

Challenges and counter solutions during the pitching process

Competition encounter during pitching process.

- The **competition** for this campaign was high as we were **against facebook and youtube**. There were reaching out to much larger audiences.
- Yahoo didn't have any history of working on government projects at this scale.

We worked with the agency of MP tourism (Ogilvy & Mather India) and to position Yahoo on the basis of **unique content proposal**.

We also showcased a few international executions implemented in Singapore to build trust.

Budget limitation during the closure of the deal.

- Client had been investing **major funds** in the **TV and print** advertising and were **uncertain** about the amount of funds that could be allocated to **digital media**. The allocated budget was ~ \$1,35,000

- **We negotiation** the best deal with the **illustrators** to produce original content within the assigned budgets.
- For the gap, we collaborated with Yahoo's editorial team to get a few of Yahoo's marketing budgets assigned to this project.

Content Idea Pitched

What we pitched

A customized page on Yahoo that talks about Madhya Pradesh and its attractions but with a creative twist.

The idea was to have top Illustrators a travel to Madhya Pradesh with recommended itineraries.

- Throughout the trip these artists capture their varying experiences of MP in form of their art.
- Which could be anything – sketches, doodles, paintings, posters etc.
- For each of their experience & attractions that they visit, we have a piece of art + a story to narrate.
- The custom destination will be a visual repository where popular Indian illustrators and graphic designers contribute their take on Madhya Pradesh.
- The destination, hosted on Yahoo, will be home to unique content about MP.



This was the baseline creatives



This was the example of sample art work shared during the pitch.