

#UAEismyhome

Q.1. What was the campaign about? (Intro and Motive of Campaign)

A home away from home, a home which comforts you emotionally and makes you rise in attachment with it, home which is not measured in plots but is a nation, UAE. Yes! UAE. United Arab Emirates has sheltered many. May they be working professionals or internship students from any part of the world; UAE has always opened its arm to welcome them. Keeping this phenomenon in mind, Avignyata Inc. and Aster collaboratively came up with a campaign named as "UAE IS My Home" to spread the consciousness of oneness to many who originally belonged to some other country but had chosen to make UAE as their homeland. To know how many feel united with UAE and also to make its diversity more beautiful, UAE IS MY Home Campaign was run. The campaign worked wonders as many participated in it and shared their bits of stories and experiences of being in UAE. This added a huge wave of unity among the citizens and enchanted the feeling of integrity in the form of equality for all. Aster Medical too lives with their word of promise of, "We will treat you well". This campaign was run just one week prior to UAE's National Day i.e from _____ to _____. The campaign was run on the grounds of Social Media platform namely Facebook to reach masses. It had an interesting activity of adding a badge reading "UAE My Home" to the profile picture on Facebook. This badging spread like fire on the Social Media. People were so tossed with this campaign that they created their own customized badges. This activity before the UAE's National Day seeded many with comfort and gave them a chance to express their love for their nation, their home. Aster indeed did a revolutionary campaign by treating all UAEites well.

Q.2. How was the execution of the campaign done?

The UAE My Home campaign was done on the grounds of Social media particularly on Facebook. As the tagline of Aster Medical says, "We will treat you well", this campaign practically grounded many people to share their word regarding their say on UAE my home. Aster then voiced about this campaign through TV ads and social media. It was aired on the channels with its social media campaign. Belonging to a medical firm it was quite a task to make people understand the motive behind Aster doing this initiative. Aster then took pace with social media ads, personnel interviews, video promotions. All this effort was just taken to make people realize that UAE is their home which again synchronizes with their practice of treating people well. The campaign was open to all residing at UAE and to all considering UAE as their home. The campaign initiated a badge which read "UAE MY Home". People had to add this badge to their profile picture and hastag "UAEmy home" i.e #UAEismyhome . When people were asked to explain where is home, many of them said, " Home is where there is happiness and Happiness is in UAE". Badging the

profile picture gave an opportunity to express their gratitude towards the nation to many such people who made UAE their home. Many hearts beat for UAE and so many chose to express it via this campaign. The video too went viral and became topic of discussion among many citizens of UAE. People were so happy with this campaign that they customized their own badges and added it to their profile picture. UAE Is My Home Initiative rocketed the feeling of devotion towards nationality in UAE and warmly touched people’s emotion of being at home.

Q.3. What was the outcome/result of the campaign?

- Facebook campaign - #UAEIsMyHome received the following response:
 - **Total Engagement:** 1,100 people
 - **Total Reach:** 94,500 people
 - **Total Updates:** 06

- Facebook campaign - #PicBadge received the following response: (where fans had to attach a badge to their profile picture)
 - Total Engagement: 1,400
 - Total Reach: 126,090
 - Total Updates: 07
 - Total Badges added: 230

- Facebook video update received the following response :

The screenshot shows a Facebook post from Aster Medical Centres, published on November 28 at 1:57pm. The post text reads: "UAE is the home to a million hearts that beat together. Support this togetherness by adding the Badge - <https://www.picbadges.com/t/vL4cVsZv> #UAEIsmyHome". The video thumbnail features the UAE flag, a group of people, and the Aster logo with the slogan "We'll Treat You Well". The engagement statistics on the right are as follows:

127,699 People Reached		
18,823 Video Views		
186 Likes, Comments & Shares		
140 Likes	118 On Post	22 On Shares
7 Comments	7 On Post	0 On Shares
39 Shares	36 On Post	3 On Shares
434 Post Clicks		
287 Clicks to Play 🎵	31 Link Clicks	116 Other Clicks 📌
NEGATIVE FEEDBACK		
3 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

UAE IS My Home campaign was a very successful initiative and which also made many citizens realize that Yes, UAE indeed is My Home. Aster made not only treats people well, but through this capign they also made everyone feel at home.