



Reliance Foundation

Reliance Foundation Scholarship - 2023
Registration Drive

Scope Of Work



Editorial & Digital Media
Distribution

Objective:

To create awareness about the Reliance Foundation PG scholarship and drive traffic towards to the submission landing page for increased number of applications.

Solution:

HSM helped create awareness by producing and amplifying editorially driven content across the HSM network in 13 languages, in the form of explainer videos for the process of applying for the scholarship and a FAQs listicle with the aim of redirecting users to the final landing page.

Campaign Summary

Video Distribution



Views

1.15 Mn +



Redirects/Clicks

36 K +

Video Output

Total Content Pieces

30

Total Languages

13

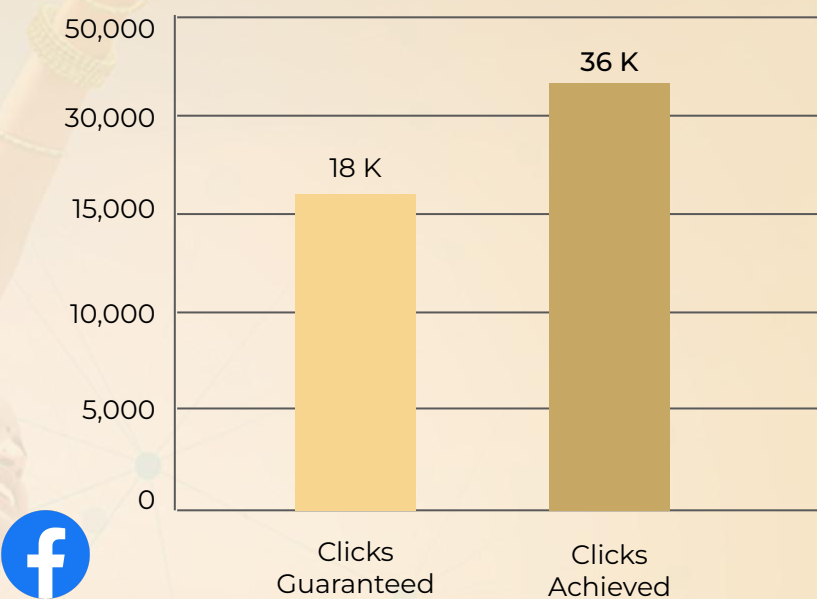
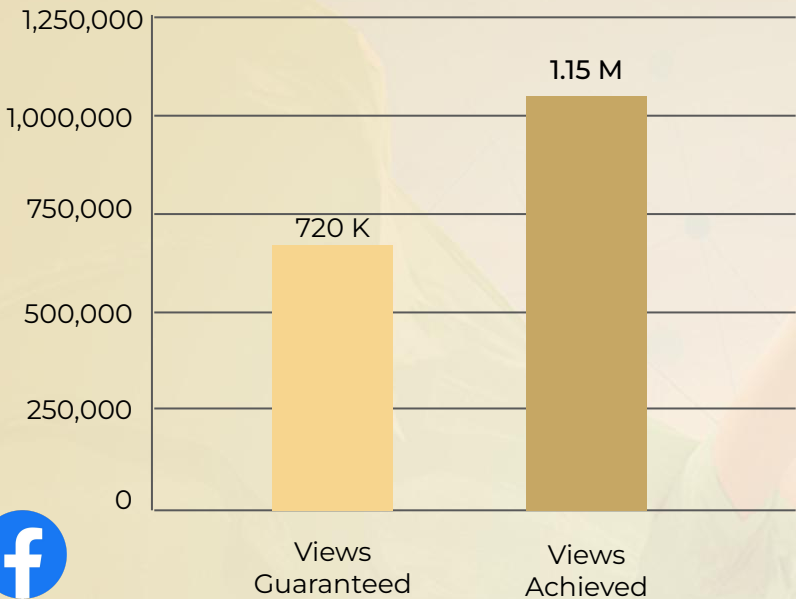
Total Platforms

2

Content Formats

2

Campaign Summary



54.9% Over Achieved

101% Over Achieved

HSM Distribution

Distribution Platforms



Languages

Hindi

Tamil

English

Marathi

Telugu

Gujarati

Punjabi

Odia

Asamiya

Urdu

Malayalam

Bangla

Kannada

Video Highlights



How To Apply- Tutorial?



FAQs