

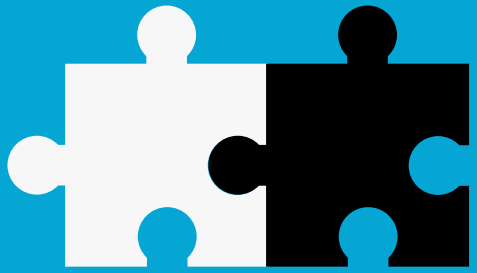


CASE STUDY

FROM SKEPTICISM TO PASSION

How 50 million people rallied together for new hope

Duration: 1 Day | Services Provided: Digital Marketing Services

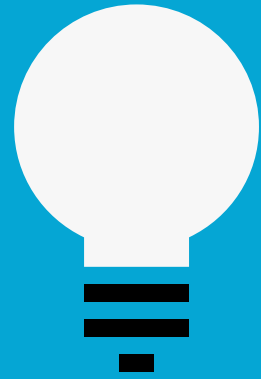


CHALLENGE

Andhra Pradesh, one of the largest states in India with a population of 85 million people, was recently bifurcated to create a new state with about 50 million people. The new Government faced the gargantuan task of creating stability, security and progress within this infant state. Racing against time, the Government needed to announce a new capital for the state, which became the beacon of hope and synonymous with the state's identity. After a year of intense planning, the Government pulled off a miracle by finding the human and financial resources to develop a capital that lived up to the huge expectations that people had.

The day of the capital's formal announcement became a unifying force that rallied the entire state's population towards a brighter and better future. This landmark event carried the hopes of a people that had been recently scarred by the bifurcation.

While the event itself could accommodate about 400,000 people, millions of the Telugu diaspora across the rest of India and the world wanted to be part of it. The Government wanted a way to engage this diaspora as much as the audience at the event.



SOLUTION

We designed a Twitter campaign with the hashtag #ManaAmaravatiManaRajadhani (our Amaravati, our capital) and built up momentum towards D-Day. On the day of the event, the hashtag reached millions of people within just a few hours. The campaign created a tremendous amount of goodwill for the Government which was reflected by the sentiment analysis as well as the number of new followers that the Government had after the event. More importantly, the campaign fueled the emotions of millions of people.

We roped in the Chief Minister (Head of Government) of Andhra Pradesh to promote the hashtag and seeded the campaign continuously during the event. Our goal was quite simple – to drive positive sentiment that would bring together 50 million people.



RESULT

"Digitant's social media campaign generated tremendous public support for the new capital. It not only created a platform for public participation but also helped us connect directly with the Telugu people across the world."

- Government of Andhra Pradesh

68,023 Tweets

8,703 Re-tweets and shares

105,335 Mentions

18 HRS India-wide trending

Despite the low penetration of Twitter in Andhra Pradesh, it generated tremendous buzz on the day of the event.