

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 stock 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

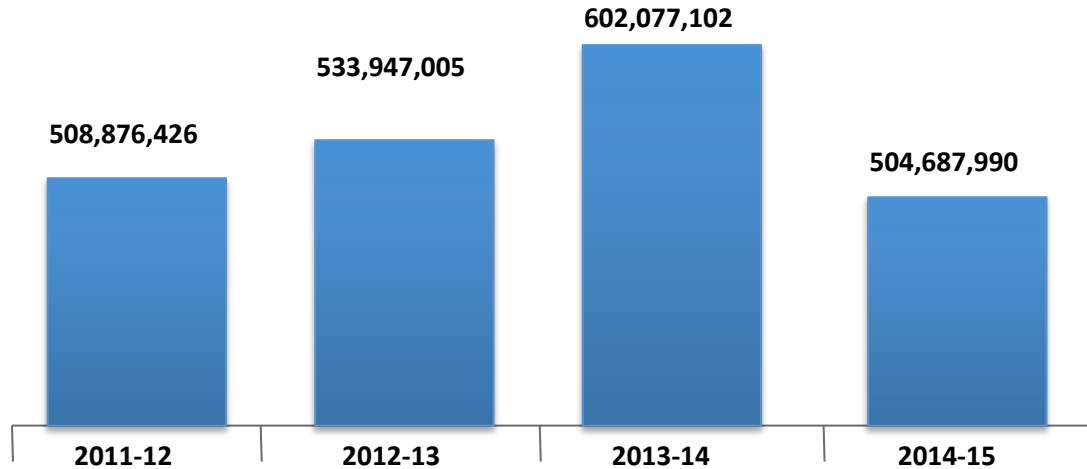
- Jang newspaper is the largest classified platform in Pakistan, with annual revenues exceeding Rs. 600 million (5.2 Million Euros)
- The important Classified categories range from Automobiles, Property Education, Matrimonial and Jobs
- Jang Classified, a 24 page special section, is published every Sunday 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



New & Fresh Look

کلاسیفائیڈ
پاکستان کا سب سے بڑا کلاسیفائیڈ اخبار



کیریئر گائیڈ
CAREER GUIDE

کلاسیفائیڈ
پاکستان کا سب سے بڑا کلاسیفائیڈ اخبار



میٹریمونیئل گائیڈ
MATRIMONIAL GUIDE

کلاسیفائیڈ
پاکستان کا سب سے بڑا کلاسیفائیڈ اخبار



ایجوکیشن گائیڈ
EDUCATION GUIDE

New & Fresh Look



ڈرائیونگ اسکول
DRIVING SCHOOLS



بلڈنگ کرائے پر
BUILDING FOR RENT



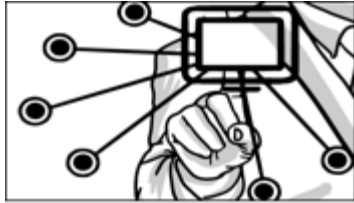
ضرورتِ رشتہ
MATRIMONIAL



سیلز اور مارکیٹنگ اسٹاف
SALES AND MARKETING
STAFF



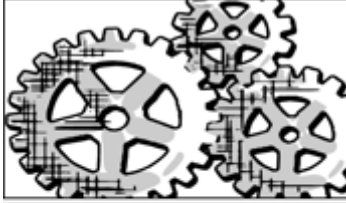
پورشن کرائے پر
PORTION FOR RENT



کمپیوٹر اکیڈمی
COMPUTER ACADEMY



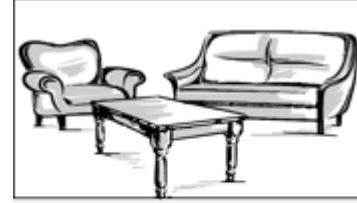
رینٹ اے کار
RENT A CAR



مشینری برائے فروخت
MACHINERY FOR SALE



ہوٹل اور ریسٹورانٹ
HOTEL & RESTAURANT



فرنیچر
FURNITURE



Jang
Media
Group

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.

Marketing Campaign – Television



Marketing Campaign – Print

پاکستان میں پہلی بار...
اب QR کوڈ کے ساتھ!
جنگ کلاسیفائیڈ! QR کوڈ کی مدد پر کیمپ
یہی اب ہر ایل اور مکی جی!

پیش قدمی حاصل کرنے کے لئے: یہ کد کو اسکین کریں۔

- اگر آپ جنگ کلاسیفائیڈ کی ویب سائٹ پر جا کر QR کوڈ کو اسکین کریں، تو آپ کو ایک خاص پیش قدمی حاصل کرنے کے لئے ایک خاص QR کوڈ ملے گا۔
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کلاسیفائیڈ
پیش قدمی حاصل کرنے کے لئے

www.classads.jang.com.pk

پاکستان میں پہلی بار...
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کلاسیفائیڈ
پیش قدمی حاصل کرنے کے لئے

www.classads.jang.com.pk

Marketing Campaign – Outdoor



Marketing Campaign – Outdoor



Trade Marketing Campaign – Posters



Trade Marketing Campaign – Training Manuals

کلائماتیک

سینٹر برائے کلائماتیک

کلائماتیک

سینٹر برائے کلائماتیک

1۔ جنگ کے دوران کلائماتیک QR کوڈ کیسے کام کرتا ہے؟

QR کوڈ کا یہ خاصہ ہے کہ اس کو دیکھ کر آپ کو معلوم ہوگا کہ:

1. آپ کی پہچان: جنگ کے دوران آپ کی پہچان کو یقینی بنانے کے لیے QR کوڈ کا استعمال کیا جائے گا۔
2. آپ کی موجودگی: جنگ کے دوران آپ کی موجودگی کو یقینی بنانے کے لیے QR کوڈ کا استعمال کیا جائے گا۔
3. آپ کی شناخت: جنگ کے دوران آپ کی شناخت کو یقینی بنانے کے لیے QR کوڈ کا استعمال کیا جائے گا۔
4. آپ کی شناخت: جنگ کے دوران آپ کی شناخت کو یقینی بنانے کے لیے QR کوڈ کا استعمال کیا جائے گا۔

آپ کو یہ بھی پتہ چلے گا کہ:

1. آپ کی شناخت: جنگ کے دوران آپ کی شناخت کو یقینی بنانے کے لیے QR کوڈ کا استعمال کیا جائے گا۔
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2۔ کلائماتیک QR کوڈ کیسے کام کرتا ہے؟

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پاکستان میں پہلی بار...

جنگ کلاسک کا نیا ڈیزائن اور آپ بلیغ رقم اور تصاویر کے ساتھ

QR کو سہولت دینے کے لئے:

- ✓ اپنے فون کیلئے QR کوڈ 3 حلیہ کی شکل میں کھولیں
- ✓ اپنی فون کے لئے فوٹو لے کر اس کے ویجیٹو استعمال کریں
- ✓ ویجیٹو استعمال کرنا یا کسی حربہ مطالعہ کو ہمہ جہت بنائیں اور کھولیں

QR کو سہولت دینے کے لئے:

- ✓ بشپڈ میں اپنے لئے QR کوڈ کو استعمال کرنے سے QR Scanner کے ذریعے تصاویر لیں
- ✓ اپنی فون کی ویجیٹو استعمال کر کے تصاویر کو استعمال کرنے سے تصاویر لیں
- ✓ تصاویر کو استعمال کرنے سے تصاویر لیں

جنگ QR اشتہار --- یقینی ذیل، ہر بار!



مزید معلومات کے لئے رابطہ کریں:

0320 - 744 744 6
0321 - 744 744 6

حربہ مطالعہ کے لئے QR کوڈ کو استعمال کریں

QR Scanner کے ذریعے تصاویر لیں

QR Code کو تصاویر لے کر استعمال کریں

QR Scanner (اپنا فون استعمال کریں)

کلاسک

بیسویں صدی

Trade Marketing Campaign – Tutorial Video



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

کلاسفائیڈ

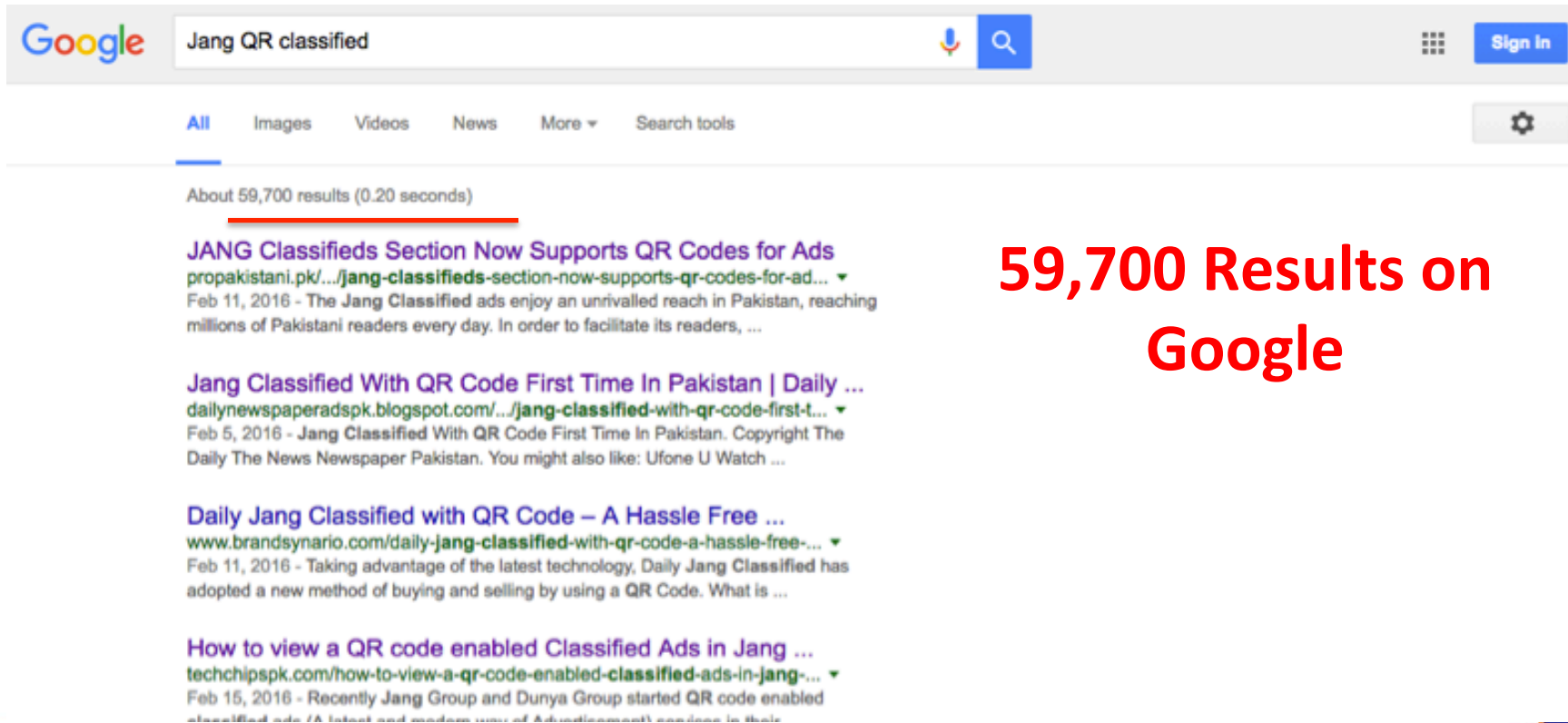
www.classads.jang.com.pk

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

پرسوں کا انٹرنیٹ



Earned Media – Google Search



The image shows a Google search interface. The search bar contains the text 'Jang QR classified'. Below the search bar, there are tabs for 'All', 'Images', 'Videos', 'News', 'More', and 'Search tools'. The 'All' tab is selected. Below the tabs, it says 'About 59,700 results (0.20 seconds)'. There are four search results listed, each with a title, a URL, and a brief description. The first result is 'JANG Classifieds Section Now Supports QR Codes for Ads' from propakistani.pk. The second is 'Jang Classified With QR Code First Time In Pakistan | Daily ...' from dailynewspaperadspk.blogspot.com. The third is 'Daily Jang Classified with QR Code – A Hassle Free ...' from www.brandsynario.com. The fourth is 'How to view a QR code enabled Classified Ads in Jang ...' from techchipspk.com.

Google

Jang QR classified

Sign in

All Images Videos News More Search tools

About 59,700 results (0.20 seconds)

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 unrivalled 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-...
Feb 15, 2016 - Recently Jang Group and Dunya Group started QR code enabled classified ads /A latest and modern way of advertisement readers in their

**59,700 Results on
Google**

Facebook and Vimeo Engagements

Jang Media Group - Jang Classified
Published by Ali Hani [?] · February 6 · 🌐

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



3,414,072 people reached

Boosted

Nigar Fatima, Princess Bushra Shoni and 14K others

1,974 shares

3.4 million views on facebook

vimeo Create Watch On Demand Upgrade Search

Stats Dashboard

View reports

Want even more video stats? [Yes, please](#)

Filter by: All time

Last updated: 2 minutes ago


33K	8216	10	0
Plays	Re Finishes	Likes	Comments

Most plays by region
Punjab, Pakistan: 10300 plays

Most plays by device
Phone: 23393 plays

Desktop:	Tablet:	TV Apps:
8261 plays	1309 plays	3 plays

Most plays by source URL
classads.jang.com.pk: 30994 plays



Online Endorsements



World Association of Newspapers
and News Publishers

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

Your Guide to the Changing Media Landscape

World News Publishing Focus

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

Pakistani newspaper offers QR codes in classifieds

The Daily Jang, a 78-year-old newspaper brand in Pakistan, has introduced QR codes in its printed classified ads, allowing readers to access 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 70-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 via SMS 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 Samad Ali, Group Managing Director Marketing, Jang Group of Newspapers.

Advertisers pay a premium of Rs. 250 (slightly more than 2 Euros) for each QR code. Ali said, "Advertisers can choose either to upload a video clip or pictures. In the case of ads, 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 audience engagement business models newspaper digital media freedom of speech innovation

AIMGROUP



by Tariq Ahmed Saeed 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.



Jang
Media
Group

Online Endorsements

brand**synario** ENTERTAINMENT • TECH • LIFESTYLE • MEDIA / ADVERTISING • BUSINESS

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

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

FEB 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.

SARFARAZ IQBAL
@sarfaraizi

But not all is dimmy in the online world, amidst all this, Daily Jang Classified is here with a foolproof solution.

With a massive reach and a format which caters to the masses of Pakistan, Daily Jang Classified has been the **hassle free answer** to every Pakistani who wants to buy or sell something without sweating about cons or frauds.

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 a QR code and how does it work, might you ask. Don't worry, here is all you need to know about it.

1. **Quick Response Code** or QR Code is a trademark for a type of matrix barcode which stores product information, document management and general marketing. Below is a picture to show how a QR Code looks like.

alokan Spring/Lent
alokan mulya choti summer course in the Spring Collection.

RELATED POSTS

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JANG Classifieds Section Now Supports QR Codes for Ads

FEB 11, 2016

183 Shares

The Jang Classified ads enjoy an unrivalled 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 ads for those who want it.

How Can QR Codes Help in Classifieds?

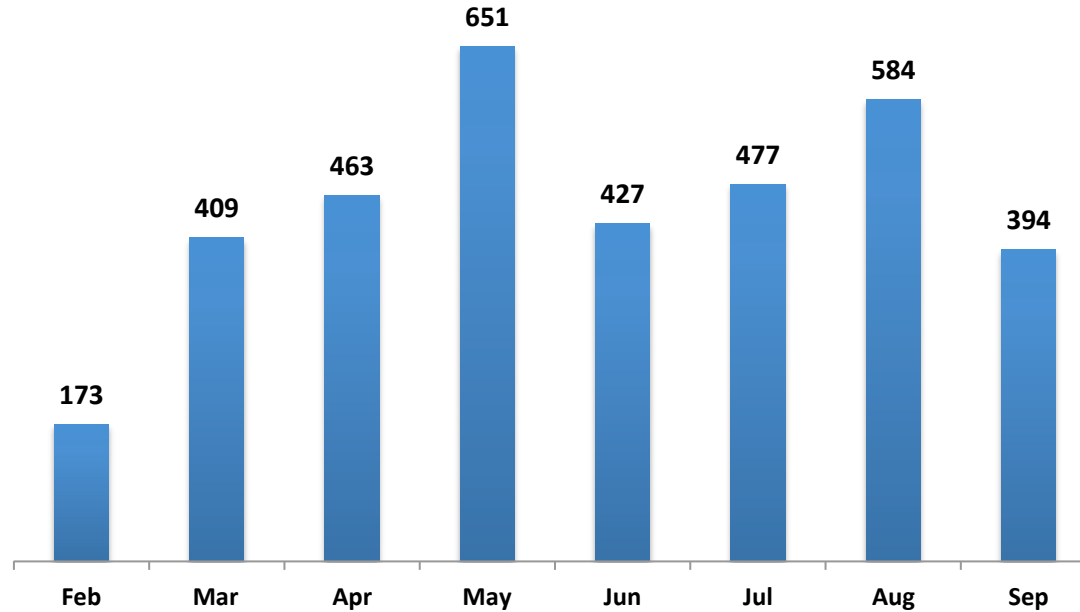
For buyers and sellers, a QR code-enabled ad would be considered as a more authentic means of verifying whether a posted ad is false or not. To register an ad with QR code, the Jang Media Group adds to the individual's national ID card details. This process can help it identify fraudulent ad posters. 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 as it won't be just in text for like an ordinary Classified ad.

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QR Ads Placed in Jang Classified Feb-Sept 2016



QR Codes Placed in Jang Classified

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

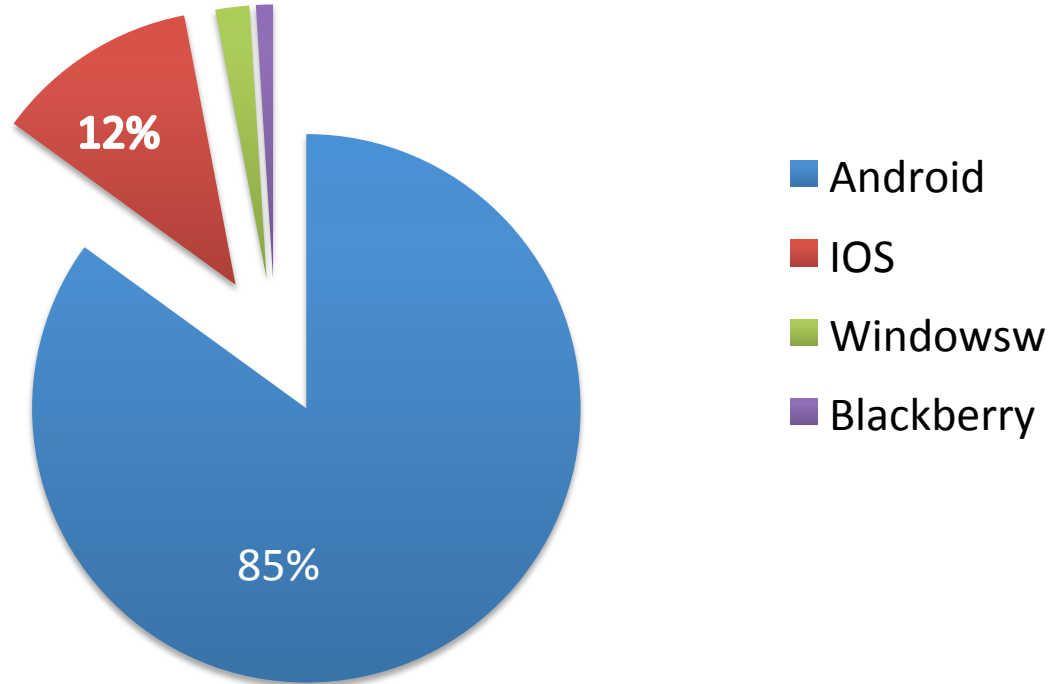
QR Codes Placed in Jang Classified

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

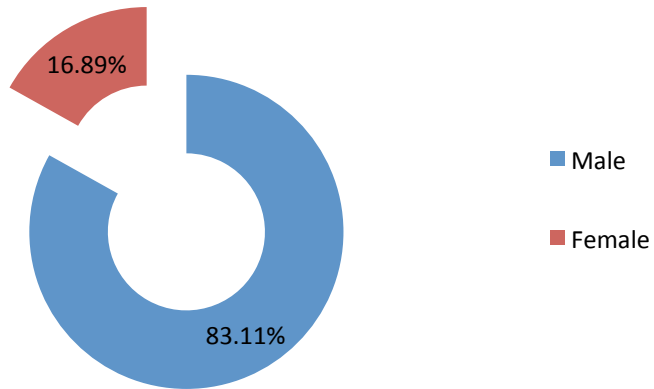
QR Codes Placed in Jang Classified

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

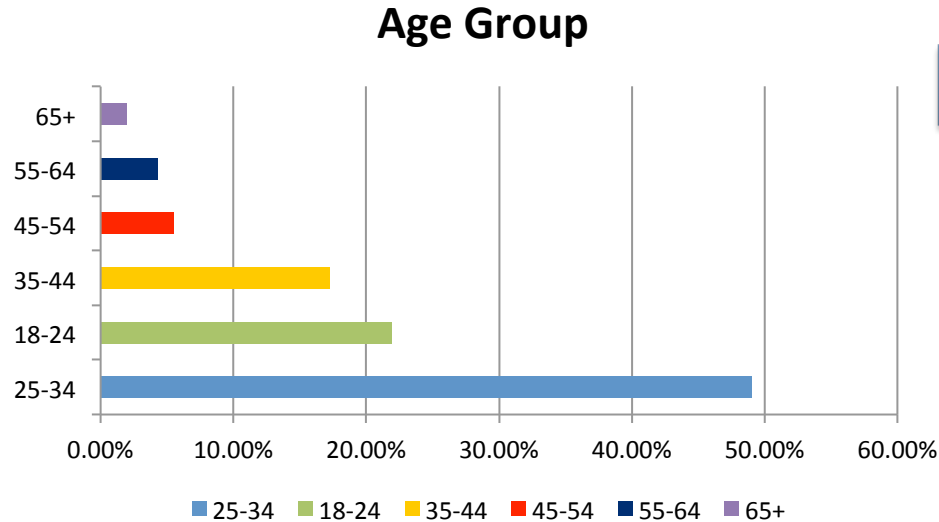
Device/Operating System



User Profile - Gender

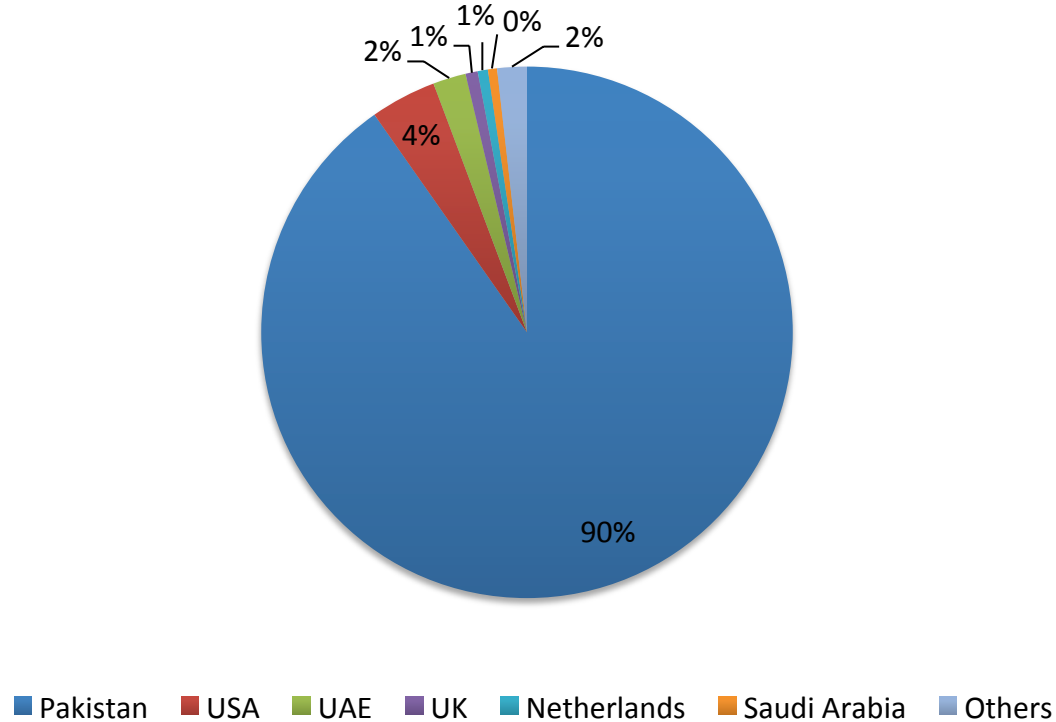


User Profile - Age



70% are between 18-34

User Profile - Location



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

Parallel Value Chain

www.jangclassified.com.pk

Search with Unique Reference Number



Pay via Mobile Account

Pay conveniently through your Mobile Account anywhere/anytime



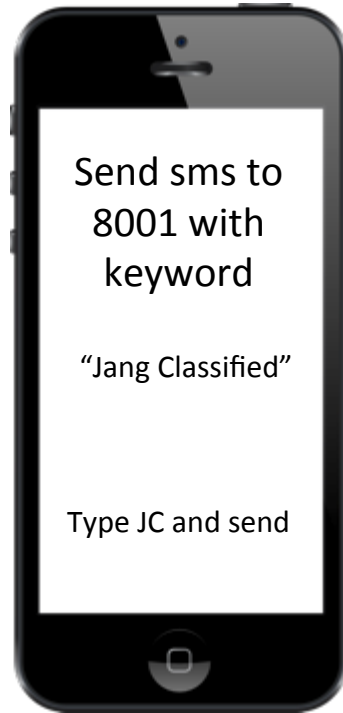
Pay at Easypaisa Shop

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

July, 2016						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

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

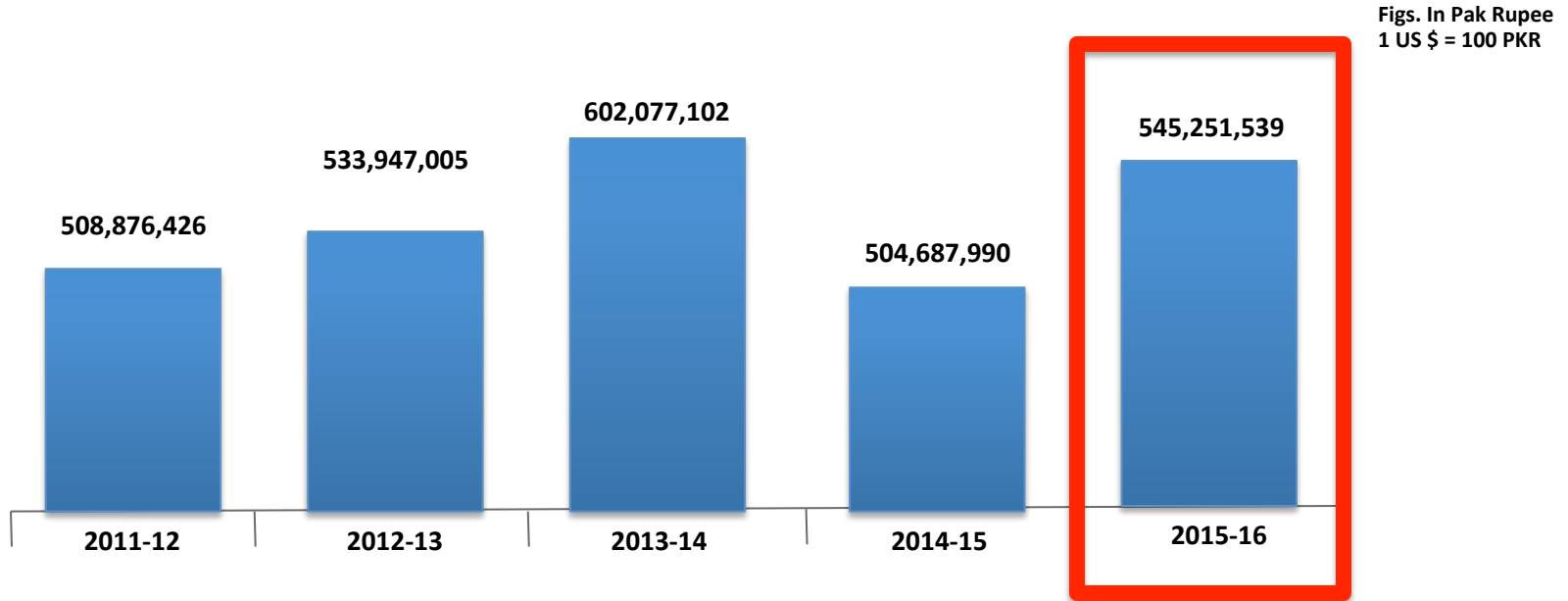
Toyota Corolla 2016 for sale, Petrol, First Owner Islamabad Registered Alloy Rims and Sound System 0300-1234567

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...



Thank You

