



Think curiously
at problem.
find clarity,
create SOLUTION.
BRING character
with courage.





MISSION-UP

**KAISE BANENGE
CROREPATI?**

TO LAUNCH DAINIK BHASKAR HINDI NEWS APP





SPOKE TO

Politician

Journalist

Political Analyst

Domiciled Resident 25yrs +





SEGMENT TARGETING



● 30 YRS+ | M/F | SMART-PHONE USER

Highly inclined towards culture, tradition & values

Conversations around politics and local news make an integral part of their life

Entertainment related to Bollywood News are keen interest

The interest revolves around below topics:

- Politics
- Local news
- Sports
- National news
- Government Jobs
- Religious programmes
- Entertainment news

Inclination towards government jobs is still high.

Most cities are yet to embrace changes in higher education, private jobs, technology etc.

Desire to do better but are unable to, limited by their exposure and environment

Seniors in the family have a routine relationship with the physical newspaper – [source of credibility/trust](#)

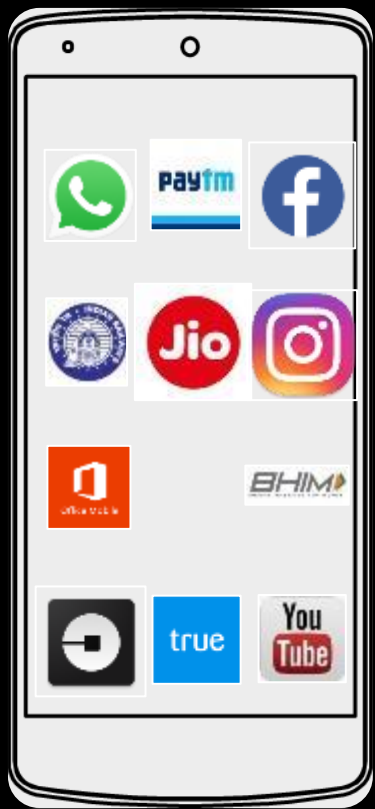
On-the-go mobile generation is not an appointment reader. Google, WhatsApp, YouTube, and Social are many mediums. [Anytime. Anywhere](#)

Consumers of [real-time news](#) as and when it happens

ENTERTAINMENT, POLITICS & GOVERNMENT JOB



ROLE, PILLAR & SOURCE OF BUSINESS



Usage of Smartphone

For Education

Social Media

News & Information

Technology

Utility Applications

Many benefits

Entertainment

Time Saving

Better Lifestyle

Convenience

Financial Management

Business & Office Management



Connectivity + Updates

News Updates

Connectivity with friends

Offers, discounts, & events



Better Connectivity

- Connectivity has improved
- Video Calling
- Extensive usage of sending videos
- Better performing handsets have been introduced
- More storage space is needed

Types of use case

- Finding locations/ geo tracking
- Usage of travel apps eg: Uber, Ola
- Online shopping apps
- Financial services e.g.: PayTm, Freecharge, BHIM
- Ordering food
- Photo & video editors-tracking

Entertainment and Information at the disposal

- Various type of content is consumed online
- Information at disposal
- News is consumed by females also

EASE. ENABLER. FULCRUM OF EVERYTHING

● DECONSTRUCTING NEWS APP

Usage of subtle language that is easy to read and not biased

The tonality of the language used should not be biased towards any political party.

Also, maintain a subtle tone for reporting news that is not against a particular community

Functionality which provides convenience in reading

Format:

- Resizable font size
- Stylish layout & logo
- Clears past history
- Segregation of specific sections
- Textual + Video Format

Content that provides convenience in reading

Wider variety of categories to offer:

Most read categories:

- Local News
- Politics
- Government Jobs
- Education
- Sports
- Astrology
- Finance

Building credibility for the app

- No exaggeration of facts
- Linkage with famous, old & popular newspapers provides goodwill to the app
- Quick & updated headlines





APPS

HEARTLAND MOSTLY CONSUMES
NEWS IN HINDI

Apps used in North




SOURCE OF BUSINESS





PRODUCT PROMISE PROPOSITION...

PERCEPTUAL STUDY



Dainik Jagran App

Perception of the App

Strong backing of a popular newspaper

Language of the News

Hindi language is easy to understand. Even the females in Patna find the language easy to understand. Provides news in both English & Hindi

Reliable News

Provides reliable news which is a function of having a reliable newspaper link

More about the App

News App garners below reactions too :

- Credibility & reliability** due to a famous newspaper
- Considered to be having **strong hold on local news**
- Wide variety** of categories
- Easy interface which provides ease in navigation
- Has quick updates**
- Provides updates **on exams, education & government jobs**
- App gives **detailed news articles**

Observed that the app is used by younger audience more both in Patna & Agra including females in Patna

Local News

"I like to read the news of UP basically." – Young competition users, Agra
 "DJ = Local News...Because Dainik Jagran gives local news. The news around us"
 " – Young Competition users, Patna

Reliable news

"Largest circulating newspaper..." – Old Competition Users, Agra

"That is easy in terms of interface. You can select the state and you can select the category, gives up Agra


Navigation

"TOI give gives mix Competition users"
 "Since they are Hindi News providers so language is not too tough also" – Female Competition Users, Patna

Many Languages + Easy

"It shows local news and Government jobs also" – Competition users, Patna

Wider Category



Hindustan App

Perception of the App

Strong trust on the app due to credibility linked to a well known and respected Newspaper

Language of the News

The language is easy to understand & comprehend

Reliable News

The app gives reliable, accurate & genuine news. People in Agra have also compared the news with other newspapers

More about the App

News App garners below reactions too:

- No harsh tonality** used in reporting the news
- Content** has wide variety to offer to the readers
- The **layout of the app** demarcates the sections which makes it easier to navigate
- Trustworthy** app due to credibility of a famous newspaper

Strong link with Newspaper


"Hindustan newspaper comes so I downloaded their app. Also I am not much aware of other apps and I am bored of these news channels they all give false news so I have boycott them but I like this app.." – Old Competition Users, Agra

Language is easy to understand

"I would say the writing style is good in Hindustan.. Language is easy to understand.." – Old Competition Users, Patna

Wide Variety

"See in this there is photo, movie, politics whatever you want to read you can read" – Old Competition User, Agra



Dainik Bhaskar App

Perception of the App

Strong connect with the newspaper

Language of the News

The language is easy to understand

Reliable News

Linkage with a famous newspaper hence the app perceived to have credible news largely. Few consider it to be giving wrong news

More about the App

News App garners below reactions too :

- Look & feel** of the app is simple & easy to navigate
- Females in Patna consider that the app gives **many offers & discounts**
- Few youngsters in Agra consider that App does **not provide updated highlights**
- Few also consider it to be giving **wrong news**

Offers & discounts on App

"In Apps Bhaskar is better. Earlier in my house Bhaskar newspaper used to come. In Bhaskar advertisements are much more & they have gained fame by giving offers" – Female Competition Users, Patna

Not updated


"Dainik Bhaskar is not having more highlight. That app is not that successful when compared to Dainik Jagran" – Young Competition Users, Agra

Simple to use

"That is quite simple. Dainik Bhaskar looks very simple" – Young Competition Users, Agra

Wrong News

"They give wrong details in the news... sometime back they gave wrong information about an accident" – Young DH Lapsar, Patna



Amar Ujala App

Perception of the App

Another app which has strong credibility due to linkage to a newspaper. App gives better coverage of topics

Language of the News

The language is easy & simple

Reliable News

Provides reliable news because it has a link with a newspaper

More about the App

News App garners below reactions too :

- Credibility & reliability** due to a well known newspaper
- Considered to be having **strong hold on local news**
- Photos in the articles add value to the article. Makes news interesting to read
- Segregated sections** provide different topics to read up on
- App used in **Agra extensively**

Visual appeal

"Amar Ujala is there. You can see photos over here. You can get everything in the menu" – Young competition users, Agra

Reliable news

"Amar Ujala is quite reliable... This is the main important factor. This should give reliable information" – Old Competition Users, Agra

Local News

"Amar Ujala, I have said that I use that occasionally. I may download that if I go to UP. I would like to download that in this one as same" – Old competition users, Patna

Different sections

"In app of Amar Ujala we go to different sections to read news" – Competition users, Agra

CROSS VERIFIED - TODAY



	Dainik Jagran	Hindustan	Amar Ujala	Dainik Bhaskar
Multimedia Content	Less integration of photos makes longer articles monotonous to read	Only cover photo for article - no other integration	Integration of photos present but not in an organized manner	Very good integration of photos, videos and infographics within the article - makes it more easy to consume , especially for longer articles
Categorisation	Lots of specialized sections (around 25 sections covering various topics	Sections categorized according to state and further option for city available; contains common sections that other apps also have	Apart from the similar ones, they have some different sections like -a religious section called “Aastha” , Farming section, Comedy sections	Same as Dainik jagran but different specialized sections like ‘Women’ and “Raashi” and sub-sections divided according to city withing UP- not seen in Dainik Jagran
Special Features	Podcast	Blog	Option to react to a news piece with emojis	Option to save news
Ads	Ads present but not too interruptive - 1 Ad within an article	Ads present and interruptive- 3-4 ads in an article	No ads	No ads
News alerts and notifications	No timely alerts	Timely alerts	Timely alerts	Timely alerts



UI OBSERVATIONS

All apps have well-categorized sections, with most sections being similar to other apps

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In terms of overall user interface and experience, Dainik Jagran would be the best pick, due to ease of navigation, quick access to news, and easy-to-view structuring

Dainik Bhaskar has good accessibility in terms of sharing and saving news pieces with prominent icons.

Moreover, if you take a screenshot of any article- the app prompts you with an option to share it

All apps except Dainik Bhaskar have an easy-to-spot/access "News brief". Which provides quick headlines with a short write-up like Inshorts

In terms of readability , Dainik Bhaskar stands apart with its use of colors, especially to highlight headlines.

Other apps make use of mainly black font color. This color also segregates the various categories of the app.

Dainik Bhaskar does not have a menu navigation bar, which means, we have to scroll through all categories to find the one we want to go to.

Thus, this leads to a negative user experience especially when the user knows what he's looking for.

DAINIK BHASKAR : DIFFERENTIATORS

— — — —

1. Ad Free News: Unlike competitors which have ads on the home page, within articles, and as pop-ups, Dainik Bhaskar provides an uninterrupted news reading experience

2. Option to save: A small but significant difference as news articles keep getting updated timely, and people may want to revisit/bookmark an article for future reference.

3. Non-conventional format: Newspapers are often associated with black and white and dull colors, Dainik Bhaskar makes use of a variety of colors which brings it away from the boring black and white.

4. Integration of multimedia formats: Dainik Bhaskar in comparison to other news channels integrates various multimedia formats like gifs, infographics, images, videos and audio to make the news more easy and interactive to consume; especially for people who can't read chunks of news

5. Region-first approach: Dainik Bhaskar leads with the city/region-specific news first, leading to high regional relevance unlike other apps where these filters have to be added separately



FLIRTIIOUS | WANDERER | EYEBALLERS

NOT MEASURING UP TO THE PRODUCT YARDSTICK

TRUST CONTINUITY | WOM

NO CLEAR CALL OUT

STATUS





STRATEGIC FRAMEWORK AND CALLING...



HOW DO WE MOVE FROM
TRANSACTIONAL VISITS TO MEANINGFUL CONNECT

CHALLENGE





SHOWCASE THE DAINIK BHASKAR APP IN A **UNIQUE WAY TO STAND
APART** FROM THE CLUTTER OF OTHER HINDI NEWS- APPS

AND
BUILD MOMENTUM WITH THE LOCAL AUDIENCE AS
THE PREFERRED CHOICE

OPPORTUNITY





NEWS ISN'T JUST ABOUT DISCOVERING OTHERS BUT NEWS IS ABOUT SHAPING OWN NARRATIVE



News is often perceived as passive consumption of information, it can be a powerful tool for self-creation and personal transformation.

By engaging with the news in a thoughtful manner, we can expand our horizons, challenge our assumptions, and forge our own unique identities.

INSIGHT



- **NEWS IS A POWERFUL TOOL FOR SELF-CREATION, INSPIRING, EMPOWERING, AND GUIDING US ON A JOURNEY OF SELF-DISCOVERY, CHALLENGING ASSUMPTIONS AND FORGING UNIQUE IDENTITIES.**





WE DON'T SEE THINGS AS THEY ARE BUT SEE THINGS THE WAY WE ARE



Our experiences, biases, and preconceived notions shape how we interpret and interact with the world around us.

This subjective lens is particularly relevant in the context of news consumption.
As Perception is the projection

ADVANTAGE





PRODUCT TO PURPOSE

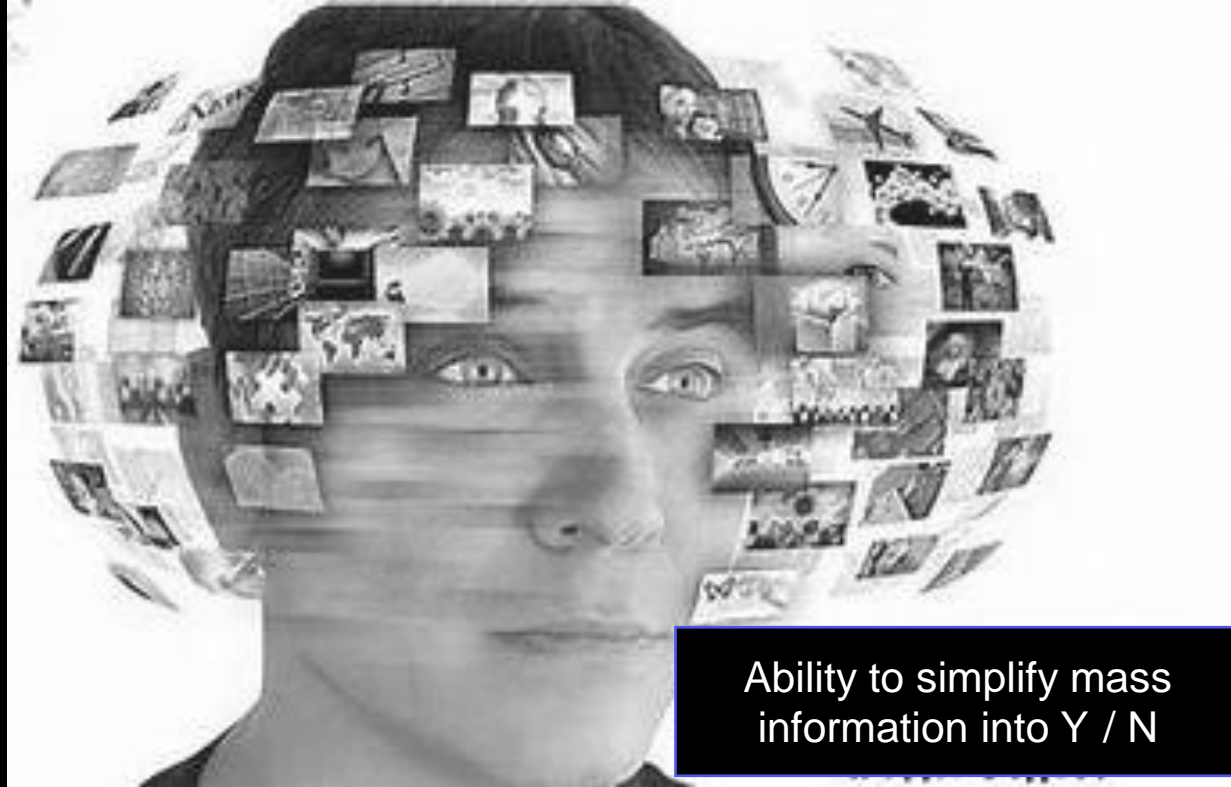
STRATEGY







TEZI SE BADALTI DUNIYA HAMARE SAMNE HAI



CHINTAIEN, CHUTAUTI, BE-CHAINI, AVSAR, BEHTAR KAL...





**Decision
making**



CHANGE THE WAY
WE CONSUME **NEWS**

KYUNKI





Khwabon ke beech main hakikat ka chunav hai.

Khel ke beech main jeet ka chunav hai.

Bazaar ki utha patak main sahi daav ka chunav hai.

Aaj ki baat main kall ka chunav hai.

Waadon ke pulindon main Sach ka chunav hai.

Khabron ke dangal main sahi paksh ka chunav hai.

Baaton ke janjaal main Sach ka chunav hai.

Fake news ke samundar main real news ka chunav hai.

Masalon se bhari khabron main seedhi baat ka chunav hai. //



ZINDAGI HAR PAL
CHUNAV HAI





ZINDAGI HAR PAL **CHUNAV HAI**

KYA AAP TYAAR HAIN?





HERO HUB HYGIENE

CONTENT CREATION STRATEGY





CAMPAIGN KA SWAD

LUFT UTAIYE!





**Kal ki khabar aur aaj ki
breaking news mei
chunav hai.**

DB AppKhabar jaise he ho aap take pahoonche.





Daud bhaag aur sukoon mei chunav hai.

DB AppKhabaron ko save karen aur padey jab aap
chahein.

▪





Khabron ke janjaal aur khabar jo samajh aaye mei chunav hai

DB AppKhabarein article, video, gif, animation aur
anye interactive format main.

▪





Duniye jahan ki khabar aur apke shehar ki khabar mei chunav hai

DB AppSmart jo aapko de aapke shehar aur region ki
khabrein pehle..





CONTENT STRATEGY

**CHUNAV HAI
THOUGHT ///**
|
PITARA HAI

INFLUENCER | PODCAST | WEBINAR | FORUM | ACTIVATION...



FILMYBOX Presents

PICTURE

ABHI BAKI HAI

MERE DOST

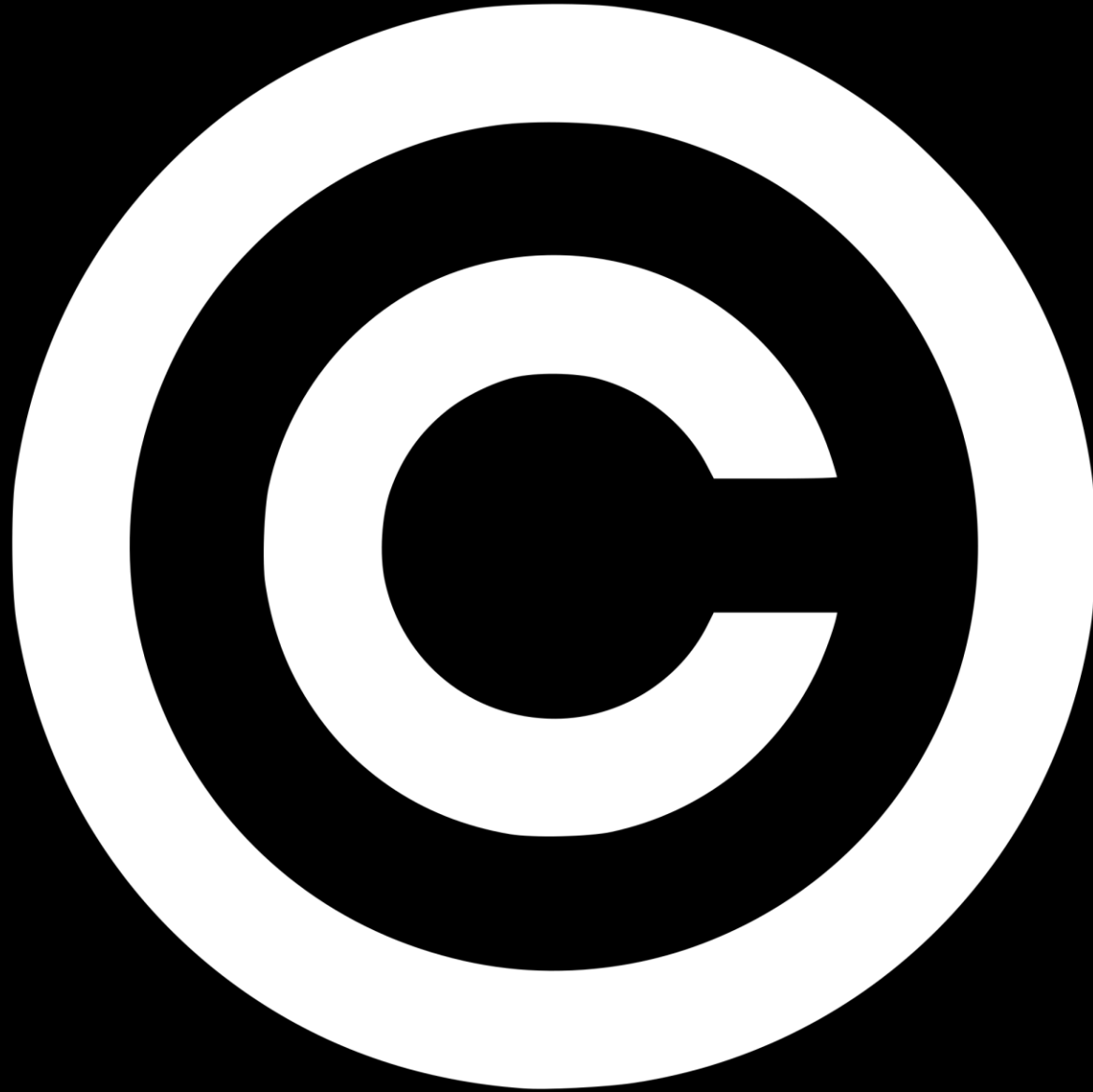


FEATURE FILM

MOBILE ON RAKHNA HAI YA BANDH RAKHNA
YE APKA **CHUNAV HAI**

ISSUED IN PUBLIC INTEREST **DB NEWS APP**





• Asif Shakeel as the author of content and idea : 2023 (“All Rights Reserved”)

