# Sustainable and Successful Innovation Communication Campaigns: Leveraging Branded Events and Layered Publications

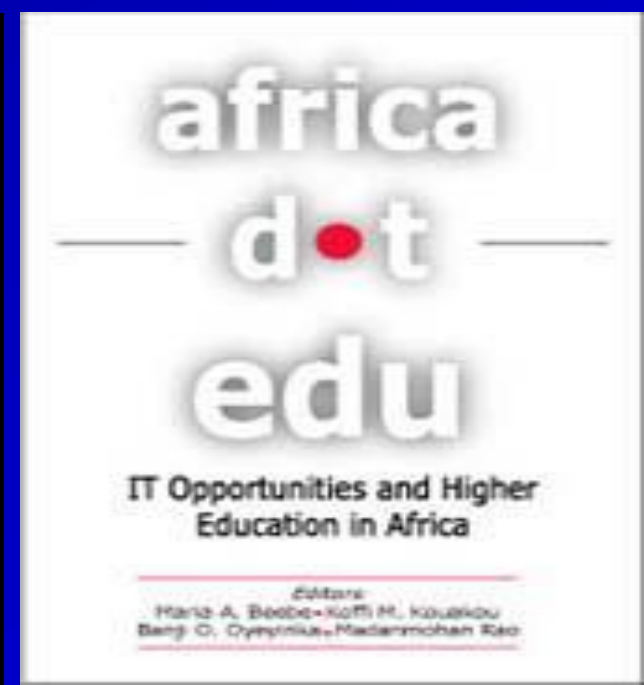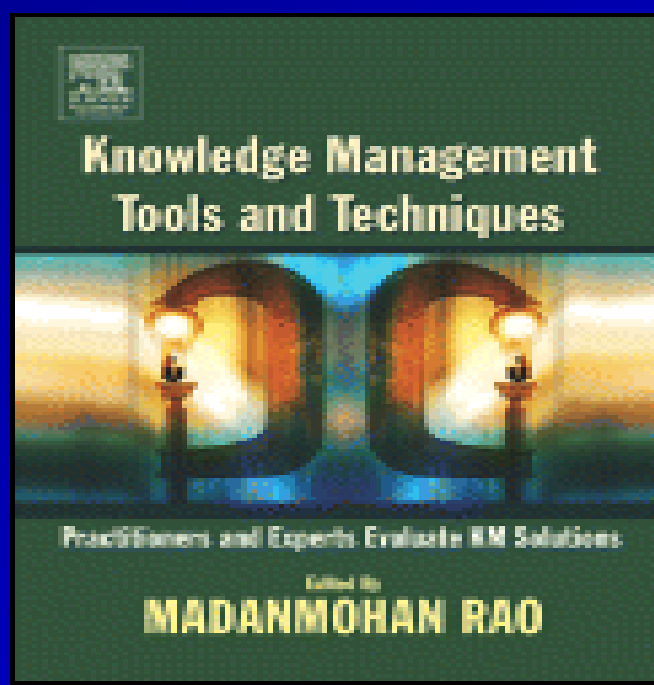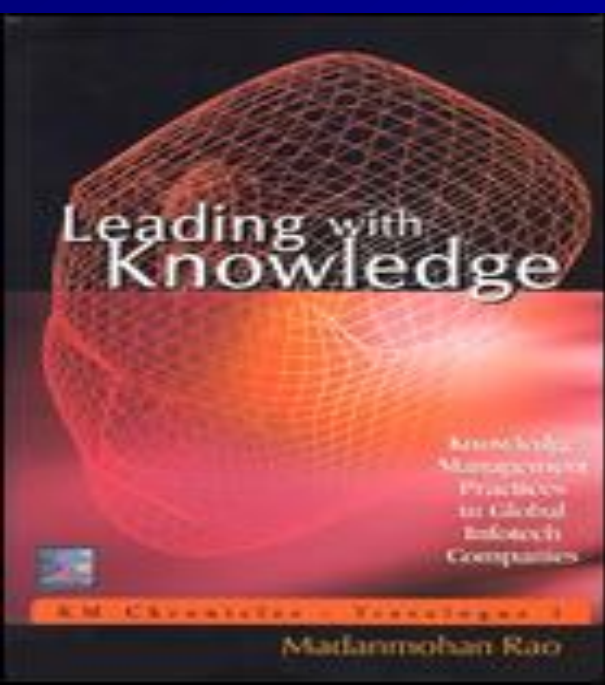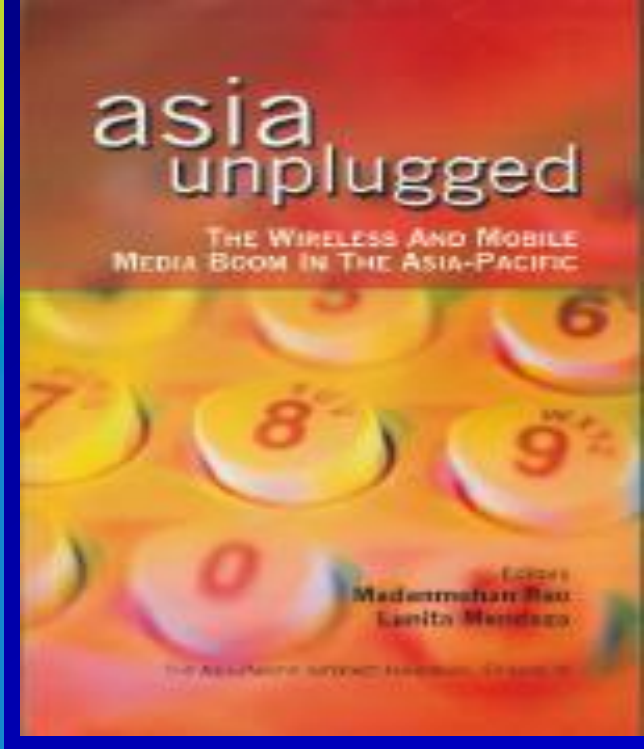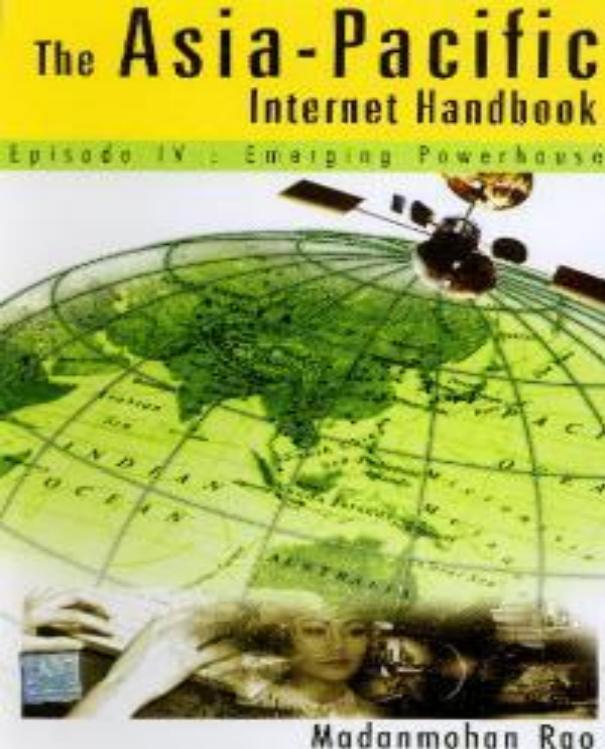*Dr Madanmohan Rao*

*Editor, "The Asia-Pacific Internet Handbook"*

*Research Projects Director, MobileMonday*

*Consultant, AMIC*

*http://twitter.com/MadanRao*

# The Asia-Pacific
## Internet Handbook
Episode IV : Emerging Powerhouse

INDIAN OCEAN
AUSTRALIA

Madanmohan Rao

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MADANMOHAN RAO (ed.)

# news
# media
# and
# new
# media

## The Asia Pacific Internet Handbook
### episode v

Namang

Eastern University Press

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# asia
# unplugged

## THE WIRELESS AND MOBILE MEDIA BOOM IN THE ASIA-PACIFIC

Editors
Madanmohan Rao
Lunita Mendoza

---

# Leading with Knowledge

Knowledge Management Practices in Global Infotech Companies

KM Chronicles Traveloque I

Madanmohan Rao

---

# Knowledge Management Tools and Techniques

Practitioners and Experts Evaluate KM Solutions

Edited by
## MADANMOHAN RAO

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# africa
# d•t
# edu

## IT Opportunities and Higher Education in Africa

Editors
Maria A. Beebe, Koffi M. Kouakou
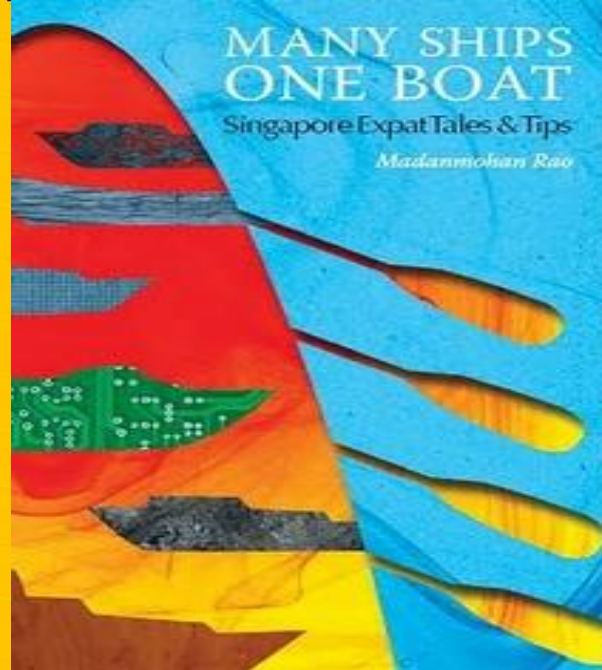Banji O. Oyeinka, Madanmohan Rao

Compiled by Madanmohan Rao

Pearls of Wisdom:
indian proverbs & quotations

DIGITAL EMPOWERMENT FOUNDATION

<World of Proverbs series>

MANY SHIPS ONE BOAT
Singapore Expat Tales & Tips
Madanmohan Rao

15 YEARS OF INTERNET IN INDIA
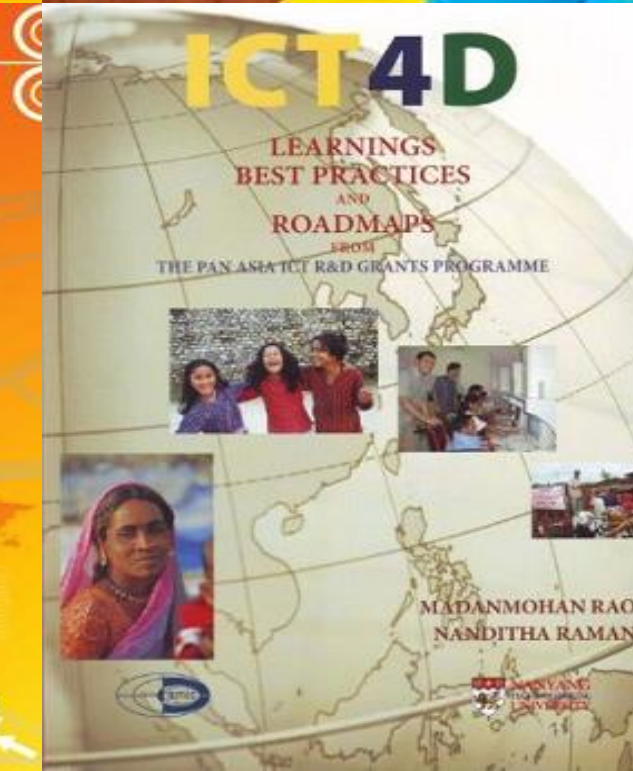<Retrospectives and Roadmaps>

netch@kra

Madanmohan Rao
Osama Manzar

Epilogue: Sam Pitroda | Foreword: Jyotiraditya M Scindia | Prologue: N. Ravi Shanker

AMIC Asian Communication Series

Media and Development in Asia
Regional Perspectives

edited by Indrajit Banerjee
Madanmohan Rao

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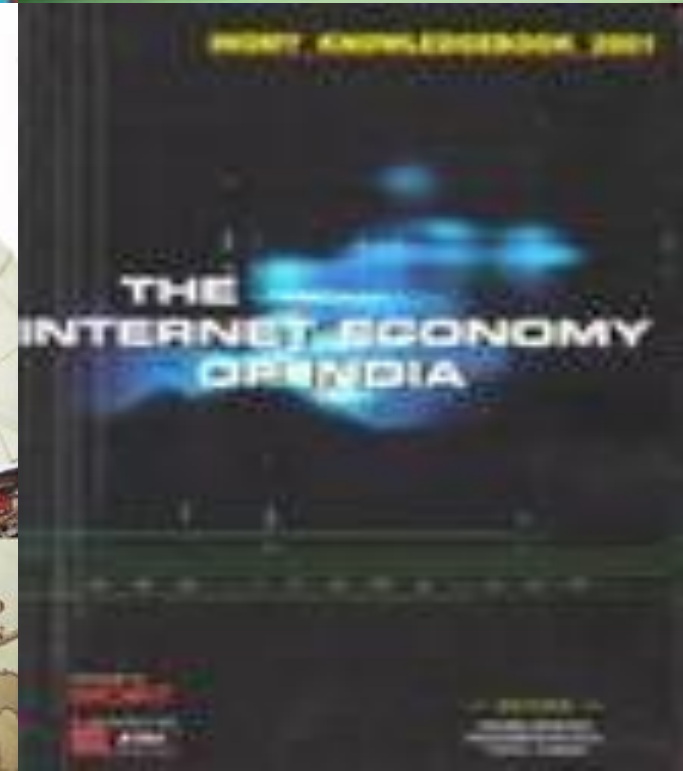
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ICT4D
LEARNINGS
BEST PRACTICES
AND
ROADMAPS
FROM
THE PAN ASIA ICT R&D GRANTS PROGRAMME

MADANMOHAN RAO
NANDITHA RAMAN

NANYANG TECHNOLOGICAL UNIVERSITY

NIXT KNOWLEDGEBOOK 2001

THE INTERNET ECONOMY OF INDIA

# Vision

- Awards are an integral part of technology, performance and cultural excellence. The innovation communication (InCo) community can improve benchmarking, education and outreach opportunities via a regular branded competition and research reports on innovation.

# Mission of World Summit Awards and Manthan/mBillionth Awards

- To increase awareness about the scope and power of innovation by showcasing examples from around the world

- To build best practices, guidelines and checklists in successful innovation

- To train the next generation of innovators via best practices, knowledge networking, and co-creation

# Mobile: Categories of Awards for Innovation

- Industry: Infrastructure
  - GSMA
- Industry: Media
  - MMA, MEF, Games
- Entrepreneur/Startup focused
  - MobileMonday
- Citizen-focused, inclusive
  - WSA-Mobile, mBillionth; World Communication Awards
- National
  - Malaysia (Mobile Malaysia Awards)
- Vendor Awards
  - Navteq LBS Challenge

World Summit ...    +

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# WSA
## WORLD SUMMIT AWARD
## e-CONTENT + CREATIVITY

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**GRAND JURY OPENING CONFERENCE PROGRAMME**

The WSA Grand Jury Opening Conference will take place tomorrow, Friday, 8 April 2011, at Cyberport, Hong Kong. Find the current programme of the conference entitled "Revolutionizing with Technology and Creating Harmony with Content" underneath. Follow our tweets at Twitter and...

1  2  3  4  5

## Who has won the WSA before?

## WSA Expert Panel 2011

## Supporting Organisations

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World Summit ...

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## Who has won the WSA before?

### Mamaherb

Mamaherb.com is an internet platform, enabling users from all over the world to access and evaluate information on alternative...

Read more ...

## WSA Expert Panel 2011

### Who is the WSA Expert in your country?

The national expert has responsibility and decision making power over who gets to be nominated as the national best. He or she provides the nominations of the best digital contents from his/her country in each of the 8 WSA categories. Check who...

Read more ...

## Supporting Organisations

iP RO A
Internet Professional Association
互 聯 網 專 業 協 會

### Grand Jury Supporters

The WSA Grand Jury 2011 in Hong Kong, bringing together e-Content experts from around the world, is hosted by the Internet Professional Association...

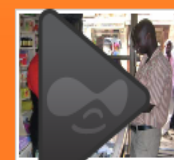Read more ...

## WINNERS VIDEOS

### Geneious Pro

Science profits from e-Content. The platform independent, Java-

### CELL - Centre for Experiental Learning

CELL (Centre for Experiential Learning) has been

### MPedigree

Malaria kills over a million a year: a simple SMS could prevent 20% of

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YA FRIENDS   PRESS   CONTACT

**LANGUAGES**
WSYA in several languages
...                          WSYA i ...

**NEWS & RSS**
Youth Ki Awaaz & Women's Forum join the WSYA Network
... The World Summit Youth Award is happy to announce that its international network has grown by two re ...

# Welcome to the World Summit Youth Award website!

John S. and James L.
**Knight Foundation**
Informed, engaged communities.

**G@ID**
GLOBAL ALLIANCE FOR ICT AND DEVELOPMENT

**Internet Society**

مؤسسة ليلى فخرو لتنمية المجتمع
Layla Fakhro Foundation for Social Development

**NEWSLETTER**

[        ]  search

*Check out this year´s winners!*

**World Summit Award**

*Jugend* Land Salzburg

**What is the WSYA about?**

The WSYA selects and promotes best practice in e-Content. It demonstrates young people's potential to create outstanding digital contents and serves as a platform for people from all UN member states to work together in the efforts to reach the

(intel)

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Check out the new

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Application for WSYA

**PARTNERS**

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Winners

**SAVE THE M-VIRONMENT & STAY HEALTH-E**

The WSA-mobile awards the best mobile contents worldwide. Outstanding projects were decorated in 8 categories, including m-Environment & Health. Winners in this category hail from Austria, Egypt, India, Slovenia and the USA. The category targets mobile contents and services encouraging...

1  2  3  4  5

**View WSA-mobile 2010 Videos!**      **WSA Expert Panel 2010/11**      **WSA-mobile Winners 2010**

## View WSA-mobile 2010 Videos!

View WSA-mobile 2010 Videos!
Click here to view videos of the spectacular Gala Award Ceremony, the Conference Opening, the multitude of Plenary Sessions - as...
Read more ...

## WSA Expert Panel 2010/11

Who is the WSA Expert in your country?
The national expert has responsibility and decision making power over who gets to be nominated as the national best. He or she...
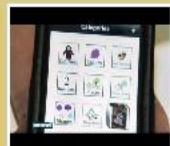Read more ...

## WSA-mobile Winners 2010

WSA-mobile Winners 2010 announced!
They competed with over 420 projects from nearly 100 countries. Now the worldwide winners in each of the 8 WSA-mobile categories are announced....
Read more ...

### WINNERS VIDEOS

### Grace App For Autism

The Grace App for Autism helps autistic and other special needs children to communicate effectively, by building semantic sequences from relevant images to

### M-Post

M-Post is a postal service facilitating money transfers, mailing and other postal transactions.
When citizens transfer monies with M-Post, the beneficiaries receive the

### The Hidden Park

The Hidden Park blends Smartphone wizardry with the natural wonder of a local park. It is an adventure game created especially for young families. The application

The **manthan** Award
South Asia
Digital Inclusion for Development

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**Manthan Award '10**
- Manthan 2010 Winners
- Manthan Award 2010 Book
- Press Communication
- Summit Activities
- Social Media
- Grand Jury 2010
- Get Involved
- Visitor Profile
- Media Coverages
- Nominations
- The Leading Speakers
- MASA 2010 Image Gallery
- Gala Quotes

**Manthan Award '09**
- Award Winners 2009
- All Finalists 2009
- Digital Inclusion
- Digital Summit
- Media Coverages
- Grand Jury 2009
- Grand Jury Images
- Jurors' Views
- Partners & Associates
- Feedbacks

**Manthan Award '08**
- Awardees Post Manthan
- Award Winners 2008
- Manthan Award 2008 Book
- South Asia e-Analysis
- A Comprehensive Report
- Winner Pix
- Event Reports
- Press Coverages

CONGRATULATION WINNERS!

**Manthan Award 2010 Winners published in various media**
Following the successful completion of the Manthan Award South Asia 2010 processes, many of the awardees got coverages in the local & national press. Here below are some of them:   More...

Digital inclusion for rural empowerment

**Manthan Award 2010 Winners, Special Mentions&Finalists List**
Following the successful 7th edition of Manthan Award on Dec 17 & 18, 2010 at Parkland Exotica, New Delhi, India, the

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**Award Categories**
**Manthan Award South Asia Categories**

**1. e-Business & Enterprise:** Support and optimization of business processes; creation of new business models in e-commerce and m-commerce, business to business, business to consumers, internet security and other areas; supporting Small and Medium Enterpriseâ€™s on the marketplace.

**2. Community Broadcasting :** The category considers all efforts in the areas of broadcasting services for the benefit of the communities, especially in the rural India. It serves local communities, reflecting the diversity of their views and needs, and provides access to volunteer participants.

**3. e-Culture & Heritage:** Preserving and presenting cultural heritage in line with the challenges of the future; demonstrating valuable cultural assets clearly and informatively using state-of-the- art technology and new media platforms.

**4. e-Education:** Empowering the education paraphernalia with new technology tools; transforming schools, universities and other educational institutions through interactive, personalized and distributed learning resources; providing infrastructure for the rural based educational institutions, especially schools.

**5. e-Agriculture & Livelihood:** Agriculture is the basis of livelihood for the Indian landscape. Introduction and integration of Information Communication Technology have created new opportunities and added efficiency in livelihood creation. The biggest challenge however is to stress on deliverables, content, and services for the masses. Small innovations and proactiveness can make the ICT used as media rather than just technology and enrich the globalization with local knowledge and wisdom.

**6. e-Environment:** The spread of all the concerns is of high importance as far as environment is concerned. Especially with emerging globalisation, environment is being affected badly and it requires all kind of technology and medium to spread the right message and messages about devastation it can create. ICT plays a huge role in responsible dissemination of information about environment; content matters.

**7. e-Governance:** Empowering citizens and serving public services clients; fostering quality and efficiency of information exchange and communication services in governmental and public administrative processes; strengthening participation of citizens in information society decision making.

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THE WALL STREET JOURNAL  INSIDE

**8. e-Health:**  Developing the consumer-centered model of health care where stakeholders collaborate, utilizing Information Communication Technology, including internet technologies to manage health issues as well as the health care system.

**9. e-Inclusion:**  All measures supporting Information Communication Technology integration of least developed states of India into the Information Society. Reducing the "digital divide" and "content gap" between technology empowered and technology excluded communities and groups - such as rural areas and women. Bridging society through multimedia and rich content.

**10. e-Learning:**  Serving the needs of the learners to acquire knowledge and skills for a complex and globalizing world; creating active e-learning communities and target models and solutions for corporate training, supporting first steps in multimedia for better learning societies.

**11. e-Localisation:**  Interventions of ICT has been instrumental in empowering life at the grassroots level in many ways such as application in local languages, vernacular content and digital tools to work in oral medium. Agriculture, eco-tourism, ayurveda, artisans skills, organic food, are all being strengthened by the electronic and digital technologies as they move towards localisation.

**12. e-News & Media:** The expansion of traditional media into new media and leveraging the technology as medium to reach larger masses, offering content in local language and in all form of electronic and digital medium.

**13. e-Entertainment:** Supplying digitized entertainment products and services; entertaining the user in this world's variety of languages and its cultural diversity; supporting movement from one-way to two-way, from single to multiple players, interactive entertainment and the synergy between analog and digital platforms.

**14. e-Travel & Tourism:** Use of ICT applications and services for enriching the information society by aggregating digital content pertaining to travel and tourism thus help creating knowledge rich information society; offer of travel and tourism related information and services like real time travel bookings, location and transport information.

**15. e-Science:** Scientific projects articulated through new media. Use of Information Communication Technology applications in the field of science or by Science departments, institutes etc. Offering real time experimentation using ICT, specially online.

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Recognising Innovations in Telecom & Mobile Content & Application for Masses

# mBillion th
## AWARD SOUTH ASIA 2011

All Winners   Award Book   Award Categories   Award Summit   Grand Jury   Media   Partners

INDIA | PAKISTAN | NEPAL | SRI LANKA | BHUTAN | BANGLADESH | MALDIVES | AFGHANISTAN

Recognising Innovations in Telecom & Mobile Content & Application for Masses

# mBillion th
## award south asia 2011

**Inviting Nominations from 8 South Asian Countries for their Innovations in making mobile reach the masses with meaningful content and services**

# NOMINATION OPEN
## at http://mbillionth.in                 for 2011

NOMINATION OPEN for mBillion th 2011

Last Date April 30th

mBillionth Award Jury

You Tube

0:00 / 6:01

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Recognising Innovations in Telecom & Mobile Content & Application for Masses

# mBillionth
### AWARD SOUTH ASIA 2011

All Winners    Award Book    Award Categories    Award Summit    Grand Jury    Media    Partners

## m-Infrastructure

Mobile and Telecom technology & platforms that enable cost-effective delivery of content and applications to masses – including Mobile Broadband, 3G, Wireless; Telecom Service, Devices, Equipment, Hardware, Network, & Towers. Mobile Infrastructure that makes it easy for content and application developers to effectively reach out to masses. Solutions that address the accessibility needs of communities in remote areas including those in tough geographical conditions.

AWARD CATEGORIES

## m-Environment

Use of mobile content and services to encourage sustainable models of living; smart use of mobile media to promote green energy; new mobile approaches to monitoring and reducing pollution; mobile portals and social media applications to encourage climate controls and holistic environment-friendly habits.

AWARD CATEGORIES

## m-Travel & Tourism

Use of Mobile and complementing applications and embedded services for enriching the information society by aggregating digital content pertaining to travel and tourism thus help creating knowledge rich information society; offer of travel and tourism related information and services like real time travel bookings, location and transport information, including through GPS and GIS.

AWARD CATEGORIES

## NOMINATION OPEN
for mBillionth 2011

## Last Date April 30th

### mBillionth Award Jury

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Everything We Do @ mBillionth
### Mobile for Masses

mBillionth University of Aberdeen researchers are collaborating with the Indian government on the development of trusted... http://fb.me/OEeRZzuz
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sonyamadeira RT @mBillionth: Last date for accepting mBillionth Award South Asia is – 30 APRIL, 2011. Log on to http://mBillionth.in TODAY http://fb.me/UVaiuhD
19 hours ago · reply · retweet · favorite

mBillionth Avaaj Otalo (literally, "voice stoop"), a voice-based discussion board for small farmers in Gujarat, India... http://fb.me/SYPC0Qzs
yesterday · reply · retweet · favorite

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## m-News & Journalism

Use of Mobile and complementing applications and embedded services for (multi-lingual) news broadcasting in all possible media format like text, audio, video, SMS, MMS, etc.; Reaching masses and enabling people with mobile devices for citizen journalism for local and regional news through interactive applications like twitter, facebook, and other web 2.0 mobile enabled applications including Mobile 2.0 dynamic media technology applications.

AWARD CATEGORIES

## m-Inclusion

Use of Mobile and complementing applications and embedded services for supporting integration haves and have-nots - individuals, groups, differently abled citizens, women and children; remote locations, regions into the Information Society. Reducing the "digital divide" and "content gap" between technology-empowered and technology excluded communities; bridging society through basic, simple and also multimedia-enabled rich content.

AWARD CATEGORIES

## m-Health

Use of Mobile and complementing applications and embedded services for developing the consumer-centered model of health care where stakeholders collaborate to offer and manage health and environmental issues including health care system. Government's initiatives to offer tele-health and environmental information and services to reach masses through mobile and its integrated applications including value added services (VAS).

AWARD CATEGORIES

## m-Entertainment

Use of Mobile and complementing applications and embedded services for delivery of entertainment, games, sports, music, movies, songs, fashion, and contemporary lifestyle. Supplying digitized entertainment products and services; entertaining the user in this world's variety of languages and multi-media, peer to peer engagements for entertainment content creation, interactive games, application for sharing local music, movies, songs and in the

twitter    Join the conversation

2 many to one sms india
by mbillionth

http://www.youtube.com/user/mbillionth

The mBillionth Congress, Expo & Award Gala

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Mobile Content & Application for Reaching Masses | m-Government | m-Health | m-Entertainment | m-Inclusion | m-Travel & Tour... - Opera

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## m-Education & Learning

Use of Mobile and complementing applications and embedded services for empowering the education paraphernalia; transforming schools, universities and other educational institutions through interactive, personalized and distributed learning resources; providing education (al) services and education management systems for the rural based educational institutions, especially schools. Serving the needs of the learners to acquire knowledge and skills for a complex and globalizing world; creating active m-learning communities and target models and solutions for mass training, supporting first steps in multimedia for better learning societies.

AWARD CATEGORIES

## m-Governance

Use of Mobile and complementing applications and embedded services for empowering citizens and serving public services clients; fostering quality and efficiency of information exchange and communication services in governmental and public administrative processes; strengthening participation of citizens in information society decision making.

AWARD CATEGORIES

## m-Culture & Heritage

Use of Mobile and complementing applications and embedded services for preserving and presenting cultural heritage in line with the challenges of the future; demonstrating valuable cultural assets clearly and informatively using state-of-the- art technology and new media platforms on mobile as media. Supplying digitized products and services; offering the users in this world's variety of languages and its cultural diversity; supporting movement from one-way to two-way, from single to multiple players, interactive cultural diversity and the synergy between analog and digital platforms on mobile apps and devices.

AWARD CATEGORIES

## m-Business & Commerce, Banking

Use of Mobile and complementing applications and embedded services for Support and optimization of business processes; creation of new business models in commerce like m-commerce, business to business, business to consumers, internet security and other areas;

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# NETCH@KRA

**15 YEARS OF INTERNET IN INDIA**

ABOUT NETCHAKRA | CHAPTER HIGHLIGHTS | CHRONOLOGY | TABLE OF CONTENTS | CONTRIBUTORS | EDITORS | ENDORSEMENT

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## 15 YEARS OF INTERNET IN INDIA
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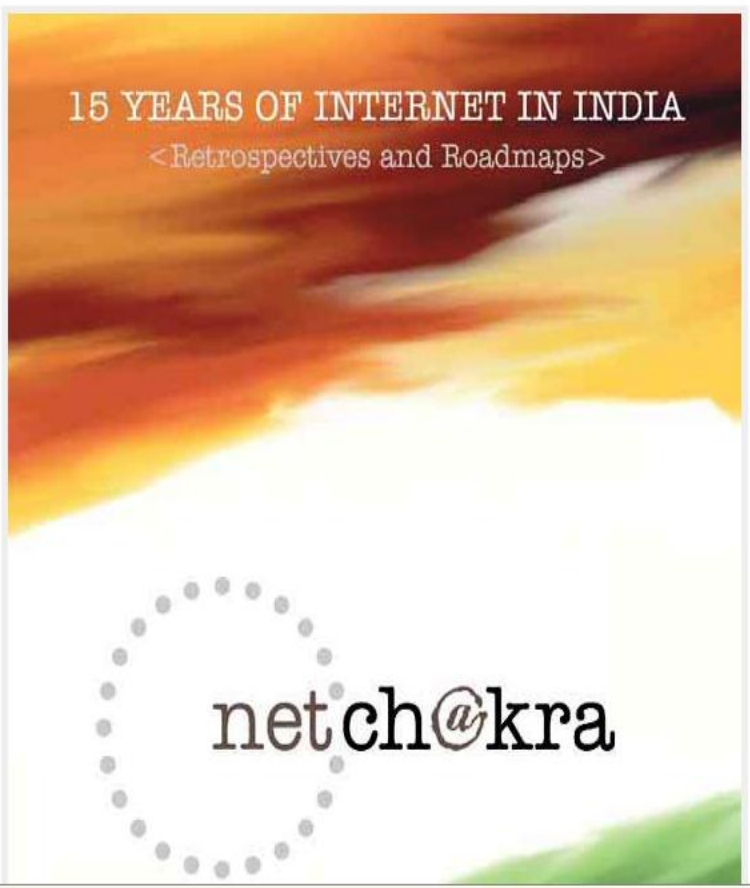
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**1995:** VSNL introduces public Internet access in India via dialup services in 6 cities on Aug 15,1995; IndiaWorld portal launches on March 13

**1996:** Major newspapers such as The Times of India, The Hindu, The Indian Express and Hindustan Times set up websites; Rediff.com launched; India's first Cyber Café launched in Mumbai

**1997:** Tamil newspaper Dinamani sets up website; Hotmail creator Sabeer Bhatia sells Hotmail to Microsoft for $400 million; first online banking site launched by ICICI Bank; Naukri.com launched (this becomes one of India's first profitable dotcoms); IndusInd also launches Web site; Khel.com cricket site launched, Linux India movement founded

**1998:** Private ISPs allowed to set up Internet infrastructure; LWBBS's Pune node, JabberWocky operated by WMI becomes first ISP licensee; Sify becomes India's first national ISP license holder; first major hacking case (teenagers hack data on BARC's servers); launch of NASSCOM to promote IT industry by efforts of Dewang Mehta; cybercafés start mushrooming across Indian cities; annual India Internet World conference series starts in Pragati Maidan

**1999:** Indiaworld sold to SIFY for US $115 million (Rs 499 crore) triggering the dotcom boom in India; Hindi portal Webdunia launched; large number of dotcoms appear, mostly modeled as e-marketplaces but have untested revenue models and big spends; Webdunia, India's first and most successful Hindi portal launched; Sify lists on NASDAQ (first Indian Internet company to list in USA and second in any category); Sify sets up hundreds of public Internet kiosks under the brand name i-Way; New Telecom Policy 1999 launched by DoT; Indian ISPs allowed to set up satellite international gateways; IndiaInfo portal launched

**2000:** Parliament passes Information Technology Act 2000; foreign portals like Yahoo and MSN set up Indian sites; Baazee.com launched based on the eBay's model; Indya.com launched with Rs 4.5 crore campaign blitz; birth of online journalism: Tehelka.com exposes cricket betting scandal; ITC launches e-Choupal initiative to take the Internet to the villages; Railtel Corporation of India launched; NSE launches online stocktrading; cable Internet starts replacing dialup Internet connections; 2000: Rediff IPO on NASDAQ; Sulekha.com legal entity founded in Austin, Texas

**2001:** Subscription sites set up by thenewspapertoday.com and NaiDunia.com; Times of India group launches 8888 mobile service; India Today group launches 2424 mobile service; first

# Next Steps

- Build up database of awards, Web sites, awards organisers

- Put together processes and teams for database creation, maintenance

- Create a Website, social media footprint, Wiki

- Publish a book of awards best practices for innovation

# Brand Components

- Experience

- Value

- Attachment

- Events, processes, activities

- Campaigns, communities, conversations

- Customer "watering holes"

# The Social Media Mix

- Blogs, microblogs
- Feeds
- Social networking
- Wikis
- Tagging
- Content sharing
- Mobile social networking
- Tools: buz monitoring, viral seeding, personalisation, bots, advergames, social referencing, subsites

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digitalnomad@hotmail.com