



'Aadyamrutham' Breastfeeding Week 2018, as part of Sampushta Keralam, Department of Women & Child Development, Government of Kerala

**REPORT OF MEDIA AND SOCIAL
MEDIA ACTIVITIES**

Summary

MD Niche Media Consultants undertook an integrated mass media, PR and social media campaign to promote the World Breastfeeding Week 2018 from 1 August – 7 August.

Our efforts for the campaign began with:

- ▶ **Conception, ideation and development of Campaign Tagline as 'Aadyamrutham'**
MD Niche Media Consultants came up with the unique tagline of 'Aadyamrutham' to underline and emphasise the aspect of breastfeeding a baby soon after birth. We coined the term 'Aadyamrutham' - 'Aadyam' means first and 'Amrutham' is nectar or ambrosia.
- ▶ **Conception, ideation and development of Campaign Logo**
The campaign logo, selected from multiple options submitted to the Department of Women & Child Development Department, has a mother feeding her baby within a droplet of milk. The campaign tagline 'Aadyamrutham' in Malayalam finds presence in this hand-drawn logo.
- ▶ **Conception, ideation and development of Campaign Character in 'Naaniamma'**
We felt that the campaign could be best mounted through a character who symbolises wisdom and age-old practices. Thus was born 'Naaniamma', an elderly lovable mother who steadfastly stood up for the merits of breastfeeding.

Given below is a comparative snapshot of what we were asked to do, and what we accomplished during the week-long campaign

◉ **Ideation, scripting, dubbing and development of 30-second theme based radio spots**

Ideation, scripting, dubbing and development of 30-second theme based radio spots involving 'Naaniamma' as a central character.

The radio spots talked about

1. Breastfeeding within the first hour
2. Nutrition to pregnant and lactating mothers
3. Announcing the Breast Feeding Booths across the state; also a reminder to the need for respecting the privacy of mother and the right of a child
4. On the ways to preserve breast milk - Aimed at working women, the motive is to encourage breastfeeding until 6 months
5. Targeted at tackling anaemia among the female population; teenage girls - to-be-mothers

The radio spots were converted into mp4 (video formats) and disseminated through Facebook, and WhatsApp groups

We also coordinated with the FM Radio team to deliver and disseminate the spots



Ideation, scripting, dubbing, development and editing of 30 second theme based high quality videos, compatible to cinema theatres, social media platforms and WhatsApp

Ideation, scripting, dubbing, development and editing of 30 second theme based high quality animation videos highlighting

1. Relevance of first hour breastfeeding
2. Breastfeeding booths across the state

The second video on setting up breastfeeding booths across the state was released to the cinema theatres; we coordinated with the Public Relations Department to ensure the video spot had the necessary Censor Board certifications for screening in theatres

Additionally, we produced **two more** videos

1. Comments and thoughts on breastfeeding by acclaimed literary personality and activist Sugathakumari Teacher
2. Poet and academician Prof Madhusoodhanan Nair was roped in for the campaign and he penned a poem entirely for the 'Aadyamrutham' campaign



Creating, designing, posting, boosting and maintaining Facebook and Twitter from 1-7 August 2018

Dedicated Facebook page for Sampushta Keralam was created and designed with a theme-based cover picture <https://www.facebook.com/SampushtaKeralam>

Text, audio and video posts were conceived and developed in both Malayalam and English and updated to the page

Total FB Posts from 1-7 Aug 2018 – 48

Post reach - 2,42,673 post reach

Follows - 1755 follows

We published 35 videos in 7 days

Video views from Aug 1, 2018 to Aug 10, 2018: 26,635 Minutes

which is

443.916 hours of video views over the past 10 days for our video posts

The FB page and posts were boosted to reach the messages to a wider audience base.


Twitter page at <https://twitter.com/sampushtakerala>

and the handle @sampushtakerala created

Designed with a theme-based cover picture

Total Tweets – 27 | 22 followers

Creatives for social media posts – video and poster-type content enclosed in a CD



Development of signage to indicate Breast Feeding room

3D images of a room with signage and provision for breastfeeding facilities developed and disseminated through WhatsApp groups to reach the ground level

PR and Media Coordination for (a) press conference including venue backdrop (b) Write-ups in publications during the Breastfeeding Week

Total Print Media Stories – 44

(Including content and coverage support for the Press Conference)

Coverage Report

Theme Presentation including launch of the 'Aadyamrutham' logo and 'Naaniamma' and digital venue backdrop enclosed in a CD

Three Special TV stories

1. Live Program on Doordarshan with Dr Sreehari, State Nodal Officer, Child Health
2. Special Program in Manorama TV
3. 'Dr Live', Asianet News with Dr. Jose Paul, Senior Neonatologist, Aster Medicity, Kochi

Theme based dialler tones

Dialler tone specially composed and sung

Video and Audio Byte from the Hon'ble Minister for Social Justice, Government of Kerala

Video Bytes taken from

1. Hon'ble Minister for Social Justice in Malayalam
2. Special Secretary, Department of Social Justice in English and Malayalam
3. State Mission Director, NHM in English

These video bytes have been disseminated through FB, Twitter and WhatsApp groups