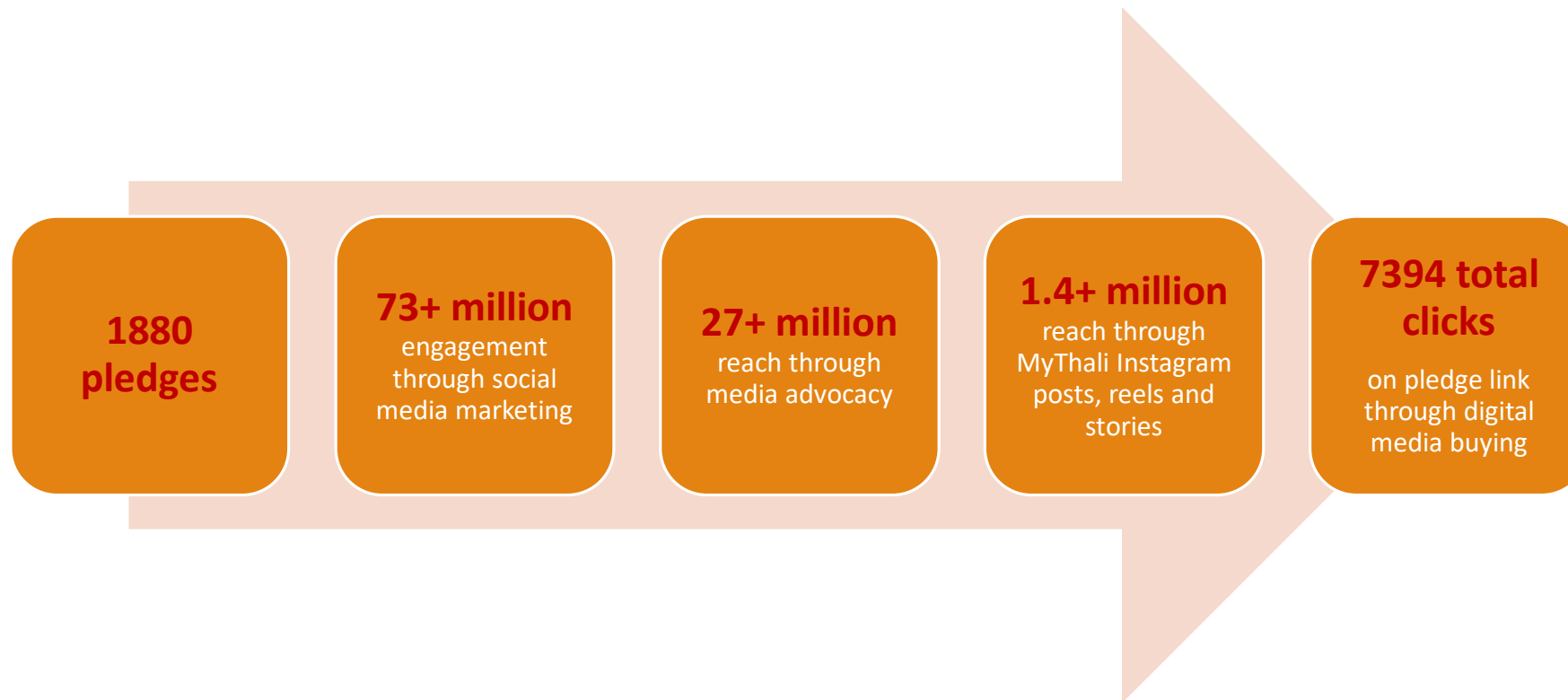


Meri Healthy Wali Diwali Campaign Analysis Report

Key Data Sets



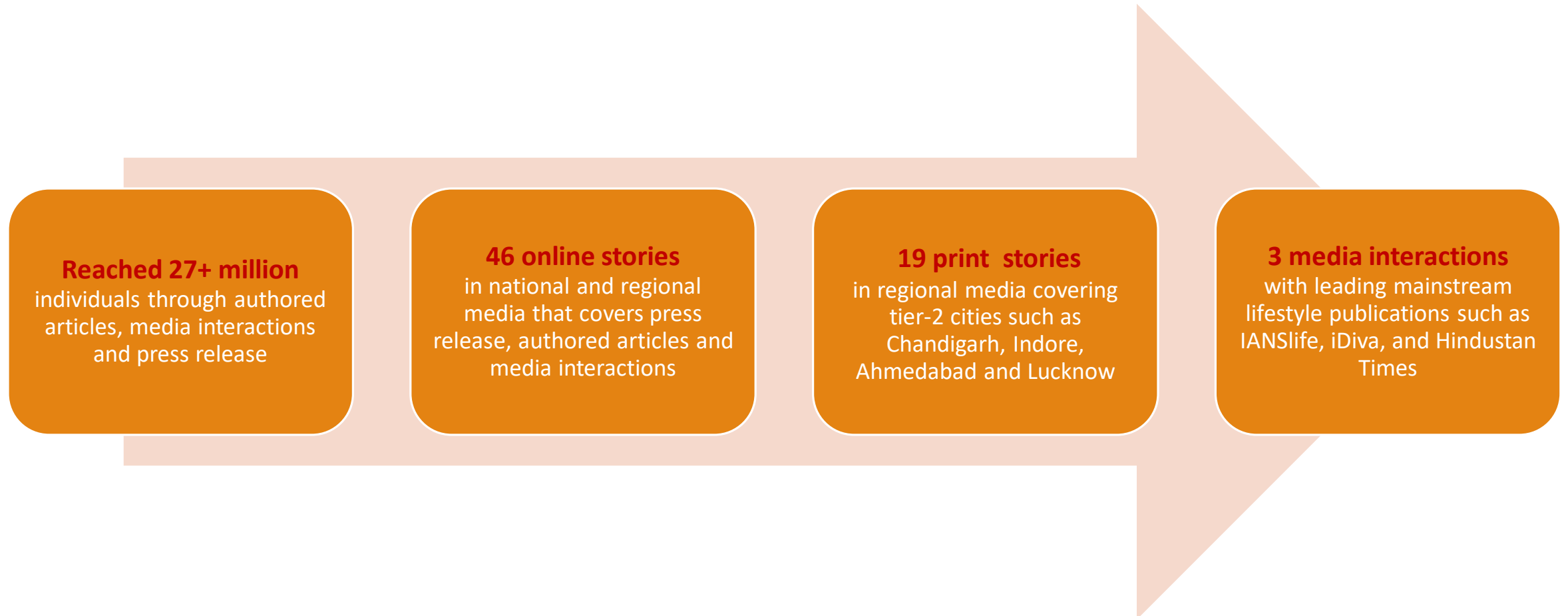


Media Analysis

Key Highlights



Outcome of media advocacy



Snapshot of press release coverage in regional publications



Ahmedabad, To promote healthy eating this festive season, Arogya World, a public health not-for-profit organization working to reduce the global burden of non-communicable diseases (NCDs) through healthy living. The pledges were taken during the Nutrition Innovators Summit organized between 1-4 October 2021. Celebrity Chefs such as VahChef Sanjay Thumma and Chef Saby have also taken the pledge in support of this initiative and are promoting it on social media.

Free Press Gujarat

Overindulgence during the festive season adversely impacts an individual's blood sugar levels, especially around Diwali. In India, more than 77 million adults are living with type 2 diabetes. Researchers predict that this will increase to 134 million by 2045 as per the International Diabetes Federation (IDF). NCDs cause an alarming 64.9 percent of the deaths in our country and 40% of hospital stays. Yet these diseases can be largely prevented through adoption of healthy lifestyle. Prevention through healthy living is at the core of all Arogya World's work. (19-10)

पब्लिक हेल्थ कैंपेन
आरोग्य वर्ल्ड ने की पब्लिक हेल्थ कैंपेन हेल्थी वाली दिवाली की घोषणा, इस त्योहारी सीजन में भारतीयों से कर रहा है सेहतमंद खाना खाने की गुजारिश। लोगों को हर रोज एक संतुलित भोजन खाने और हेल्दी वाली दिवाली की तैयारी के लिए प्रोत्साहित किया जाएगा। भारत में 500 से अधिक न्यूट्रिनिस्ट और शेफ कैंपेन में शामिल हुए।

Swatantra Bharat

Arogya World announces a public health campaign 'Healthy Wali Diwali'

Mumbai. To promote healthy eating this festive season, consumers from all over India, as well as well have also taken the pledge in support of this initiative and are promoting it on social media. Talking about Arogya World's commitment to combating NCDs in India as a health epidemic, Dr. Nalini Saligram, Founder & CEO, Arogya World and an Ashoka Fellow said, "Diabetes is raging in India as a silent epidemic. Research shows that 3 out of 4 adults in metros are either diabetic or pre-diabetic. Among the many things that Diwali is synonymous with, foods certainly at the top of the list. A healthy diet and exercise often take a back seat. Overindulgence of sweets becomes the norm. This impacts our health more than we realize. Hence, the way we traditionally start the Diwali season by cleaning the house one month before the festival, we ask people to detox and cleanse from within as well one month before Diwali by participating in our 30-day challenge towards a 'Healthy Wali Diwali'. Let us find healthier ways to celebrate while keeping traditions alive," said Meeta Walavalkar, Chief Program Officer, Arogya World. Individuals can take the pledge through Arogya World's website and download customized meal plans, My Thai booklet, and a cookbook with recipes from award-winning chefs. They can also get access to a fortnightly newsletter for a year containing relevant information about balanced diets, tips, and recipes.

Western Times

आरोग्य वर्ल्ड ने की पब्लिक हेल्थ कैंपेन हेल्थी वाली दिवाली की घोषणा

इंदौर (आरएसएन). इस त्योहारी सीजन में सेहतमंद खाने को बढ़ावा देने के लिए, हेल्थी वाली दिवाली कैंपेन के तहत भारत के ग्राहकों के साथ 500 न्यूट्रिनिस्ट, डायटीशियंस, शेफ्स और खाने पीने के शौकीनों ने आज अगले एक महीने तक हर दिन एक संतुलित भोजन खाने का संकल्प लिया है। सेहतमंद जीवन के लिए गैर-संचारी रोगों (एनसीडी) के वैश्विक खतरे को कम करने की दिशा में काम कर रहे पब्लिक हेल्थ नॉन-प्रॉफिट ऑर्गेनाइजेशन, आरोग्य वर्ल्ड द्वारा अभियान की शुरुआत की गई है।

Indore Samachar

आरोग्य वर्ल्ड ने की पब्लिक हेल्थ कैंपेन हेल्थी वाली दिवाली की घोषणा

त्योहारी सीजन में सेहतमंद खाने को बढ़ावा देने के लिए, हेल्थी वाली दिवाली कैंपेन के तहत भारत के ग्राहकों के साथ 500 न्यूट्रिनिस्ट, डायटीशियंस, शेफ्स और खाने पीने के शौकीनों ने आज अगले एक महीने तक हर दिन एक संतुलित भोजन खाने का संकल्प लिया है। सेहतमंद जीवन के लिए गैर-संचारी रोगों (एनसीडी) के वैश्विक खतरे को कम करने की दिशा में काम कर रहे पब्लिक हेल्थ नॉन-प्रॉफिट ऑर्गेनाइजेशन, आरोग्य वर्ल्ड द्वारा अभियान की शुरुआत की गई है। ये संकल्प 1 से 4 अक्टूबर 2021 के बीच आयोजित न्यूट्रिशन इनोवेटर्स समिट के दौरान लिया गया। वह शेफ संजय थुम्मा और शेफ सैबी जैसे सेलिब्रिटी शेफ ने भी इस पहल के समर्थन में संकल्प लिया है और वे सोशल मीडिया पर इसका प्रचार कर रहे हैं। डॉ. नलिनी सालिग्राम, संस्थापक और सीईओ, आरोग्य वर्ल्ड एव अशोका फेलो ने कहा, डायटीशियन एक युक्त महामारी के रूप में भारत भर में फैली हुई है।

Raj Express

आरोग्य वर्ल्ड ने की पब्लिक हेल्थ कैंपेन -हेल्थी वाली दिवाली की घोषणा

बंदीगढ़। एनजीओ आरोग्य वर्ल्ड ने इस त्योहारी सीजन में सेहतमंद खाने को बढ़ावा देने के लिए, "हेल्थी वाली दिवाली" कैंपेन के तहत भारत के ग्राहकों के साथ 500 न्यूट्रिनिस्ट, डायटीशियंस, शेफ्स और खाने पीने के शौकीनों ने अगले एक महीने तक हर दिन एक संतुलित भोजन खाने का संकल्प लिया है। डॉ. नलिनी सालिग्राम, संस्थापक और सीईओ, आरोग्य वर्ल्ड ने कहा कि त्योहारों के मौसम में खासतौर पर दिवाली के आसपास, अत्यधिक मात्रा में खाना खाने से लोगों की ब्लड शुगर के स्तर पर बुरा असर पड़ता है। इसे रोकना होगा।

Dainik Jagarn

आरोग्य वर्ल्ड ने की पब्लिक हेल्थ कैंपेन -हेल्थी वाली दिवाली की घोषणा

बंदीगढ़। इस त्योहारी सीजन में सेहतमंद खाने को बढ़ावा देने के लिए, हेल्थी वाली दिवाली कैंपेन के तहत भारत के ग्राहकों के साथ 500 न्यूट्रिनिस्ट, डायटीशियंस, शेफ्स और खाने पीने के शौकीनों ने आज अगले एक महीने तक हर दिन एक संतुलित भोजन खाने का संकल्प लिया है। सेहतमंद जीवन के लिए गैर-संचारी रोगों (एनसीडी) के वैश्विक खतरे को कम करने की दिशा में काम कर रहे पब्लिक हेल्थ नॉन-प्रॉफिट ऑर्गेनाइजेशन, आरोग्य वर्ल्ड द्वारा अभियान की शुरुआत की गई है। ये संकल्प 1 से 4 अक्टूबर 2021 के बीच आयोजित न्यूट्रिशन इनोवेटर्स समिट के दौरान लिया गया। वह शेफ संजय थुम्मा और शेफ सैबी जैसे सेलिब्रिटी शेफ ने भी इस पहल के समर्थन में संकल्प लिया है और वे सोशल मीडिया पर इसका प्रचार कर रहे हैं। डॉ. नलिनी सालिग्राम, संस्थापक और सीईओ, आरोग्य वर्ल्ड एव अशोका फेलो ने कहा, डायटीशियन एक युक्त महामारी के रूप में भारत भर में फैली हुई है।

Aaj Samaj

COVER STORY

Ashoka fellow, Dr. Saligram advocates NCD prevention through healthy living



Photo by Tarekqur barthuzya on Unsplash

NCD prevention through healthy living is at the core of all our work

By IANSLife

November 7, 2021 (IANSLife) Starting from Navratri followed by Dhuntee and Diwali, Indians across the country celebrated the festivities with much fervor, indulging in an irresistible variety of sugar-laden sweets and delicacies rich in oil.

However, studies suggest that overindulgence during the festive season adversely impacts an individual's blood sugar levels, especially around Diwali. In India, more than 77 million adults are living with diabetes. Researchers predict that this will increase to 134 million by 2045 as per the International Diabetes Federation (IDF). NCDs cause an alarming 64.9 percent of the deaths in our country and 40 percent of hospital stays. Yet these diseases can be largely prevented through the adoption of a healthy lifestyle.

Ashoka fellow, Dr. Saligram advocates NCD prevention through healthy living

Publication: IANSLife

Five publications such as *Daijiworld*, *Freshers Live*, *Business bytes*, *Prokerala* and *An* picked the story and published the interaction

Opportunity: Email Interaction

Key Messages:

- ❑ In India sugar and festivities go hand in hand. However, Indians need to resist their temptation and cravings to prevent non-communicable diseases
- ❑ The demographic dividend could become demographic disaster unless we individuals incorporate healthy eating in our lifestyle
- ❑ How Arogya World's India-based programs such as Healthy Schools, mDiabetes, Healthy Workplaces, and My Thali helping India meet its SDG 3 (good health and well-being) commitment
- ❑ How #30DayChallenge ahead of Diwali can ensure us celebrate a #HealthyWaliDiwali



दिवाली पर नज़रंदाज़ ना हो जाए सेहत, ऐसे रखें अपना ध्यान



अनन्या बिस्वास

Follow



ये कहना गलत नहीं होगा कि इस साल लगभग हर किसी को सिर्फ दिवाली का ही नहीं बल्कि पूरे फेस्टिव सीजन का इंतज़ार कुछ ज़्यादा बेसब्री से था। हो भी क्यों ना, आखिर पिछला एक-डेढ़ साल किसी जंग से कम नहीं रहा है। हालांकि इस डेढ़ साल में हमने ये भी अच्छे से सीख लिया है कि जान है तो जहान है, हमारा शरीर ही हमारा मंदिर है और हम शरीर की देखभाल करेंगे तो शरीर हमारा खयाल रखेगा।

दिवाली खुशियां बांटने का, घर की साफ-सफाई करने का, गैरज़रूरी सामान से छुटकारा पाने का और पॉजिटिविटी का घर में स्वागत करने का त्यौहार है। यही सारी चीज़ें हमें अपने शरीर पर भी लागू करनी चाहिए। हम मानते हैं कि दिवाली सभी चिंताओं, दुख और परेशानियों को भूल कर खुशियां मनाने का है। मगर ध्यान रहे कि दिवाली की खुशियां मनाते-मनाते आप अपने शरीर या सेहत को नज़रंदाज़ ना करें।

दिवाली पर नज़रंदाज़ ना हो जाए सेहत, ऐसे रखें अपना ध्यान

Publication: iDiva Hindi

Opportunity: Email Interaction

Key Messages:

- ❑ Arrest overindulgence during this festive season with a balanced meal
- ❑ Challenge yourself to eat healthy and in portions while celebrating Diwali festivities
- ❑ Cut down on ultra-processed foods. Prepare food and sweets at home
Substitute sweets with health

HEALTH

Ahead of Diwali, tips for people with diabetes to eat healthy

With Diwali round the corner, it's time for people with diabetes to follow these healthy diet tips to manage their blood sugar levels.



Diwali 2021: Diet tips for people with diabetes(Pexels)

Published on Oct 17, 2021 02:21 PM IST



By Parmita Uniyal

After **Dussehra**, the countdown to Diwali begins and people start preparing for the festival by cleaning and decorating their houses. Goodies and gifts to be exchanged are also planned around this time. It's an exciting time overall for everyone as people get to meet with friends, family and relatives and spread happiness and cheer.

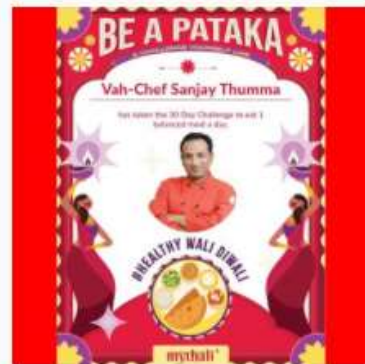
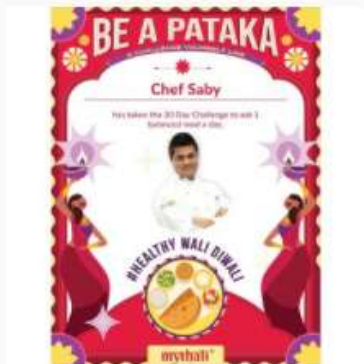
Ahead Of Diwali, Tips For People With Diabetes To Eat Healthy

Publication: Hindustan Times

Opportunity: Telephonic Interaction

Key Messages:

- ❑ Planning ahead is the key to manage diabetes during Diwali festivities
- ❑ People with diabetes should divide their carbohydrates intake, distributing them over all meals
- ❑ AI To avoid spike in sugar levels, complex carbohydrates must be consumed instead of refined ones
- ❑ ways balance the meal and eat in portion



Instagram MyThali Engagement

Campaign highlights

Reached 1.4+ Million

individuals through MyThali Instagram posts, celebrity reels, and videos

50+ posts on MyThali

Instagram including celebrity reels reshare, and influencer collaborations

48175 total likes

from MyThali Instagram posts, reels, and influencer collaborations

737 total comments

from MyThali Instagram posts, reels, and influencer collaborations

263 total shares

from MyThali Instagram posts, reels, and influencer collaborations

1204 total saves

from MyThali Instagram posts, reels and influencer collaborations

Brands used #HealthyWaliD iwali

on Instagram. These brands included Future Generali India Life, Nutrilitius & Immunisciences

Posts



Posts

15869
Likes

707
Comments

191
Share

947
Saves

453215
Reach

849192
Impressions

50+
Posts

Insights

Celebrity Reels & Posts



Posts

29751
Likes

28
Comments

72
Share

254
Saves

958898
Reach

1586691
Impressions

11
Reels + Posts

Insights

#BeAPataka Reels

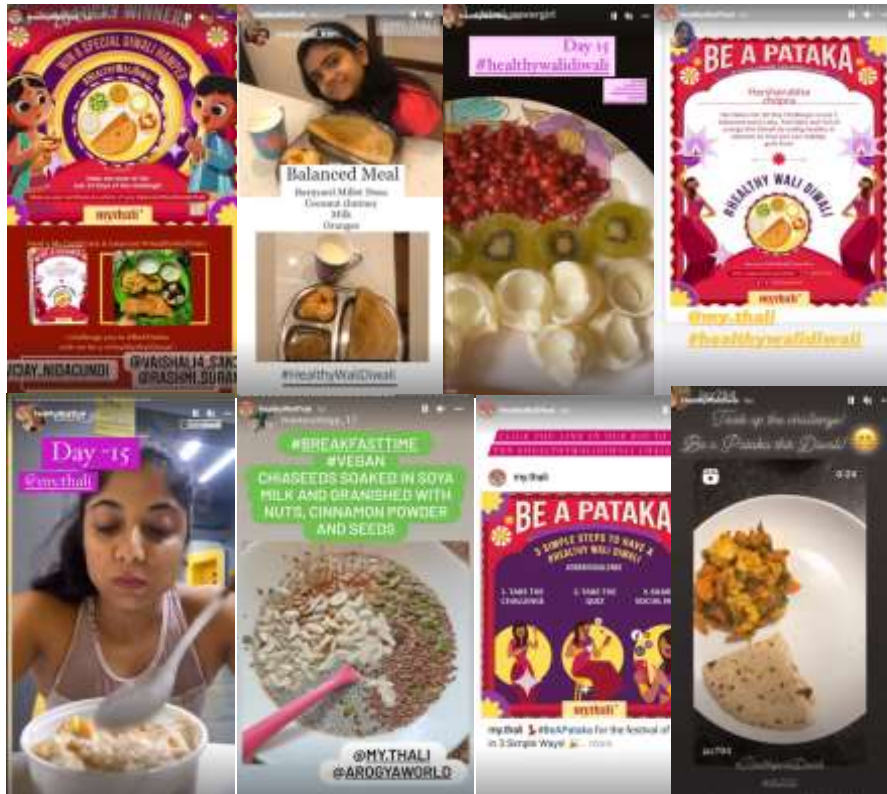


Reels

2555 Likes	2 Comments
0 Share	3 Saves
8120 Plays	6 Reels

Insights

Stories



Reels

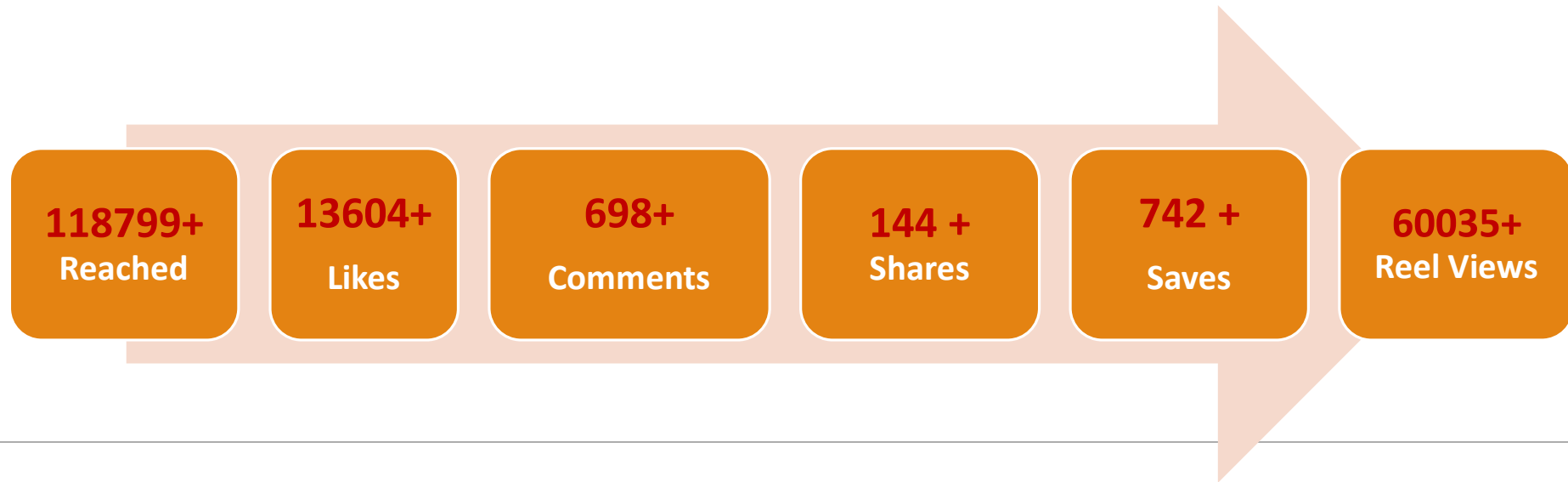
100+
Stories

Insights

Influencer Engagement



Campaign highlights



Mamta

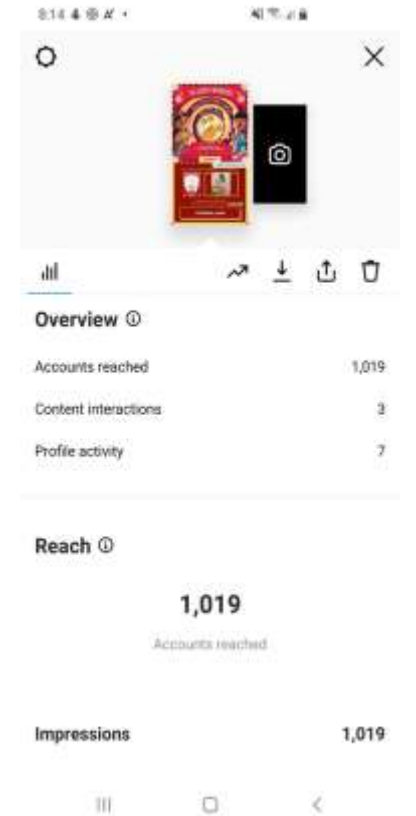
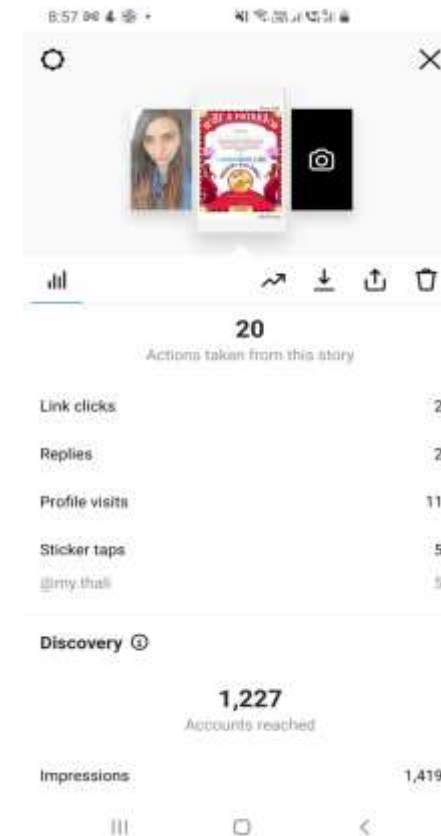
1 post + 2 stories



145k

Post

Stories



Brinda

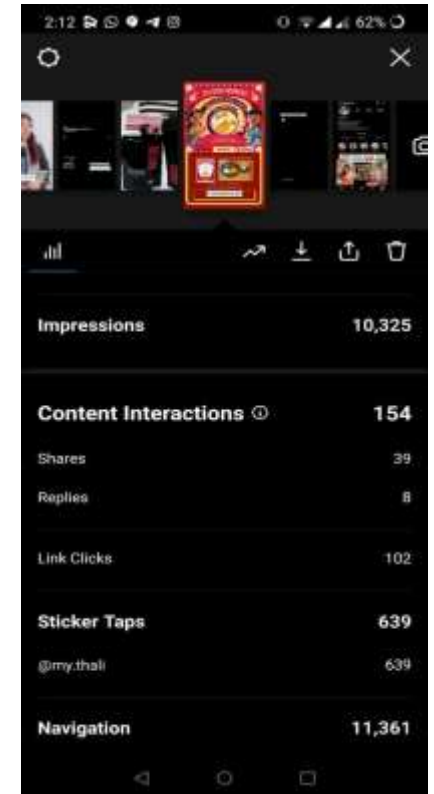
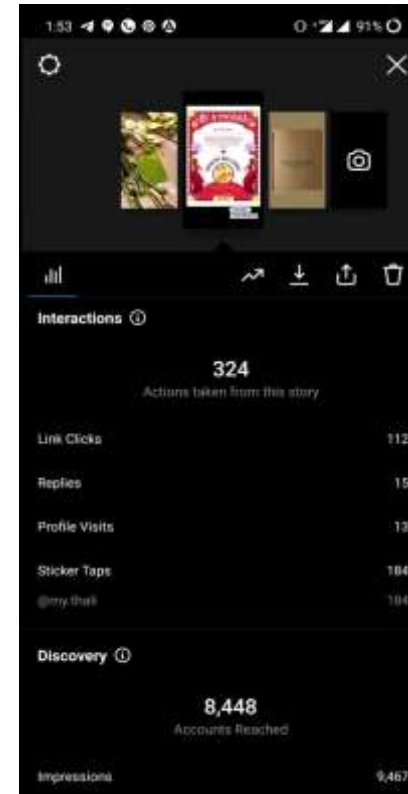
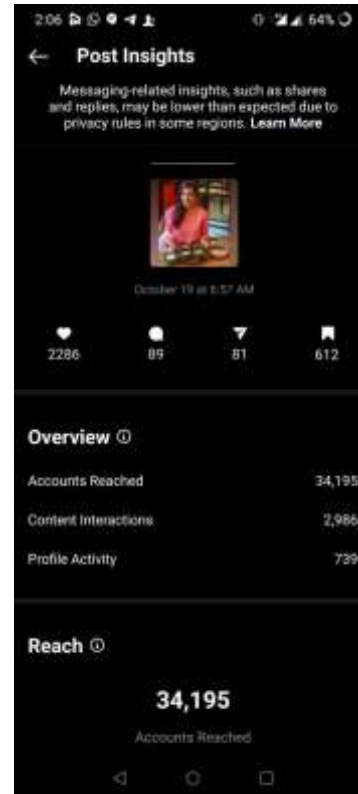
1 post + 2 stories



[159k](#)

[Post](#)

Stories



Meenakshi

1 post + 1 reel + 1 story

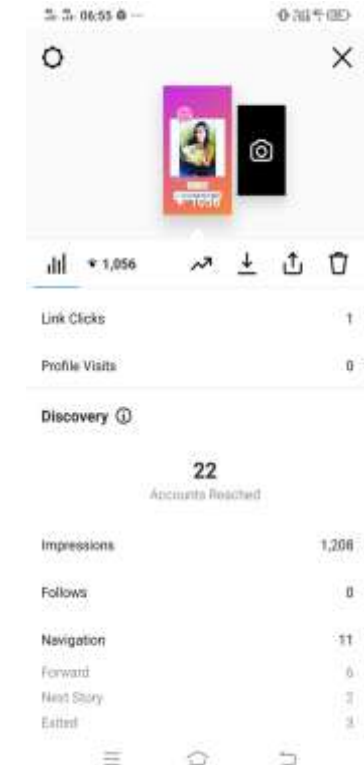
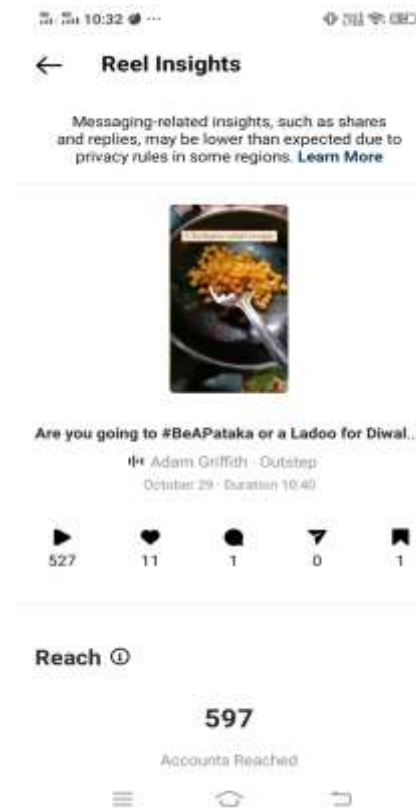


19.4k

Post

Reel

Stories





103k

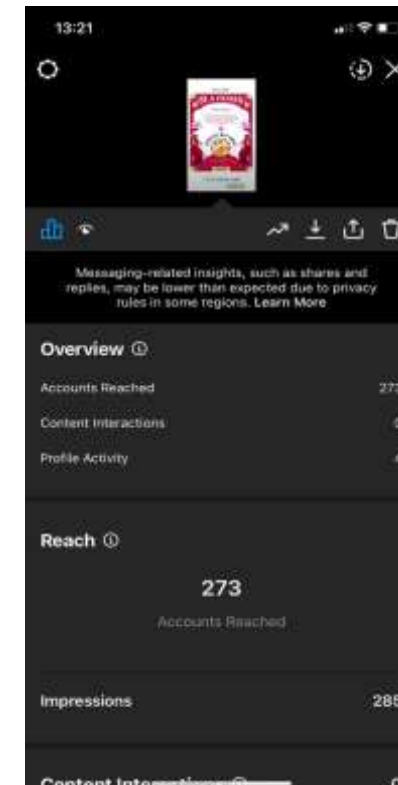
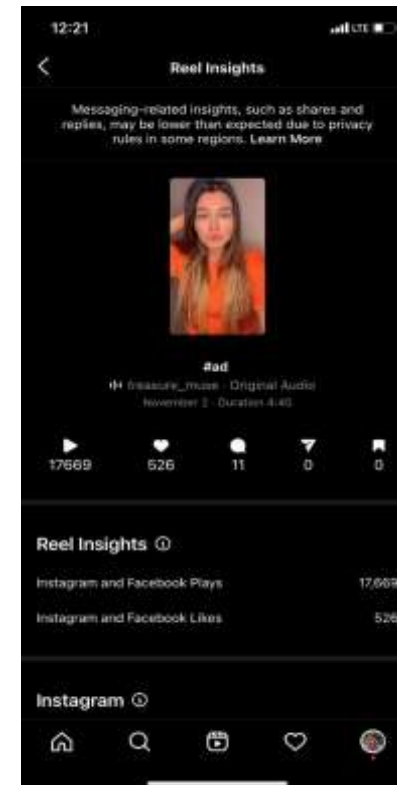
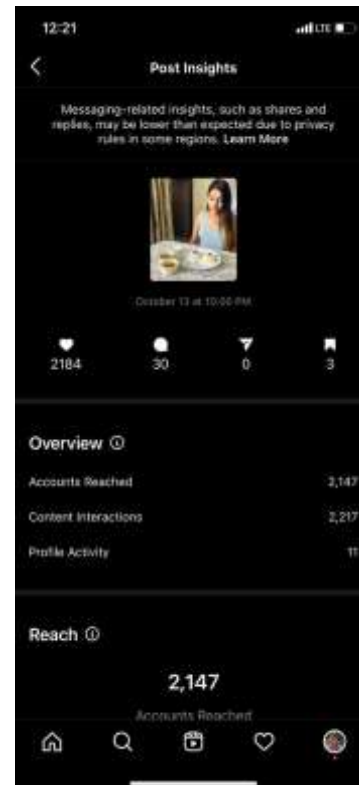
Nidhi

1 post + 1 reel + 1 story

Post

Reel

Stories



Gitika

1 post + 1 reel + 1 story

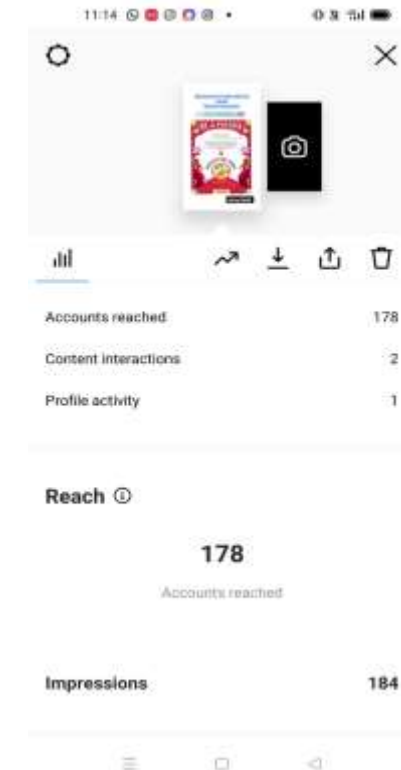
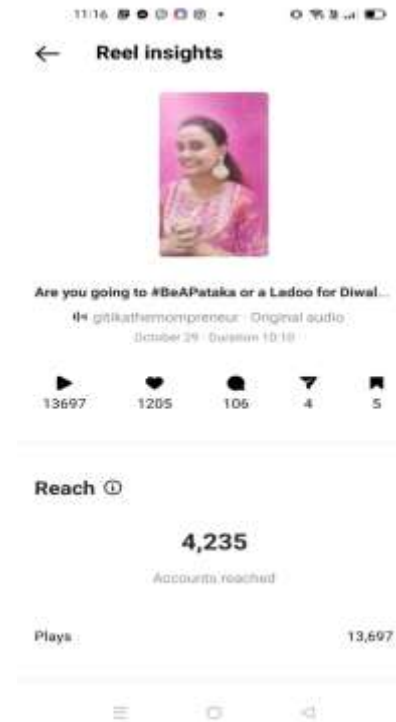


40.2k

Post

Reel

Stories



Meena

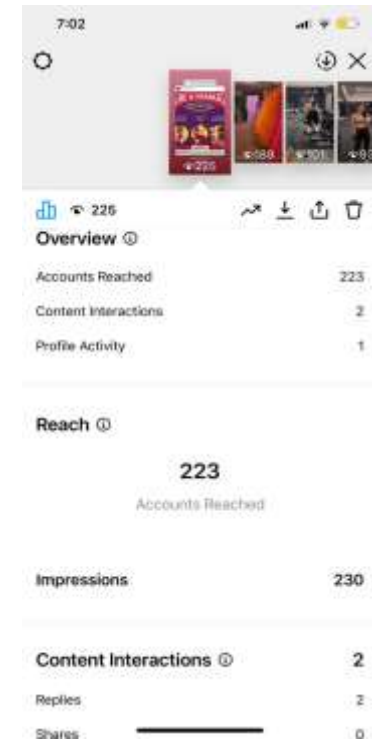
1 post + 2 stories



23.2k

[Post](#)

Stories



Silver

1 post + 1 reel + 1 story



10.3k

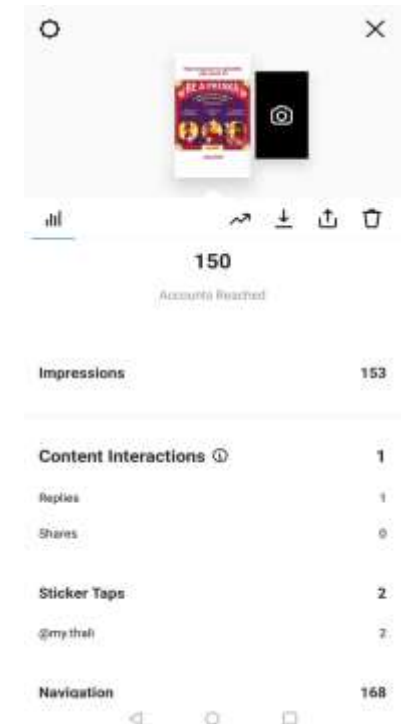
Post



Reel



Stories



Hetal

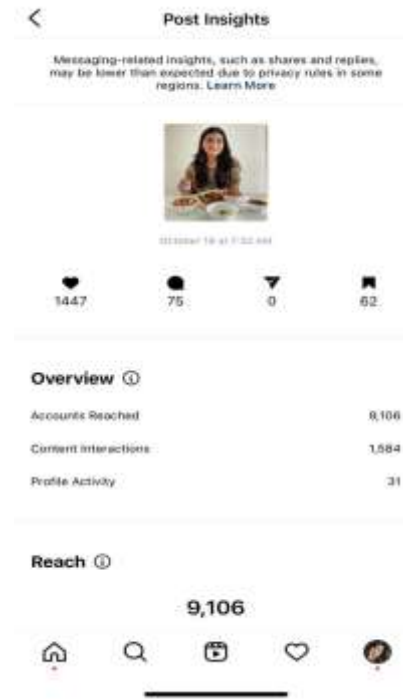
1 post + 2 stories



59.2k

Post

Stories



Aishwarya

1 post + 1 reel + 1 story

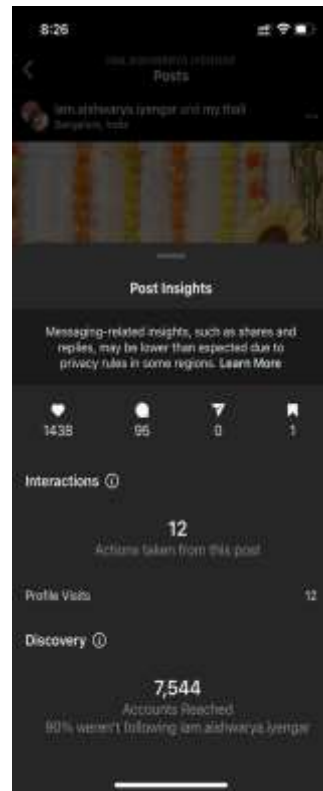


48k

Post

Reel

Stories



The Wicked Soul

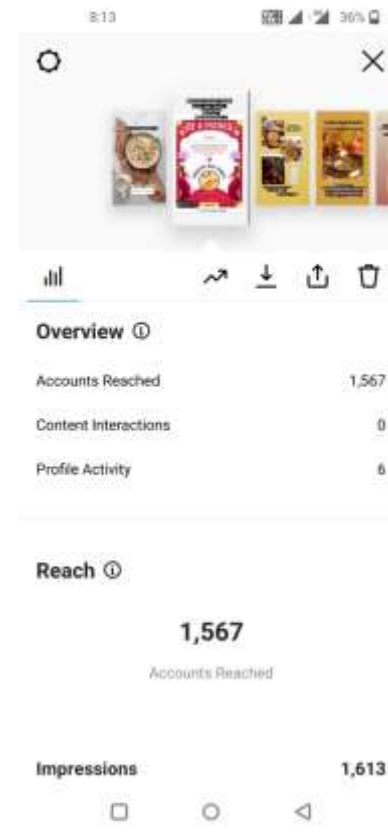
1 post + 2 stories



[53.7k](#)

[Post](#)

Stories



Naina

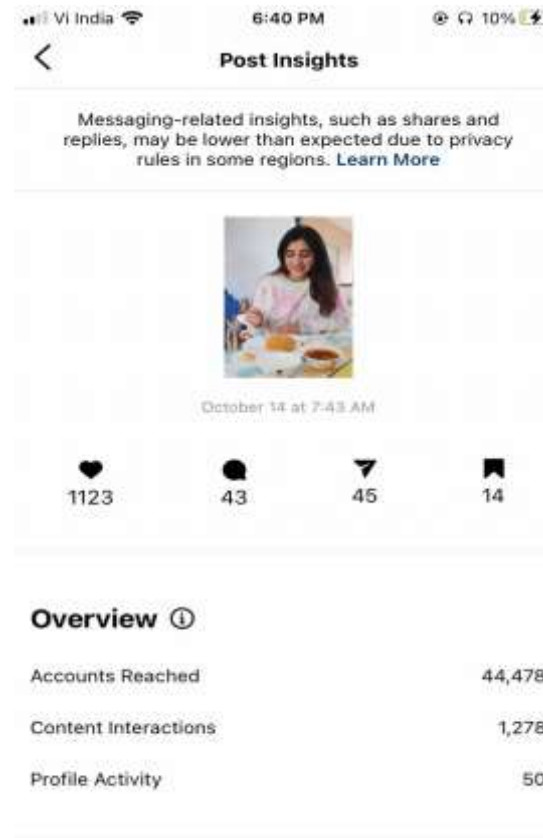
1 post + 2 stories



[100k](#)

[Post](#)

Stories



Stuti

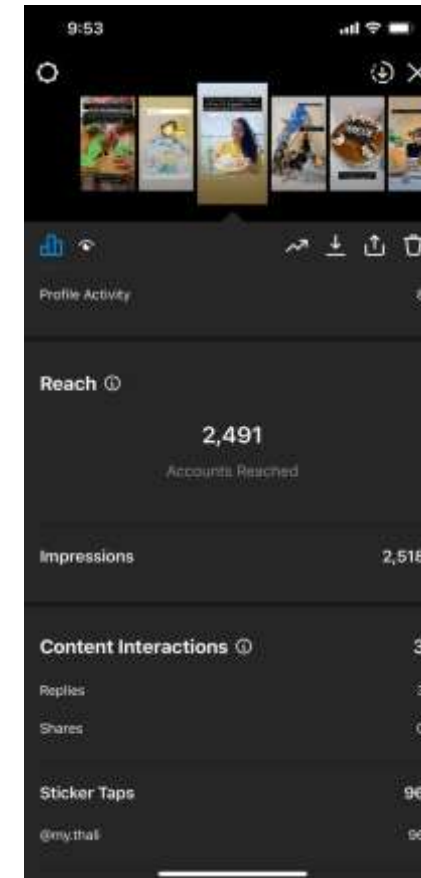
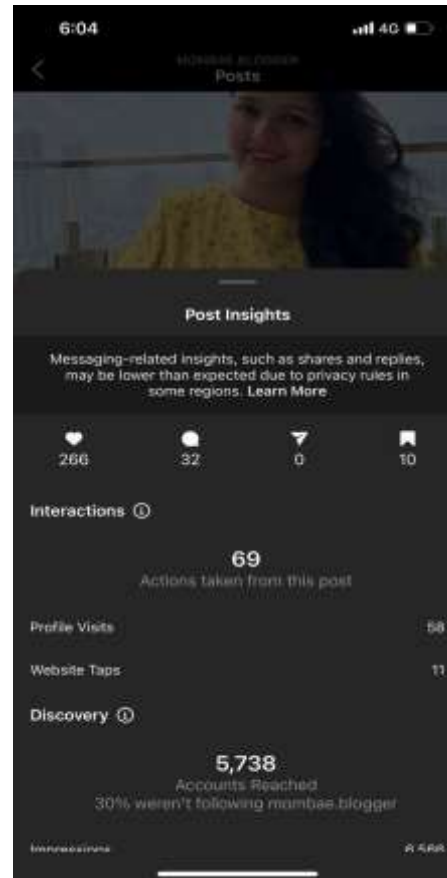
1 post + 2 stories



[20.6k](#)

[Post](#)

Stories



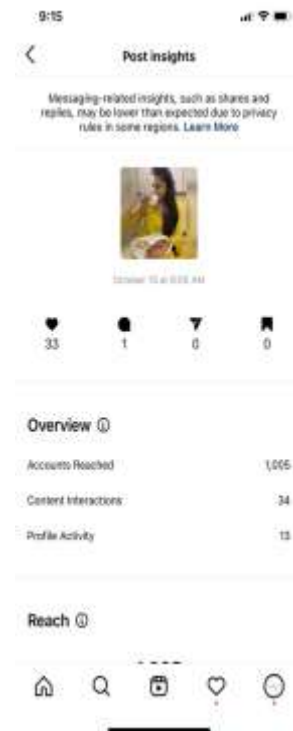
Nutrivity

1 post + 1 reel + 1 story

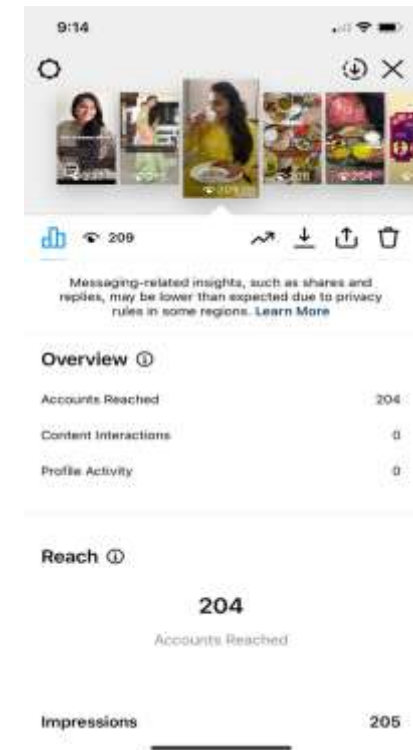


16k

Post



Reel



Stories

Foodies of India

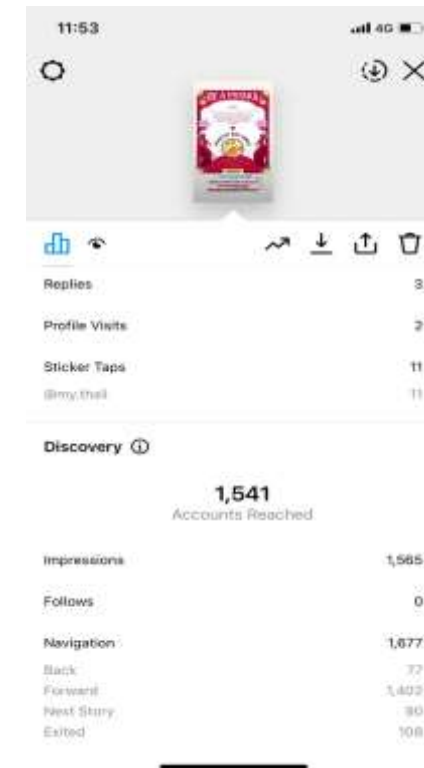
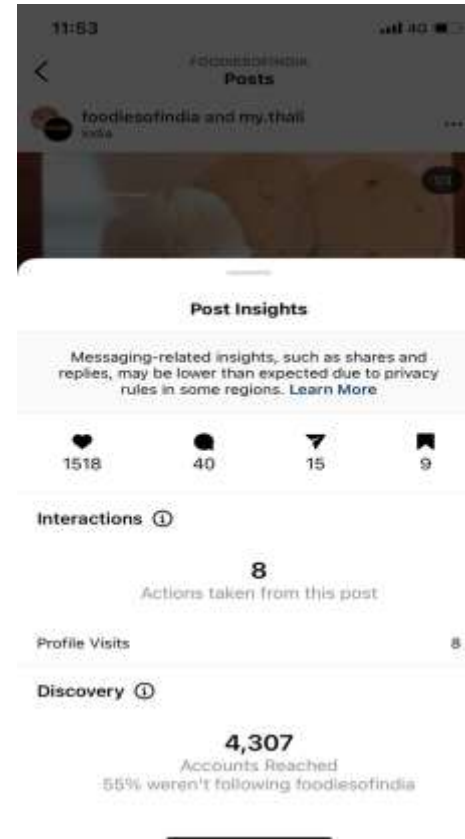
1 post + 2 stories



62.1k

[Post](#)

Stories





Conversion Ad
performance
Facebook

Facebook Ad Analysis

Reach	Impressions	Registration completed	Link Clicks	Amount Spent
35,865	60,525	302	1,232	Rs. 7,895.60

Arogya World

Sponsored · 🌐

#HealthyWaliDiwali Lucky Draw Giveaway

...see more

20 LUCKY WINNERS

WIN A SPECIAL DIWALI HAMPER

HEALTHYWALIDIWALI



Make the most of the last 10 Days of the challenge!

Show us your certificate & a photo of your balanced HealthyWali!

mythali™

Arogya World

Charitable organisation

SIGN UP

👍

👍

👍

205

82 comments · 13 shares

👍

💬

➦

Like · Comment · Share

Facebook Ad Analysis

Reach	Impressions	Registration completed	Link Clicks	Amount Spent
20,891	30,531	49	580	Rs. 4,524.28

Arogya World
Sponsored · 

🌟 The festivals of India bring joy, togetherness, and best wishes for prosperity and good health. [...see more](#)

BE A PATAKA
Be a Healthy Waddler



0:26 HD

AROGYAWORLD.ORG
- Arogya World


[SIGN UP](#)

👍❤️ 121 1 comment 5 shares

👍 Like 💬 Comment ➦ Share

Facebook Ad Analysis

Reach	Impressions	Registration completed	Link Clicks	Amount Spent
19,831	30,060	65	661	Rs. 3,882.04

 **Arogya World**
Sponsored · 🌐

MyThali's goodwill ambassador, Chef Sanjay Thumma a.k.a. VahChef is here to challenge you to #BeAPataka like him! 🌞 ...see more



AROGYAWORLD.ORG
#BeAPataka With My.Thali

👍 🤔 96 25 comments

👍 Like 💬 Comment ➦ Share



Website Ad
Analysis-
Facebook

Website Ad Analysis-Facebook

Reach	Impressions	Video Views	Link Clicks	Amount Spent
5,52,886	7,25,726	36,561	39,606	Rs. 30,950.60

Arogya World
Sponsored · 

Take a moment to stop scrolling and think about what and how you eat and approach food by filling out @my.thali's ...see more



mythali AROGYA

DOCS.GOOGLE.COM
MyThali [SIGN UP](#)

   409 3 comments 7 shares

 Like  Comment  Share

Website Ad Analysis-Facebook

Reach	Impressions	Registration Completed	Link Clicks	Amount Spent
1,12,882	1,29,402	1	590	Rs. 2,603.61

Arogya World
Sponsored · 🌐

Are you going to #BeAPataka or a Laddu for Diwali?
[...see more](#)



BE A LADDU

BE A PATAKA
WITH THE #30DAYCHALLENGE AND CELEBRATE A HEALTHY WALI DIWALI

Arogya World
Charitable organisation

[LEARN MORE](#)

👍 🥰 🙄 39 1 comment 1 share

👍 Like 💬 Comment ➦ Share

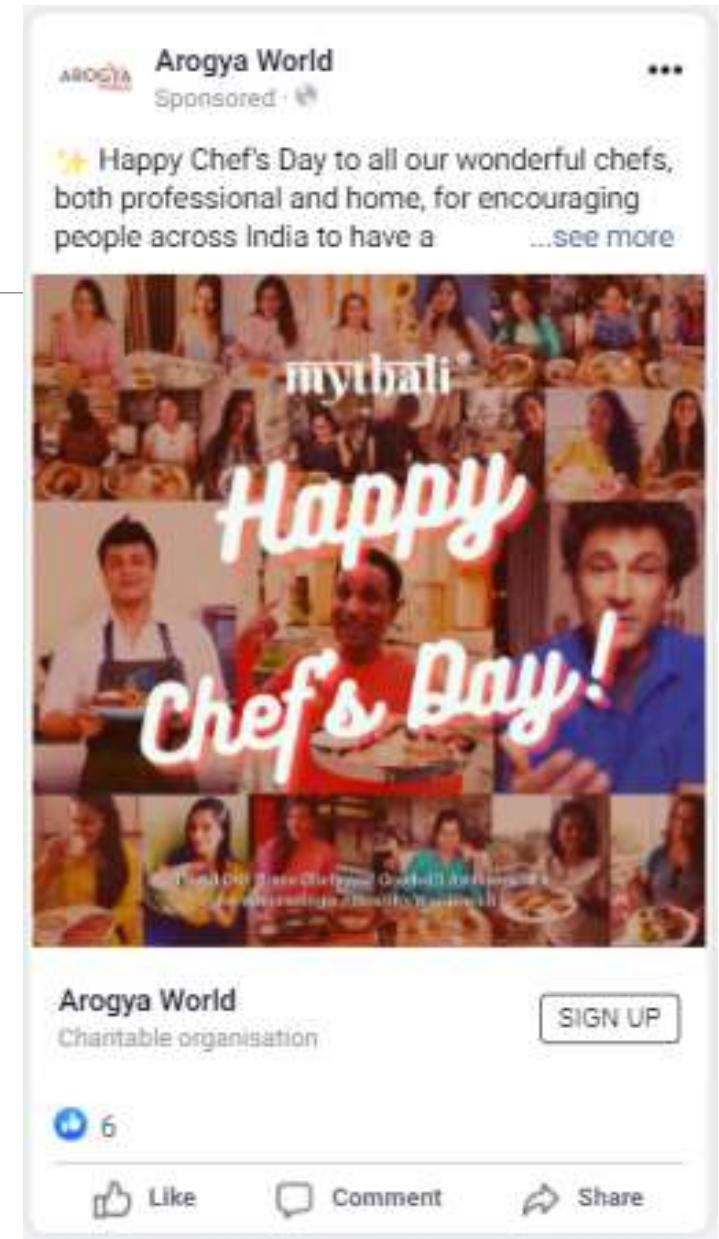
Website Ad Analysis-Facebook

Reach	Impressions	Video Views	Link Clicks	Amount Spent
2,00,765	296,259	26,839	20,117	Rs. 14,190.33



Website Ad Analysis-Facebook

Reach	Impressions	Registration Completed	Link Clicks	Amount Spent
60,396	67,041	1	299	Rs. 1,146.36



Website Ad Analysis-Facebook

Reach	Impressions	Registration Completed	Link Clicks	Amount Spent
9,52,022	11,57,905	6	1,112	Rs. 14,190.33





Engagement Ad Analysis- Facebook

Engagement Ad Analysis- Facebook

Reach	Impressions	Engagement	Link Clicks	Amount Spent
1,66,845	2,36,997	30,046	116	Rs. 13,765.00



Engagement Ad Analysis-Facebook

Reach	Impressions	Engagement	Link Clicks	Amount Spent
53,771	77,243	10,940	35	Rs. 5,608.49

Arogya World
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🌟 Diwali is a month away, but for the festival of lights, why do we feel so heavy? 🌟
...see more



Arogya World
Charitable organisation

LEARN MORE

👍❤️👤 11K 9 comments · 4 shares

👍 Like 💬 Comment ➦ Share

Engagement Ad Analysis-Facebook

Reach	Impressions	Engagement	Link Clicks	Amount Spent
1,43,058	2,01,008	24,278	69	Rs. 9,705.23

Arogya World
Sponsored · 🌐

Join @my.thali's goodwill ambassador @vahchef as he takes up our #30DayChallenge to have a #HealthyWaliDiwali! ...see more



Arogya World
Charitable organisation

LEARN MORE

👍👍👍 25K 29 comments 4 shares

👍 Like 💬 Comment ➦ Share



Conversion Ad
performance
Instagram

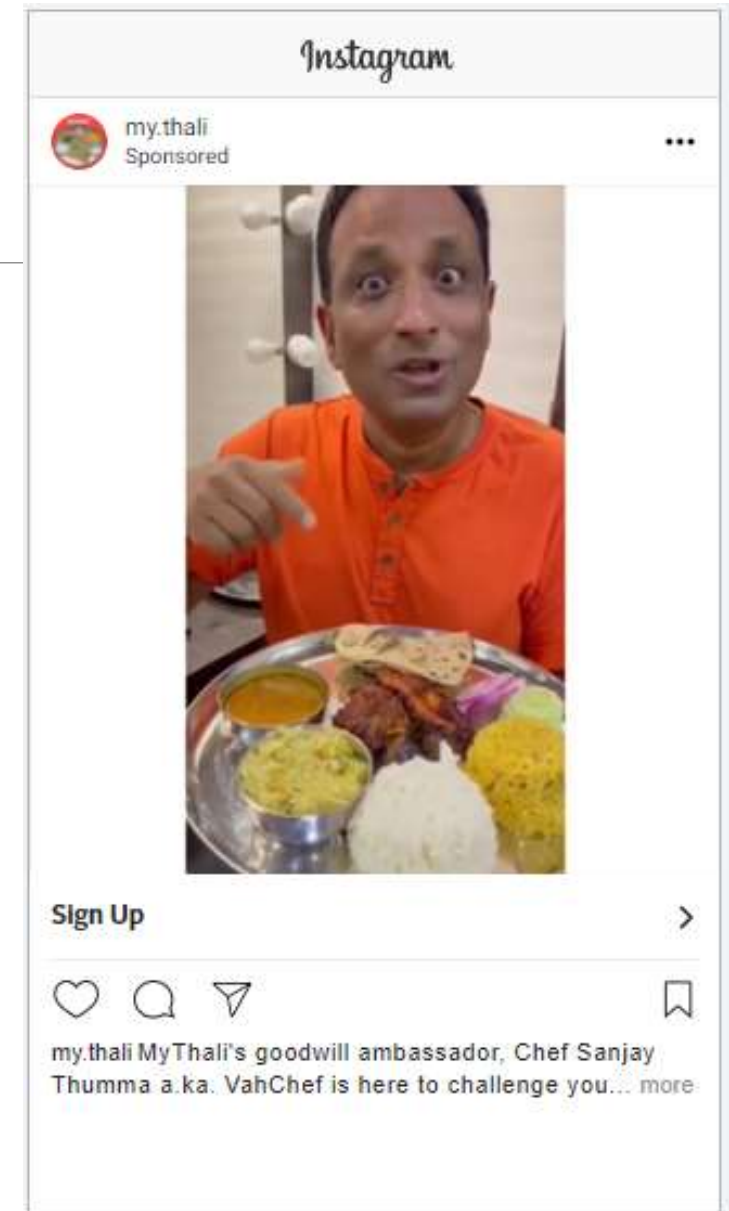
Instagram Ad Analysis

Reach	Impressions	Registration completed	Link Clicks	Amount Spent
71,107	97,880	536	2,139	Rs. 11,978.38



Instagram Ad Analysis

Reach	Impressions	Registration completed	Link Clicks	Amount Spent
25,481	30,611	57	232	Rs. 3,902.04





Website Traffic
Ad performance

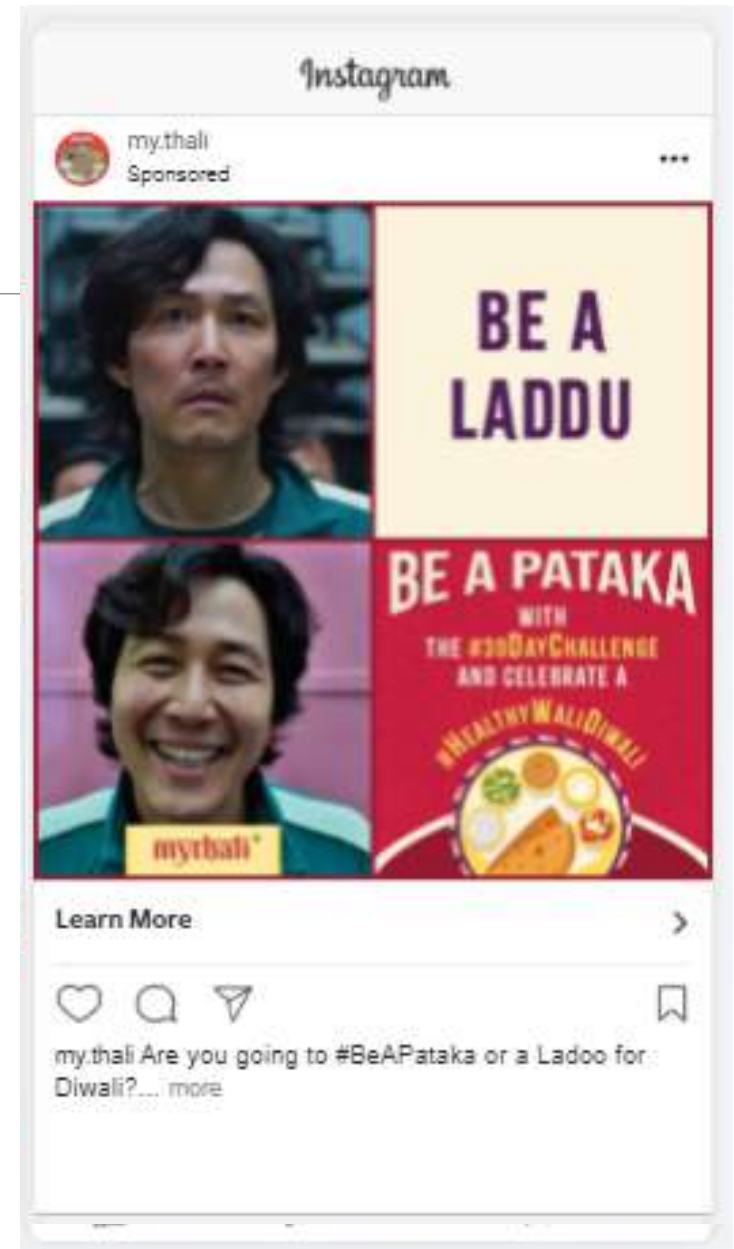
Instagram Ad Analysis

Reach	Impressions	Link Clicks	Amount Spent
4,30,245	5,36,072	494	Rs. 3,835.70



Instagram Ad Analysis

Reach	Impressions	Link Clicks	Amount Spent
28,018	28,018	25	Rs. 265.85



Instagram Ad Analysis

Reach	Impressions	Link Clicks	Video Views	Amount Spent
12,65,879	17,80,745	2,772	1,06,217	Rs. 21,321.65



Instagram Ad Analysis

Reach	Impressions	Link Clicks	Amount Spent
39,279	39,279	46	Rs. 366.12





Engagement Ad Analysis- Instagram

Engagement Ad Analysis- Instagram

Reach	Impressions	Engagement	Link Clicks	Amount Spent
89,132	1,02,347	25,170	197	Rs. 9,638.74



Engagement Ad Analysis- Instagram

Reach	Impressions	Engagement	Link Clicks	Amount Spent
42,771	48,625	15,062	102	Rs. 5,493.69



Engagement Ad Analysis-Instagram

Reach	Impressions	Engagement	Link Clicks	Amount Spent
34,822	42,401	11,168	77	Rs. 4,146.70





Story Ad
performance
Facebook &
Instagram

Story Ad Analysis

Reach	Impressions	Link Clicks	Amount Spent
1,42,386	1,49,631	121	Rs. 902.28



Story Ad Analysis

Reach	Impressions	Link Clicks	Amount Spent
27,516	28,676	57	Rs. 300

Arogya World
Sponsored

Are You Going To

BE A LADDU

BE A PATAKA
WITH THE #30DayChallenge
AND CELEBRATE A
#HEALTHYWALIDIWALI

Have a #HealthyWalidiwali in 3 Steps:

Step 1: Take the Challenge! (Link in bio)

Step 2: Do the self-assessment & receive your personalised Meal Plan

Step 3: Challenge your friends & fun to #BeAPataka too!

mythali **Sign Up** **AROGYA WORLD**



Video Ad
performance
Facebook &
Instagram

Facebook Ad Analysis

Reach	Impressions	Video Views	Registration Completed	Link Clicks	Amount Spent
19,42,695	26,82,795	8,73,802	4	11,961	Rs. 57,591.70

Arogya World
Sponsored · 🌐

🌟🌟🌟 HAVE A HEALTHY WALI DIWALI IN 3 STEPS WITH @vahchef! 🌟🌟🌟
...see more



AROGYAWORLD.ORG
- Arogya World

LEARN MORE

👍❤️👏 1.9K 5 comments 37 shares

👍 Like 💬 Comment ➦ Share

Instagram Ad Analysis

Reach	Impressions	Link Clicks	Registration Completed	Video Views	Amount Spent
8,43,150	10,97,294	736	2	323,460	Rs. 19,304.51



Ad Promotion Analysis(FACEBOOK/INSTAGRAM)

Arogya World(MyThali) Report Oct-2-2021 to Nov-6-2021										
Campaign Category	Result Type	Results	Reach	Impressions	Cost per Result	Amount Spent (INR)	Registration Completed	Link Clicks	Engagement	3-Second Video Plays
Conversion Ads	Registration Completed	1,009	1,73,107	2,49,607	53.75	32,182.34	1,009	4,844	24,834	17,890
Website Traffic Ads	Link Clicks	65,247	38,12,149	49,39,269	5.49	86,092.27	8	65,247	2,47,151	1,77,204
Post Engagement Ads	Engagement	1,16,667	5,30,399	7,08,621	0.41	48,357.85	-	596	1,16,667	-
Video View Ads	Video Views	4,41,103	27,85,845	37,80,053	0.19	76,896.21	6	12,697	12,14,795	11,97,262
TOTAL		-	73,01,500	96,77,550	-	2,43,528.67	1,023	83,384	16,03,447	13,92,356



Daily Hunt Paid Media Partnership Analysis



Summary

Platform	Media Plan (Benchmark)			Achieved			Previous Report
	Impression	Clicks	CTR%	Impression	Clicks	CTR%	
Dailyhunt	666667	3333	0.50%	394660	4523	1.15%	

Platform	Media Plan (Benchmark)			Achieved			Final Report
	Impression	Clicks	CTR%	Impression	Clicks	CTR%	
Dailyhunt	666667	3333	0.50%	668418	7394	1.11%	

Creative Wise Report			
Creative Wise	Impressions	Clicks	CTR %
Arogya_World India 990 x 505	200914	1876	0.93%
Arogya_World_600 x 600	311582	3757	1.21%
HWD Lucky Draw 600 x 600	98706	1242	1.26%
Participate in the Lucky Draw 990 x 505	57216	519	0.91%

.

Report Submitted by Bangalore Foodies Club



October 2021 – November 2021



CHEF'S TABLE (LUNCH)

12 Influencers





INFLUENCER CAMPIAGN BY BANGALORE FOODIES CLUB

53 Influencers Total Engagement : 3,53,650

Veena Krishnappa ▶ Bangalore Foodies Club
On 3 November, at 12:03 pm · 🌍

Hi ..
Happy #Deepawali to all my friends. 🍷
#BeAPataka
#HealthyWaliDewali... See More



Divya Shivkumar ▶ Bangalore Foodies Club
On 4 November, at 10:15 pm · 🌍

Hello foodies, my festive thali
Belakina habba deepavali
Yellarigu habbada shubhyashyagalu 🍷🍷
#m... See More

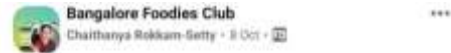




INFLUENCER CAMPIAGN(TOP 3 Post)

53 Influencers Total Engagement : 3,53,650

Chitral Rangaswamy
Chaitanya Rokkam Setty
Asha V Srinivas



How about cleansing your body this Diwali while you clean your attics and homes??
Here's my filling and refreshing breakfast (that's also Sattvik since it's Navaratri!) to kick-start the day -

- *Orange Juice - Sherbet style (3 oranges juiced with the goodness of cardamom and saffron)
- *Til and Methi Khakhra
- *Roasted walnuts (fistful of happiness)

I have taken a pledge to include one healthy meal a day for 30 days and make this Diwali a #HealthyWaliDiwali

#BeAPataka like me, take MyThali's #30DayChallenge 🏆 for a #HealthyWaliDiwali by clicking the link below:

<http://arogyaworld.org/healthy-wali-diwali-21/>

I request fellow foodie buddies to take up this healthy challenge. Ks Anjali Chaitanya Iyengar Rekha Ramenah Latha V Mane Preethy Parasuraman Amitha Bin Anusha Ramachandran Ramya Sridhar Suguna Simhan Kavitha V Eragam Shruthi Karthik Shruthi Skumar @



chitral_powergirl • Following
Original Audio

chitral_powergirl 🌟 Diwali is a month away, but for the festival of lights, why do we feel so heavy? 🌟

#BeAPataka and have a 🏆 #HealthyWaliDiwali by taking part in our 🏆 #30DayChallenge 🏆 to have one balanced meal a day!

Click the link below, take the challenge, and get your own custom meal plan personalised for you:
@my.thali
@arogyaworld
@bluchiselbangalore
@bangalorefoodiesclub

<http://arogyaworld.org/healthy-wali-diwali-21/>



Liked by sobengaluru and 257 others

OCTOBER 11

Add a comment...

Post



Bangalore Foodies Club

Asha V Srinivas • 19 Oct • 📷

Hi

#BeAPataka

#HealthyWaliDewali

#30dayschallenge 🏆

Here is my today's Healthywali dinner
Phulkas...veg saagu...rice...erlikayi gojju...pineapple salad...mint and jaggery juice....butter milk

#BeAPataka like me, take MyThali's #30DayChallenge 🏆 for a #HealthyWaliDiwali by clicking the link below:

<http://arogyaworld.org/healthy-wali-diwali-21/>





ORGANIC REACH

45++ Influencers

Silver Sethi
17 ಅಕ್ಟೋಬರ್ ರಿಂದ, 12:12 ಅಪರಾಹ್ನ, ಸಮಯಕ್ಕೆ

The festive season comes with lot of binge eating. Instead of having to go on a detox regime after celebrations, challenge yourself to have a #HealthyWaliDiwali by having at least one balanced meal a day!

A balanced thali is always full of macros and micros. Well balanced with carbs, protein and fats. Here I am having a balanced one with proper portion calculated meal.

- 1 small bowl of dry bhindi
- 1 small bowl of kadi pakoda
- 2 small bowl of steam rice

Take the #30DayChallenge by @my.thali and #BeAPataka for a #HealthyWaliDiwali!

Click the link in my bio to take the challenge.

Don't forget to challenge your friends and family as well!

Gratitude 🙏

#dieticiansofinstagram #dietandnutrition #healthymeals #customiseddietplan #healthandwellness #womenshealth #nutritionistindia #healthydiwali #dieticiansilversethi #gratitude 🙏



iam.aishwarya.iyengar and my.thali
Bangalore, India

iam.aishwarya.iyengar The festive season comes with lot of binge eating. Instead of having to go on a detox regime after celebrations, challenge yourself to have a #HealthyWaliDiwali by having at least one balanced meal a day!

A balanced thali is always full of macros and micros. Well balanced with carbs, protein and fats. Here I am having a balanced one with proper portion calculated meal.

- ◆ 1 cup of dal
- ◆ 1 cup of saag
- ◆ 1/2 cup of salad
- ◆ 1/2 cup curd
- ◆ 3 chapatis

Take the #30DayChallenge by @my.thali

Liked by mycurrystories and 1,434 others

OCTOBER 17

Add a comment...

Post

Vidya Shashidhara
7 October

Lunch Today- Chapati, paneer masala, grated and stir fried turnip, veggies loaded Bisibelebath, jaggery sabudana kheer with nuts, cucumber and carrots salad.

I have taken up the Balanced Meal Challenge Thank you BFC and MyThali for creating an awareness about healthy and balanced eating habits

#mythali
#HappyWaliDiwali
#30DayChallenge2020
#BeAPataka

<http://arogyaworld.org/healthy-wali-diwali-21/>

I further tagged Madhu Praveen , Shruthi Suresh , Shubha Urs MV , Priya Rajshekhar Virakтамath to take up the challenge





COMMUNITY SHOUT OUTS

Total Engagement : 24,080

Rupa Balachandar they Raunak Kundu and 3 others Are with them.
Moderator ★ +2 · 30 September · 🌐

* MyThali * promotes home cooking, balanced meals, and portion control, to help prevent non-communicable diseases.

* To better understand how India eats, we conduct a small survey. 📊



* Understanding Eating Habits Survey: *

<https://docs.google.com/.../1FAIpQLSdeYJ8AOeU2uw.../viewform> ✓

Do-it-yourself friends and family help improve our final analysis!

Rupa Balachandar ಅವರು Raunak Kundu ಮತ್ತು 3 ಇತರರು ಅವರ ಜೊತೆಗೆ ಇದ್ದಾರೆ.
ಮಾಡರೇಟರ್ ★ +2 ·
25 ಅಕ್ಟೋಬರ್ ರಂದು, 10:21 ಪೂರ್ವಾಹ್ನ ಸಮಯಕ್ಕೆ · 🌐

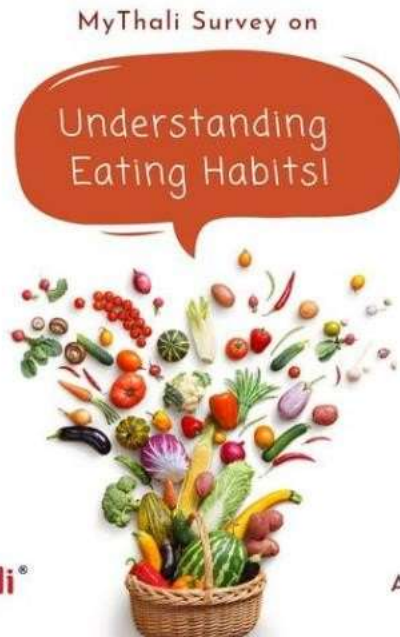
#HealthyWaliDiwali

🔥🔥🔥 Lucky Draw Giveaway* 🔥🔥🔥

Diwali is exactly 10 days away from today!

👉 To... ಇನ್ನುಷ್ಟು ನೋಡಿ

Channels	Total no	Total Engagement
BFC FB	6 Posts	20000
Whatsapp Groups	9 Groups	2100
Instagram (Story&Posts)	9 Posts	1980



Rupa Balachandar they Raunak Kundu and 3 others Are with them.
Moderator ★ +2 · 4 October · 🌐

🌟 Diwali is a month away, but for the festival lights, why do we feel so heavy? 🌟

👉 #BeAPataka and have a 🌟 Part of taking on #HealthyWaliDiwali 🌟 #30DayChallenge 🌟 to have one balanced meal a day!

Click the link below, take the challenge, and get your own custom meal plan personalized for you:

<http://arogyaworld.org/healthy-wali-diwali-21/> ✓

Don't forget to share it with your friends and family so they can #BeAPataka for Diwali too! 🌟

#MyThali #Diwali #MyThaliMyWay #Challenge #Fitindia #Healthy #EatRight #festival #festivalsfindia #BalancedMeals #Nutrition





WINNERS

20 Influencers



Analysis

Key Learnings

The campaign title triggered significant interest from the media and all our key stakeholders

Through media advocacy and social media campaign, our TG acknowledged the need to address eating habits during festivities

Data points and key statistics grabbed media attention

Incentive based social media marketing boosted conversion rate

Social media contest series strengthened brand visibility and engagement

Celebrity collaboration built credibility and caught target audience's attention

Key Performance Indicator

Deliverable		Achieved
2-3 Media Interactions	Media Interactions	3 Media Interactions for three spokespeople
1 National Press Release	Press Release Dissemination	1 National Press Release that reached 27.58+ million individuals
Daily Hunt Media Buying Leading to 3000+ clicks	Digital Media Buying	7394 clicks with 1.11% Click through rate
14 Influencer Engagement	Influencer Engagement	14 influencers 118799+ reach
Social Media Marketing 675 – 1,980 link clicks Facebook 1,350 – 3,370 link clicks Instagram	Social Media Marketing	83,384 link clicks (Facebook + Instagram) 1,603,447 engagement (Facebook + Instagram) 1,392,356 Video plays (Facebook + Instagram)

Thank You

