

Branding and Publicity Initiatives

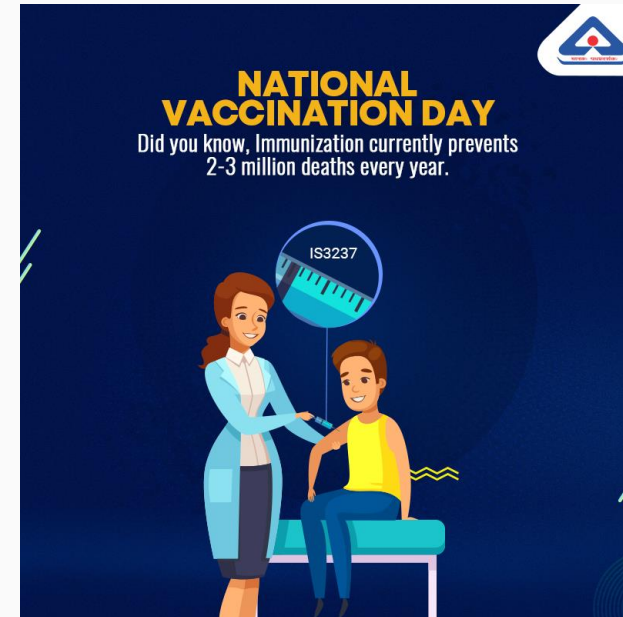
Presentation By:
PR Department
BIS

Social Media Presence



Important Dates.

Following posts showing significance of important dates and the involvement of standards behind them were created



A close-up photograph of a person's hand holding a purple marker, drawing on a whiteboard. The background is blurred, showing what appears to be a workshop or office setting with various tools and equipment. The text 'Social Campaigns' is overlaid on the left side of the image in a large, white, sans-serif font.

Social Campaigns

With a motive to create awareness about Indian Standards and their Presence in a consumer's daily life.

Nutrition Week

Campaign used GIFs to make it more attractive.

Who are
Cereal **Killers**?



People who consume
non-certified Cereal
Based Food.



BIS formulates guidelines for us
to keep **you** safe.



Who are
Cereal **Killers**?

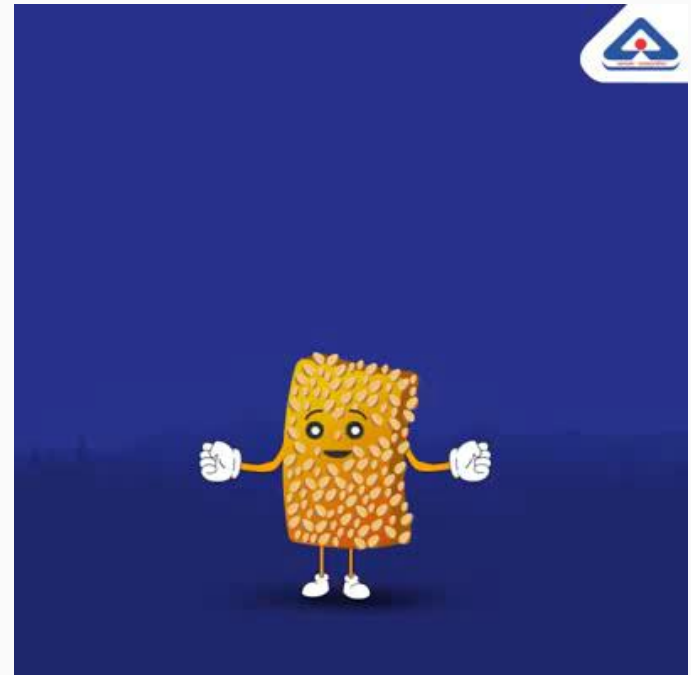
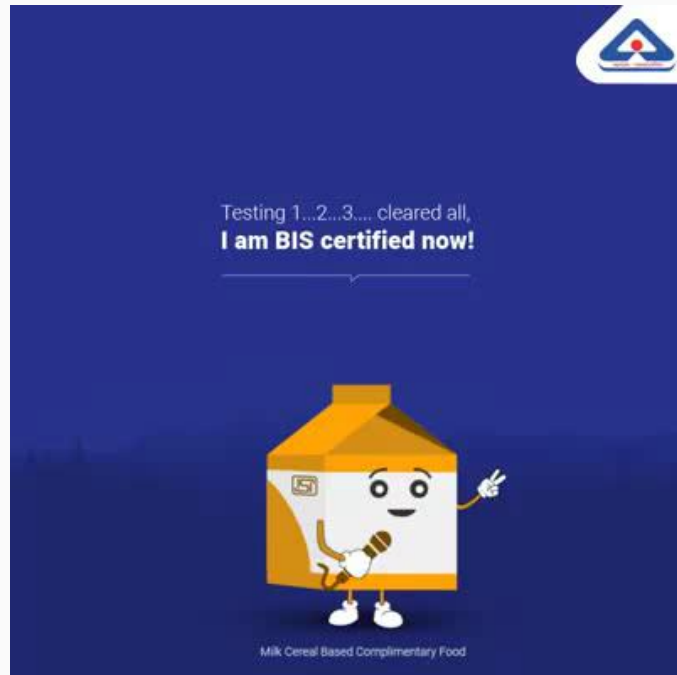


People who consume
non-certified Cereal
Based Food.



Nutrition Week

Campaign used GIFs to make it more attractive.



World Water Day

Minimal design approach was used to make sure the audience understands the image by paying the least amount of attention to it.

IS 3957 : 1966
Quality Tolerances For Water
For Ice Manufacture



We don't freeze it until we make sure it's **Right!**

#जल
सही
तो कल
सही

#WorldWaterDay

IS 15797:2008
Rooftop rain water harvesting



Showing Gratefulness to the Nature in the **Right** way!
Save the Rain, ensure no drop goes in vain.

#जल
सही
तो कल
सही

#WorldWaterDay

IS 4251 : 1967
Quality tolerances for water for
processed food industry



Eat without worrying.
Your food is processed with **Right** water!

#जल
सही
तो कल
सही

#WorldWaterDay

World Water Day

Minimal design approach was used to make sure the audience understands the image by paying the least amount of attention to it.

IS 14543 : 2016

Packaged Drinking Water (Other than Packaged Natural Mineral Water)-Specification



A wrong jar of water
can cost you your health! Drink Right!

#जल
सही
तो कुल
सही

#WorldWaterDay

IS 13428 : 2005

Packaged Natural Mineral Water



The Natural minerals within to the packing
outside its ensured that you consume Right

#जल
सही
तो कुल
सही

#WorldWaterDay

IS 10500 : 2012

Drinking water



If you drink it, it has to be Right!
With IS: 10500, it always will be!

#जल
सही
तो कुल
सही

#WorldWaterDay

Road Safety Week

Campaign to create awareness and promote Road Safety.



A poster for Road Safety Week with a dark blue background. In the top right corner is a logo featuring a stylized 'A' with a red dot and the text 'BIS ASSURED'. On the left, a blue car is shown from the front, with a driver and a passenger, both wearing seatbelts. To the right of the car, the text 'S - SEATBELTS', 'A - ARE', 'F - FOR', and 'E - EVERYONE' is written in white and orange. In the bottom left corner, there is a circular graphic with the text '#roadSafetyWeek' and 'IS 15140, IS 16694'. At the bottom, a line of small text reads: 'Automotive Vehicles - Safety Belt Assembly, Automotive Vehicles- Safety Belts, Restraint Systems and Safety Belt Reminder- Installation Requirements'.

**S - SEATBELTS
A - ARE
F - FOR
E - EVERYONE**

#roadSafetyWeek
IS 15140,
IS 16694

Automotive Vehicles - Safety Belt Assembly, Automotive Vehicles- Safety Belts, Restraint Systems and Safety Belt Reminder- Installation Requirements



A poster for Road Safety Week with a dark blue background. In the top right corner is a logo featuring a stylized 'A' with a red dot and the text 'BIS ASSURED'. In the center, a person wearing a red shirt, blue pants, and a yellow cap is riding a blue bicycle. Below the person, the text 'Find the Right Balance with', 'BIS ASSURED', and 'BICYCLES!' is written in white and orange. In the bottom left corner, there is a circular graphic with the text '#roadSafetyWeek' and 'IS 10613'. At the bottom right, a line of small text reads: 'Safety requirements for bicycles'.

Find the Right Balance with
BIS ASSURED
BICYCLES!

#roadSafetyWeek
IS 10613

Safety requirements for bicycles

Road Safety Week

Campaign to create awareness and promote Road Safety.



A dark blue poster for Road Safety Week. At the top right is the BIS logo. In the center is a front-facing view of a blue car. Below the car, the text reads: **BIS ASSURED GLASS IS YOUR SHIELD OF ON-ROAD SAFETY!**. In the bottom left corner, there is a circular graphic with the text **#RoadSafetyWeek** around the top and **IS 2553** in the center. At the bottom right, the text reads: **Safety Glass: For Road Transport**.



A dark blue poster for Road Safety Week. At the top right is the BIS logo. In the center is a side view of a blue truck with yellow and black hazard stripes on its rear. Below the truck, the text reads: **STICK TO SAFETY WITH BIS ASSURED RETRO-REFLECTIVE TAPES AND SHEETS!**. In the bottom left corner, there is a circular graphic with the text **#RoadSafetyWeek** around the top and **IS 14221** in the center. At the bottom right, the text reads: **Automotive vehicles - Retroreflective sheets and tapes**.

Road Safety Week

Campaign to create awareness and promote Road Safety.



A poster for Road Safety Week featuring a large black tire on a dark blue background. A white circle with the ISI logo is positioned next to the tire, with a line pointing to it. The text "RETIRE THE CONCERNS! CHECK FOR THE ISI LOGO ON THE TYRES!" is written in white and yellow. In the bottom left, a blue circular graphic contains the text "#roadSafetyWeek" and "IS 15633". The ISI logo is also in the top right corner.

RETIRE THE CONCERNS!
**CHECK FOR THE ISI LOGO
ON THE TYRES!**

#roadSafetyWeek
IS 15633

Automotive vehicles - pneumatic tyres for passenger car vehicles



A poster for Road Safety Week featuring a person wearing a yellow helmet and riding a blue scooter on a dark blue background. The text "Accessory that's NECESSARY" is written in white and yellow. In the bottom left, a blue circular graphic contains the text "#roadSafetyWeek" and "IS 4151". The ISI logo is also in the top right corner.

Accessory that's
NECESSARY

#roadSafetyWeek
IS 4151

Protective Helmet for Two Wheeler Riders - Specification

Social stats & facts

- **5,000+** page likes on Facebook.
- Reaching an average of **15,000** profiles each month on Facebook.
- An average of **14,000** people interact with our posts on Facebook.
- Our videos on Facebook have crossed a total watch time of **1,200 minutes** in the last 30 days.

Social stats & facts

- Current twitter follower count : **1,444 followers**
- The hashtag #IndianStandards has a total outreach of **4,589 twitter accounts** worldwide.
- #IndianStandards has crossed **26,000 Impressions** on twitter.

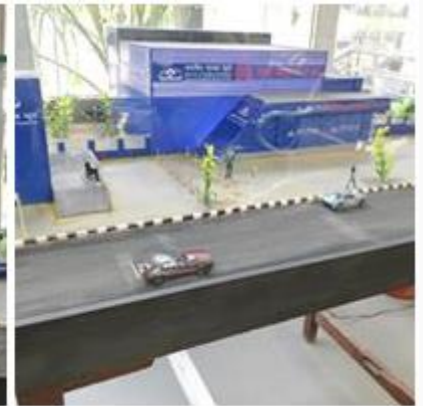
Media & Publicity Initiatives

■ New Visitor ■ Returning Visitor



Co Branding at IIT Metro Station of DMRC

- BIS acquired semi naming rights of IIT Delhi Metro Station of the DMRC for a period of one year commencing from 15th December, 2018.



Co Branding at IIT Metro Station of DMRC



Engagement of Integrated Communication Agency



- Based on the recommendations of PRCC, BIS recently floated a tender for appointment of an Integrated Communication Agency which will develop and execute Media planning, Digital amplification, Online & Offline content creation for BIS.
- The agency will also develop a PR and communication strategy for BIS based on long-term and short-term objectives and will also prepare our Brand Manual.

Market Research for brand perception



- Based on the recommendations of the PRCC, M/s Chrome Data Analytics and Media Pvt. Ltd was appointed through open tender to conduct a survey to asses the brand awareness of BIS and further development of a communication strategy based on the findings.
- The survey has been conducted and report has been shared for your valuable feedback.



Revamping of Standards India

- M/s Burda Media India has been awarded the job of revamping of Standards India Magazine through open tender on the recommendations of PRCC. The contract has been awarded initially for a period of three years.
- The agency has started the job and first draft is expected soon.

Other initiatives as recommended by PRCC

- A film was made for promotion of BIS Standard Mark (ISI) on Packaged Drinking Water.
- The WSD 2018 was celebrated in association in industry associations. Further, WSD 2018 curtain raisers were organized in association with IIT Kanpur, IIT Mumbai, IIT Guwahati and IIT Bangalore.
- Promotion of Milk Certification Scheme on social media and other platforms.

Contd.

- IEC System Communication Meeting on Smart Cities was held in Varanasi in December and was extensively publicised through social media.
- Upgradation and revamping of BIS website
- Organizing “The Digital Code”

BIS Logo



- The existing BIS logo was designed by National Institute of Design. Ahmedabad in early 1990s.
- The triangle in existing logo depicts safety, the red dot being the consumer with BIS arms wide open thus representing consumer safety as the motto of BIS.

The logos for various activities of BIS are as given under:



भारतीय मानक ब्यूरो



BUREAU OF INDIAN STANDARDS

IS / ISO 9001



QMS

भारतीय मानक ब्यूरो



BUREAU OF INDIAN STANDARDS

IS / ISO 14001



EMS



मानक : पथप्रदर्शक :



IS -----



R - XXXXXXXX

भारतीय मानक ब्यूरो



BUREAU OF INDIAN STANDARDS

IS 18001 / IS/ISO 45001



OHSMS

भारतीय मानक ब्यूरो



BUREAU OF INDIAN STANDARDS

IS/ISO 50001



EnMS