

Reinventing Classifieds



Pakistan at a Glance

- Pakistan has a population of 200 million people; 70% of the population is under 30 years of age
- Internet is used by 34 million people.
- 132 million users have a mobile connection
- Over 22 million people read a newspaper in Pakistan
- Morgan Stanley rates Pakistan as 10 Most Emerging Economies in the world.
- PSX ranked as world's 5th best stocki market.

Jang Media Group

- Jang group launched the first Jang newspaper from Delhi in 1939, moving to Pakistan after independence in 1947
- Today Jang is the largest newspaper in Pakistan with almost 50% readership
- Jang Media Group is the largest and the fastest growing media company in Pakistan with a strong presence in Print, Broadcast and Digital space

Jang Classified – The Product

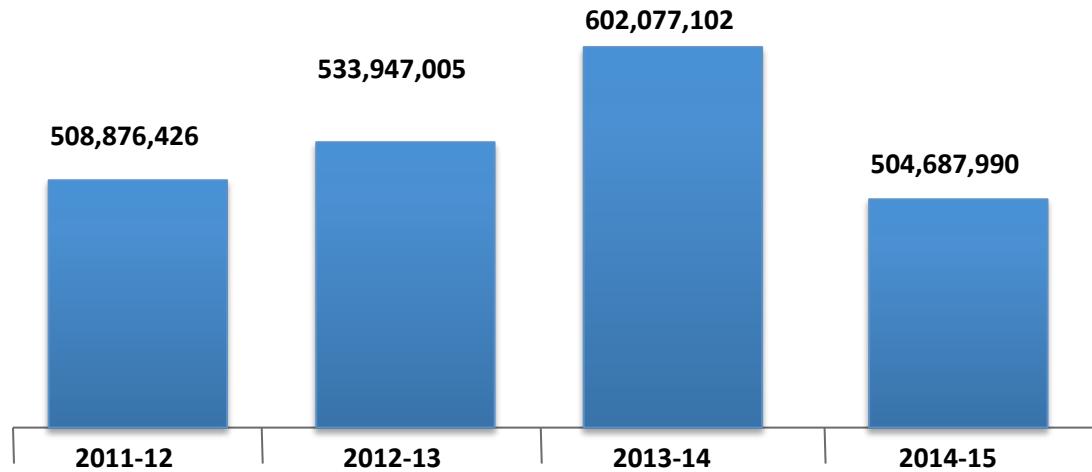
- Jang newspaper is the largest classified platform in Pakistan, with annual revenues exceeding Rs. 600 million (5.2 Million Euros)
- The important Classified categories range from Automobiles, Property Education, Matrimonial and Jobs
- Jang Classified, a 24 page special section, is published every Sunday with the Jang newspaper from Karachi, Lahore, Islamabad, Multan, Quetta, Faisalabad and Peshawar. These cities represent 70% of the urban consumer purchasing power in Pakistan

Jang Classified – Challenges

- The advent of Online Classifieds has had an adverse impact on the print classifieds
- Our Classified revenue declined in 2014-15 by 17% with a volume decline of almost 20%
- The convenience of posting a free ad via a mobile app was being perceived as an advantage
- The biggest challenge was Free vs Paid and Color visuals vs plain B/W Text
- Customers were shifting to posting free ads online on different classified portals. Particularly, in the Automobile and Property categories

Classified Business – Last 4 Years

Figs. In Pak Rupee
1 US \$ = 100 PKR



Jang Classified – Consumer Insights

As a result of series of focus groups we identified the following issues:

- People generally like anything, which is given free to them
- However, what's the point of getting something free that cannot deliver guaranteed results
- Hence when cash intensive decisions are made, trust and credibility become the key factors
- We therefore focused on the elements of trust and credibility, to connect with the existing and potential consumers

Our 4 Pronged Strategy

- Revamped the product and gave a new and fresh look
- Introduced QR Codes in key categories. Thus bringing in the element of audio/video into static ads
- Launched an aggressive marketing campaign highlighting QR codes and challenging the effectiveness of the so called free ads posted on online portals
- Developed a parallel value chain to offer ease of payment to customers

New & Fresh Look

کلاسیفائیٹ



پاکستان کا سب سے بڑا کلاسیفائیٹ اخبار

کلاسیفائیٹ

پاکستان کا سب سے بڑا کلاسیفائیٹ اخبار

QR APPLICATION
اپلیکیشن پر ڈیکٹ کر کے QR کو اپلیکیشن پر
سکن کریں اور اپنے اعلانات پر ڈیکھیں۔



پر اپری ط گائیڈ

PROPERTY GUIDE

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پاکستان کا سب سے بڑا کلاسیفائیٹ اخبار

QR APPLICATION
اپلیکیشن پر ڈیکٹ کر کے QR کو اپلیکیشن پر
سکن کریں اور اپنے اعلانات پر ڈیکھیں۔



آٹو گائیڈ

AUTO GUIDE

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CAREER GUIDE

کلاسیفایڈ

پاکستان کا سب سے بڑا کلاسیفایڈ اخبار



میریمونیئل گائیڈ

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پاکستان کا سب سے بڑا کلاسیفایڈ اخبار



ایجوکیشن گائیڈ

EDUCATION GUIDE

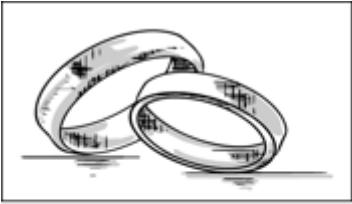
New & Fresh Look



ڈرائیونگ اسکول
DRIVING SCHOOLS



بلڈنگ کرائے پر
BUILDING FOR RENT



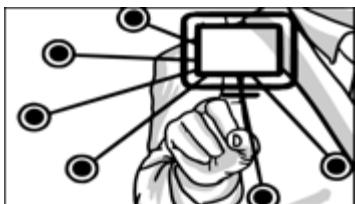
ضرورتِ رشتہ
MATRIMONIAL



سیلز اور مارکیٹنگ اسٹاف
SALES AND MARKETING STAFF



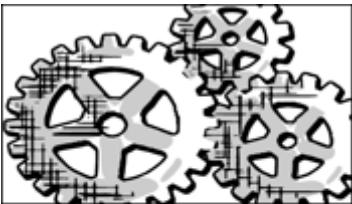
پورشن کرائے پر
PORTION FOR RENT



کمپیوٹر اکیڈمی
COMPUTER ACADEMY



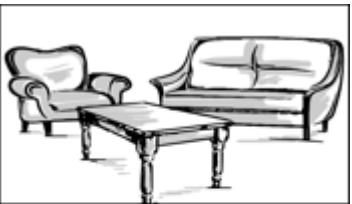
رینٹ اے کار
RENT A CAR



مشینری برائے فروخت
MACHINERY FOR SALE



بیوٹل اور ریسٹورنٹ
HOTEL & RESTAURANT



فرنیچر
FURNITURE



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The Big Idea: QR Codes

- We Introduced QR codes in select classified categories to make the buying and selling experience more dynamic and vibrant
- This enabled us to deliver value to the consumer by adding video/audio as well as photo features to the existing product
- Online portals only had still images, with no audio/visual element

QR Code Mechanism



1. Pay a nominal fee for placing an advertisement with a QR Code.

2. The consumer will then receive a text message with the reference number of the advertisement, helpline number, and the password and the online link to the website where consumers can submit pictures and videos.



QR Code Mechanism

3. Consumers can click on the web link and upload pictures and videos related to their advertisement.



4. Readers can use any QR application on a smart phone to scan the given QR Code to view the pictures/video posted by the seller.

Marketing Campaign – Television



Go advertise in Jang Classified now and get the garage cleaned for the new car.



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Marketing Campaign – Television



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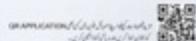
Marketing Campaign – Print

پاکستان میں پہلی بار...
اب QR کوڈ کے ساتھ!

جنگ کلاسیفیکیٹ اپلیکیشن کوڈ کی پہلی بار!
لئی اپ ہر ایل اور گلی میں!

- جو لوگوں کے ساتھ ہے جو QR کوڈ کے ساتھ ہے۔
- وہ لوگوں کے ساتھ ہے جو جنگ کلاسیفیکیٹ اپلیکیشن کے ساتھ ہے۔
- وہ لوگوں کے ساتھ ہے جو جنگ کلاسیفیکیٹ اپلیکیشن کے ساتھ ہے۔
- وہ لوگوں کے ساتھ ہے جو جنگ کلاسیفیکیٹ اپلیکیشن کے ساتھ ہے۔
- وہ لوگوں کے ساتھ ہے جو جنگ کلاسیفیکیٹ اپلیکیشن کے ساتھ ہے۔
- وہ لوگوں کے ساتھ ہے جو جنگ کلاسیفیکیٹ اپلیکیشن کے ساتھ ہے۔

QR APPLICATION



کلاسیفیکیٹ
پرنسپلز گروپ



پاکستان میں پہلی بار...
اب QR کوڈ کے ساتھ!

جنگ کلاسیفیکیٹ اپلیکیشن کوڈ کی پہلی بار!
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QR APPLICATION



کلاسیفیکیٹ
پرنسپلز گروپ

www.classads.jang.com.pk

پاکستان میں پہلی بار... جنگ کلاسیفیکیٹ
اب QR کوڈ کے ساتھ!

جنگ کلاسیفیکیٹ اپلیکیشن کوڈ کی پہلی بار!
لئی اپ ہر ایل اور گلی میں!

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جنگ کلاسیفیکیٹ اپلیکیشن کوڈ کی پہلی بار!
لئی اپ ہر ایل اور گلی میں!

کلاسیفیکیٹ
پرنسپلز گروپ



کلاسیفیکیٹ
پرنسپلز گروپ

KARACHI
West Pakistan | 0313 210 9700
www.classads.jang.com.pk

LAHORE
West Pakistan | 0313 404 9700
www.classads.jang.com.pk

Multan | 0313 504 9700
www.classads.jang.com.pk

Group

Marketing Campaign – Outdoor



Marketing Campaign – Outdoor



Trade Marketing Campaign – Posters



Trade Marketing Campaign – Training Manuals

Trade Marketing Campaign – Tutorial Video



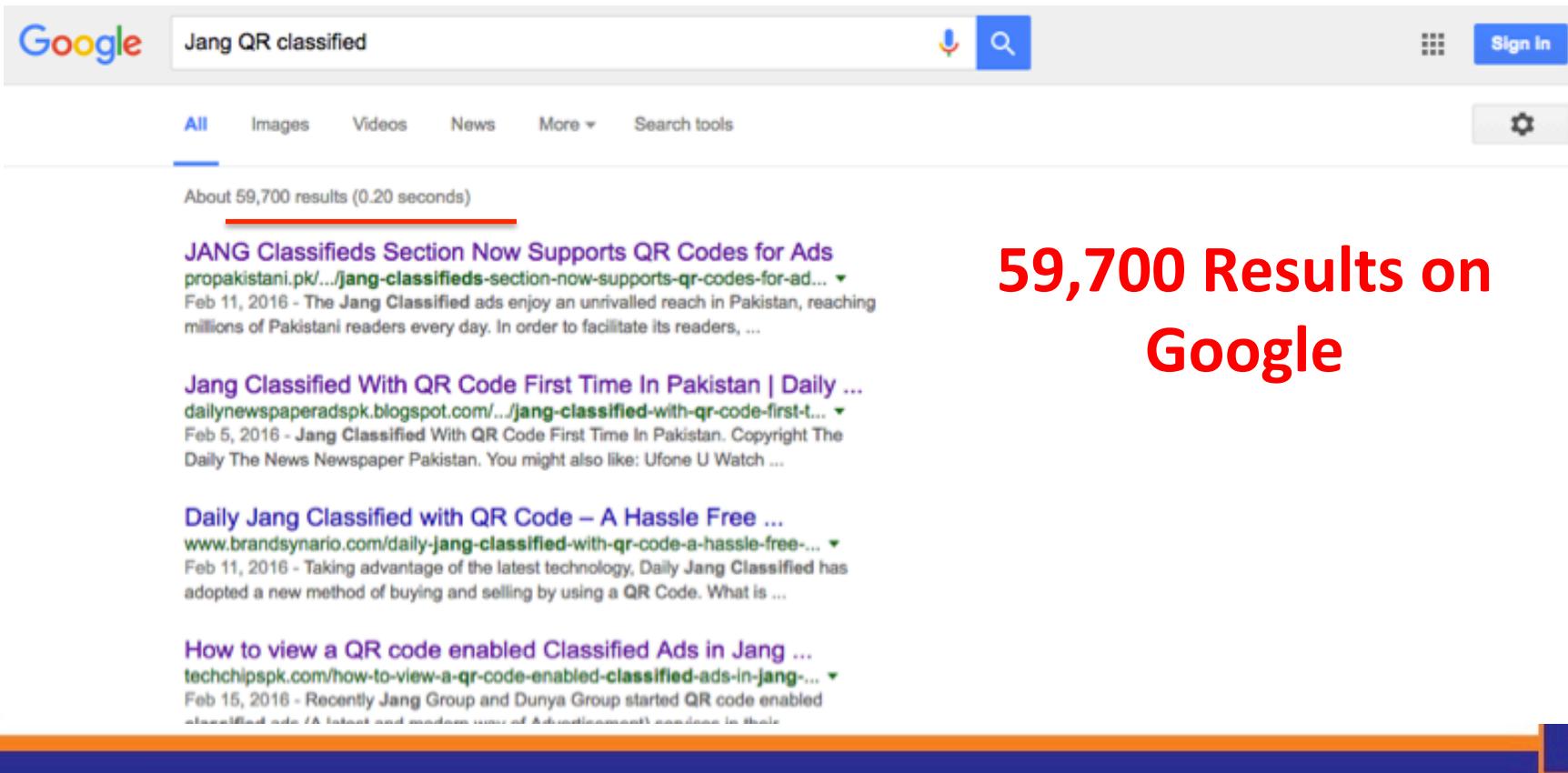
پاکستان میں پہلی بار...
اب QR کوڈ کے ساتھ!

کالسیفیڈ جنگ
Jang Classified
Jang Media Group

Jang Classified introduces Pakistan's first ever QR Classified facility.

www.classads.jang.com.pk

Earned Media – Google Search



Google search results for "Jang QR classified" showing 59,700 results. The results are as follows:

- JANG Classifieds Section Now Supports QR Codes for Ads**
propakistani.pk/.../jang-classifieds-section-now-supports-qr-codes-for-ad... ▾
Feb 11, 2016 - The Jang Classified ads enjoy an unrivaled reach in Pakistan, reaching millions of Pakistani readers every day. In order to facilitate its readers, ...
- Jang Classified With QR Code First Time In Pakistan | Daily ...**
dailynewspaperadspk.blogspot.com/.../jang-classified-with-qr-code-first-t... ▾
Feb 5, 2016 - Jang Classified With QR Code First Time In Pakistan. Copyright The Daily The News Newspaper Pakistan. You might also like: Ufone U Watch ...
- Daily Jang Classified with QR Code – A Hassle Free ...**
www.brandsynario.com/daily-jang-classified-with-qr-code-a-hassle-free-... ▾
Feb 11, 2016 - Taking advantage of the latest technology, Daily Jang Classified has adopted a new method of buying and selling by using a QR Code. What is ...
- How to view a QR code enabled Classified Ads in Jang ...**
[techchipspk.com/how-to-view-a-qr-code-enabled-classified-ads-in-jang...](http://techchipspk.com/how-to-view-a-qr-code-enabled-classified-ads-in-jang-...) ▾
Feb 15, 2016 - Recently Jang Group and Dunya Group started QR code enabled classified ads. A instant and modern way of advertisement can done in these

59,700 Results on Google

Facebook and Vimeo Engagements

Jang Media Group - Jang Classified
Published by Ali Hani (?) - February 6 · 9h

Pakistan Main Pehli Bar... Jang Classified Ab QR Code Kay Saath!

3,414,072 people reached

Boosted

3.4 million views on facebook

1,974 shares

Nigar Fatima, Princess Bushra Shoni and 14K others

Chronological ▾

The screenshot shows the Vimeo Stats Dashboard with the following data:

- Key Metrics:** 33K Plays, 8216 Finishes, 10 Likes, 0 Comments.
- Most plays by region:** Punjab, Pakistan: 10300 plays.
- Most plays by device:** Phone: 23393 plays.
- Most plays by source URL:** classads.jang.com.pk: 30994 plays.
- Device Distribution:** Desktop: 8261 plays, Tablet: 1309 plays, TV Apps: 3 plays.

Online Endorsements

WAN-IFRA World Association of Newspapers and News Publishers

Events Awards Training Consulting Insights Blogs Press Freedom News Literacy Editors Printers

Your Guide to the Changing Media Landscape

World News Publishing Focus

HOME BUSINESS DIGITAL MEDIA EDITORIAL INCUBATOR PRESS FREEDOM PRINT PRODUCTION MEDIA POLICY

Pakistani newspaper offers QR codes in classifieds

The *Daily Jang*, a 19-year-old newspaper brand in Pakistan, has introduced QR codes in its printed classified ads, allowing readers to assess additional information about advertised products by scanning the codes with their smartphones.



The *Jang*, which claims a 10-percent share of readership in the country and a 10-percent share of the classifieds market, introduced the codes in the automotive and property sectors in ads in the Sunday paper in February this year.

Jang classified advertisers request the QR feature at the time of booking. They receive a unique code, 1000 on the mobile number they used to register the classified ad. They use the code to log on to the *Jang* QR classified website, where they can upload photos and videos related to their advertisement.

Readers can use any QR reader app on their smartphones to scan the code and see pictures and videos of the automobile and property that is being advertised.

"This helps readers not only see what is on offer, but it helps them in their shortlisting process. The sellers can stand out from other advertisements by giving more information to potential buyers," said Samiul Ali, Group Managing Director Marketing, Jang Group of Newspapers.

Advertisers pay a premium of Rs. 250 (about more than 2 Euros) for each QR code. Ad sets, "Advertisers can choose either to upload a video clip or pictures. In the case of videos, they can upload one video of up to 20 MB. If they opt for pictures, they can upload up to eight pictures totaling 20 MB."

WAN-IFRA SEARCH

BUSINESS

PRINT PRODUCTION

TAGS

advertising analysis audience engagement business models daily newspaper digital media freedom of speech innovation

AIMGROUP



by Tariq Ahmed Saeedi in Marketplace

01 Feb 2016

Jang Classified takes steps in direction of digital

Jang Group (Jang.com.pk), Pakistan's media giant, took a step in the direction of a digital future for its classified business by integrating the quick response (QR) code feature into its print version, to give customers a visual experience of the product.

Jang Classified, which dominates the c-to-c market in Pakistan, now enables its readers to view a picture, or video of an auto, or a house by scanning a code on the print ad through a QR application. But, the service is not free.

"The customer receives a web link at the time of booking (an ad), where he can upload a video or picture of a product," said Riaz Saleem, an executive at the Jang Classified section. "This is a step towards digital transformation."

The classified platform is in Urdu, the local language, and receives 10,000 to 12,000 ads in a month, charges the seller 0.5 U.S. cents per word, and if he requests a QR code, it'll cost him roughly \$2.50 U.S. extra.

The general classified platform features job, real estate, auto and miscellaneous adverts in its print and online dailies and weeklies. Presently, its [Internet platform](#) is almost a replica of the print classified product. And, it is yet to add some visual value to an ad's text content.

"The (new) feature is primarily to lure the advertisers who are turning to the online medium," said Niaz Jaffri, marketing manager at Jang Group, which is pioneering this technology for c-to-c in Pakistan.

In Pakistan, print classifieds date back to the country's inception. But, the Internet only started making inroads in the print media when the broadband connection was introduced in Pakistan in 2001. "The new phenomenon - digital classifieds - is raising its head and giving all the traditionalists a wake-up call," Jaffri added.



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Online Endorsements

Brandsynario ENTERTAINMENT - TECH - LIFESTYLE - MEDIA / ADVERTISING - BUSINESS f v + Q

Want to see what goes on in McDonald's kitchen...? Roll over to know!

Daily Jang Classified with QR Code - A Hassle Free Solution for Buying & Selling

BUSINESS 100 11, 2016

The trend of **online buying and selling** has increased exponentially and with that, the probability of meeting someone ready to con has increased too. Moreover, when putting an online ad becomes easy as pea with no **Identification proof**, one must be wary of the **unreliability** that it poses.

SABIR IDEAL 11 photos



akaram Spring 2016
Akaram Spring 2016
Akaram Spring 2016
Akaram Spring 2016

RELATED POSTS

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PRO PAKISTANI



JANG Classified Section Now Supports QR Codes for Ads

Samir Yaser FEB 11, 2016

The **Jang Classified** ads enjoy an unrivaled reach in Pakistan, reaching millions of Pakistani readers every day. In order to facilitate its readers, Jang has now incorporated QR code feature in their classified ad posts for those who want it.

How Can QR Codes Help in Classifieds?

For buyers and sellers, a QR code-enabled ad would be considered as a more authentic means of verifying whether a posted ad is fake or not. To register an ad with QR code, the Jang Media Group asks for the individual's national ID card details. This process can help it identify fraudulent ad posters. By filtering such unscrupulous elements, both the buyers and sellers can benefit from the process.

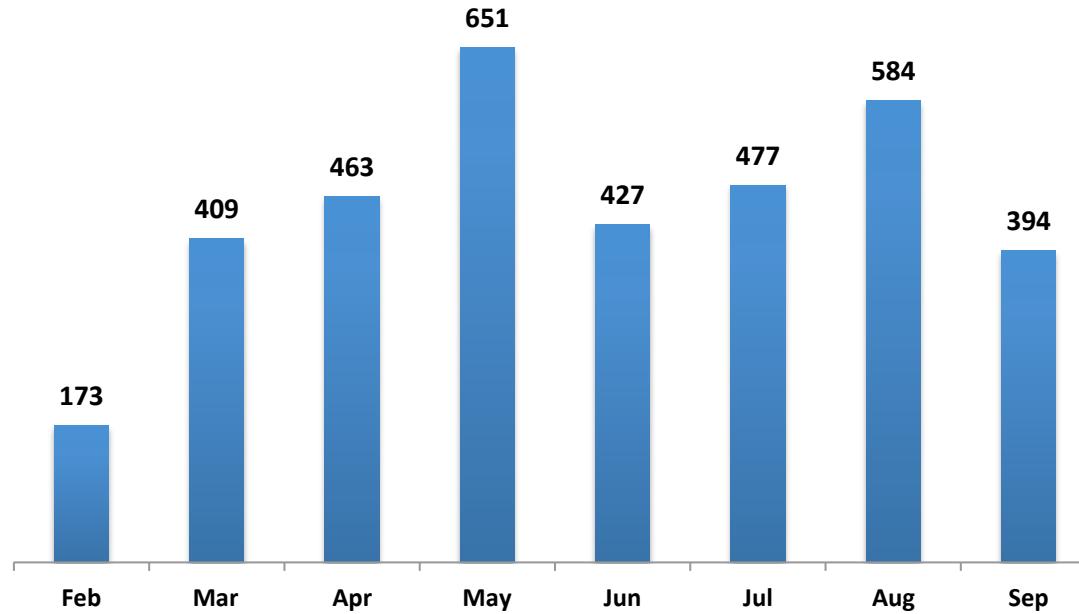


One other benefit of using this is that the seller can provide additional details in their ads such as an image or video. Your ad will be visible online too so it won't be just a test for like an ordinary Classified ad.



QR Ads Placed in Jang Classified

Feb-Sept 2016



QR Codes Placed in Jang Classified

- Property/Real Estate : 67%
- Automobiles : 23%
- Other : 18%



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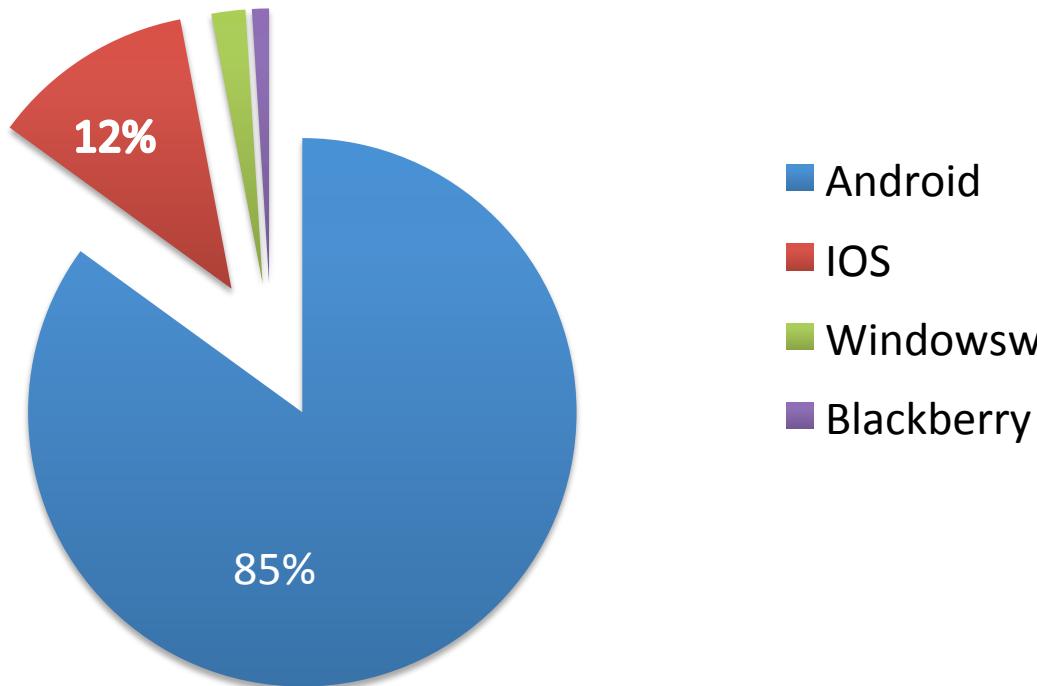
QR Codes Placed in Jang Classified

- **Total Sessions:** **63,117**
 - Property/Real Estate: 37,870 60%
 - Automobile: 18,953 30%
 - Others: 6,312 10%

QR Codes Placed in Jang Classified

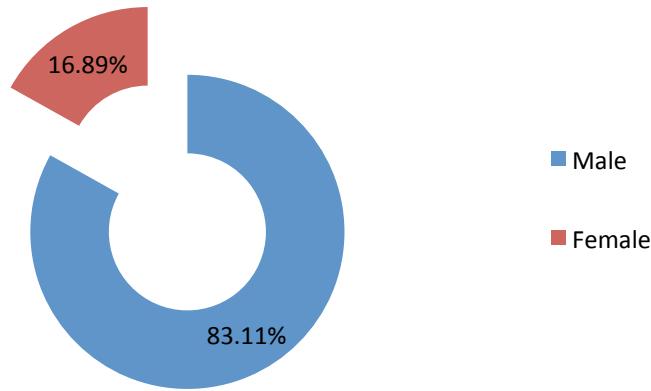
Avg. Session Duration:	3 Min 43 Sec.
Users:	38,438
Page Views:	180,370
Unique Page Views:	146,481
Average time/Page:	2 minutes
Average Session/Ad:	17
Page Views/Ad:	49

Device/Operating System



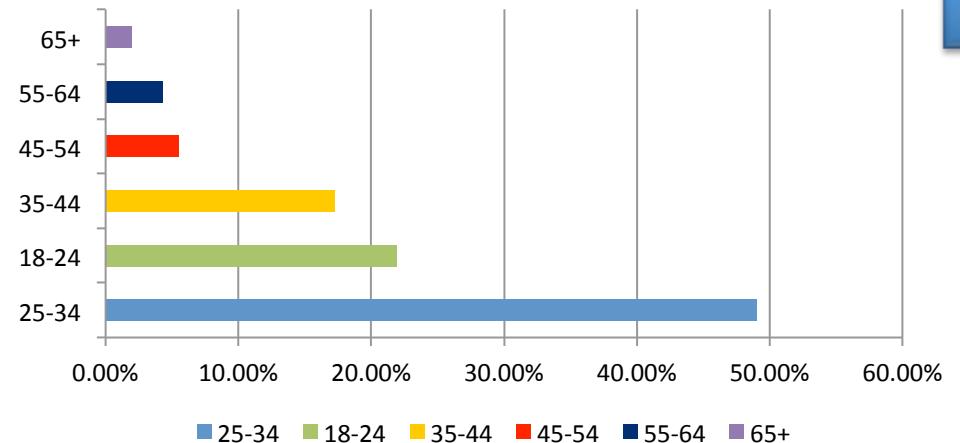
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User Profile - Gender



User Profile - Age

Age Group

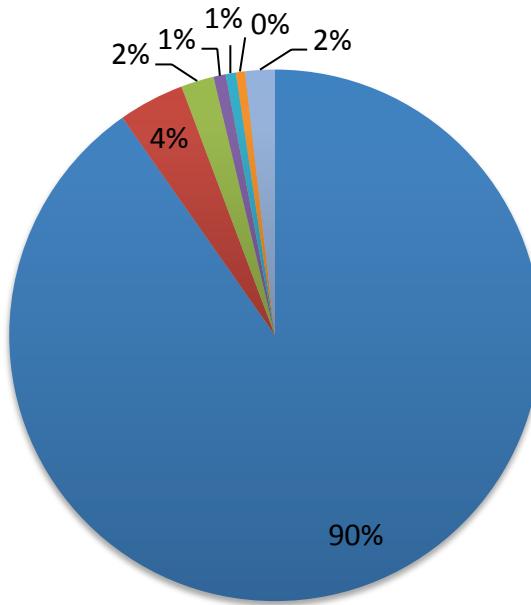


70% are between 18-34



Jang
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User Profile - Location



■ Pakistan ■ USA ■ UAE ■ UK ■ Netherlands ■ Saudi Arabia ■ Others



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Bringing Ease To The Consumers

- We wanted to create convenience for the end consumer and counter the ease of posting free ads on portals through mobile apps
- Delivered a simple and convenient solution so that the consumer can be wherever and whenever
- Developed a parallel value chain along with our existing conventional classified model



Jang
Media
Group

Parallel Value Chain

www.jangclassified.com.pk

Search with Unique Reference Number



Pay via Mobile Account

Pay conveniently through your Mobile Account anywhere/anytime



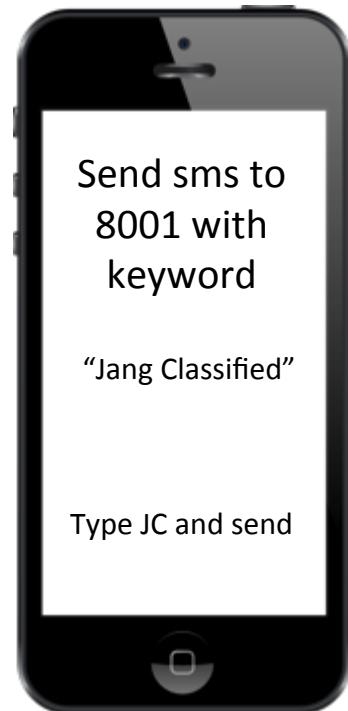
Pay at Easypaisa Shop

Pay at your nearest Easypaisa Shop. With a vast network of 70,000+ shops nationwide that are open late, you don't have to worry about locating a bank branch that has limited working hours.



Pay via Visa/Mastercard

Pay through any VISA/Master & Debit or Credit Card from the comfort of your home.



Step 1: Customer sends a Keyword to Short Code



Step 2: Customer selects City



Step 3: Customer will get a reply from Short Code to select Ad category



Step 4: Customer selects Weekdays or Sunday



Step 5: Available dates will be sent To customer for selection



Step 6: Customer sends Ad content via SMS



Step 7: Customer confirms the transaction



Step 8: Customer receives token ID for payment via Easypaisa Shop



After successful payment, customer receives notification

Parallel Value Chain - www.jangclassified.com.pk

www.jangclassified.com.pk

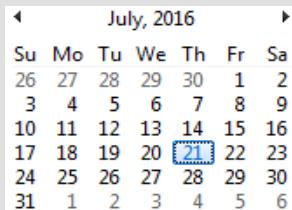
Search with Unique Reference Number

Select Publication

Daily Jang

The News

Select Date of Publishing



Select Station

Karachi

Lahore

Islamabad/Rawalpindi

Multan

Quetta

Select Category

Auto

Property

Education

Jobs

Matrimonial

Compose Classified here

Toyota Corolla 2016 for sale, Petrol, First Owner Islamabad Registered Alloy Rims and Sound System 0300-1234567

Words: 16/24 Total Cost: 495/-

Add Heading (Additional Cost of Rs. 330/- (5 words max)

If heading is checked the an addition text box will appear to add only 5 words max

Classified Ad Review

Brand New Corolla

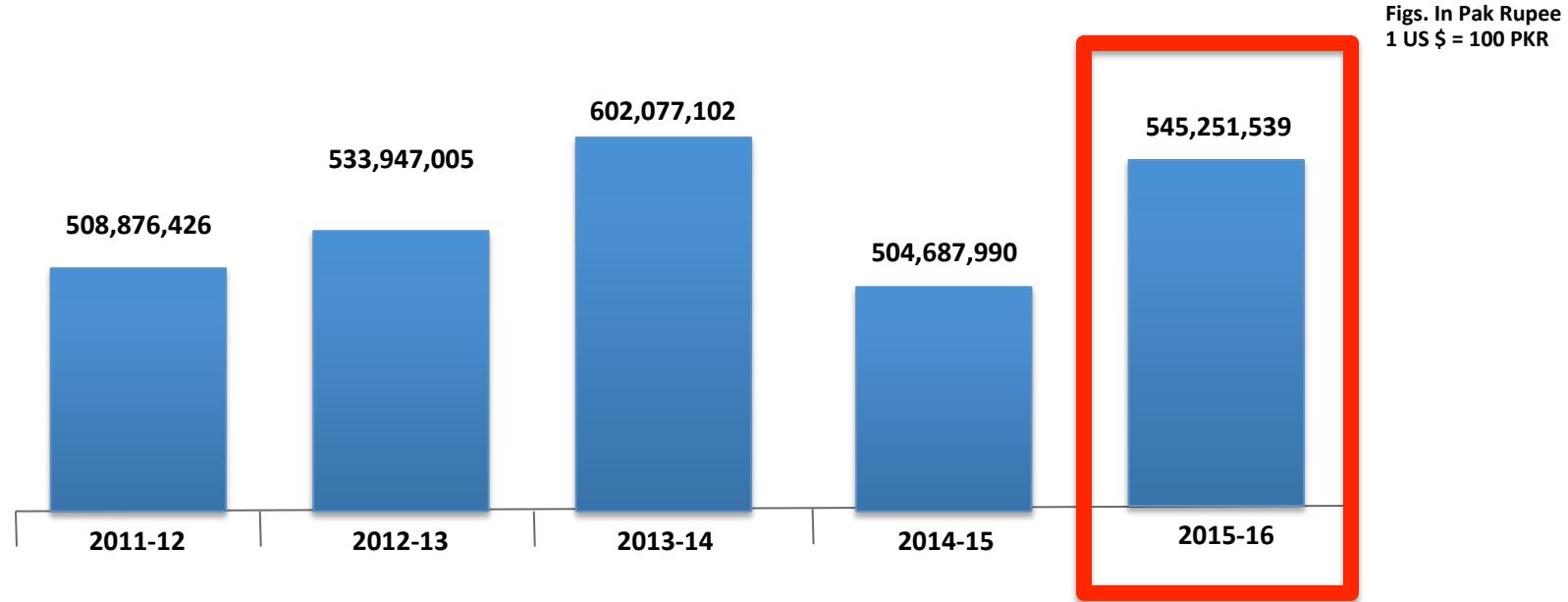
Toyota Corolla 2016 for sale, Petrol, First Owner Islamabad Registered Alloy Rims and Sound System 0300-1234567

Publication: Daily Jang, Publishing Date: Sun 9th Oct 2016, Station: Islamabad, Total Cost: 3 Lines(Rs. 495) + Heading(Rs. 330) = Rs. 825/-

Edit

Submit

We Are Back...



Jang
Media
Group

Thank You

