

The Daily Star

Wins Two "South Asian Digital Media Awards"
in Gold Category



Best Digital
Advertising Campaign

Best Social
Media Engagement

Presented by



Supported by



Category: **Best in Digital Advertisement campaign**



RISE HIGH BANGLADESH

Contribute to country's progress through generating Export Ideas.

<http://www.thedailystar.net/risehighbd/>

Project Name: Rise High Bangladesh

A Digital focused Export Idea Contest

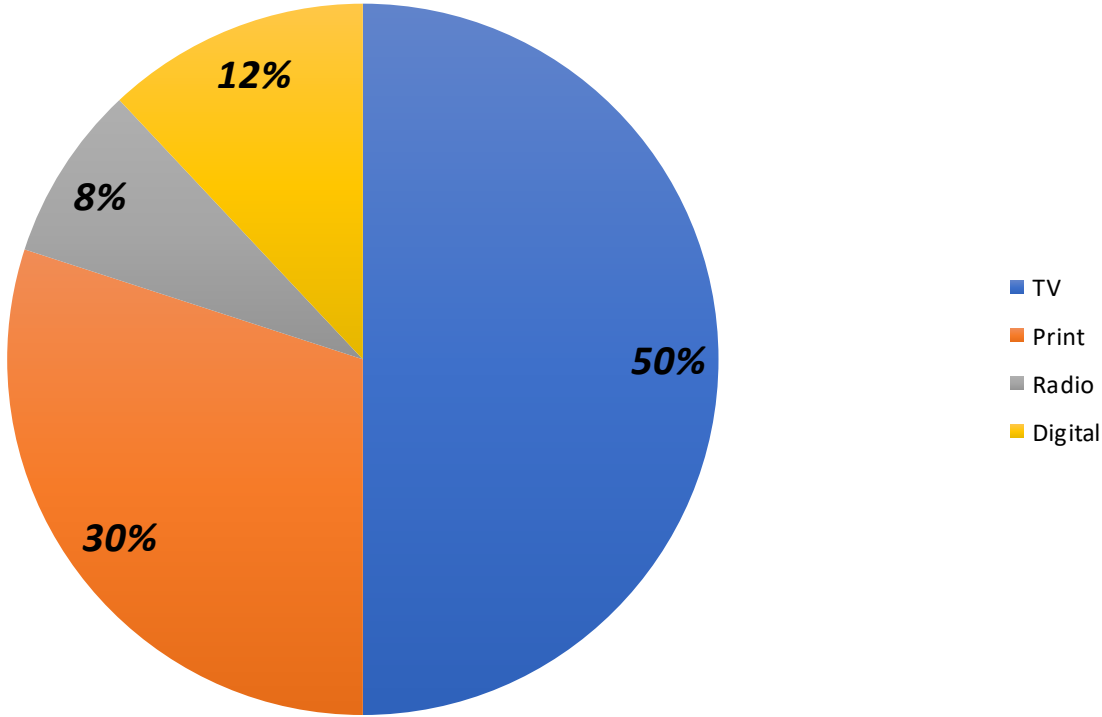
Sponsor: **Crown Cement**

- **Digital Snapshot – BANGLADESH**
- **Digital Snapshot- The Daily Star**
- **Winning Case Study**

Media Industry of Bangladesh

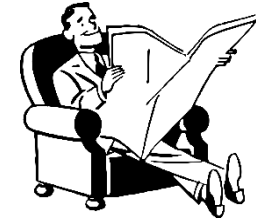
\$312.5
Million
Yearly Marketing

Media Market Composition



*Excluding Government Expenditure

Leading English Daily of The Nation



The Daily Star

60,000 Daily
Print Subscribers

300,000 Daily
Readers

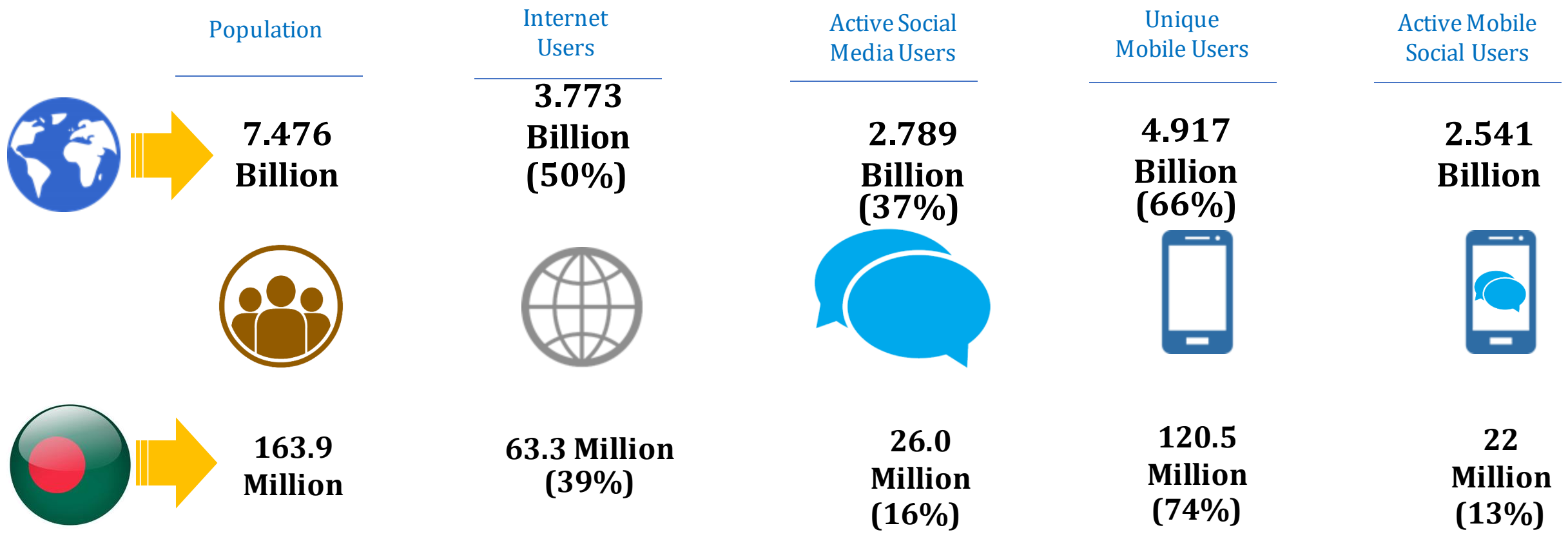


2 million +



2.5mln+ unique
user

Digital Senario: Bangladesh Vs Global



Growth Scenario- Bangladesh Vs Global



Internet Users

+10%



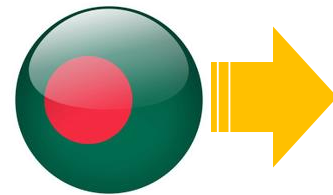
Active Social Media Users

+21%



Active Mobile Social Users

+34%



+17%

+73%

+69%

Mobile is dominating the traffic eco system

JAN
2017

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



22%

YEAR-ON-YEAR CHANGE:

-1%

MOBILE
PHONES



77%

YEAR-ON-YEAR CHANGE:

0%

TABLET
DEVICES



1%

YEAR-ON-YEAR CHANGE:

+20%

OTHER
DEVICES



0%

YEAR-ON-YEAR CHANGE:

0%

Source: wearesocial.com

Social Media is enjoying exponential growth

JAN
2017

FACEBOOK USAGE ANALYSIS

A BREAKDOWN OF FACEBOOK USERS BY DEVICE, FREQUENCY OF USE, AND GENDER OF USER



TOTAL NUMBER OF
MONTHLY ACTIVE
FACEBOOK USERS



26.00
MILLION

we
are
social

PERCENTAGE OF
FACEBOOK USERS
ACCESSING VIA MOBILE



85%



PERCENTAGE OF
FACEBOOK USERS USING
FACEBOOK EACH DAY



34%

we
are
social

PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS FEMALE



25%

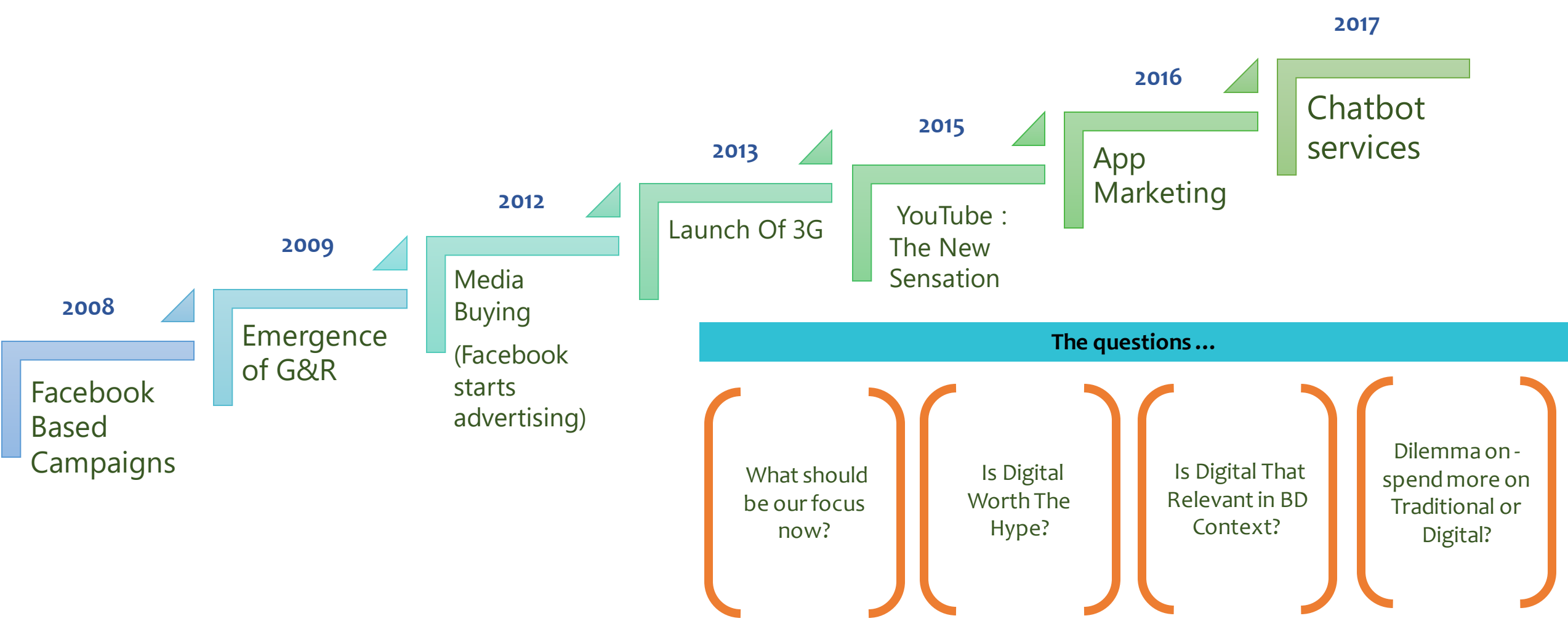


PERCENTAGE OF
FACEBOOK PROFILES
DECLARED AS MALE



75%

Overview of Digital Platform Evolution In Bangladesh



Brand are spending on Social Media Marketing



The Daily Star traffic growth is coming from FACEBOOK



6 M+

Website Page View/ Month

1.2 M+

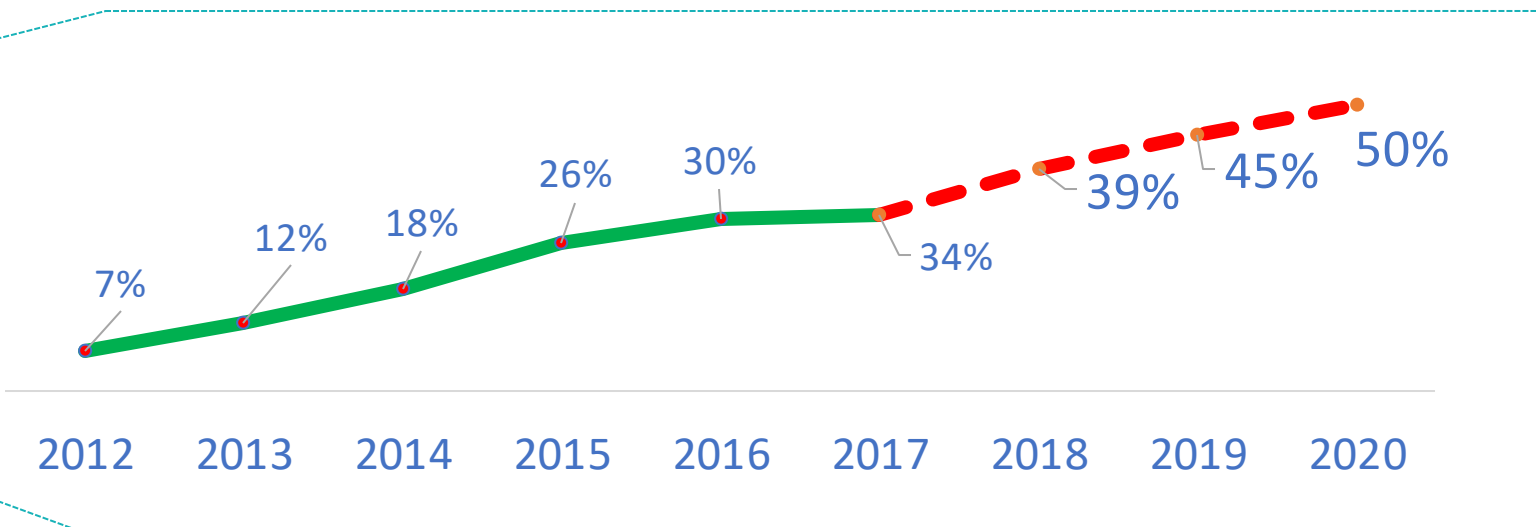
Website Users/ Month

4:07 min

Avg. time/ user

39%

Source: Social Media



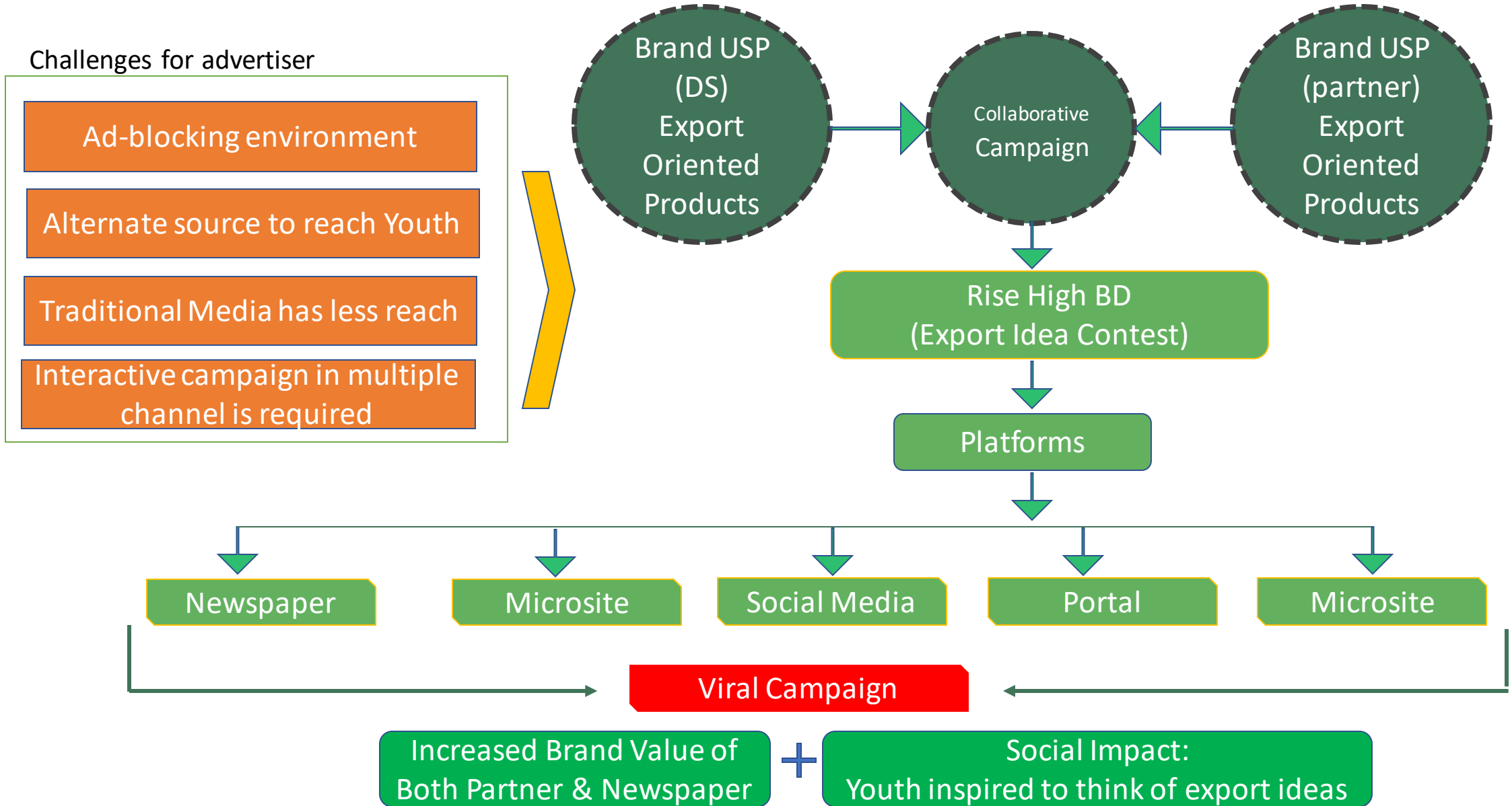
Ad-blocking environment

Alternate source to reach Youth

Traditional Media has less reach

Interactive campaign in multiple channel is required

Campaign Concept: Collaboration Model



A Digital Focused Campaign utilizing all Communication Channel



60,000 Per Day



2.5 M visitors



2.6 M Likes



6 M Monthly Impressions



Print Media For:

1. Call To Action
2. Winner Announcement
3. Winning Ideas Explained



Microsite:

1. Idea Submission
2. Campaign Details
3. Voting Competition
4. Showcasing all videos



FB & YouTube:

1. Hosting all of the winning ideas
2. The Videos were shared on Facebook



Offline Activation:

1. Events launched to raise awareness
2. Gala night for award giving ceremony

Involving The
Future Stakeholders
Of the Brand:
**The
University
Students**

- Corporate Grooming
- Working with export oriented ideas
- Chance to pitch ideas to a group of potential investors

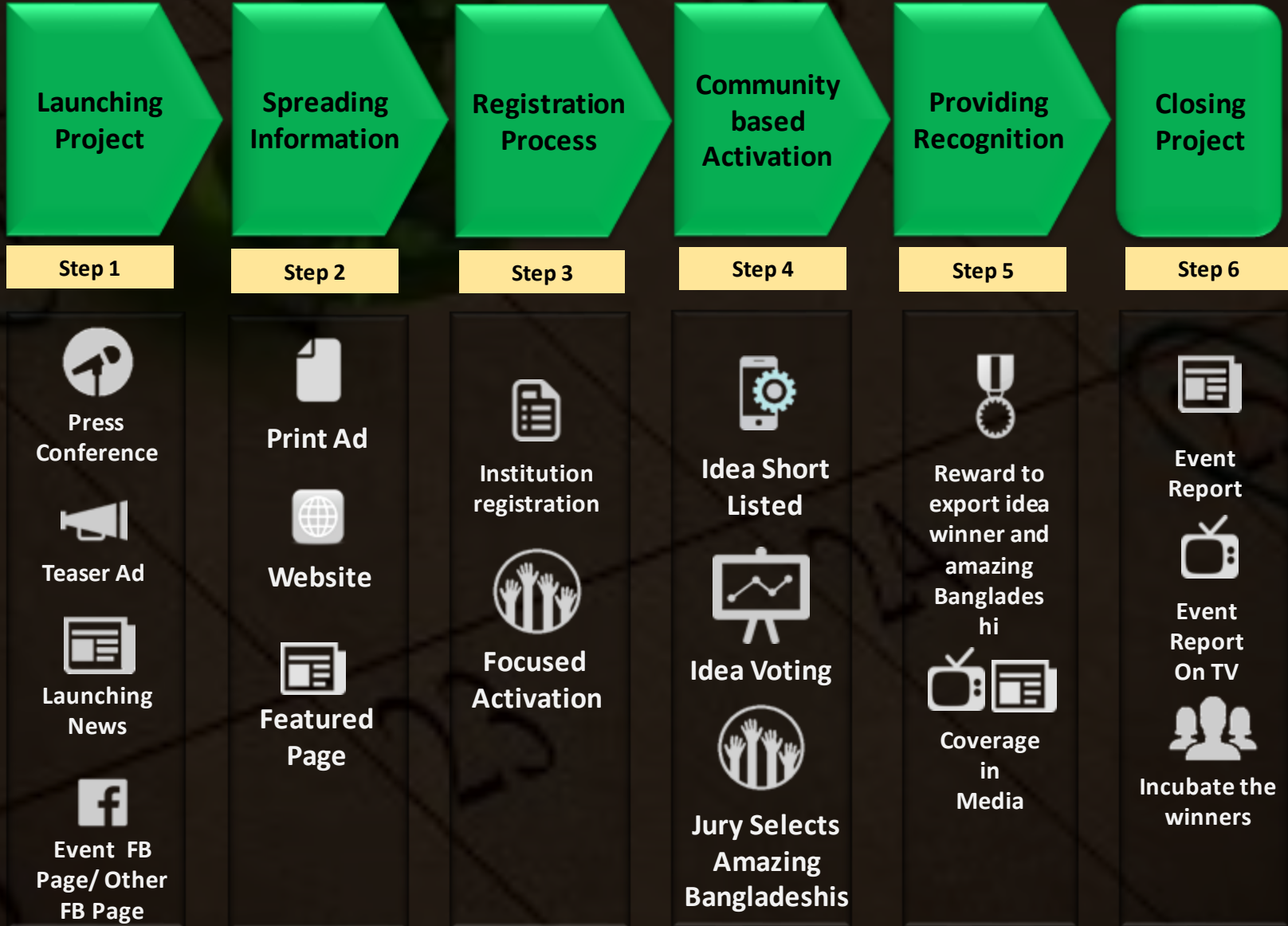
Engage The Sponsor's Brand
with The best export ideas:
**Brand Association
With USP**

- Rise high is a wordplay for 'High rise'
- Crown cement focuses on export
- Involved in nation building

Bringing new ideas to
Build a better Nation

- Nation gets innovative export ideas
- Three distinguished Bangladeshis awarded

How the Readers, the Brand & the Sponsors Benefited



Campaign Outcome

Total
Online Votes:
480K+!!!



Shares: 150+

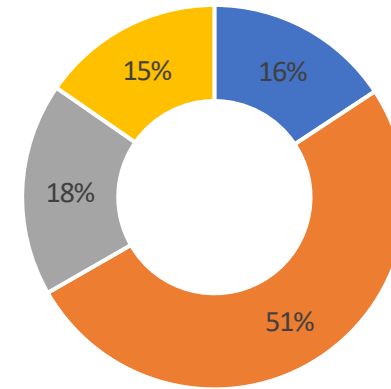


Views: 7000+

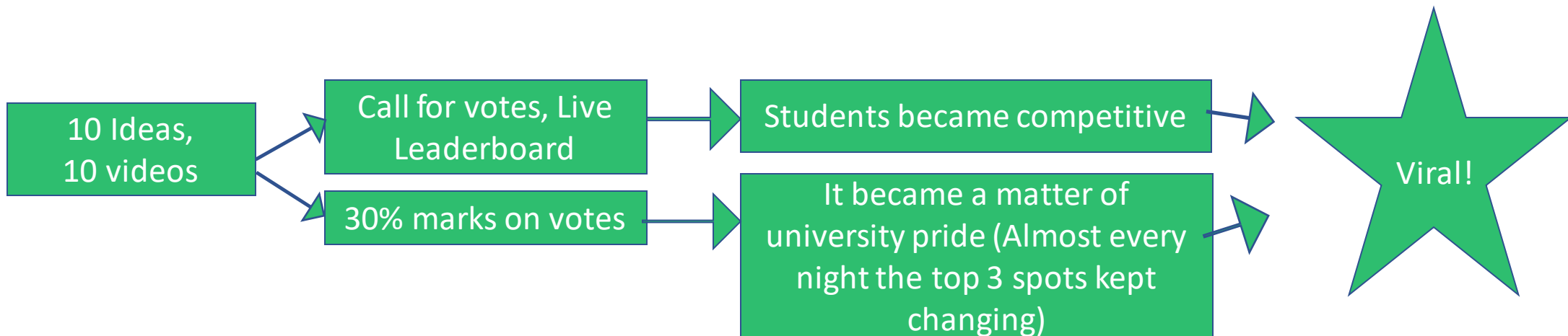


150K Web View

Source of Web Traffic



- Facebook
- Direct
- Google
- Others



Communication and Activation

Final Score of Live Leaderboard

Online Voting Leaderboard

This leaderboard represents only the online votes.

The finalists will be selected based on both jury board's score and online vote.

Voting ends on 15th November, 2016.

SL	Team Name	University	Votes
1	Team Unpredictable	University Of Rajshahi	73015
2	The Good Guys	North South University	68852
3	Inspirebels	North South University	68849
4	3 Masons	North South University	60210
5	Brains Of Castamere	IBA, University Of Dhaka	56882
6	Tasdir	Patuakhali Science And Technology University	54771
7	Team Dark Horse	IBA, University Of Dhaka	48384
8	Minimum Wage	IBA, University Of Dhaka	35916
9	Eye	Bangladesh University Of Engineering And Technology	7974
10	Team Metro	University of Dhaka	5433

[Click Here to Visit Microsite](#)

[Click Here to See Videos](#)

Banner for press conference



Event Merchandise signed by Tamim Iqbal



Activation News: Engaging National Cricketer Tamim Iqbal



Gala Event News



Champion Team Taken to Visit University of Nottingham



Winning Ideas Featured



Press Ad



Flyer



X Banner



Roman Banner

Be a part of

Contribute to country's progress through generating Export Ideas

RISE HIGH BANGLADESH

Export idea competition among university students.
Joint Initiative of: Crown Cement & The Daily Star.

Get Ready
We are coming to your campus on
7th August 2016
University of Dhaka

Register today/www.thedailystar.net/risehighbd

Web Banner Ad



CLICK TO SUBMIT YOUR IDEA

When Collaboration takes place, Magic happens

