JSW GROUP

SOCIAL MEDIA STRATEGY

By wrm



# THE ASK

- Create an extension of the brand promise **“Better Everyday”** on social platforms so that the audience understands the role we play in their everyday life.
- Using the pillars of **technology & trust** we want to create authentic conversations.
- Develop **platform strategy and best practices for each platform** supplemented by content strategy.



In other words, we are here to to build **awareness** and **brand love** for JSW…

> ***Brands that successfully cultivate brand love distinguish themselves more effectively by consistently delivering on their promises, engaging authentically with their stakeholders, and aligning their values with those of their customers.***
>
> -Howard Schultz-

Let’s see how our competitors are translating this into their communication…



Largely,

# Every brand in the category tends to focus on the same content pillars to convey their values…

## People of the Company

- Enhancing expertise and credibility through **leadership branding** and leveraging them as **brand evangelists.**
- **Engaging and celebrating employees** by showcasing their contributions to foster a **sense of belonging**, and highlighting talent pool to **demonstrate expertise.**

## The Brand

- Showcasing **company values and achievements**, spotlighting the **successes of sister companies,** highlighting the **company's socio-economic impact,** and emphasizing on their **role in building a better India to enhance brand image and influence.**

## Social Impact

- Showcasing the company's' **CSR efforts across healthcare, education, women empowerment, environmental sustainability, heritage preservation**, etc. to highlight their commitment to uplift the lives that they touch.

## Future Forwardness

- Every company in the category emphasizes on innovation as a core value, and they showcase **product, process, and other technological advancements** to reinforce their commitment to continuous progress.

## Beyond Business

- Leverage their contributions to sports, arts, architecture etc. to **demonstrate their commitment to enable cultural enrichment**, while also **reaching and engaging customers with diverse interests and affinities.**

***This slide serves as a guide for creatives, highlighting the key focus areas that are most crucial to the category.**

# How are they resisting the pull of the red ocean and staying distinct?



**By crafting a distinctive communication lens, they've set themselves apart, making the expression of their core values unique to themselves…**

TATA

**"Leadership with Trust"**

To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust

**Values**
Integrity, Responsibility, Excellence, Pioneering, Unity

**THE PHILANTHROPIST**

ADITYA BIRLA GROUP

**"A Force for Good"**

To enrich lives, by building dynamic and responsible businesses and institutions, that inspire trust.

**Values**
Integrity, Commitment, Passion, Seamlessness, Speed

**THE BOLD TRANSFORMER**

adani

**"Growth with Goodness"**

To be a world class leader in businesses that enrich lives and contribute to nations in building infrastructure through sustainable value creation.

**Values**
Trust, Courage, Commitment

**THE NATION BUILDER**

# Clearly, their distinct brand narratives are getting translated into their social media too…

| | TATA | ADITYA BIRLA GROUP | adani |
|---|---|---|---|
| **Overall Social Media Approach** | Centers on **storytelling** that highlights **legacy, innovation, and social impact**, all conveyed through a tone of **pride and responsibility**, reinforcing their commitment to **community empowerment and leadership** across diverse sectors. | Social media highlights how the brand is **'A Force For Good,'** transforming lives—from employees and consumers to clients and industries—by showcasing its **positive impact, innovation,** and **meaningful change.** | Social media serves as a tool to reinforce the brand's commitment to its ethos of **'Growth with Goodness,'** highlighting its contributions to **nation-building** through **thoughtful** and **sustainable initiatives.** |
| **Tonality** | Proud, Inspirational, Inclusive, Innovative, and Forward-thinking | Inspirational, Informative, Transformational, Proud | Inspiring, feel good, caring, patriotic, informative, expert and motivational |
|  | *Bite-sized storytelling that captures Tata's impact on communities and stakeholders, while offering glimpses into the brand's heritage, essence, and innovation.* | *Demonstrating how the brand enriches lives of its employees and stakeholders through authentic, down-to-earth stories.* | *A space dedicated to sharing inspiring and uplifting stories of stakeholders that align with the brand's 'Growth with Goodness' philosophy.* |
|  | *Content duplicated from Instagram.* | *Content duplicated from Instagram.* | *Content duplicated from Instagram.* |
|  | *Highlights key milestones across brands and industries, emphasizing on Tata's leadership and enduring influence.* | *Beyond content duplication from Instagram they leverage platform-specific features like polls to highlight their diverse business portfolio* | *Beyond duplication from Instagram, they enhance brand visibility and engagement through leadership branding, employer branding, and thought leadership* |
|  | *Unfolding their legacy through immersive narratives and cinematic treatment that enriches storytelling.* | *Reinforces the "Force for Good" narrative through brand campaigns and long format content (leadership interviews).* | *A platform for rich storytelling that highlights company's role in nation-building and showcases impactful campaigns.* |



# Deep diving into their content landscape…

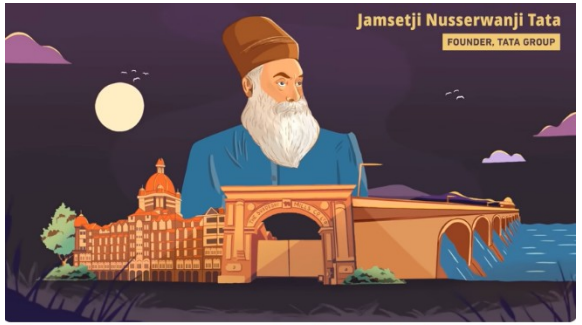
TATA

ADITYA BIRLA GROUP

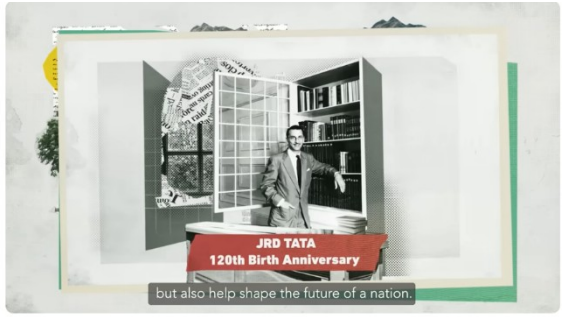
adani

# “Leadership with Trust” | THE PHILANTHROPHIST

## Trailblazers of Tata




Celebrating the 185th birth anniversary of our Founder Jamsetji Tata | #LegendLivesOn




Celebrating 120 years of JRD Tata | #JourneyOfJeh

To honor JRD Tata's 120th anniversary and Jamsetji Tata’s 185th birthday, the Tata Group created cinematic tributes celebrating their visionary contributions across sectors. These films underscore Tata's pioneering spirit and its embodiment of Indian ingenuity, reinforcing its legacy and commitment to societal betterment while inspiring future generations.

Highlighting the Kalinga Institute of Social Sciences Humanitarian Award 2021, this honor recognizes Chairman Ratan N Tata's commitment to social development and his impactful contributions, sparking important conversations about his humanitarian efforts.




## Cultivating Community Spirit




Weaving a future with Taneira's industry-first initiative | #FirstLook #ThisIsTata

Taneira’s **Weavershala** honors India’s hand-weaving community by providing a space for artisans to take pride in their craft. By enhancing working conditions with new technologies and better ventilation, it underscores Tata Group's commitment to employee empowerment, social responsibility, and cultural heritage preservation.



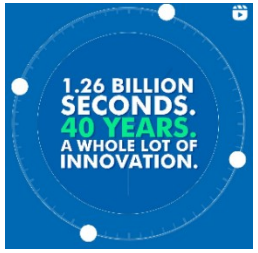

The **‘Bag of Love’** program trains underprivileged women to craft bags from fabric scraps, offering them valuable skills and job opportunities at Westside, Zudio, and Star Bazar. This initiative transforms waste into meaningful products while fostering economic independence and self-esteem for women.

# “Leadership with Trust” | THE PHILANTHROPHIST

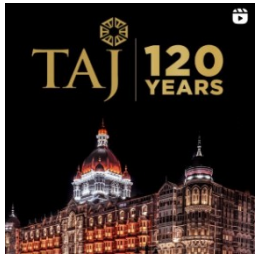
## Spotlighting Iconic Anniversaries




Celebrating the legacy of Tata’s global HQ, where a century of creativity, leadership, and visionary ideas shaped the conglomerate’s growth and global impact.




Celebrating Titan’s pioneering spirit in revolutionizing the watch industry with innovation, precision, and cutting-edge designs that continue to define excellence.




Honoring Taj’s journey as a symbol of luxury and Indian hospitality, redefining global standards and cultural richness over the last 120 years

## Brand Engagement & Experience




5 reasons to book into a Ginger hotel | #FirstLook

1.4K views • 4 months ago

Tata is deepening brand engagement by inviting customers to discover TRiBE by Croma, an exclusive hub for Apple users, while also showcasing the distinct value of Ginger Hotels—demonstrating a seamless blend of advanced technology, personalized experiences, and a commitment to innovation across its verticals.

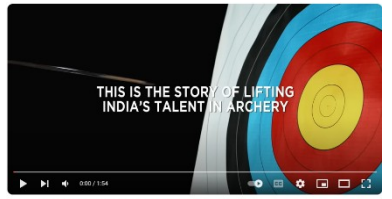



TRiBE by Croma | #FirstLook

## Commitment to Sports Excellence




Tata spotlights its iconic contributions to current initiatives to demonstrate the company’s enduring legacy as a leading supporter of the sports and unwavering commitment to foster talent and national pride.




This is where India's best archery champions have trained!

Tata Archery Academy is dedicated to shaping India’s archery champions by providing comprehensive training, state-of-the-art facilities, and holistic support from expert coaches, nutritionists, and educators

# “Leadership with Trust” | THE PHILANTHROPHIST

## Journey towards a greener future




Tata’s Green Dot Ball Initiative transforms WPL dot balls into a tree-planting movement, committing to 50 trees for each dot ball. This clever fusion of sport and sustainability reflects Tata's innovative approach to environmental stewardship.




Khopoli’s hydroelectric station stands as a beacon of clean energy, providing Mumbai with sustainable power while safeguarding local biodiversity. This initiative embodies Tata’s mission to integrate ecological preservation with community development.

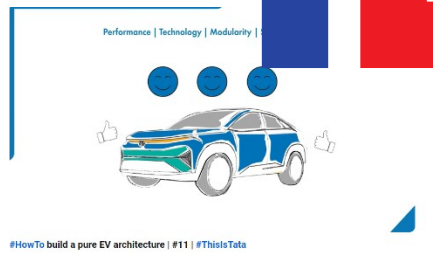



In Formula E, Tata harnesses their electrifying efforts to pioneer sustainable technologies, bridging race and road. This initiative showcases Tata’s commitment to accelerate the future of eco-friendly mobility.

## Tata’s commitment towards innovation




Modernizing aviation with the introduction of India’s first Airbus A350, the company is setting new standards in air travel and reinforcing its leadership in the industry.




Leading electric vehicle innovation by developing advanced EV architecture that showcases cutting-edge features for a sustainable automotive future.




Tata’s Green Finance promotes clean technology and sustainability, providing eco-friendly financial solutions that contribute to a healthier planet.




Tata’s engineering expertise plays a critical role in India’s Chandrayaan 3 mission, supporting its historic soft landing with advanced systems and technology, demonstrating leadership in supporting national advancements.

## Celebrating milestones & innovations at Tata




Tata Steel pioneers gender inclusivity by introducing a crew of female firefighters, empowering women in a traditionally male-dominated industry.







Commemorating progress by reflecting on its role in India’s economic journey, TATA showcases how it has contributed to the growth of various industries and the nation.







Celebrating pivotal milestones such as @tatatechnologies’ listing on Indian stock exchanges, the company highlights its commitment to innovation and growth. Alongside, TCS marks 20 years since its landmark IPO, reaffirming its position as India’s premier IT services brand.




Tata Imagination Challenge 2024 – India's biggest idea competition!...

Igniting ideas by inviting students and employees to bring forth innovative ideas across various sectors, empowering the next generation thinkers.




A Year To Remember | #ThisisTata in 2023




Celebrating its recognition as Brand Finance India's most valuable brand and reflecting on a month of significant achievements, TATA underscores its commitment to excellence and leadership in the industry.

# “A Force for Good” | THE BOLD TRANSFORMER

## Enriching Employee Lives

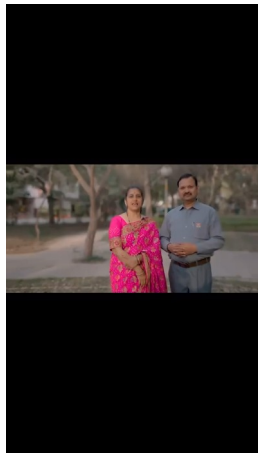




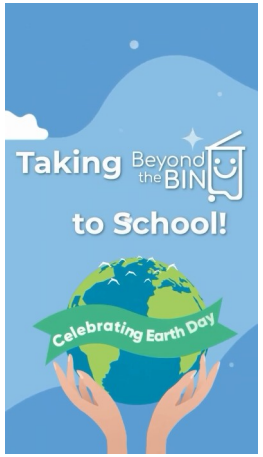


Rooted in its purpose to enrich lives, the brand emphasizes on value exchange with employees by showcasing their growth journey and the company’s commitment to #EqualOpportunities. Employee testimonials spotlight initiatives like the Gyanodaya campus for skill development and job opportunities for mothers returning after maternity.

**Note**: Women in the workforce and young talent are subtly highlighted, reinforcing inclusivity and efforts to provide equal opportunity.



The brand enhances the lives of employees' families through well-equipped townships and sustainability workshops, reflecting its commitment to making a positive impact beyond the workplace.

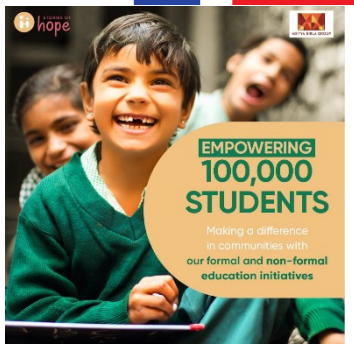



## Enriching Community Lives

The brand drives transformation through CSR initiatives in healthcare, education, sustainability, infrastructure, and rural development and **they actively demonstrate this through numbers and case studies.**






## Innovation for Good



***Product Innovation***

Demonstrating the company’s core values, ABG highlights breakthroughs such as Continua™, a recyclable carbon black alternative, and GreenTrack™, a blockchain platform that ensures full traceability in the garment value chain.




***Process Innovation***

# “A Force for Good” | THE BOLD TRANSFORMER

## Catalysts of National Change




Driven by its purpose to build transformative businesses, ABG aligns its growth with national progress, showcasing UltraTech Cement’s contributions to iconic projects like the Statue of Unity and the Zuari Bridge, along with industry-transforming products such as yarns and insulators.





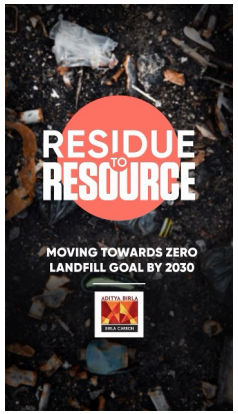
***Kaun Banega Crorepati X Aditya Birla Group***



ABG partnered with Sony Entertainment to showcase 'A Force for Good' stories on *Kaun Banega Crorepati*, highlighting key contributions to the nation’s history, such as Shri G.D. Birla's support for Dr. C.V. Raman's Nobel Prize and ABG's role in vaccinating 100 million people against polio, instilling pride and patriotism in the audience.

## Advancing through Sustainability

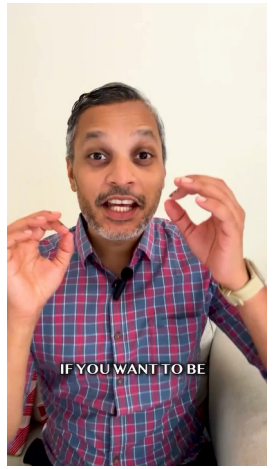
Rooted in its commitment to responsibility, ABG positions itself as a champion of sustainability by integrating eco-friendly practices across its businesses, such as recycling 72% of waste at Birla Carbon, producing garments from acrylic waste, upcycling, and recycling initiatives to process plastic bottles, and yarn scraps.







The 'Jo Jode Who He Samajhdar' campaign promotes upcycling and recycling, featuring influencer Riaan J. George and décor experts Bhakti Achara and Sonakshi Awana. They share creative DIY hacks, like transforming vases into lamps and repurposing old clothes, reinforcing the brand's commitment to be a Force for Good.

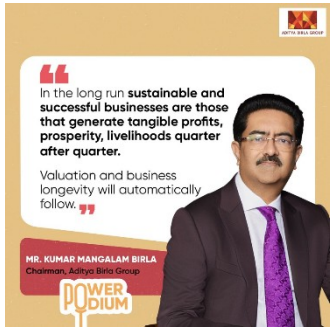





***Influencer Campaign***

# "A Force for Good" | THE BOLD TRANSFORMER

## Leadership Spotlight




***Birla Family Quotes***

Highlighting the Birla family's forward-thinking mindset by showcasing their insights on the brand and its initiatives, including Kumar Birla's perspective on what sustainable business truly means.

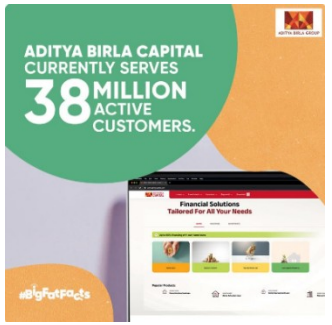



***Q&A Content IP***

Creating a content IP called ABG Charcha, featuring senior leadership addressing general questions in their areas of expertise, such as Head of Treasury answering finance queries and CEO/President of Hindalco answering business queries.

## Business Spotlight




***Business Prowess***

The content IP 'Big Facts' showcase business prowess by **highlighting data to demonstrate the size and impact of the business.**



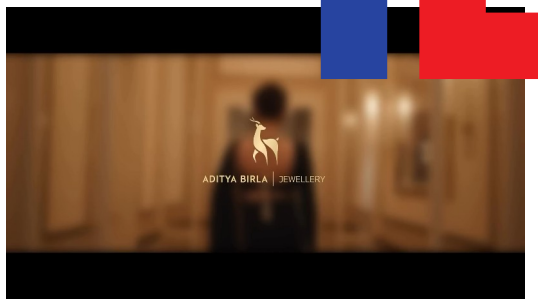




***Financial Results***

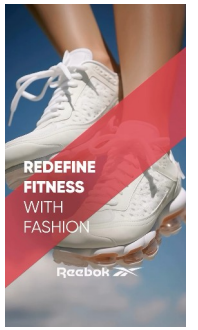
Quarterly financial results highlighting the commitment towards transparency and accountability.




***Announcement of New Ventures***

DVCs and video assets showcase new ventures like the luxury restaurant Ode, which blends Maharashtrian and European cuisine, offering a fresh perspective on the industry.







***Spotlighting portfolio brands***

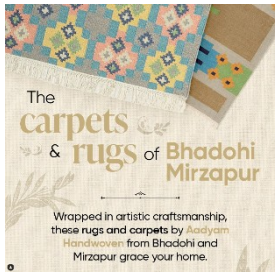
Raising awareness for portfolio brands by seamlessly integrating them into everyday life and highlighting their relevance for customers.

# “A Force for Good” | THE BOLD TRANSFORMER

## Preserving Culture and Heritage



Driven by its commitment to creating responsible institutions, ABG emphasizes on its role in preserving heritage through initiatives like Hindalco's Kosala, which supports the Kosa Silk value chain, securing livelihoods, promoting small enterprises, and preserving indigenous crafts in Chhattisgarh.

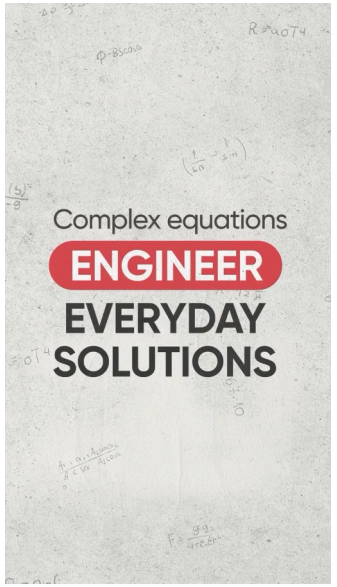



Brands like Jay.pore provide platforms for traditional artisans across India, showcasing the company’s efforts to restore ancient crafts in apparel, décor, and more.

## Purpose-Driven Topicals

Brands celebrate individuals driving change on occasions like Father’s Day and Engineer’s Day while challenging stereotypes by recognizing fathers as nurturers and engineers as practical innovators.

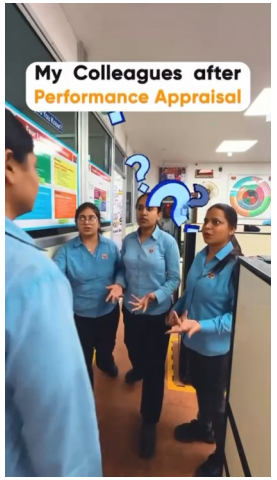



## Lo-Fi spotlight of W
## Atmosphere

Creating Lo-Fi videos featuring employees in humorous workplace scenarios to attract young talent, positioning the brand as a relatable, modern, and creative workplace.





# “Growth with Goodness” | THE NATION BUILDER

## Sustainable Practices



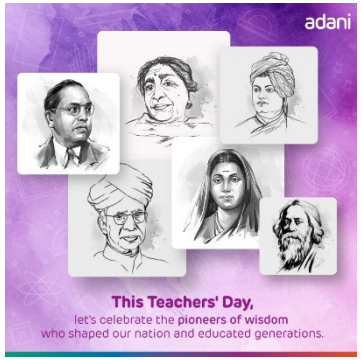



Adani upholds its 'Growth with Goodness' commitment by minimizing environmental impact through renewable energy and technologies like dust separation systems that reduce sulfur dioxide emissions. It also collaborates with the MP Government for a reforestation drive, positioning itself as a leader in sustainable energy.

## Thought Provoking Topicals




Beyond mere wishes, Adani creates impactful content that evokes patriotism and prompts self-reflection, such as questioning the true meaning of independence or honoring the teachings of figures like B. R. Ambedkar and Swami Vivekananda on Teachers' Day




## Innovation

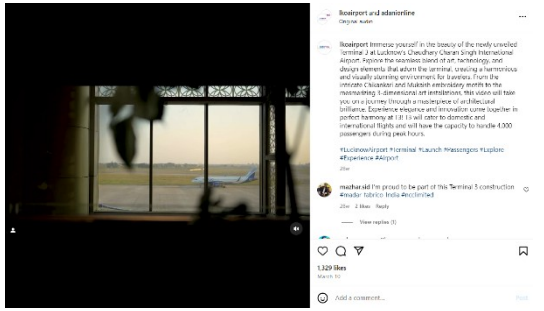






***Innovation in development***

Adani Group showcases its subsidiaries' innovative concepts, such as prototypes and models, and their role in transforming the nation at industry-leading expos and national summits like the Vibrant Gujarat Summit



***Innovation in Real Projects***

Adani showcases its innovations in real-world projects like Chaudhary Charan Singh Airport, featuring world-class technologies, 3D art installations, intricate embroidery, and more.

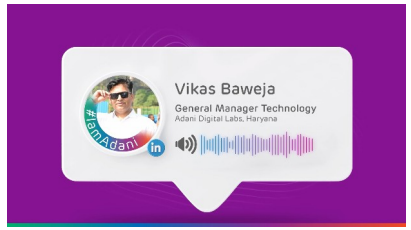
# “Growth with Goodness” | THE NATION BUILDER

## Employer Branding



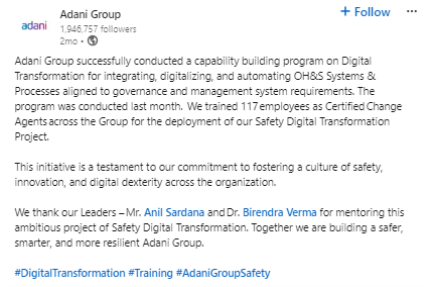

***Employee Spotlight***

Through the **#BeLimitless IP,** Adani Group showcases exceptional employees and their success stories, highlighting the organization's vast pool of talent and their expertise.




***Employee Voice***

Through employee testimonials, the brand engages its workforce in branding activities, effectively leveraging them as brand ambassadors by sharing authentic experiences.


Adani Group
1,946,757 followers
2mo • + Follow

Adani Group successfully conducted a capability building program on Digital Transformation for integrating, digitalizing, and automating OH&S Systems & Processes aligned to governance and management system requirements. The program was conducted last month. We trained 117 employees as Certified Change Agents across the Group for the deployment of our Safety Digital Transformation Project.

This initiative is a testament to our commitment to fostering a culture of safety, innovation, and digital dexterity across the organization.

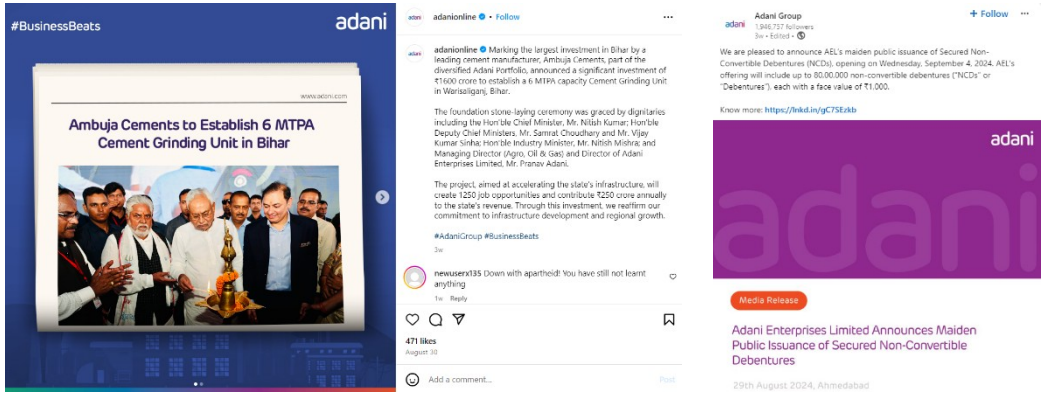
We thank our Leaders – Mr. Anil Sardana and Dr. Birendra Verma for mentoring this ambitious project of Safety Digital Transformation. Together we are building a safer, smarter, and more resilient Adani Group.

#DigitalTransformation #Training #AdaniGroupSafety

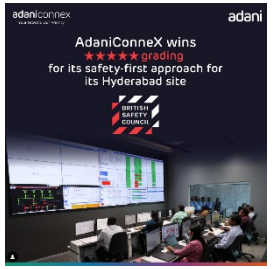
***Training and Development***

Highlighting development programs on LinkedIn to showcase their commitment to enrich employees' lives and attract young talent by unlocking seamless career growth through continuous learning opportunities.

## Company Growth & Achievements




Through **eye-catching IPs like #BusinessBeats** on Instagram and LinkedIn, Adani Group showcases new investments and expansions in a standardized newspaper-style layout, positioning itself as a pioneer in communicating key developments across various industries.









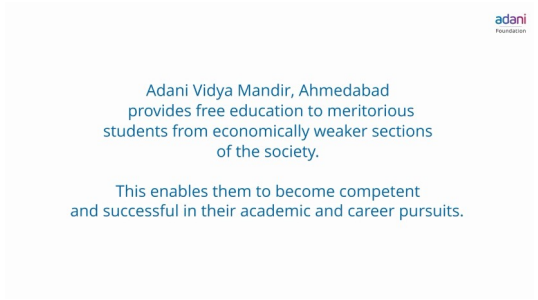

Establishing authority and industry leadership by showcasing numerous accolades in areas of expertise such as safety, sustainability, and brand excellence.

## Commitment to Community Welfare



***Impact Stories: Pavitram IP***

Content IPs dedicated to sharing inspiring stories of support for those in need, including initiatives that provide employment and educational assistance to widows in rural communities.




***Free Education Program***

Offering free education to economically weaker sections and supporting their aspirations enhances the brand's image as a leading facilitator of social empowerment and inclusivity.




***In-House Efforts***

Showcasing various in-house initiatives that give back to society, such as employee-led blood donation camps to highlight the organization's commitment to community welfare and preserve the spirit of goodness.

## Sports Excellence



Sponsoring local and national sports while utilizing event content to raise awareness and drive audience engagement.

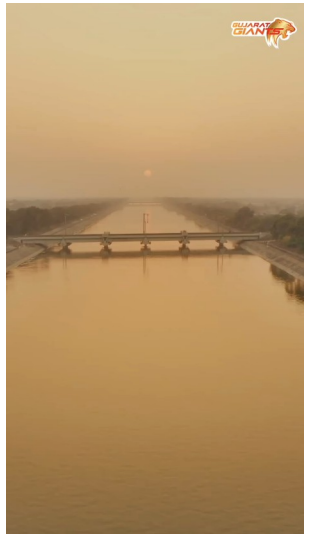



***Sponsorship Content***



***Campaigns***

Creating motivational and inspiring sports campaigns to foster brand love, instill national pride, and position Adani as an optimistic and progressive brand.



# “Growth with Goodness” | THE NATION BUILDER

## Leadership Spotlight




Sharing anecdotes from leaders on Instagram to highlight thought leadership and enhance their personal brands through quotes and insights derived from their experiences.




adanionline A profound life lesson on growth through adversity, shared by our Chairman, Mr. Gautam Adani, during his address to students and faculty at Jai Hind College, Mumbai. He beautifully captured how true growth doesn't happen when life goes smoothly, but when we are tested by challenges—reminding us that perseverance and persistence are key to success.

#RiseStronger
#LeadWithResilience
#LeadershipQuotes

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Featuring extended videos of key leaders at events like the CRISIL Ratings Annual Infrastructure Summit 2024 on YouTube allows them to share insights, deeper brand understanding and enhance the organization’s reputation as an industry thought leader.

## Crisis Management: Adani X Bloomberg

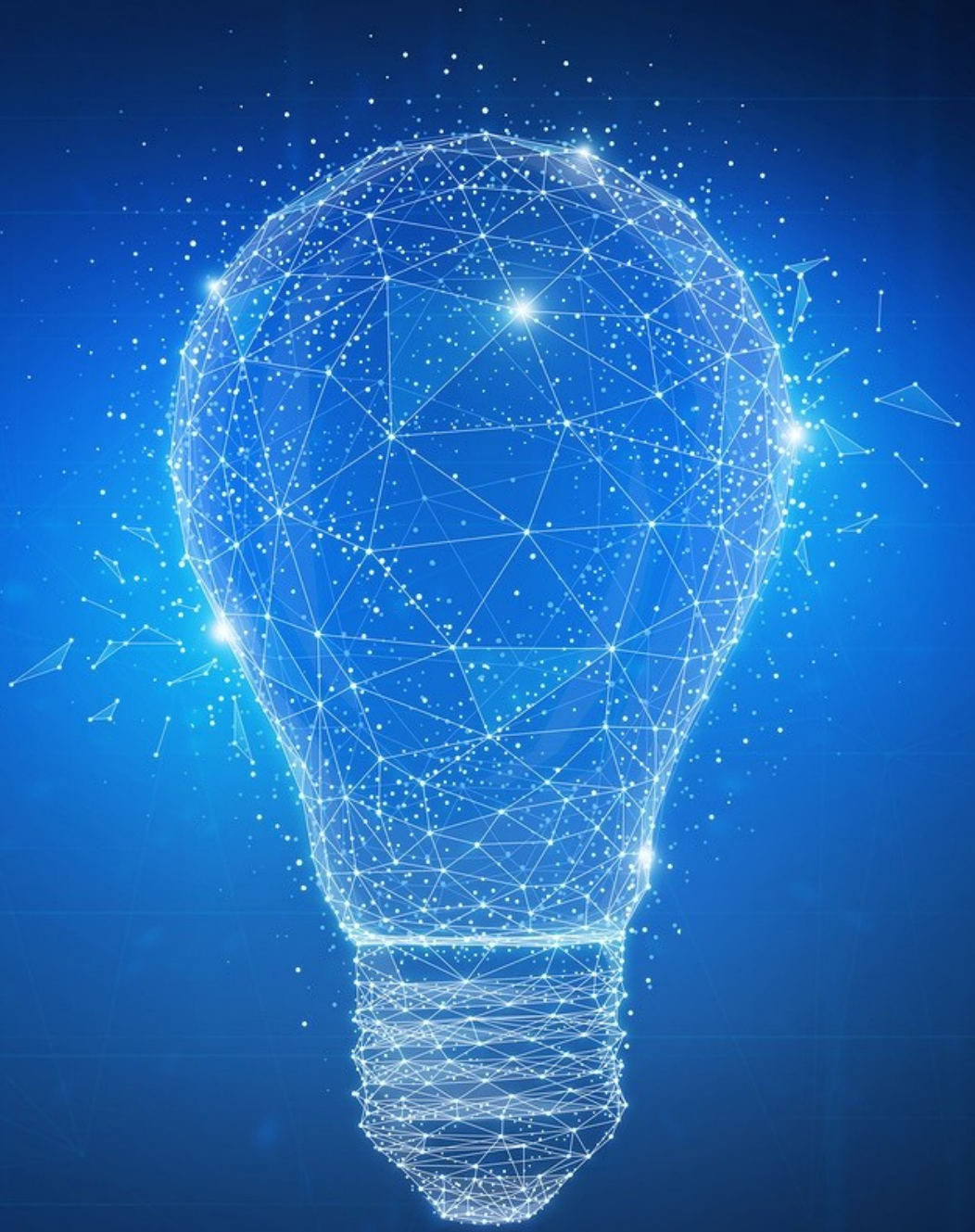






In response to the Hindenburg report controversy, the brand collaborated with Bloomberg to produce a documentary and interviews, addressing negativity by highlighting its positive contributions to the nation, including transformative projects like the Dharavi redevelopment initiative.

In essence, while companies within the category often focus on similar content pillars, each one differentiates itself by **framing the communication with a unique treatment of narratives that brings alive its overarching brand purpose and core values.**



# And, there are some key execution techniques employed by peers…

## Building visibility & authority through Strategic Content IPs

Brands have implemented content IP strategies to ensure **communication consistency and establish brand authority.** By focusing on clear messaging and engaging formats, they **enhance visibility and foster long-term audience loyalty,** positioning themselves as leaders in their respective industries.

## Infusing Human Touch through Lo-fi Content

Brands use lo-fi produced content and **audio-graphic elements with voiceovers** to add a human touch to their communications. This approach **enhances authenticity and relatability**, fostering **deeper audience connections** while being **culturally relevant** and **cost-effective**.



## Fostering emotional connections through story telling approach

Through a storytelling approach, brands are creating emotional connections that **enhance audience engagement and recall** while **effectively communicating core brand values**. **Immersive and cinematically treated narratives** strengthen consumer ties and reinforce loyalty by elevating storytelling quality, making their messaging more **memorable and impactful.**

## Building Trust through Testimonials

Brands have deployed testimonial strategy across their content banks to **build trust, enhance credibility and reinforce the integrity of their brands.** They influence stakeholders by **showcasing authentic experiences** of employees and consumers.

*This slide serves as a guide for creatives, highlighting the key content tactics and treatments used by peers

# Let’s have a look at where we stand in this mix…

GIVING

CO-CREATION

TATA

**“Leadership with Trust”**

To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust

**Values**
Integrity, Responsibility, Excellence, Pioneering, Unity

**THE PHILANTHROPIST**

ADITYA BIRLA GROUP

**“A Force for Good”**

To enrich lives, by building dynamic and responsible businesses and institutions, that inspire trust.

**Values**
Integrity, Commitment, Passion, Seamlessness, Speed

**THE BOLD TRANSFORMER**

adani

**“Growth with Goodness”**

To be a world class leader in businesses that enrich lives and contribute to nations in building infrastructure through sustainable value creation.

**Values**
Trust, Courage, Commitment

**THE NATION BUILDER**

JSW

**“Better Everyday”**

To accelerate growth and prosperity in the communities we live in by and bring positive transformation to every life we touch

***We strongly believe that success requires everyone to move ahead together.***

**Values**
Commitment, Courage, Agility, Compassion, Collaboration

**THE PARTNER IN PROGRESS**

## Although we have a robust brand lens, we've identified a few gaps within the social media content landscape that are limiting the impact of our communication…

### 1. *The Brand Narrative Gap*

**Key Observation:** JSW showcases a diverse array of content pillars—leadership, CSR, brand initiatives, projects, accolades, innovation, employer branding, sports excellence, etc. —but **the storytelling lacks depth and cohesion, leading to a fragmented narrative.**

**Area of Opportunity:** **Each content theme must be anchored in a clear articulation of its relevance to the JSW mission.** By delving into the deeper significance behind these initiatives, JSW can unify its narrative, offering **a more purpose-driven, value-rich story that resonates deeply with its audience.**

### 2. *Limited Original Content*

**Key Observation:** **JSW's reliance on third-party content diminishes its ability to establish itself as a thought leader.** Although the brand engages in meaningful partnerships, it **struggles to find a distinctive voice** that shapes cultural trends and speaks to evolving industry aesthetics.

**Area of Opportunity:** JSW can **cultivate a stronger brand voice by leading conversations** around industry innovation and societal shifts. By owning cultural dialogues and engaging with evolving sensibilities, JSW can elevate itself as a key authoritative figure, strengthening its position within the category.

**Although we have a robust brand lens, we've identified a few gaps within the social media content landscape that are limiting the impact of our communication…**

## *Underleveraging "Better Everyday"*

3.

**Key Observation:** **The "Better Everyday" proposition is currently underutilized**, primarily surfacing in YouTube campaigns and lacking consistent expression across other social media platforms, which dilutes its overall impact.

**Area of Opportunity:** Give a bigger purpose to the proposition "Better Everyday" and **it should serve as a cohesive thread that interlinks all brand communications**. By embedding this core message into every consumer touchpoint, JSW can enhance brand consistency and emotional resonance, creating a more compelling and unified narrative.

## *Absence of platform native content strategy*

4.

**Key Observation:** Our **content is duplicated across platforms with over-reliance on static visuals and video graphics, devoid of a human narrative, limits the emotional connection** and engagement with the audience. Thus, falling short of immersing consumers in the brand experience.

**Area of Opportunity:** **Design immersive, platform-native content experiences that resonate with cultural trends and align with social media behaviors.** By enriching the sensory and emotional depth of its storytelling, JSW can foster stronger audience engagement and create brand experiences that feel personally relevant and impactful in consumers' daily lives.

# How do we take this ahead for JSW ?

1. Consistently conveying our brand’s purpose and core values through a unique lens (“Better Everyday”).

2. Incorporating the varied perspectives and use cases of each social media platform effectively.

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# THE CATEGORY CONTENT LANDSCAPE

## People of the Company

- Enhancing expertise and credibility through **leadership branding** and leveraging them as **brand evangelists.**
- **Engaging and celebrating employees** by showcasing their contributions to foster a **sense of belonging**, and highlighting talent pool to **demonstrate expertise.**

## The Brand

- Showcasing **company values and achievements**, spotlighting the **successes of sister companies,** highlighting the **company's socio-economic impact,** and emphasizing on their **role in building a better India to enhance brand image and influence.**



## Social Impact

- Showcasing the company's' **CSR efforts across healthcare, education, women empowerment, environmental sustainability, heritage preservation**, etc. to highlight their commitment to uplift the lives they touch.

## Future Forwardness

- Every company in the category emphasizes on innovation as a core value, and they showcase **product, process, and other technological advancements** to reinforce their commitment to continuous progress.

## Beyond Business

- Leverage their contributions to sports, arts, architecture etc. to **demonstrate their commitment to enable cultural enrichment**, while also **reaching and engaging customers with diverse interests and affinities.**

# THE “BETTER EVERYDAY” LENS



## People of the Company

### Progress Powered by People, For a BETTER EVERYDAY

Leveraging the expertise and contributions of JSW’s Leadership and talent pool to demonstrate how the company’s commitment to progress is deeply intertwined with the knowledge and dedication of its people.

## The Brand

### Together we Dream, Build, Transform & Thrive for a BETTER EVERYDAY

Highlighting JSW’s unwavering dedication to uphold its core values and celebrate its achievements, positioning the brand and its customers as an unwavering united force in building a stronger, more prosperous India.

## Social Impact

### Upliftment Is Our Shared Path Towards a BETTER EVERYDAY

Positioning JSW’s social impact efforts as a collaborative journey with communities, where shared goals in sustainability, health, and education lead to progress for lives that they touch.

## Future Forwardness

### Future-Ready Partner to Advance Together Towards a BETTER EVERYDAY

Showcasing JSW’s dedication to being future-ready through innovation, illustrating how they empower people by integrating cutting-edge technologies into their lives to facilitate growth and development..

## Beyond Business

### Partnering for Passion & Enriching Culture for a BETTER EVERYDAY

Showcasing JSW’s role as a partner in cultural advancement, where their support for sports, arts, and architecture plays a pivotal part in facilitating value exchange and shaping a more vibrant and enriched society.

*The intent of this slide is to illustrate how "Better Everyday" can serve as a strategic lens that can guide our entire content landscape. Please note that these are not the final creative expressions.

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2. Incorporating the varied perspectives and use cases of each social media platform effectively.

# Understanding the varied perspectives and use cases of each social media platform

| | INSTAGRAM | FACEBOOK | YOUTUBE | LINKEDIN |
|---|---|---|---|---|
| PLATFORM ESSENCE |  Home of creativity |  Gateway to Meaningful Connections |  Hub for knowledge and culture |  Hub for professional exchange |
| PLATFORM USAGE | - #1 platforms to **express themselves and keep up with their interests**<br>- Find innovative and **inspiring content**<br>- #1 preferred platform to interact with businesses | - Platforms to **connect** with friends & family, share media<br>- Stay informed about **latest news and events**<br>- Being **entertained** and look for **amusing content**<br>- **Seek connections** with around **shared passions (groups)** | - Preferred platform for **long-form video**<br>- Platform for **discovery of everything from hobbies to education**<br>- Platform to **deep dive into subjects to have comprehensive understanding** | - #1 platform for **professional networking & personal branding/ professional credibility**<br>- Seek professional advice, stay current with industry news or insights<br>- Platform to learn about company **culture, values, what employees have to say** |
| BRAND EXPECTATION | - Advertisers on platform are **perceived as fun, trendy, creative**<br>- Seek **light-hearted, humorous, raw-real content**<br>- Seek opportunities **for interaction & collaboration** | - **Access to community** of like minded individuals<br>- Keep it real – Seek **Authenticity**<br>- **Approachable, empathetic, relevant and real** - speak with & listen to them like a friend, not as a pushy salesperson. | - Brands should be **experts in their field**, providing valuable, **informative, and educational content**<br>- Content showcasing **Transparency** highlighting process, people and culture behind the brand | - Beyond product promotion, sharing **industry expertise and knowledge**<br>- A more human, **less formal tone of voice**<br>- Intellectually rigorous, yet **fun to consume**<br>- Offers **provocative ideas, 3rd-party insights** |

## Therefore, defining the
# Role of JSW's Social Media Platforms…

PLATFORM ESSENCE



**INSTAGRAM**

Home of creativity



**FACEBOOK**

Gateway to Meaningful Connections



**YOUTUBE**

Hub for knowledge and culture



**LINKEDIN**

Hub for professional exchange

PLATFORM ROLE

### INSPIRE

A digital sanctuary for customers to explore and experience the JSW universe, where immersive sensory engagements spark inspiration and foster brand love.

### CONNECT

Act as a host who bring together JSW admirers and facilitate connection and interaction.

### IMMERSE

A platform that simplifies the brand's intricacies through entertaining yet informative content, allowing the audience to resonate with and strengthen their relationship with the brand.

### LEAD

A platform to assert authority and demonstrate the brand's expertise and commitment to excel in every area that they engage with.

Inspire, Connect, Immerse And Lead to firmly engrain in customers' minds that

**Together with JSW, a BETTER EVERYDAY is not just promised—it's guaranteed.**

# Creative Manifestation…