

Prothom Alo, a daily Bengali newspaper, is the leading daily in Bangladesh with a circulation that is double than that of the nearest competition. From its inception it has been considered as a 'righteous' publication that speaks on behalf of truth and the mass. As a result people have always looked up at Prothom Alo as an entity that gives directions regarding social issues. Likewise it lived up to the expectations through both their core newspaper and their various social campaigns that range from Acid Victims to Say No to Drugs.

However, Prothom Alo was only living up to expectations, while people expected them to lead the way. Prothom Alo realized that they were treading too softly with their corporate campaigns like 'Ja kichu bhalo, taar shathe Prothom Alo'. They realized that they have the potential to do more for the people and can actively affect life in this country in a much bigger way. They also realized that they required sharpness in their corporate vision and their brand essence in order to consolidate and manage their different activities.

As the market leader the challenge was not to win head count, rather to create a core philosophy that will give a sharp direction to both the internal and external audience. Through research among external and internal audiences, the brand philosophy was fixed as 'Catalyst of change'. Leading to the challenge to create a corporate campaign that not only expressed the philosophy, but also inspired people to bring the 'change' that everyone expected to happen. The single line brief was that 'Prothom Alo has to lead a new Bangladesh by inspiring change among the masses'.

A newspaper can only be a catalyst. The actual change has to be brought about by the people. Moreover there are barriers to change, the main barrier being the phenomenon that people always wait for someone else to bring about the change. Most like to play the role of the audience in life, limiting oneself to criticizing others, namely the 'system'. No one wants to admit that they too are important parts of the 'system'. This 'inertia' was prevalent among the people of this country.

The main campaign challenge was to break this inertia and help people to bring about the change by themselves, without waiting for anyone else. This needed a macro insight about change and how change becomes sustainable. Accomplishing this would also need micro insights into the lives of the

mass where change could be brought by every individual without having to exert themselves too much.

The strategy came by digging into our target audience, who is demographically educated, aware, young urban population (of age between 20 to 35), and who are the most influential as 'trend setters' in the country and can actually initiate the required changes.

The driving target mindset was 'a conscious pessimist' who believes, 'Nothing will change', who do not change things because they believe their efforts will go unnoticed and in vain.

The objective:

Help people bring positive change by themselves

The audience mindset:

The conscious pessimist: People who do not want to make an effort by themselves.

The role of the Brand:

The catalyst of change

The single idea:

Change or let the world change you

The strategy was to find a macro insight about change. It was realized that change can never be sustained if it is not owned by the individual. However, the truth remains that the individual is averse to bringing about change by himself. This meant that we needed a philosophy, or rather a 'truth' that will sound 'true' immediately and shake him off the inertia. The truth that was found was "If you don't change the world, then the world will change in its own way and you will be left with no choice but to accept it". This helped to break the inertia and asked them to step forward and 'do' rather than sit back and complain.

The creative 'call for action' was

"Bodle Jao, Bodle Dao" – meaning, "Change Self, Change All"

Once comprehended this creative message now had to be communicated

The campaign plan:

1. The internal campaign

- a. 1st the ‘problems and issues’ that people thought needed change were collected
 - b. Then these problems and issues were sorted into ‘problems at individual level’ and ‘problems at departmental and organizational level’.
 - c. These problems were then communicated in an open forum to all employees and a promise was asked from every individual to make one change each to solve the problems
 - d. Branding was done throughout the office during this ‘promise collection’ phase showing caricatures of some of the more known faces in the office making odd promises.
 - e. Then, the corporate message “change self change all” was communicated (along with the new values identified through research) through a 2nd phase of branding
 - f. Areas of ‘habit change’ like the kitchen, toilet, smoking corner etc were identified and branded with ‘cartoon’ stickers and core message ‘change self, change all’
2. The external campaign
- a. The creative strategy: We were asking people to change the world. This is asking too much from anyone, especially when they are used to the inertia. Therefore, we picked areas where ‘change’ meant only making a small change in their own habits. That change too was not adopting a new habit – rather, we started with only correcting bad habits. This is not only easy, but also ‘socially correct’. We know these habits are bad, we know it is morally wrong; therefore there is no resistance to the message. Therefore, we only needed to show how correcting the small bad habits could bring about change in the society around us.
 - b. The creative implementation: We divided the campaign into a ‘teaser’ and a ‘launch’ phase. However, the campaign is also being supplemented with ‘special occasion’ communications, almost like a ‘post launch phase’
 - i. Teaser Phase – the creative showed big efforts taken by people around the country – efforts and people that were reported and publicized by Prothom Alo throughout the last 10 years. The creative showcased these popular stories and asked a simple question – ‘have talked about changes like these for the last 10 years, but how much have we actually been able to changed?’ This teaser phase only launched part of the brand message “10

years of effort”. This phase, executed in only billboards and press, helped us to build towards the launch date – the date when the newspaper completed 10 years.

ii. Launch phase:

1. Event – 2500 opinion leaders from all fields were invited to a dinner which was preceded by a program. The program illustrated the entire concept to these gatekeepers and gave them a ‘torch’ asking them to light it in the dark and see for themselves how a ‘small effort’ can light up everything when everyone does it together.
2. ATL (TV, Billboards, Press, RDC) – showcased regular bad habits from everyday life and gave the single message “Change Self, Change all”. The different media carried different bad habits to cover more topics and add more ‘volume’ to the campaign.
3. BTL (road-show, activation) – collecting promises from individuals all across the country on a single cloth banner – promises to make at least one change in 3 months in their own life and, if possible, in their own vicinity.

The concept developed for Prothom Alo captured a very broad base societal changes which has turned into practices e.g. in local buses earlier men used to seat in the seats those are reserved for women, after one of the communication pinpointing this instance as metaphor for personal change, such practices are not seen often. The overall appeal of the communication was very high for its noble thought of changing oneself for social welfare. Talking about basic habit changes had a more solid impact of the campaign, likeability wise it had scored 9 out of 10 (Source: Client). The circulation has increased from 3200 thousand to 4400 thousand within a period of three months (Source: Client). The difference between the nearest competitors increased to 300%.

Last but not the least, the communication tag line ‘*Bodley Jao Bodley Dao*’ (change self, change all) tagline - became a part of popular dialogues among young people, also it is heard that people have used this line as political slogans (observed in the recent national election). The concept

developed for Prothom Alo aimed at individuals, instead of the society at large or social groups and practices, with the belief that change needs to be initiated and supported by the individual if the change has to be sustainable and permanent.