

## The Campaign Manager's Playbook



### Reclaim Your Privacy

Towards active and informed choices over our data

An initiative by:



Supported by:



# Why we wrote this playbook for you

Privacy is a fundamental right in India. But what does that mean for everyone involved?

People's data powers organisations. Understanding how this 'data economy' works will help people make active and informed choices over sharing their data. And privacy means individual agency over their own data.

In the 2020s, conversations around privacy are and will be more mainstream than ever before. However, this doesn't guarantee that they will be fact-based and nuanced, and that people will make informed choices.

And besides, informed choices may not be enough for all Indians to be empowered and safe online. Like climate change mitigation and societal wellbeing, it will require systems to change, not just people's habits.

So, what does it take to build a campaign to engage a set of digitally native users to take notice and reclaim their right to privacy?

Culminating with our own set of experiments and approaches - #ReclaimYourPrivacy (RYP) has released our playbook of campaign insights with the hope that this can help other organisations in launching their own efforts.





# CAMPAIGN OVERVIEW

# Why #ReclaimYourPrivacy?

## Ambition:

#RYP was set up with the goal of making people aware of the risks that exist when living out their digital lives and help give them control over their data online.

## Problem:

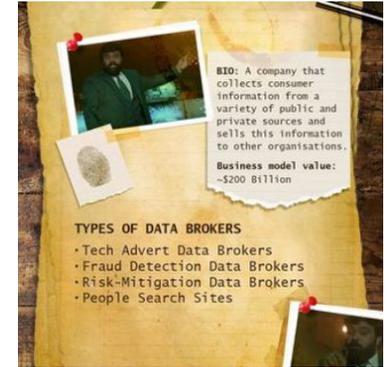
In the midst of rapid adoption of tech and data-based services, people either aren't aware of their right to privacy and safeguards to protect themselves or possess a fatalistic attitude towards online safety.

## Goal:

Inform, equip and inspire Indian citizens to take control of their digital lives and understand their fundamental right to privacy.

## Path to Impact:

- Make fact-based, informed conversations on privacy household conversation
- Help individuals make active and informed choices over their data



Sample campaign outputs

# Target Audience

## Understanding the motivations:

- Digitally natives and highly active on digital platforms
- Content consumers and sharers. Possessing 'half-knowledge' at best, on the issues of privacy and how the data economy works
- People ranging from 20-40 years of age with the ability to reclaim control over their digital identities and the willingness to share this information forward within their sphere of influence



### The Oversharers:



- Social Media Stars
- Budding & Wannabe Influencers
- Their lives are open books on digital media



### The Half-baked beans:



- Digital natives – comfortable with the medium
- The 'in' crowd
- Possess only surface level understanding of most topics



### The 'Forward' thinkers:



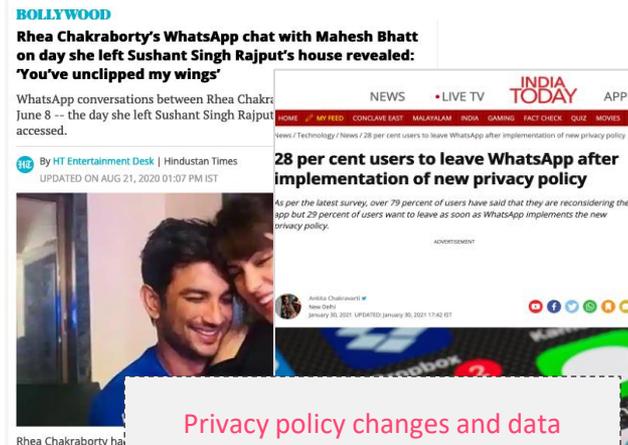
- Most likely to hit the forward button regardless of the kind of information
- Don't always bother with differentiating between fact or fiction

# Data privacy became a household conversation in 2020

Consequently, RYP rode the wave of data privacy conversations, focusing on informing individuals with facts and nuance.



Social media documentaries topped the charts



Privacy policy changes and data breaches made headlines



WhatsApp respects and protects your privacy.



Privacy content went viral

# What we achieved: Owned content - Social Media & Website

**Project Duration: 1 year** (6 months of **research & planning** + 6 months of **communication campaign**)

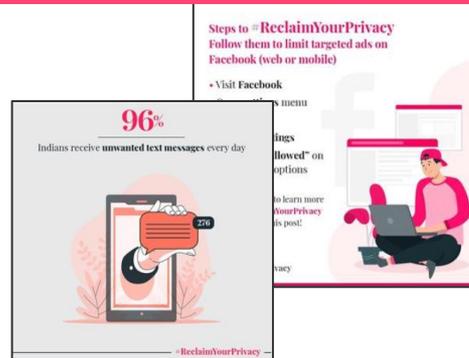
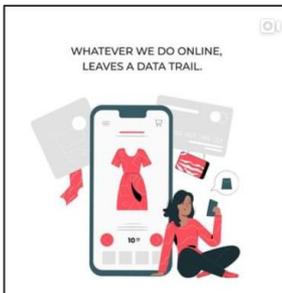
**Total views: ~65 million views\***



3 mini Indie films with a total of **7.2M+ views**



**3 explainer** videos on Data sold without our knowledge / Over Collection of Data / Lack of recourse on social media



**130 posts** and stories on IG, FB, Twitter; 9 IG reels

Website with **50+ tips to improve privacy** resulting in **250k sessions**



# What we achieved: Partnerships & Collaborations

**Project Duration:** 1 year (6 months of research & planning + 6 months of communication campaign)

**Total views:** ~65 million views\*



14+ influencers and experts created content citing us as a resource resulting in **2.6M+ views**, **43% Engagement Rate (ER)** and over **5k followers on IG**

Our personal data privacy should be our personal mission! Which is why we've listed down 7 simple things you should keep in mind to be safe online.

- 1. Avoid using free Wi-Fi

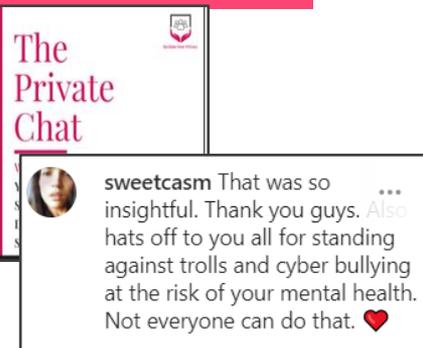


Collaborations with content houses (ScoopWhoop + FilterCopy) -

- Listicle on ScoopWhoop with a total reach of **415k**, generating **215k engagements** and average time spent of **2:42 minutes per view**
- Video with FilterCopy: **1.9M views** and **21.2% Engagement Rate**



**Private Chats:** A 4-part round table discussion between 3 entertainers and an expert on the topics of privacy garnering **400k+ video views** and **6.5% Engagement Rate**



Collaboration with Mission Josh - **620k+ views**, **1.6% Engagement Rate**

\*As reported by media platform dashboards

# Outcomes

With a goal to reach the widest cut of our TG and break through the clutter to engage them, the campaign accomplished the following:



65M+ views  
across platforms



12.71% Campaign  
Engagement Rate (ER)



0.47% Average  
Click Through Rate (CTR)

## Followers:



7500



6280



605



**Partnerships:**  
10M+ views via 26  
influencers



**Indie Films:**  
Views: 7.2M  
Clicks: 51.5k  
View Through Rate: 18.5%  
(VTR)

# Feedback

People who engaged with RYP found some value and made changes to their digital behaviour, however some also felt that we could have covered a wider range of topics and done better on the content.



Conducted on Instagram



41,067 responses in total

Did you learn something new from #ReclaimYourPrivacy or not really?



Total Reach: 77,214  
Total Responses: 78

Have you ever shared content from the RYP page?



Total Reach: 8,72,482  
Total Responses: 15,968

Have you already recommended following RYP to a friend?



Total Reach: 5,78,092  
Total Responses: 3,456

Did you change your privacy settings after engaging with RYP?



Total Reach: 9,14,126  
Total Responses: 20,871

Do you think we missed out on covering any privacy-related topic on RYP page?



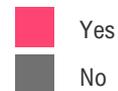
Total Reach: 8,61,134  
Total Responses: 259

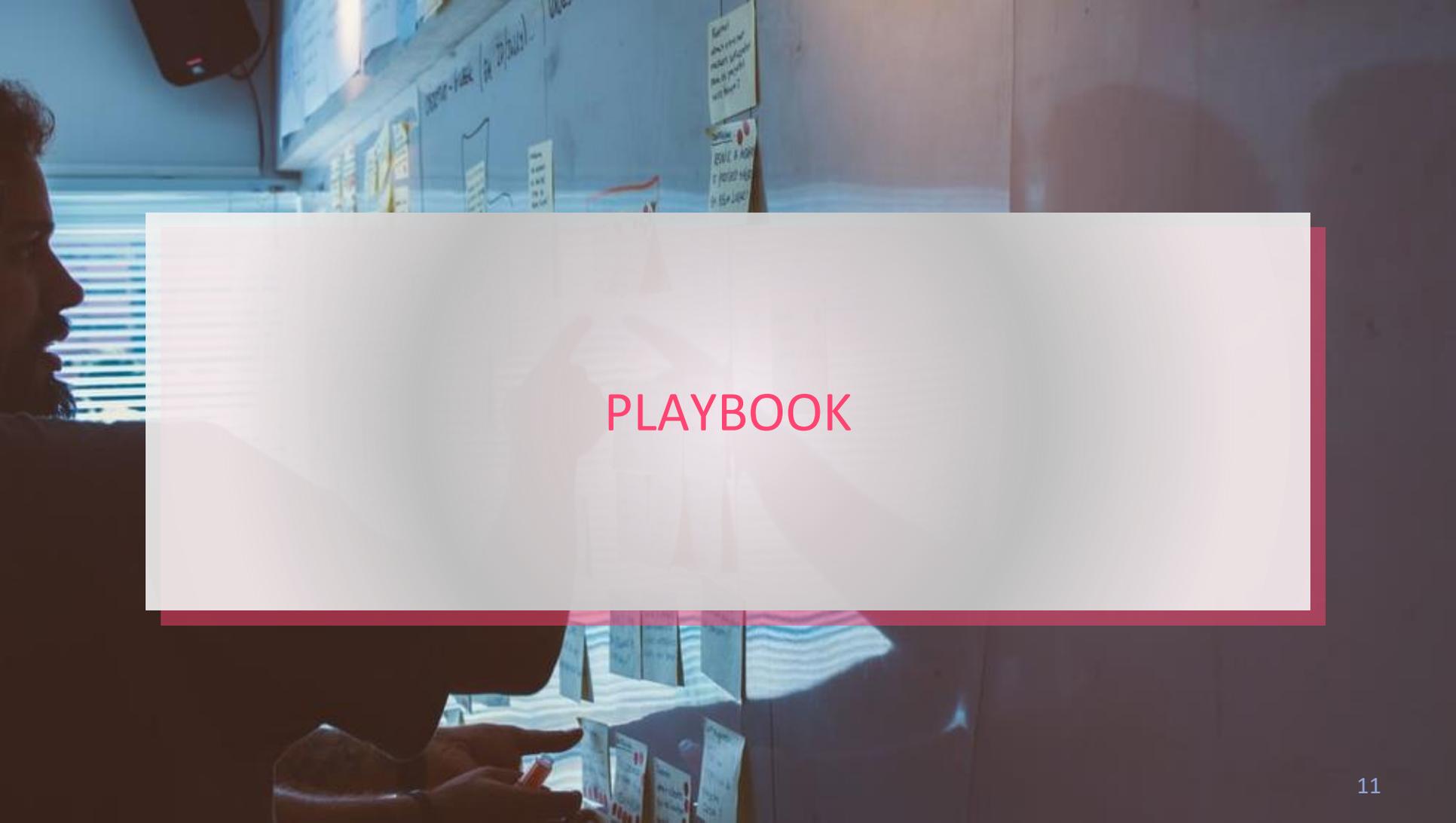
Do you think the content on the RYP page could have been better?



Total Reach: 5,13,226  
Total Responses: 435

Note: To obtain this feedback, RYP promoted 7 polls on Instagram stories with yes/no answers to the questions above. The poll was shown to users who had seen Reclaim Your Privacy content in the past. Each question was shown individually rather than as a series of stories. Total respondents likely to be less than total responses as people may have responded to more than 1 poll.



A person is shown in profile on the left, looking towards a wall covered in sticky notes and diagrams. The scene is dimly lit, with a blueish tint. The sticky notes contain various text and diagrams, including one that says "EVALUATE & AGREE IT PROCEED WITH NEW LEAD?".

# PLAYBOOK

# The five 'plays' we recommend

1 Chase one primary metric of success: conversations, followers or reach. You can always pivot later.



2 Start early in getting other people to tell your story. Collaborate with micro-influencers -- they're an underrated channel.



3 Be a peer in sync with the zeitgeist, not a teacher with important lessons.



4 Build your top of the funnel through social media. Let your website be a space for future, active, community members at the bottom of the funnel.



5 Don't rely on engagement metrics alone for feedback. Engage people through polls, quizzes, AMAs regularly to understand their shifting attitudes and behaviours.



# Chase one primary metric of success

Chasing more than one of followership, conversations or reach makes it very difficult to cut through the noise of information to make decisions. Choose one. You can always pivot later.



## Conversations

## Followership

## Reach

### Metrics

- Comments / posts
- Re-shares / re-posts

- # of followers across social media

- Unique vs cumulative views
- Frequency
- Engagement Rate

### Why choose it

- Mainstream conversations will lead to change, not individuals changing their behaviour silently

- Don't! Just track it for credibility and dependence on paid promotions

- Paid reach for awareness & scale in a short time-frame

### What works

- Emotional connect, credibility and sustained engagement
- Influencers

- Can't buy followers on IG
- CPF on FB is lower than Twitter
- Influencers indirectly add followers. @\$15/follow, too expensive

- Ad platforms for paid reach are 50-80% cheaper than influencer
- Content publications with large followings

Primary Metric for RYP

# Start early in getting other people to tell your story

Traditional paid advertising is a **blind spot** and collaborations are a way to make your story feel organic whilst getting the requisite **attention and reach**. Work with an existing influencer agency to identify relevant influencers, however it is best to work with micro influencers and content publications directly.



1

## Micro Influencers

- Invest in a micro influencer strategy to partner and collaborate with on a long term basis
- Focus on those who already talk about social topics and have a high comments: follower ratio
- Content creators > Lifestyle influencers & Artists: People end up being fans of the individual or engaging with the craft rather than the message

\$0.01 CPE



Awkwardgoat3  
38.2k followers  
200+% ER



Mommyingtales  
7.6k followers

2

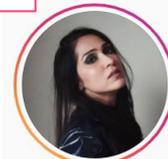
## Influencers

- Opt for Content creators (25% ER+) > Comedians @ 18% ER > Celebs @ 16% - ER may vary, trend will hold
- Those with a history of speaking out on social causes have higher ER + comments
- Pursue only if you have adequate budget

\$0.04 CPE



Dolly Singh  
1.1m followers  
86% ER



Shibani Bedi  
144k followers  
72% ER

3

## Content mills / Publications

- For ruboff on conversations & followers, focus on video content houses like Filter Copy / The Viral Fever. 1.9M views at a CPV of \$0.04
- CPV higher than ad platforms
- Lowest CPE: However, **limited plough back into RYP**. Influencers added more comments & followers

\$0.006 CPE



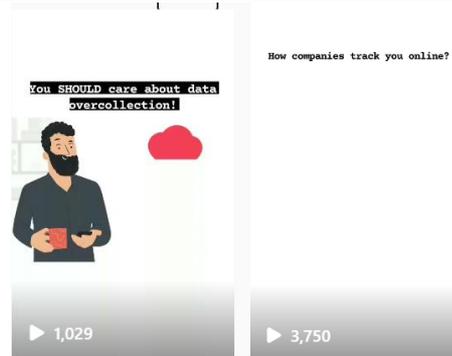
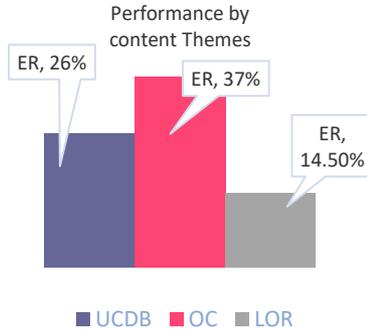
ScoopWhoop  
2m followers  
11% ER\*



FilterCopy  
3.4m followers  
24% ER

# Be a peer in sync with the zeitgeist, not a teacher with important lessons

The conversation around privacy is still in its infancy, people tend to tune out unless it directly affects them. Treat privacy as a means to an end, rather than an end in itself and leverage pop-culture to make help initiate the conversation.



- Test message that teach people something new. Unconsented data brokerage (UCDB) or data sold without our knowledge and Over collection (OC) are new concepts, Lack of Recourse (LOR) on platforms – Trolls are not news
- Experiment with other harms of privacy that have a real world impact: Bad security leading to fraud, identity theft, etc.

- Platform algorithms are favouring newer formats – Reels get the highest organic reach – up to 50% in certain cases
- Experiment with Fleets & other new formats

- Facts and narrativised stories worked better than educational content that treated privacy as an end in itself
- Influencer videos that were educational didn't do as well as skits that highlighted harms

# Social media for top of the funnel conversations, website for an active community

Easier to achieve engagement on social media than on the website. Rapidly iterate and gauge engagement across social media. Community engagement is more meaningful on a website where tools to empower can be customised for the audience but takes time to achieve.



Comparatively high organic reach

## Here are 5 simple things you can do immediately

Check whether your email and password have been leaked

- To check for leaked email IDs: <https://haveibeenpwned.com/>
- To check for leaked passwords: <https://haveibeenpwned.com/Passwords>
- To remove your leaked data: <https://www.thekanary.com/> (paid service)

Use privacy-protecting services and add-ons

- Brave browser automatically blocks ad-tracking: <https://www.brave.com>
- HTTPS Everywhere is an easy plug-in that secures your online communication, so that it can't be read by anyone in between: <https://www.eff.org/volunte>
- Doxors provides you a virtual phone number to reduce spam calls and messages: <https://www.doxors.com/> (paid service)
- Duck Duck Go is a search engine that does not profile its users, [Click here](#) to learn how to make it the default.
- Proton mail is end-to-end encrypted, which means only you and the receiver can read it: <https://protonmail.com/>
- Ghostery has many products that you can use to improve your privacy: <https://www.ghostery.com/products/>
- uBlock Origin can help you block ads on your browser. Install it on [Google Chrome](#), [Firefox](#) or [Microsoft Edge](#)



Iterate on page content basis feedback

## Social Media

- Lead with Instagram as it has the highest organic reach & engagement rates of the available platforms
- Promote for 'Engagement' rather than 'Reach' as an objective to get a healthy mix of reach + action (even if it's superficial likes)
- Aim to primarily engage on social itself. Social > Website can be organic rather than paid

Short-term goal

## Website

- Invest in User Access Testing (UAT) for:
  - Messaging
  - Prioritisation of harms & treatments
  - Practically implementable tools
- Build for community interaction
- Grow traffic & community organically via Civil Society influencers, Word of Mouth, SEO and Partnerships
- Expect a slow burn

Long-term goal

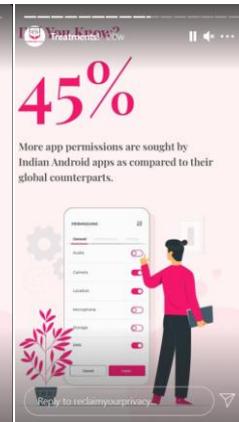
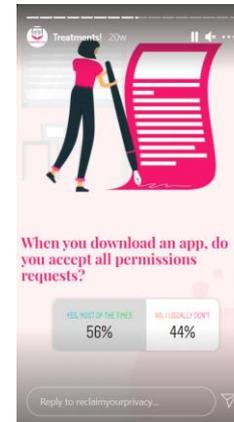
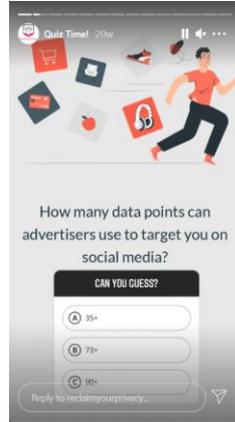
# Don't rely on engagement metrics alone; use polls, quizzes, etc. to get feedback

Polls, Quizzes, AMAs can give more pointed feedback on topics and issues and act as a way to engage with the audience. These can be used to test different messages and themes and are easily worked into a content calendar.



## Polls & Quizzes - Stories

- Leverage new / different organic story options to gather feedback whilst engaging the audience
- Experiment with a new Instagram promoted Yes / No poll to gather feedback at scale
- Organic polls run at the start of the campaign garnered up to 35% ER





## CASE STUDIES

# Influencer Collaborations: Prioritise

With comparable Cost Per Engagement and Cost per Reach, influencer collaborations resulted in the most plough back into RYP in the form of comments and followers. Prioritise influencers with high engagement to follower ratios, especially content creators over and above comedians and celebrities.

Objective: Use content to fuel conversations at scale and make privacy more mainstream

## What it was

- Collaboration with high visibility social media influencers to create 1 min IG videos
- Leveraging content creator personalities to talk about RYP in their inimitable style

## Output / Observations

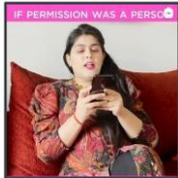
- 14 x 1 min IG videos on influencer + RYP handles
- 15+ IG stories on influencer handles leading to @RYP
- Individual post / video costs ranging from INR 100k to INR 400k

## Outcomes / Implications

- 2.7mn views
- 3.6mn reach
- CPV = \$0.01
- 5000+ followers on IG
- Average ER of 45%



Dolly Singh  
Followers: 1.15m  
Views: 892k



RJ Sukriti  
Followers: 371k  
Views: 214k



Saloni Gaur  
Followers: 553k  
Views: 204k



Vishnu Kaushal  
Followers: 416k  
Views: 142k



Aabir Vyas  
Followers: 210k  
Views: 47k



Shibani Bedi  
Followers: 144k  
Views: 96k



Divya Agarwal  
Followers: 2.1m  
Views: 293k



Sahil Shah  
Followers: 135k  
Views: 21k



Prapti Elizabeth  
Followers: 163k  
Views: 68k

# Micro Influencers: Prioritise

The right micro influencers delivered the highest ROI. However, they are hard to identify. Leverage existing micro influencers to recommend others and build a network over time.

Objective: Create a grassroots level movement to drive awareness and conversations

## What it was

- Collaboration with budding influencers to leverage their audiences & credibility at a low cost
- Content creators, mommy influencers & creative artists shared their POV

## Deliverables / Output

- 2 x videos
- 7 x static posts
- Individual post / video costs ranging from INR 8k to 20k

## Outcomes / Implications

- 78k engagements
- 95k reach
- Most relevant conversations on Mommying Tales & AwkwardGoat3's posts



**mindfulamma** Well said, D! ... Makes perfect sense. I don't share my daughter's pictures in respect for her privacy and even when I share my own, I wish it were more secure. Thanks for voicing this out



**prithaxx** It's because of this ... reason, I have promised myself that no matter how much I trust a guy, I'd never send my private pictures with him.



**journalsofmomma** I can easily relate to this post !



I was posting my little ones pictures not much but less . Now I have stopped sharing , deliberately avoiding as the presence of social media can't be avoided and not sure my daughter will be comfortable if



**shrinidhi0416** Exposing is bad but irresponsibly sharing is also not good.



**monjir0123** Oo my ex called me Ran\*\* cuz i had sex with him... Also the videos and chats are like journal kept with him



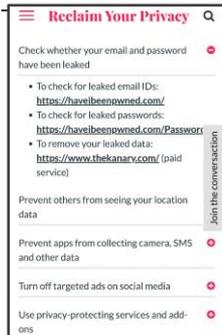
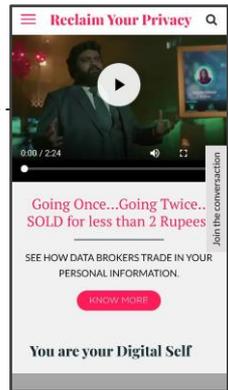
# Website: Prioritise

Due to being too information heavy and educational in nature, the average time on the website was 0:36min, leading to low overall engagement and stickiness. Recommended approach would be to build/source tools such as password and breach alerts that provide value and create a platform to foster a community that cares about privacy.

Objective: To inform, educate and provide treatments for those new to the concept of privacy – make it the hub of the campaign

## What it was

- Educating our TG on privacy as Unconsented Data Brokerage, Over Collection & Lack of Recourse
- 50+ treatments on how to protect one's digital self



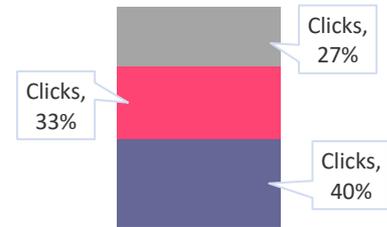
## Outcomes / Implications

- 500k clicks from ad platforms
- 258k sessions – low clicks: sessions conversions
- 199k unique visitors
- 0:36 min – average time spent: Not enough engagement

## Suggestions

- Focus on User Acceptance Testing and crafting user journeys from the get go
- Build traffic organically – leverage collaborations & SEO
- Inform and educate through engagement

Interaction on website by Theme



# Mission Josh (MJ): Re-try with different approach

The MJ collaboration was an ideal collaboration on paper due to the right mix of Civil Society influencers + Sonakshi Sinha (known for her stance against cyber bullying). However, there was limited plough back into RYP.

Objective: Leverage the credibility of Mission Josh and its partners to get visibility and scale

## What it was

- Sonakshi Sinha discussing privacy in the context of cyber bullying and online harassment with members of Civil Society + bureaucrats
- Influencers added to the conversation and shared it on social media

## Output / Observations

- 3 episodes hosted by Sonakshi Sinha
- 11 influencer videos talking about #RYP and the initiative
- Limited reach for influencers & celebs involved

## Outcomes / Implications

- 630k+ views across influencers, Mission Josh and Sonakshi Sinha's IG handles
- 1.3k engagements – less than expected
- CPV = \$0.025 - Within industry benchmarks
- No visible increase in RYP follower base



**Participants:** Sonakshi Sinha, Rakshit Tandon (Cyber Expert and Consultant to IAMA), Swati Maliwal (Chairperson Delhi Commission for Women), Tannistha Datta (India Head UNICEF), Akancha Srivastava (Founder of Akancha Against Harassment), Miss Malini Agarwal (Founder of Ignore no more online and Miss Malini.com), Deepika Narayan Bhardwaj (Journalist, Documentary Film Maker), Ritesh Bhatia (Cyber Expert and Investigator), Dr Pratap Dighavkar (Special IGP Maharashtra Police), Nirali Bhatia (Cyber Psychologist & Founder Cyber BAAP), Vaishali Bhagwat (Cyber Lawyer)

# Own Designed Content: Prioritise

Leveraging pop-cultural formats and topics led to higher engagement and conversations – validating that being a peer in line with the zeitgeist worked better than being a teacher. It is better to spend more energy on relatable content that content with high production value.

Objective: Create fuel for conversations leading to awareness, education, engagement and action at scale



Steps to #ReclaimYourPrivacy  
Follow them to limit targeted ads on Facebook (web or mobile)

- Visit Facebook
- Open settings menu
- Find ads
- Select ad settings
- Check "not allowed" on the first two options

Visit our website to learn more ways to #ReclaimYourPrivacy Save and Share this post!

#ReclaimYourPrivacy

Individual tips on how to protect oneself had low organic ER at less than 5%



MEMEs ad decent organic ER at 6.81%

Fact-based content had high ER at 23%



GRID-based informative content/Carousels: High production value adding credibility and visual relief to the timeline but had limited organic reach and negligible ER

Spain Male #ReclaimYourPrivacy

Hearing the notification ping, he rushed to check it. Had the company finally made an offer?

Subject: Congrats! You are eligible for a home lo- \*sigh\* The spam filter definitely needed an upgrade.

Oslo Generation #ReclaimYourPrivacy

Bella fetched the ball and dropped it in her dad's lap.

He laughed and petted her "Okay good girl!"

Triggered, the smart speaker woke up. Quietly listening to this sweet exchange.

TTT style posts had high ER at 17%+ and more comments

# Civil Society Organisations (CSO): Re-try with different approach

Civil Society Leaders helped shape the campaign but their engagement with campaign content on social media was limited.

Objective: Consult with civil society leaders/privacy experts to build credible, fact-based content and narratives that could be translated into accessible language in various forms on social media

## OUTCOMES:

	Phase I: Research	Phase II: Launch	Phase III: Amplify
Approaches	<ul style="list-style-type: none"> <li>Carried out interviews with experts for theme selection/refining storyline</li> <li>Created an Advisory Board to consult on privacy risks</li> </ul>	<ul style="list-style-type: none"> <li>Reached out personally to CSO network to encourage them to champion campaign pre &amp; post launch</li> <li>Identified opportunities to talk about RYP at external events (<i>E.g. Facebook's user-centric privacy roundtable, The Dialogue's Stakeholder consultation on Online Safety</i>)</li> </ul>	<ul style="list-style-type: none"> <li>Led a Civil Society Roundtable on RYP for feedback and to open avenues for collaboration</li> <li>Reached out to organisations for conversations to feature on blogs</li> </ul>
What worked/ Didn't work	<ul style="list-style-type: none"> <li>Consultations with experts helped narrow risks, validated methods and help contextualise information to the Indian context</li> </ul>	<ul style="list-style-type: none"> <li>Did not choose to reshare or engage with RYP content</li> </ul>	<ul style="list-style-type: none"> <li>As expected, when CSOs reshared content (e.g. blog posts) readership expanded</li> </ul>
Learnings	<ul style="list-style-type: none"> <li>Establish routine/periodic review with Advisory Board to facilitate greater buy-in to amplify campaign</li> </ul>	<ul style="list-style-type: none"> <li>Collaborative messaging and strategies for cross-posting must be built at the outset of the campaign</li> <li>Greater credibility/relevance was garnered from social media influencers compared to CSO experts</li> </ul>	<ul style="list-style-type: none"> <li>RYP's Content type was not tailored for a civil society audience, was focused on narrativisation via videos for a mass audience. This didn't necessarily hamper reach</li> </ul>

# Indie Films: De-Prioritise

Despite narrativising privacy harms to be more relatable to the audience, the films did not generate the kind of conversations expected across platforms. Revisit dissemination strategy with a potential to leverage a relevant celebrity to help drive conversations and credibility.

Objective: Set context for the need to #ReclaimYourPrivacy through storytelling

## What it was

- Films highlighting harms to do with Unconsented Data Brokerage, Over Collection & Lack of Recourse
- Exaggerating real-world use cases to make privacy harms real and relatable



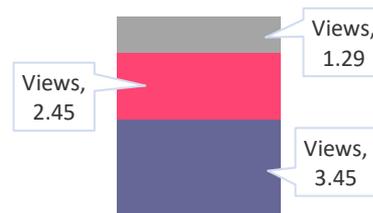
## Output / Observations

- 3 individual 2-3 min films that were played across digital & social media
- 30 second teasers
- 30 second audio spots

## Outcomes / Implications

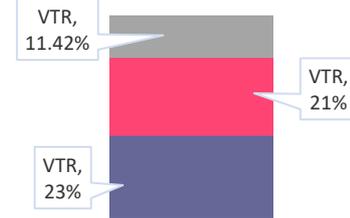
- 7.2mn views in total
- 52k clicks to the website – low ROI
- CPV = \$0.025 – within industry benchmarks
- 21% of budget: 14% of total views

Views(mm) by Themes



■ UCDB ■ OC ■ LOR\*

VTR by Themes



■ UCDB ■ OC ■ LOR\*

\*Unconsented Data Brokerage, Overcollection, Lack of recourse on platforms

# Publisher Partnerships: De-prioritise

Publisher partnerships with ScoopWhoop and FilterCopy had high reach and engagement but did not yield sufficient plough back into RYP. Despite the high reach and engagement, did not build any long-term capital in the form of followers or engaged users.

Objective: Experiment with known content houses to compare effectiveness vs influencers

## What it was

- A 7 point listicle with ScoopWhoop + 3 social posts
- A 2 min video with a message around privacy subtly woven in. Posted on IG + FB
- Additional IG stories for promotion

## Outcomes ScoopWhoop

- 436k Reach
- 2:15 minutes average time on the article
- 215k engagements across platforms
- 49.5% ER

## Outcomes FilterCopy

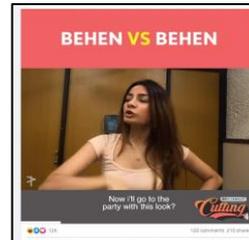
- 2M+ views across IG + FB
- 3.6M+ Reach
- 59.5% ER

Our personal data privacy should be our personal mission! Which is why we've listed down 7 simple things you should keep in mind to be safe online.

1. Avoid using free Wi-Fi



3. Browse in incognito or private mode



# Blogs: De-prioritise

Intended to be an extension of the treatments (tips & tricks on how to protect oneself online) on the websites, for users who were eager to learn more, blogs were an avenue to deep-dive into privacy risks. However, long format content does not work for this type of audience. [Visit the blog: https://reclaimyourprivacy.medium.com/](https://reclaimyourprivacy.medium.com/)

Objective: Share in-depth explainers on the state of privacy – why it matters, who it affects and what risks to watch out for

## Output

- 6 x short form blogs hosted on Medium
- 3 promoted posts across FB & IG with a website visit objective

## Online privacy & Gender

How bad can it be?

## Observations

- Experiences & Real-life stories make for greater interest and organic engagement - The blog post on revenge porn had the greatest organic read ratio [80%]
- Greatest view to read ratio for blog on posts promoted by CSOs or RYP: Interview with Arnika Singh, Co-Founder - Social Media Matters - [46% readership]
- Text heavy posts are best suited to be shared on Facebook: Performance on posts to promote blogs fared best on Facebook, followed by Twitter

## The challenges of Child Sexual Abuse Online and Digital Parenting — in conversation with Arnika Singh, Co-Founder- Social Media Matters

## Outcomes

- Credibility: Without an existing follower base on Medium there was little traction or traffic that led to the blogs
- Content Type: Short to long form content may not be best suited for the target audience compared with videos, reels, etc. as overall reads were comparatively low despite promotions
- Amplification: Redirection to the website instead of blog site (on Instagram) doesn't incentivise users to seek out and read content
- Total of 321 reads with a 32% read ratio on Medium

# Privacy talk show with influencers & experts: De-prioritise

Due to complexity of privacy issues, long form video content has lower effectiveness and works better for niche audiences that may possess latent interest. Such collaborations work better for depth of information rather than audience reach.

Objective: Experiment with an interactive round-table format to engage and educate audiences

## What it was

- Coined 'Private Chat' - a conversation between comedians, content creators and CSOs to demystify issues around privacy

## Output

- 4 x 10 minute episodes featuring Sahil Shah, Saloni Gaur, Divya Agarwal and Yesha Paul (CIS) and Urvashi Aneja (Tandem Research)
- 8 x promotional stories

## Outcomes

- 400k+ views across episodes
- 6.5% ER
- 141k views for Private Chats vs 300k views for 1 minute IG video for Divya Agarwal – similar across other influencers



Time to...



**Reclaim Your Privacy**

Suha Mohamed : suha@aapti.in  
[LinkedIn](#) | [Twitter](#)  
[www.aapti.in](http://www.aapti.in)

Nikhil Shahane: Nikhil.Shahane@21n78e.com  
[LinkedIn](#) | [Twitter](#)  
[www.21n78e.com](http://www.21n78e.com)