

Madhya Pradesh Tourism Digital Campaign with Verizon Media

Description	Challenges	Solutions	Success Story	My Contribution
<ul style="list-style-type: none">• Madhya Pradesh (MP) is a state in central India.• MP Tourism board in 2016-17 launch a new campaign promoting the state.	<ul style="list-style-type: none">• Up against Youtube and Facebook, which had greater reach than us.• Limited budget allocated to Digital Campaign• Multiple operational challenges	<ul style="list-style-type: none">• Pitched Unique Digital artwork basis client's brief.• Created special section on Yahoo.• Onboarded with top digital art illustrator	<ul style="list-style-type: none">• Closed Deal worth ~ \$ 1,35,000• 245 million ad impressions across Yahoo• 140% achievement on committed clicks• 110% achievement on traffic goal	<ul style="list-style-type: none">• I collaborated with content strategy team to come up with unique idea of original digital artwork for tourist destination• Negotiating the deal, forming a special team and ensuring complete campaign was successfully realized

Description

- **Madhya Pradesh (MP)** is a state in central [India](#). Its [capital](#) is [Bhopal](#), and the largest city is [Indore](#), with [Jabalpur](#), [Gwalior](#), [Ujjain](#), [Satna](#), [Sagar](#) and [Rewa](#) being the other major cities. Madhya Pradesh is the [second largest Indian state by area](#). Top tourist destination are **Temples of Khajuraho, Panna National Park, Pandav Waterfall and many others.**
- **MP Tourism board** in In 2016-17, shared a brief that they are launching a campaign promoting Madhya Pradesh as a unique Travel Destination for young people.
- The core messaging was "[Heart is like a child](#)".

