

BBC
NEWS

WORLD
SERVICE



MILLION
STORIES



BEST USE OF
DIGITAL MEDIA

BBC WORLD NEWS

**MAKE MORE OF
YOUR WORLD**

A black and white photograph of a young woman with long, curly hair sitting on concrete steps. She is wearing a denim jacket over a striped shirt and jeans, with her hands clasped in her lap. She is looking off to the side with a thoughtful expression. A backpack is visible behind her on the right. The background is a blurred outdoor setting with trees.

OVERVIEW & OBJECTIVES



The BBC World Service needed to let India – particularly women and young people – know that BBC News is available in six Indian languages (Hindi, Tamil, Punjabi, Marathi, Telugu, Gujarati), to encourage audiences to engage with BBC content across a wide range of platforms.



Hindi



Tamil



Punjabi



Marathi



Telugu



Gujarati

As the global digital agency for BBC World Service we were tasked with planning and executing a major brand campaign to reach this audience. It needed to dovetail with ATL activity but also achieve ambitious digital user and engagement targets.

- Increase brand awareness across the six Indian Languages that BBC operates in driving a substantial uplift in new unique users*
- Drive over **15 million** engagements across these new unique users.
- Increase consumption of BBC content, across younger and female audiences.

*Exact figures provided to judges only

An aerial, high-angle view of Times Square in New York City, showing a dense cluster of skyscrapers. The image is dark and monochromatic, with the word 'STRATEGY' overlaid in white. Numerous billboards are visible on the buildings, including one for '2018 bubly', another for 'FDX', a large one for 'DONATE ADVOCATE VOLUNTEER foodbanknyc.org' on a curved building, and others for 'DOUGH!', 'THOMSON REUTERS', and '50% OFF'. The perspective is looking down from a high vantage point, capturing the verticality and commercial density of the area.

STRATEGY

The campaign followed a phased approach and incorporated promotion across several platforms.

Phase 1 focused on Brand awareness.

The ads (video and static) led users to a curated landing page that had campaign messaging, related articles and products on site for a more meaningful customer experience. Ads ran on Facebook, Instagram, YouTube and Google Display Network.

Example landing page: <https://www.bbc.com/hindi/india-59257957>

- Phase 1 targeted users aged 18-45 to ensure a young reach and with campaigns divided by gender (and budgets) to ensure female reach. All ads featured local people, especially young people, and an equal representation of genders.
- Alongside Phase 1 activity, the promotion for the **AR filter** launched both via billboards and on digital. This encouraged users to engage with the BBC bridging the gap between offline and online.

Phase 2 focused on content promotion.

Ads focused on inspiring stories about local people, and ran on Facebook, Instagram and GDN. Some of these articles were featured in the cluster page promoted during Phase 1, so retargeting was incorporated into this phase.



- Phase 2 targeted users aged 18-45 with a stronger emphasis on sub 35, female and retargeted users who'd interacted with video ads during Phase 1 and lookalikes of this retargeting audience.
- Alongside Phase 2 activity, we launched the competition 'Who is making more of your world?' on social platforms, whereby we promoted articles featuring local personalities who were making a positive impact in the community at the time (as we were during Covid, most of these personalities were online personalities). Then, at the bottom of each of these articles there was a space for users to nominate people whom they thought also deserved recognition for their positive impact. The highest nominated individuals would then be featured in a BBC News articles.

With reaching younger audiences being a key objective we wanted to add an element that allowed us to connect with this specific segment. From here the unique idea of a bespoke Instagram interactive filter was born, using the brand campaign creative, that gave our audience a unique opportunity to be the face of the campaign not only on social media but also conventional above-the-line media. This provided a meaningful and innovative way, to build brand memories at key consumption moments for youth audiences.

The audience could take a selfie or a video using our augmented reality Instagram filter to feature on a virtual BBC billboard. The objectives were two fold allowing : firstly to reach newer audiences who might not have been interested in or been aware of the BBC in the past, and secondly, driving deeper engagement by allowing them a personalised opportunity to participate in the campaign.



The filter could be used in the six languages BBC News is available in India, from the Instagram handle of the respective language. It allowed audiences to choose from three different virtual billboard styles and a variety of advertising copy lines in those languages .

The BBC created an explainer video for each of the six services and added the filter link, so that users could simply swipe-up on Instagram to use the filter. This video explained what users needed to do if they wanted to compete for the chance of being featured on a real life billboard in India. This video was on the official BBC News language Instagram handles as a story and we then promoted this through paid media to reach a wider audience. Once audiences discovered this, they used the filter and tagged the respective BBC News Instagram handle.

The paid promotion ran alongside organic social media posts and stories on the different BBC News social pages. In addition, influencers and bloggers also collaborated by using the AR filter themselves and encouraging other people to use it too and enter the competition.

From all the participants who interacted with our Instagram filter BBC shortlisted a few and featured them on real life billboards in their respective cities, giving them a truly 'make more of your world' experience. These innovative billboards carried a QR code directing new audiences to the filter thereby encouraging more people to be the face of the BBC's campaign.

This approach positioned BBC as a brand that embraces inclusiveness, connects with youth and disrupts by combining the strengths of digital channels and ATL.



A summary of the campaign can be seen here:

<https://vimeo.com/734762759/7e8f62f842>

An aerial, top-down view of a city at night, rendered in a monochromatic purple and blue color scheme. The city's layout, including streets, buildings, and parks, is visible from above. The text "THANK YOU" is centered over the city.

THANK YOU

8 MILLION STORIES