for JIO:**

The company is also responsible for marketing management of Reliance Jio and campaign creation for the same along with brand management and advertisement creation.

Reliance JIO InfoComm Ltd.:

JIO, also known as Reliance JIO, is a Mumbai-based provider of 4G internet, mobile telephony, broadband services, and digital services in India. Formerly known as Infotel Broadband Services Limited, JIO provides 4G services on a pan-India level using LTE technology. The telecom leg of Reliance Industries Limited, it was incorporated in 2007. The services were beta-launched to JIO's partners and employees on 27 December, 2015 on the eve of 83rd birth anniversary of late Dhirubhai Ambani, founder of Reliance Industries.

On September 5, 2016, JIO commercially launched its 4G services. Since its establishment it has successfully disrupted the broadband service industry with its marketing strategy and business model. Since its launch, the company has successfully launched the campaign of “Jio Dhan Dhan Dhan” (also created by Jio Studios) which has beaten Vivo (Title Sponsors) with the highest recall in the IPL 2017.

JIO studio has roughly 5 teams, viz. **digital content generation team, strategy and research team, social media marketing, film and celeb marketing and brand pitching team.**

The **strategy and research team** researches and creates strategies for Reliance JIO for its marketing, positioning, and brand management.

The **social media marketing team** handles the social media presence of the page as well as handles the Public Relations with popular Media houses for the promotion of the content.

The **film and celeb marketing team** manages the branding of celebrities and creating 360° plans for promotion of films.

The **brand pitching team** works closely with brands to maintain their positioning in the market and to create their digital presence by offering digital branded content solutions.

Brief Highlights of Responsibilities

The work environment at Jio Creative Labs is very different from the traditional workplaces. It is a fast-paced marketing and communication agency that works on multiple projects from various clients at the same time. We, as interns, were also expected to do the same, and therefore, instead of working on a single project, I was involved with handling multiple projects simultaneously, sometimes across teams and domains.

Since I am bound by a non-disclosure agreement by the company, I will not be able to provide client information, detailed media strategy, research data on brands, and pricing offered to the clients. However, brief highlights of the work I have done at Jio Creative Labs are as follows:

- **Communication/Content strategy** for large corporate clients, which include a prominent potato chip company in India, a leading daily in Mumbai, one of the biggest TV channels in India, an insurance company, etc. I have also designed advertising campaigns around COVID19 as well. The task that I performed for each client was different, and it ranged from creating full IMC for some clients to specific briefs like increasing online subscriptions for others.
- **Business Development** was also done as part of a legacy project for Jio. As a part of this project, I was required to work on ideation, conceptualization, prospecting, tie-ups, etc. to build a unique knowledge-sharing marketing platform for the company. This project is currently being planned out by the core team, and the next batch of interns have begun work on this already.

Work Profile

The work profile of interns is diverse as BOI has cross-functional teams which include content development, marketing strategy, pitching team, digital and social media management team, film marketing, shooting and production team

The intern can choose from any of the following.



Project Division:

Market Research

Secondary Market Research is market research that's already compiled and organized for you. Examples of secondary information include reports and studies by government agencies, trade associations or other businesses within your industry.

The organisation requires various forms of data sets to be used for efficient working of the organisation such as various forms of media content, media houses, contacts etc. The research was primarily data collection and recording in an understandable and usable manner. Through my tenure, I have been given the opportunity to research on various topics and content to help create better branding solutions for the clients.

Insights are another important aspect of content creation. Various insights regarding certain subjects can be utilized to successfully create content that resonates with the core values of the client helping them create awareness about their brand along with emphasis on their positioning and target group.

Marketing Strategy/ Content Creation

A marketing strategy is a business' overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer, and other high level elements. The organisation tends to broadly work on the section of "Branded Content" and to utilize content to promote broader reach with subtle integration of the brand value to reach out to the target group.

Branding and Brand Development

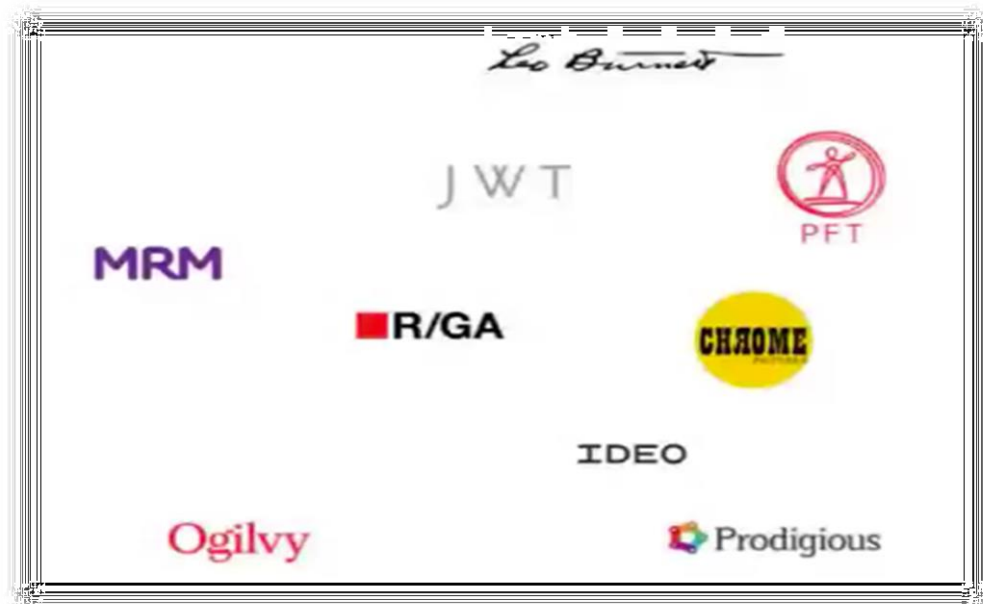
Decades ago branding was defined as a name, slogan, sign, symbol or design, or a combination of these elements that identify products or services of a company. The brand was identified of the elements that differentiated the goods and or service from the competition. Today brand is a bit more complex. It's the perception that a consumer has when they hear or think of your company name, service or product. The projects required us to create certain brand elements which would resonate with image the brand wants to portray to the world. The requirements varied in different briefs and a different approach were to be taken to achieve the required goals

Event Management

Event management is an important aspect of marketing as certain on-ground events act as a perfect marketing tool. They attract the crowd and if done rightly they successfully place the brand in the minds of the target audience. A large amount of work goes into successfully managing the event as the message needs to be sent perfectly right for optimum success of the event.

Market and Competition

The competition in the advertising & media agency has risen tremendously with the entry of small but extremely creative firms. The market share is spread across many such companies but the scope of business does not diminish as brands seek platforms to advertise, go digital or strategize.



Some of the industry leaders are:

1. Ogilvy: Ogilvy and Mather (O&M) India, an auxiliary of WPP bunch is one of the main promoting offices in India having a nearness since 1928. Ogilvy is a profoundly associated, really worldwide system. Positioned India's main office by Brand Equity review on initiative, inventive capacity, interest in representatives, customer overhauling, most powerful individuals and most smoking innovative executives.
2. Chrome Communications: Chrome Asia is a 360 degrees Hospitality, Marketing and Events organization for brands across India and GCC. Chrome Communications was established in October 2011 and from that point forward has extended verticals to oblige

the requirements of its customers. Across Indi and GCC, Chrome Asia has figured out how to frame a solid impression in the F&B and Hospitality division.

3. **Prime Focus Technologies:** Prime Focus Technologies (PFT) is the maker of Enterprise Resource Planning (ERP) programming, CLEAR™ for the Media and Entertainment (M&E) industry. It offers telecasters, studios, brands and specialist organizations transformational arrangements that assist them with bringing down their Total Cost of Operations (TCOP) via mechanizing business forms around content and dealing with their business of substance better. PFT works with major M&E organizations like HBO, IFC Films, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Disney+ Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.
4. **DDB Mudra:** It is India's first and biggest incorporated advertising communications and administrations organize. DDB Worldwide is possessed by Omnicom Group Inc, one of the world's biggest publicizing holding organizations. As a promoting organization it is credited with taking care of fruitful crusades of brands and items, for example, Castrol, Dabur, Future Group, Gulf Oil, and Volkswagen.

Services Offered

Jio Creative Labs offers the below services for brands and companies:

1. Advertising & Communication Strategy/Design
2. TV & Digital Content
3. Production & Post-Production
4. Branded Content & Events
5. Brand Solutions & Events
6. Brand Solutions for the Jio ecosystem to advertisers on Jio
7. Virtual Reality/ Augmented Reality/ Mixed Reality

About the Industry

JIO STUDIOS falls under **media and entertainment industry**

Media and Entertainment Industry

The media and entertainment industry consists of film, print, radio, and television. These segments include movies, TV shows, radio shows, news, music, newspapers, magazines, and books. The top 10 media and entertainment companies are The Walt Disney Company, 21st Century Fox, Direct Group Holdings (DIRECTV), Time Warner Inc., NBC Universal, National Amusements Inc., CBS Corporation, Viacom Inc., News Corporation, and TEGNA Inc. The U.S. media and entertainment industry contributes more than \$632 billion to the economy and represents a third of the global industry.

Uppers

Working in media and entertainment is challenging and exciting. Media and entertainment workers are the first to learn the news and have the opportunity to help disseminate it to the public.

Many of the jobs give media and entertainment workers the chance to meet and/or work with top celebrities and newsmakers. Even receptionists and office workers can encounter celebrities during their workdays.

Being passionate about your job and the field is welcome here. Many people in the film, television, and radio business have a lifelong interest in movies, TV, and radio/music/talk shows. They love creating and producing shows that entertain, enlighten, and educate people.

Some media and entertainment jobs offer opportunities to travel for assignments. Broadcasters, reporters, writers, editors, broadcast technicians, and others involved in film, TV, and radio programming may need to travel regionally or internationally to cover events or news.

Downers

Entry-level pay for media and entertainment jobs is usually low. Tons of people consider this a glamorous field—everyone wants to work here so there are far more job candidates than there are jobs to fill. On the positive side, with increased skill and experience comes more responsibility and higher wages.

The work hours will be long, very long, especially for those new to the industry. The “pay your

dues” attitude prevails. Everyone has to put their time in to make it in the business. It’s going to be challenging but if you can be patient and maintain a positive and helpful attitude, people will want to work with you and you’ll have more opportunities for job growth.

Some jobs, particularly in TV and radio broadcasting, have late-night, middle-of-the-night, and early-morning shifts. Workers must be prepared to adjust sleep schedules and their lives to accommodate work.

Competition is fierce. If you can’t accept the work conditions, countless candidates are in the wings ready to step in and do your job...and they’ll do it with great enthusiasm. It’s a buyer’s market for media and entertainment companies.

There’s little opportunity to settle down and get comfortable in your work because the jobs in media and entertainment are constantly evolving and being redefined. For instance, journalists no longer simply report the facts—many are now expected to post on Twitter and Facebook, and newspaper reporters often double as cameramen, shooting videos for Web sites. No matter what level they are at in their careers, media and entertainment workers need to constantly hone their skills by taking classes and knowing how to use the latest technology.

Economic Structure

In India, advertisement spending is increasing and is projected to rise by 12.5 per cent in 2018. The share of Internet advertisement revenue in overall advertising revenue rose from 8 percent in 2013 to 14 percent in 2017, which is projected to hit USD 1.5 billion by 2018. Improving consumer sentiments, RBI policies and opening newly licensed banks in India are giving enough space for financial sector advertisement spending. In addition, the government's 'Digital India' policy is expected to outperform in coming years with Google's support and thus drive advertising industry growth.

GROWTH OF INDIAN AD INDUSTRY (INR CR)



Inferences & Observations

Jio Creative labs started off with being a small agency called Business of Ideas that catered to service creativity and branding. After being acquired by Reliance Jio InfoComm, the company worked solely for Reliance Industries media line by providing content and production facilities.

The company believes in employing young minds as they are the future and relate much ahead with the audience. Content being the most lauded in the industry it is more crucial to create trends than to just forecast them. At JCL, digital strategizing has been given upmost importance in times like now where the world is facing a pandemic situation and has been locked down indoors. Digital media has witnessed a boom with more and more users relying on social media and digital platforms for information and entertainment.

In today's digital world, where technology affects what a brand looks, feels and sounds like, as well as how it operates and what it can do, the qualities of a brand become relevant in these circumstances, influencing how consumers feel and how employees are expected to perform on the brand. A customer-centered business can lead with customer-centric benefits. Therefore the employee-customer relationship is one of the essential value producers in any organization. This results in consistent service delivery, producing a company that the market recognizes for its success, translating into loyal partners and customers along with a much steady revenue stream.

JCL follows a 3P approach, which is **Probing** (about the various recent and past events), **Planning** (about business continuity and micro-processes) and **Predicting** (the things that can go right or wrong in the process and making changes to the plans accordingly). And hence, they are already looking at the next picture, how they should approach our clients, what are the various nuances of the short-term and long-term strategies that it will devise for the clients and how can it deliver ROI friendly work to them. All this while making sure that the content that is getting generated is differentiable, clever and clutter-breaking.

The agency stands apart from the clutter by staying relevant to the customer base in addition to bringing innovation and differentiation. This is done in a manner that is content worthy, entertaining and engaging for the consumers. A fresh appeal often latches-on to the consumers in a sea of content. Another factor of importance is the discoverability of content and it often remains one of the biggest challenges that this industry faces despite digital innovations. Most brands thus push paid promotions in order to increase discoverability and reach for their campaigns.

Three things that a crisis situation teaches a marketer in order to adapt and prosper are:

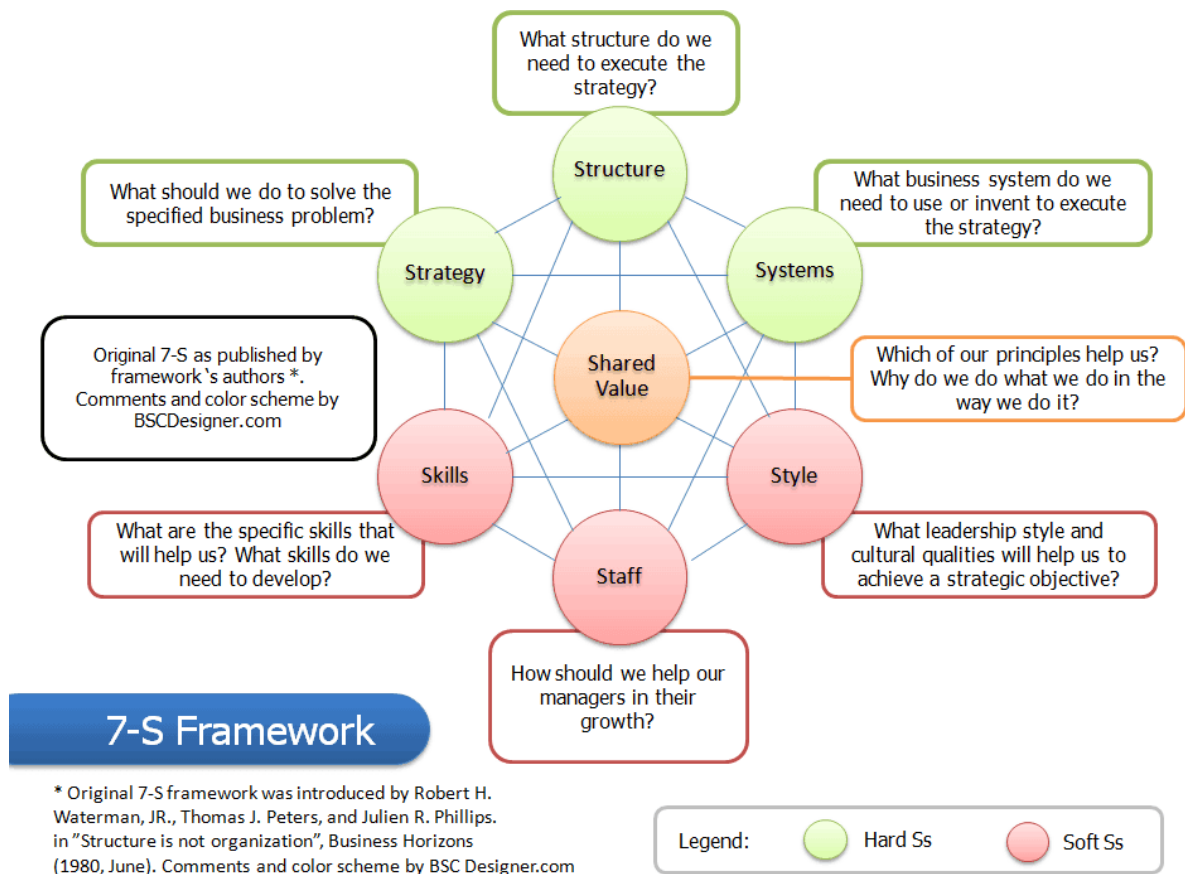
1. **Planning** for the short-term as well as the long-term risks and formulating strategies on the basis of this assessment.
2. **Attuning** all stakeholders to the current scenario and keeping them well aware of the dynamics of the situation so as to deliver them the value for the money that they are spending.
3. **Monitoring** the evolving nature of the situation & simultaneously making the changes in the strategies, plans, outcomes and making adjustments accordingly.

Peer Comparison

When in comparison with the Advertising & Marketing industry players, one drawback that JCL suffers is being a late entrant to the open market. Initial years for the company went in serving the RIL and its dedicated campaigns alongside high stakeholder like the BJP political party and the Prime Minister himself. At times where most of the brands have locked contracts with agencies, Jio Creative Labs has entered the arena and pitches to clients by cold calling, appointments, pitch decks and cause targeting.

7S Framework

The below image clearly illustrates the 7S framework. The application of the McKinsey 7S framework for Jio Studios is as below.



Strategy:

Jio Studios tries to furnish creative thoughts with their young pool of talented employees and they need a structure and chain of importance, also it has a bunch of workers, one head and around a hundred interns. This frequently prompts miscommunications among verticals but apart from that their main aim is to gather an ample of advertising ideas which they can execute and sell off easily.

Systems.

Generally, there are regular meetings in office but due to this corona virus, we are assigned work from home and now meetings do happen but on google meet. There are approx. 7-8

meetings we have attend and also we have to inform to our mentors about the work progress after few hours of work.

Structure:

Again, to execute the strategy mentioned above, JIO studios should try to manage their interns properly and should go step by step. There should be also proper way to communicate ideas and work so there is no miscommunication among interns or their mentors.

Style:

The work here is broadly working on media marketing and content relation along with alternative branding solutions and campaign management for Reliance Jio. This includes making of ads and campaigns for promotion of Reliance Jio and creating brand awareness for the same. The project also involves some film marketing and ‘making of’ film presentations as well as IP design for fashion shows and beauty pageants.

Staff:

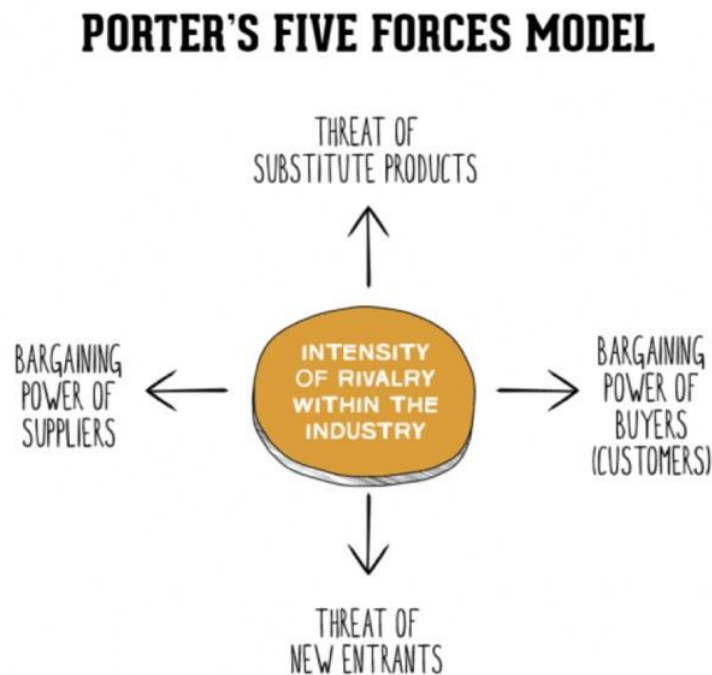
Here there are almost 60-70 employees working and rest all are interns. Every employee is well skilled and carry their work properly but only problem is that there is no proper hierarchy. It feels like everyone is working just under one head. So work culture seems a bit unprofessional.

Skills:

They already have good clients, real time projects and a high end office. So the base is set which every firm is looking for. Now they just have to reorganize their team and work in a proper hierarchy to achieve their goals.

Competitive Analysis

Michael Porter's five forces



Porter's five force model is a system that attempts to break down the rivalry dimension within an industry and advance the business methodology. It draws on the financial issues of modern association (IO) to infer five powers that decide on the focused force and thus involve an industry's quality.

It is used as a mechanism to break down the violent state of an organisation. The number and strength of focussed adversaries of an organization, future new business competitors, suppliers, consumers, and replacement products affect the profitability of an organization. Examining these components can be used to direct upper hand-building business methodologies. This model takes its name from Michael E. Porter.

1. Industry Rivalry: High

The industry rivalry for JCL is very high as many small size firms also possess the capacity to jump higher by displaying a creative edge in the market. The strength of any agency is clientele

and its creators with which it demands a position. It is crucial to maintain client relationships which is also a benefit Jio Creative Labs has.

2. Threat of New Entrants: Medium

Smaller & new organizations offer lower pricing for their services related to advertising in order to build a customer base. JCL here creates an edge by offering varied services and excelling in in-house production when most of its competitors outsource their production.

Being backed by Reliance Group, the name does create attraction in the market for the quality of services offered.

3. Threat of Substitutes: Low

Creativity excels in the field of advertising so a possibility of substitutes for the brands is always open if the expectations are not met.

JCL believes in staying relevant to the customer base by also contributing to innovation and differentiation. Thus, it's the services and vision that exempts it to feel threatened from competitors.

4. Bargaining power of Suppliers: Medium

Advertisement spaces and media owners being the suppliers for the industry work are independent of the organization. The demand for the spaces is high and the supply low which allows them to modulate prices as per season. This dynamic pricing needs to be properly understood in order to plan the media accordingly.

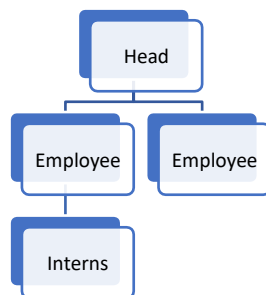
JCL looks for new fresh ways to advertise and brand their clients so they can cut through the domination. They have uplifted the digital media highly with the change in trends and customer preferences.

5. Bargaining powers of Buyers: High

There are numerous buyer brands and companies that seek marketing services to make their content discoverable and 'viral'. Clientele being an asset for an agency adds prestige to its services and ranking.

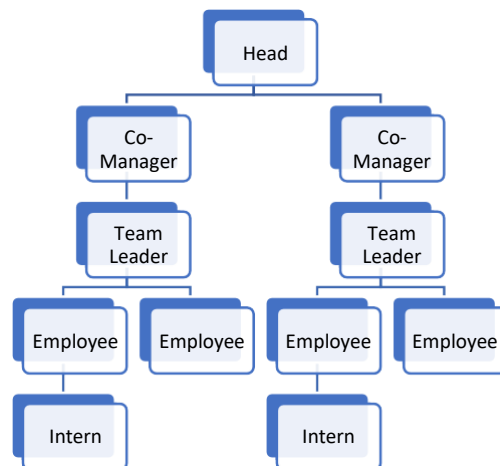
Detail at least 3 specific problem, either internal or external that you foresee the company will have to deal with in the next 3-5 years' time. What can be the possible approaches to address these problems.

1. There is a lot of miscommunication happening internally as there is not a proper structured hierarchy:-



The hierarchy system present at the moment of time is something as represented below-

Instead of the system shown above, I would suggest the company should use the hierarchy system shown below-



By using this method of hierarchy the communication will work smoothly from the Head of the company straight down till the interns of the company.

2. Working culture in the Company is extremely unprofessional, as a single person is simultaneously working on 5 or 6 projects. Due to this work load the quality of work degrades and the customer satisfaction also takes a hit. Instead of piling up so much work on 1 person at a time, as show in the previous point use a different hierarchy method. By

instating the positions of co-managers and then providing them with teams and their specific team leaders the work will be reduced per person and distributed so newer and better ideas will generate.

3. There are no proper plans for contingency in the future. As we all have seen and suffered from the devastating virus namely SARS-CoV-2, there was no proper plan to tackle any natural or manmade disasters. We don't know what the future holds, but we can be prepared. As of now there are no proper preparations or plans in place to handle anything like this or some bigger calamity. The Company needs to take a good long look into this and come up with proper measures so that the work and the employees don't get affected by something like this in future.

PART B

PROJECTS DONE

Brand Briefs

Project 1: Social Media Branding of a Leading FMCG Brand

This project required me to create digital content for a significant potato chip manufacturer in India to enhance engagement on social media platforms like Facebook, Instagram, Twitter, TikTok, etc. with the target audience.

About the Brand - A leading wafers brand manufacturer and distributor of potato chips and other grain-based bagged snacks in various flavors. Started as a micro-business, it has now evolved into a Rs 2,000 crore company of products with an indigenous taste.

Brand Brief – The brand is immensely popular in West India, but they needed a better social media presence to spread awareness and engage with the right audience in a better way.

Execution – To understand the brand requirement, we conducted research on multiple brands from India and abroad to analyze how users interact with wafer brands. The most challenging aspect of cracking this brief was that the target customers of this brand were majorly located in the rural belt. This contrasted with brands like Lays, Parle, ITC, etc.

This information prompted us to make attractive, colorful, and simple to understand banners and static posts for its social media. We also decided to make use of micro-influencers, which are value for money and can influence the buying decision for the customers.

Content Calendar- Ever since I joined Jio Creative Labs, I have been ideating on fresh, creative designs for the monthly Content Calendar, which is basically the blueprint of the creatives that will go up on their social media platforms.

Corporate Film – I have also worked on their corporate film, which is a short-film/ long-format video to show how they have adopted the precautionary measures during Covid19. The scripting of this video was done by the interns, and it received over 1000 likes, and 200+ reshares on Facebook. This video was shared by a few celebrities as well.

The result - The client was delighted with the creatives. Social Samosa and AFAQs! which are Online Media Publications that cover the Social Media Landscape in India included one of our topical creatives on the ‘Vocal for Local Campaign’ in one of their articles.

Project 2: Content Strategy for a Regional Newspaper

About the Brand – One of the leading dailies from Mumbai, it is a 30-year-old brand that is squarely focused on the residents and the city. It straddles in-depth local reportage with exclusive entertainment news and robust sports coverage.

Brand Brief - With the lockdown situation all around and the unavailability of newspapers, there has been a surge in e-paper consumption. During these testing times, to put papers in the hands of people, the company had come up with the innovative idea of distributing PDFs of the E-paper via WhatsApp and Telegram. The idea is to drive the Brand (Print) from this effort on the digital platform.

Execution - We launched a new hashtag campaign for this brief. All the creatives were made and tied back to the idea that it is easier to subscribe to e-copies of the newspaper! Also, considering the PM had addressed on being vocal about local, we also stressed on the fact that we are the one-stop local destination for credible news.

Consumer Message - Creatives were made around how great the newspaper content is at an attractive price point. That was our selling story. We highlighted the credibility of the brand through various content pegs like Mumbai news/Bollywood & Entertainment content/Lifestyle content. The daily subscription price of only Rs. 1.5/- (i.e., 1/4th the cost of a cutting chai) was also highlighted.

Advertising Tone: Simple, hard-hitting, engaging - that makes the users act and pay immediately.

Advertising Medium: Digital- social media, Website, FB, Print ads, emailers, WA and telegram forwards, web banners.

Project 3: Communication Strategy for an Indian Television Channel

Brand Brief: To bring out the TV Channel as an all-round entertaining movie destination that celebrates movies as a genre, and subsequently increase followers on key social media platforms.

Execution: To understand the industry and the brand, we conducted a detailed research on competitive analysis, audience profiles, brand tonality, etc. The target audience was segmented into four categories – youngsters, young families, professionals, and couples so that content could be more targeted, and the platforms can be handled accordingly. We also conducted research on how the Channel engages with its users on social media, the various content brackets involved, and what kind of content can potentially drive awareness and engagement.

The research helped us in understanding the target audience better and brand offerings, which helped us to come up with creative ideas around a new campaign hashtag. We made use of

innovative content brackets like Functional, Engagement, Topical, and Movie Premieres. Platforms like Facebook and Instagram were used to push the content in the form of stories, carousel, banners, static posts, hygiene posts, calendar posts, topical posts, slideshows, etc. All the content was woven around actors, movie genres, latest meme trends, movie dialogues, and popular movie scenes. There was also a lot of focus on user-generated content since the company was looking to drive engagement as well, along with generating awareness. A new addition to the social media mix was TikTok through which the audience was tapped in Tier 2 and Tier 3 cities.

Fresh Format – I was also required to come up with fresh ideas around a TV Show for that channel, hosted by a popular talk show host, since the lockdown situation had limited the celebrity interview genre to an online video chat format. Some of the suggestions offered to the channel were – Panel Discussions and incorporating a comedian into the mix along with a film personality to give the online video meeting a twist.

Ideation – There was a lot of ideation around the existing Intellectual Property (IP) of the Channel and new ideas for additional IPs that the channel could add to the mix for better engagement. A movie comic strip was suggested as an option.

Project 4: Repositioning the Brand of a Leading Online Poker Company

About the Brand – This is an online poker gaming company based in India. It is one of India's prominent poker websites, offering cash games and tournaments. In 2020, the website broke multiple records, with over 2300 players participating.

Brand Brief - To bring out the brand as a cheerful & fun brand and increase platform adaptation by positioning the brand as a skill-based platform where people can win monetary rewards.

Execution - The work in this project included thorough research about the brand—the tonality and personality of it and the means of communication they had used in the Indian market. The first step was to benchmark other brands in the same genre as to what they are doing to communicate and promote themselves in the market. For this purpose, five major players in this industry were analyzed along with their brand ambassadors, as this is an industry where brand ambassadors can profoundly influence their following.

The second step was to design the various means of communication that could be used by the brand in order to create brand awareness in the market. The creatives were prepared keeping in mind that the basic idea of 'Poker equals Gambling' needed to be changed. The focus was on projecting it as any other online game that requires the players to have strategy skills and street-smartness. The potential rewards of winning were also highlighted, along with the opportunity to be a part of a highly skilled social group/circle.

Women were identified as a potentially game-changing target group. Hiring female social media influencers was a suggestion made to the core team. Women naturally have the skills needed for success at the poker table, and a high percentage of women in India are housewives and can make time at multiple points during the day to play online games. Thus, the short duration and small entry fee were the major highlights of the campaign to attract this audience.

The result - The presentation was made and presented internally and, eventually, to the marketing team of the brand.

Project 5: Communication Strategy of a Leading Insurance Company

About the Brand - It is an Indian diversified financial services company headquartered in Mumbai. It is ranked among the top seven financial conglomerates in India and one of the top independent financial services firms in India in terms of market capitalization.

Brand Brief - To come up with a communication strategy that amplifies #SeedhiBaat and generate quality leads.

Execution – We started off with the competitor analysis – understanding tonality, social media following, and existing IPs. Once the brand personality and tonality were understood, the target audience was segmented into brand personas for easy targeting. It also helped us in reaching meaningful insights that helped us in the creation of various concepts for the core brands. For better and more organized ideation, we categorized the brand offerings into Gold Loans, Home Loans, and Small Business Loans.

A unique Push and Pull Strategy was used for this brief. With innovative, focused content, we planned to take the products to the customers. And with edutainment content, we planned on getting the customer to come to IIFL. So, it was a combination strategy to drive awareness and engagement together. The content was proposed to be presented on three primary platforms – Facebook, Instagram, and YouTube.

Consumer Message - Our understanding of the brand's philosophy of Seedhi Baat, was to create a direct, fuss-free communication style. A potential customer will approach us because we show him the REAL picture, offer CORRECT advice, without beating around the bush. The focus was on texts like Sau baato ki ek baat, seedhi bhasha in IPs, testimonials, chatbots, video series, YouTube ads, infographics, and Facebook Live.

The result – Creative ideation was really appreciated by the core team. The pitch deck with a detailed strategy was presented to the client.

Project 6: Content Strategy for a Real-Estate Giant

About the Brand - This brand is one of the most reputable and celebrated companies of India that has managed to establish a strong market presence the real estate segment providing world-class services with state-of-the-art amenities for their customers.

Brand Brief - Come up with a digital and outdoor media campaign to enhance brand equity and lead generation.

Execution – We started off with the competitor analysis – understanding tonality, social media following, and existing IPs. We realized that the current space is cluttered by brands talking about Legacy, Comforting Lifestyle, and Innovation and Technology. So our plan was to stay clear of these topics and position the brand as a provider of premium real estate options. For this, we built a campaign around a new campaign hashtag to build brand equity and engage the target audience. We segmented the target audience among first time home buyers, home upgraders, and investors. We then did research upon the buyer personas, and their journeys in order to discover brand touchpoints. The content was built accordingly for these three segments and proposed to be presented on three primary platforms – Facebook, Instagram, and YouTube.

Consumer Message - Our understanding of the brand's philosophy of Premium Quality and Innovation was highlighted in the communication strategy. For this project again, a campaign hashtag was created, and various platforms were used for advertising the brand equity. Platforms included – Social media, TV, Billboards, Radio, Leaflets & Brochures, and Virtual Reality. In terms of social media (which was the primary focus of the interns), Facebook, and Instagram.

In terms of strategy, 4C – Catch, Connect, Close and, Continue was used to drive awareness and conversions. The idea was to reach out to the right audience via the right platform, at the right moment to establish Empire's communication stance, create a bond, and close the loop.

The **result** – Creative ideation was really appreciated by the core team. The pitch deck with a detailed strategy was presented to the client.

Hashtag Campaigns

Ideation on Ad campaigns for COVID19/post-lockdown - Created an idea-bank of 10 marketing insights on which campaigns could be created by various brands post-lockdown. These campaigns included cause-driven campaigns, viral celebrity campaigns, and campaigns around festivals. We were also required to come up with acronyms that can be later used for various social causes. Some of my hashtag campaigns that were selected are as follows –

1. #Bimaariyo Se Bima

Insight - Immediately post lockdown, there will be a renewed interest in health and immunity.

Campaign - We can propose a change in habits and behavior. We can ask people to lead a healthy lifestyle and build immunity to fight against diseases. People can post on social media and share the positive changes they have made in their lives to fight against common diseases.

Industries - Pharmaceuticals, Chyawanprash, Air filters, Health insurance

2. #Switch on Your Desi Avatar

Insight - There is a belief in Hindu Mythology that if we prostrate before our elders, we get their blessings, which brings a positive change in us. This is followed, irrespective of the social strata, age, income, etc.

Campaign - Switch on your Indian spirit. Four different characters – a working professional, a hippie, a DJ, and a policeman, playing their respective characters, wearing different clothes at work. They are then shown entering their homes and touching their parents' feet. This moment will switch on their traditional desi avatar post, which there is a shift in personality, and they all change into traditional Indian dresses to be with their loved ones.

Industry – Traditional wear companies like Fab India during Diwali

3. #Buy a Smile

Insight - Money cannot buy happiness is an age-old saying. However, we can turn that around and say that it can. The only thing is, when you purchase stuff for yourself, happiness does not last very long. What really makes us happier, it turns out, is spending money on other people.

Campaign - Money CAN buy happiness. People helping out others and doing good deeds, not just for the good of mankind, but because they feel good too. We can make the campaign more potent by adding features like – the company shall donate Re.1 for every product sold to spread the smiles.

Industry – Oral Care

Legacy Projects

Project 1: Well Done India (Still in Progress, Details cannot be Disclosed)

We had to come up with a unique TV show format with the feature of live donations for various social causes at the epicenter. The idea was to create a show format with the right mixture of Philanthropy and Entertainment. The inspiration behind this was the grand success of Satyamev Jayate and the current global Coronavirus pandemic situation. So for this purpose, we researched on and dug out over 30 real-life stories of valor and hard work who can feature on the show, the nomenclature of the format, donation mechanisms, along with creating the episode arc for the show.

This is a one of its kind TV Show which brings together the entire nation to contribute for their own countrymen so that no dream is left unseen and no obstacle is left unattended. For the first time, the people of India will be given an opportunity to donate LIVE on a show.

Genre – Non-fiction Philanthropic/ Entertainment

Slot - Weekend Prime Time

Duration - 45 min

Project 2: Global Creative Consortium

This was an interesting project given to the interns by Mr. Aditya Bhat. The vision was to create the largest knowledge-sharing platform for the global creative marketing community and become a well-renowned circle of creative minds. This will be achieved by bringing together a select pool of talented marketing professionals from across the world who can share their experiences and expertise and contribute towards the growth of innovative ideas & projects, businesses, and community.

Execution

Prospecting Techniques: We first divided the world into continents, each five-member team responsible for reaching out to the professionals in that continent. The best countries for the purpose were identified using Google articles and dedicated websites featuring world's most creative agencies. Experts were then reached out in various countries using LinkedIn or company emails.

Most independent agencies were located in the USA, Canada, Brazil, Australia, and the UK. Initial profiling was done on the basis of the segment they belonged to (area of specialization within marketing). Then it was also essential for us to understand who the decision-makers for those particular agencies are, usually the correct person used to be the Founder/CEO, CMO, Marketing Head, etc.

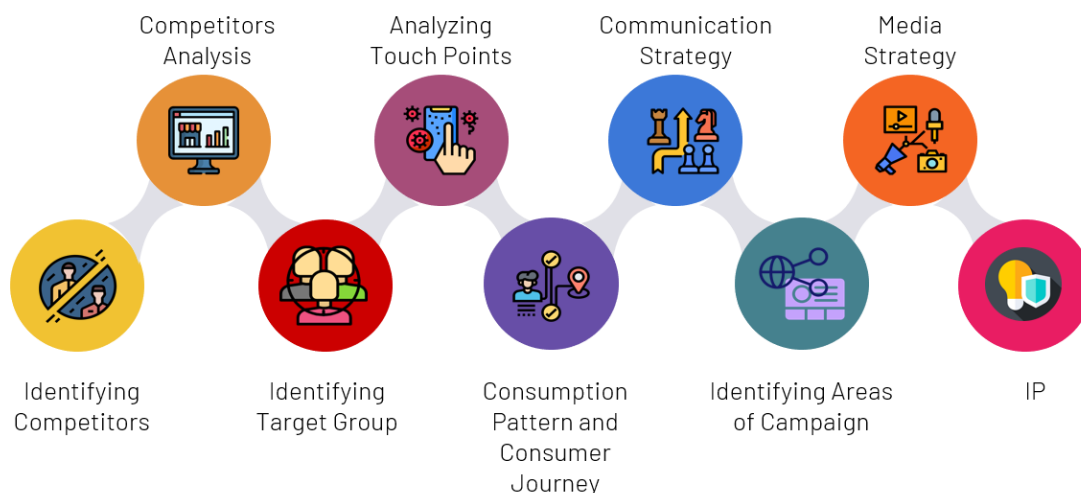
Creating a Proposal – A short presentation was made explaining the vision of the club and what

we want to achieve through it. We highlighted various networking opportunities that the club would provide its member – conferences, seminars, webinars, etc., an opportunity to share knowledge, expertise and resources for better performance in the industry and propagate creative thinking along with maintaining cultural sensitivity were the prime focus areas in this proposal.

Pitching/First Conversation (done by another team): Once the proposal was mailed and a positive response was received, we contacted them to clarify any doubts they might have, to give them a more definite sense of the scope of this club and simultaneously explain how this mutual collaboration can be beneficial for their company. Then, if they showed interest, we used to set up meetings with core members of Jio Creative Labs to take things forward.

Project 3: A Guide to cracking the Brand Brief

We created a detailed document to act as a guide for future interns of Jio Creative Labs who can follow the step by step process and crack almost any brand brief. We incorporated not just the steps but also the websites where all the information can be collected from regarding company overview, brand positioning, product pricing, market share, demographic analysis, etc. The report also mentions sources for social media analysis, sentiment analysis, search engine optimization, etc. We have further explained, in detail, how customer target groups are identified, buyer personas are created, and segmentation is done. Communication Strategies around Launch, Digital Retainers, and Remarketing are discussed as well. Finally, Outreach Platforms like Facebook, Instagram, Twitter, YouTube, LinkedIn are explained.



Research Projects

Project 1: Consumer Behavior in the OTT Industry during COVID19 –

A research-based report and presentation on the changes in consumer behavior, usage pattern, and modes for the music streaming industry in India. We researched on What, Why and How people are listening to music during lockdown time.

We did research on how the main players in this industry have been impacted by COVID19 and how they have adapted to the market by changing their offerings. We also analyzed the change in consumer behavior and consumption patterns for online music in these times.

Objective – To analyze where the consumers are present in the OTT Music Space and place the advertisements accordingly.

Findings – Some of the findings are as follows:

- Increased interest in news podcasts
- Parents are playing music and podcasts for their children
- Listeners are in a more “chill” music mood
- Increase in playlist collaboration and social sharing
- Increased interest in health-related podcasts
- Hike in listening to artists who live streams

Project 2: Gamification in Content Marketing –

Research on how the different forms of gamification techniques can help increase user interaction on online platforms. Companies are making ample use of Gamification these days to drive user engagement with their content. We did research on how brands are using various tools of gamification like badges, quizzes, challenges and loyalty cards to improve brand engagement and have a positive brand sentiment.

Objective – To convince a client about adopting gamification tools in their content.

Suggestions - Badges, Puzzles, Quizzes, Challenges, Loyalty Programs, Progress bars, Journey, Leaderboard, etc. were some of the tools suggested. We came up with these tools that can be actively incorporated within the client’s existing content strategy to drive engagement with users, entertain them, encourage repetition, and increase loyalty.

PART C

Learnings from the Internship

❖ Developing content ideas

In Jio Creative Labs, the interns were encouraged to come up with their own unique ideas. The mentor and the CEO were always there to help and guide the interns which made the office atmosphere an interesting place for learning and gaining experience. With different people from different backgrounds, from more than five colleges and, of course, various perspectives which helped in the nourishment and development of the intern in the internship.

❖ Analyzing communication strategies

We learnt the practical use of marketing analysis models like SWOT analysis, competitive analysis, industry research, marketing models around launch, digital retainers and remarketing, and making strategies on the basis of the output of the analysis.

❖ Primary and Secondary Research

Primary research and secondary research using various analytical tools and also using various sources. Learned that researching on a particular topic can be done in-depth with sources like LinkedIn profiles of the key people related to the topic, observe and take note of any trends related to the topic, interviews of various people related, and so on.

The interns learned how to make all-round strategies for marketing of a particular product. The various aspects of media, namely, print, television, radio, etc. and usage of appropriate media for the requirement.

❖ Social Media Marketing Strategies

I also got experience in marketing and promoting of a product with the help of one of the most effective means, which is Social Media. Strategizing the promotion in a subtle way into the minds of the target consumer, carefully engage the consumer with the content and then compel them to buy the product.

SKILLS ACQUIRED

Gained insights of each vertex of digital marketing.

Improved social skills, practical knowledge about digital marketing.

The whole process and ideation that goes behind creating engaging content for clients.

Work compliance and communication skills.

RECOMMENDATIONS

Start dealing in offline advertising and promotion. Number of employees should be increased. They can make their social media handles more engaging. Currently company's website has not been developed yet. After developing their website, they can capture glimpses of events hosted or conducted by the company and upload them on their website.

CONCLUSION

When proper research is done before executing an advertisement campaign, then it will reach out to the appropriate target group. Agency channel is a very important factor regarding the success and reach of customers towards insurance. Time to time study regarding the competitors in private as well as public is important to cope up with the market. Resolving customer issues and also being available at the time and place they need is very important. Being prepared for coming situation and grasping opportunities is also very important. As this pandemic has taught us that we should be ready to face anything.

Annexure

Certificate of completion



Date: June 15, 2020

Internship Completion Certificate

This is to certify that **Mr. Vats Maheshwari** has been a part of Jio Creative Labs, SBU of Reliance Jio Infocomm. Ltd., in the capacity of a management intern and has successfully completed the training and projects.

Project Title : Communication Strategy

Date of Joining : 20th April, 2020

Date of Completion : 30th June, 2020

During his tenure with us, his performance was found to be excellent. He has worked with dedication & passion towards his responsibilities.

We wish Mr. Vats Maheshwari all the very best for his future endeavors.

Signing Authority,

A handwritten signature in black ink, appearing to read "Mehak Mathur".

Mehak Mathur
Jio Creative Labs

2nd Floor, 4th North Avenue, Maker Maxity, BKC, Mumbai 400051
+91 22 3555 4000 | www.jcl.com