

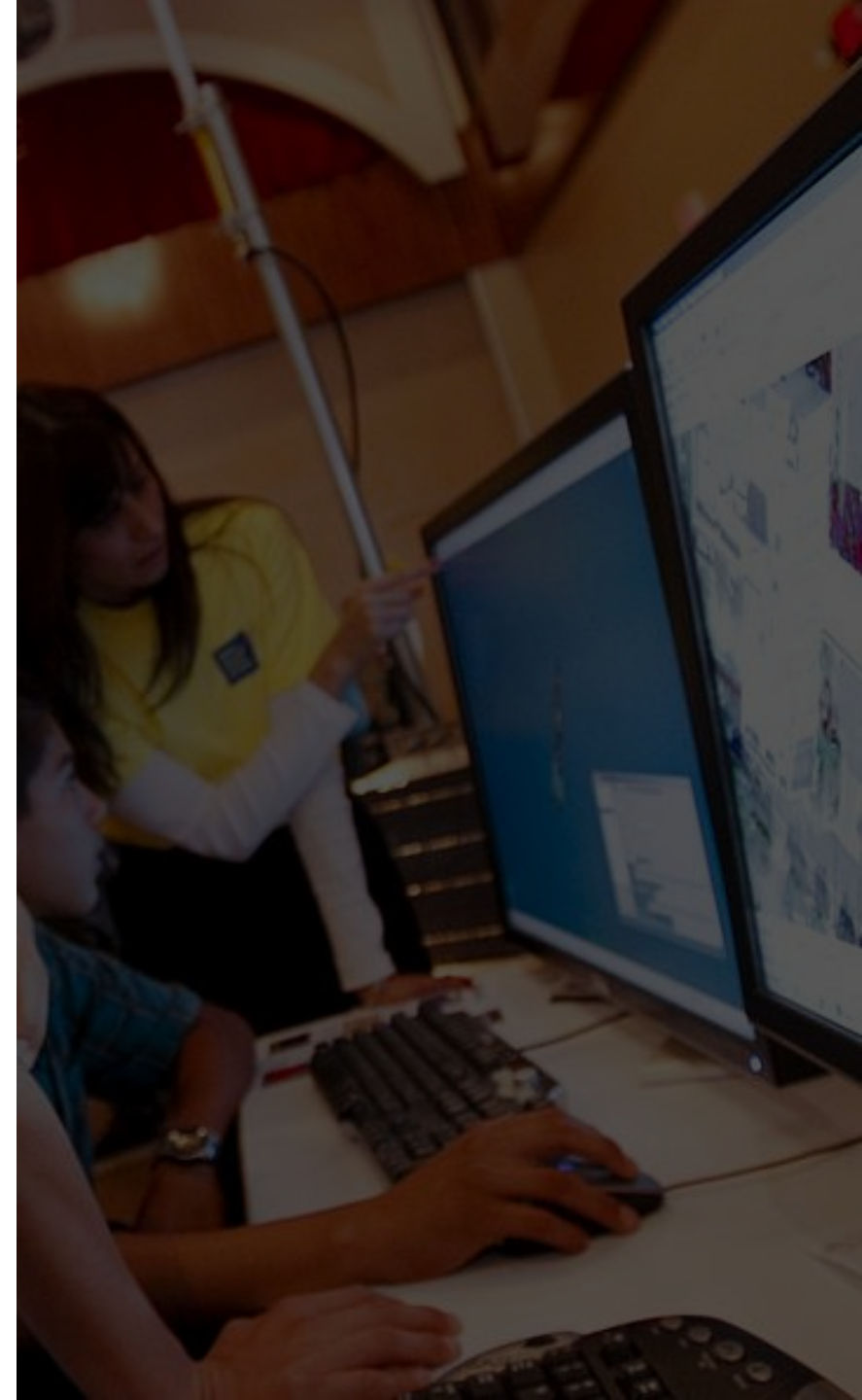
~~GENERATION Z~~

Engaging Millennials In The Digital Landscape



February 8, 2018

Dr. Sathya Sriram
Marketing and Strategy
The Hindu Group



Active engagement with children

Young World is launched as a supplement



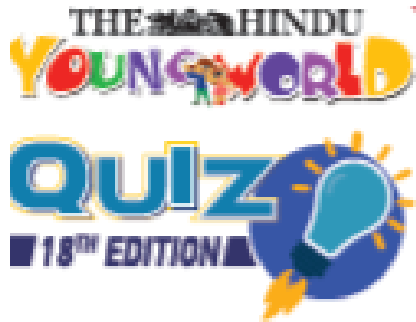
1990

2000

2012

2014

2016



Young World Quiz and Painting contests began

The Hindu in School was launched



The Hindu in School e-paper was launched



Young World Club online portal was launched





The Product

Young World Club

Carving a niche in kids' 'edu-tainment'

US\$ 6B

Kids'
"edu-tainment"
industry in India

4 HRS

Time spent
online per day
by urban India
kids

5%

Content

26%

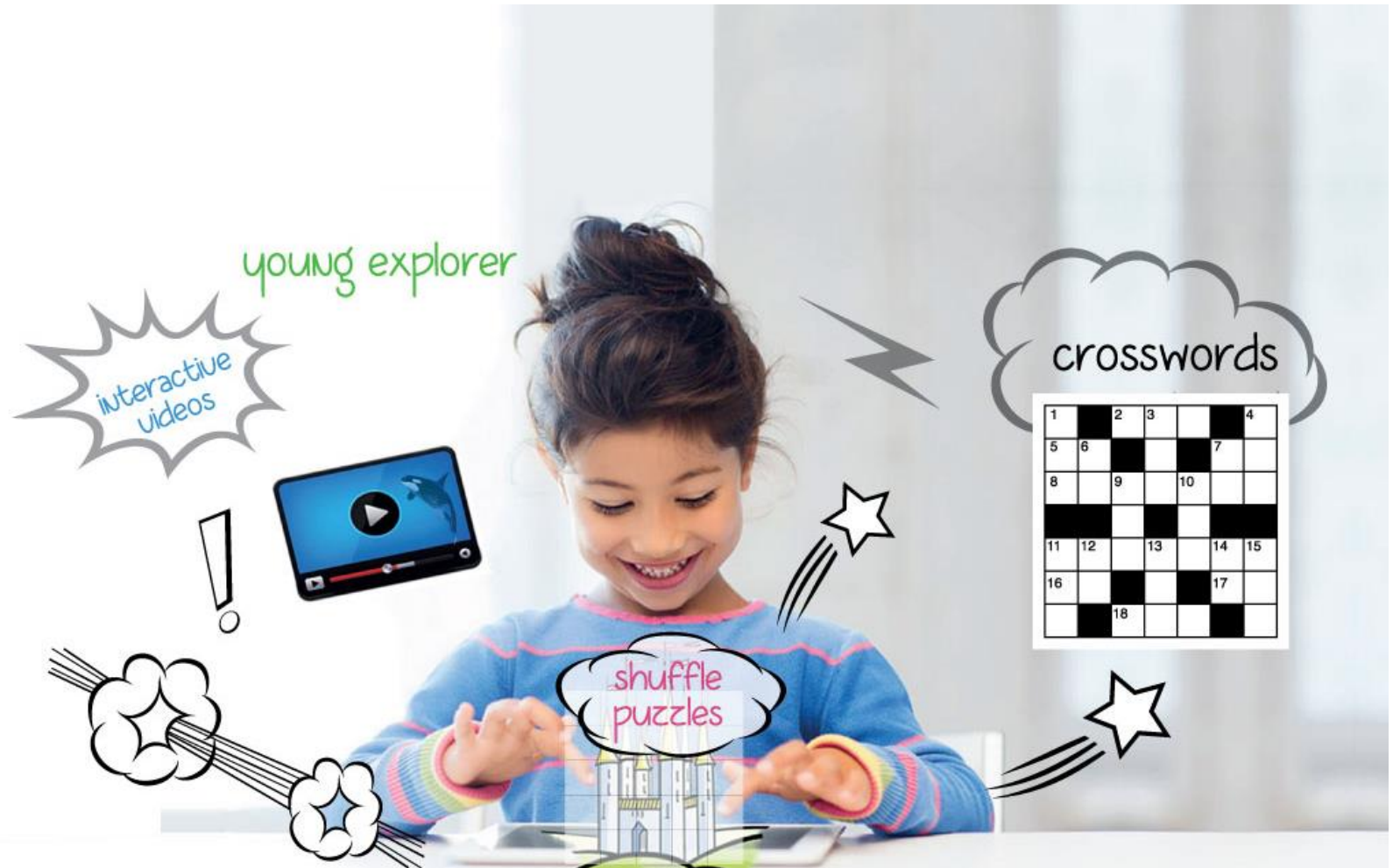
Viewership

Kids
content
amongst
the top 100
Youtube
channels



Our objective: Beyond school and textbooks

- *Going beyond regular curriculum*
- *Bridge between classroom and the real world*
- *Fun, interactive learning online*



Our philosophy



Curated content that enhances cognitive, creative development



Diverse multimedia content in various formats

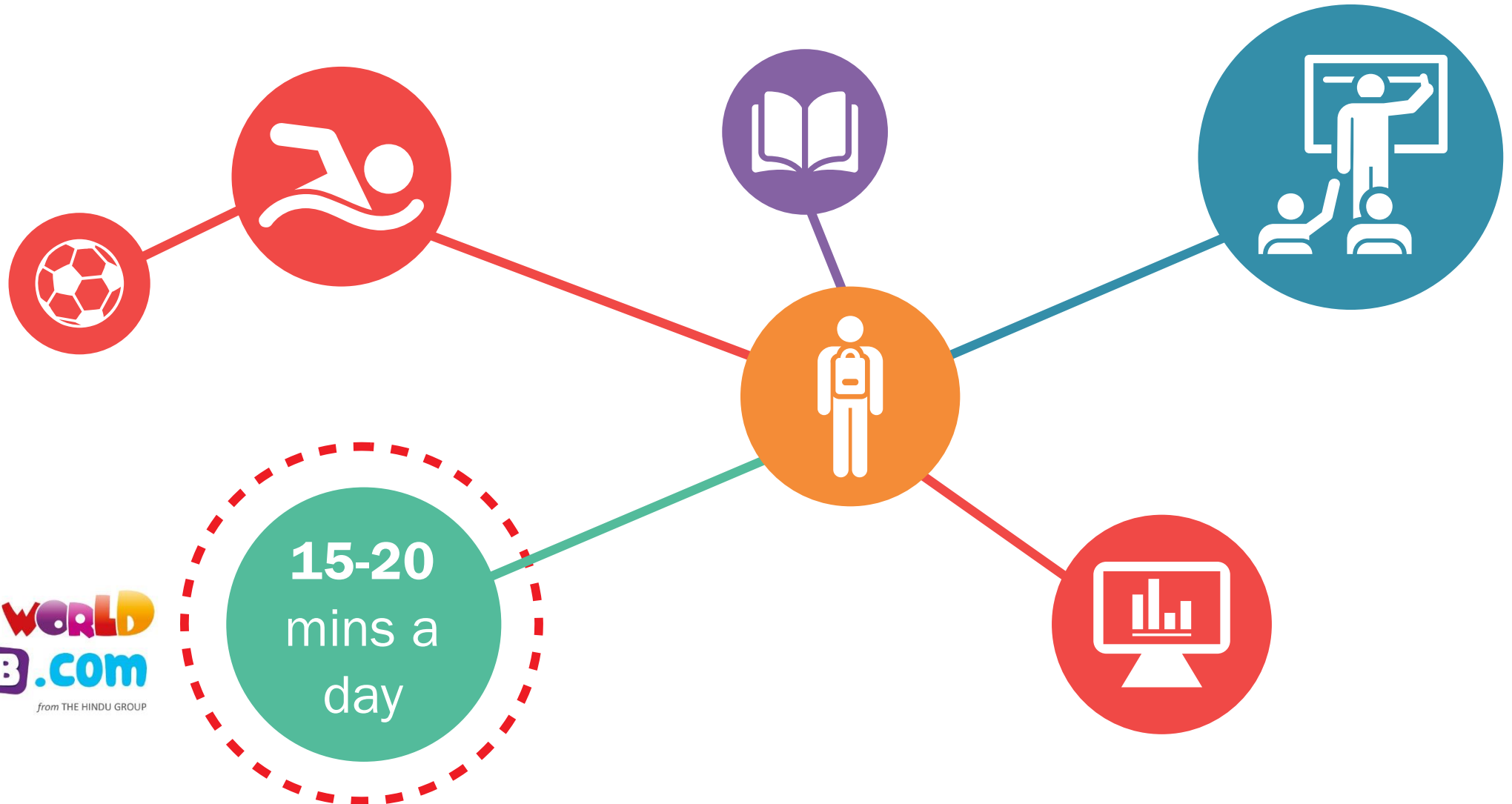


Exposure to various interests and hobbies, to help form a foundation for them to develop further



Safe to View environment for the learner. Gives uninterrupted learning experience for the viewers.

In a child's week cycle



What is Young World Club?

- Young World Club is a fun, interactive online portal for kids to explore the world and learn exciting new things
- Fully gamified platform with leaderboards
- Filled with interactive puzzles, videos, articles, games and contests, the site is 100% ad free
- Content curated by The Hindu Group and updated every week
- Junior (age 6-9), Seniors (Age 10-14) categories
- 6 exciting sections: Think, Read, Do, Travel, Play, Change



Variety of interactive content across themes

The Solar System - 1



6 Jan, 2017

1527 Views

Match the planets in this pacy memory game! There's lots to learn about the solar system!

[START!](#)

Super Bowl Sunday



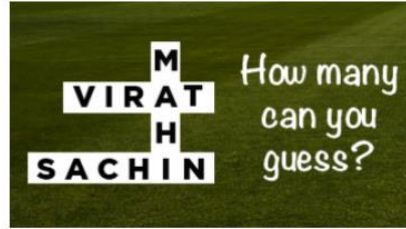
10 Feb, 2017

867 Views

What's 'super' about Super Bowl Sunday? Find out all about this popular sporting event!

[READ MORE](#)

Cricketers Crossword



16 Oct, 2016

3859 Views

Cricket lover? Try your hand at this crossword based on names of Indian cricketers! The blurred picture clues will help you.

[READ MORE](#)

The Food Groups



5 Feb, 2017

1413 Views

Do you know what the five food groups are? Try out this pacy memory game and learn about them!

[READ MORE](#)

The Big Cats



21 Jan, 2017

1599 Views

Roar! Try this crossword based on the names of the big cats in the wild. How many can you guess?

[START!](#)

Complete the Book Title



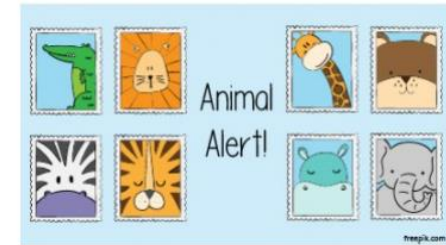
18 Feb, 2017

573 Views

Are you a bookworm? Can you complete the names of these famous literary works? Give it a go!

[START!](#)

What's that Idiom - 2



13 Jan, 2017

802 Views

The cat's out of the bag! These idioms based on animals are really fun! You'll have a whale of a time.

[READ MORE](#)

Five Interesting Things - Paint



5 Feb, 2017

1197 Views

Explore the colourful world of paint with this interesting 'true or false' challenge! Try this out now.

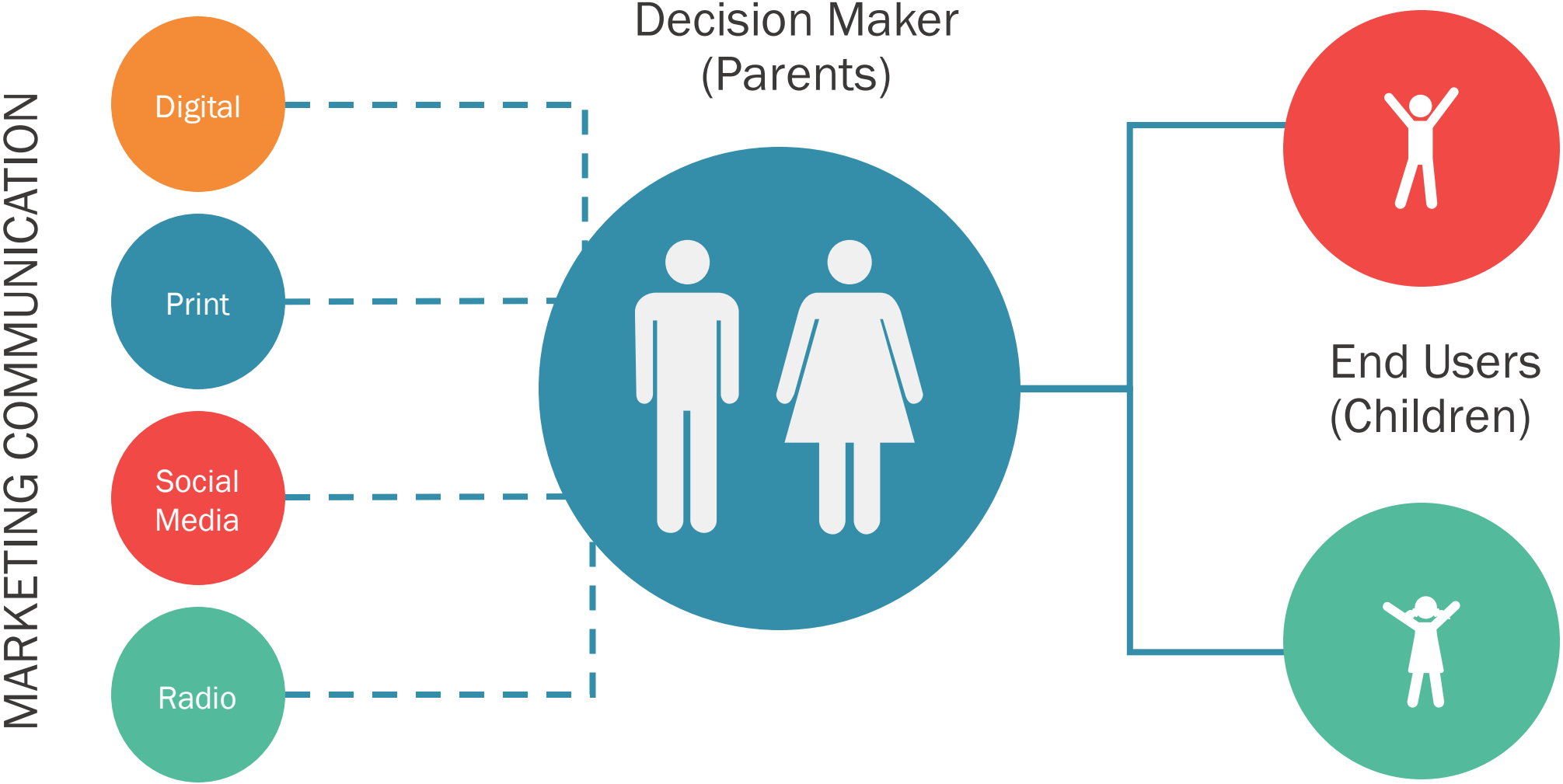
[START!](#)



The Strategy

Awareness | Engagement

Two Levels: The Buyer and The User



Building Awareness

Differentiated communication with focus on benefits, product vs the content.

THE HINDU YOUNG WORLD CLUB.COM

THE HINDU GROUP

Gift your kid a fun online world of interactive quizzes, puzzles, contests and more.

Visit www.youngworldclub.com for a free trial

interactive videos

young explorer

crosswords

shuffle puzzles

A young girl is smiling while sitting at a desk with a tablet. Surrounding her are various educational icons: a video player with a play button, a crossword puzzle grid, a cloud labeled 'shuffle puzzles', and a lightning bolt labeled 'young explorer'. A speech bubble says 'interactive videos'. The background is a light grey wall.

YOUNG WORLD CLUB.COM

THE HINDU GROUP

Launching the first ever online summer camp.

Color me, scan me.

Summer EXPLORER

Log on to www.youngworldclub.com today.

A dark blue background with colorful geometric shapes like zig-zags, circles, and triangles. A large white circle in the center contains a QR code. The QR code has four small boxes labeled 'COLOR ME' at its corners. Below the QR code is a yellow arrow pointing right with the text 'Color me, scan me.' At the bottom, there is a logo for 'Summer EXPLORER' featuring a pair of orange binoculars. The text 'Log on to www.youngworldclub.com today.' is at the very bottom.

Automation and Transactional Communication

Usage based auto trigger mails – Transactional emails specific to user behavior for increased response

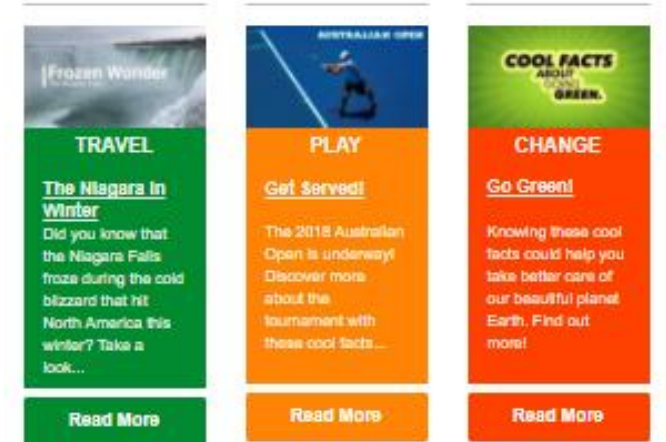
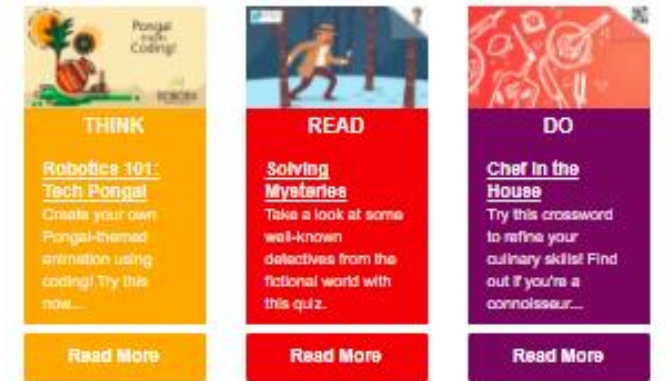
Consumption tracking and customized interaction – Personalized recommended content

Usage based gratifications and recognitions – Badges, leaderboard and user generated content

Progress update to parents – Content engagement progress report and milestones communication for deeper engagement with parents



Hi << Test First Name >>,
Have you checked out the exciting new content on The Hindu Young World Club?
Here's the pick of the week: [Login](#) and explore more!



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Want to change how you receive these emails?
You can update your preferences, or unsubscribe from this list

The Summer Explorer Challenge



CLICK TO PLAY VIDEO

The Young World Club Analytics

2,139,536

Unique Page Views

3,91,534

Unique Sessions

221,074

Unique Users

06:00 mins

Avg Session Duration

5.46

Pages per session

45%

Returning Users

Freemium subscription model



SUBSCRIPTION PACKAGES

[View Special Plans](#)



ANNUAL

1 year validity
Unlimited viewing of
online learning widgets



ANNUAL COMBO

1 year unlimited viewing
of online learning widgets with
Young World Magazine

Exciting and interactive national level contests in association with top kids' brands

- Roald Dahl design contest with Puffin
- Flash Fiction with Disney
- Summer Explorer Contests with Kidobotiks



THE HINDU GROUP

"I wonder what will happen if I press this..." says Juno, touching the button inquisitively. "Don't!" shouts Ira, warily. Too late! Juno jabs the button with his finger. Then.....

Comedy Drama
Science Fiction Mystery
Fantasy Horror

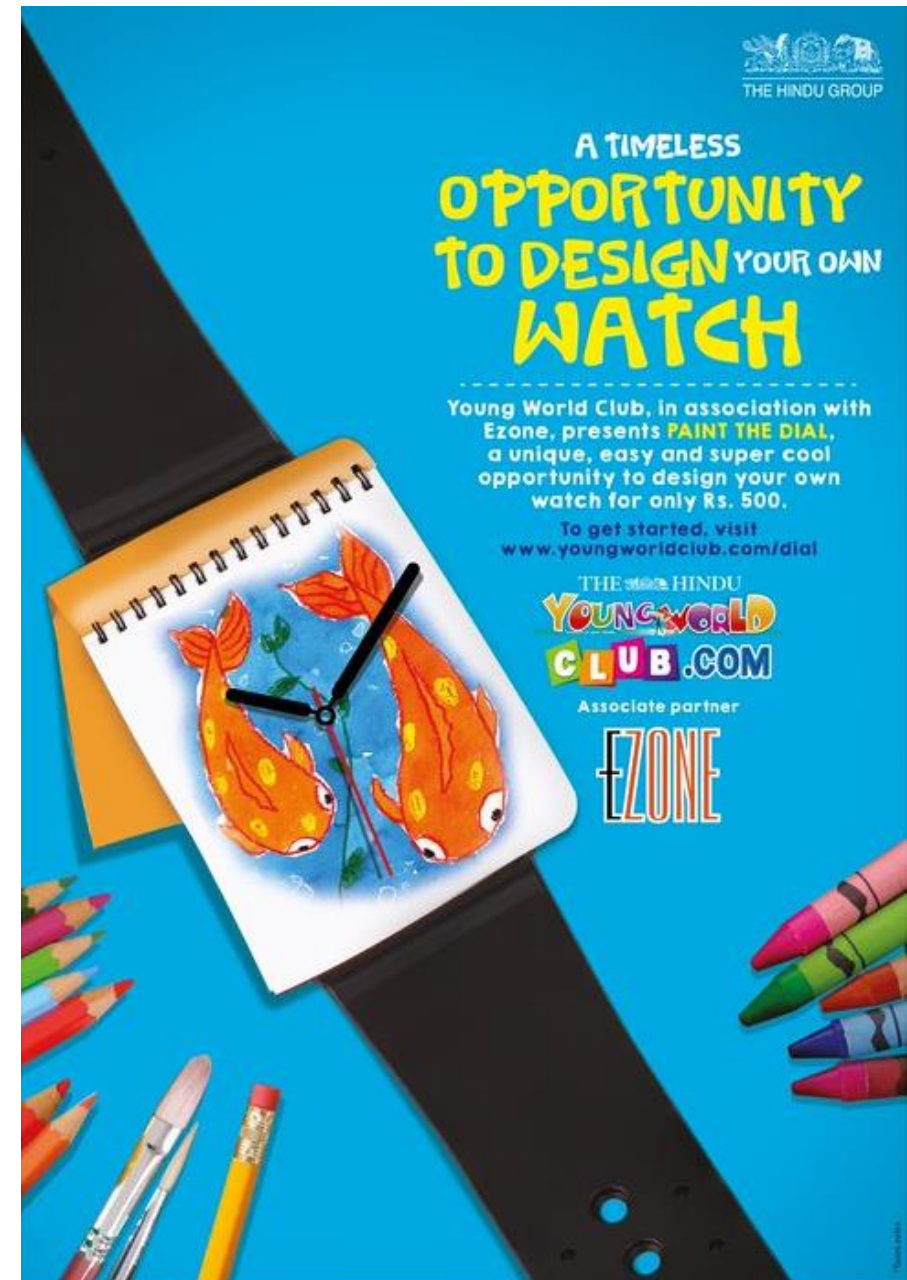
WRITE THE WAY FORWARD FOR JUNO & IRA!

Introducing **FLASH FICTION CONTEST**

Take the Young World Club mascots Juno and Ira on an adventure and complete the story within 500 words. Wow us and you could win exciting Disney merchandise.

THE HINDU YOUNG WORLD CLUB.COM DISNEY CHANNEL

For kids aged 8-15 | Submit your entries before Nov 20, 2016 at www.youngworldclub.com/flashfiction



THE HINDU GROUP

A TIMELESS OPPORTUNITY TO DESIGN YOUR OWN WATCH

Young World Club, in association with Ezone, presents **PAINT THE DIAL**, a unique, easy and super cool opportunity to design your own watch for only Rs. 500.

To get started, visit www.youngworldclub.com/dial

THE HINDU YOUNG WORLD CLUB.COM Associate partner EZONE

THE HINDU YOUNG WORLD CLUB.COM

The YWC Carnival



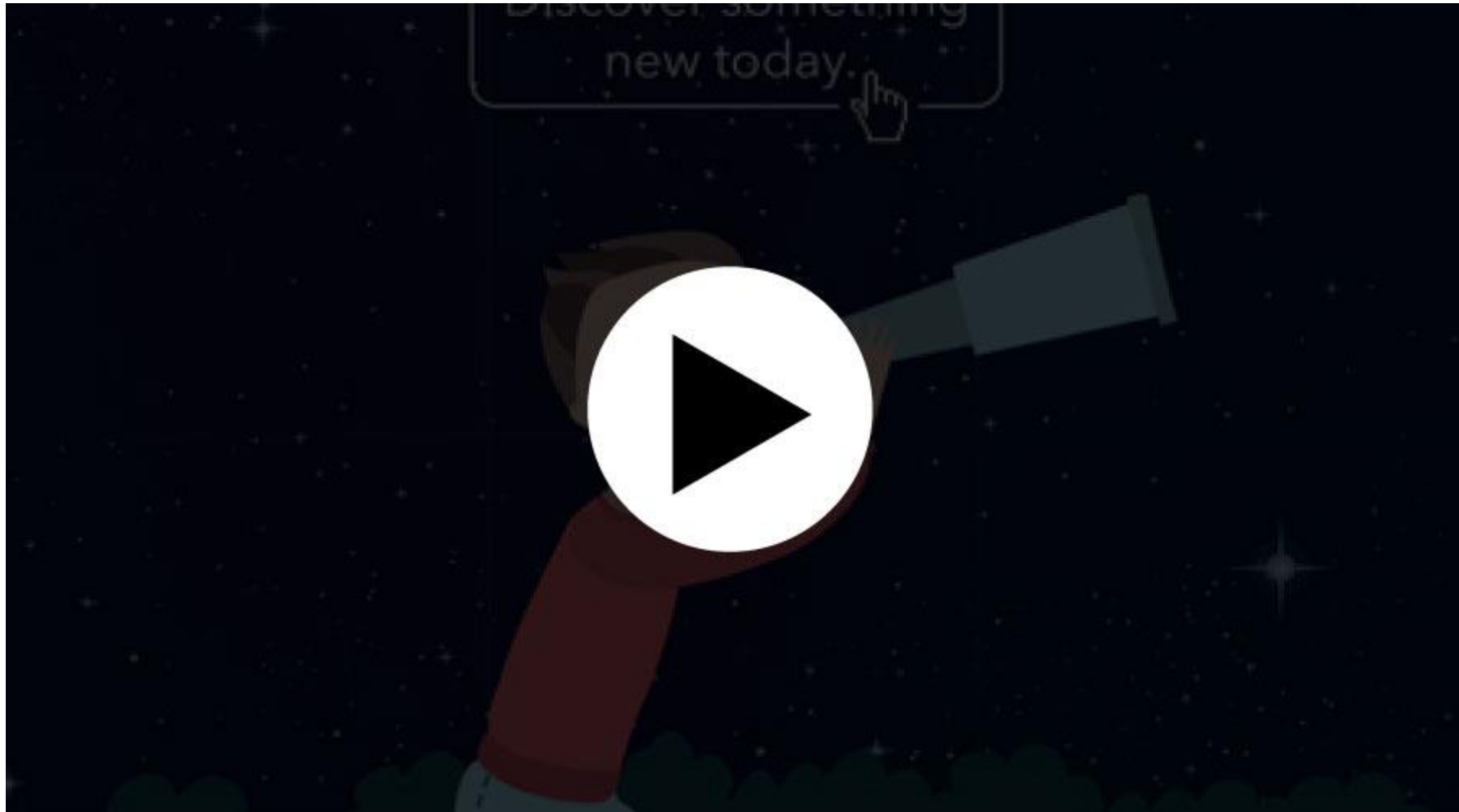
5 cities | 10 workshops a month

Exciting on-ground engagement

Juniors & Senior kids specific workshops

Direct interaction with 1500+ kids and parents

The Young World Club Experience



CLICK TO PLAY VIDEO

The Next Big Leap

- **In-product social interaction**
- **Multiplayer content and live contests**
- **Augmented Reality content**
- **National level on-ground engagements**
- **Confluence of Digital and Physical engagement**
 - Global Smart Toys Market Worth USD 8.4 Billion by 2020. Smart toys' or 'app toys' consist of three interconnected elements: a video game (or application interface), one or more connected objects and a distribution platform with a display.

