Accenture creates high-impact digital solutions and builds India's first civic crowdfunding platform for iconic Gujarat government project

High performance. Delivered.

Client Profile

Sardar Vallabhbhai Patel Rastriya Ekta Trust (SVPRET) is a special-purpose vehicle created by the Government of Gujarat for the execution of the Statue of Unity project in Narmada district, Gujarat.

The Statue of Unity is an iconic 182-meter monument dedicated to Sardar Vallabhbhai Patel—a visionary leader who was also known as "the Iron Man of India"—owing to his pivotal role in India's struggle for independence and its subsequent integration. Upon completion in 2018, the Statue of Unity is envisioned to be the world's tallest statue.

Business Challenge

SVPRET aspired to enhance the Statue of Unity project's digital presence and find innovative ways to engage with its core audience. The SVPRET recognized the need to develop an overall digital marketing strategy that went beyond the limitations of traditional marketing and communication channels, and create a platform to build stronger relationships with individuals and communities.

Considering the iconic nature of the Statue of Unity—the world's tallest statue located at one of the world's largest dam sites—the SVPRET wanted to create a distinctive global brand in order to position it appropriately on both local and international platforms, with a sound marketing plan. It was keen to create a sense of pride in the citizens and the NRIs about the monument, and inspire them to contribute and become a part of history in the making.

Since the SVPRET envisioned this initiative as a "people's project," it was committed to provide equal participation opportunity to people through multiple platforms and create an emotional connection between the people and the Statue of Unity project. For this purpose, the SVPRET had conducted several activities—including "The Loha Campaign" and the "Run for Unity" marathon—in the past, but with short-term results; and was looking to set up a platform with long-term benefits. Hence, it decided to develop India's first civic crowdfunding platform to raise funds for the initiative and encourage people participation in the project development.

To strategize and execute its core objectives, the SVPRET needed a partner with expertise in delivering digital marketing services, program management and information technology. To harness these capabilities, it engaged Accenture in September 2014.

Accenture was considered for its deep local and global industry knowledge, delivery track record, and commitment to help clients connect their ideas and aspirations to the masses and make a positive difference in their lives. Moreover, the company's understanding of industry dynamics and marketing goals, processes, and requirements enables it to deliver end-to-end capabilities needed to produce, deliver, manage, track and optimize digital marketing cost-effectively across multiple channels.

Accenture's scope of work for the Statue of Unity project included:

- Ideating and formulating a multichannel digital marketing strategy, a branding strategy, an internal and external communication framework and a campaign strategy; and conducting benchmarking studies of similar projects.

- Raising mass media awareness about the Statue of Unity project on digital channels; and sensitizing citizens and NRIs about the iconic statue and the personality of Sardar Vallabhbhai Patel.

- Developing and launching an integrated crowdfunding platform to help people contribute funds, discuss intellectual ideas about the project, and promote the initiative within their peer groups.

How Accenture Helped

Accenture blended its core technology experience and global scale with contemporary marketing solutions to drive high-performance digital marketing strategies and create a compelling crowdfunding platform for the Statue of Unity project. The company quickly deployed a team of experts for strategic coordination and implementation support across the Statue of Unity project's digital operations. Working closely with the client, the Accenture team:

- Evaluated the client's current digital assets for gaps and developed recommendations that filled the identified gaps.

- Developed a multichannel marketing strategy to execute marketing campaigns over multiple channels simultaneously, such as social media, video ads, Google ads, e-mail marketing, and affiliated marketing; recommended multichannel marketing best practices as part of overall strategy; helped SVPRET identify the right content creators along the agreed marketing plan.

- Performed a detailed analysis based on the project needs in order to identify target audience based on demographic, geographic and behavioral attributes of potential web users for corresponding digital marketing channel; assessed the social sentiments about the Statue of Unity regularly on digital platforms and provided the client a social sentiment analysis report.

- Prepared a "Global Branding Strategy" in close coordination with the client; conceived innovative ideas for building and sustaining reliance on Statue

of Unity as a brand across the respective targeted segments of industries and geographies.

- Presented a clear strategy on how to blend the "Global Branding Strategy" with localized, integrated and customized marketing activities.

- Created a detailed campaign management strategy with Key Performance Indicators to ensure the measurable execution, analysis and outcomes are gained.

- Conducted crowdsourcing and crowdfunding benchmarking studies of similar projects across the globe in a view of digital marketing, Internet presence and overall brandings; helped chart the next steps in identifying the right set of characteristics required in developing the crowdfunding concept further.

Accenture deployed a dedicated Project Management Office (PMO) at the client's disposal for a period of 12 months. The PMO consisted of a project management expert, a digital marketing consultant, a mass media communication and branding consultant, and a technology expert. The team provided on-demand PMO services, such as handle content platforms and distribution, campaign management, technology

enablement, program management for marketing products and services, and social sentiment analysis.

Accenture conceptualized the crowdfunding platform based on the benchmarking study of various global platform on parameters of robustness, usability, technical architecture, functionality and interoperability. Some of the technical features of the developed crowdfunding platform were campaign based contribution model, referral system, donation-based and reward-based funding model, socially integrated platform, real-time collaboration, executive dashboard, MIS reporting, scalable model, civic engagement module for intellectual contribution, and affiliate marketing integration.

High Performance Delivered

As SVPRET's strategic consulting partner and digital advisor, Accenture turned the client's insight into action—and action into results—in a number of key areas. The strategic roadmap developed by Accenture defined a clear path to digital governance across all platforms, enabling true engagement with the client's diverse audiences and transforming the Statue of Unity project's digital presence.
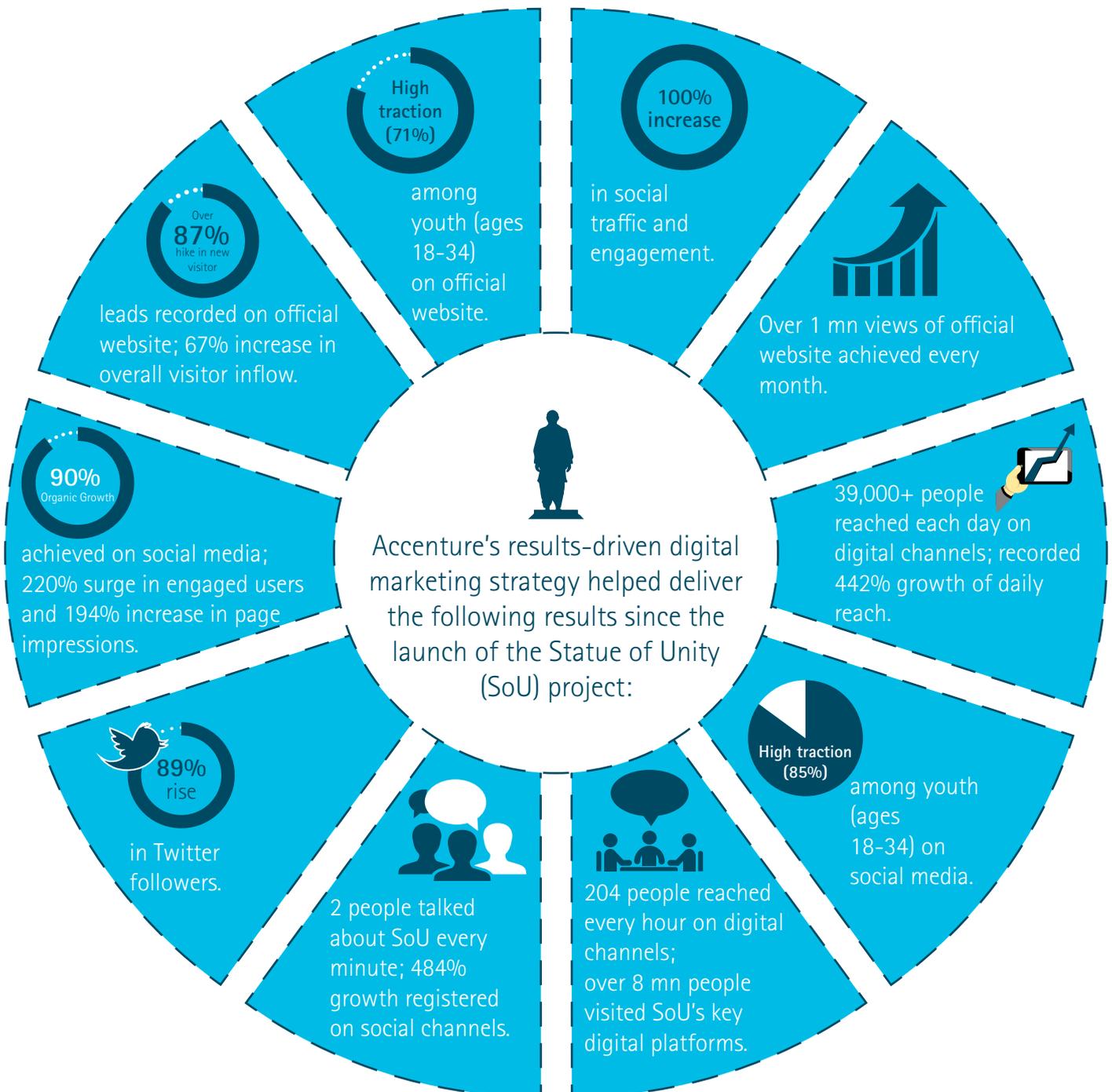
Creation of Digital Marketing Strategy

Accenture created an extensive digital "manifesto" for taking the Statue of Unity's digital operations forward in the future. As part of its content-led multichannel digital marketing strategy, Accenture redesigned the site architecture, auditing existing content, developing new content and a new structure and navigation to contain it. Accenture posted regular content relevant to the target audience and interacted with both followers and target followers, delivering a completely fresh online experience with a unique personalized feel, which helped the SVPRET augment and deepen its relationship with the masses; and enhanced people's experience.

Accenture developed and managed the running of the project's social channels—Facebook, Twitter, Google+, Pinterest, and YouTube—to create mass awareness and generate positive sentiments among the people about the project.

Accenture's results-driven digital marketing strategy helped deliver the following results since the launch of the Statue of Unity (SoU) project:

Over 87% hike in new visitor leads recorded on official website; 67% increase in overall visitor inflow.

High traction (71%) among youth (ages 18-34) on official website.

100% increase in social traffic and engagement.

Over 1 mn views of official website achieved every month.

90% Organic Growth achieved on social media; 220% surge in engaged users and 194% increase in page impressions.

39,000+ people reached each day on digital channels; recorded 442% growth of daily reach.

89% rise in Twitter followers.

2 people talked about SoU every minute; 484% growth registered on social channels.

204 people reached every hour on digital channels; over 8 mn people visited SoU's key digital platforms.

High traction (85%) among youth (ages 18-34) on social media.

Development of India's first and only digital crowdfunding platform

Accenture deployed the first-of-its-kind, multifaceted crowdfunding platform—the Fund for Unity—in October 31, 2015. Initially, the platform was aimed at bringing individuals and community groups together to raise funds for the Statue of Unity project; creating a precedent for public-private partnerships to achieve community goals and encourage civic participation in India with the "Make for India" and the "Digital India" themes; and building a sense of community, engagement and participation around the initiative. Later, the reach of the project was expanded to cater various social infrastructure upliftment activities, skill development, entrepreneurship, and health projects for the people of Narmada district.

All campaigns run on the Fund for Unity are initiated and managed by entities backed by the government of Gujarat, and require the use of government funds, assets or sponsorship in order to be executed. The platform is a highly interactive and fully functional web and mobile asset, which can host multiple fundraising campaigns. It provides a secure, socially connected, end-to-end user experience where a potential contributor can browse through listed campaigns, understand their respective value propositions, and donate funds to the campaigns of their choice via a secure integrated payment gateway. Upon registering on Fund for Unity,

Discover   How It Works   Reward Store

Search
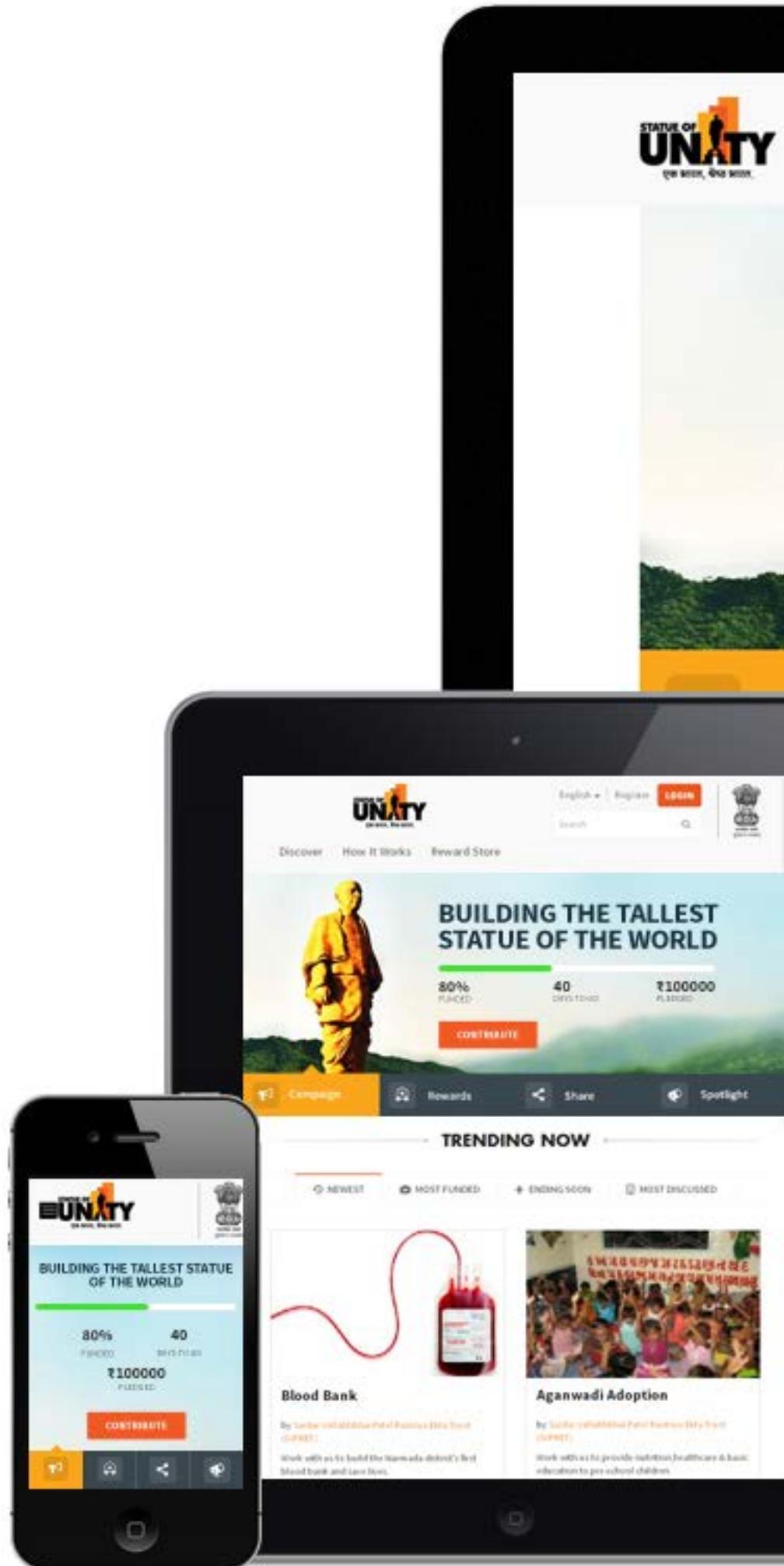
BUILDING THE TALLEST STATUE OF THE WORLD

80%
FUNDED

40
DAYS TO GO

₹100000
PLEDGED

CONTRIBUTE

...aign

⭐ Rewards

◄ Share

📣 Spot...

TRENDING NOW

🕐 NEWEST   📷 MOST FUNDED   ✚ ENDING SOON   📱 MOST DISCUSSED

users can support any campaign and view statistical information on its implementation, effectiveness and reach on their personal dashboards. All campaigners post regular updates on the progress of their campaigns, thereby ensuring full accountability to donors.

Way ahead

Through the engagement and quality of deliverables, Accenture has managed to establish a long-term collaborative relationship with the SVPRET; and will help it initiate more communications using digital media, increase important event participations, and conduct several activities in order to continue creating awareness about the Statue of Unity project and progress made so far.

With the development of India's first and only digital crowdfunding platform—the Fund for Unity—Accenture has enabled the SVPRET to capitalize on the emerging phenomenon of crowdfunding and take a concrete step toward the envisaged icon-based development of the Narmada district in Gujarat. The public and private philanthropic funds raised from this digital initiative would support the SVPRET in undertaking various philanthropic activities, research and development as well as social activities to enhance the social and physical infrastructure and benefit the masses in the district, particularly in the areas of education, infrastructure, tribal welfare, health and other socio-economic interests.

The launch of the Fund for Unity is in line with the Indian government's Digital India initiative, which envisions the transformation of the country into a digitally empowered society and knowledge economy. The platform will regularly host various campaigns and continue developing an ecosystem to benefit the people in the area; building bonds with people for the project; and communicating the vision of the initiative. The best part, however, is that the Fund for Unity can be scaled up easily and serve as a blueprint for realizing similar civic projects through crowdfunding in the future, not only in India but also across the globe.

" The Statue of Unity was envisaged as a project that would bring focus back to Sardar Patel's ideals of unity, good governance, and people participation. The intent was to not only build a towering monument but also bring people together and start a nation-building movement using digital platforms. The Accenture team delivered a robust roadmap for achieving all of these objectives, and have successfully implemented several social outreach campaigns. They have also developed and deployed a state-of-the-art civic crowdfunding platform–the first in India–for us, and we look forward to utilizing it to make lives better."

–Mr. K. Srinivas, IAS

Accenture's Integrated Digital Marketing Outreach Program

To increase Statue of Unity's visibility as a brand and create greater engagement among the people, the Accenture team conducted a multichannel integrated marketing outreach program during the Pravasi Bharati Divas and Vibrant Gujarat 2015 events. The program's unique mix of synchronized digital advertisement campaigns, event-related social media updates, and an on-ground contest covered several touchpoints.

The high level of engagement achieved through Accenture's program during these flagship events was a testimony to its success and expertise. The program achievements were showcased in front of competing agencies by the client in the form of a case study, which was officially released by Chief Minister of Gujarat Anandiben Patel.

Key results of the activities coordinated during the events:

Over 55 unique sessions per hour on official website of Statue of Unity.

Over 10 people engaged per minute on Facebook; two new followers each minute on the platform; 148,896 unique Facebook users reached each day; 58,230 unique people reached per post.

Over two people each minute physically engaged on ground via "Selfie with SoU" contest at the venue; over 5,200 on-ground selfies registered for Selfie contest; over 45,000 minutes spent by visitors engaging directly with the Statue of Unity replica through the contest.

10.5 mn impressions gained from target groups and audiences.

Over 750 man hours of direct offline brand engagement with Statue of Unity recorded for 7 days.

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