

HCL Technologies: #aMileForHer

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This case study describes how HCL Technologies, a global IT company launched a CSR campaign in India to drive awareness of the importance of literacy.

- Illiteracy is a global problem: according to UNESCO, there are 775 million adults lacking minimum literacy skills and 66% of these are women.
- HCL Technologies launched a corporate social responsibility campaign to drive awareness of female empowerment through literacy.
- The concept of the #aMileFor Her campaign was 'to celebrate the women in your life – walk, jog or run a mile for her and HCL will match your miles by empowering under privileged women through digital literacy initiatives'.
- The campaign hashtag #aMileForHer trended on Twitter in India for two days and HCL become the No.1 international IT services brand on Facebook.

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Campaign details

Brand owner: HCL Technologies

Budget: Up to 500k

Country: India

Industry: Information technology, high-tech

Media: Earned media, buzz; Events and experiential; Internet - microsites; Public relations; Social media; Word of mouth, advocacy

Market background and cultural context

HCL Technologies is a IT & ITES brand part of parent company HCL Enterprise headquartered in India and

operating across 31 countries. HCL Technologies has demonstrated remarkable growth through the recent economic downturn, emerging as one of only eight 21st-century listed technology companies in the world to cross \$1 billion in net profit, \$5 billion in revenue and \$15 billion in market capitalisation. HCL Technologies has 100,240 employees across the world – the Americas, Europe, Asia Pacific, Middle East and Africa. As of 31 March, 2015 the revenue of HCL Technologies was US\$5.8 billion (on LTM basis). HCL's strategy of focusing on growth, employee-driven innovation and unique positioning in the marketplace has further improved its competitive standing.

According to NASSCOM estimates, the total size of the Indian IT industry reached \$146 billion for the period April 2014 to March 2015 (described as FY14 by the industry). Out of this, export revenues crossed \$86bn, a growth of 13% over the last year.

Objectives

Campaign objective

Illiteracy is a global problem and statistics paint a gloomy picture. According to UNESCO, there are 775 million adults lacking minimum literacy skills and 66% of these are women.

While organisations and NGOs have been actively using social media to raise awareness about women's literacy, there has never been a more effective social media campaign to engage youth, millennials, global influencers, and professionals to enable community support for the cause. #aMileForHer is a unique CSR campaign launched by global IT major, HCL Technologies in March 2015. The campaign extensively leveraged social media channels for driving awareness about women empowerment through literacy and the change individuals can bring.

The concept of the campaign was 'to celebrate the women in your life – walk, jog or run a mile for her and HCL will match your miles by empowering under privileged women through digital literacy initiatives'. Unsurprisingly, there were numerous impactful outcomes, the most important being the initiation of empowerment of more than 1,00,000+ under privileged women.

Geographically, the campaign reached more than 60 countries and touched thousands across the globe. Launched under the hashtag #aMileForHer, the campaign was trending on Twitter in India for two days. Global technology influencers from US, Europe, APAC endorsed the campaign, voicing full support and participation. It also helped HCL become the No.1 international brand on Facebook as compared to other IT Services organisation. Unmetric, the global social media brand intelligence platform, recognised HCL as the #1 brand among the professional service companies, above Ogilvy and Mather, Alibaba, McKinsey Deloitte, PwC during the month of March 2015.

Campaign objectives included:

- Empower more than 100,000 under-privileged women by year 2020 by improving their access to knowledge and information through digital literacy, thereby enabling their fundamental need to becoming better informed citizens
- Engage youth, millennials, global influencers and working professionals to spread awareness about the issue and be the brand ambassador of 'enabling women empowerment via digital literacy'

- Invite global participation by enabling conversation from over 20 countries and spread awareness in more than 50 countries
- Achieve more than 150 million impressions and be among the top three brands on social media
- Build a campaign which is scalable and is not limited to a country or a region

Insight and strategic thinking

Why #aMileForHer focused on women empowerment via digital literacy:

- The global adult literacy rate, for the population 15 years and older, was 80% for women and 89% for men in 2012
- 781 million adults still could not read or write – two-thirds of them (496 million) were women. Among youths, 126 million were illiterate, of which 77 million were female
- Even though the size of the global illiterate population is shrinking, the female proportion has remained virtually steady at 63% to 64%.
- Women account for two-thirds of the illiterate population, according to the latest data from the UNESCO Institute for Statistics

And thus HCL launched 'A Mile for Her' to spread the word on women empowerment through digital literacy and to celebrate the contribution of women in the organisation as well as in our lives. Through this campaign, we created an opportunity for people to run a mile and dedicate it to the inspirational women in their life.

Since the campaign was global and engagement has to be real time, it required 24/7 monitoring and engagement on social media.

Our innovative idea included two solutions.

First creative solution

HCL's world class social media command centre was leveraged to track engagement in real time.

- The social command centre played an important to enable the following:
- Listening
- Optimising
- Engaging
- Action Based Conversations (ABC)
- Reporting and Analytics

The three major components of social media command centre involve:

Setup: A social media command centre was setup for the campaign. An inventory of social media posts was created for each stage (awareness, interest and engagement) of the campaign. Different tools were analysed and used for listening, reporting/analytics. Four different computer terminals were allocated each for listening, engaging, reporting and analytics.

Action: A dedicated team of four social media professionals performed the task of listening, action based conversation (ABC), optimisation, engagement and reporting/analytics 24/7. Successful campaign execution required a diverse team with experience in areas like corporate social responsibility, social media expertise, and

web development. A CSR and HR team was also trained on social media nuances for an effective and powerful engagement. The tone used for engagement was extremely personal, striking a chord instantly.

Reporting: Industry standard analytics tools were used for in-depth measurement and daily reporting. A daily status update was sent to the team and the other internal stakeholders, leading to prompt feedback on optimisation.

The Social Media Command Center For Campaign Execution:



Second creative solution

Influencer engagement was the most important activity to make this campaign a global success. The tactical approach of reaching out to influencer would not have worked instead HCL's proprietary influencer engagement framework was leveraged for this activity.

The approach included various activities as mentioned below:

The first step included identification of key influencers who were relevant for the campaign. The influencers were further categorised into various categories such as:

- HR influencers
- Youth Icons
- Global influencers
- IT influencers

- CSR influencers

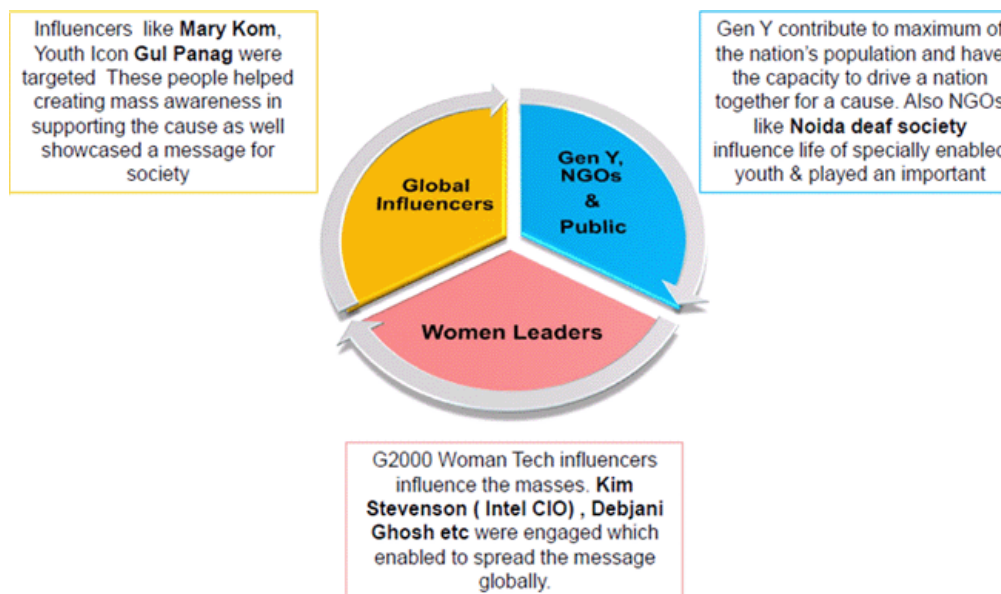
A three-member team was created to analyse the digital presence of all targeted influencers. HCL's proprietary influencer engagement framework was leveraged to analyse, and understand the digital presence of the influencer. Each member used the framework to create digital body language of the influencers.

Based on preference and engagement opportunities of each influencer, an extremely personal and engaging content strategy was created. Peak timings to post the content for influencers were determined.

Twitter, being an open platform, was selected for influencer engagement. Social media scheduling tools were avoided and all posting was done manually to enable real time engagement.

Once an influencer showed interest in the posts, follow-up conversations were planned to create better mind share.

Target Audience:



Global influencer engagement across the globe

Global Influencer Engagement (CIO - Intel, CEO - American Family Mutual Insurance Group & More)

Kim Stevenson @Kimsstevenson
VP and Chief Information Officer (CIO), Intel Corp. Enjoys tennis. Passionate about IT being a strategic part of the business.
intel.com

Gaurav Kakkar @gauravkakkar62 · 24h
.@Kimsstevenson this #MothersDay Run a mile & dedicate 2 her #aMileForHer. @hcltech will match miles & empower women.../buff.ly/1JYOiOw

Kim Stevenson favorited your Tweet
24h: .@Kimsstevenson this #MothersDay Run a mile & dedicate 2 her #aMileForHer. @hcltech will match miles & empower women.../buff.ly/1JYOiOw

Jack Salzwedel @AmFamJack
President, Chairman and CEO of American Family Mutual Insurance Group (@amfam).
Madison, WI - jack.salzwedel.com

Victor Fetter @vpfetter
#CIO who tweets about #Innovation, #Leadership and #Digital transformation. CIO, @LPL Financial. Member SIPC sign.org
Charlotte, North Carolina - linkedin.com/in/vfetter

Jack Salzwedel retweeted you
@AmFamJack Run a mile & dedicate it to women #aMileForHer. @hcltech will match miles & empower women. PLZ ... amileforher.in

Jack Salzwedel favorited your Tweet
@AmFamJack Run a mile & dedicate it to women #aMileForHer. @hcltech will match miles & empower women. PLZ ... amileforher.in

Renee Blodgett @MagicSauceMedia
Branding, Social Media, Marketing, PR & Professional Coach/ Ramnaker & Entrepreneur
Who's Help You Paint a Canvas for your Biz & Your Life!
San Francisco - magic.sauce.media.com

Gagan Kohli @DgtalGeek · May 3
@vpfetter: Be d change catalyst & empower women via digital literacy: Run #aMileForHer. amileforher.in #womenempowerment2015 PLZ RT

Victor Fetter @vpfetter
@DgtalGeek Count me in!

Renee Blodgett @MagicSauceMedia · Apr 29
RT @bhavya1703 Run a mile & dedicate it to women #aMileForHer. @hcltech will match miles & empower women. amileforher.in

aMileForHer | Run A Mile For Her - Women Empowerment
Run a mile & dedicate it to women #aMileForHer. @hcltech will match miles & empower women via digital literacy
View on web

Creative and/or Channel execution

Campaign was designed based on HCL's proprietary campaign design framework SinsMins:

(Si) = Simple & Applicable to masses

(n) = Natural/ Encourage Creativity

(s) = Stickiness

(Min) = Minimal rules

(s) = Sharable

Concept and positioning of the campaign

#aMileForHer was designed on Sinmins framework. The concept of the campaign was 'to celebrate the women in your life – walk, jog or run a mile for her and HCL will match your miles by empowering under privileged women through digital literacy initiatives'.

Platform

A platform was required where people could have two-way conversation. It should have mass reach and moreover, HCL's target audience should be there. Twitter and Facebook enabled two-way communication, and enabled wider community to participate in it and at colossal level.

Execution

The AIDA model was followed to launch the campaign.

Awareness Phase

- Offline Events were planned for CRPF Jawans, NGOS like Noida Deaf Society, Universities like Amity University, Lucknow University etc.
- Twitter and Facebook were used to create awareness due to their mass appeal.

Interest and Desire Phase

- A fully-fledged website was launched with the objective of providing the complete information. The website was promoted organically on all official social media properties of HCL Technologies.

Influencer Outreach

- The tactical approach of reaching out to influencers would not have worked so HCL's proprietary influencer engagement framework was leveraged for this activity. Global influencers like Kim Stevenson (Intel CIO), Debjani ghosh, Mary Kom, Gul Panag (Youth Icon) endorsed the campaign

Action Phase: Launch

- The campaign was launched with the team actively engaging with the participants.
- HCL's world class social command centre was leveraged to track engagement 24 x 7. The social command centre played the following roles: Listening, Engaging, Optimising and Reporting

Analysis, Reporting and Optimising

During all the phases of the campaign, a regular analysis mechanism was created. Different metrics like, number of Tweets, SEO Rank, Website Page views, Website Visits, Special Launches, etc. were sent to the internal and external stakeholders through mailers and their inputs were taken to optimise the campaign.

Governance: Daily governance meetings were introduced. A core team was created and the programme manager was assigned the task of managing both offline and online activities. Project plan was created to assign ownership.

More details can be found at: <http://www.hcltech.com/aMileForHer-Creativity>

Creatives used for awareness and messaging during the campaign



HCL



HCL

Performance against objectives

At HCL, women empowerment principles are embedded in all the sustainability actions undertaken by the organisation. #aMileForHer has successfully integrated broader societal concerns into its business strategy and performance as part of its business model.

The simplicity and relevance of the campaign struck a chord with people from all sections of society. The campaign saw enthusiastic participation from men, women, elderly citizens, children and youths.





Outcome

Even before the campaign was executed, a measurement framework was created based on the AIDA model. The key parameters were benchmarked at the beginning of the campaign to measure the campaign effectiveness. Additionally, governing mechanism was introduced to avoid any slippage.

Outcomes of the campaign

Unmetric (Global social media brand intelligence platform) recognised HCL as the number one brand among the professional service companies, above Ogilvy & Mather, EY, Alibaba, McKinsey, Deloitte and PwC during the month of March 2015, when the campaign was in full swing.

While target is to empower 1,00,000 women by 2020, more than 30,000 women are getting empowered in 2015 by improving their access to information through digital literacy

- The campaign has received more than 175 million impression across the globe on digital channels
- Global influencers like Kim Stevenson (Intel CIO), Debjani Ghosh, Mary Kom and Gul Panag (a youth icon) endorsed the campaign with their support
- The campaign received traffic from more than 60 countries and engagement from more than 23 countries
- HCL become the number brand on Facebook among the global IT companies in terms of reach and spread.
- The campaign was trending on Twitter all across India on 10 and 19 April 2015. The campaign was also trending in more than 12 cities on 10 and 19 April 2015.
- Followers on Facebook increased by 20.8% from March to April 2015
- Impressions increased by 240% from March to April 2015. Total impressions during the campaign were more than 175 million
- Influencer engagement increased by a whopping 1,200% from March to April, 2015
- Applause rate increased by 175% and 59% on Twitter and Facebook, respectively from March to April 2015
- Amplification rate increased by 287% on Twitter from March to April 2015
- Conversation rate increased by 3354% and 155% on Twitter and Facebook respectively from March to April 2015

Find out more by watching uor video case study of the campaign-<https://www.youtube.com/watch?v=WuJv07jeOak>

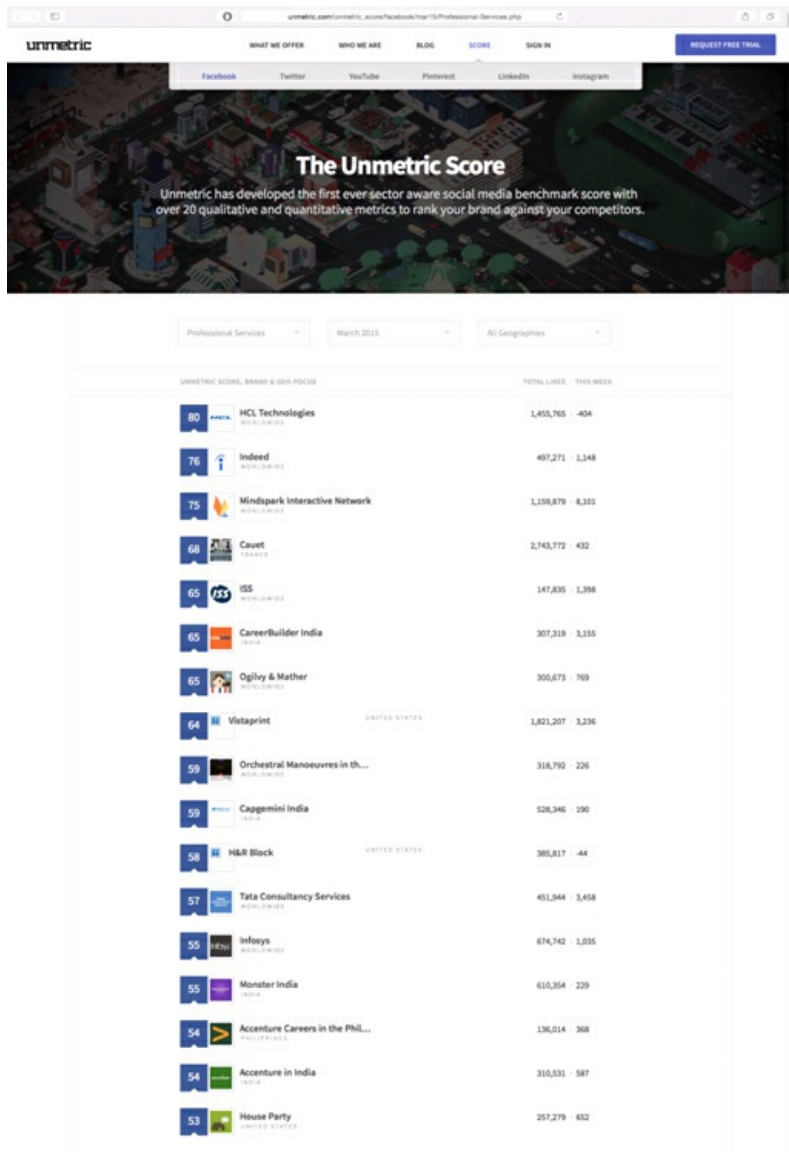
Global participation in support of women empowerment

Global Participation (#aMileForHer)





Unmetric score displayed on website



Lessons learned

Unique insights of the campaign:

Originality of the idea: #aMileForHer is a unique CSR campaign launched by HCL in March 2015. The campaign extensively leveraged social media channels for driving awareness about women empowerment through literacy and the change individuals can bring, hence encouraged individuals to contribute to the society.

Personal response strategy of campaign: The tone of engagement was so personal that the audience felt as if interacting with a brand personified.

Interactivity: The interactive two-way conversation with participants enabled it to trend on Twitter across India for two days.

Learnings

- Insights from detailed social media listening as a precursor to a campaign helped in crafting an effective social media strategy.
- Study of online data and development of skills in terms of real time monitoring and analysis, helped in driving effective engagement and interactions.
- Offline and online events should be synchronized. For example, an offline regional event, 'Raahgiri', was planned for campaign #aMileForHer which was promoted on digital channels that enabled 5000+ participation. Participants were tweeting during the Raahgiri event which enabled #aMileForHer trend all across India.
- Select the channel where influencers are most active. For example for this campaign Twitter was leveraged which helped in amplification of the campaign digitally.
- Below measures helped in driving engagement with influencers:
- Real-time postings instead of scheduled posts helped in driving real-time engagement.
- Crafting a personalised content strategy for each influencer based on their area of expertise and influence led to campaign success.
- Once the influencer showed interest to the posts, the follow-up conversations were planned to create better mind share.

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