Tray It Right: Shoes Go Here!

Tray It Right: Shoes Go Here! campaign, a social good initiative, was aimed to improve hygiene practices at Bengaluru International Airport. The initiative urged to make the use of shoe trays mandatory during security checks to reduce cross-contamination and promote a healthier travel environment.

By

CONCEPT PR

The Problem: Cross-Contamination at Security

The Issue

During security checks, passengers commonly place their shoes in the same trays designated for personal items, which poses a significant risk of cross-contamination. This concern escalates during the monsoon season when muddy footwear shares space with essentials like wallets, scarves, jackets, mobile devices, and bags.

The Impact

Contaminated personal items can facilitate the transfer of harmful microorganisms, such as bacteria, viruses, and fungi, leading to a surge in infections and health complications among the travelers especially children, pregnant women & elderlies. As these populations represent some of the most susceptible to illness, the ramifications extend beyond individual health, potentially straining healthcare systems and affecting community well-being.

The Solution: Dedicated Shoe Trays

The Goal

The campaign advocated for the mandatory provision of shoe trays at security checkpoints, creating a barrier between personal belongings and potentially contaminated footwear.

The Impact

This change aimed to transform airport hygiene practices and prioritize passenger well-being, ensuring a safer and healthier travel experience.

Engaging Stakeholders

Government Authorities

The initiative engaged with government authorities to establish health regulations and policies that mandate hygiene improvements at airports.

Airport Authorities

It also targeted airport authorities to implement safety and hygiene protocols, including the adoption of dedicated shoe trays.

Travelers

It aimed to educate travelers on hygiene issues and promote collective responsibility for a healthy travel environment.

Medical Fraternity

And sought support from the medical fraternity to highlight the health risks associated with poor sanitation at airports.

Campaign Strategies

1 Influential Partnerships

The campaign sought endorsements from health advocates and social media personalities to amplify its message and reach.

2 Medical Expertise

The campaign collaborated with medical professionals to highlight the health risks associated with unhygienic shoe trays at airports.

3 Integrated Communication

The campaign utilized social media and traditional media outreach to reach a broad audience, including travelers, airport workers, health experts, and regulatory bodies.

Campaign Impact

1

Airport Authority Response

Bengaluru International Airport's MD & CEO, Hari Marar, promptly responded to the campaign, acknowledging the need for dedicated trays for shoes and belongings. He committed to addressing existing process gaps, ensuring immediate effectiveness and demonstrating strong leadership in addressing public health concerns.

2

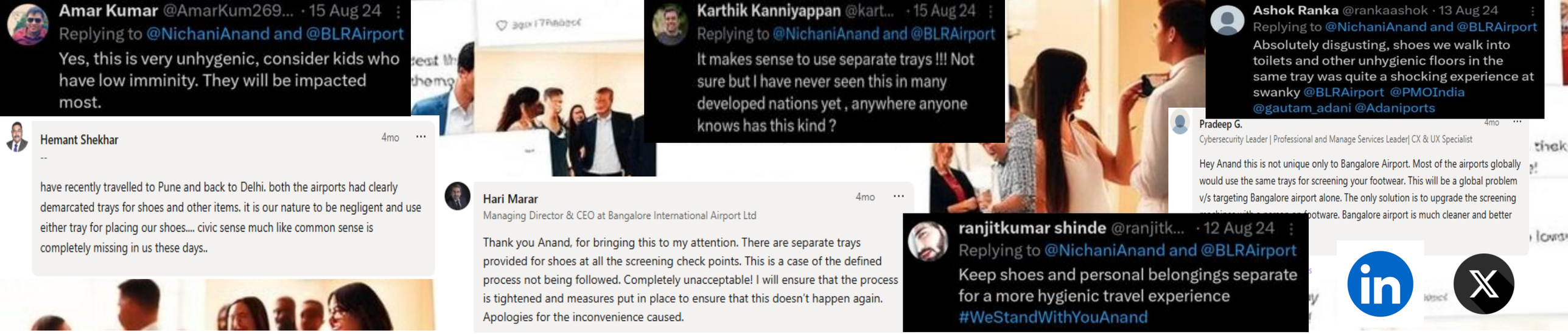
Media Coverage

The campaign generated significant media interest, resulting in extensive coverage across both traditional and digital platforms.

3

Professional Support

The campaign garnered robust support from professionals across various sectors on LinkedIn, where many shared their insights and expressed their endorsement of the initiative.



Campaign Impact: Public Sentiment

The campaign generated a robust volume of feedback, with numerous comments highlighting concerns regarding hygiene and travel safety, particularly related to airport security. This feedback underscores the community's urgent desire for improved practices.

The campaign's viral post on X achieved remarkable visibility, amassing over 2,37,000 views, 548 reposts, and 93,166 impressions on LinkedIn. These metrics reflect strong engagement and a broad reach, indicating that the message resonated deeply with the audience.

Campaign Impact: Behavioral Change

The campaign has positively influenced the relevant authorities, making it mandatory to provide dedicated shoe trays for travelers. Furthermore, it has increased awareness among the general public about the importance of hygiene in these settings, emphasizing that neglecting such practices could result in serious health consequences.

The campaign garnered significant media attention, being featured in prominent publications such as Hindustan Times, Deccan Herald, MoneyControl, Curly Tales, NDTV, and Economic Times. This extensive media coverage amplified the campaign's reach, lending it greater authority and credibility in the public eye.

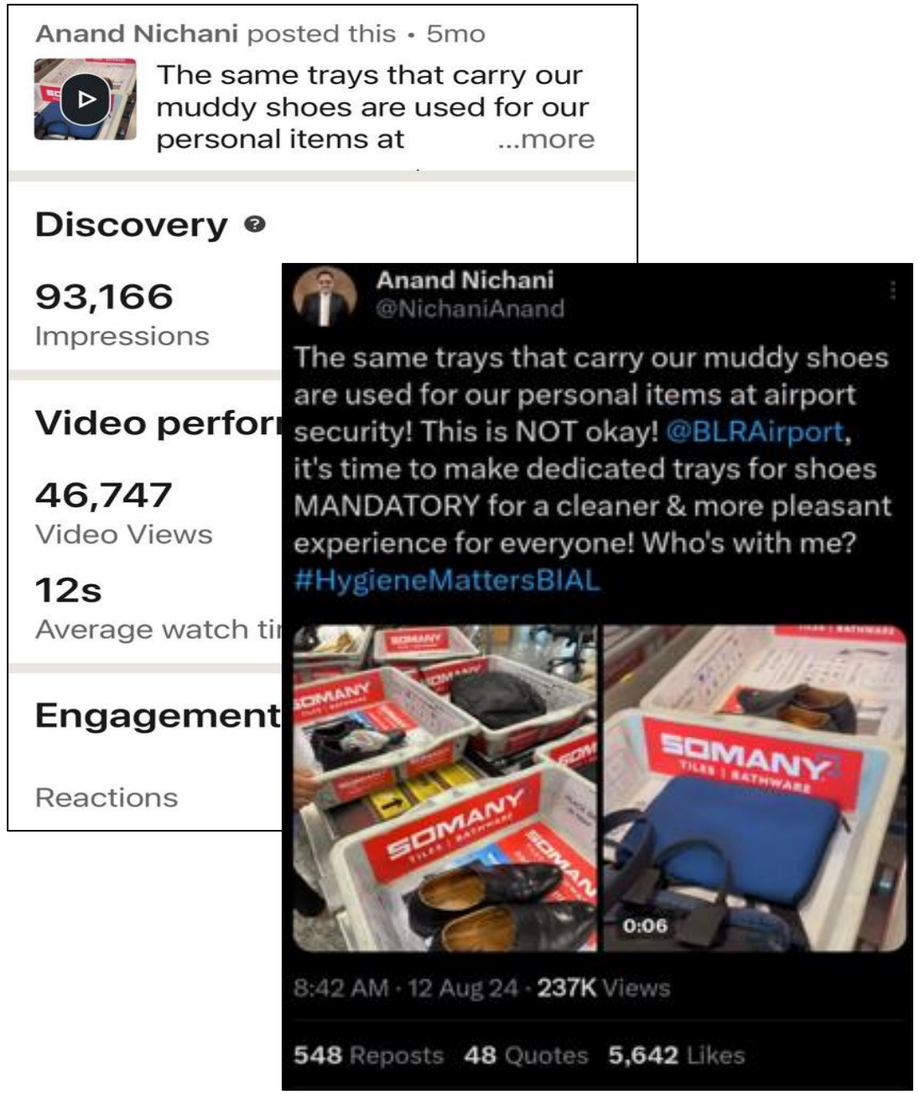
Campaign Impact: Safety Enhancement Initiative

A critical outcome was the Airport Authority's decisive action; within a week, separate shoe trays were mandated for travelers, underscoring a commitment to passenger safety.

As a direct result of the campaign, the airport also introduced ‘Shoe Cover Dispenser Machines’, adding another layer of protection and convenience for travelers—making hygiene not just a priority, but a seamless part of the passenger experience.

Measurable Results

KPI	Planned Target	Achieved Results	Impact
Post Views (Social Media)	20,000+ views	2,37,000 views + views (X), 93,166+ impressions (LinkedIn)	Exceeded visibility expectations by 1085%+
Reposts/Shares	200+ reposts/shares	548+ reposts on X	Higher than expected engagement by 174%.
Media Coverage	10 stories	29 media Stories + Radio Indigo + 3 Instagram pages + 2 YT shorts	Gained significant traction in media, Instagram as well as Radio



Why This Campaign Deserves Recognition

The Tray It Right: Shoes Go Here! campaign was a catalyst for change, prompting the Airport Authority to mandate the use of separate shoe trays within a week of its launch. This swift response demonstrates the campaign's effectiveness in influencing organizational policies.

The campaign was not about publicity; it aimed to instigate real change in airport hygiene practices, urging travelers and airports to rethink safety measures. It succeeded in sparking a public dialogue and pushing for improvements that benefit every traveler.

Client Testimonial

“As a frequent traveler, I was troubled by the shared shoe trays at Bangalore Airport that mixed muddy shoes with personal items like phones and wallets, raising serious hygiene concerns. Recognizing the health risks, I sought to raise awareness about this issue by posting it on my social media. Concept PR then helped amplify the message, engaging prominent senior doctors to further highlight the health implications. The response from the public, media, and airport authorities was incredibly supportive. As a result, BIAL Authorities took action and implemented dedicated shoe trays. This simple yet effective change has significantly improved hygiene at the airport, ensuring safer and cleaner travel experiences for everyone." — **Anand Nichani, MD, Polyflex India Pvt. Ltd.**

Thank you