

Godrej Green Champion

Godrej along with NDTV launched a novel concept for reality television called the **Godrej Green Champion**. It was India's first environment-based reality TV show in search for that one person who can lead the change to sustainable India.

The show involved selection of 15 contestants from over 1000 entries who would travel across India and challenged with green tasks in each of the episodes. The duration of the show was 13 weeks from 1st August to 25th October, 2015 (aired every weekend on NDTV 24x7, NDTV India, NDTV Prime and NDTV Good Times, at different time slots). The show was executed across 10 cities in India covering 13 green causes relevant to India. Each of these 15 contestants were guided by mentors relevant to the task during various episodes of the show. The format of the show was similar to other reality shows with eliminations and scores and the rounds. The difference though is all task were green tasks which would help the environment. Few of the task that were a part of this show were as follows:

1. Rain water harvesting (<https://www.youtube.com/watch?v=SsKruZDEiTM>)
2. Drip Irrigation (<https://www.youtube.com/watch?v=slwTvmCyZrw>)
3. Solar panel set up in villages with no electricity (<https://www.youtube.com/watch?v=1NikjAqqDmE>)
4. Rebuilding forest (<https://www.youtube.com/watch?v=JltrVWzRWLU>)
5. Clean up drive (<https://www.youtube.com/watch?v=ipf-VGJuUBE>)
6. Converting trash to treasure (upcycling) (<https://www.youtube.com/watch?v=X4VECHpV2sw>)
7. Urban farming (https://www.youtube.com/watch?v=e3RW__wOjNU)
8. Energy Efficiency (<https://www.youtube.com/watch?v=vrp7pVLeRqg>)

While these tasks were generic there was also seamless integration of Godrej's message about its contribution towards preserving the environment through various initiatives. The winner of this show was titled as India's first green champion, gratified with cash prize and a chance to work with the Godrej's Good & Green team on one of their green projects.

Following is the link to the microsite which provides further details about this show- <http://sites.ndtv.com/green-champion/>

Target Audience:

Being a very different show, the primary target audience was young Indians who are ready to adopt a green lifestyle and who can be a catalyst of Greener India through environmentally-friendly activities.

However, Godrej Green Champion reached out to not just the 15 contestants & viewers of the show but it spread the message & created buzz beyond that too in terms of celebrities and Influencers on radio & digital media as well as the general public through its innovative green message-led creatives on OOH.

Communication Objective:

The objective of the show was to create awareness about the issues plaguing the environment and how people can make a major difference, showcase Godrej as an environment friendly company committed to sustainability and communicate about its green products (such as Godrej Chotukool, Thermo-electric chip, Protekt and Good Knight Fast Card, as well as green processes and initiatives by the Godrej Group) via content integration. Each episode showcased something unique about Godrej and its environmental and societal efforts. For OOH in Mumbai, the communication objective was not just the creative communicating a message about green but the media to be used innovatively to pass on the message about green based on the episode task. There was a need to create a buzz & increase eyeballs for the message as well as drive tune-ins for the show.

Media Strategy:

An integrated media campaign to promote the show comprising radio, TV and digital was deployed. Outdoor as a medium was explored from an innovations perspective as the nature of this medium creates a lot of buzz. The focus was to create impact with minimum spread across the city hence key locations in the city were selected which witness maximum traffic & eye-balls. The 1st innovation highlighted the need to preserve vegetation as they are ultimately the lungs of the city. The 2nd innovation highlighted the need to share our resources with other species living on the planet with harmony. This ties in with the sustainability communication that was done with the 'Godrej Green Champion' show.

Creative Messaging:

1st time actual plants were suspended on a hoarding horizontally Making sure its environment friendly and the same plants were again planted back to help the society, It was done in such a way that it looked like a landscape.

1st time other living species benefitted from a hoarding innovation by providing them feeds by using recycled bottles

Results:

Overall result numbers were as follows:

- 7 million people reached with the green message.
- TV reach on the channel increased by over 10% when the show was on air (TG: AA 22-40 AB, All India)
- 47439 minutes of green content generated.
- Moreover, the show impacted millions of Indians giving them a hope and way to a better India

Following are the results based on a survey undertaken among 500 respondents in Mumbai & Delhi:

- **20% of the audience were aware of this show due to the OOH campaign undertaken.**
- 80% liked the show and found it relevant to them.
- 76% likely to tune into the show for the next season.