



Social Media Command Center for a Media Giant

Enhanced client's market leadership via social media platform: SOCIO and services

About the Customer:

One of the Largest Media Conglomerate in SE Asia with over 100 digital properties

Business Challenges

- Lack of a coherent view of social brand health
- Inability to track mentions of the brand across properties and social channels
- Little interaction with online audience due to unmonitored viewership behavior
- Unable to pick up trends and keep the buzz alive around shows and viewership

Solution Approach

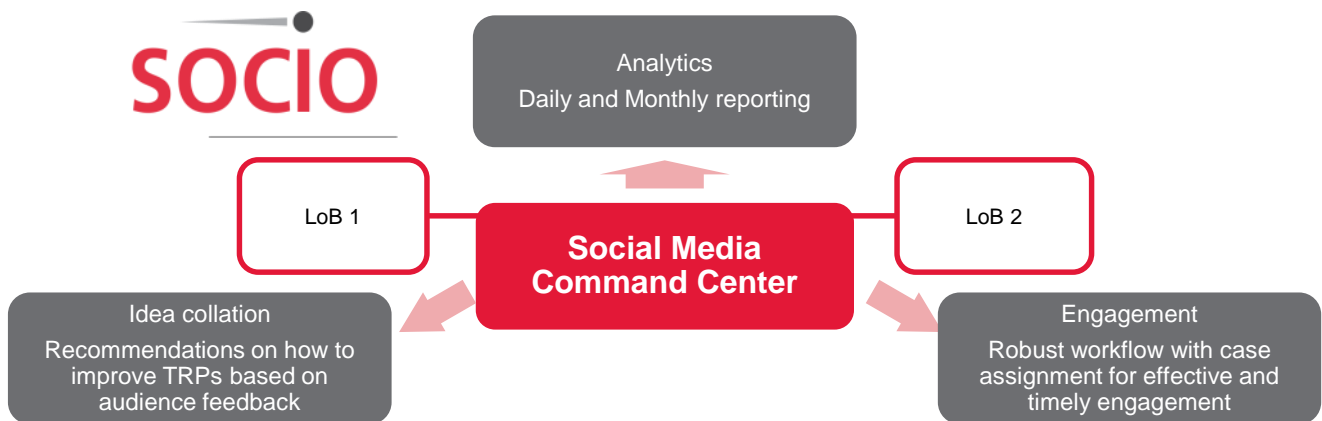
- Establish a Social Media Command Center to listen to and evaluate viewer preferences
- Understand audience behaviour
- Create the right amount of buzz
- Increase engagement with viewers

Business Benefits

- One-stop view of the brand health and awareness of the brand amongst its audience viz-a-viz competitors
- Augmented TRPs by creating the right buzz at the right time with the right audience in turn leading to an increase in ad revenues



Descriptive model/ framework of delivery



Implementation Highlights:

- Complete Social Media coverage for one of the largest media houses globally.
- Successful implementation and delivery of both the platform and services.

Tech Mahindra Edge

- Platform + Services to handle complete end to end social media management

ABOUT TECH MAHINDRA

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