

AJIO X IDA



PROBLEM STATEMENT

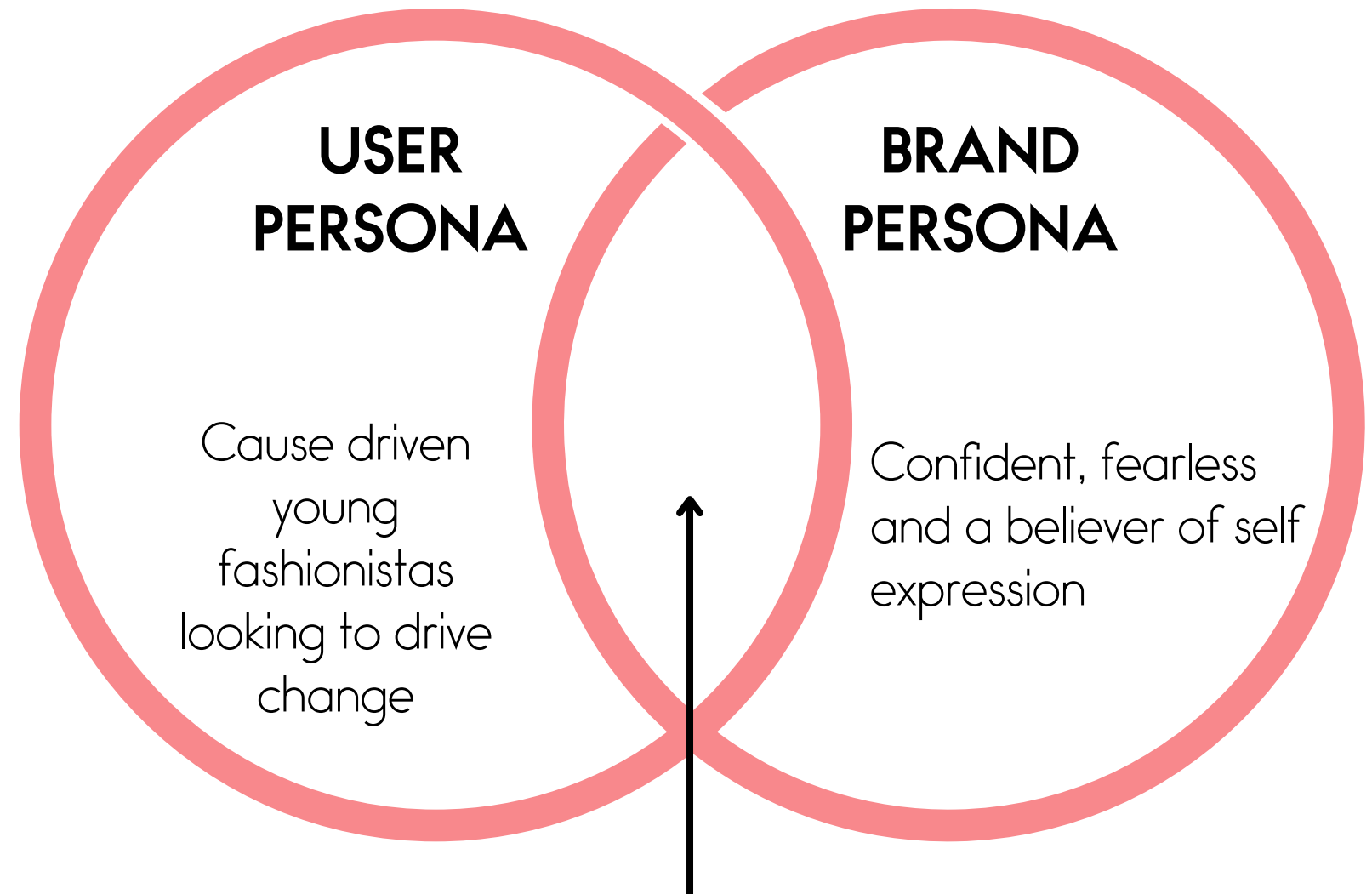
IDA, the largest source of assistance for low-income countries, wants to leverage young people's power to influence and reach decision makers but lacks recognition among them

WHAT ARE WE SOLVING FOR?

- The absence of a platform for young people to make a real difference
- Low awareness regarding IDA's work and impact among young people
- Create a social movement to get political & business leaders to take notice of IDA 21 as the 'best investment in the future'

WHO ARE WE?

We are Ajo, one of India's leading fashion and lifestyle brands. We're a digital commerce initiative by **Reliance Industries Limited (the largest conglomerate in India!)**



INCLUSIVITY AND ACCEPTANCE IS THE ONLY WAY
TO MAKE OUR SOCIETY A LITTLE MORE HUMANE

BRAND TRUTH

INSIGHT

Perception:

Young people are apathetic about global issues

Reality:

Young people care- but do not have opportunities to take action to drive real-world change

The world is full of passionate young people stuck in the middle



MIDDLE GROUND?



CLICKTIVIST
Passive Participants

ACTIVISTS
Radical Participants

STRATEGY

Get

Young affluent people in India that follow international news

Who

Are concerned and vocal about global issues

To

Influence global business & civil society leaders

By

Empowering them with tools that convert online conversations into real-world impact

Motivation

Karma points fuel young Indians

Ability

A platform to drive IRL impact

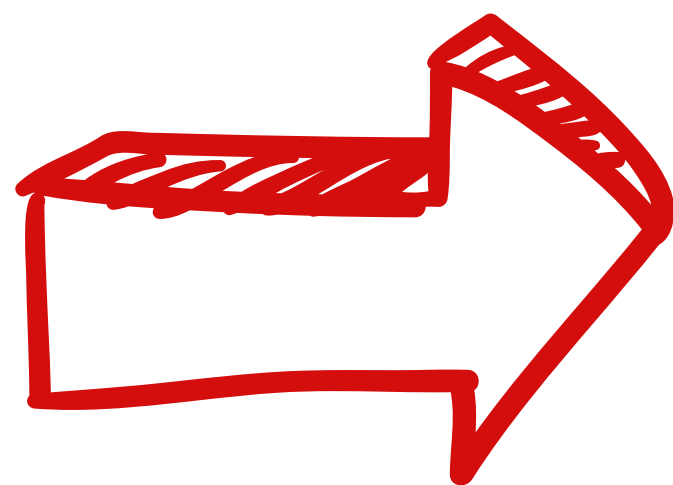
Impact

Join the movement

Reinforcement

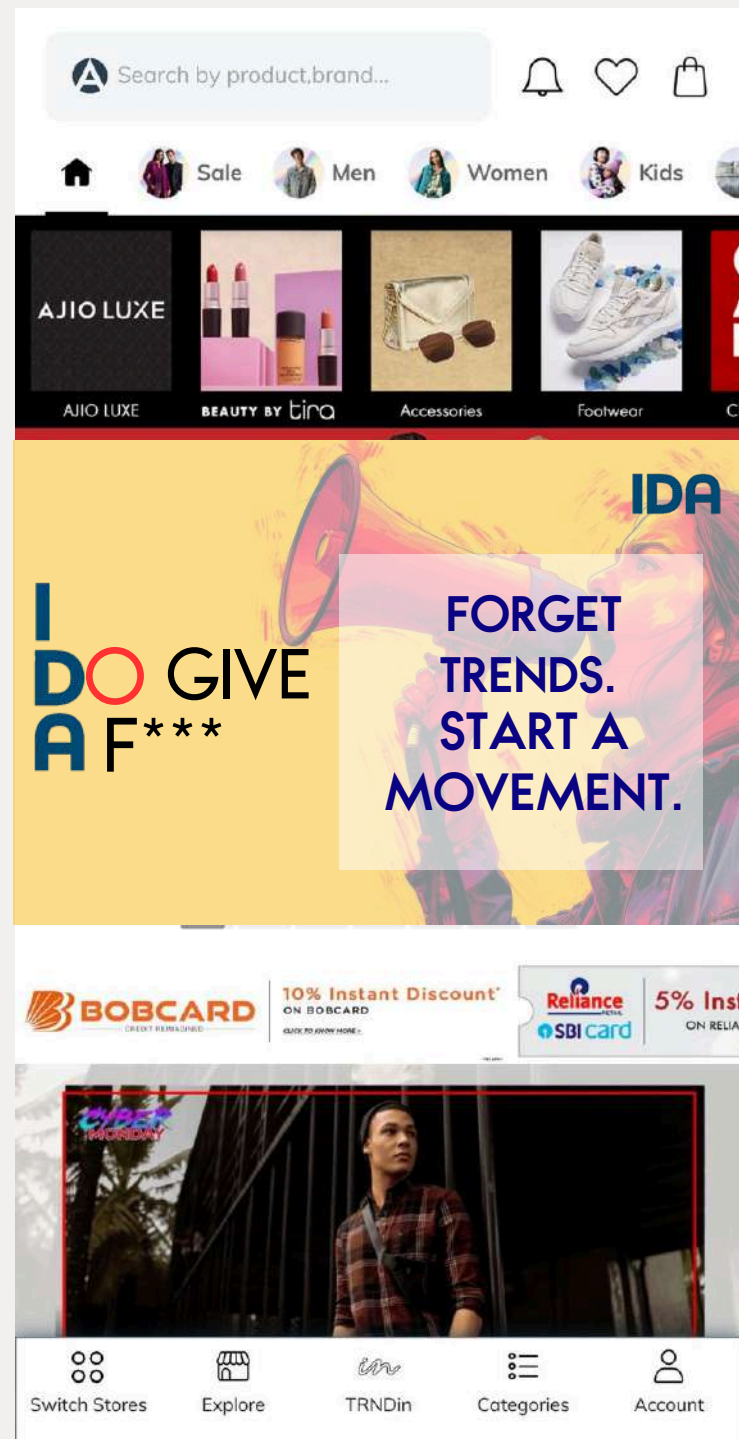
A community that gives a F

IDA



I
DO GIVE
A F***

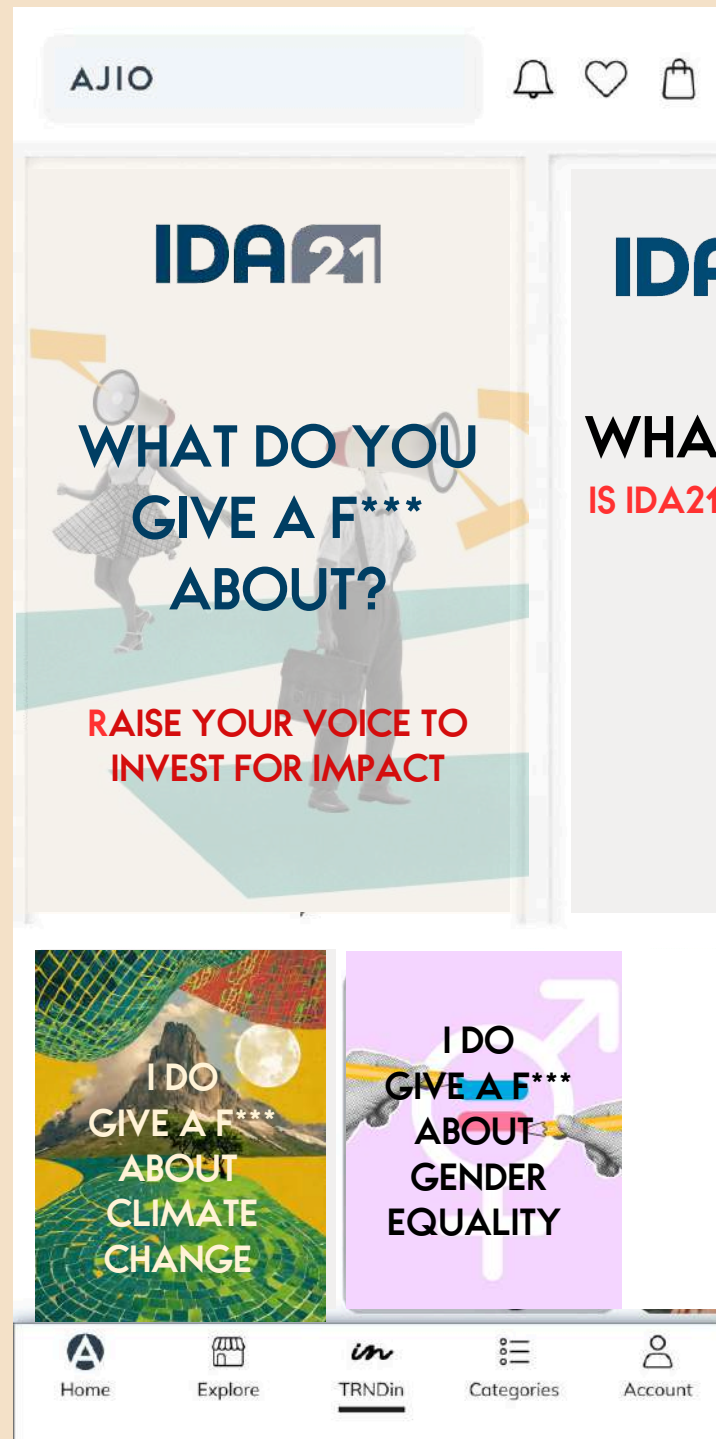
ABILITY TO CREATE CHANGE



80 Mn+ MAU

30 Mn+ CRM Reach

Homepage Takeover on the AJIO App to create organic awareness



Earn Karma Credits by adding causes you care about to your cart

Sharable across all Social Media Platforms



Grow your credits by amplifying your cause on social media

Physical Badges for Offline Awareness

SOCIAL REINFORCEMENT



Building a community which gives a F***



Impact VR: Experience on-ground impact with IDA



Little Luxuries Challenge, #MyBestInvestment

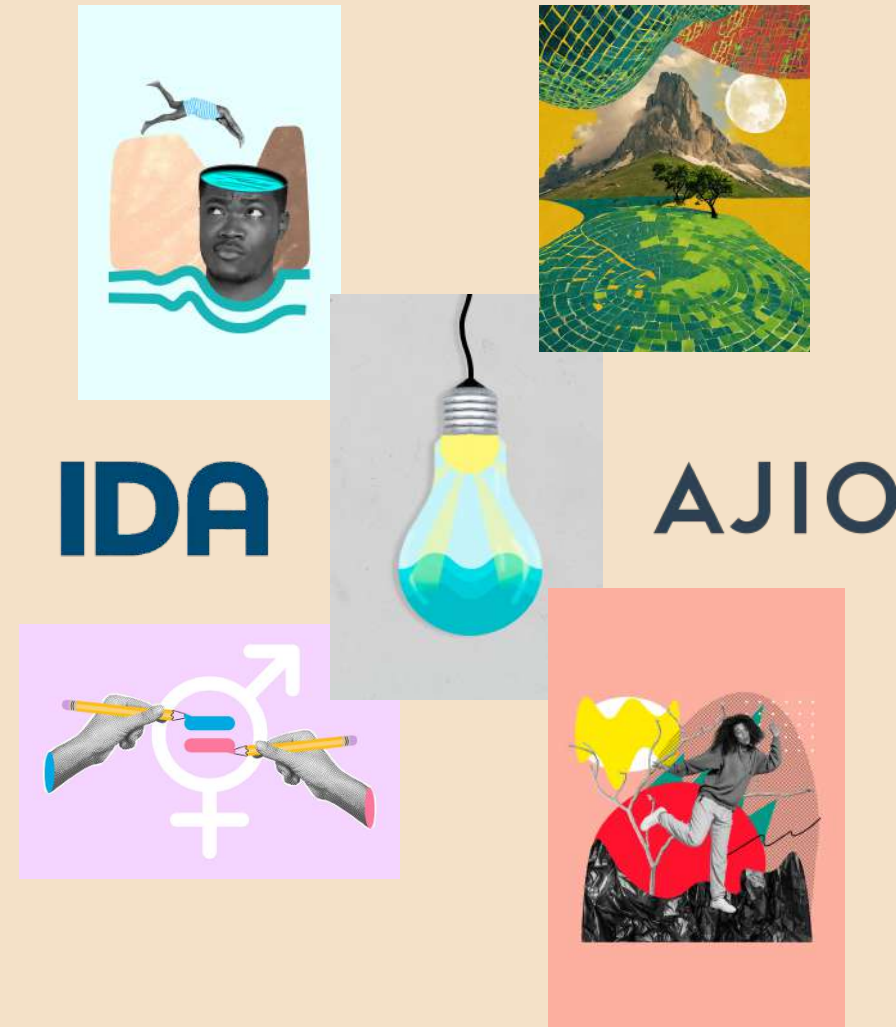


Influencer networks to drive discussions

THE RESULT



Youth Ambassadors and celebrities join the conversation



IDA x Ajo Whitepapers:
What are the global issues
Young India cares about

IDA21



Your future =
OUR FUTURE

IDA21 is the best investment
for the future because
better you = better me!

DECISION MAKERS ARE BOUND TO PAY ATTENTION!

7,00,000 Daily Orders

126M+ Orders until December!

10% Conversion Rate

13M+ Social Posts



Largest telecom company in India (450 Mn)



Premium Beauty omnichannel platform



JioCinema

2nd largest OTT & streaming platform (212 Mn+ MAU)

Is supported by an extensive network of Reliance Group Companies to amplify and reach the right users across all channels



NITA MUKESH AMBANI CULTURAL CENTRE

One of a kind multidisciplinary art centre in India-



Jio WORLD DRIVE

India's largest luxury mall exclusively retailing several high end designers