26/11 Stories of Strength
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The Indian Express, Facebook & Instagram present a unique video exhibition of 26 incredible individuals who -- Eight years after the 26/11 attacks changed their world -- share their inspiring stories of service, unity, forgiveness, courage, and most importantly, of strength.
Launch of the campaign – ie2611.com
Stories in print and full page ad

26th Nov, 23rd Nov, 19th Nov, 16th Nov, 15th Nov
(5 times as against commitment of 4 insertions)

Jacket Ad – 26th Nov
Stories on Facebook and Instagram

Video Views – 0.9 million+

Likes / Shares – 0.6 million+

Views – 85K

Views – 88K

Views – 73K
Hargobind Kripalani So, the talks of bravery, valor, salutes to martyrs & soldiers, patriotism, nationalism commonly seen and felt on facebook is all humbug the treatment meted out to Devika indicates that we are not brave society - we must condemn those agonizing Devika & her family and express solidarity with Rotawans.

Aniket Dhone Excellent...! I am short of words..The Memories of 9/11 flashed back..This article is worth reading for those who believe his or her father is real hero of life...!

Kuldip Bharadwaj Arun Jadhav , you are one of those wheels on which India runs
Website – ie2611.com

Sessions – 40K  Page-views – 210K+  Avg. time – 2 min 3 sec
Event – 26th Nov. 2016
Exhibition at the Gallery
29th Nov – 4th Dec