

My Incredible Story Contest

Ministry of Tourism in association with National Geographic Channel, launched an exciting contest My Incredible Story in April'19 in the hunt for the best photographers weaving compelling narratives with their clicks across the country. This campaign was the 2nd in a series of the contest launched by MoT and NGC executed by us. The participants with best entries had a chance for their story to get featured in NatGeoTraveller India magazine, win a complimentary stay in MOT recommended resort and win some exclusive NatGeo Merchandise.

Lyxel&flamingo helped National Geographic Channel Achieve the following Key Performance Metrics:

1400
Registrations from
Pre-buzz

7800
Valid Contest
Entries

20 Mn
Unique Reach from
Social Channels

Campaign Objective

- To reach out to shutterbugs from all parts of the country and be able to create a huge library of content and assets for MoT. Which can be one of the largest crowd sourced initiatives for content generation for the the ministry using the digital route.
- The Media Objective was to find the relevant audience (photographers) and ensure them to participate in the contest with their original photographs and their story behind the same.

Challenges

- The challenge was to generate valid entries from users, which included an original image, a writeup for story behind the image, contestant's personal information and RAW file for the contest image.

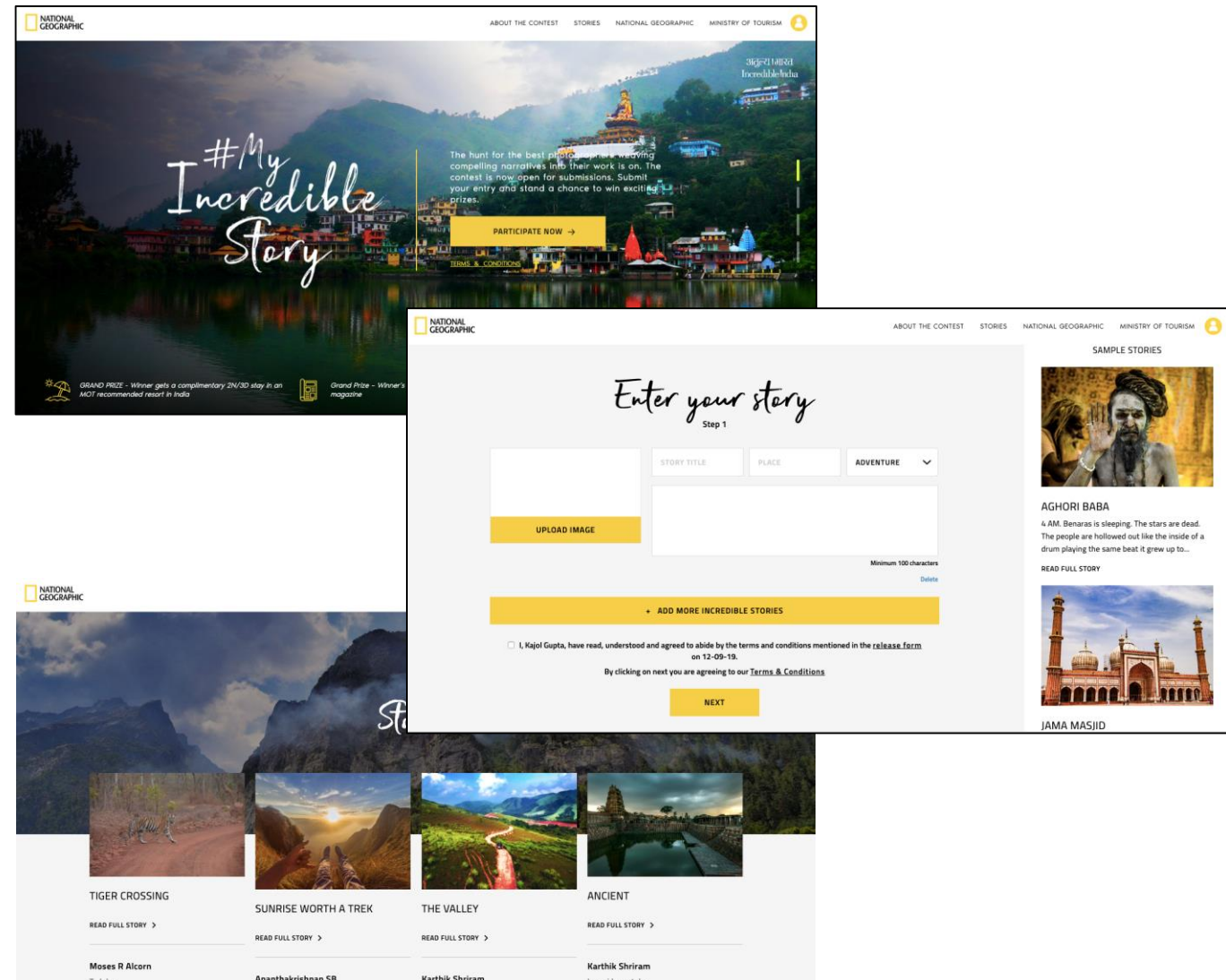
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Strategy

- A microsite was created as a destination for the contest, to educate on the topics, collect the entries and showcase the work of the participants. The user had to submit a self clicked photograph backed up with a RAW image, a story to support the photograph and their personal information.
- We started with a pre contest promotion on Facebook and Instagram to make audience aware of the contest and receive pre registration to participate in the contest
- The contest was amplified by a multi channel digital campaign to get story entries from shutterbugs across the country in a time span of 4 months.
- As this was a 2nd contest in the series of such initiatives, we used our learnings of the audience segments from the 1st Phase and also created audience segments for retargeting users.
- We designed more than 80 posts for different topics as well as to retarget the users with multiple messages for the Social Media and Display Channels.

Results

- We received more than **1300 contest registrations in a week during the pre buzz.**
- We got around **14,000 entries** from the campaign in a total span of around **3.5 months.**
- Out of the total story entries received **7800 were valid** and qualified for the contest with all necessary details present.
- Apart from the contest entries we got over **40 million impressions, 6 lakh clicks, a CTR of around 1.5%** across channels.
- We were able to achieve a unique reach of 20 Million from the Social media paid campaigns.





I love all things about my city Mumbai. Its truly city of dreams. And the city of Heritage as well.

I love to click Reflections anywhere. I have clicked the Famous and the historical Taj Mahal Hotel in Reflection. I spend more than hour to ignore human character in my frame. also struggled to get sharp reflection in open water. I am lucky because it was very thin layer of water that's is how I was able to capture the beauty of the Structure without any distortion.



Dead life is such an adventure we entertain people at risk every day

The Wall of Death often known as the "Well of Death" in India, but also known historically as a "silodrome or motordrome" was a staple of carnivals and fairs in early 20th Century America.