

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](#)".



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.