



दैनिक जागरण
THE GREAT INDIAN
Shopping
उत्सव

हो जाओ तैयार

Be a part of India's #1 Shopping Festival



Diwali SEASON OF **BIG CELEBRATION** **BIG SPENDING**

Winning this festival Season with Dainik Jagran Shopping Utsav



India's festival season is an exhilarating time of the year across every region. Festivities and time-honored traditions are at the heart of Indian culture. Before savouring rasgullas during Durga Puja or gazing at the fireworks of Diwali, many Indian consumers look forward to pick up the gadgets they aspire to, look for sales and offers across the retail markets, decorate their homes, make fashion statements and indulge in seasonal recipes.

What does this mean for marketers? A large number of valuable consumer moments where brands can connect with their target audience.

As we explore the ways Indians celebrate the festive season, we ask one simple question: Is your brand visible amidst these celebrations?

India's frenzied festival season: A Massive Consumer Engagement Opportunity with Dainik Jagran Shopping Utsav.

As shopping activity heats up during India's festivals, make sure your brand is primed and ready to win this season. Dainik Jagran

will make your brands reach and engage new audiences and be right alongside consumers as they prepare, observe and celebrate India's festive season. With its annual Shopping Festival property — Dainik Jagran Shopping Utsav Season 3 which is a retail activation property across 5 states and 25 cities and engages not only consumers but also retail partners to create an overwhelmingly attractive, and seamless shopping experience from start to finish with offers and branding opportunities

To win consumer attention as Festive frenzy heats up, Dainik Jagran Shopping Utsav will help your brands:



Dainik Jagran Shopping Utsav - Your Guide in winning consumers this festival season

Let's Partner...

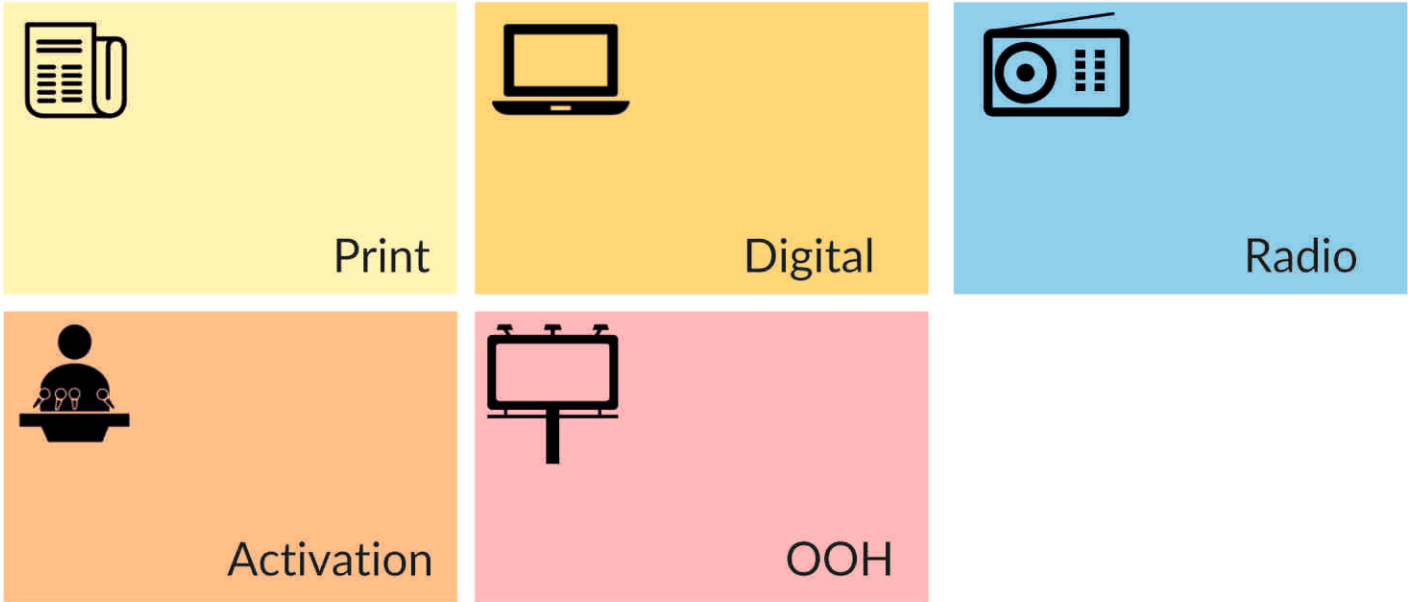
Introduction

Jagran Prakashan Limited is a leading Indian publishing house listed on the Bombay Stock Exchange and the National Stock Exchange. It is India's leading media and communications group, with main interests across Newspapers, Outdoor, Internet, Magazines, Below the Line marketing solutions, and Mobile Value Added Services. Dainik Jagran is the flagship brand of the company. The genesis for Dainik Jagran was in the year 1942. In today's dynamic media world, where consumers have an unprecedented array of choices, Dainik Jagran stands out as a brand that is the choice of millions of Indians as they start their day. It has been the largest read daily of India for the last consecutive 23 rounds of the Indian Readership Survey (IRS). With 37 editions, Dainik Jagran covers 11 states of India. It has also been declared by the World Association of Newspapers (WAN) as the Largest read daily in the World. Not just the largest read, Dainik Jagran has also been voted as the Most Credible Source of News in a BBC-Reuters survey.

7.37 Crore people chose Dainik Jagran as their favourite newspaper
SOURCE: IRS Q1 2019 TR

Dainik Jagran	7.37 Cr
Dainik Bhaskar	5.14 Cr
Amar Ujala	4.76 Cr
Daily Thanthi	2.41 Cr
Lokmat	1.97 Cr
Rajasthan Patrika	1.80 Cr
Malayala Manorama (Daily)	1.75 Cr
Eenadu	1.57 Cr
The Times of India	1.52 Cr

Dainik Jagran - A Multi Media Conglomerate

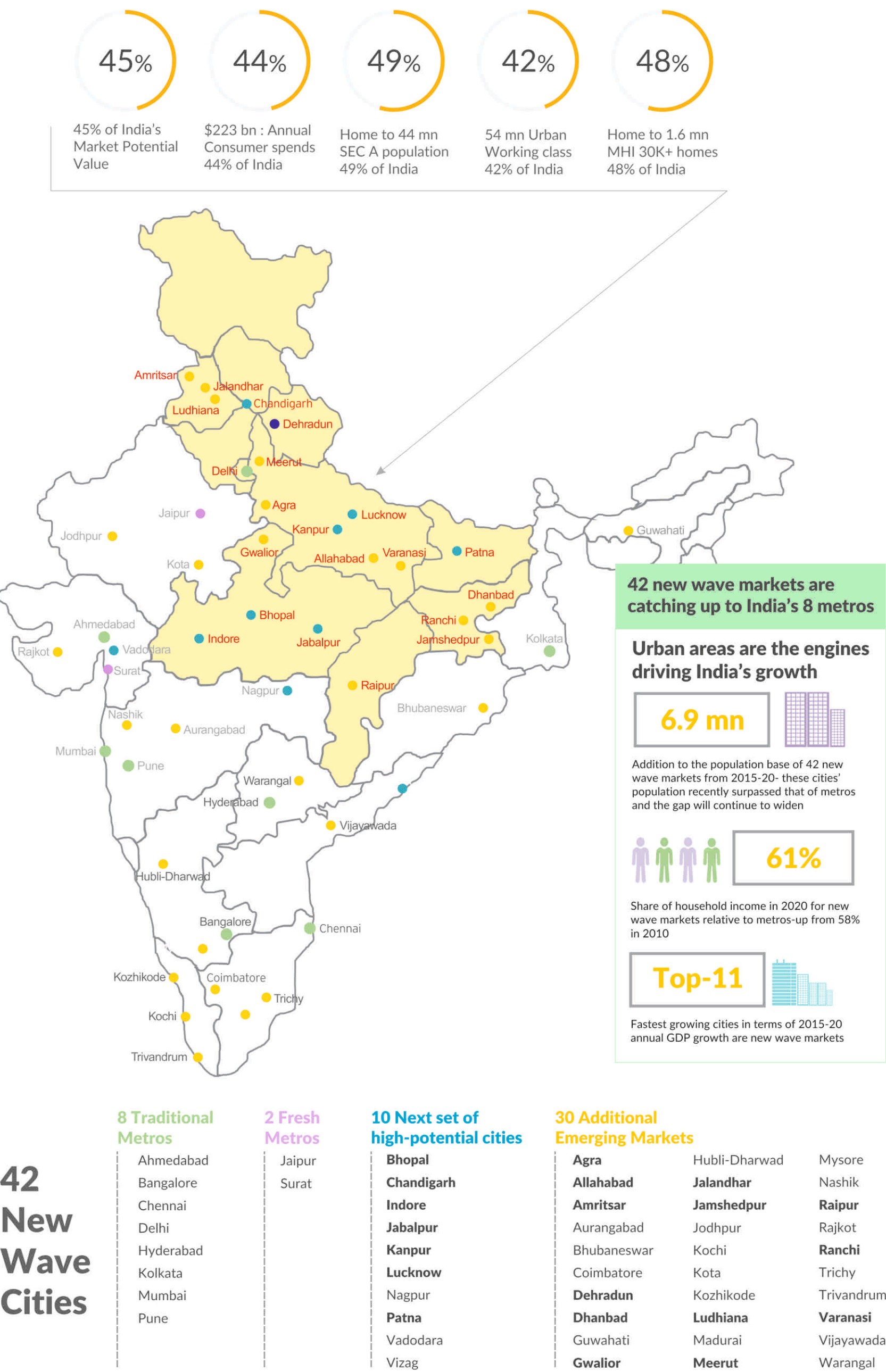


Width, Depth and Heritage

India's Largest* read Daily	77+ mn* Readers	9 Print Publications and 1 Magazine
5 Business Verticals	Two #1* Print Dailies, Dainik Jagran (Hindi) and Inquilab (Urdu)	No.1 website in Education Category and in Overall Healthcare Industry
38 Printing Facilities	#1 Hindi Website in News/Information Category with over 40.58 mn unique visitors	40^ Radio Presence across 12 States
9 Language Operation	9 Digital Media Portals	400+ Editions/ Sub Editions
13 State Print Presence	Trusted by millions for over 7 decades	

* IRS 2017 Other Source: Internal Data, Comscore: Mobile March 2018 INext renamed as Dainik Jagran iNext, ^Currently, RadioCity has 39 stations, recent acquisition is subject to MIB Approval

Half of India lives in Jagran Markets
626 mn Indians Home



20 cities are in Jagran Footprint Market



Unleash Your **Business** Potential!

A Retail Advertising Initiative by Dainik Jagran to offer customized multimedia advertising solutions to the local retail outlets to enhance the reach and impact of their local advertising with cost efficiency .



Multimedia Offerings



Print



Radio



Cinema



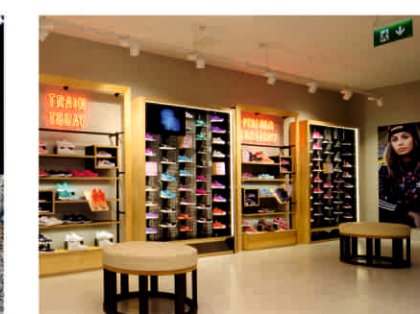
SMS



Average Participation

4000+ Retailers

Every Year



Retail Categories

Consumer Durables | Garments Stores | FMCG Stores | Furniture and Furnishings
Kitchen Appliances | Medical Stores | Sanitary Stores | Fashion Accessories
Computer Hardware | Mobile Stores & Many more...

बदलते स्टिल की बदलती तस्वीर



GET



DAINIK JAGRAN SHOPPING UTSAV SEASON 1

(11th Oct - 11th Dec. 2017)



GEOGRAPHICAL FOOTPRINT

3 STATES

UTTAR
PRADESH

UTTARAKHAND

NCR REGION
(EX-DELHI)

15 CITIES

Agra

Allahabad

Aligarh

Bareilly

Dehradun

Gorakhpur

Haldwani

Jhansi

Kanpur

Lucknow

Moradabad

Meerut

Saharanpur

Varanasi

NCR

CONSUMER ENGAGEMENTS

1500

Retail Touch
Points

6 Lacs

Coupons
Consumed

30 Cr.

Retail Sales
Generated



PRIZES

MEGA DRAW



15 Hyundai
EON Cars



3 Gold Necklace

4

FORTNIGHTLY DRAW



60 LED TVs



60 Mobiles

COLLATERALS

1250
Kits

Retail Kit
Includes

4
Coupon
Booklets

5
Tent
Cards

10
Posters

20
Danglers

100
Shopping
Bags

1
Coupon
Box

MEDIA AMPLIFICATION



Print
12000 sq. cm.
space
consumption



27000 Seconds
On-Air Media



OOH
Hoardings 5 Prime
Location / City
&
1 Branded
Van / City

DIGITAL PLATFORMS



Website



EVENT SPONSORS



Driven by:
HYUNDAI



GET



DAINIK JAGRAN SHOPPING UTSAV SEASON 1
(11th Oct - 11th Dec. 2017)



POSTER



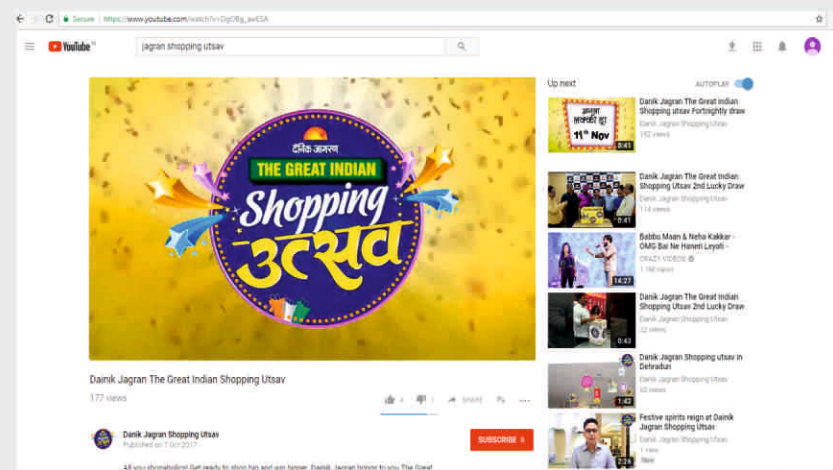
PRINT AD



WEBSITE



COUPON



CARRY BAG



EVENT VAN



PRESS RELEASES



SET



**DAINIK JAGRAN
SHOPPING UTSAV
SEASON 2**
(16th Oct - 30th Nov. 2018)



GEOGRAPHICAL FOOTPRINT







4 STATES
UTTAR PRADESH
UTTARAKHAND
NCR REGION (EX-DELHI)
PUNJAB

20 CITIES
Agra
Allahabad
Aligarh
Bareilly
Dehradun
Gorakhpur
Haldwani
Jhansi
Kanpur
Lucknow
Moradabad
Meerut
Saharanpur
Varanasi
NCR
Ludhiana
Jalandhar
Amritsar
Bathinda
Patiala

CONSUMER ENGAGEMENTS

2100 Retail Touch Points
8.40 Lacs Coupons Consumed
42 Cr. Retail Sales Generated


PRIZES

MEGA DRAW
 6 Hyundai EON Cars
 6 Gold Necklace
 6 Motorcycles
WEEKLY DRAW
 60 LED TVs
 60 Microwave Ovens
 60 Mobiles




COLLATERALS

2100 Kits
Retail Kit Includes
5 Coupon Booklets
6 Tent Cards
10 Posters
15 Danglers
1 Coupon Box






MEDIA AMPLIFICATION

 Print 16,000 sq. cm. space consumption
 20,000 Seconds On-Air Media
 OOH Hoardings 5 Prime Location / City & 1 Branded Van / City

DIGITAL PLATFORMS

 Website



EVENT SPONSORS

 Leeford Healthcare Ltd.

 MEGLOW premium fairness cream
Driven by:  HYUNDAI
 CONQUER THE WORLD



SET



**DAINIK JAGRAN
SHOPPING UTSAV
SEASON 2**
(16th Oct - 30th Nov. 2018)



POSTER A



POSTER B



RETAILER PROGRAM

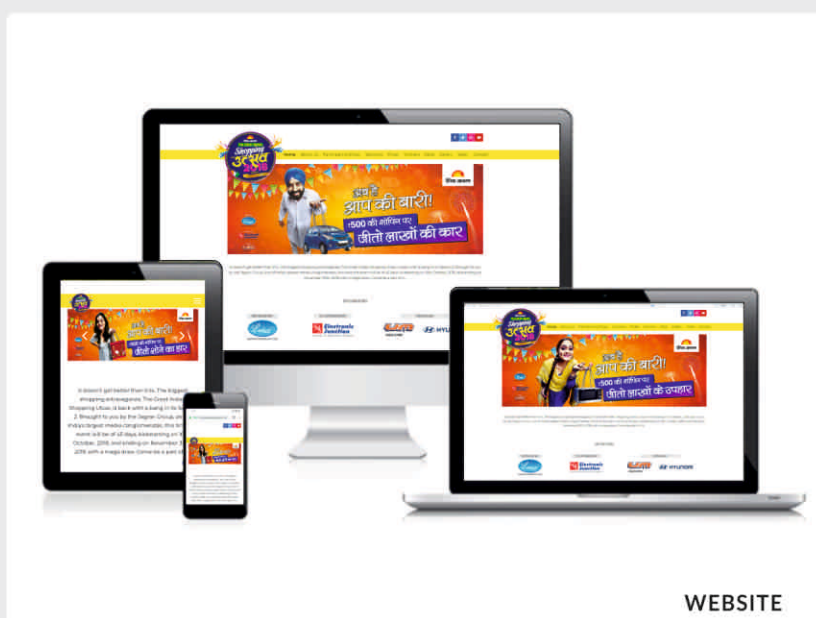


TENT CARDS

EVENT VAN

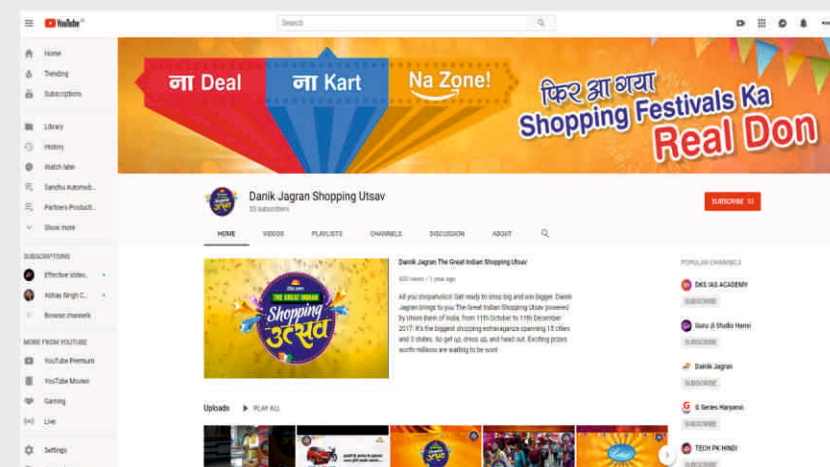


PRINT AD



WEBSITE

SOCIAL MEDIA



COUPON



PRESS RELEASES



Dainik Jagran The Great Indian Shopping Utsav

Season 1



Season 2



Dainik Jagran

The Great Indian Shopping Utsav

Season 3 is Here...

The Great Indian Shopping Utsav Season 3 will be held for 30 days across all formats of retail establishments in 4 states. When the buying sentiment is already high during the festival, the consumer is encouraged to shop with the participating outlets. To ensure that the consumer can identify the right outlet, the Retail Outlets would be branded with the festival In-shop Branding Collateral and also promoted through print communication. The festival would be accompanied by a mega advertising and promotion campaign.

The main attraction for the consumer is the possibility of winning gifts like cars, residential flat, durables, holiday packages, Gold gift vouchers, gift hampers etc.

Retailer Enrolment

The festival is open for participation to any retail establishment across 25 cities for retailers under Retail Guru Program and Non-Retail Guru Outlets at a pre-defined participation fee –

Retail Outlets are divided into Two Categories for Coupon distribution

- **Low Value Retail Merchants** (LVRs) to issue 1 coupon on purchase of INR 500 & its multiples
- **High Value Retail Merchants** (HVRs) to issue 1 coupon on purchase of INR 2000 & its multiples

Shop & Win!

Chance to win prizes on every purchase

Each consumer would get a lucky coupon (or multiples) wherein he stands chance to win prizes and gifts through weekly draw and Mega Draw.

In-Shop Branding Collateral

Branded Retail Kit issued to all participating Outlets includes:

5 Coupon Booklets | 100 Shopping Bags | 20 Danglers

10 Posters | 6 Tent Cards for Cash Counters | 1 Coupon Box

Retailer Engagement Program

Best Retailers Award • To be run across all event locations • To be chosen on defined parameters • Collateral Display/Coupon Sale/ Consumer Awareness/Sales Force Knowledge • Top 3 to be selected from each city • Best Retailer to be awarded a Lucky prize through lucky Draw • All other dealers get appreciation certificate/ some gratification • The same is to be executed during final draw

Promotion Plan

(A)	Print Promotion	Placement	Insertions/Qty	Size/days
1	Print Ads	Dainik Jagran	Pre Launch Teasers	4 FP Navigation Bars
			Launch	Jacket
			Post Launch	17 Half Pages
(B)	Media PR			
1	Pre Coverage	Dainik Jagran		
2	Post Coverage			
3	Retail Market Coverage			
4	Weekly Winners Coverage			
5	Soft stories on Consumer Shopping Experiences			
(C)	Retail Merchants Collateral	All Dealers Point		
1	Welcome Letter in Kit		1	
2	Danglers		20	
3	Posters		10	
4	Shopping Bags		100	
5	Coupon Booklet		6	
6	Acrylic Coupon Box		1	
(D)	OOH			
1	Outdoor	25 Cities	5/City	60 Days
(E)	Radio Promoton			
1	Radio Spots	25 Cities	Teasers	15 Sec x 7 Days with 10 R/Day
			Event Campaign	30 Sec x 45 Days with 12 R/Day
			RJ Mentions	10 Pre (7Days) & Post Launch (45 Days)
(F)	Digital Plan			
	SMS		20000/City	Pre 3/Launch/Post 5
	Website	Listing of all Retailers		Content & SEO
	FB, YouTube & Twitter			Daily Post/Videos with Google Ads & Boosts
	Jagran Online Platforms			Event Banner- All Digital Platforms x 40 days
(G)	Cinema	25 Cities		45 Days

Partnership Opportunities

with Dainik Jagran Shopping Utsav

Dainik Jagran Shopping Utsav offers Sponsorship opportunities for brands to Connect with audiences during the Big festivities period with highly motivated consumer who is high on consideration intent and purchase intent for various products and services across 25 cities & 5 states. Building deeper relationships with Audience & Opportunities.



Interactive
Creates a dialogue, while sponsorship creates a monologue



Relevant
Reaches consumers in places they choose to be



Emotional
Taps into events, places, and causes that consumers are passionate about



Immersive
Makes an impact through multiple touch points and components

Brand Association

Dainik Jagran Shopping Utsav will:



Put your Brand in the spotlight



Engage Consumers & Participants, and Collect Qualified Leads



Increase awareness around a product



Reach out to a new target audience



Increase brand awareness with an existing audience



Build relationships and engage with community



Reposition or rehabilitate a struggling brand



Social responsibility CSR

Sponsorship Opportunities

Diamond | Platinum | Gold

Note: The sponsorship investments mentioned below are tentative. We would like to personally meet and discuss the opportunities that can be explored and shall customise the package accordingly.

Deliverables

Sponsorship Elements	Diamond	Platinum	Gold
Sponsorship Branding	Presenting	Co-Sponsor	Associate Sponsor
Logo on Brand Imagery	Yes	Yes	Yes
Coupon Perforation Branding	Yes	No	No
BTL / Events Venue	Yes	Yes	No
Collateral Branding	Prominent	Yes	Yes
Print Media	Yes	Yes	Yes
PR	Yes	Yes	Yes
OOH	Yes	Yes	Yes
Radio	Yes	Yes	No
Digital	Yes	Yes	Yes
Event Branding	Yes	Yes	Yes
Weekly Prize Distribution PR	Yes	No	No
Exclusive Social Media Feeds	Yes	Yes	No
Customised Videos for Promotion	Yes	No	No
Van Branding	Yes	No	No
Media Space	Yes	No	No
SPONSORSHIP FEE	₹1.5 Cr.	₹1 Cr.	₹75 LACS



About PARTNERS



www.partnersindia.com

100,260

115,807








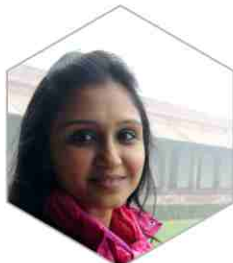







FOLLOWERS

VIEWS

Ours is a journey of 2 decades from a small advertising enterprise to being the topmost creative, production and digital agency of North India through sheer determination and grit. With talent pooled in from various walks of life, we offer versatile solutions that have been trusted by the likes of Maruti Suzuki, Himachal Tourism, HCL, Godrej Interio, Dainik Jagran, Patanjali, Swaraj Tractors, Bonn, Jio, Lakshmi Overseas, NHAI, JeAmour, DPS and many others. We are your one-stop solution partners for Branding, Ideation, Styling, Content, Resource Management, Digital, Production, Advertising Audits, and Events. Each client gets our unwavering attention and expertise regarding their particular concern with made-to-fit individual solutions. Partners is the only Advertising Agency in North India to have;

1. Launched 35+ New Brands & have done Styling of 100+ Brands Across North India.
2. Successfully Conceived & Executed 12+ Shop & Win Events Across North India.
3. Actively Contributed in 6 State Elections Across North.
4. A Seasoned Team of 30+ with Cumulative Professional Experience of 200+ Years in Advertising.
5. 5000 SqFt Fully Equipped Agency with Complete Production & Post Production Infrastructure In-House.
6. Currently Positioned as #1 Digital Creative Agency of North India.

Event Team

 MOHINDER KUMAR CGM, Dainik Jagran, Greater Punjab	 RAJEEV MANCHANDA Account Director	 SIMRAT SINGH Visualizer, Editor	 VARUN SINGLA Digital	 SUNIL THAKUR Studio & Production
 MUKUL RAUT Brand Imagery	 HARMAN SINGH Event Photographer	 ADITI GARG Content	 ASHMEEN Content	 DEVASHISH Content & VO
 BHUPINDER ARYA Art	 GAURAV JAITELY Googler	 MISHIKA NARULA SEO	 JAPNEET KAUR AV Editor	 PRIYA AV Editor





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www.jagranshoppingutsav.com/

www.facebook.com/jagranshoppingutsav/

www.youtube.com/channel/UCvgoV4xOPXsPi_2lGy3saEg/

www.instagram.com/dainikjagranshoppingutsav/



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