

# #DiwaliWaliSafai

**This Diwali, give your  
old electronics the proper send off.**

Dispose of your e-waste responsibly,  
and celebrate sustainably!



## #DiwaliWaliSafai

**E-Waste awareness campaign report  
14 Oct – 14 Nov 2020**

# E-Waste awareness campaign – snapshot

## OBJECTIVE

- Create awareness on responsible disposal of e-waste
- Establishing thought leadership for Panasonic as a sustainable brand

## CONCEPT

Diwali involves a lot of customs - playing card games, decorating the house, etc & amongst those cleaning is a big one; after-all a clean house invites blessing from Goddess Laxmi! Leveraging this tradition & online conversations on Diwali wali safai, introduced a campaign to clean your house by disposing old appliances responsibly.

## EXECUTION

- Ran a contest encouraging consumers to call Panasonic toll free number to give their old appliances /e-waste and posting it on social media, winner to get new Panasonic home appliances
- Kicked off on 14th October, International E-waste Day

## SUCCESS

- Received 10 pick-up entries and over 160 comments on social media – FB/Twitter/Insta/ LinkedIn
- Reached out to over 1.97 million audience on social media
- Campaign got covered in leading news portals – The Economic Times - Brand Equity, CSR Mandate amongst other and reached out to over 8.2million readers



# #DiwaliWaliSafai contest

Launched a 12 day long contest on International E-waste day through a video post to drive awareness and maximum engagement

Contest details:

Asked the audience to dispose their e-waste with Panasonic by calling at 18001031333, along with sharing their picture of the e-waste they were giving away this Diwali on Panasonic social media handles tagging friends & brand page, and using #DiwaliWaliSafai #LeavingOnAGoodNote

Focus platforms: Facebook, Instagram, Twitter, LinkedIn

Posted pre-buzz posts and polls to drive curiosity for the launch video



# Content snapshots

**Panasonic India**  
Sponsored

#ContestAlert #Contest  
As you gear up for your #DiwaliWaliSafai, it is very important to dispose of your ...see more

**Panasonic** 

Gearing up for  
**#DiwaliWaliSafai?**



PANASONIC.COM  
Panasonic #DiwaliWaliSafai Contest

LEARN MORE

**Panasonic India News**  
@PanasonicINews

(Please RT!) #Contest  
This #InternationalEWasteDay, you can win #Panasonic Home Appliances!  
> Post a picture of your e-waste using #LeavingOnAGoodNote & #DiwaliWaliSafai  
> Tag all your friends & follow our handle  
> Dial 18001031333 to know how to dispose your e-waste responsibly

**Panasonic** 

This year, dispose of your old electronics responsibly



**Panasonic India**  
@PanasonicIndia

(Please RT!) #Contest  
This #InternationalEWasteDay, you can win #Panasonic Home Appliances!  
> Post a picture of your e-waste using #LeavingOnAGoodNote & #DiwaliWaliSafai  
> Tag all your friends & follow our handle  
> Dial 18001031333 to know how to dispose your e-waste responsibly

**Panasonic** 

Become an e-waste warrior & get rewarded



**Panasonic** 


*These appliances at home, growing old,  
They're E-waste, we're told,  
Don't throw them in the bin,  
Don't give the Earth more mould &  
let global warming get a foothold,  
Dispose responsibly, give nature a stronghold,  
Recycle your e-waste to watch sustainability unfold*




**Panasonic** 



Our flagship initiative Harit Umang - Joy Of Green focuses on developing sustainable practices creating awareness on responsible environmental behaviour.

**Panasonic** 

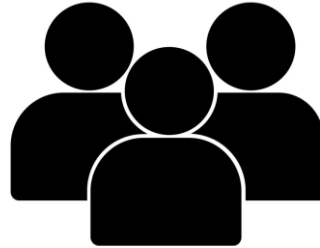


IT IS NOW  
TIME TO MAKE AN  
*impactful shift*

# Overall performance



**REACH**  
**1.97 Mn**



**IMPRESSIONS**  
**3.06 Mn**



**ENGAGEMENT**  
**0.87 Mn**

*\*Reach – the number of people who consumed the content*

*\*Impressions - the number of times content is displayed*

*\*Engagement – likes, shares and comments*

# Social media performance

Received about **160 comments** across all social media platforms

Twitter and Facebook saw maximum engagement

 **90**

 **42**

 **27**

 **1**

 **Erika Pinheiro**  
Panasonic IndiaThis  
#InternationalEWasteDay i wa  
my microwave oven

#DiwaliWaliSafai  
#LeavingOnAGoodNote  
#Panasonic

Anisa Shelar  
Maria Pinheiro  
Bryan Azavedo



 **Amandeep Kaur Mendiratta**  
#DiwaliWaliSafai #LeavingOnAGoodNote On  
this Diwali, I am going to make e-waste of  
my Refrigerator which I am using from 10  
years. It's very old and outdated. Also, the  
freezer door is not working properly and  
sometimes it makes sound. So, I am  
planning to buy new double door  
refrigerator from [Panasonic India](#) which I  
love the most. ❤️

Tagging [Bhavnish Mendiratta Aman Deep Kaur Rishabh Mendiratta Surinder Kaur Saini Chand Ineet Kaur Gurpreet Behl Aanchal Arora Aman Saini Chand Leena Anand Anjali Gupta](#)



 **Satej Karandikar**  
All geared up for #DiwaliWaliSafai and plan  
to dispose of my old Samsung Television.  
My old appliance We have used for 18  
years.

#DiwaliWaliSafai  
#LeavingOnAGoodNote!

Tagging  
[Ramachandran Pastor Jonathan Pradhan Jeevan Pradhan Lilli P](#)



 **NAVNEET** @im\_navneet · 14/10/20 ...  
Replying to @PanasonicInNews

I really want to dispose off my old washing machine as it is not working properly and causing problems every month 😞 My mom usually spends all the time repairing it, thus now i think it's high time to replace it with new one 🙌 why not #LeavingOnAGoodNote with #DiwaliWaliSafai



# Amplification in the media

Reached out to over 8.2million readers | AVE (ad value equivalent) – 4.8 lac

## KEY HIGHLIGHTS

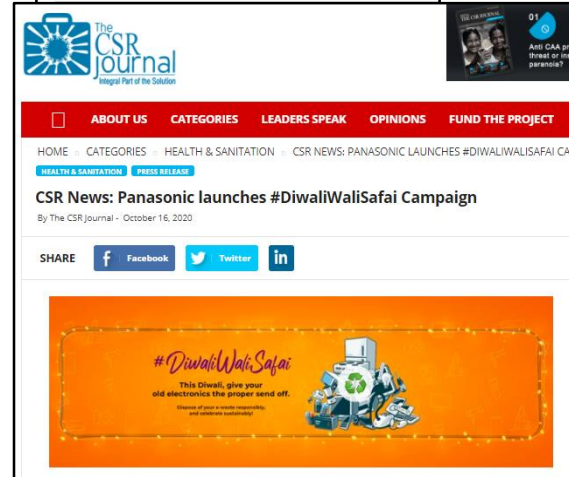
- 100% of the stories mentioned - Panasonic India launches #DiwaliWaliSafai Campaign for Responsible Disposal of E-Waste in the headline
- 70% of the stories spokespeople quotes - Ritu Ghosh and Shirish Agarwal
- 90% of the stories have carried the image creative of the campaign
- 100% of the stories have covered the key messages of the campaign

- Panasonic India has launched an awareness campaign, #DiwaliWaliSafai, on responsible disposal of E-waste

- The campaign encourages consumers to be more responsible this Diwali with their cleaning by giving their old electronic devices for recycling

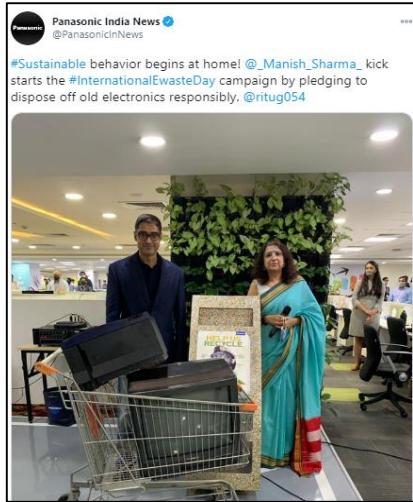
- Panasonic helping consumers to responsibly dispose their E-waste by offering free of cost home pick-ups for large appliances and assistance in identifying closest collection centres

- Panasonic India running a contest on its social media platforms



# What worked

*Leveraging the topicality of International E-waste Day, the contest post received a major boost organically*



The campaign got a major kick start and appreciation with Manish Sharma's participation post | Organically, gained 1,408 Impressions & 140 Engagements on LinkedIn and PIPR

Panasonic underlines responsible disposal of e-waste in new campaign - ET Brand Equity  
The campaign aims to encourage consumers to be responsible in disposing of e-waste this Diwali...  
brandequity.economictimes.indiatimes.com



Video by Dr. Sandip Chatterjee, Director, MeITY helped in maintaining consistency in messaging | video organically got over 700 video views and 70 engagements on LinkedIn and PIPR Twitter

Video post of Ritu Ghosh, Head, Corporate Affairs & CSR, Panasonic India highlighting importance of responsible disposal of e-waste worked well



Campaign got covered in leading news portal - ET Brand Equity

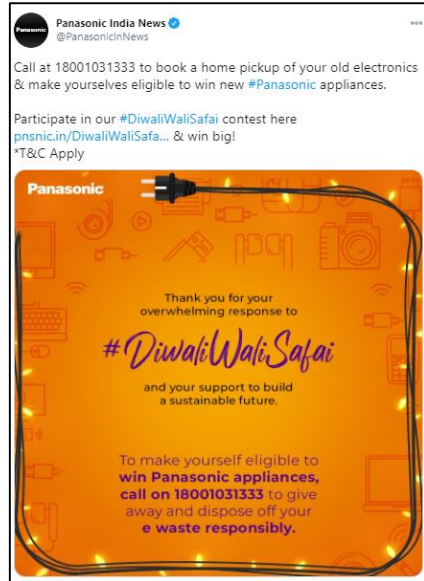


# Sustenance

The post-launch content and creatives, published once the contest went live to drive more engagement. Worked as reminder posts to the contest.



381 Impressions  
31 Engagements



348 Impressions  
20 Engagements



317 Impressions  
11 Engagements



453 Impressions  
28 Engagements

# Sustenance

Top 5 lucky draw winner to be announced on Panasonic social media handles – process underway

Winner gratification – Panasonic products - TV, AC, Washing Machine, Refrigerator and Microwave

Amplification of winners being handed over the new products across Panasonic social media

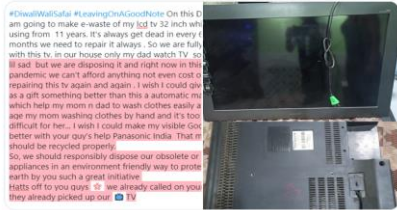


# Some positive comments by consumers



**Simmi Nanda** • 3rd+  
Marketing and strategy consultant  
great idea

**Noorsabha** @Noorsabha20 · Oct 22  
#DiwaliWaliSafai #LeavingOnAGoodNote On this Diwali, I am going to make e-waste of my lcd tv 32 inch which I am using from 11 years. It's always get dead in every 6 months we need to repair it always. So we are full with this tv in our house only my dad watch TV. so it's sad but we are disposing it and right now in this pandemic we can't afford anything not even cost of repairing this tv again and again. I wish I could give as a gift something better than this a automatic machine help my mom n dad to wash clothes easily a age my mom washing clothes by hand and it's too difficult for her. I wish I could make my visitier Go better with your que's help Panasonic India. That it should be recycled properly. So, we should responsibly dispose our obsolete or appliances in an environment friendly way to probe earth by you such a great initiative Hats off to you guys. We already called on you they already picked up our TV @PanasonicIndia



**Ashish Chaudhary** @ashish\_7o7 · Oct 20  
#InternationalEWasteDay  
#Panasonic  
#LeavingOnAGoodNote #DiwaliWaliSafai  
@mrphoneaholic  
I don't have much friends here. And this is the only e-waste I am going to dispose away. Thanks for the competition @PanasonicNA @PanasonicInNews



**Mahesh Yadav** • 3rd+  
Be Positive .

Great initiative. Salute u and team 🌱 🙏



**Sourabh Puri** • 3rd+  
Advisor/CD of Major Projects Government at NEC Technologies India Pvt ...  
Great initiative Manish ! Kudos team Panasonic !



**Manish Srivastava** • 3rd+  
Team Head--Vendor Development , Global Procurement, ,Six Sigma Black ...  
Excellent Initiative by a true leader.



**PRASANTA ACHARYA** • 3rd+  
To be an Expert,Accomplished Financial Accounting,Taxation Prof.to provi...

It's a very good idea.. To disposal of old electronic items..... Please share the process as well... That will more helpful to all of us.. Thanks

2w ...

THANK YOU