

NEWS MAKERS OF THE YEAR

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EDITORIAL

afaqs! Reporter

Volume 3, Issue 14



We live in politically correct times. The stress of always saying the right thing has been underlined since the coming of social media. To quote the reporter Zoe Barnes in the hugely popular TV series, House of Cards, "When you're talking to one person, you are talking to 1,000." One never knows which part of a conversation may become public.

Here's just one example of what political correctness has done to our language. The 1995 film, Apollo 13, had a memorable dialogue which is still extremely popular, 'Houston, we have a problem.'

Had the film been made in 2014, the line would have been, 'Houston, we have a challenge'. 'Problem' is no longer politically acceptable. Its use suggests a negative view of life even if you are indeed confronted with a serious - sorry - problem. 'Challenge', on the other hand, implies a positive outlook even if you are up the creek without a paddle.

My favourite measurement tool, Google Trends, says that worldwide, in 2004, the word 'problem' appeared five times more often than 'challenge' in web searches; by 2014, the multiple had dropped to just two. In other words, use of the word 'problem' is proving to be a 'challenge'.

In our annual issue, we always ask our People in the News to sum up the year gone by in a single word. Last year, the most common word was 'Challenging' - nine out of 49 top executives used it to describe 2013. This year, only two out of 56 interviewees thought that 2014 was 'Challenging'. Instead, the most popular description - with four people - was 'Awesome' followed closely by another three who found it 'Exhilarating'.

Though you could fault these samples on statistical grounds, you have to admit that they work as far as pop sociology goes. And then there is the evidence on the ground.

I meet many people in the course of my work and it is extraordinary how the mood has changed over the past year. In spite of the fact that there have been few big bang reforms since the new government took over, there is a relentless sense of optimism - of something really good about to happen. The drop in oil prices has only fuelled that feeling.

Let's keep our fingers crossed and hope that the optimism continues well into the coming year.

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Vinay Dominic

PAST ISSUES



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**MILK BECAME
A SYMBOL OF REVOLUTION**



**SALT BECAME
A SYMBOL OF TRUST**



**WATER BECAME
A SYMBOL OF PURITY**

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THAT BUILD
INDIA**

PEOPLE IN THE NEWS

The men and women in the limelight talk about the ups and downs in 2014 and their hopes for the year ahead.

By Ashwini Gangal, Devesh Gupta, Prachi Srivastava, Satrajit Sen and Saumya Tewari

MARKETERS

AJAY RAWAL

NATIONAL MARKETING HEAD, JK Ansell

In the news because:

Launched a TV campaign for KamaSutra Condoms after a communication hiatus of four years

'Ups' of 2014

The major 'Up' was making consumers 'Learn Kamasutra in 60 Seconds'. Our new campaign told consumers about Kamasutra positions and was different from other condom films. The brand ably married its core values with the heritage of ancient Kamasutra.

and as a result, KS Deos grew at double the market growth rate.

'Downs' of 2014

The major challenge in 2014 has been the government's price control on condoms. It has impacted all major players.

Agenda for 2015

To provide better experiences to Indian consumers and make KamaSutra and KS Deos household names. Also to launch innovative product propositions that help us lead perceptions in the segment. ■

The second 'Up' was the launch of Skyn Condoms, that are not made of latex. Consumers have liked the product. It makes them feel they're not wearing a condom at all. The third 'Up' has been the tie-up between KS Deodorants and the IPL team 'Delhi Daredevils'. It helped us boost our reach and awareness

Describe the year gone by in one word

'FUNSTATIC'



FOTOCORP

MARKETERS

ANUPAMA AHLUWALIA

SENIOR VICE PRESIDENT, Reliance Jio Infocomm

In the news because: Moved from Coca-Cola to Reliance

'Ups' of 2014

2014 turned out to be the year of possibilities for me. This year, I became a part of the Jio family, which is wonderful. Joining Jio is a major 'Up'. I also travelled extensively across rural and urban markets in the earlier part of the year. It gave me an opportunity to meet consumers across markets and gain firsthand exposure on new insights and learnings on how life is changing for all of us, thanks to technology.

'Downs' of 2014

None.

Agenda for 2015

I am now looking forward to 2015 as I see a lot of opportunity for building Jio. In 2015, I hope to focus on my work, health and build positivity in all areas of my life. ■

Describe the year gone by in one word

'POSSIBILITIES'



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BHASKAR CHOUDHURI

DIRECTOR, MARKETING,
Lenovo India

MARKETERS

In the news because:
Lenovo bought Motorola
from Google

'Ups' of 2014

We managed to enter the top four and top 10 in the tablet and smartphone segments.

Personally too, it was an 'Up' as I began as a total technology novice, having spent over a decade at Cadbury before

joining Lenovo in 2013. So 2014 has been one of great learning. Dairy Milk has been there for 60 years, but at Lenovo I deal with products with a half-year lifecycle!

'Downs' of 2014

Being a technology brand, I don't think we're doing enough on mobile. More work is needed at making the technology part of our creatives our biggest differentiator.

I also feel we should have done

Describe the year gone by
in one word

'WHIRLWIND'

more for building the computer (the PC) category. Personally, a down was not picking up a new skill.

Agenda for 2015

Lenovo completed two major acquisitions – bought out the x86 server business from IBM, and Motorola Mobility (smartphones). Now, how do we integrate all this? ■



MARKETERS

LLOYD MATHIAS

MARKETING HEAD, PRINTING AND PERSONAL SYSTEMS,
Hewlett-Packard India

In the news because:
Re-entered the corporate
world after three years as
an entrepreneur

'Ups' of 2014

From the perspective of my entrepreneurial stint, I find myself a much better marketer. My 'Ups' include joining a top 15 global brand like Hewlett-Packard, learning the dynamics of a whole new category (IT), being able to create a whole new campaign (Bend The Rules) that has become more than a brand campaign; it is a larger corporate call out for HP in India. Also, busting all our internal business targets and getting a 'handle' on Twitter were Ups for me!

'Downs' of 2014

Downs include the passing away of Sarang Wahal, who was a key member of the Ogilvy team that did wonderful work for Motorola Mobiles; bidding farewell to my entrepreneurial partners who still run the company we co-founded; flat growth in the categories we participate in; departure of two key team members and the fact that I am still 10 per cent off my personal weight target.

Agenda for 2015

To re-ignite the 'innovation agenda', step-jump content marketing, have face to face meetings with our top 50 customers, double HP's social engagement metrics, and to achieve ideal weight target! ■

Describe the year gone by
in one word

'STUPENDOUS'



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MARKETERS

RAMESH CHAUHAN

CHAIRMAN,
Bisleri International

formulated a one-of-its-kind energy drink, without caffeine.

'Downs' of 2014

The slowdown in the economy and the slow rate of recovery has been a major hindrance this year. A faster rate of recovery would have helped us grow faster.

Agenda for 2015

To make Urzza a grand success and export it outside India. It tastes awesome and has great potential. ■



In the news because:
Re-entered the carbonated soft drinks category after 22 years

a consistent CAGR of about 20 per cent, whereas the bottled water industry in India is growing at an average of 6 per cent every year. We also set up four new production facilities in 2014.

'Ups' of 2014

In 2014, Bisleri grew faster than the industry. This was a great achievement for us as the company has been showing

The highlight of the year has been the launch of Bisleri Urzza. We successfully identified an open slot for innovation in the Indian beverage market and

Describe the year gone by in one word

'ENERGETIC!'

MARKETERS

SANGEETA SHARMA

MANAGER, MARKETING AND COMMUNICATIONS,
Lufthansa, South Asia

In the news because:
Tried to 'localise' brand Lufthansa through its first ever TV campaign in this market

with it as India was the first market in the global Lufthansa network where we launched a local TVC. Striking an emotional chord with Indian travellers - successfully reflecting an Indian heart within Lufthansa's 'German' brand personality - was the biggest 'up'.

'Ups' of 2014

It has been an extraordinary year, which kept getting better all the way - right until the recent launch of A380 services from Delhi. The high point was the overwhelming response for our 'More Indian than you think' campaign. We were treading new marketing territory

'Downs' of 2014

There are no 'down' moments. But yes, as we were breaking new ground with several marketing firsts this year there were plenty of anxious, nail-biting moments!

Agenda for 2015

From a brand perspective, Lufthansa has been extremely innovative in the Indian market. Some forays will yield great results while others might not. But we won't know until we've tried! All in all, we have gained several first-mover advantages with this approach and our 2015 agenda will reflect the same.

As for my career, while it gets tougher to be where I am with every passing year, I have no doubt 2015 will be just as incredible. enjoy what I do immensely. ■

Describe the year gone by in one word

'EXHILARATING!'



Taking the lead in the emerging rurbanization scenario



As rurbanization gathers momentum, PD continues to take the lead and is emerging as a strong brand in the Rural-Urban combined segments. If you are looking for a strong rurban presence connect with the largest youth read magazine in India.

PD-Hindi	★ Rural-5,66,000	★ Urban-8,91,000
PD-English	★ Rural-1,68,000	★ Urban-4,03,000

MARKETERS

In the news because:
Broke into the breakfast space with Maggi Oats

'Ups' of 2014

The entry into the breakfast segment with the launch of Maggi Oats Noodles, and the campaign to inspire mothers to 'Make Health Enjoyable' for the family, were important milestones for us.

Maggi breaking into the Top 5 of Brand Equity's survey of 'Most Trusted Brands in India', and 'Most Powerful Brand in India' in the WPP Millward Brown survey, were moments of great pride.

'Downs' of 2014

We have been successfully developing products to help reduce micronutrient deficiency in people's diets. However, in trying to find solutions we discovered that we were only

touching the tip of the problem. Its immense magnitude was a big 'Down'.

Agenda for 2015

Our low cost seasoning Maggi Masala-ae-Magic, with iron, iodine and vitamin A, is growing rapidly, helping address serious concerns about micronutrient deficiencies. We want to make Masala-ae-Magic a regular part of Indian kitchens, to deliver micronutrients via everyday food.

At the same time, we will continue to bake a bigger cake in the Instant Noodles category, whilst driving the thought 'Taste Bhi, Health Bhi'.

I will be taking on the role of country manager for Nestle Sri Lanka from February 2015. ■

Describe the year gone by in one word

'SATISFYING'

SUSHIL KUMAR



SHIVANI HEGDE

GENERAL MANAGER, FOODS,
Nestle India

**SHUBHODIP
PAL**

CHIEF MARKETING OFFICER
MICROMAX



SUSHIL KUMAR

MARKETERS

In the news because:
Bagged ownership of 'Indian Aces', the India franchise at the International Premier Tennis League

'Ups' of 2014

The year saw some big launches like Micromax Unite 2, of which we managed to sell over 600,000 phones in 60 days. We ran a unique campaign called the Micromax Roobaroo Unite Anthem.

Other launches included some firsts, like Canvas Win (the first Indian Windows phone) and Canvas A1 (among the first Android One phones in the country). Bagging the title of Micromax Indian Aces in the International Premier Tennis League was a euphoric moment!

'Downs' of 2014

None.

Agenda for 2015

We will continue to bring alive the 'Nothing like anything' experience

for the Indian youth (by mindset, not age) across three pillars - music, movies and sports, which we believe are the biggest consumer touch-points.

We intend to take Micromax to key international markets. We aim to be a global player which understands the rapidly changing market dynamics and the pulse of consumers. Our emphasis would be to continue making smartphones keeping consumer insights at the fore, since that's the key driver to our success story. We aim to build one of the most preferred youth brands. ■

Describe the year gone by in one word

'NOTHING LIKE ANYTHING'

AS KERALA GEARS UP FOR INDIA'S BIGGEST SPORTING EVENT, MAKE SURE YOUR BRAND RACES AHEAD.

The 35th edition of the National Games, often called the Olympics of India, is here. With more than 10,000 athletes preparing to compete in over 35 sports to bring home the glory for their state and team, it is quite literally the biggest sporting spectacle of the country. And as the nation tunes in to root for their teams and players, make sure your brand is catching eyeballs.

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35 SPORTS
30 VENUES



**GET
SET
PLAY**

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KERALA 2015
31 Jan - 14 Feb

MARKETERS

SUDIP GHOSE

VICE PRESIDENT-MARKETING,
VIP Industries

In the news because:

High decibel campaigns with Bollywood celebs for different brands

'Ups' of 2014

Our biggest achievement was to be able to segregate all our brands according to their respective target groups. For example, we established Skybags as a youth brand, whereas VIP classified as a mass premium brand. Besides, Carlton has been recognised as a brand for the affluent. Alfa and Aristocrat remain value brands in our proposition. Hence, being able to identify a TG for every brand was a major plus for us this year.

'Downs' of 2014

Not any. There were no major setbacks.



Describe the year gone by in one word

'FABULOUS'

Agenda for 2015

The mandate for VIP in the coming two years is to further define sharply the existing brands in the portfolio according to their TG. ■

MARKETERS



MUKESH BANSAL

CEO, MYNTRA &
HEAD OF FASHION -
FLIPKART

In the news because:

The much-hyped Flipkart-Myntra merger and being at the helm of marketing activities for Flipkart

'Ups' of 2014

2014 has been a year of action and excitement. The industry's biggest wedding - the Flipkart-Myntra merger - took place, making our vision more realistic.

We witnessed phenomenal activity on the mCommerce front, with smartphones gaining prominence as the preferred mode to shop for fashion brands online. Today, more than 60 per cent of our traffic comes from mobile devices.

Our Myntra Fashion Weekend in Mumbai, a three-day consumer fashion event was a great success. Next was the Myntra Fashion Incubator supporting fashion business entrepreneurship.

Describe the year gone by in one word

'REVOLUTIONARY'

'Downs' of 2014

Though e-commerce is evolving rapidly, it is still in its infancy with low internet penetration. We're looking at innovative ways to beat challenges. Today, we reach all corners of India with our interface for low-end smartphones and growing supply chain network.

Agenda for 2015

Focus on technology with mobile at its centre. Our understanding of fashion aspirations along with our knowledge of fashion will help us deliver beyond customer expectations. ■



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PEOPLE IN THE NEWS

afaqs!Reporter



UMA TALREJA

CHIEF MARKETING OFFICER
BURGER KING INDIA

MARKETERS

**In the news because:
Led the launch of Burger
King in India**

'Ups' of 2014

2014 marked the culmination of an innings at Trent and the ushering in of a new assignment at a fast-paced global organisation in an all-new industry. At Westside, I was fortunate to win several awards. And in the middle of the year, I found myself in another exciting chapter at Burger King, launching the brand within a few months with a first-of-its-kind online launch of burgers. The

innovation was highly appreciated and was picked up worldwide for its novelty and effectiveness.

'Downs' of 2014

The challenge for all marketers has been doing more with less - especially tighter budgets - in a rapidly evolving environment. The changing dynamics of marketing itself, with new rules and, in some cases, no rules, created significant challenges and opportunities. The resultant turbulence and changing consumer paradigms brought with them hard learnings.

Agenda for 2015

Create effective marketing strategies for Burger King to find its place in consumers' lives. The real excitement is in learning and adapting a recognised global brand to Indian consumer needs in a way that creates new value for them while simultaneously reinforcing the brand itself. ■

Describe the year gone by in one word

'TRANSFORMATIVE'

MARKETERS

**In the news because:
Joined Quikr as CMO this
year**

'Ups' of 2014

2014 has been a phenomenal year for Quikr from every angle - from growth in business metrics to fund raising to new product offerings to an expanded team to brand reach and visibility. It has been a transformational year for us in line with the overall e-commerce industry in terms of category growth, consumer adoption, expanded reach and laying the foundation for even faster growth in years to come.

Describe the year gone by in one word

'EXHILARATING'

'Downs' of 2014

The only thing that went down for us in 2014 was the share of desktop in our business. Of course, it was driven by the fast growing mobile channels, which overshadowed everything else.

Agenda for 2015

We want to further strengthen our position as the most trusted online classifieds brand in India. ■

VINEET SEHGAL

CHIEF MARKETING OFFICER,
QUIKR

MEET THE GRAND JURY



Josy Paul
Chairman & Chief Creative Officer
BBDO India



Prasoon Joshi
Chairman
McCann Worldgroup Asia Pacific



KV Sridhar
Chief Creative Officer, India
SapientNitro



Santosh Padhi
Co-founder & Chief Creative Officer
Taproot



KS Chakravarthy
Former National Creative Director
FCB Ulka



Ashish Bhasin
Chairman & CEO South Asia
Dentsu Aegis Network



Sujata Keshavan
Chairperson and Executive CD
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DIGITAL CONTENT



SUSHIL KUMAR

AMARJIT BATRA

CEO, OLX.in

In the news because:
The brand executed a high-visibility campaign and got Kapil Sharma as an endorser

'Ups' of 2014

OLX India emerging as the undisputed No.1 marketplace for C2C trade and touching 1.5 billion page views in August, 90 per cent of these coming from 'Individual' users. Besides, the huge traction in the auto category made us the best place to buy and sell used cars. As far as advertising

goes, the 'Womaniya' campaign endeared us to the women in the audience. The 'Kapil Sharma' campaign, that everyone loved so much, was ranked among the best ads.

'Downs' of 2014

The major drawback was that PC traffic, like many other top sites, did not grow as much as before - the growth has shifted to mobile. OLX now gets 85 per cent of its traffic from mobiles. Besides, there were other me-too sites copying our content by calling our users, while their VC investors turned a blind eye to this.

Agenda for 2015

We will continue to pioneer the C2C trade of pre-owned goods, and make a difference in the lives of people by bringing them together for win-win transactions. We also want to strengthen our No.1 position and become operationally excellent, and ward off the me-too competitors. ■

Describe the year gone by in one word

'SELL-E-BRATORY!'

DIGITAL CONTENT

ARUNABH KUMAR

FOUNDER & CEO, The Viral Fever

In the news because:
For becoming the destination for online comedy videos

Describe the year gone by in one word

'FEVERISH'

'Ups' of 2014

2014 has been special year for TVF Media Labs - and its subsidiary TVF-ONE (Online Network for Entertainment) - for having stuck to its philosophy of "Lights, Camera & Experiment" and achieving outstanding moments that will define the Indian content ecosystem.

It was a superb moment for us when SRK, acknowledged the reach of "TVF Online Network" and agreed to be grilled on a show, "Barely Speaking with Arnub". Since then celebs like Ranveer Singh, Parineeti Chopra, Arvind Kejriwal and Ali Zafar have been part of the show.

TVF-ONE did a Netflix in India by launching its second generation of shows with TVF-DRAMA. Besides, TVF-ONE worked with over half-a-dozen brands and created the effective branded content on TVF Network for brands like Airtel, P&G, Duracell, Flipkart, Shiksha and CommonFloor.

'Downs' of 2014

The only 'downer' is that a lot of platforms and publications confused TVF as a Comedy Collective, missing out its core gene, which is content creation and not comedy.

Agenda for 2015

Create another series of "Firsts In the Indian Content Eco System" ■



FOTOCORP



DIGITAL CONTENT

DEBASHISH GHOSH

CHIEF KNOWLEDGE
OFFICER, EsselGroup AND
CEO & BOARD MEMBER,
India Web Portal

In the news because:
The ZEE-owned India.com
online network became
the second largest news
network online after
TimesOfIndia.com

Describe the year gone by
in one word

'BANG-BANG'

'Ups' of 2014

The major up was a sublime growth of the digital business in the entire group. We grew traffic by 250 per cent and revenue by 300 per cent. Besides, there was a great consolidation of digital initiatives across the group.

business pie for digital businesses. I hope to see this approach change soon, especially since this business is more empirically supported by data and results and is 'optimisable' on a real time basis.

'Downs' of 2014

The lack of belief and conviction for digital media as a business compared to established media was the biggest dampener. Another down was the commodity-centric approach to digital by brands and agencies and the consequential smaller size of the

Agenda for 2015

Consolidation of digital initiatives, driving a higher level of growth, building a strong audience base, innovation, strong business practices and more brands in digital businesses. 2015 will be the year of video and mobile for us. ■

DIGITAL CONTENT

GURMIT SINGH

VICE-PRESIDENT AND MD, Yahoo! India

In the news because:
Appointed managing
director of Yahoo's India
operations

'Ups' of 2014

The focus on mobile-first products is paying off as we get 50 per cent of Indian Yahoo! users via mobile.

On the advertising side, search is an area that continues to grow. We have helped advertisers reach millions of people directly on their mobile devices with smart, integrated, multi-channel campaigns.

We also worked on some exciting partnerships and annual deals

with agencies and key clients like our partnership with Flipkart to host a gateway to the Flipkart site directly on the Yahoo! India homepage.

'Downs' of 2014

Honestly, it's a great time to be at Yahoo!

Agenda for 2015

We will continue to invest in engaging with young audiences and building the mobile first experience to increase traffic growth and user engagement. In turn, we hope to create value for advertisers by connecting them with the audiences that build their businesses. ■

Describe the year gone by in
one word

'INCREDIBLE'



DIGITAL CONTENT

GYAN GUPTA

COO, IMEDIA CORP, Dainik Bhaskar

In the news because:
For launching numerous new local language platforms online

'Ups' of 2014

We can term this year as the "launch" season. Bollywood Bhaskar was our first principal product this year and now ranks among the top three Bollywood websites. We also launched the Uttar Pradesh digital edition where the daily did not have a physical presence.

Talking to our readers in the tier II and III cities, we recognised that a business news site in the language

of their understanding (Hindi) is always in demand and Money Bhaskar came into existence in May.

We revamped and launched firebrand news apps for Dainik Bhaskar, Divya Bhaskar and Divya Marathi. The reviews on these apps are excellent with an average 4.1/5 rating.

Describe the year gone by in one word

'FUN'

'Downs' of 2014

Managing a website portfolio of four, of which three are vernacular, is a huge challenge especially when regional language is a key driver in the digital medium. There has also been the pressure of balancing both professional and personal life.

Agenda for 2015

Our prime focus in 2015 is on strengthening the brand presence throughout the globe and deliver on our vision of being the most preferred destination for content across all platforms and domains. ■



FOTOCORP

DIGITAL CONTENT

SATTVIK MISHRA

CEO,
SCOOPWHOOP

In the news because:
Becoming the BuzzFeed equivalent in India and also securing funding from Bharti Softbank

'Ups' of 2014

ScoopWhoop saw real tangible growth recording over 20 million hits per month. The team size went up from 4 to 20, we got to work with big clients like Pepsi,

Describe the year gone by in one word

'TODU'

HUL, and Godrej. But the real high came from the little dent we made in the Indian content landscape. Seeing legacy publications changing and, in some cases, totally overhauling their entire content style to match ours was the ultimate cherry on the top.

'Downs' of 2014

We could have done better in terms of executing things faster. Some of the things and products we wanted to launch took a really long time to roll out. We never took tech seriously and thought we were building a creative shop. However, that has changed now. We are hoping tech will be at the forefront of our operations next year.

Agenda for 2015

To be the best f***** content platform in India. ■



FOTOCORP

PEOPLE IN THE NEWS

afaqs!Reporter

DIGITAL CONTENT

FOTOCORP



UDAY SODHI

EXECUTIVE VICE PRESIDENT AND
HEAD - DIGITAL BUSINESS,
Multi Screen Media (Sony Entertainment)

In the news because:
**Joined Multi Screen Media
(Sony Entertainment)**

'Ups' of 2014

Sony LIV is getting popular with each passing day. We launched "LIV Sports", a premier digital sports entertainment destination. LIV Sports was the official mobile and internet broadcaster for the 2014 FIFA World Cup. LIV Sports also acquired the mobile and internet broadcast rights for the South African RAM SLAM T20 Challenge Series for India, the Vijay Amritraj-backed Champions Tennis League and the Euro 2016 qualifying tournament. The other interesting thing was to provide our users a second screen experience through the 'KBC Play Along' mobile app. This gave a unique experience for users to be part of KBC while it was live on TV.

'Downs' of 2014

There were no major setbacks. However, initially, we faced some technical glitches on LIV Sports

because of the overwhelming number of active users on the site.

Agenda for 2015

We are excited by the opportunity that the overlap of better connectivity and smartphones is offering entertainment content companies like ours. Our aim is to be the leader in the digital video entertainment space.

Our agenda is to make 2015 the year of mobile entertainment and deliver great content through product innovations on SonyLiv.com and LivSports.in. ■

TELEVISION

In the news because:
Wide popularity following the success 'Yeh Hai Mohabbatein' on Star Plus. The show revived the 11 pm weekday time-slot and is one of the top viewed in the genre

'Ups' of 2014

The highest point of my career is that I got 'Yeh Hai Mohabbatein'. Becoming Ishita (lead protagonist of the show) has changed my life. I really feel blessed and grateful with the way my fans have supported me, and the way the industry has acknowledged my work with so many awards.

'Downs' of 2014

Success only has one downside to it, which is losing out on your personal space. I have missed spending time with my family. But I guess success comes with a lot of responsibilities.

Agenda for 2015

I would like to branch out and venture into movies if I get good offers. But 'Yeh Hai Mohabbatein' will always remain my first priority. I will do projects in sync with this show. ■

Describe the year gone by in one word

'HAPPY'

**DIVYANKA
TRIPATHY**

ACTOR



TELEVISION

In the news because:
The network launched four new news channels this year with more in the pipeline

'Ups' of 2014

It was a historic year for us. We added four more news channels - ETV News Gujarati, ETV News Bangla, ETV News Kannada and ETV Haryana/Himachal. ETV channels continued to be leaders in the regional market in terms of viewership numbers and ratings. ETV Rajasthan even surpassed national news channels in ratings. Also, ETV became part of the biggest industrial house, Reliance Industries, in 2014.



JAGDEESH CHANDRA

HEAD,
ETV NEWS NETWORK

for us last year and will remain in future as well

if the situation remained the same.

Agenda for 2015

To be the market leader in the regions we operate. Being market leader doesn't mean earning profits only. For us, the credibility and trust of viewers is of top priority. "Khabar Hi Jeevan Hai" would be our agenda for 2015 also. We are also planning to expand our network further. Hopefully, ETV Oriya will be the next news channel in our bouquet in 2015. ■

Describe the year gone by in one word

'SATISFACTORY'

'Downs' of 2014

Though ETV channels did well, almost all regional news channels suffered. Only one profit-making channel (ETV, in its respective markets) was a matter of concern

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MAHESH SAMAT

FOUNDER AND MD,
EPIC TELEVISION NETWORKS

TELEVISION

In the news because:
Rollout of its first channel, a segmented Hindi entertainment channel christened Epic

'Ups' of 2014

2014 has been a great year with the launch of the Epic Channel. The digital chatter surrounding the channel and the brand has also been positive especially with our first look promo garnering over 1.2 million views. Even the campaigns on Facebook and Twitter reached over 19 million people. The launch campaign and the launch party were well received by the trade. The overall consumer feedback on the channel has been fantastic so far. We couldn't have asked for a better start to the channel. Furthermore, with digitisation taking its due course, I think it's a great time for the Indian television industry as a whole.

'Downs' of 2014

The channel took some time to launch but all ended well with a fantastic launch.

Agenda for 2015

Our primary focus is on creating a brand in Indian history and mythology through The Epic Channel. The agenda for the year will be to nurture the channel to create enough intrigue, relevance and uniqueness to get consumers hooked on to our content. ■

Describe the year gone by in one word

'FANTASTIC'

PEOPLE IN THE NEWS

afaqs!Reporter

FOTOCORP



TELEVISION

In the news because:
"High-profile" movement
from Disney India to TTN.
He replaced Sunil Lulla at
the BCCL's TV broadcast
division

MK ANAND

MD AND CEO,
Times Television Network

'Ups' of 2014

Times Now was India's elections news headquarters. Post elections, the markets rallied behind the new government and that was a great tailwind for ET Now.

It was our decision to integrate our placement

and subscription efforts and go independent. The TRAI directive helped us and we realised significantly higher value as a network from the distribution market.

Times Now has had an unbeaten 44 weeks as leader. ET Now leads with the maximum viewers amongst English business channels. Movies Now climbed back to the top of the charts in the English movie channels space. Romedy Now and its viewers are happy. Zoom has grown well in the last quarter. Our advertisers have rewarded our superlative performance with a 40 per cent increase in ad rates this year on average.

'Downs' of 2014

I really can't think of any.

Agenda for 2015

To continue to drive 35-40 per cent

growth in 2015. We will enter 2015 with a fully armed and motivated team that is the best in its class. We want to ensure that our brands are on top of their respective segments in terms of numbers as well as all soft parameters. My ongoing focus into 2015 will be Marketing and HR. ■

Describe the year gone by
in one word

'AWESOME'

TELEVISION

NP SINGH

CEO, Multi Screen Media

In the news because:
Took over as CEO of the
network, stepping into
Manjit Singh's shoes

'Ups' of 2014

We have grown our network aggressively by launching three new channels - MAX2 (second Hindi movies channel), PAL (third Hindi general entertainment channel) and PIX HD. We acquired marquee events like the FIFA, to consolidate the growth of our sports business further. FIFA was presented for the first time with Bangla language commentary in addition to English, which did extremely well. We have made investments across our business.

'Downs' of 2014

Markets were slow for the most part which impacted revenue growth. Phase 1 and 2 of digitisation have not yielded optimal results yet. Deferment of digitisation in phase 3 and 4 markets are impacting distribution revenues and carriage fees. Besides, some of our big bets on content did not deliver the desired results.

Describe the year gone by
in one word

'CHALLENGING'

Agenda for 2015

Grow our portfolio of channels further and achieve aggressive revenue growth by increasing our market share in all genres, especially Hindi general entertainment. Significant changes will take place in the environment especially on two fronts - ratings measurement and distribution. We need to prepare ourselves for these changes. ■

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PEOPLE IN THE NEWS



FOTOCORP

TELEVISION

In the news because:
The channel aired different kinds of sports content including high-interest properties - FIFA World Cup and World Kabaddi League

**PRASANA
KRISHNAN**

BUSINESS HEAD,
Sony Six

'Ups' of 2014

We established ourselves as a leading sports channel with marquee events like Pepsi IPL and the FIFA World Cup. Properties such as the National Football League, World Kabaddi League, RAM SLAM T20 Challenge and Champions Tennis League fortified our proposition of entertainment-led sports programming.

We had a memorable year with Total Nonstop Action, a wrestling property, with the announcement of the first-ever Indian fighter, Mahabali SHERA, on its roster.

'Downs' of 2014

The lack of involvement of the entire sports ecosystem was palpable. Digitisation is still a challenge and the potential of monetisation of live sports content in India is yet to be realised.

Describe the year gone by in one word

'DEFINING'

Agenda for 2015

We start strongly with the telecast of the Australian Open and the debut of SHERA on TNA. Apart from a strong line-up of international football matches, Pepsi IPL, the biggest sporting carnival of India will be back on air to enthral the audience. We are also excited about bringing the world's biggest sporting extravaganza NFL Super Bowl live and exclusive to Indian viewers for the first time ever. ■

TELEVISION

In the news because:
Launch of Zindagi, a premium Hindi entertainment channel, from Zee Entertainment

'Ups' of 2014

The biggest high has been the launch of Zindagi. The channel created a lot of firsts this year.

Some of the highlights: all the dramas on Zindagi have finite episodes. The soundtrack for each show was sung by popular singers. The shows were all shot at real locations and not inside a studio unlike those of other GECs.

'Downs' of 2014

None

Agenda for 2015

To continue entertaining our viewers and innovating on the channel so that our core viewers



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**PRIYANKA
DATTA**

BUSINESS HEAD,
Zindagi

Describe the year gone by in one word

'ENCOURAGING'

have a lot to stay hooked on to and look forward to. We will also start producing original content for Zindagi. ■

TELEVISION

RAGHAV BAHL

FOUNDER,
Quintillion Media

In the news because:
Exited Network18 Group
(of which he was founder
and managing director)
after Reliance Industries
took over

'Ups' of 2014

Clearly, the biggest "up" for me this year was the successful transition of control at Network18 Group. At the time I left, the operations of almost all the brands and divisions were throwing up good amounts of cash. It was a profitable and healthy company that I handed over as well as a market leader in several key verticals.

The second "up" was getting back into the start-up mode, as we began to build a state-of-the-art digital news/information operation in the mobile/hand-held space. It's invigorating to be in such a futuristic niche.

Describe the year
gone by in one word
'F5'

'Downs' of 2014

There were no "downs" as such. It was a good, positive year for me, as frankly it was for the whole country!

Agenda for 2015

We have to launch our digital news property, and then establish and strengthen it. The focus is clear. We have to stay content-and technology-relevant and build a big brand in that space. ■

TELEVISION

SAMEER NAIR

GROUP CEO, Balaji Telefilms

In the news because:
Started a new innings
with Ekta Kapoor's
production house

'Ups' of 2014

Undoubtedly an exciting year that welcomed new beginnings. 2014 also marks the launch of our first 'Sport-Reality Entertainment' property - Box Cricket League (BCL), a unique format that promises to offer the most exciting 'Fusion of Entertainment, Celebrities and Cricket', that started this December.

BCL boasts of over 160 top television stars participating in a unique mix of entertainment and drama. It is already garnering exciting responses from industry partners, broadcasters and leading advertisers. In October, we entered into a joint venture with Select Media to host and produce the Star Box Office India Awards, which was well received. A recent co-production deal with the US-based Relativity Media will see us co-produce Indian adaptations of three Hollywood movies with a "first look" right at the Relativity catalogue.

'Downs' of 2014

To quote Charles 'Charlie' Spencer Chaplin, "You'll never find a rainbow if you're looking down."

Agenda for 2015

We have an exciting film slate with refreshing concepts coupled with interesting collaborations. It is exciting to drive several strategic initiatives with a talented team and furthering the Group's vision of being an innovative entertainment powerhouse. ■

Describe the year gone
by in one word

'MEMORABLE'

FOTOCORP



TELEVISION

**SUMEET
H MITTAL**

FOUNDER DIRECTOR,
Shashi Sumeet Group

Describe the year gone
by in one word

'MEANINGFUL'

In the news because:
'Diya Aur Baati Hum', a daily fiction show from the production house, was the most-watched show in the genre for the maximum number of weeks

'Ups' of 2014

Our first film, Rangkarmi (in Marathi), released in December 2013 was critically acclaimed and bagged numerous awards.

Another 'Up' was the completion of three successful years of 'Diya Aur Baati Hum'. We forayed into digitisation with our new venture, FunDaMentals. We have taken the expertise of our team of young creative mavericks onto the digital space to cater to the target audience. We also launched

Shashi Sumeet Innovations, a creative, advertising and events agency that provides end-to-end marketing solutions. Our new subsidiary, Qats Whiskers, is an advertising production house.

'Downs' of 2014

The only quibble would be that our one-year-old show 'Tumhari Pakhi' is coming to an end. Although, the show was to run for 100 episodes, the overwhelming response of our viewers and audiences took it past 270 episodes.

Agenda for 2015

Being a content powerhouse and walk the path of creativity and explore various opportunities. We are working on scripts for our upcoming projects in motion pictures. We are planning to create more content for the audience on digital platforms. ■

PRINT

In the news because:
Launched Dainik Bhaskar in Bihar, a territory dominated by Jagran and Prabhat Khabar

'Ups' of 2014

The year marked the extension of DBCL's footprint with the launch of Dainik Bhaskar's Bihar-Patna edition in January. The year also brought strong growth of the Bhaskar brand in Maharashtra and Jharkhand, with good advertiser reach. 'Aspiring Growth' - a case study on the launch 'Divya Marathi' in Maharashtra, was selected as a reference case study in Harvard Business Publishing's collection of cases. It was a great honour. The Group continues to steer several integral pan-India CSR activities.

'Downs' of 2014

The Bhaskar Group's signature communication campaign is

encapsulated in the theme "Zidd Karo..". I believe determination can break through anything. This has also been the Group's philosophy to counter any 'downs'.

Agenda for 2015

We will work harder to capitalise on our business strengths and advantages. The organisation has created a unique position for itself and played a key role in unleashing the growth opportunities of Tier 2 & 3 towns and cities. We will focus on the Gujarat and Bihar market. ■

Describe the year gone
by in one word

'DEMAND FULL'

**GIRISH
AGARWAAL**

NON-EXECUTIVE DIRECTOR,
DBCL



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PRINT

In the news because:
Sambad, an Oriya daily,
turned 30 this year

'Ups' of 2014

First would be that Sambad, the No 1 Oriya daily turned 30. For the metro version (Bhubaneswar) we have the 24-page all coloured newspaper, which no one else has in our market. We revived Sun Times as Odishasuntimes.com. It turned one this year.

'Downs' of 2014

I feel that we are still sadly priced at ₹4 which is a down as newsprint costs are going up and we are bearing the brunt. Secondly, we were hopeful that FM Phase 3 would open up in Odisha, but again it's a down as it hasn't yet. Though ad revenues are okay, it has not been a great year.

Agenda for 2015

I would love to expand the Odisha market, be the brand ambassador for Odisha and say that there is a huge potential in the tier 2 and 3 markets. We will be investing a lot in digital and technology. We also would like to modernise our printing facilities. With TV, our focus will be on Kanak TV, the news channel. So we might be expanding our reach and coming up with new programmes. ■

Describe the year
gone by in one word
'NO. 1'



**MONICA
NAYYAR PATNAIK**

MD,
Eastern Media



RAJIV C LOCHAN

MD AND CEO,
Kasturi and Sons

PRINT

In the news because:
Became managing
director and CEO

'Ups' of 2014

There have been several "ups", but joining Kasturi & Sons Ltd as MD and CEO has been this year's high point. The opportunity to revitalise a national icon is energising.

'Downs' of 2014

The one that I'm determined to correct is the "doom and gloom" scenario for the newspaper industry that naysayers harp on! My firm view is that we are entering a "golden era" of wealth creation over the next 10 years and newspaper companies are uniquely positioned to capitalise on these inflection points to inform and educate readers in ways that we, historically, have not done.

Agenda for 2015

Obsess about our readers and deliver high quality products and services to them. This will ensure that we maintain our No.1 position

in the south India market, which is growing at 30-40 per cent faster than the rest of India.

We will grow all our products, especially our newest mastheads - The Hindu Tamil, The Hindu In School (for school children) and Young World, a paid weekly magazine for children. We are aggressively investing in digital media and digital commerce. Roof and Floor is our latest digital real estate classifieds product that has disrupted this space with what is arguably the best customer experience offering. More will follow. ■

Describe the year gone by in
one word

'EXHILARATING!'

PEOPLE IN THE NEWS

afaqs! Reporter



**SHEKHAR
GUPTA**

EDITOR, AUTHOR AND
COLUMNIST

PRINT

In the news because:
Quit Indian Express,
joined TV Today and, a
couple of months later
moved out from there

Describe the year gone by in
one word

'REJUVENATING'

'Ups' of 2014

Starting a new phase in my working life as a creative entrepreneur. I created time and mind space for myself to travel extensively across the country during the elections. I also launched a new series First Person/Second Draft at Indian Express.

'Downs' of 2014

Not so much on the professional front, but it was a terrible year

for our pets as we lost three of them in quick succession.

Agenda for 2015

To launch an entire range of creative ideas for TV, web and print and get my new company Mediascape moving. I am still hoping to find time for more travel and research-based writing. ■

AGENCIES - CREATIVE

In the news because:
Moved on from Ogilvy
after 15 years

'Ups' of 2014

Work-front: Over and above a lot of great work that happened on some of our big brands, three of the more satisfying projects were the Pro-Kabbadi League, that helped revive an ancient Indian sport; Vogue's Women's Empowerment campaigns and Satyamev Jayate, an initiative that has been close to my heart since its inception.

Personally: Finding the courage to leave my comfort zone and embark on a journey with absolutely no known direction. And getting a chance to meet and listen to Mr. Arunan, the project director of the Mars Mission, at the second edition of our Envies.

'Downs' of 2014

Leaving Ogilvy.

Agenda for 2015

Since I have quit without any plans, I look forward to an adventure. I hope to discover something new professionally and something new about myself too. ■

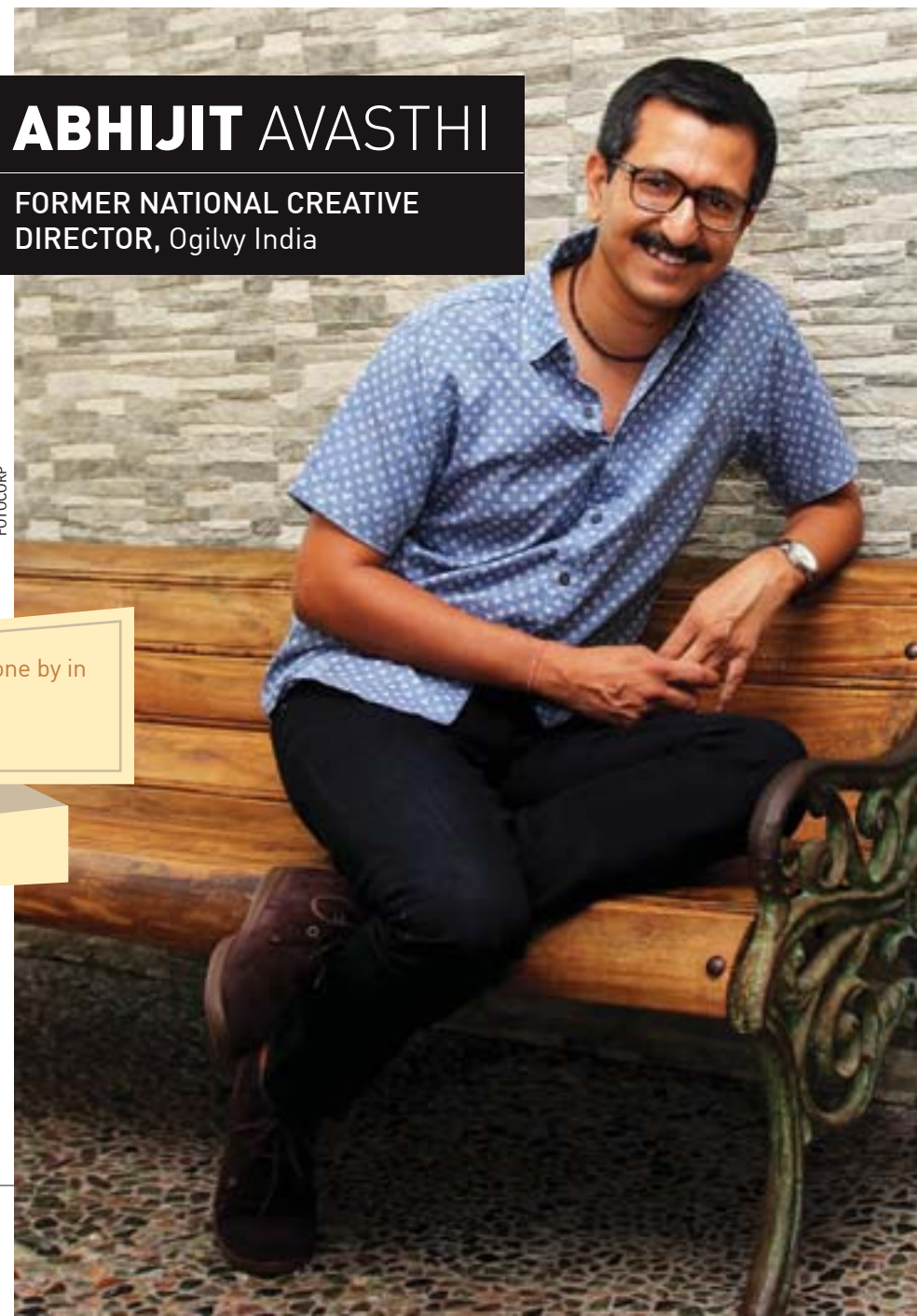
Describe the year gone by in
one word

'EPOCHAL'

ABHIJIT AVASTHI

FORMER NATIONAL CREATIVE
DIRECTOR, Ogilvy India

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AGENCIES - CREATIVE

In the news because:
Back with JWT as creative consultant on PepsiCo account comprising 15 brands

'Ups' of 2014

Returning to work on a brand (Pepsi) with the agency (JWT) which I've continued to think of as 'mine'. Rolling out the viral campaign 'School khatam ho raha hai, dosti nahi' for PepsiCo and the Virat Kohli 'Live it Abhi' film. On the literary front, a film based on my second book 'Battle For Bittora'. The sale of my third novel, 'Those Pricey Thakur Girls' to a top GEC. And, publishing houses showing interest in my fourth novel, 'The House that BJ Built'.

'Downs' of 2014

That my fourth novel is still

incomplete and will not release this year, but next April, is a big bummer.

Agenda for 2015

I look forward to working with JWT and Pepsi to take 'Yeh hi hai moment, Live it Abhi' to an all-new, rollicking high. The announcement of a film going on the floors based on my first book, The Zoya Factor, early next year. Some exciting screenplay ideas, with some of my favourite film directors. I intend to take a break and do up our new home and garden in Bangalore with my husband and kids. ■

Describe the year gone by in one word

'HECTIC'

**ANUJA
CHAUHAN**

CREATIVE CONSULTANT,
JWT



SUSHIL KUMAR

AGENCIES - CREATIVE

In the news because:
Moved from Leo Burnett, where he has spent 17 years, to SapientNitro

'Ups' of 2014

Joining Sapient. Because embracing something new and unknown is always exciting. Technology is new to me and the digital technology world is completely unknown. So I don't feel entirely comfortable here but, simultaneously, the excitement is thrilling. There's the 'vulnerability of failure. Can I do it? It makes me feel both excited and vulnerable. There's a fear that I might be a misfit here. I won't know till I do it. But that's the thrill.

'Downs' of 2014

Leaving Leo Burnett. It was one of the saddest moments in my life. I've been associated with the

agency, the people, the clients, and the culture for over two decades. I grew up at Leo Burnett. All the people really took care of me. Even today, they have turned my old cabin into 'Pops' corner'. CDs go there to 'think'. This is a very emotional thing for me.

Agenda for 2015

Learn, learn, learn. Adopt, adopt, adopt. Nothing more.

Previously, I was learning less and giving more 'bhashans'. Now, for the next four years, the reverse will happen. If I don't keep learning enthusiastically, and

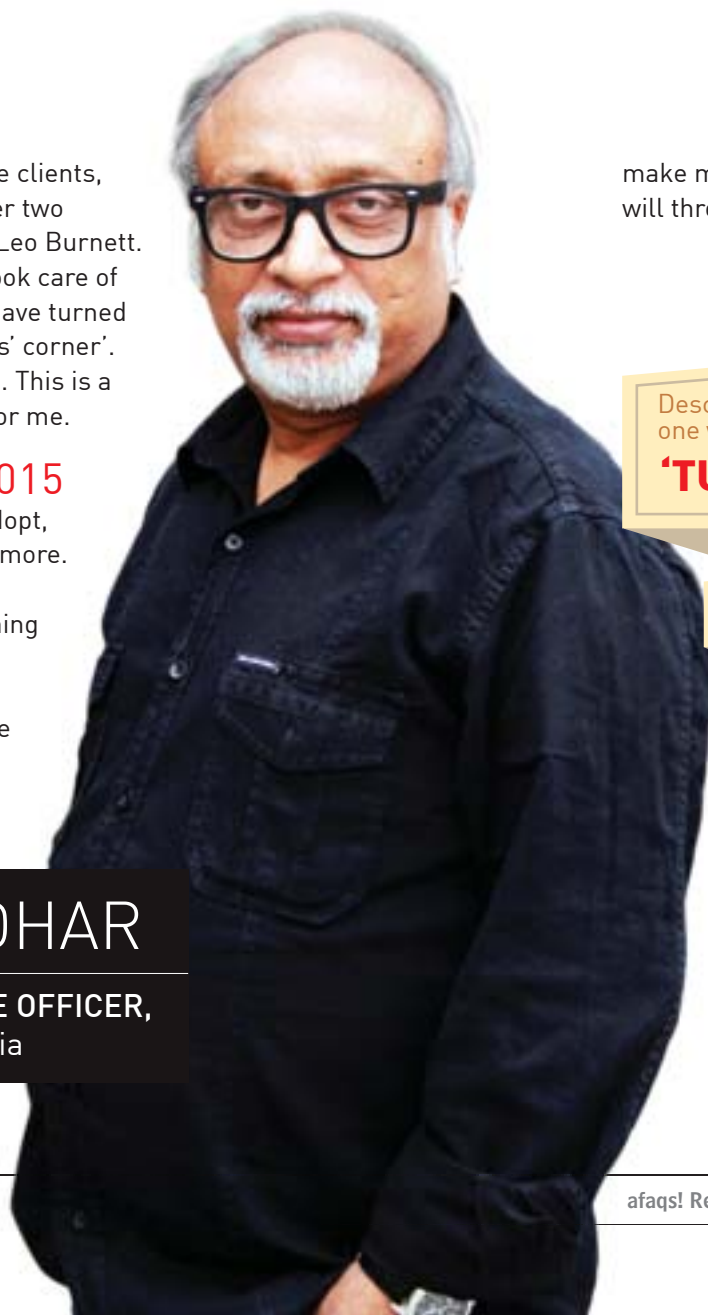
make myself useful, the agency will throw me out! ■

Describe the year gone by in one word

'TURNING POINT'

KV SRIDHAR

CHIEF CREATIVE OFFICER,
SapientNitro India



AGENCIES - CREATIVE

In the news because:
Deferred his retirement and received a four-year extension at the agency

'Ups' of 2014

'Ups' include the acquisition of 22feet and birth of 22feet Tribal Worldwide. Exciting new assignments, organic growth with existing clients and entry of several marquee clients, the restructuring of the Executive Board, creation of the one-of-a-kind Creative and Strategic Planning Councils, and others.

The end of the boring dominance of cricket with the arrival of the Kabaddi, Football and Tennis Leagues. Paralysis in the government being replaced by a development agenda, the mobile



FOTOCORP

screen being the new challenger for the 'primary screen', and finally a non-founder CEO in Infosys!

Describe the year gone by in one word
'WOW!'

MADHUKAR KAMATH

GROUP CEO AND MANAGING DIRECTOR,
DDB Mudra Group

'Downs' of 2014

The disappearance of the front page in our newspapers due to ungainly jackets and innovations, the ongoing hammering by anchors, the chaos around awards, ratings and surveys, rising expectations from the new government and demand for quick fix solutions, more scams and the climate change indicators warning about natural disasters.

Agenda for 2015

To establish the 'Imagine-Inspire-Influence' agenda for growth of all our clients and partners. Strengthen the Group via strategic acquisitions and collaborative ventures, and to concentrate on people, products and profit. ■

AGENCIES - CREATIVE

In the news because:
The first CFO-turned-chairman in Indian advertising

'Ups' of 2014

The entry of a new government with a resolute leader at its helm, and the exit of the less-said-the-better grand old party, was heaven-sent.

At a personal level, I am thankful that I continue to enjoy the place called Ulka that I came to 9,125 moons ago. I could not have asked for more. We faced several challenges during the year, but however daunting they were, the 800 believers in FCB Ulka have helped us sail through the rough tide.

'Downs' of 2014

Tata DoCoMo, a longstanding account of ours, on which our

leaders had done great work consistently over the years, fell prey to undercutting by competition. Never mind that for months after the departure, the client continued to air our work. The misplaced philosophy of procurement folks and 'short-termism' is wreaking havoc and will continue to do so, as long as agencies give themselves the short shrift in a bid to keep growing the topline recklessly.

Agenda for 2015

We are in the business of business and will continue to do what we do

Describe the year gone by in one word
'ASCENDANT'

best, that is, build brands. While we're at it, our drive would be to win accolades at international award platforms like Cannes. ■

NAGESH ALAI

GROUP CHAIRMAN,
FCB Ulka



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AGENCIES - CREATIVE

In the news because:
Selected to chair McCann across APAC; decided to do so from Mumbai

'Ups' of 2014

I chaired the Titanium jury at Cannes this year. That was a great highlight and a great learning experience as I was representing Asia. I was elevated to the post of chairman of McCann APAC, decided to stay CEO of India and took a decision not to move out of the country. It was critical.

McCann won six Pencils at the One Show, of which four were Gold. We did well at Cannes also. The Nescafe standup comedy ad is one piece of work that I'm proud of. Outside advertising, I got recognition for Bhaag Milkha Bhaag, for my story, lyrics, screenplay, and dialogues. My book Sunshine Lanes got good reviews.

PRASOON JOSHI

CHAIRMAN,
McCann Worldgroup APAC

'Downs' of 2014

It was a busy year, full of activity, action and travel. I gave my company, my film/writing endeavours and my family a lot of time, but missed out on giving myself personal time and space to introspect.

Agenda for 2015

I definitely want to extend my learnings and experiences to more

Describe the year gone by in one word

'LEARNING'



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brands and geographies. Wish to strike a better balance between my work and my personal time.

film venture/book. I would like to spend time with more students. It energises me. ■

It will be a year of exploration of the right subject for my next

AGENCIES - CREATIVE

In the news because:
Sold 51 per cent of Law & Kenneth to Publicis Groupe, which then merged L&K with Saatchi & Saatchi India

'Ups' of 2014

The creation of L&K Saatchi & Saatchi, making the announcement about the partnership with Publicis Groupe, and the merger of Law & Kenneth with Saatchi & Saatchi.

'Downs' of 2014

Not spending enough time laughing with my team, my family and my friends, and not having made time for myself to do dangerous stuff.

Agenda for 2015

The agenda for the agency is to ensure continued exponential growth, and to continue to be our clients' most loved and most preferred partner. ■

Describe the year gone by in one word

'BRILLIANT'



PRAVEEN KENNETH

CO-OWNER-CUM-CHAIRMAN AND MD,
Law & Kenneth Saatchi & Saatchi

RAJ KAMBLE

FOUNDER AND CCO,
Famous Innovations

Describe the year gone
by in one word

'FAST'

AGENCIES - CREATIVE

In the news because:
**Took over the
India operations of
Strawberryfrog, moved
out of the licensing model,
and re-named the agency
Famous Innovations**

'Ups' of 2014

The biggest 'Up' was buying out StrawberryFrog India and changing the agency's name to Famous Innovations. At a time when MNCs are taking over local agencies, it's heartening that we could go the other way. 'Ups' also include moving from a 500 sq ft office to a 5,000 sq ft office, from 20 people to 45 people and from three businesses to 11, particularly two exciting cross-border businesses, Singapore LTA and MassMutual US.

Also, our debut Blue Elephant at the Kyoorius-D&AD Awards, among half a dozen nominations, was an 'Up'. And recently, ET Now's Brand Equity called us the 'Dark Horse Agency for 2015'.

'Downs' of 2014

We haven't done as much innovative work as we would like to do. This year was about putting everything together and settling in.

Agenda for 2015

There's no reason why we can't be the most innovative agency in India in 2015, and compete with the world. My agenda is to live up to our name, 'Innovations', to empower all my people and let them take decisions. Regarding my career in general, I'm looking to get involved in some projects that go beyond advertising. ■

AGENCIES - CREATIVE

In the news because:
**Moved from Bennett,
Coleman & Co, where he
was president, corporate
development, to head a
mainstream ad agency**

'Ups' of 2014

I'm a year older and hopefully wiser. Certainly fitter having run three half marathons, 21 kilometres each. Working with Grey Group brings back my youth. Being able to design and define how communication should be is most stimulating. Having more friends, colleagues and well-wishers than last year, is a blessing.

'Downs' of 2014

My glass is always half full... there is more to fill in.

Agenda for 2015

To be able to bring sharp, integrated, differentiated and wholesome solutions to our marquee list of brands and clients and make them nimble, cool, smart and sexy. For my own career, I plan to run faster and stay ahead. I sustain my belief that God is in the details and every dream is worth chasing. I want to surround myself with people who are smarter and better than me. ■

Describe the year gone
by in one word

'FRENETIC!'

SUNIL LULLA

CHAIRMAN AND MD,
Grey Group India

PEOPLE IN THE NEWS

afaqs!Reporter



AGENCIES - CREATIVE

Describe the year gone by in one word

'CRACKER!'

VINEET BAJPAI

CEO, TBWA India Group

In the news because:
Named CEO of the ad agency that acquired his digital startup, Magnon

'Ups' of 2014

We won the Haier account. We created the exciting 'Babuji' TVC for Datsun. Our digital agency Magnon TBWA won several multi-agency pitches and delivered impressive campaigns for clients like Suzuki and Michelin. We hired some of the finest advertising talent and Omnicom held its first India summit.

What has added to the excitement and optimism is Troy Ruhanen, TBWA's new worldwide CEO who took office in 2014. There is a great new energy at TBWA.

'Downs' of 2014

There were no real 'downs' for the TBWA India Group. On the personal side though I would say

one big 'down' was that the crazy work and travel schedule left me with no time to do what I enjoy doing very much - writing books.

Agenda for 2015

Our first and foremost priority would be to strengthen our partnership with key clients like Nissan, Datsun, HP, Suzuki, Standard Chartered Bank, Michelin, Adidas, Haier, Singapore Airlines and Volvo Eicher by continuously enhancing our service levels and delivering truly disruptive ideas. We are committed to partnering our clients as a single-window integrated agency, offering world-class creative as well as digital services under one roof. ■

AGENCIES - DIGITAL

In the news because:
Joined Reliance to set up World Wide Open as the Group's venture in the digital advertising world

'Ups' of 2014

The entire journey has been a ride of ups. Right from getting started to taking care of various digital marketing duties of several Reliance ADA Group companies/brands (which had been

Describe the year gone by in one word

'AWESOMELICIOUS'



working earlier with some very respectable agencies).

Among the other highs are winning various awards in the very first year at leading festivals for Reliance Life Insurance Campaign as an integrated campaign and being shortlisted for the campaign for Reliance Communications.

Another was being one of the few Indians to be invited to speak at the largest digital marketing summit in the world - the Web Summit 2014.

KUSHAL SANGHVI

BUSINESS HEAD,
Reliance Entertainment and Digital

'Downs' of 2014

Getting - and retaining - good talent has always been a challenge in the digital marketing space.

Agenda for 2015

We will roll out larger operations in other cities - Delhi and Bangalore in particular.

We will enhance our product offerings as an integrated digital business and technology services company in the areas of digital marketing, mobility and analytics to deliver tangible results for the virtual world. ■

AGENCIES - DIGITAL

In the news because:
Becoming a preferred digital video agency for brands and focusing its proficiency in music, entertainment comedy, news, beauty and lifestyle verticals

'Ups' of 2014

Culture Machine produced some big web hits this year. Some of the remarkable ones include Sonam Selfie Song, Every Delhi Girl In the World, Gore Gote and the recent viral hit 'South Of India' to name a few.

Besides, we have got the US-based network What's Trending to India and will be creating exclusive

programming under the brand, which will give consumers a wide array of international quality content.

'Downs' of 2014

Nothing in particular. We are early movers in a fast moving and evolving landscape. We are building the market and being shaped and built by it in the process.

Our proprietary technology, content creation approach and ambition to dominate the digital video space is what Culture Machine brings to the table and sets us apart. Also, we have a great team on board that has tons of experience under its belt.

**SAMEER
PITALWALLA**
CEO,
Culture Machine



Describe the year gone by in one word

'EPIC'

Agenda for 2015

Scale internationally with our proprietary technology, product offerings and creator network. ■

AGENCIES - DIGITAL

SANJAY MEHTA

JOINT CEO,
Social Wavelength

In the news because:
JWT acquired a majority Stake in the digital agency

'Ups' of 2014

From an "event" point of view, of course, our engagement with WPP Group/JWT was the biggest high for the year.

We bagged about 15 awards in 2014. That was a big high. Social media listening started getting its due importance in the overall schema of digital communication. That we made substantial progress in enhancing the strengths of our team, was one of the biggest 'ups'.

'Downs' of 2014

The early part of 2014 was not



Describe the year gone by in one word

'ROLLERCOASTER'

**HAREESH
TIBREWALA**

JOINT CEO,
Social Wavelength

However, post Q2, things have looked up. We are now in the midst of a lot of optimism and feel-good, resulting in marketing spends increasing once again.

Agenda for 2015

It is our agenda to be there for our clients and guide them on the path to digital transformation via tools and services that we offer, which can create measurable and genuine benefit for businesses.

We are also launching 'Exact Target', a customer lifecycle relationship management tool that enables targeted communication to consumers across multiple touch points. ■

exciting and the general mood of clients was low. The hard work that we put in, for pitches or for proposals to existing clients, did not see the light of day as clients kept holding back spending decisions.

PEOPLE IN THE NEWS

afaqs!Reporter

AGENCIES - MEDIA



FOTOCORP

KARTIK SHARMA

MD, Maxus – South Asia

Describe the year gone by in one word

'AWESOME'

In the news because: Sharma completes a year in the agency. Maxus India won the Emvies, breaking its sister agency, Mindshare's winning streak

'Ups' of 2014

I feel humbled and honoured that I have been given the opportunity of leading Maxus. The retention of Vodafone's account was another high. We also helped MEC win accounts in other markets.

The first thing I wanted to put in place was a team of people who were as passionate, may be more, than me. We found some very good leaders. From a business stand point, we won around 20 accounts this year including UTI Mutual Funds, Tata Singapore Airlines and some other regional businesses.

This year saw the global launch of Resolve, a proprietary framework,

in India with data from India. We also launched Moribus (it means 'behaviour' in Latin) - a behavioural science lab. It was a first in APAC. Of course, all of these led to awards. Besides the Emvies, we dominated the digital awards, Ad Club Bombay and the Atticus award (WPP's internal awards). At 100+ awards we couldn't have asked for more.

'Downs' of 2014

The only down was the Nokia realignment. Since it was a global decision, there was nothing we could do. We respect that.

Agenda for 2015

Carrying on the philosophy of wanting to do well, leading change and trying to deliver a 10/10 on clients. ■

AGENCIES - MEDIA

In the news because: Stepped down from the position of Global CEO, Maxus

'Ups' of 2014

- One daughter graduating, the other entering college
- Completing 25 years of marriage with my wonderful wife, Simmi
- Living in New York, arguably the world's greatest city.
- An immersion into the way media will work in years to come: Programmatic

- Another amazing growth year for Maxus Global and
- Maxus India finally winning Agency of the Year.

'Downs' of 2014

Regaining the weight I lost.

Agenda for 2015

Embrace marketing driven by data and tech. ■

Describe the year gone by in one word

'ILLUMINATING'

**VIKRAM
SAKHUJA**

GROUP STRATEGY OFFICER,
GroupM Worldwide



FOTOCORP

TV ANCHORS

ARNAB GOSWAMI

NEWS ANCHOR & EDITOR-IN-CHIEF,
Times Now

In the news because:
First to interview
Congress leader Rahul
Gandhi on television.
He also interviewed
Narendra Modi

'Ups' of 2014

Winning the general elections race in terms of viewership. Totally new graphics and production styles and a far higher quality of coverage gave us leadership in the Lok Sabha elections of 2014. Election coverage is one where credibility matters, and the fact that Times Now was the undisputed winner was a big high for my team and me.

'Downs' of 2014

None at all.

Agenda for 2015

- To take news broadcasting to a higher level
- To complete another year of undisputed leadership
- To promote and encourage a new generation of television journalists to grow into leadership roles in India. ■

Describe the year gone by in one word

'COULDN'T BE BETTER'



FOTOCORP



SUSHIL KUMAR

TV ANCHORS

ASHUTOSH

Aam Aadmi Party

In the news because:
Quit his job as managing
editor and anchor in IBN7
to join the Aam Aadmi
Party. Fought Lok Sabha
elections in 2014 from
Delhi but lost

'Ups' of 2014

From journalism to politics - in the last nine months, I have had an experience, which people are unable to get in 20 years. I have contested and strategised the elections.

In the midst of all this, I have been working in a scenario, where for last nine months, I have not drawn a salary. But I have to admit that it has been exciting.

'Downs' of 2014

More than losing the elections, I am not very happy with the

electorate verdict of 2014 where BJP won and is in power. I was disappointed with it.

Agenda for 2015

Being a politician and fighting elections, I am directing my energies to bring my party into government and make it the single largest national alternative. ■

Describe the year gone by in one word

'INTERESTING'

PEOPLE IN THE NEWS

afaqs! Reporter

TV ANCHORS

In the news because:
Ended his decade-long association with Network18, and quit popular English news channel CNN-IBN. Now with Headlines Today

'Ups' of 2014

Joining Headlines Today, and launching two new programs 'To The Point' and 'Nothing But the Truth'

KARAN THAPAR

PRESIDENT, Infotainment TV

Describe the year gone by in one word

'EXCITING'

'Downs' of 2014

I am not sure that I can think of anything particularly significant to mention as a down.

Agenda for 2015

Hopefully have the opportunity to do good work, which people think is worth watching on TV. ■

TV ANCHORS

In the news because:
First to get Narendra Modi's interview before anyone else in the broadcast media during the General Elections

'Ups' of 2014

The year began with India TV adopting a completely new brand identity and a new logo that lent us a new global outlook. We have a new, slick studio that is technologically ahead of its time and my daily news analysis show, "Aaj Ki Baat", made a strong

Describe the year gone by in one word

'REWARDING'

comeback as a chart-leader with virtually no competition and also celebrated 21 years. Another achievement was our new editorial policy - led by the thought "news is back" - which is pushing our contemporaries to head back to serving hard news.

'Downs' of 2014

Frankly, with so many ups this year, downs had no time to fit in.

Agenda for 2015

The 2015 Agenda is well cut out for us at India TV. We have clearly established ourselves as one of the most stable brands in broadcasting. With a winning team in place across editorial & programming, sales, brand & events, digital, strategy, distribution & other support functions, we are almost standing at a launching pad. The industry will soon start hearing a few announcements from our stable. ■

RAJAT SHARMA

CHAIRMAN AND EDITOR-IN-CHIEF, India TV

TV ANCHORS

RAJDEEP SARDESAI

CONSULTING EDITOR, TV Today

In the news because: Moved to TV Today after ending a nine year stint with Network 18 where he was heading CNN-IBN, IBN7 and IBN-Lokmat

'Ups' of 2014

The two big 'ups' were the coverage of the 2014 elections and the release my first book, '2014: The Election that Changed India'. The election coverage was possibly the most comprehensive ever

Describe the year gone by in one word

'ROLLERCOASTER'



done on Indian television. The book was just as big a high - seeing it at the top of the best seller charts and getting favourable reviews from world class magazines like The Economist was special.

'Downs' of 2014

Well, I guess having to leave Network 18 in unfortunate circumstances was a big wrench. I miss old colleagues. But in life when one door closes, another opens. So I am delighted to be part of the TV Today Group and marquee brands like Headlines Today and Aaj Tak.

Agenda for 2015

My agenda is to just do good, independent journalism across multiple platforms: TV, print and digital. I believe journalists must now be platform agnostic and be focusing on quality content. ■

TV ANCHORS

In the news because: Aggressively covered the general elections 2014 from the Hindi broadcast media perspective

'Ups' of 2014

The elections, without any doubt. These elections gave us an opportunity to understand politics from a new perspective. A lot of old things were breaking apart and a lot of old things were being portrayed as new.

Societal relationships were changing due to politics. These elections were such that they had a continuous impact even after the month of May.

'Downs' of 2014

Communal tensions in a lot of places. Religious fights - all these things just prove that we still

RAVISH KUMAR

NEWS ANCHOR,
NDTV

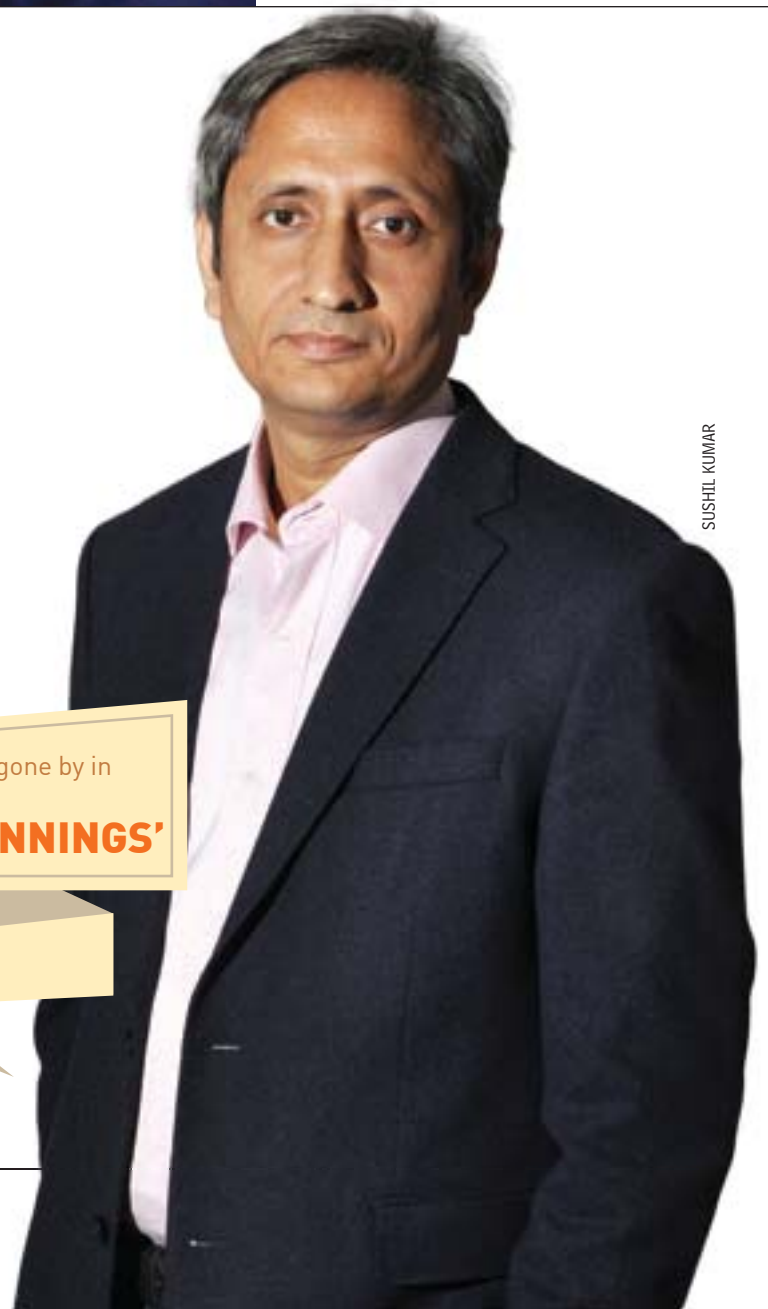
haven't changed. We are so weak that anyone can aggravate us with questions about loudspeakers or 'Teeka'. I feel bad looking at the societal relations going weak.

Agenda for 2015

I hope that in the year 2015, there is at least one government hospital with international standards in every district and a minimum of 10 government schools in line with all the modern standards and amenities. ■

Describe the year gone by in one word

'NEW BEGINNINGS'



SUSHIL KUMAR



**SAGARIKA
GHOSE**

CONSULTING EDITOR, TOI

SUSHIL KUMAR

TV ANCHORS

In the news because:
Quit Network 18 along
with others during the
takeover of the group by
Reliance

'Ups' of 2014

Creating a flagship show for CNN-IBN called Open Mike, which was a pioneering show based on voters' voices from a different location every day. We managed to pull off 40 episodes from 40 locations. Open Mike was a two-cam shoot, totally raw and uncut and brought viewers the mood from the street rather than simply set pieces from the studio.

'Downs' of 2014

Having to put in my resignation at IBN, which I had helped Rajdeep build over nine years. It was heartbreaking for me to leave CNN-IBN, almost like losing a baby. When Raghav, Sai and the others resigned, I realised

Describe the year gone by in one word

'CHALLENGING'

with a shock that Network18 had changed irretrievably and I could see no role for myself in it any longer, given that editorial independence and my freedom as a journalist are uppermost priorities for me.

Agenda for 2015

I am privileged to be consulting editor at Times of India. I started my career in here in 1991, fresh out of Oxford. Rajdeep and I got married when we were at TOI. Samir Jain has been a mentor and friend. So I am delighted to be in what is a homecoming for me. I will be doing a flagship political analysis show for ET Now, called Capital View. ■

MOBILE ENTREPRENEUR

In the news because:
Successfully headed HUL's
cloud telephony platform
for Kan Khajura Tesan

'Ups' of 2014

We managed to attract customers across 20 business verticals. Revenues in the first half of 2014-15 grew by 300 per cent compared to 2013.

On the client side, Ozonetel created a huge success story with Kan Khajura Tesan. We helped HUL to set the world record in handling the maximum number of missed calls in a day.



**CSN
MURTHY**

FOUNDER AND CEO,
Ozonetel

'Downs' of 2014

We have not been able to grow our business exponentially due to lean marketing budgets.

Agenda for 2015

We are looking to grow by 500 per cent in 2015. Today, Ozonetel's multichannel cloud communications platform is available in 65 countries.

Growing our global customer base will be a key focus in 2015. We strongly believe that 'voice' is not dead. Our solutions will re-instill confidence in the power of 'voice'.

We plan to launch a consumer engagement app for businesses and brand managers. We are going to focus on marketing and building strategic partnerships that will help add more value to our customers. ■

Describe the year gone by in one word

'EUREKA!'

AD CAMPAIGNS IN THE NEWS

A round-up of the advertising campaigns in various media that made a big noise - and impact - in 2014.

By Saumya Tewari and Devesh Gupta

TELEVISION

AIRTEL



The Smartphone Network

Bharti Airtel positioned itself as a preferred network for smartphone users with this campaign. The film opens in an office where a boss informs her colleague about a project that needs to be completed on priority. Despite his protests, she is firm and urges him to start right away and leaves for the day.

On her way back, she calls her husband and asks what he would like to eat for dinner. Subsequently, one of the men in her office receives a call from his wife asking him to come home. He tells her that he will be late because of the assignment. His wife calls again, this time on a video call and pans the phone camera on the dishes she has made for dinner. Here, it is revealed that the boss is his wife.

The campaign stirred a debate on social media. Some angrily denounced the portrayal of a woman professional who is a 'cook' for her husband. Airtel dubbed it as a 'thematic film' with a contemporary take on the role of smartphones in bringing millions of data-savvy Indians closer to one another.

CREDITS

Creative Agency: Taproot India
Executive Creative Directors: Agnello Dias, Santosh Padhi
CEO: Umesh Shrikhande
Writers: Agnello Dias, Pallavi Chakravarti
Client Servicing: Naved Punjabi, Gargi Vegiraju
Production House: Early Man Film
Director: Vinil Mathew
Producer: Swadha Kulkarni

BROOKE BOND RED LABEL

Swad Apnepan Ka

Brooke Bond Red Label moved beyond the idea of connecting families and positioned "chai" as a beverage that binds diverse communities. The 'Swad Apnepan Ka' campaign positioned both - the brand and tea - as the first brick in the bridge between communities. The minute-long ad film exploited an oft-repeated yet sensitive theme - the Hindu-Muslim divide in India.

The campaign shows a visibly Hindu couple locked outside their own house. As the wife digs around in her purse for the keys, their neighbour, a burkha-clad woman, invites them over for tea. She tells them to wait at her place while they resolve the crisis. The husband, clearly uncomfortable with her religion, turns down the offer. His wife says, "Chai ki bahut achchi khushboo aati hai iske ghar se." While her words fail to convince him, the aroma of fresh



tea does the trick. The couple ends up enjoying a cup of tea with their neighbour. The catchphrase used at the end of the ad is 'Swad Apnepan Ka'.

The campaign marked a shift in execution as most of the brand's previous campaigns talked about bringing family members together but this time the idea became more encompassing. The media mix included print and radio too.

CREDITS

Creative Agency: Ogilvy & Mather
Production House: Purple Vishnu Films
Director: Sainath Choudhury



TELEVISION



BJP

Abki Baar, Modi Sarkar

One of the campaigns that made headlines and provided fodder to the social media junkies creating a slew of digital jokes was 'Abki Bar, Modi Sarkar'. The Bharatiya Janata Party (BJP) launched three sets of television campaigns promoting its Prime Ministerial candidate, Narendra Modi. The party's media spend was reportedly around ₹400 crore.

The first set of films is based on what experts call the 'piece-to-camera format' or 'monologue format'. In each ad,

an individual talks straight into a camera and addresses the TV viewer in a direct, serious manner highlighting issues like unemployment, safety of women, inflation and electricity problems.

These partly black-and-white films end with the hard-hitting lines like 'Yuvaon ko berozgar rakhne walon, janta maaf nahi karegi'. The second set of animated films is based on cricket. Launched during the T20 World Cup series, the ads take a dig at Congress and Aam Aadmi Party (AAP), BJP's adversaries. All ads end with VO reiterating the party tagline 'Abki Baar, Modi Sarkar'.

CREDITS

Creative Agency: Soho Square

FORTUNE EDIBLE OIL & FOODS

Home Cooked

Ogilvy & Mather resorted to a grandma's tale to create another memorable story for Fortune Oil. It was a story that was relatable and moved people.

The film opens with an old lady struggling to climb a long flight of stairs. The second shot shows a nurse feeding a male patient as the old lady enters the room. The old lady insists that she be allowed to feed her grandson just two-spoons of home-cooked dal. The nurse refuses pointing out that "outside food" is not allowed to which the old lady insists that it is home-cooked.

The routine continues, until one day she brings two dabbas saying it is her grandson's birthday. The nurse tastes the food in private and the next day permits the old lady to feed the boy. Surprised and teary-eyed, the lady starts feeding the grandson who, after a few spoonfuls, guzzles down the dal himself.

CREDITS

Client: Adani Wilmar

Chief Operative Officer: Angshu Mallick

Agency: Ogilvy & Mather India

Chairman: Piyush Pandey

Group Creative Director: Sukesh Nayak

Vice President: Saji Mathews

Production House: Curious Films

Director (film): Vivek Kakad



TELEVISION

IDEA

Nobody's Fool

Faced with the challenge of Airtel and Vodafone's well-established data campaigns, Idea Cellular decided to leverage a "cultural insight" to promote its mobile internet offerings. The insight: people in India readily con the ill informed. Idea, through its new Ullu (Hindi for owl and in this context, fool) campaign, positions its data services as the solution to this reality.

With the catchy 'Idea internet lagoing, India ko no ullu banoing,'



TELEVISION

jingle, the brand came out with a series of TV campaigns featuring consumers across age groups and demography using Idea to make an informed decision.

The objective of this communication was to help

the brand grow from a mobile broadband business to a strong data network services player. Another objective was to demystify the concept of data services for the benefit of the larger Indian population. 'Har mobile par internet' is the broader message.

The brand claims to be the only mobile operator to offer a range of self-branded, affordable 3G smartphones to upgrade 2G users to 3G. The campaign started with the release of teaser banners and the 'Ullu jingle' on social media. The 360-degree initiative was later extended to TV, radio, outdoor, activation and digital.

CREDITS

Agency: Lowe Lintas and Partners

Production House: Chrome Pictures

Producer: Shahzad Bhagwagar

INDIAN SUPER LEAGUE (ISL)

Come on India, Let's Football

In a cricket-obsessed nation like India, making another sport

popular is a Herculean task. Therefore, the Hero Indian Super League (ISL) needed a big-ticket marketing push.



TELEVISION

To promote the league and make football a household game, IMG-Reliance and Star India, which jointly own the property, placed the matter in the trusted hands of Ogilvy & Mather. The agency launched a campaign titled 'C'mon India #Let'sFootball' creating a catchy anthem "Let's Football!". Three ad films went on air creating the much-needed anticipation.

The first TVC showcased people from different walks of life - more importantly, belonging to different parts of India - enjoying the game. In the second, Bollywood actors and former cricketers are featured playing football. Some

of these celebrities are owners of different franchises, while others are 'faces' of some of the teams. In the third TVC, some international players are shown playing the game during Diwali, dodging firecrackers in the process.

The attempt was to start a movement to up the standards of the game, and to bring the enthusiasm for it at par with what it enjoys in the West.

CREDITS

Creative Agency: Ogilvy & Mather

Production House: ThinkPot Films

Director: Manoj Pillai

Music Director: Amit Trivedi

IPL 2014

The Calling

The Indian Premier League's (IPL) campaigns have always tried to be unique in their own way. This year, they took the drama, entertainment and comic element of the campaign to another level.

The first leg of the campaign highlighted the importance of the tournament in people's lives and how they should drop everything they are doing, to go and watch the match. Titled 'Come On, Bulaava Aaya Hai', the campaign featured a series of four films with different protagonists and plots.

One TVC shows a girl who is possessed by a spirit which refuses to heed the priest who is

exorcising her. However, as soon as it hears the IPL signature tune, it runs out to watch the match. Another film shows a son sitting by his ill mother, who reveals that the man in the photo frame on the wall isn't his father. The moment the son hears the IPL tune he rushes off, telling his mother to decide who his father is.

CREDITS

Creative Agency: Havas Worldwide

Creative Team: Vivek Rao, Seneca Mendonsa, Ajeet Shukla, Nandini Biswas

Account Handling Team: Shavon Barua, Gaurav Soi, Dhaval Jadwani, Omar Khan

Production House: Keroscene Films

Director: Rajesh Saathi

Music: Vishal and Shekhar



TELEVISION



TELEVISION

MUMBAI MIRROR

When in Mumbai

The BCCL (Bennett Coleman & Co)-owned Mumbai Mirror's campaign - 'I'm Mumbai' - thanked the 'unwanted' elements of society for hating the publication for its fearless journalism. First launched in 2011, the film showed real life stories of people protesting about issues on the streets of Mumbai and how the publication took their voice to the people.

Three years on, the brand has again launched a campaign with the same idea but this time the stories are of people that society has labelled as unwanted or, more commonly, anti-social elements.

One situation in the ad shows local thugs who indulge in molestation, eve teasing and cat calling; the

second one showcases a doctor whose organ-selling racket is busted by the newspaper; the third is of a lady whose prostitution racket is exposed and the last one is of a building contractor who gets penalised for a job not done well.

In each of the situations, the affected people defend themselves by saying that it is absolutely normal to do what they were doing and blame the Mumbai Mirror's reporters for their losses. The film ends by the protagonists saying that 'I am not Mumbai' and shots of the paper burning and captions that say, 'Hated by Some. Every Morning. Thankfully.'

CREDITS

Creative Agency: Taproot

MTS INDIA

Kid Stuff

MTS, the mobile telecom service brand from Sistema Shyam TeleServices, rolled out the first network-centric campaign paying a tribute to its core consumer – the net-savvy digital native.

Titled 'Born for the Internet', the film is a visual hyperbole – a new born baby is shown doing all things digital to find his way out of the hospital. The words 'Born for the internet, MTS 3GPlus Network' appear as a super on the screen.

The inception of this script lies in the insight that today's kids, including babies, are comfortable

with technology and the internet. For the first time, the campaign premiered as a Bit Torrent for onliners to download followed by a YouTube and television release.

Shot in Prague, the film was made using four real babies. Glassworks London created the necessary CGI (computer generated imagery), using the babies' real expressions.

CREDITS

Creative agency: Creativeland Asia

Production house: Smuggler Films, London

Co-MD (Smuggler Films): Chris Barrett

Director (film): Guy Shelmerdine

CGI: Glassworks, London



TELEVISION

OLX

Absolute Sellout

Online classifieds portal OLX.in roped in comedian Kapil Sharma to reiterate its brand message 'Bech De'. The company leveraged Sharma's impeccable comic timing and featured him as 'underused goods' in multiple TV campaigns.

In one ad, Sharma is featured as a frustrated underused Juicer that is begging the lady of the household to sell it off. The second campaign showcases Sharma as an old motorbike that is dragging a family of four. The third campaign titled 'Clock' features Sharma as an unused old clock waiting to be sold off on OLX.

CREDITS

Marketing Director: Gaurav Mehta

Creative Agency: Lowe Lintas

National Creative Director: Amer Jaleel

Executive Creative Director, Delhi: Shriram Iyer

Group Creative Directors, Delhi: Shayon Deep Pal, Mohit Arora

Creative, New Delhi: Nisheeth Srivastava, Manzoor Alam, Anshul Nagpal

President, New Delhi: Naveen Gaur

EVP, New Delhi: Syed Amjad Ali

Senior Brand Services

Directors, New Delhi: Mayoore

Sangameshwar Hanagodimath

Senior Brand Services Manager, New Delhi: Rahul Ojha

AVP - Planning, New Delhi: Farah Bashir



TELEVISION

ROTARY INTERNATIONAL

Making Miracles Happen

The WHO (World Health Organisation) declared India a polio-free country in 2014. Rotary International, a company that offers humanitarian services, and has contributed significantly towards this goal, celebrated the achievement by rolling out a 'Making Miracles Happen' campaign.

The ad film used animation to depict the story of India's successful struggle against polio. The video is about a little child who breaks free from the shackles of the disease. The film ends



TELEVISION

when two palms join to form a Namaste, as Amitabh Bachchan's voice-over – reminiscent of his 'Do Boond Zindagi Ke' campaign for UNICEF, that motivated thousands of Indians to ensure their children were given anti-polio drops – says,

"India is Polio Free. When we join hands, miracles happen."

The campaign was also promoted across magazines like India Today, The Week and Outlook and across digital media.

CREDITS

Creative Agency: JWT, Kolkata

National Creative Director: Senthil Kumar

Creative : Arjun Mukherjee, Partha Chowdhury, Altaf Hossain, Uttaran Chaudhuri, Subhrakanti Mandal, Anwesha Mukherjee

Production House: Eeksauros

Director: Suresh Eriyat

Producer: Nilima Eriyat

Executive Producer: Mehernosh Dastoor

Music: Rajat Dholakia

Voiceover: Amitabh Bachchan

Sound Engineer: Arun Crastos

Associate Director: Kevin Varghese

Production Co-ordination: Himakshi Rawal, Sakshi Gaur

2D Lead: Arun Rane

3D Lead: Swapnil Patil

TELEVISION



SET INDIA

United we Stand

While promoting the eighth season of game show Kaun Banega Crorepati (KBC), Sony Entertainment Television highlighted the discrimination against people from Northeast India in its promo titled 'Kohima'.

The effort was a reminder that advertising is a formidable tool that holds a mirror to society indicating the gaping holes in our social fabric. The ad - just over a minute long - opens with host Amitabh Bachchan asking Poornima, a young contestant hailing from the northeast: "Which country is Kohima city in?"

The contestant opts for an audience poll (a lifeline in the game show) and 100 per cent of the respondents say India. Bachchan tells her, "Everyone knows this answer," to which the young contestant replies, "Everyone knows the answer, but how many people actually acknowledge it?" The film ends with the message 'Yeh khel kuch aisa hi hai, yahan sirf paise hi nahi dil bhi jeete jaate hain'.

The campaign was part of a series called 'The Unity Edition', which had other promos on issues like the Hindu-Muslim divide.

CREDITS

Agency: Leo Burnett

SNAPDEAL.COM

Ambush Advertising

Online marketplace Snapdeal decided to play the volumes game to lure pre-Diwali shoppers by executing a 'Diwali Bumper Sale' campaign comprising 40 TVCs starring 28 celebrities.

Each film starred a celebrity highlighting the wide range of products and discounts on offer. Snapdeal targeted consumers beyond the Hindi speaking areas, which included the "upwardly mobile" from smaller towns across India.

Directed by Punit Malhotra, the TVCs had different storylines, sets and costumes. The production

team shot the campaign in five days, and wrapped up the post-production work in 20-25 days.

Over 1,300 TV spots were booked (per day), of which 200-300 spots (per day) were for regional ads while the rest were in Hindi.

CREDITS

Creative Agency: Draftfcb-Ulka

National Creative Director: KS Chakravarthy

Group Creative Director:

Shiveshwar Singh

Creative Director: Anurag Bhalla

Account Management: MN

Damodaran, Ragini Banik, Shruti Kapoor



TELEVISION

TATA TEA

No Black Mark This

Tata Tea's 'Jaago Re' campaign alerting people about their responsibilities as citizens hit the mark in more ways than one, some years ago. This year, during the general elections, Tata Tea released 'Kaala Teeka' TVC - under its 'Power of 49' series.

While the first ad in the series, released last year, talked about how a politician should not ignore women as they constitute 49 per cent of the voter base in India, this one encouraged women to vote if they want change.

The ad is shot in a beauty parlour. Some of the women say how they carry pepper spray in order to protect themselves. A girl working at the parlour tells them they



should put a kala teeka (black dot) instead. The lady assumes that the dot refers to the superstition of putting a black dot to ward off the evil eye. However, the girl tells them if they vote for the right people, it will ensure better safety. And the dot she is referring to is the mark of a voter.

The campaign aimed to awaken the 'educated or so called well

informed class of India', which doesn't believe that voting can make a difference.

CREDITS

Creative Agency: Lowe Lintas and Partners

National Creative Director: Amer Jaleel

Executive Director: GV Krishnan

Creative Team: Sagar Kapoor, Garima Khandelwal, Sonal Mishra, Ameya Gokhale

Account Planning: Vishal Nicholas, Russell John

Account Management: Ayyappan Raj, Kunal Madhavdas, Rumi Ambastha, Kshitij Mehra

Production House: Offroad Films

Director (film): Gauri Shinde



TELEVISION

DIGITAL

CHING'S SECRET

Singh is Ching

Ching's Secret, that offers an array of Chinese sauces, soups, seasonings and noodles, roped in Ranveer Singh to launch an exclusive video promoting its offerings. The actor added 'Ching' to his name and featured in a foot-tapping music video. The objective of the campaign was to strengthen the brand identity in the consumer's mindspace.

The video that looked nothing short of an item number from a Bollywood potboiler, went viral garnering over one million views on YouTube.

Ranveer has also belted out the 'Manchow Rap' in his own inimitable style in the video.



The actor also leveraged his digital presence for the brand across different social platforms including Facebook, Twitter, Instagram, and YouTube encouraged by CA Media Digital's venture, Fluence.

CREDITS

Creative Agency: CA Media Digital's venture, Fluence

Director: Shaad Ali

Music: Shankar Ehsaan Loy

Lyrics: Gulzar

Choreography : Ganesh Acharya

Singer: Arijit Singh

DUREX CONDOMS

#DoTheRex

Bringing a touch of realism to the otherwise overtly sensual imagery associated with the category, condom brand Durex got actor Ranveer Singh to roll out a digital film titled 'Do The Rex'. The film was a bold rap sequence and has over 3.2 million views on YouTube.

The video with Singh gives the viewer more than just pelvic thrusts and funny lyrics like "khushiyon ka chhaata". In the video, Singh performs a replicable signature dance move called 'The Rex', which, we learn, is a physical expression of the joy and ecstasy.

The campaign emerged from the insight that today, youngsters in India, not only enjoy sex, but also celebrate it. Therefore, the brand



decided to keep the 'post-sex feel good factor' at the heart of this campaign.

CREDITS:

Creative Agency: DigitasLBI

Creative Head: Partho Sinha

Creative Team: Ranveer Singh, Partho Sinha, Akshat Bhardwaj

Production House: The Edge

Communications

Director: Karan Kapadia

Producer: NP Prakash & Karan Kapadia

Music: Mikey McCleary

Choreography: Bosco Caesar

Cinematographer: Ravi Varman

Singer: Ranveer Singh

GOOGLE INDIA

A Pledge to Vote

In a bid to motivate people to exercise their right to vote, Google India launched a 'Pledge to Vote' campaign featuring the inspiring story of the country's first voter Shyam Saran Negi. The 97-year-old retired schoolteacher lives in Kinnaur in Himachal Pradesh.

As the story goes, India's first general elections were held in early 1952. But an exception was made for Kalpa, a constituency in Kinnaur, in anticipation of heavy snowfall, and hence elections were held there in October, 1951. That's how Negi got a chance to cast his vote first.

Taking a cue from this, Google India launched a film featuring Negi who, since 1951, has voted



in every election, including each of the 15 Lok Sabha elections held so far since India attained freedom.

Google India's campaign #PledgeToVote also promoted Google India's election hub, Google.co.in/elections, which displayed the latest news, videos and links to party resources, the Election Commission as well as NGOs like the Association for Democratic Reform.

CREDITS

Creative Agency: Ogilvy & Mather (Mumbai)

National Creative Director: Abhijit Avasthi

Group Creative Director: Sukesh Nayak

President - Mumbai & Kolkata:

Navin Talreja

Business Head: Namrata Keswani

Production House: Thinkpot Films

Director (film): Manoj Pillai

HINDUSTAN UNILEVER

Kan Khajura Tesan

Hindustan Unilever executed a stunning mobile marketing initiative that took rural Bihar and Jharkhand by storm. The company used the number, "180030000123", to inject a dose of entertainment into the lives of millions of rural Indians and up its business in these areas. 'Missed call lagao,



muft manoranjana pao' was the tagline of HUL's eight-month-old Kan Khajura Tesan (or KKT), an on-demand, entertainment channel on the mobile platform.

The campaign was strategically titled 'Kan Khajura' as it

represents the creature that sticks in the ear.

KKT is a 'mobile radio', that provides free entertainment to people who live in the 'media dark' regions of Bihar, Uttar Pradesh (UP) and Jharkhand, India's Hindi-

and Bhojpuri-speaking belt. The content is interspersed with ads for HUL's brands. All a person has to do is give a 'missed call' to the KKT number. HUL calls back and starts playing entertainment content comprising Bollywood music, RJ talk, jokes, sher-o-shairi and educative content. Hungama was the official content provider and programmer.

CREDITS

Creative Agency: Lowe+Lintas and Partners

Media Agency: PHD India

Content: Hungama

Technology: Ozonetel Systems

HANDLOOM PICTURE COMPANY

Mute Appeal

Handloom Picture Co's Ram Subramanian released a short film portraying a common man's anger over the poor condition of the country, with a twist. Approximately three minutes long, the film went viral on social media, forcing people to think where the country is headed.

The brutal Delhi gang rape of 2012 spurred Subramanian to

action. The film features a young man (played by Sumeet Thakur) who puts his point across through gestures. There are no dialogues or background score to support the narrative.

Thakur learned sign language from trained experts for almost a month, including one from the US. The aim was to raise the temperature in a way that the audience could feel exactly what the person in the film felt.

CREDITS

Production House: Handloom Pictures Company

Writer and Director: Ram Subramanian



KIT KAT

Diwali Break

Breaking away from the clutter of Diwali campaigns, Kit Kat India released a pre-Diwali digital commercial capturing the emotions of a happy, yet homesick, astronaut.

The four-minute-long online commercial captures the emotions of a lone astronaut (played by actress Rupa Bargaonkar), who takes her Kit Kat break in outer space. The film was an ode to those away from their homes on Diwali.

The film went live on YouTube on October 17 and fetched over seven lakh views. Parent Nestlé leveraged the popularity of celebrities and Twitter influencers.

CREDITS

Agency: JWT India

National Creative Director: Senthil Kumar

Account Management: Saurabh Saxena, Rohit Sharma, Siddhartha Ghose

Production House: Eeksaurus Studio

Director: Suresh Eriyat

Lyricist: Swanand Kirkire

Music Director: Samiruddin

Vocals: Jasleen Royal



DIGITAL



NESCAFÉ

Stutter Start

The 'Nescafé Stutter Ad' fetched a fair amount of attention on Facebook and Twitter after it appeared online on September 5. The campaign featured a standup comedian who stammers.

What's the biggest strength of a standup comedian who stammers? "Sss...ssus..suss...suspense," goes Rishi, the protagonist (played by Hussain Dalal). The comedian's act ends with the words, "Thank God for coffee... Isne mujhe lagaye rakha (kept me going) aur aapko jagaye rakha (kept you awake)..."

The film ends with the super, "It all starts with a Nescafé." On

YouTube, the brand team put up a short paragraph that lent the context to the film. It reads: "We all fall, get up and complete the race of life! And while we huddle up with friends, family and the world to celebrate the success, it is only that one companion that silently stays by our side all through the journey, right from the start, never letting us give up & keeping us on plan."

The ad also marked a departure from brand's previous campaigns which usually featured celebrities savouring a hot cup of coffee.

CREDITS

Creative Agency: McCann Erickson
Director: Vinil Mathew

NESTLÉ INDIA

Share the Goodness

Nestlé rolled out two heartwarming films focussing on food. The first film is a story of two little children, one of whom is adopted. It addresses the insecurities that the biological child faces and eventually overcomes, as the two bond by sharing food.

In the second film Nestlé shows its appreciation for Mumbai's dabbawallas who deliver homemade food on time every day - 5,000 of them were given a 'Goodness Box' filled with Nestlé products.

The films were released on YouTube first, the shorter versions were visible on TV.

CREDITS

Creative Agency: McCann Erickson
Chief Creative Officer : Prasoon Joshi
Creative Team: Prasoon Joshi, Pradyumna Chauhan, Rohit Devgun
Account Management Team: Alok Lall, Dip Sengupta, Nikhlesh Jhingan
Strategic Planning: Jitender Dabas
Film Supervision: Jeet Kalra
Production House: Nirvana Films
Media Agency: ZenithOptimedia India



DIGITAL

PEPSICO

Family First

PepsiCo released a seven-minute-long digital-only film (#GharWaliDiwali) that tugs at the heartstrings of every young professional who chooses work over family.

The film introduces viewers to



Piya, a young working mother. She is the type who reaches out to her parents - over calls, video chat and social media for every little thing. Her parents are upset when she tells them she can't make it home for Diwali, for a second

consecutive year.

A few days before Diwali, Piya calls her mother to ask for a laddoo recipe but receives no response. Her father too doesn't respond, prompting her to check

with the neighbours. Reassured, she returns to daily life. While trying her hand at a laddoo recipe that she finds online, Piya recalls spending Diwali at home as a young girl. She makes up her mind to go home and surprise her parents.

CREDITS

Agency: JWT Delhi
Sr. Vice President: Babita Baruah
Executive Creative Director: Sonia Bhatnagar
National Planning Director: Mythili Chandrashekhar
Vice President: KRK Ganesh
Films: Mandeep Singh, Adil Jain
Production House: Red Ice Production
Director: Vikramaditya Motwane



FOR OTHERS, IT'S THAT



ONE IN A MILLION SHOT.



FOR US, JUST ONE





IN A MILLION.

imagesbazaar.com
World's #1 collection of Indian images & videos

VOGUE INDIA

Walking the Talk

To celebrate its seventh anniversary this October, Vogue India launched #VogueEmpower, a social initiative to draw people's attention to women's empowerment. It rolled out two digital films - 'Going Home' and 'Start with the Boys' which holds a mirror up to a far-from-perfect society.

'Going Home' directed by Vikas Bahl (director of Queen) features Alia Bhatt. The video opens with Bhatt driving down a deserted road at night assuring her mother, on the phone, not to worry. However, as soon as she ends the conversation, her car breaks down. Noticing a car full of men approaching she gets down and asks them to help her fix the problem.



The camera angles and background score serve to build up the tension and suspense. When they fail to fix her car, she gets into their car, requesting them to drop her home. The men drop her home safely and she hugs them goodbye. As she happily walks in, these words appear on the screen: 'Impossible in the real world. Can we give her the world that she believes exists?'

The second video, #StartWithTheBoys rejects the phrase 'boys don't cry'. It leverages actress Madhuri Dixit's popularity to encourage people to adopt a new phrase instead - 'boys don't make others cry'. The context is domestic violence.

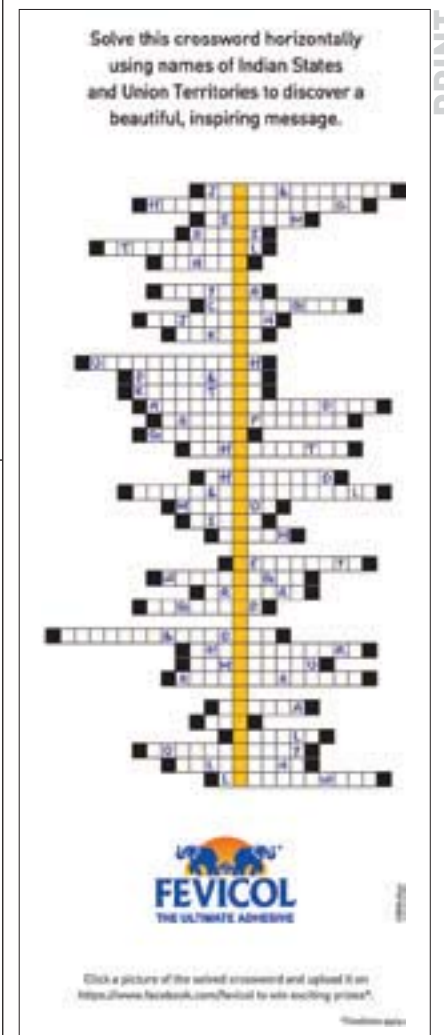
CREDITS

Director: Vikas Bahl, Vinil Mathew

FEVICOL

Time to Bond

Fevicol, launched an innovative print campaign titled 'Unity' where it created a crossword and invited people to solve it with the name of Indian states. Once completed the crossword revealed the inspiring message 'Mazhab Nahi Sikhata Aapas Mein Bair...' The brand urged people to complete the crossword and put the picture



of the solved crossword up on the brand's Facebook page to win prizes. The innovation won accolades for O&M at the Emvies.

CREDITS

Creative Agency: Ogilvy & Mather
Creative: Piyush Pandey, Amitabh Agnihotri, Sameer Sojwal and Chandrakant
Account Management: Vivek Verma, Vishal Bijlani, Bindi Kanakia and Vidhi Bhatia

PRINT

COLGATE SLIMSOFT CHARCOAL

Black Humour

When Colgate Palmolive launched the SlimSoft Charcoal toothbrush with black bristles, it came out with a print media innovation where it renamed the TOI as 'What the Black Times' and printed it in black with white font. The 12-page 'WhatTheBlack Times' had fictional stories on Page 1 and 12. The innovation was circulated across markets so that the announcement could reach out to a larger audience.

Colgate engaged marketers, bloggers and the media with a direct mailing activity. Through the three-day campaign, 'key opinion leaders' received a black item



everyday. On Day One, it was a black paper mug and a chocolate within a 'black egg'. On Day Two, they got the 'WhatTheBlack Times'. These daily items were sent out on different days without any mention of Colgate or the toothbrush.

On the last day, the brand was revealed with a message: that

one's toothbrush has now turned black as well. The objective of the campaign was to create schema disruption, leveraging the colour black. It was achieved by turning everyday white items - such as eggs, newspapers and tissues - into black. The aim was to create an element of surprise by creating amazement among the target audience with these items, ultimately revealing the black-bristled Colgate SlimSoft Charcoal toothbrush.

CREDITS

Creative Agency: RedFuse Communications, Mumbai
Creative team: Sanjay Sipahimalani, Priyank Bengali, Sidhant Bakshi, Rishikesh Adhikari
Client Servicing Team: Viswanathan Ganesan, Naina Shewakramani, Shweta Zanjrukia
Media Team: Atrayee Chakraborty, Rahul Jadhav, Nishit Goradia, Firdause Wadia

AD CAMPAIGNS IN THE NEWS

THE HINDU

Calming Effect

Name-calling, potshots and general cacophony - the much-publicised war between Hindustan Times and Times of India went viral on social media, with both dailies relentlessly playing a game of one-upmanship in an effort to be viewed by the planner-buyer community as Delhi's No.1 English newspaper.

Enter The Hindu: a brand

that saw this as the perfect opportunity to reinforce its strength as the newspaper that stands apart. The campaign titled 'Keep Calm and Read The Hindu' featured a series of tongue-in-cheek ads that took a humorous look at the tug-of-war between the newspaper giants, and signed off with the slogan "Keep Calm and Read The Hindu".

The Keep Calm series was a logical follow-up to The Hindu's earlier campaign, the hugely successful 'Stay Ahead' series

that reminded readers about the importance of being well-informed, all the while using a youthful and humorous tone.

The idea behind the campaign was that The Hindu felt that it was its responsibility to remind the media and advertising fraternity to make sensible and informed judgements, based on quality and not to be confused by the rhetoric of numbers.

CREDITS

Agency: In-house



PARZOR FOUNDATION, AND OTHERS

Go Forth and...

To arrest the declining numbers in the Parsi population, the Parzor Foundation, along with Bombay Parsi Panchayat and the Ministry Of Minority Affairs, launched a campaign urging Parsis to have children.

The Parzor Foundation and Bombay Parsi Panchayat, with TISS (Tata Institute of Social Sciences), Mumbai and Federation of Zoroastrian Anjumans of India launched the "Jiyo Parsi" campaign. The "Jiyo Parsi Scheme" developed from the Bombay Parsi Panchayat Fertility Project, run by Anahita Pandole, which has been taken up on a national level by the Indian

Government. Parzor Foundation is a Delhi-based NGO that works towards preserving Zoroastrian heritage.



The campaign attributes the dwindling numbers of the Parsi community to four main factors, namely, an increasing preference for staying single, for marrying late, and for having only one child, and infertility. While the campaign speaks about each of these reasons, it focuses on in-vitro fertilisation (IVF) for which the government is offering financial help to members of the community, under the Jiyo Parsi scheme.

CREDITS

Agency: Team MadisonBMB

KURL-ON

Bad Bounce

Mattress brand Kurl-On came with a series of ads which showcased the product proposition of bouncy beds by graphically punning on the way real life heroes - Mahatma Gandhi, Steve Jobs and Malala Yousafzai - who bounced back in life after major setbacks.

One of the ads that dramatised the shooting of Yousafzai with a cartoon image showing her getting shot and then bouncing back to life after a good night's rest on her Kurl-On mattress drew serious criticism from global netizens and the international media.



Originally, the creatives were set for a print campaign but were unpublished. The agency in a note to the press regretted the incident, apologised to Malala's family and called for an investigation of the matter.

CREDITS

Agency: Ogilvy and Mather

SNAPDEAL.COM

Swift Attack

On October 6, 2014, when Flipkart.com was about to celebrate its Big Billion Day sale for which it had been advertising for at least a couple of weeks, Snapdeal.com executed a full page ad next to Flipkart's on the same day saying: 'For others it is a big day, for us it is no different. Check Snapdeal.com Before you buy'.

Snapdeal pointed out that the entire idea was to enunciate its promise of 'savings' in a tactful manner. One of the key messages was around promoting

the Diwali Bumper sale that was happening on Snapdeal and also communicating the key message - 'before you take a decision, do check out Snapdeal as Snapdeal always has great deals to offer'.

The print campaign was published across dailies. The same theme was carried across the online medium as well. "#checksnapdealtoday" trended that day. A large number of online shoppers and new users logged on to these websites taking online shopping to a never-seen-before level.

Snapdeal had been running its Diwali Bumper Sale campaign with 50 television stars and was all over television and social media along with other regular platforms.

CREDITS

Agency: FCB Ulka

Group Creative Director: Sachin Das Burma

Creative Team: Anurag Bhalla, Mukesh Sablania, Himanshu Saxena, Bipin Bist

Management Team: M. Damodaran, Ragini Sharma Banik, Shruti Kapoor

FOR OTHERS
IT'S A BIG DAY.
FOR US, TODAY IS
NO DIFFERENT.

BEST SAVINGS GUARANTEED. EVERY DAY.

CHECK SNAPDEAL.COM BEFORE YOU BUY.

snapdeal.com
Bachatay raho!

Turn overleaf for a sneak preview of offers.

TATA MOTORS

Key Strategy

Tata Motors came out with an innovation in the Times of India for its compact sedan, Tata Zest. The brand released a four-page advertorial supplement attaching a key with it.

The advertorial included snippets of the Zest's coverage by different news organisations along with the pictures of the interiors of the car. The objective was to create

buzz and bring high footfalls to the nearest dealerships.

CREDITS

Agency: FCB Ulka

Client Team: Delna Avari, Girish Upadhyay, Vipul Mishra, Anirudh Lamba, and Kartik Tripathi

Creative Team: Donovan D'Souza, Devendra Mankame, Mehul Patil, Rajdatta Ranade, Akanksha Toshniwal, Sandeep Urane, Nittala Rayudu, Ranjith Debnath and Mansi Mallik

Account Management Team: Kulvinder Ahluwalia, Kailash Kondath, Sowmya Marla, Ameya Wadke, Ekta Verma and Mithila Pai

OOH/BTL



COLORS

Khatron ke Khiladi Season 5

Colors conceptualised a marketing campaign for the latest season of Khatron Ke Khiladi that was launched earlier this year. The campaign included the use of print, cable, radio and promo exposures in various network and non-network channels along with OOH and mobile app platforms.

The channel put up hoardings at various consumer touch points across 70 cities. To grab eyeballs, the channel also put up a larger-than-life set of the show at Mahim Causeway where a fast car could

be seen 'crossing' two elevated bridges, just as it happens in action movies.

The backlit installations caught viewers' attention from a long distance. It also had a innovative billboard with a helicopter seemingly coming out of it. The idea was to target the right audience and grab their attention through at least one consumer-led touch-point during the launch week.

Colors also launched games on different platforms and radio jingles to promote the show.

CREDITS

Agency: H-One





EUREKA FORBES

Water from Air

Eureka Forbes undertook an on-ground campaign demonstrating innovative and alternative ways to produce pure drinking water from air. There was no sales activity and the target audience was everyone.

The experiential campaign introduced a breakthrough technology that converts thin air to pure, healthy drinking water. The air-water generator was designed and developed by Aquaguard, a water purifier brand, in collaboration with Mumbai-based WaterMaker.

Two Aquaguard Canters, touring 16 strategic locations in Mumbai each, extracted 120 litres - or 500 glasses - of pure, healthy water from air. The WaterMaker machine uses refrigeration techniques, capturing water vapour before it touches the earth and provides a localised source of pure water without any connection to pipes or catch basins. It works on electricity or alternative sources of energy to condense, collect, filter and dispense pure, healthy drinking water. The machine works most effectively in warm areas with high humidity.

CREDITS

Agency: Orchard Advertising
VP, Experiential Marketing: Vandana Verma,
Brand Partner: Ameya Mohan

FASTRACK

Goal

With the football World Cup comes a once-in-four-years opportunity for brands to cash in on the fever. Fastrack, for instance, turned bus shelters into goal posts to announce the 25 per cent sale on football-related clothing and accessories.

The life-size goal posts-cum-bus shelters stood out as the best place to get out of the rain as the monsoon descended on Bengaluru, Pune and Mumbai. The agency installed seven goal posts in the three cities.

This innovation was a part of

a larger campaign that ran in 28 cities. The overall campaign included 800 sites across these cities in formats such as billboards, bus shelters, and unipoles at key intersections and junctions.

CREDITS

Agency: Milestone Brandcom
Group Art Director: Ritesh Chaudhary
Creative Supervisor: Amit Burujwale
Sr. Designer: Ketaki Gupte
Designer: Pranjal Kanawaje
Associate VP: Pramit Mehta
Regional Head South: Rasiq Sultan
Account Director: Pawan Makani
Group Account Manager: Kamlesh Patel



DR FIXIT

Waterproof Idea

The Pidilite Industries-owned waterproofing brand, Dr. Fixit, conducted an interesting outdoor advertisement during the monsoon, where it branded auto rickshaw flaps with the message, 'Paani Roke'.

The message was accompanied by the image of Dr. Fixit beneath it to strengthen the communication. The idea behind the execution was that the auto rickshaw's flap protects water from coming in. All the brand wanted to convey was: 'Paani ko Andar Ghusne Na De' (Stop water from getting in). The



agency branded over 1,000 auto rickshaws across the western suburbs of Mumbai with a call-to-action SMS number.

This activity not only had a utility

value similar to the brand promise of waterproofing homes, but also generated awareness and curiosity about the brand. The distinctly eye-catching bright yellow branding against the auto

rickshaw, created quite an impact on passengers and onlookers.

Auto rickshaws plying in different areas of Mumbai such as Andheri East, Thane, Sion, Juhu, Borivali and Chembur were targeted to ensure sufficient geographical spread. The campaign ran for a month. It created awareness amongst consumers and enhanced the brand promise of Dr. Fixit waterproofing.

CREDITS

Agency: Madison 00H
Client Servicing Team: Deepa Gupta, Aritra Das Gupta, Ramya Balkrishnan
Operations Team: Asif Ansari, Santosh Hodawadekar, Satya

GIONEE

Action Stations

Gionee, the smartphone manufacturer, ran two on-ground campaigns, by creating India's First Smartphone Bullet Time Photo Station and Light Bending Photo Booths stations to promote the Gionee ELIFE E7.

The Smartphone Bullet Time Photo Station was an ingenious rig fitted with 36 Gionee ELIFE E7 phones, triggered to go off at the same time and capture a shot. The result was a dramatic movement shot that captured its subject from all around giving a 360-degree freeze motion view.



Light Bending Photo Booths saw some doodle masterpieces. Using a custom written software, images

captured by the ELIFE E7 became the canvas, and any light source, the paintbrush. The pictures

and videos were uploaded to the Gionee Facebook page.

CREDITS

Agency: Vibgyor Brand Services
Creative Director: Nihar Mudgal
Space Design: Aman Thakral, Jatin Mudgal
Production Detail: Sudhir Kumar
Graphic Design: Vinod Joshi
Account Director: Rahul Jain
Senior Account Executive: Manvi Gupta
National Head, Operations: Yoginder Singh Tanwar
Senior Manager, Operations: Rohit Gaiand and Dharendra Kumar Jha
Execution Managers: Nitin Sharma, Nitin Negi

HALONIX

Safer cities

Lighting company Halonix came up with a campaign where it turned its advertising billboards,

Initially planned for 10 cities, the brand added 10 more. It took the number of units from 20 units to 50. The brand promoted the campaign on their Facebook page and also invited people to share the names of poorly lit areas.



hoardings and bus shelters into street lights after sunset.

Only one light faced the advertising message that read 'The Right Light' while all other lights pointed towards the street.

For this campaign, the brand illuminated areas where there were no streetlights or large dark patches that created safety issues for women travelling alone.

CREDITS

Media Agency: Media Supplements & Havas Media India
Creative Agency: Cheil India
Chief Creative Officer: Nima Namchu
Group Creative Director: Navin Theeng
Group Creative Director: Kaushik Saha
Creative Director: Shiva Kumar
Creative Director: Piyush Jain
Copywriter: Saurabh Sabikhi
Art Director: Deepak Singh Bisht

ITC

Surprise at the Airport

Sunfeast, the biscuit brand from ITC Foods, carried out an on-ground activation at the Bengaluru Airport to promote its health biscuit, Sunfeast Farmlite.

The agency created a farm-like environment at the domestic arrival lobby and engaged travellers in 'healthy' activities, aiming to give the brand top-of-the-mind recall with respect to healthy snacks.

The idea was to create awareness about 'Health and Taste', for which the brand placed exercise cycles

next to the conveyor belt.

The arriving passengers were told that the belt was powered by the human effort of cycling. Curious travellers volunteered to cycle and took up the challenge to get the conveyer belt moving. Once the passengers started cycling, the conveyor belt started moving and instead of luggage, huge baskets of Farmlite biscuits appeared with a 'Pick Me' message. The luggage, of course, followed the baskets.

A total of 1.5 lakh samples were distributed to the passengers, especially women and children over the three days of activation.

CREDITS

Agency: JCDecaux



OTIS

A Powerful Idea

Otis India, a part of United Technologies, installed a set of three larger-than-life functional lifts at Mahim Causeway in Mumbai under 'One Powerful Idea' campaign.

The lifts weighed over a ton with over 14 mm glass doors and actual buttons. Though the systems installed in these lifts were different from those in actual lifts, they reflect the company's capability.

The company wanted to

demonstrate how an idea, by getting the right technological backup, could completely transform human lives.

CREDITS

Agency: Milestone Brandcom
Senior VP: Hanoz Patel
Sr. Vice President - Integration and New Initiatives: Ravi Ambrose
Regional Head - North India: Prashant Mishra
Account Director: Deepak Sinha
Group Art Director: Ritesh Chaudhary
Creative Supervisor: Amit Burujwale
Sr. Designer: Ketaki Gupte
Designer: Abhijeet Kharat, Pranjal Kanawaje



PENGUIN BOOKS

Listen

The brand and the agency wanted to tell book readers that, unlike reading a book, listening to a book was closer to the real experience of hearing what writers had to say.

Book lovers are increasingly finding that their attention spans are getting shorter and shorter. Penguin's audiobooks section wasn't doing too well either.

The agency decided to demonstrate the benefit of audiobooks straight from the horse's mouth - in this case, the writers - from William Shakespeare, to Mark Twain to Oscar Wilde and the more contemporary ones. The brand preferred realistic illustrations of the writers (whispering) in the form of headphones.

The activation was done across several bookstores in several cities.



CREDITS

Chief Creative Officer: Prasoon Joshi
Executive Creative Director: Ashish Chakravarty
Creative and Art Director: Rohit Devgun
Creative Director: Talha Nazim
Copywriter: Talha Nazim
Senior Visualiser: Nobin Dutta
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Finishing Artist: Kuldeep Soni and Anil Sharma

TEMPO

Clean Hands

Sweden-based SCA's hygiene brand, Tempo, launched an outdoor campaign titled Tempo Smart Foodie in Mumbai. The campaign was launched in association with Mumbai's Dabbawalas. Bollywood actor Karishma Kapoor was roped in to spread the message of hand hygiene. The campaign promotes the healthy way by using a sanitiser before and a tissue after eating food.

As part of the campaign, Mumbai's famous Dabbawalas gathered

at various locations and placed a pack of Tempo pocket hanky tissues and a 15 ml bottle of hand sanitiser in a Smart Foodie bag to accompany 20,000 dabbas on the first day of promoting the joy of eating with hands instead of cutlery.

By promoting good hygiene in sync with the local Indian eating habits, SCA aimed at bringing a smart way of enjoying food anytime and anywhere to the market.

SCA develops and produces sustainable personal care, tissue and forest products.

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BRANDS IN THE NEWS

The brands that hit the headlines in 2014. An analysis across categories.

By Sohini Sen

AIR ASIA INDIA

In the news because:
It became the first foreign airline to set up a subsidiary in India and marked Tata's return to aviation

In the Air Finally

Air Asia Berhad - the Malaysian low-cost carrier - finally entered India in June 2014 as Air Asia



India. The operations started over a year after it announced a joint venture with Tata Sons and Arun Bhatia's Telestra TradePlace. Air Asia Bhd owns 49 per cent while Tata and Telestra TradePlace own 30 and 21 per cent respectively.

The budget carrier became the first foreign airline to set up a subsidiary in India. The development also marked Tata's return to the aviation industry after 60 years.

The company chose the brand thought - 'now everyone can fly' - to accentuate the affordable ticket prices for Air Asia. CEO Mittu Chandilya asserted that

prices would be about 35 per cent cheaper than market rates hence putting pressure on other low-cost carriers especially on routes where Air Asia India flies.

It has Kempegowda International Airport (Bangalore) as its operating base and the first flight was from Bangalore to Goa.

With 16 daily flights, the airline's destinations include Bengaluru, Kochi, Chennai, Chandigarh, Jaipur, Goa and Pune. ■

AMAZON KINDLE

In the news because:
The brand challenged traditional reading habits through the first mass media campaign for India

Reading Light

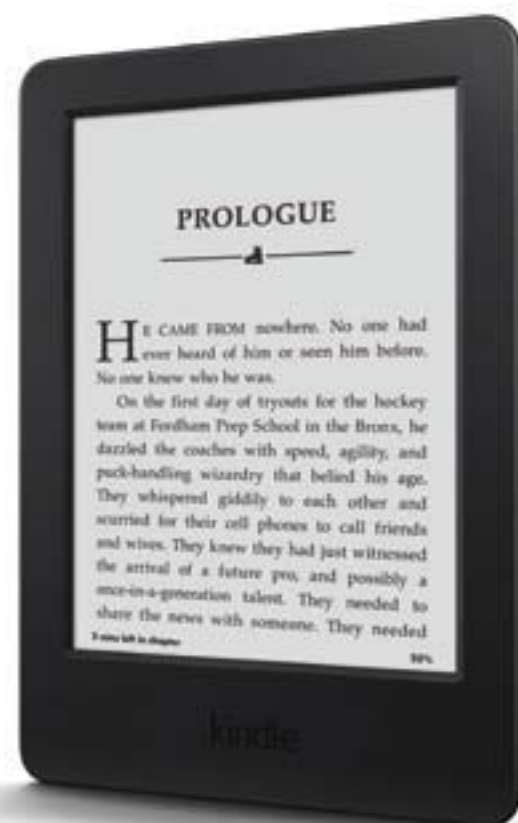
Amazon Kindle launched its first mass media campaign this year (it came into the country in 2013). Introducing the Paperwhite, Amazon tried to pull hardcover and paperback readers into reading on a Kindle. The campaign named 'Celebrating the Joy of Reading' showed how the Kindle Paperwhite could be a handy e-reader everywhere.

The film focused on a traveller who reads on his Kindle. As the film progresses, it showcases features like the in-built backlight, the long hours of battery backup, the ease of use and portability as well as the option of buying ebooks online, integrating it subtly within the film's storyline. The message? Reading on a Kindle is as good as reading a book.

Amazon launched the basic Kindle in India in late 2012 through Chroma retail stores. In June, 2013, it launched the Kindle Paperwhite and Fire - the world's largest-selling ebook readers - online on Junglee.com. This year, along with the campaign, the

brand also launched new features like Word Wise, Kindle FreeTime Unlimited and deeper Goodreads integration on the updated Kindle. It also launched a touch version, which is small and light with more battery life, faster processor and twice the storage.

Recognising the Indian sense for drama, its first mass media campaign moved away from the regular campaigns abroad, which are usually more informative and focus on the no-glare feature of the new Kindles. This one revolved around a story and the Kindle just played a character in the film, which received over a million views online in two weeks. This also marked the first time in India that Amazon had advertised for a product and not for the platform. ■





TO A NAKED EYE,
IT'S THE SUN.
TO AN AWAKENED MIND,
IT'S A MILLION RAYS OF HOPE.



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An awakened mind can see far beyond the ordinary. It can discover hidden fortunes and lead the way to the elusive oasis. At Jagran, we have a mission to rouse and empower India by reaching out to the people through various disciplines because that's what we do - seek the extra in the ordinary. We are Jagran, India's most progressive media group.

AMBASSADOR

In the news because:
After ruling the roads for ages, the first made-in-India car was retired this year

Car with Nine Lives

More than five decades after the first Ambassador rolled out from Hindustan Motors, the 'grand old lady' called it a day.

In perhaps the most nostalgia inducing announcement of this year, the company said that once its West Bengal plant closed down in May, due to weak demand and financial problems, the production of the Ambassador would also stop. Launched in 1958, modelled

on the British Morris Oxford III, the curvy beauty quickly became the car of choice for both commoners and the political elite. However, with economic liberalisation Japanese companies were allowed to set up JVs in India and existing automobile companies were given permits for production of bigger cars.

With the entry of Maruti Suzuki's hatchback, the Maruti 800, the prized Amby slowly started to lose its value. While the political class slowly got other cars into their convoy, Ambys started being remembered only as a black and yellow taxi.

Some variants such as the



Ambassador Nova (1990), Ambassador 1800 ISZ (1992), Ambassador Grand (2003), Ambassador Avigo (2004), a redesigned Ambassador Classic and even an Ambassador Encore (2013) were launched to keep pace with competition but failed to deliver. According to reports, prior to the cancellation, the company

had sold 2,200 Ambassadors in 2013-14.

The Ambassador remained the mass-produced car for the longest number of years, with minimal design changes, on the same assembly line (Uttarpara, West Bengal, India) until 2014. ■

BATA INDIA

In the news because:
After fighting its fuddy-duddy image for ages, Bata finally went for an image makeover, making the brand aspirational and stylish

A New Look

The brand that has been synonymous with boring school shoes, upped the style quotient this year. New marketing head Sumit Kumar tried to make it more contemporary and aspirational.

The Switzerland-headquartered brand has been in India for 83 years and is a favourite of the no-nonsense, hardworking Indian. But the task was to be relevant to the new generation. For this, Bata redesigned all its stores and launched a global concept store in Delhi. It has over 1,400 retail stores in over 500 towns.



The brand rarely used mass media to advertise its products. But now it decided to address both the loyal Bata-customers and the young style-seekers through the refreshed positioning. A campaign around the theme 'Where life meets style' was launched with print captions keeping the gen-now and gen-then equally connected.

Bata plans to expand into Tier-II and III cities. The company reported double digit revenue growth in the July-September quarter following three quarters of single digit growth. ■



BACARDI BREEZER

In the news because:
The ready-to-drink brand launched Indian flavours in its portfolio to make greater inroads into the country

Indi-drink

Bacardi launched two Indian flavours - Nimbu Paani and Aam Panna for its low alcohol, ready-to-drink brand, Breezer. The Indianisation of ready-to-drink products is only the first such in the country, following food products like pizzas and burgers.

It sells two million cases a year in India. However, the reason for launching the new flavours seems to be to get the numbers up as soon as possible. Bacardi has been selling Breezer in several flavours like cranberry,



blackberry crush, Jamaican passion, island pineapple, green apple, orange and lime. The 'Indi-Mix' as the brand calls it, was launched to target new consumers, keeping in mind the country's geography and demography.

Bacardi, known for rum, launched the new drinks based on consumer insights. Breezer was the first ready-to-drink product in the Indian market, working as a link between soft drinks preferred by the youth and the hard drinks like whiskey and rum.

Bacardi introduces one or two new flavours of Breezer annually. It connects with its target audience via a variety of shows and sponsorships such as NH7 Weekender and the Dewarists. ■



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HAVE GOOD THINGS
TO SAY ABOUT US.
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Gujarati Newspaper.



India's Leading Women's Magazine.



India's Leading Youth Magazine.

खेत खलिहान

Rural Magazine.

CANON INDIA

In the news because:
It brought back the simplicity of point and shoot through a new campaign

Unlearn, Relearn

Canon India brought back the simple joys of photography through its point-and-shoot feature in this year's campaign. Titled 'Everyone can with a Canon', it tried to break the perception that a digital single-lens reflex (DSLR) camera is suited only for



professionals.

India is a widely untapped market where the household penetration of cameras is 1 per cent, compared to Japan's 300 per cent. However, most people feel that a DSLR is not easy to use, making



the category suffer. It was further hammered by smartphones, with their easy-to-use, high megapixel cameras and editing apps, making everyone a photographer.

Canon challenged that perception through a campaign to let people know that it is as easy as picking up the camera, pointing it at something and shooting pictures.

Canon plans to double the number of stores by next year and expand its photo printing business, especially through weddings, international and domestic tourism. ■

COKE ZERO

In the news because:
It brought its highly anticipated zero sugar beverage to India, tying up with Amazon for exclusive sales

Unsweetened

Keeping the taste as close to the original as possible, the beverage giant launched its zero-sugar variant - Coke Zero in India. Though it was launched almost a decade back worldwide, Zero



came into India through an exclusive deal with Amazon.in where people could pre-order the drink.

According to reports, Coke Zero's launch led to the highest ever sales of beverages on an e-commerce platform in India, crossing 100,000 cans in the two weeks after launch. Initially, Zero was also retailed

through the Reliance Retail chain, low cost carrier IndiGo, quick service restaurant chain Subway and INOX Leisure. Subsequently, it was also made available across various retail stores.

Zero is available in 300 ml slim cans, 400 ml and 600 ml PET bottles at the same price points as regular Coca-Cola. It targets young adults in the age group of 18-29. It would seem a timely launch, keeping in mind the rising rate of diabetes cases in India. The launch was backed by a much

talked about digital campaign. The film, based on an activation in a multiplex was conceptualised by Coca-Cola's in-house agency and produced by ESP Films, featuring Coke's brand ambassador and Bollywood actor Farhan Akhtar. It was launched on YouTube as this is where the brand connects with its TG.

In India, Coke Zero is being manufactured at 10 plants - company owned as well as franchisees. ■

COMMONFLOOR.COM

In the news because:
The real-estate site raised more funds, acquired Flat.to and brought out its first TVC

Estate Planner

Commonfloor.com, an e-commerce portal grew to be one of the biggest property portals of the country this year. Launched in 2007, Commonfloor.com is

India's first real estate portal dedicated to apartments and gated communities. Started by Sumit Jain, Commonfloor.com hopes to be a one-stop solution for all apartment needs; from finding, managing and connecting with the apartment community.

It raised \$30 million (around ₹183 crore) in September 2014. It had raised funds once before in late 2012. It



also acquired Flat.to, a real estate listings site targeted at students looking for rental accommodation, from Mumbai-based Flat Dot To Technologies.

In August, the portal launched its first TV campaign targeting males in SEC A and B across Tier I and II cities, who are into selling and buying property. ■

EVEREADY



In the news because:
The dry-cell battery maker tried to stay relevant to its TG by introducing a new range of products

The New Red

Fighting the smartphones and digital cameras threat, Eveready launched a new line of products, more suited to Gen Y. It consists of portable Smartphone chargers, LED lights and home lights.

The new campaign, with more focus on digital, showcases the brand's new products and targets

youth between 15 and 45. The film shows Akshay Kumar starting a game by flashing a light to which the young kids in the neighbourhood respond. It smartly shows the fun and youthful connect and continues with its iconic message: 'Give me Red'.

However, the Red is no more the old styled Eveready batteries. It plans to position itself as a 'complete portable power and lighting solutions provider'. While batteries still do well, the brand is kicked about the growth of lighting products, which it hopes to make available across rural and urban markets. ■

FUTURE GROUP

In the news because:
The retail giant ventured into the online space with a partnership with Amazon

Shaking Hands

The Kishore Biyani-owned company, with a portfolio of approximately 40 brands, will now use the Amazon platform to sell labels such as Lee Cooper, Converse, Indigo Nation, Scullers and Jealous21. This deal will also give the company enough time and experience to prepare its own online plans.

Apparel will be followed by in-house brands in the home, electronics and food categories. Amazon will handle order fulfillment and customer service. Future Group runs popular format stores such as Big Bazaar, HomeTown and eZone.

The deal is a vital one in the retail market because Biyani had previously raised concerns about the deep discounts Flipkart and

other e-commerce companies offered during Diwali. Incidentally, Amazon had not offered such huge discounts or flash sales, which probably made it a better partner for Future Group. The tie-up does not just signify a deal between an online and offline retailer, but one between vendor and technology platforms offering technology and logistics services.



Meanwhile, Biyani launched Big Bazaar Direct this year, turning Big Bazaar into an omni-channel format from where one can order the products online. Incidentally, while physical retailers in India are slowly embracing the online platforms, Amazon plans to open its first store in New York City. ■

HAPPY NEW YEAR

In the news because:
The big grosser from the SRK-Farah Khan stable left no stone unturned to promote the release of the film

The 'Indiawale' Charm

Happy New Year's lead actor, Shahrukh Khan, is known to explore every avenue for promoting his movies. While Khan did his bit on his social media pages, radio shows and multiplexes, he and the cast



also appeared in two episodes of Colors' show 'Comedy Nights with Kapil'.

In a first, Shah Rukh Khan's Red Chillies Entertainment partnered with Zee's Esselvision to bring a musical extravaganza, 'Dil Se

Naachein Indiawale'. The multi-city dance tour went across India in search of the country's happiest dancer.

To connect with the pre-teen viewers, Red Chillies tied up with Turner International India's 'kids

entertainment channels', Cartoon Network and Pogo. Two special shows (episodes of Oggy and the Cockroaches and Chhota Bheem) were created in both channels, which starred Happy New Year's cast.

Happy New Year, produced by Red Chillies Entertainment and distributed by Yash Raj Films, was also dubbed in Tamil and Telugu. The film raked in ₹44.9 crore on its first day, the highest for any Bollywood film. ■

HERO

In the news because:

The brand tried to re-establish its technological stronghold through a new campaign

Tech Talk

Breaking a partnership of over 25 years meant that both Hero and Honda had their own set of challenges to face. Hero Motocorp's biggest task was to prove to the audience that it was



just as technologically sound as its erstwhile partner, Honda.

The campaign looked to establish Hero in the minds of people as an innovative company that is ahead of the technology curve. However, the

brand did not move away from the emotional aspect of Indian consumers and therefore spoke about the people behind the technology as well.

Hero has been constantly trying to innovate and beef up its in-house R&D capabilities. The company has already forged alliances with Erik Buell Racing (EBR) of the US, Engines Engineering of Italy and AVL. It also holds a 49.2 per cent stake in EBR.

The brand hired Markus Braunsperger, a senior designer with German luxury car-maker BMW, as the head of its research and development division in Kukas, near Jaipur. This follows Markus Feichtner's appointment to head its newly-set up functionality called engine design & development. The R&D centre at Kukas is estimated to be worth ₹500 crore and is likely to be ready by the middle of next fiscal with over 600 engineers working on Hero's future product line. ■

HMT

In the news because:

The brand came back into the limelight as news of its shutdown made people queue up for a piece of the heritage brand

Time-Out

HMT - the one-time time keepers of the nation - may no longer shine on wrists following the Government's decision to shut down the loss making enterprise.

The state-owned company was set up in 1961 in collaboration with Citizen Watch Co of Japan. HMT has a list of firsts to its names. It was the first manufacturer of wristwatches, automatic day-date watch, quartz watch, braille watch and the Ana-Digi watch.

HMT's downfall came with the growth of quartz watches, which the brand introduced through its sub-brands Sona and Vijay in the 1970s. But a price sensitive audience was not ready yet, and HMT returned to its old range. But

Tata's entry into the watch-making game with its brand Titan changed it all.

The 'Desh ki Dhadkan' tagline failed to keep up with the demands for fashionable accessories in the late '90s. In a last-ditch effort to save the brand, HMT tied up with e-commerce sites like Flipkart to sell off the last 3,000 items from its stock. Ironically, however, the news of its shutdown led to a sudden spurt in demand. ■



HONDA

In the news because:

The brand targeted the rural market with the second campaign post its split from Hero

Rural Flight

Honda Motorcycle and Scooters India (HMSI) emphasised its Indianess, post its split with Hero Motocorp, by executing a high impact campaign.

The campaign showcased the change in logo, which took the shape of a brilliant red wing with the brand name written below. It focused on the rural audience, showing intercity trains, Buddhist monks and village belles in different shots. In the film, skydivers jump from planes to create the Honda logo in mid-air, much to the amazement of everyone on the ground.

Around 30-33 per cent of Honda's sales come from rural India. The brand launched a dedicated rural vertical which looks after rural



communication and network while giving key feedback to R&D.

Something must have been done right because, within 4 years of its epic split, Honda surpassed Bajaj Auto to become the second largest two-wheeler company, doing well in the 100-110 cc segment.

Meanwhile, the two wheeler manufacturer reported a 17 per cent growth in sales for November, 2014. It is aggressively expanding its scooter manufacturing business as well. Honda estimates that India will contribute around 25 per cent to its global sales. ■

HOUSING.COM

In the news because:
The online real estate player changed the game after managing to attract one of the biggest venture funding deals in the segment and an interactive technological model

Viewfinder

The start-up came into the spotlight when a dozen IITians with a median age of 22 managed to attract significant venture

funding. They set up a first-of-its-kind data science laboratory for the real estate industry helping it analyse data on a constant basis.

SoftBank is reported to have acquired a 30 per cent stake in it recently. Housing.com raised \$100 million in a fourth round funding and is now valued at \$250 million (₹1,546 crore).

The funding will go towards acquisitions, building technology and marketing activities. The portal gives a more realistic feel of the



property. In November, it launched Slice View, a proprietary tool through which users can 'slice' through each floor, select their flat and make a booking to avail offers with just a few clicks.

Each of the projects listed are verified by the team, building transparency in the method of searching for a house. ■

JAGUAR

In the news because:
The carmaker made luxury more approachable by using A-list celeb Kareena Kapoor in its TV campaign

A Smooth Ride

After acquiring the brand from Ford in 2008, Tata Motors created quite a bit of buzz this year when it launched a campaign featuring Bollywood actress Kareena Kapoor for the Jaguar. Unlike an endorsement, Kapoor was signed on only for one ad film which spoke about the brand's tagline



'How Alive are you'?

In the film, Kapoor admires 'his' knack for understanding all that she desires – be it elegance, style, sophistication or inner beauty. The film ends with a VO declaring, 'So alive, it wraps you in luxury'. The Jaguar XJ – the model advertised

in the TVC – is priced at ₹92.1 lakh and belongs to the premium luxury saloon segment. The segment is one rung below the super-premium segment which has cars priced at ₹1 crore and above.

What marked the campaign was not the creative execution but the

choice of the celebrity. Kapoor has been associated with a wide range of products, some of them even targeted for mass consumption. Could she bring to the table an aura of luxury?

The verdict was that while Kapoor would add a hint of glamour, she would drive the point home that now luxury is affordable. Jaguar is eyeing tier II cities and currently has over 21 outlets in 19 cities including Raipur in Chhattisgarh. ■



LUFTHANSA

In the news because:
The German airline made its first mass media campaign specially tailored for India

Spreading its wings

Lufthansa's first ever mass media campaign for India pointed to a shift in the way the airline was looking at the market.

The film that gained a lot of eyeballs and reactions, showed an old man travelling with his grandson. He is dejected that they have to fly Lufthansa, a boring 'German' airline.

Once they board the flight, the grandson is surprised to find not just a friendly air hostess, but also Indian food and entertainment on board. The brand brings out its promise – 'More Indian than you think'.



With 66 flights a week today, Lufthansa is known for its precision, perfection and class. The airline has also introduced

a premium economy class for its Indian passengers, as part of its global launch. ■

MAGGI OATS



In the news because:
Tried to regain lost market share by also entering the breakfast market with a healthy alternative

Fitness Food

Maggi's concerns about the evening snacking segment - led by the fact that more families were paying attention to health - forced Nestle to also target breakfast time, a new segment.

It went ahead and launched oats noodles in a segment that is traditionally dominated by Indian dishes like Upma, Poha,

Idli or western ones like oats, cornflakes and muesli.

The tagline said it all. 'Health is enjoyable' it announced and launched a television campaign featuring Madhuri Dixit. In the film, Dixit encourages her family to try aerobics in the morning followed by a 'healthy oats' breakfast.

Much to the delight of her kids, the healthy breakfast turns out to be Maggi. ■



MOTOROLA

In the news because:
After re-entering India, the handset maker toppled Nokia from the No 4 slot in the smartphone market

Playing it Smart

In June 2014, Motorola became the fourth largest smartphone vendor in terms of units shipped, pushing the overall handset leader (feature phones and low-cost handsets included), Nokia to No 5.

It is interesting to know that the company was not even in the top five the previous quarter of the financial year (January-March 2014). Samsung, Micromax and Lava occupied the other positions in the top five. Later, however, it slipped to No. 5.

Motorola wrapped up its handset business in India when Google acquired it in 2012. In February this year, it re-entered India with a bang, launching Moto G, which became a hit. Later, it launched the Moto X, and the entry-level

affordable Moto E, which became one of the first smartphones in the sub-₹10,000 category to run the Android 4.4 KitKat.

Motorola also took the online route, selling its products through retailer, Flipkart. According to a company release, it has sold over 2.5 million smartphones since its re-entry. It was also in the news after Lenovo agreed to buy the company from Google Inc in China's largest technology deal. ■



PAPER BOAT

In the news because:
The brand firmed up its position in the beverage market by selling traditional Indian drinks

Smooth Sailing

Paper Boat can be described as a fiercely Indian drink that stands shoulder-to-shoulder with major cola giants. It was set up in August 2013 by former employees of Hindustan Coca-Cola Beverages.

The NR Narayana Murthy-backed brand was launched with two

flavours, Aam Panna and Jaljeera followed by Aamras, Kokum, Jamun, Imli and Go lgappe ka paani. The latest offerings are Rasam and Sattu. It plans to launch 14 more flavours in the near future.

To counter the perception that Paper Boat was not premium-enough, the brand launched a series of front page ads. This led to changes in the distribution pattern with the brand being



made available in retail stores, coffee chains and airlines. It enjoys a loyal following and sells close to 1.5 million packs a month.

Packaging is another reason why the brand has received a good feedback. Designed in a grip-friendly way, the pouches are made of a four-part laminate, helping it withstand extremes in pressure and heat. ■

PARK AVENUE DEO

In the news because:
Managed to create a market for itself without resorting to the seduction game

Push for Spray

For a brief while this year, Park Avenue dethroned the then No 2, Axe, in the Indian deo market.

Hindustan Unilever's Axe, which positions itself as the chick-magnet deo, slipped from its No 1

position thanks to Fogg (in 2013). It was overtaken by JK Helene Curtis' Park Avenue deo, which is now at the No 3 position, after Engage (from ITC) went up.

The growth comes on the heels of improved distribution, comprising over 2.5 lakh outlets and around 700 Park Avenue and Raymond stores.

According to reports, Park Avenue refreshes the brand's packaging every few years and launches at

least one new brand every year. This year, it launched Park Avenue Storm, available at ₹190 per 150 ml bottle.

Park Avenue also launched Deo Shots this year in 40 ml bottles

available for ₹59 each. The deo brand also does not work around the 'seduction' space. In the last one year, the brand has increased its advertising spend by 50 per cent. ■



PHILIPS AIRFRYER

In the news because:
It launched a mass media campaign and started a trend in low-oil cooking

The Health Bet

Philips brought on the AirFryer in 2012. But it was only this year that it made a lot of noise with a mass media campaign to position the AirFryer as an innovative gadget for the evolved, health-conscious consumer.

The airfryer uses rapid air technology (heated air is emitted



from the top and circulated evenly within the device) to deliver fried food that contains up to 80 per cent less fat.

When the airfryer was first launched, the challenge faced by the company was the low level of awareness about airfryers as well as the non-availability of Indian recipes on the digital space. With OgilvyOne, the brand created

a campaign to not just speak about the health benefits but also show how Indian snacks could be made using an airfryer. Also, a branded cookery show with a top YouTube food influencer/chef was created with the name Philips Superchef.

The Philips AirFryer is priced at ₹14,995 and is available across retail stores and e-commerce websites. Philips' move has encouraged more players to rush into the market. Havell's Air Fryer, Glen Air Fryer, Oster's Halo Fryer and Kenstar's Oxy Fryer are the players Philips has to fight off. ■

QUIKR.COM



In the news because:
The online classifieds firm introduced the concept of Maximum Selling Price for used goods

Maximum Points

The Mumbai-based online and mobile classifieds firm introduced the concept of MSP - or Maximum Selling Price - in the domain of selling used items online. Quikr's internal team designed a special

algorithm that uses various data points to arrive at a resale price for used goods across categories.

This helps buyers and sellers with information about the prevailing market rates for used goods across categories. Quikr was launched in 2008 and now covers 900 cities.

Quikr's business model is different from other brands in the segment. It earns from paid listings and lead generation for small businesses. ■

SCORPIO

In the news because:
The brand went for a major facelift for the first time in over a decade, to stay ahead of the competition

Mean Makeover

With increasing competition from the likes of Renault Duster and Tata Safari's Storme, M&M needed to do something more than just a tweak in design. The answer was a complete facelift.

Mahindra Scorpio's launch in 2002 was followed by few upgrades. While the models launched between 2006 and 2009 had small changes, the

entry of SUVs like the Duster and Storme started eating into the pie. The Scorpio, a favourite for people looking to enter this segment, faced some serious challenges.

The new Scorpio introduced several segment-first details like the daytime-running lamps, LED taillights and the predator-like new grille. The black plastic panel as well as the 3D cladding

on the sides and a redesigned front bonnet made it look more aggressive than the earlier models. The new chassis and suspension made for steady handling at low speeds.



The brand also came out with a TVC to mark the launch. In the film, a Scorpio rescues a horse stuck in a mud-pit. Once the horse has been rescued, the car is washed (by water thrown over it by a flying jet, adding to the effect) and it is only then that the new model is unveiled. The film managed to keep the curiosity up, with the brand releasing teasers of the campaign before its launch. ■

URZZA

In the news because:
Ramesh Chauhan re-entered the beverage market after 21 years

Electrifying Entry

Urzza, the non-caffeine energy drink was launched in September 2014 in 250 ml cans and 300 ml PET bottles, priced at ₹50 each. To cover all bets, Bisleri made Urzza available not just in discos and pubs (like other energy drinks) but in mom and pop stores, groceries, modern and high-end traditional trade.

Bisleri's distribution system will be put to good use as the company is using a combination of company-owned outlets and franchise bottlers to produce



Urzza. While the price is affordable (compared to the regular energy drinks which are available at around ₹90 a can), the USP of the drink is the absence of harmful caffeine. The drink has been infused with vitamins B and C, aimed at charging up the body.

Bisleri has invested ₹200 crore in this project.

The packaging is offbeat. According to Ramesh Chauhan, chairman, Bisleri, this increases visibility - both of the product on display and the drink inside the bottle. The company expects to sell 10 million cases (of 24 cans each) in a year compared to the two million cases sold by all energy drink brands in India. ■



In the news because:
After two failed attempts, the Tata Sons-Singapore Airlines JV enters the Indian aviation space

Taking Wing

Vistara, the full-service airline from Tata Sons-Singapore Airlines, will have 20 Airbus A-320s, including seven A-320 Neos, to be inducted over five years. This will be the third full-service carrier after state-run Air India and Jet Airways.

This launch follows two unsuccessful attempts by both parties in 1995 and 2000. Vistara (Sanskrit for limitless expanse) made Delhi its hub because of

Mumbai airport's lower capacity. The airline plans to link Delhi with Mumbai, Bangalore, Goa, Hyderabad, Ahmedabad, Jammu, Srinagar, Patna and Chandigarh in its first year.

Vistara has named Ogilvy & Mather (creative duties), Maxus and Neo@ Ogilvy (media planning & buying and digital duties respectively) and MaXposure Media Group (in-flight magazine) as strategic brand building partners. Ray+Keshavan is the design agency that helped name and create brand Vistara.

The launch, however, has been held up due to a delay in the grant of scheduled air operator permit (AOP). It now looks set to take off only in early 2015. ■

XIAOMI

In the news because:
The Chinese smartphone brand took India by storm using its unique flash-sales business model

Going, Going, Gone...

The privately owned Chinese electronic company, Xiaomi, entered India in July this year with its flagship MI phone and other products pitching it against the market leader Samsung Electronics. The first phase saw

the launch of the very successful MI3, Redmi and Redmi tablet.

The MI3 was launched at a price of ₹13,999. The phone, which was compared to Samsung's Galaxy S4 (priced at ₹29,000), was sold exclusively through ecommerce portal Flipkart. Xiaomi became the world's sixth-largest smartphone vendor in the first quarter of 2014, according to data firm Canalys. It is the third Chinese player to enter India in the segment, after Gionee and Oppo.

Xiaomi's claim to fame is that it produces a limited number of



smartphones that are sold only on the internet. The sale goes live on a specific day, for which interested customers have to register in advance. This technique decreases the cost of distribution and logistics. Flipkart sold 20,000 Xiaomi MI3 units in 2.4 seconds in August this year.

Interestingly, Xiaomi has extended the partnership to Airtel for the Redmi Note 4G, which, unlike the Redmi Note, will be also available in Airtel stores in six cities.

Recently, however, a High Court order banning its sale in India came as a shock. ■

ZIVAME.COM

In the news because:
The online lingerie seller encouraged women to purchase intimate apparel online through a mass TVC

Just the Right Fit

Zivame.com stood out from a bunch of e-commerce portals because it dared to change the lingerie shopping habits of Indian women. And this year, the online lingerie portal brought out its first television campaign.



For Zivame, the major task was getting women to buy lingerie online rather than going to physical retail outlets. Its TG is women across age groups and socio-economic background. In the TVC, women speak about the lingerie they desire, bringing the category out of hushed conversations. Zivame has over 50 brands and 5,000 styles to choose from. It has a 3:1 female to male employee ratio. The daily online sales average at 1,440 products - a product a minute.

Started by BITS Pilani alumni Richa Kar, a former employee of Spencer's Retail, Zivame gets the



name from the Hebrew word 'Ziva' which means radiant. Although it has a wide range of international brands, Zivame also retails its own brands like Penny and Cou Cou.

Realising that the 'return rate' in this category could be very high, Zivame has a 'try at home' facility.

The site encourages women to try out the items at home, or even at its newly-launched 'fitting lounge' in Bengaluru where experts guide women in finding the perfect fit. ■

ZOMATO

In the news because:
The company got fresh funding and managed to triple its valuation in a year

Digging In Deep

It took Deepinder Goyal and Pankaj Chaddah, who launched Zomato, six years to peak. Breaking even in 2010, the online restaurant locator, recently closed



a \$60 million (₹371 crore) round of funding from Info Edge (India) and Vy Capital, with participation from Sequoia Capital. This took Zomato's total funding to over \$113 million and valuation to \$660 million (around ₹4,000 crore).

The company provides detailed information, menus and photos

for over 300,000 restaurants. Recently, it acquired four companies - MenuMania in New Zealand, Lunchtime in the Czech Republic, Obedovat in Slovakia, and Gastronauti in Poland - to establish its presence to 16 countries. Headquartered in New Delhi, Zomato began as a menu card scanning service in India,

sending people out to collect menus from restaurants and then scanning them using OCR.

In 2013-14, Zomato reported revenues of ₹31 crore. This year, with several international expansions, the company hopes to triple its revenue to around ₹90 crore. The money comes through advertisements.

In late October, the brand unveiled a new logo and revamped its website. ■

TV SHOWS IN THE NEWS

A look at the hits and misses of 2014 across languages and genre.

By Prachi Srivastava

GENRE DRAMA



ZINDAGI GULZAR HAI

In the news because:
The Pakistani show became the most popular programme on Zindagi

Crossing Borders

In June, the Pakistani show, Zindagi Gulzar Hai, debuted on Zee Network's premium Hindi GEC. Zindagi, and became a rage. Featuring Sanam Saeed and Fawad Khan in the lead roles, the 26-episode drama serial was one

of the top rated shows in Pakistan in 2013. Saeed and Khan went on to win the "Best Onscreen Couple Viewers Choice" award in the prestigious Hum Awards.

In India, people fell in love with the story, based on the novel of the same name by Umera Ahmed. After Zindagi Gulzar Hai, Khan appeared in Disney's Bollywood venture, titled 'Khoobsurat', opposite Sonam Kapoor. ■

GENRE FICTION

EVEREST

In the news because:
After Sanjay Leela Bhansali, Star Plus brought Bollywood filmmaker Ashutosh Gowariker back to the small screen

A Steep Climb

Touted as one of the most expensive fiction shows, it was

shot at locations like Nepal, Uttarakhand and the Dokriani glacier. Written and produced by Bollywood director Ashutosh Gowariker, Everest replaced Sooraj Barjatya's 'Pyar Ka Dard Hai Meetha Meetha Pyaara Pyaara' on Star Plus.

Everest is about Anjali Singh Rawat (played by Shamata Anchan), a 21-year-old, who gets to know that her father dislikes her because she is a girl. She then sets off on a journey to conquer Mount Everest, the highest peak in the world, to realise her father's own unfulfilled dream and to win him over in the process.

The series brought together some of the finest artistes from both Bollywood and television. For instance, AR Rehman composed the title track of the show.

Star Plus tied up with select Costa Coffee outlets in Mumbai and Delhi, to promote the show. Complete with snow, a freezing cold environment and winter-wear (like jackets) that were given to consumers, the outlets generated a lot of interest. ■






हौसला है

ख़बरों की गहराई तक जाने का,
उनकी सच्चाई को सामने लाने का

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TV SHOWS IN THE NEWS



GENRE FICTION

HALLA BOL, HEROES

In the news because:
The shows aimed to inspire the youth to raise their voice against those who wrong them

show celebrated the efforts of women who stood their ground and emerged victorious.

The second season of Halla Bol featured inspiring stories of women who believed in their dreams and chose to follow their passion. The season showcased relevant issues such as women's empowerment, gender inequality, family and social stereotypes and feature stories of women who have made their mark in a man's world.



Voice of The Youth

With the growing number of criminal incidents, youth-focused channels like Bindass and Channel V launched shows to encourage viewers to take a stand against wrongdoers. MTV, for instance, decided to raise its voice against human trafficking and create more awareness through a five-part series.

The first season of Bindass' Halla Bol showcased stories inspired by various real-life instances. The

Meanwhile, Heroes shared stories of sexual assault, instilling fear in the accused and a sense of strength in the victims. Produced by Endemol India, the show was aimed not only at making the youth aware of societal hazards, but also at showing them ways in which they can combat such situations.

It was a re-enacted drama series based on the incidents of sexual assault that occur in various places (hospitals, offices, schools and colleges), against women from different social strata, and of various ages. Each 60-minute episode brought one sexual assault story to light from the point of view of the victims. ■

GENRE FICTION

SASURAL SIMAR KA

In the news because:
It was probably the first time a daily soap introduced a female ghost. Resulted in a surge of 40 per cent in viewership



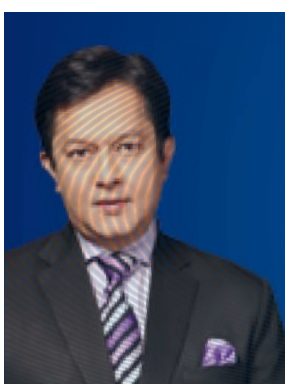
Haunting Story

Dead people can come back to life once in a while. That's what we learned when we first saw Mihir Verani return to life in 'Kyunki Saas Bhi Kabhi Bahu Thi'.

Well, it was just the beginning! Anurag Basu (Kasauti Zindagi Ki), Om Agrawal (Kahaani Ghar Ghar Ki), Sujal Garewal (Kahin To Hoga), were all resurrected.

Taking "unrealism" a notch higher, Rashmi Sharma Productions introduced a ghost in Colors'

'Sasural Simar Ka'. Yes, in a daily soap, not a horror story. Murder victim Sunaina doesn't attain salvation and is still in this world, seeking vengeance. But there is a twist in that she doesn't know her murderers. All she remembers is being pushed off a cliff. The track did wonders for viewership as the 7.30 pm slot on Colors saw a 40 per cent surge. The show, which completed 1,000 episodes, became one of the longest running shows on Hindi GECs. ■





हौसला है

देश और दुनिया से आपको जोड़ने का,
ख़ास ख़बरों से लेकर इंटरनेट ट्रेंड्स बताने का

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TV SHOWS IN THE NEWS

afaqs! Reporter



GENRE **NON-FICTION**

HAUNTED NIGHTS, MTV JHAND HOGI SABKI, EK VILLAIN EK DAASTAN

In the news because:
The full-fledged TV shows were created especially to promote the movies of the production house

Launchpad

Ekta Kapoor, the indisputable 'queen of television', leveraged her expertise in television to promote movies from Balaji Motion Pictures.

While almost all Bollywood movies are promoted on reality/non-fiction shows, Balaji's marketing team went beyond the mere presence of their movie actors on the small screen. They created

with Sunny Leone', to promote its horror venture, Ragini MMS2.

MTV revived its old property, MTV Bakra, when it launched 'MTV Jhand Hogi Sabki' in association with Balaji's 'Kuku Mathur Ki Toh Jhand Ho Gayi'. The show that joined the list was for Balaji's latest release, 'Ek Villain', starring Siddharth Malhotra and Shraddha Kapoor and Riteish Deshmukh. Zoom



special shows, believing it to be an unadulterated form of concept promotion.

All the serials acted as pre-sellers to the movie, gave out ideas and hints about the movies' subject and 'thought'. In March, 2014, Balaji, in association with MTV, launched 'Haunted Weekends



launched 'Ek Villain Ek Daastan' to remember Bollywood's most iconic villains, their epic dialogues, their style and their effect on the viewers. ■

In the news because:
Yudh was Amitabh Bachchan's fiction debut on television.

A Battleground

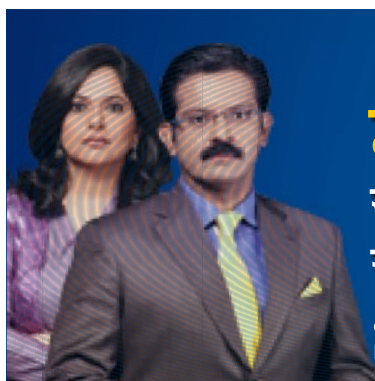
It was one of the most talked-about shows of 2014. And why not? Bollywood megastar Amitabh Bachchan made Sony Entertainment Television a launchpad for his fiction debut. Though it failed to garner the desired numbers, Yudh became an attraction for many Big B fans.

'Yudh' was the story of Yudhishtir Sikarwar (played by Bachchan), a man many believe to be invincible and infallible. A successful construction magnate, Sikarwar built his empire without compromising his integrity and principles. The real estate baron is diagnosed with a degenerative neurological disorder. The show traced his struggle with his collapsing health, his battle

with business rivals and his complicated family equations.

The show was co-produced by Bachchan's production company Saraswati Creations, in collaboration with Endemol India. Anurag Kashyap was the creative director while Shoojit Sircar was roped in as a creative consultant. The show ran for four weeks, with five episodes a week. The estimated cost of the show, per episode, was around ₹3 crore.

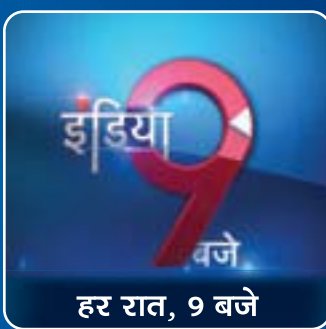
The channel promoted the property extensively. The marketing initiative started in the capital, where a 50-foot poster was unveiled from the Statesman House. Following this was another event where the protagonist goes to list his company, Shanti Constructions, on the Bombay Stock Exchange. On June 17, trading at the BSE started when Bachchan rang the opening bell. ■



हौसला है


ख़ास मुद्दों को पहचानने का,
ख़बरों की बारीकियों को समझाने का

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TV SHOWS IN THE NEWS

afaqs! Reporter

GENRE

NON-FICTION/TALK SHOW



SATYAMEV JAYATE

In the news because:
The hard-hitting campaign and the episodes were widely discussed on social networking websites

Truth Prevails

The Aamir Khan-produced and hosted talk show, Satyamev Jayate, which began its dream run in May, 2012, also marked the television debut of the Bollywood superstar.

The show was brought back this year, in two parts - one that aired in March for five episodes and the other in October for six episodes.

Satyamev Jayate aims to empower citizens with information about their country, and urge them to take action. After influencing change at an individual, societal and policy level in the first two

seasons, the show returned with the core theme 'Mumkin Hai' or 'Change is Possible'. The focus was on creating hope and positivity.

The topics dealt with were titled - 'Fighting Rape', 'Police' (the state of police affairs in India), 'Don't Waste your Garbage', 'Kings Every Day' (corruption), 'Criminalisation of Politics', 'A Ball Can Change The World' (changing lives with sport), 'Road Accidents or Murders?', 'Accepting Alternative Sexualities', 'TB - The Ticking Time Bomb' (Tuberculosis), 'Nurturing Mental Health' and 'When Masculinity harms Men' (Masculinity in Society).

Satyamev Jayate aired in Hindi, English, Marathi, Tamil and Malayalam across eight channels. It has 6.4 million fans on Facebook and 587,000 followers on Twitter. ■

GENRE REALITY

DARE 2 DANCE

In the news because:
Shot in South Africa, the show raised the bar of dancing to a different level

Challenging Steps

Breaking the norms of a regular dance format, Life OK launched 'Dare 2 Dance' in September this year with 10 celebrity contestants.

Hosted and mentored by Bollywood actor Akshay Kumar, 'Dare 2 Dance' was all about challenging contestants to dance at various platforms - land, water or air. The show was about daring to take risks and re-inventing oneself.

The performances and stunts were shot at various locales of Cape Town over a period of one-and-a-half months under extreme conditions.

Produced by SOL Productions, Dare to Dance ran for 16 episodes featuring Emille Callion, Scarlett Wilson, Sayantani Ghosh, Alisha Singh, Kunwar Amar, Mayuresh Wadkar, Ritwik Dhanjani, Sanam Johar, Karan Pangali and Prince.



Interestingly, the format did not have eliminations, making it different from the other dance reality shows. The parameters were based on three cards - Red, Green and Gold. Red represented below average performance, Green was good and Gold, outstanding.

While Kumar guided all the contestants, the show was judged by Sanjay Shetty and Francois. Delhi boy Johar won the first season. The channel had roped in Micromax as the 'Presenting Sponsor' for the first edition, while Honda was the 'Powered By' sponsor. ■



हौसला है

जुर्म के सुराग पहचानने का
और जुर्म की हर हकीकत दिखाने का

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TV SHOWS IN THE NEWS

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GENRE REALITY

INDIA'S RAW STAR

In the news because:
The show was about identifying the hidden raw singing talent in the country.

Raw Material

In an attempt to break some of the clichés attached to the singing reality genre, Star Plus came up with India's Raw Star. Launched in August, it was 'Yo Yo' Honey Singh's television debut. He mentored and judged the show.

Produced by Gajendra Singh's Sai Baba Telefilms, the show was about finding the hidden raw talent in the country. Ten contestants were selected to be a part of the show in its debut season.

Hosted by Gauhar Khan, the difference between India's Raw Star and other singing reality shows is that in the latter, people sing Bollywood songs in the hope of becoming playback singers. Here, they sang songs written,

composed by them. If they attempted Bollywood numbers, it was modified in their own singing styles.

Also, unlike other reality shows, Raw Star conducted the first-ever digital-only auditions. The 14-week-long series did not see any eliminations in the first few weeks. The idea was to give the contestants enough airtime.

Another interesting point was that, while other weekend reality shows choose the one-hour telecast time on Saturday-Sunday, India's Raw Star aired for two hours on Sundays.

Rituraj Mohanty emerged as the winner of the first edition of India's Raw Star. The prize money at stake was around ₹50 lakh. The winner also got a contract to shoot for a song. ■

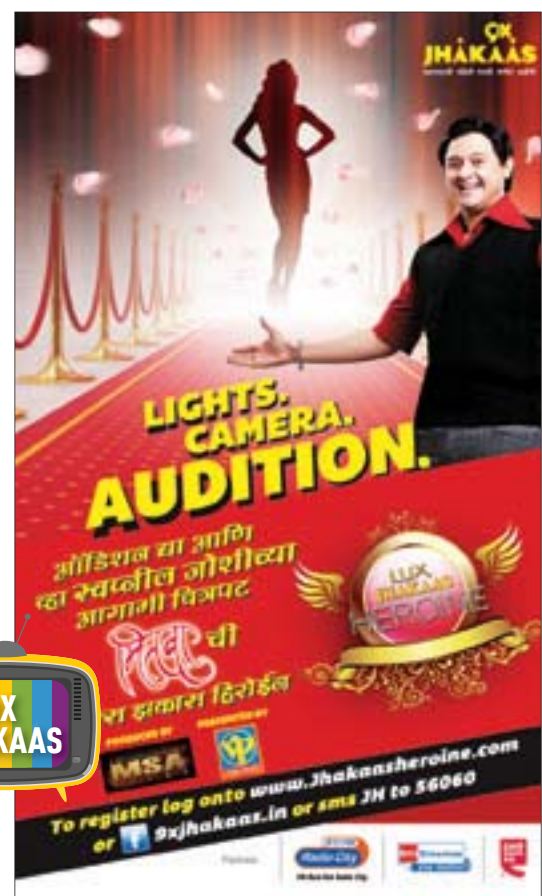


GENRE

REALITY

LUX JHAKAAS HEROINE

In the news because:
The channel tied up with Meenakshi Sagar Productions and Nanubhai Jaisinghani of Video Palace to hunt for the leading lady of the movie, 'Mitwaa'



The Right Girl

In what was a one-of-its-kind property, 9X Jhakaas launched Lux Jhakaas Heroine, an on-ground and on-air property to hunt for the heroine of a Marathi movie, Mitwaa, starring Swapnil Joshi in the lead.

The makers of the movie, that also starred Sonalee Kulkarni, were looking for the female lead. The channel and the producers ran a contest, the winner of which got an opportunity to play the lead role. The idea was to give a girl a chance to live a dream and get a meaty role. It was also to identify, scout for and nurture talent. The contestants were judged on various parameters including their acting skills, dance and grooming during their stay in a villa.

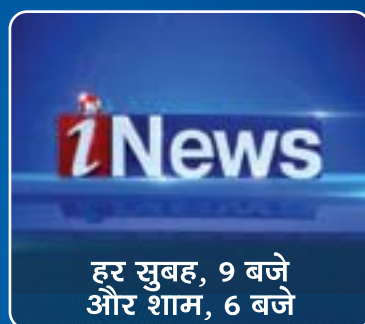
The channel called for registrations via multiple platforms including Facebook, email, SMS and online registrations through a form that one could fill up on Jhakaasheroine.com. The entire process from the auditions to the Grand Finale was aired through a six-part reality series on 9X Jhakaas in May.

Produced by Meenakshi Sagar Productions and Nanubhai Jaisinghani of Video Palace, Mitwaa was directed by Swapna Waghmare-Joshi. It is slated for a February 2015 release. Prarthana Behere, who also appeared in Zee TV's Pavitra Rishta, emerged as the winner of the contest. ■

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से आपको रूबरू कराने का

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TV SHOWS IN THE NEWS

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GENRE REALITY CINESTARS KI KHOJ

In the news because:
The movie-talent-hunt property made a comeback to television after eight years

Star Hunt

Zee TV revived its decade-old reality property this year. 'India's

the silver screen with their acting prowess and charisma. It was judged by director Vijay Krishna Acharya and actor Sonali Bendre.

Produced by Essel Vision and Trompe L'oeil Media, the show turned out to be an average performer. The participants, however, got the opportunity to interact with some of Bollywood's renowned filmmakers, actors, and choreographers and be groomed by them. In the first few episodes, Parineeti Chopra and Ayushmann Khurana were seen guiding and



GENRE REALITY ZHUNJ MARATHMOLI

In the news because:
The tasks in the show reflected the local nuances of the particular region they were being performed in

Local Touch

The first season of the show commenced in May this year on ETV Marathi. Hosted by Shreyas Talpade, it witnessed 14 celebrities doing 53 tasks in 12 cities of Maharashtra. Though similar to Colors' reality property, 'Fear factor - Khatron Ke Khiladi', Zhunj Marathmoli's tasks reflected the local nuances of the particular region they were being performed in.

Produced by Ramesh Deo Productions and Logical Thinkers, this was a new format in the genre. The channel conducted extensive research in the cities to understand what tasks could be done to capture the local ethos. For instance, in Ramtek

(near Nagpur), people ride cycle rickshaws. So the task there was to ride a rickshaw with people sitting on it and cover a particular distance.

The contestants of the show included actor-comedians Pandaharinath Kamble and Arti Solanki, choreographer Megha Sampat, actors Swapnil Rajshekhar Bhutkar and Vikram Gaikwad, performers Hemlata Bane and Satish Shivaji Dede, celebrity chef Parag Kanhere and singer-actor Tyagraj Khandilkar. Adding further drama, action and entertainment to the show were Deepti Devi, Megha Dhade, Ruchi Savaran, Manisha Kelka and stylist-dancer Abhijit Thakur.

Besides the usual promotional strategies, the channel had launched a one-minute, 37-second music video to promote the show.

The winner of the show's first edition was Vikram Gaikwad. ■



Best Cinestars Ki Khoj' was first launched in 2004 and brought recognition to popular actors like Ankita Lokhande, Naman Shaw, Yuvika Chaudhari, Aditi Sharma, Sarwar Ahuja and Abhishek Avasthi.

This year too, Cinestars ki Khoj hunted for the "most versatile and talented cinestars" to light up

inspiring the contestants.

Season 3 went on for 13 weeks. The channel conducted auditions across 18 cities in India. The winners were Oksana Rasulova and Syed Mamoon, who got the chance to make their acting debut in a film written and creatively mentored by Mahesh Bhatt. ■

हौसला है

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TV SHOWS IN THE NEWS

afaqs! Reporter



GENRE

REALITY/GAME SHOW

FAMILY ANTAKSHARI

In the news because:

The format came back to television after over a decade. It also saw Annu Kapoor playing an integral part

Sing A Song

A popular song-based game that is a household name in India, Antakshari hit TV screens for the first time when ZEE launched it in 1994 with a fun format. The teams Deewane, Mastane and Parwane as well as host Annu Kapoor became overnight sensations. In order to re-create the same magic, Sab TV brought back Kapoor to launch 'Family Antakshari' as a weekend property.

As the name suggests, Family Antakshari is played between two or more members of a family. The game show involved

multiple interactive rounds with the contestants and the audience simultaneously. Produced by Gajendra Singh (Saibaba Telefilms), it had Kapoor as Shri Antakshari, while Mantra and Sugandha Mishra hosted the show.

The three teams in Sab TV's Antakshari were Gamlam, Chaplam, and Aplam. Family Antakshari comprised multiple rounds for the contesting families such as a karaoke round, wherein the participants were shown songs with missing words for them to sing the complete version.

Another interesting round got the anchors to enact a famous scene/dance step from a movie while the participants guessed the correct answer and went on to sing any song from that particular movie. ■

GENRE REALITY/GAME SHOW KAUN BANEGA CROREPATI 8

In the news because:

The show returned for its eighth season with a hard-hitting campaign. Also, it went live on-ground, for the first time, in various cities

A Millionaire's Diary

Kaun Banega Crorepati 8 was launched after a widely popular campaign titled 'Yahan Sirf Paise Nahi, Dil Bhi Jeete Jate Hain', conceptualised and created by Leo Burnett. Directed by Nitesh Tewari, the films - 'Kohima', 'Neighbourhood' and 'Loudspeaker' instantly struck an emotional chord as they touched upon sensitive issues like the bias against people from northeast India.

There were other significant changes to make the game more interesting. The expert advice lifeline was converted to a panel

of three wise men seated amongst the audience called 'Triguni', who would help with the correct answer if called upon to do so. Another interesting lifeline called 'Code Red' helped the family of the participants tell the contestants when they felt the latter should quit, by pressing a buzzer placed in front of them.

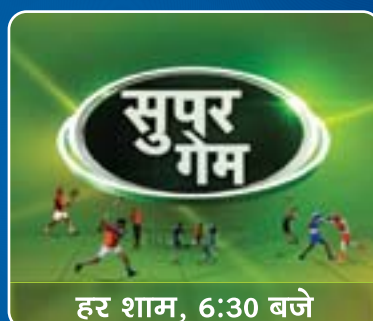
The prize money for the eighth edition of the show was same as last year's, ₹7 crore. The show also went beyond sets to other cities. It kick-started with a grand event in Surat, followed by a visit to Raipur.

The channel tied up with Radio Mirchi 98.3 FM for an exclusive on-air contest 'Kaun Banega Lakhpati' that ran in several cities. Two brothers from Delhi - Achin and Sarthak Narula - became the first contestants to have won ₹7 crore. ■



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EVENTS IN THE NEWS

Presenting some
of the buzz-making
developments of
the year.

By Ashwini Gangal, Prachi Srivastava and Satrajit Sen

AMUL

Battle Station

Amul had to fight off a lot of bad publicity after a Whatsapp viral showed its product in bad light.

"When we started boiling the milk, within 2 min what came out is shown in these pictures. It is some dangerous substance that came out. I thank to (sic) god that my family did not consumed (sic) this milk. I wonder what would have happened if we would have consumed this".

After that 'testimonial', disgruntled consumer Neha Tomar also posted pictures (on Facebook) of Amul Gold Milk that had gone bad, and

asked people not to consume products of Amul. The images went viral instantly. Many times, companies refuse to respond to such accusations. Amul took to its Facebook page to come back with a rejoinder.

It first questioned the date of purchase and date of complaint. "...as informed by her, the 'use by' date of the Amul Milk was 9th of October. The milk got expired in her fridge which was later used by the consumer."

It went on to add: "On 13th, we once again visited the customer and provided technical reasons for the incident. We informed her that



we checked all the batches of the same set and found that there was no problem in any batch."

Amul went on to give a lesson in science: "Any natural milk (branded or unbranded) which is acidified (sour) in the chilled condition and then heated shall result in curd mass which shows stretching property similar to that of mozzarella cheese." Amul ended the note by accusing the customer of 'concealing' information. ■

ASCI

More Teeth

ASCI sought the support of the MIB and tightened its noose around the necks of not just advertisers but broadcasters too.

While the self-regulatory body for the Indian advertising industry always had the backing of the Ministry of Information and Broadcasting (MIB), it sharpened its claws this year courtesy an advisory issued by the MIB, that requires TV channels to stop broadcasting telesshopping advertisements that ASCI (Advertising Standards Council of India) rules to be in violation of its code.

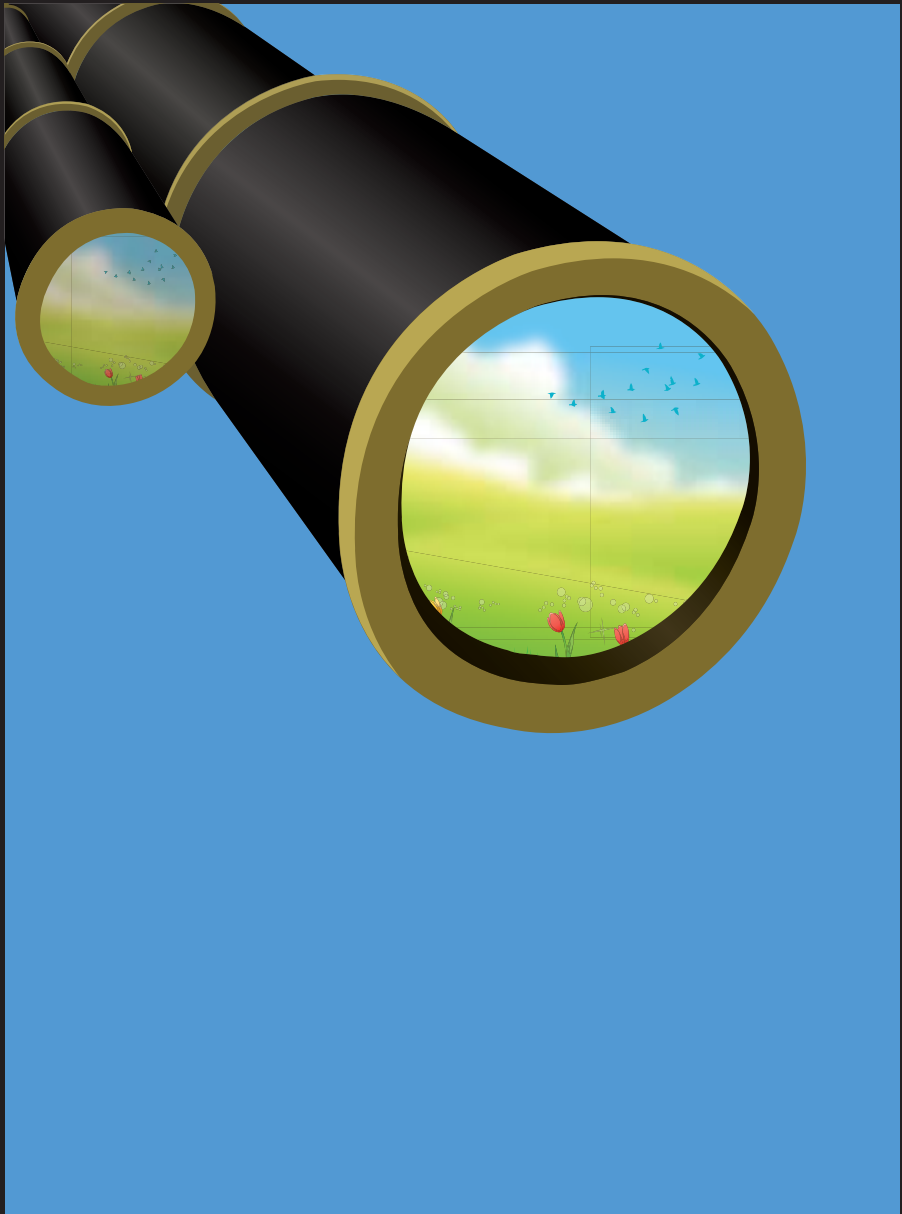
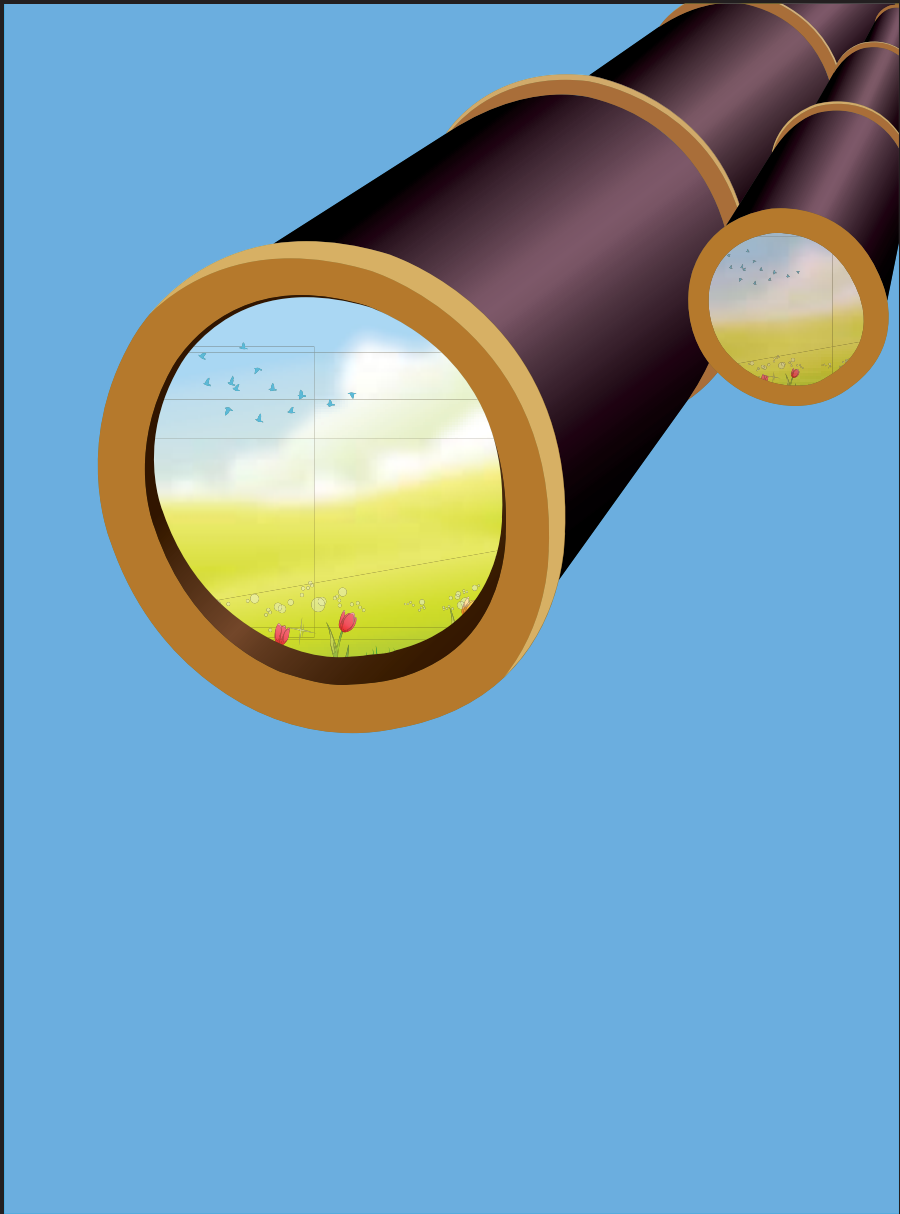


Channels were told not to air ads that did not comply with the decision of ASCI's Consumer Complaints Council (CCC). The development was targeted specifically at brands guilty of violating the provisions of the Drug and Magic Remedies Act, 1954. Broadcasters were also asked to comply with the advertising code of the Cable Television Networks Act (CTN).

The Broadcasting Content Complaints Council (BCCI) already requires broadcasters to worry

about the content of the programmes they air. Shweta Purandare, secretary general, ASCI, told us that the Indian Broadcasting Foundation (IBF) has informed its members to abide by the MIB's advisory.

This year, ASCI also released a set of guidelines for skin lightening and fairness products to ensure that these ads do not depict people with dark skin as inferior. ASCI partnered with the Department of Consumer Affairs (DoCA), which is part of the Ministry of Consumer Affairs, Food & Public Distribution, to stop misleading advertisements in the agriculture, food, health, education, housing, financial services and e-commerce space. ■



A CONSUMER WILL NEVER MAKE AN EXTRA EFFORT TO LOCATE YOUR BRAND

Extreme diversity and fragmentation of audiences today make television advertising a huge challenge. Presenting '**SureWaves Spot TV Network**'. Its patented technology gives you seamless access to 450+ cable & regional satellite channels spread across intelligently mapped markets in India.

Getting high visibility amongst your diverse consumer base is now possible.

SureWaves Spot TV Network

The Largest Audience Aggregation Platform On Television

Is it in your media plan yet?



29 STATES

450+ CABLE & REGIONAL SATELLITE CHANNELS

**90+ MILLION HOUSEHOLDS | 470+ MILLION VIEWERS | 7000+ TOWNS
ONE NETWORK**

www.surewaves.com

BARC

Hitting the Road

The Broadcast Audience Research Council went to various cities to educate stakeholders about how the new ratings system will work.

The Broadcast Audience Research Council (BARC) was on its toes as it geared up to launch the new television ratings system in India. The Council conducted roadshows to create awareness about the method and process it is adopting for its ratings system. The idea was also to build a transparent system and keep the stakeholders informed.

Since September 2013, it has hosted roadshows in six to eight cities. In September this year, it hosted four more in Delhi, Bengaluru, Chennai and Mumbai.



Going forward, the council intends to keep the dialogue going with stakeholders and will connect with them with every such opportunity. It is planning to host another round of roadshows soon.

People from media, brand, marketing, research, programming, technical and business teams across broadcasters, media agencies and advertisers pre-register and

attend these roadshows.

The process of getting people is simple. BARC announces its roadshow on its website and through its on-line media partners. It then calls for registrations through e-mail promotions. Automated replies and confirmations thereafter ensure attendance.

BARC India's technical committee, CEO, CBO, marketing and research executives together with some of its key associates from IBF, ISA (Indian Society of Advertisers) and AAAI (Advertising Agencies Association of India) attend and address the audience. ■

BJP

Winning Ways

Promoting a political party as a product on mass and social media is the secret to success.

When media agency Madison won the BJP account, the task was to help the party win the General Elections. And the noise the party made on mainstream and digital media was nothing less than high decibel.

Political parties make for lousy clients - they dole out the most unstructured creative briefs, say agencies. But Ogilvy's Piyush Pandey and McCann's Prasoon Joshi - who worked on the BJP's campaign in equal measure - went out of their way to tell us that BJP's creative brief was one of the most "creative, structured and well-researched" briefs they've ever received.

The campaign, reportedly a ₹400-crore affair, comprised an eclectic mix of creatives. The tagline 'Abki Baar, Modi Sarkar' became one of the most popular catchphrases of 2014. Under this umbrella thought, the party released several campaigns across media platforms

including TV, digital, radio, outdoor and print.

The first campaign was a hard-hitting, no-nonsense one that ran with the line 'Janta maaf nahi karegi'. The ad films held a mirror to society and taunted



the Congress party by declaring its flaws as unpardonable.

The second was a humorous, animation-based five-film campaign that took a dig at the Congress and the Aam Aadmi Party (AAP). Centred on cricket, the creatives were



launched during the T20 World Cup.

And then came the unforgettable, 'Ache Din Aane Wale Hai, Hum Modi Ji Ko Lane Wale Hai'. Another memorable snippet of BJP's media efforts was an anthem titled 'Saugandh', scripted by McCann's Joshi. Interestingly, while the video was used to communicate BJP's philosophy, the audio recording was used to motivate BJP's party workers. The voice-over in the anthem was by Modi himself. ■

FLIPKART-MYNTRA



Joining Hands

It was the largest-ever deal in the fast-growing internet business in India.

Flipkart, India's largest e-commerce firm, was in the news again for buying rival Myntra.com in the largest-ever internet deal. With this, Flipkart sought to extend its lead over rivals and boost its valuation ahead of a potential initial public offering.

According to co-founder and CEO Mukesh Bansal, Myntra has set a goal of generating Rs



20,000 crore in gross sales by 2020.

Bansal heads the fashion business of both Myntra and Flipkart, and Myntra will operate as an independent entity and retain its website, while Flipkart will continue selling apparel on its site.

Flipkart's buyout of Myntra will help the

company compete better with Amazon India, Snapdeal and others, as well as provide Myntra access to a significantly larger pool of funds.

The Flipkart-Myntra deal comes amid strong interest in India's e-commerce business, which witnessed transactions of \$3.1 billion - excluding travel services and tickets, according to CLSA's (Credit Lyonnais Securities Asia) November 2013 report. Flipkart, which has received \$560 million in funding since starting out in 2007, is also in discussions to raise another round of funds, according to news reports. The company had raised \$360 million in two tranches less than a year ago. Flipkart's



valuation jumped to nearly \$2.5 billion following the Myntra deal, claimed various media reports. ■

**Are you looking for a strong
Rural-Urban presence for your Brand?**

Connect with the
Largest Youth Read Magazine of India

PD-Hindi	★ Rural-5,66,000	★ Urban-8,91,000
PD-English	★ Rural-1,68,000	★ Urban-4,03,000



FLIPKART

The Big Billion Blunder

The much-discussed 'Blunder' caused some heartburn for Flipkart.

On October 6, people woke up to what was touted as the 'Biggest' online discount sale ever. Publicised heavily in the lead up to the big day, Flipkart's 'Big Billion Day' sale did get talked about across social media, but for all the wrong reasons.

The curtain rose at 8 am and by afternoon, most of the products on discounts were sold out. Many consumers, having risen early, were left rather disappointed as the best deals were over within seconds. Fifteen minutes into the sale, the 'steal deal' section flashed an 'out of stock' message.

Consumer complaints ranged from technical errors to pricing scams to lack of product



variety. The ratings and review options went missing from many products. To make matters worse, the site crashed once and Flipkart, it was alleged, did not offer any refund or cancellation options.

The biggest grievance was that prices on the website were inflated over the past couple of days and, therefore, the discounts were not genuine. Hashtags such as #Flopkart started doing the rounds on social media.

This kind of publicity was something Flipkart could have done without, considering that the event was coming at the end of a 15-day-long campaign that had whetted the appetite of millions of consumers.

Flipkart's founders had to send out an apology to customers for the glitches. It also touched upon the various pain points faced by consumers and responded to allegations of jacked-up prices. ■

HT-TOI

Exchange of Words

The two dailies went through an ad war in a bid to prove their superiority over one other.

The Times of India released an eight minute-long video called the Tol Challenge, to demonstrate to advertisers and media agencies that it outstrips Hindustan Times, as far as readership and circulation in the National Capital Region (NCR) are concerned.

HT responded with an accusatory article of its own. Titled 'Whodunit: Removing HT market copies to win morning challenge?' the article accused Tol (though the story said 'a competition newspaper') of surreptitiously buying thousands of copies of HT from its distribution centres at dawn, in a bid to keep them from reaching readers.

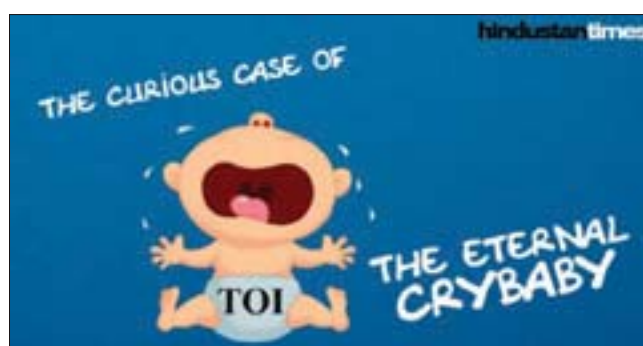
According to HT, this was Tol's way of winning the Morning Challenge. Tol's ad promoting its Morning Challenge went: 'You may have read some claims and counterclaims about

readership and circulation of English dailies in Delhi and NCR. But the truth simply is: for the 'regular' copies of the Tol and HT (fully loaded copies that carry supplements and are listed in ABC as single or combo), TOI is 38 per cent ahead of HT.'



HT also released a video titled 'The Curious Case of the Eternal Crybaby'. The three bold letters printed on the baby's diaper dispelled doubts about the identity of the 'crybaby'.

Leveraging the battle between these two dailies was The Hindu, which launched a humorous campaign that portrayed HT and Tol as squabbling toddlers. 'Don't be confused. Keep Calm and read The Hindu', said its campaign. Another byproduct of this whole affair was the revival of interest in the usually ignored Audit Bureau of Circulation (ABC). ■



HUL

Showing How it is Done!

How HUL cracked a winning social media deal from Snapdeal's soap deal.

Poor customer service, delayed deliveries and duplicate products are some unfortunate experiences that consumers have to face from e-commerce portals. But Snapdeal took the goof-up to a new low.

According to a Facebook post from Laxminarayan Krishnamurthy, a disappointed Snapdeal customer, who lives in Borivali, he had ordered a Samsung Core Duos phone to gift his wife on her birthday. Instead, he received a bar of dishwashing soap (Vim). He went online alleging that Snapdeal had not resolved the incident even after a week into the goof-up.

Snapdeal apologised and said that the entire sum of money would be refunded, which it did and Krishnamurthy acknowledged. An email from Snapdeal went out saying: "...we deeply regret the mix up that inconvenienced our customer. Our team got in touch with

the customer and the issue was resolved by making a full refund to the customer. ...we will get to the root of the cause to rectify this..."

Days later, here's what HUL had to say to the disappointed customer. "The pictures you posted online show that our brand was used in this incident. Vim is one of our iconic brands with some great consumer franchise. We felt bad about it, not to mention what you went through. Here is a small gesture from our side to cheer you up."



Krishnamurthy could well consider himself fortunate as he received an overwhelming surprise from HUL, which sent him the Samsung Core Duos phone that he had ordered from Snapdeal. ■

IRS 2013

The Fall And Rise

After tweaking its methodology, the Indian Readership Survey 2013 faced serious flak from newspapers, but survived.

It was a rough year for the team that conducted the Indian Readership Survey (IRS) 2013. Soon after the results of the annual survey were released in January, 18 leading publications publicly condemned the report and pointed out anomalies in the survey. They urged advertisers and media agencies to disregard it and issued a combined statement pointing out its flaws and labelling the data unusable.

MRUC (Media Research Users Council), the research agency behind IRS (that worked closely with Nielsen), issued a statement to announce that it stood by the survey, but



the Indian Newspaper Society (INS) told its members to reject the report.

The main reason was the change in the way the survey was conducted. There were changes in the methodology (a digital entry system was introduced), data collection (the questionnaire

was divided into two sets and later fused) and sampling (the sample size was reduced in number but included new geographies).

In February, the MRUC and RSCI (Readership Survey Council of India) announced that the IRS would be held in abeyance until a process for its revalidation was ready. This threw advertisers and their media planners into a tizzy as they wondered how to gauge the performance of print media.

In August, MRUC removed the voluntary abeyance on the IRS 2013. The all clear was received after a sub-committee for its revalidation submitted a Report. The sub-committee commissioned a process audit, which included direct checking of respondents' homes, and Forensic Statistical Analysis, that checked the occurrence of Unusual Publication Incidence (UPI) in interview records. ■

L&K-SAATCHI

Rescuing Saatchi

Publicis Groupe acquired a majority stake in L&K, and merged it with Saatchi in India.

Typically, when a large media network acquires an agency, it is the former that gets to dominate. But when global advertising network

Publicis Groupe acquired the homegrown (set up in 2004) creative agency Law & Kenneth (L&K), it was the agency that dominated.

The Publicis Groupe-owned creative agency Saatchi & Saatchi, which was faring badly in the Indian market at the time, was merged with L&K, and a new entity was formed - Law & Kenneth Saatchi & Saatchi, with L&K being the

lead agency. The acquisition was announced in January, after Publicis Groupe took a 51 per cent stake in L&K. Praveen Kenneth, co-founder of L&K, took charge as chairman and managing director and was also inducted into the Saatchi & Saatchi APAC board.

Soon after the development was announced, and curious to know what he made of feedback that said it was L&K that salvaged Saatchi in this market, afaqs! interviewed Kenneth to find out more. "I wouldn't be so harsh on Saatchi & Saatchi. The fact of the matter remains that Law & Kenneth seems to have done a slightly better job than Saatchi & Saatchi. Since the brand is much stronger, I think it makes sense for Law & Kenneth to lead the wagon," said Kenneth.

Publicis Groupe and Omnicom Group called off their network-level merger in May 2014, less than a year after they had announced it. ■



TWITTER

When a Superstar Slipped Up

Rajinikanth's Twitter 'fiasco'.

Soon after Rajinikanth made his Twitter debut @SuperstarRajini, fans across India went crazy. In fact, the actor's account had gained more than 10,000 followers even before he began tweeting.

The superstar's first tweet was a personal one greeting his fans. All was fine till the time his fans started tweeting back and discovered that their account was flooded with tweets that were apparently sent out by an automated bot.

The replies contained an autographed poster of Rajinikanth's forthcoming film Kochadaiyaan, perhaps a part of the broader digital marketing strategy of the film's producers.

Fluence, a celebrity digital network of CA Media, was the agency handling the superstar's presence on Twitter. The agency made matters worse when it resorted to a service called



TweetDelete to delete the automated tweets.

TweetDelete is a UK-based service that automatically deletes older tweets from one's Twitter account.

However, unless instructed otherwise, it leaves an automated tweet on behalf of the user, letting the followers know about the service. The service was tweeted from Rajinikanth's

account as well.

It became evident to fans that that actor wasn't really handling the account and Twitter was soon flooded with Rajini fans making fun of the automated tweets. ■

RELIANCE

The Big Deal

In one of the biggest buyouts in Indian media, Reliance Industries took over Network 18.

In one of the major events that rocked the India media industry, India's largest company Reliance Industries (RIL), owned by India's richest man Mukesh Ambani, took over one of India's largest media companies - Network 18 Media and Investments.



Network18 owns TV channels (CNBC TV18, CNN-IBN, CNN Awaz), websites (firstpost.com, moneycontrol.com), magazines (including the licence for Forbes India) and entertainment channels (Colors, MTV and Homeshop Entertainment), among other businesses.

RIL's board approved a funding of ₹4,000 crore (\$730 million) to Independent Media Trust (IMT), set up by RIL for the Network 18 deal. Network18's CEO, CFO and COO quit in the days preceding this announcement. The company's founder and managing director, Raghav Bahl and his wife, a director, announced their exits as well.

The takeover is a strategic move for RIL, which is expected to launch its 4G network in

2015. It can now use the wide range of content produced by Network18 to feed its telecom play.

In its press release RIL said: "The acquisition will differentiate Reliance's 4G business by providing a unique amalgamation at the intersection of telecom, web and digital commerce via a suite of premier digital properties.

Critics of the deal have also raised concerns about how this will impact the media's coverage of India's newly elected government. ■

ZOMATO

A Bumpy Stretch

Restaurant review website Zomato's campaign to get techies to move to the national capital drew flak from netizens.

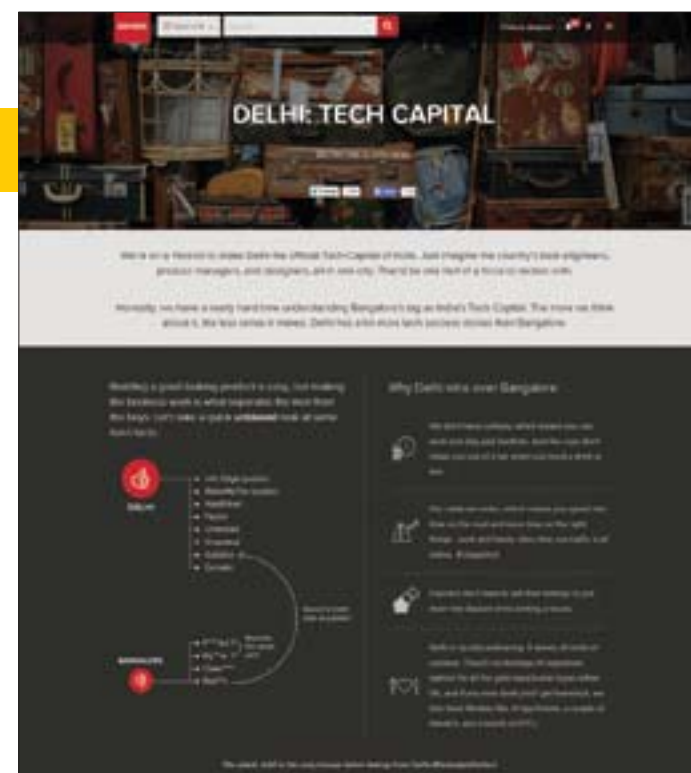
On May 20, Zomato launched a quirky campaign to invite applications from job aspirants. It invited Bengaluru-based IT professionals to move to Delhi.

The company put out a post in its careers page underlining why Delhi is better than Bengaluru. Some of the reasons bordered on the eccentric, including "Delhi does not have curfews, which means you can work and play past bedtime." Highlighting some of the Delhi-based start-ups that did well in comparison to Bengaluru-based ones, the website claimed, "We admit, AAP is the only known failed start-up from Delhi."

The ad further claimed that another reason that would lure people into taking up a job at its Delhi office was the wider roads, "which means you spend less time on the road and more time on the right things - work and family."

This didn't go well with Indian netizens. Some termed it a cheap attempt at marketing that pitted cities against each other. Some users announced that they would delete the Zomato app from their devices. Others warned Zomato that they would lose users to competitors like FoodPanda.

The company responded with an apology. It said that its agenda was to attract some great tech talent, nothing else. "We thought that a little humour never hurt anyone, but turns out we were wrong and that we might have overstepped a line or two... All we want to say is, we're sorry," the company said in a post.



Deepinder Goyal, CEO of Zomato, went a step further. "We made one elementary mistake with this campaign - we took the ability to laugh at ourselves for granted. It hurt some feelings, and we are truly sorry for that." ■

VOICES IN THE NEWS

What the men and women in various businesses said and why they said it.

By Ashwini Gangal

< I met this young girl in Bihar who went to the nearest mobile recharge shop and downloaded 100 songs on her phone. People from these regions are willing to pay for entertainment. The idea for Kan Khajura Tesan kept building from there. >

HUL created waves with Kan Khajura Tesan, an on-demand, entertainment channel on the mobile platform. After the innovation fetched accolades – three Gold and one Bronze – at Cannes Lions 2014, we interviewed HUL's Nair to find out how the idea germinated. She explained that rural consumers have fewer entertainment choices compared to their urban counterparts, and are hence, more than willing to avail the kind of content offered on KKT.

PRIYA NAIR
EXECUTIVE DIRECTOR,
HOME CARE,
Hindustan Unilever

PUNEET SEWRA
MARKETING DIRECTOR,
TAG Heuer



When it comes to the luxury category, Chennai and Mumbai are at par. >

One has lost count of the number of brands and segments that have positioned themselves as 'premium', 'luxury', 'mass premium', 'modern premium' and 'aspirational'. To get to the bottom of this word play, we decided to ask every marketer we interviewed about what premium means to him/her. Tag Heuer's Sewra gave a new, 'geographical' spin to the discussion. Some cities and towns, he insists, are more receptive to luxury brands than others. His list includes Coimbatore, Chandigarh, Pune, Lucknow, Kanpur, Kochi and Chennai.

Not too far back, broadcast network Star India announced that it would offer all its channels only on RIO (Reference Interconnect Offer), its selected trading currency for deals with operators. If the operators carry more channels from the Star network, or offer Star's channels to a larger number of their consumers, or offer easier access to Star's channels, Star will, in turn, offer them incentives with regard to price. Shankar is of the view this new tariff plan won't have much of an impact on advertising.



FOTOCORP

UDAY SHANKAR
CEO,
Star India

< Advertising gets affected only when the reach of a channel gets affected. And reach is strictly determined by the power of its content. >

When Ogilvy's NCD, and Pandey's nephew, Abhijit Avasthi decided to move on from Ogilvy, the question on everyone's mind was: 'What if he joins a rival network?' While Avasthi said he wouldn't do so, sceptics wondered about the possible lure of a regional post. When asked about the possibility, Pandey likened taking up a regional job to becoming 'non-playing captain' of one's team, something he is confident his "boys" - Avasthi and Rajiv Rao - are not interested in. He has, he says, taught them better than to long for creatively dry regional positions.

FOTOCORP

PIYUSH PANDEY
EXECUTIVE CHAIRMAN AND
CREATIVE DIRECTOR, SOUTH ASIA,
Ogilvy & Mather



< Will I ever accept the position of chairman at any other WPP company? No way. I have never given a damn about regional jobs. They are 'distant' and 'administrative'. >



FOTOCORP

AKILA URANKAR
PRESIDENT,
Business Standard

< I ask for my morning paper, the younger generation asks for alerts. >

In March 2015, business daily Business Standard will turn 40. We spoke to Urankar about the evolution of both the paper and its TG over the years. According to her, the manner in which news is consumed has changed drastically. Today, very few people are interested in detailed analysis. Everything has become superficial, she said. Youngsters are used to receiving news in one-liners and are seldom keen to know the why, how and impact of an event.

In April 2014, Bose resigned from DDB Mudra. He didn't land the CEO's job at the agency as was expected, because Madhukar Kamath, group CEO and managing director, DDB Mudra Group, was given a four-year extension at the agency. Bose was faced with two options at the time: to wait another four years for the top job or move on. He chose the latter. When we interviewed him in the wake of his decision, he gave a rather existential spin to the whole deal by saying it's more about the lives one has touched than about fancy job titles.

FOTOCORP

PRATAP BOSE

FORMER COO,
DDB Mudra Group, AND
FORMER CEO, Mudra Max

< *Organisations come and organisations go, but people matter the most. On your deathbed, you're not going to think, 'Did I win a Cannes Gold?' or 'Did I become CEO of Mudra?'* >

< *There will be no scam at Leo Burnett; not on my watch.* >

Leo Burnett has often been criticised for its skew towards awards. And where there are awards, there is talk of scams. The 'Pops and Arvind Sharma Era' at Burnett was a creatively rich one, no doubt, but it was also ridden with its fair share of scam-related discussion and debate. When Varma replaced Sharma, one of the first things he told the media was his stringent policy against all things scam.



SAURABH VARMA

CEO,
Leo Burnett India

PARITOSH JOSHI

CHAIRMAN, TechCom AND
BOARD MEMBER, MRUC

< *MRUC and RSCI love nobody and hate nobody... We are answerable for the methodology, not for the numbers.* >

Newspaper brands were famously up in arms about IRS 2013. Released in January, 2014, the annual research report fetched serious flak from print media owners because there was a change in the way the survey was conducted, in terms of the methodology, data collection procedure, sample size and regions covered. According to Joshi, any joint industry body is responsible for the research process and not for the final result.

FOTOCORP

SANTOSH IYER

MARKETING HEAD,
Mercedes-Benz

As far as the luxury car category goes, marketers have been quite bullish on what they term the 'affordable luxury' segment. Last year, Mercedes gave the under-₹25 lakh segment a go with the launch of its A-Class. This year, the brand promoted its CLA 45 AMG through an ad campaign that encouraged adventure-seeking youngsters to "drive it to experience it". Iyer explained that while the brand's traditional base of customers, including owners of the S-Class, may prefer chauffeur-driven sedans, his new-age customers are mostly front-seat owners who seek the wheel.

< *Mercedes is not merely for chauffeur-driven customers.* >



FOTOCORP

Marketers often ask Reddy about how best they can measure the effectiveness of their Facebook campaigns. They want to know the parameters on which to judge their social media efforts - the 'likes', comments, or the amount of referral traffic generated. Reddy has a simple answer to such queries. She tells advertisers to stick to their understanding of classic marketing metrics and measure the success of their Facebook efforts along the same lines.

SUSHIL KUMAR



KIRTHIGA REDDY

HEAD,
FACEBOOK INDIA

< *Marketers should measure the effectiveness of a Facebook campaign basis their understanding of classic marketing metrics.* >

< *A newspaper brand is not like a soap brand; it shouldn't give the same experience to readers in Delhi and in Mumbai.* >

On the occasion of completing its 10th year in Mumbai, we interviewed Chaudhry. He admitted that when the paper was first launched in the city, it looked and read like a Delhi paper. In fact, it took the team three to four years to make HT relevant to Mumbai. Today, he feels proud when visitors from Delhi who pick up a copy of HT in Mumbai are not able to relate to it. This shows him that it is an out-and-out "Mumbai" paper now.



NITIN CHAUDHRY

BUSINESS HEAD,
HT

VOICES IN THE NEWS

afaqs!Reporter



**RANVEER
SINGH**
BOLLYWOOD ACTOR

Not many know that before he got into films, Singh was a copywriter with O&M and JWT. Some of the brands he has worked on include Mattel, Pond's, Goodnight and the Right to Information Act. This is why he is extremely involved in the creative process and works very closely with the brand and agency teams while filming a campaign. In fact, much to Singh's dismay, rival talent management agencies are spreading rumours about how he tends to interfere with the creatives!

Given my copywriting background, I take immense pride in the fact that I am able to give creative inputs when asked. I am very involved. It keeps the copywriter in me happy.

Professional network LinkedIn is routinely used as a lead-generation platform. According to Rao, one must not forget that it can also be used by brands as an engagement platform. His team is working hard to change the mindset of the advertiser in this regard. The funnel marketing approach, where the acquisition of a lead is the most important task, is dead, he insists. Today, the social world is more about forging a dialogue with one's TG than merely about facilitating transactions.

We are working towards changing the mindset of the advertiser from leads to conversations.

NISHANT RAO
COUNTRY MANAGER,
LinkedIn India



We are called a research company, but BARC is a technology-enabled company.

BARC is touted as the next big thing in Indian television. And Dasgupta is the man at the helm of affairs. When we spoke to him for a recent cover story, he told us that stakeholders in the industry were not happy with the existing data, in terms of its transparency, sample size and most importantly, investment in technology. The backbone of BARC's system, he said, is technology. In fact, 76 per cent of BARC's initial investment has been earmarked for technology alone.

**PARTHO
DASGUPTA**
CEO,
Broadcast Audience Research
Council (BARC) India



FOTOCORP

JOB SWITCH.in

Post: Retail Operations Manager

Company: PMG Integrated Communications Pvt Ltd

Profile: Ability to generate out of the box ideas roll out clean fluid evocative copy turn briefs into inspiring pieces of marketing communication be comfortable with both long and short copy - Exceptional grip on various media vehicles and advertising work across various industry verticals. .

Exp: 5 to 7 years

Location: New Delhi

Email: rakesh.singh@pmgasia.com

Post: Account Executives

Company: Greyapple Advertising Services Private Limited

Profile: Ability to think on the feet, document a brief and get good output from the creative team. Must be highly organized and have the ability to multi-task Plan and Coordinate on new projects and sniff out project opportunities. Over-see day-to-day operations of client projects

Exp: 2 to 5 years

Location: New Delhi

Email: career@greyapple.net

Post: Art Director

Company: Greyapple Advertising Services Private Limited

Profile: Ability to work on multiple assignments simultaneously. Confidence, to present and explain ideas to colleagues. Ability to work under pressure.

Exp: 3 to 6 yrs

Location: Bangalore

Email: career@greyapple.net

Post: Senior Executive - Digital Ad Sales

Company: Dinamalar .

Profile: To identify and approach target clients agencies Who advertise in digital media amp other leading media for business revenue generation opportunities.

Exp: 2 to 4 years

Location: Mumbai

Email: deepika@dinamalar.in

Post: Executive - Client Relations

Company: Inter Publicity Pvt. Ltd

Profile: A quick thinker with

great communication skills media familiarity and with a minimum of 1 - 2 years experience of having handled clients across various verticals will be an asset. He should be operationally sound and capable of handling full cycle assignments from briefs to execution.

Exp: 1 to 3 years

Location: Mumbai

Email: jobs@interpub.co.in

Post: Senior Visualisers

Company: Blue Berry

Communications Pvt. Ltd.

Profile: Should have visualising art typo and layout abilities. Excellent Art and Design Skills. Able to ideate and execute campaigns Ads brochures etc for various medias.

Exp: 2 to 5 years.

Location: Mumbai

Email: blueberrycomm@gmail.com

Post: Creative Copywriter

Company: Walnut Advertising P.L

Profile: Responsible for making excellent brand communication for all our client. Develop concepts for commercials, contests or any other sort of promos

Exp: 2 to 5 yrs

Location: Mumbai

Email: studio@walnut.in

Post: Client Servicing/ Account Executive

Company: Grasshoppers India Pvt. Ltd.

Profile: He should be operationally sound and capable of handling full cycle assignments from briefs to execution. Handle all requirements of clients and generate new business from existing clients .

Exp: 2 to 3 yrs

Location: New Delhi

Email: hr@thegrasshoppers.biz

Post: Digital Marketing Manager

Company: Aspire Cerebro

Profile: Candidate will be responsible for lead generation, new business and creating market opportunities for online communication business and Researching and identifying prospective clients.

Should have sound experience of

planning, developing & executing digital marketing strategies.

Exp: 6 to 10 yrs.

Location: Mumbai

Email: careers@aspirecerebro.com

Post: Web Developer

Company: Aspire Cerebro

Profile: The position requires constant communication with colleagues. Knowledge of core design and layouting softwares - Adobe Illustrator Photoshop Corel.

Exp: 3 to 7 years

Location: Mumbai

Email: careers@aspirecerebro.com

Post: Copy Writer

Company: Think Creative AdSolutions Pvt. Ltd.

Profile: Ability to generate out of the box ideas roll out clean fluid evocative copy turn briefs into inspiring pieces of marketing communication be comfortable with both long and short copy - Exceptional grip on various media vehicles and advertising work across various industry verticals.

Exp: 3 to 4 yrs.

Location: Mumbai

Email: careers@thinkcreativeindia.com

Post: Creative Lead/Sr. Copywriter
Company: Tempest Advertising Pvt Ltd

Profile: To Conceptualise and write copy for ads, brochures, websites, social media etc. To Brainstorm ideas with other members of the creative team.

Exp: 5 to 7 yrs.

Location: Hyderabad

Email: sana@tempestadvertising.com

Post: Copywriter

Company: IBD India Pvt. Ltd.

Profile: To Conceptualise and write copy for ads, brochures, websites, social media etc. To Brainstorm ideas with other members of the creative team

Exp: 2 to 3 yrs. .

Location: Mumbai, Gurgaon

Email: srikant@ibdbrands.com

Post: Group Account Manager

Company: IBD India Pvt. Ltd.

Profile: He should be operationally sound and capable of handling full cycle assignments from briefs to execution. Handle all requirements of clients and generate new business from existing clients.

Exp: 3 to 8 years.

Location: Gurgaon, Bengaluru

Email: srikant@ibdbrands.com

Post: Creative Designer, Malaysia and India

Company: DaVita Care India Pvt. Ltd.

Profile: The position requires constant communication with colleagues. Knowledge of core design and layouting softwares -

Adobe Illustrator Photoshop Corel. Develop design briefs for marketing collateral within the constraints of cost and time

Exp: 2 to 4 years.

Location: Bangalore

Email: pawan.k@davita.in & sharath.c@davita.in



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VOICES IN THE NEWS



FOTOCORP

Kids and their preferences have evolved over the years. And this is true in the television space as well. Shows like Noddy and Oswald, that kids used to watch with a lot of interest in 2007-2008, are not going down too well with them today. In such a scenario, for programmers in this genre, devising a strategy that will work with the younger lot is like taking a shot in the dark, feels Desai.

KRISHNA DESAI

EXECUTIVE DIRECTOR AND
NETWORK HEAD, KIDS,
Turner International India

< Kids are growing older a lot faster now. What a 10 year-old used to watch six to seven years ago is what a five year-old will like today. >



PALLAVI SINGH

MARKETING DIRECTOR,
Harley-Davidson India

< Pune, Indore, Surat and Goa are strong markets for us. >

Harley recently expanded its portfolio in India by launching three new models – the CVO Limited, Breakout and Street Glide Special. Singh, who has been with the company since it commenced operations in India, in August 2009, says that she has found an addressable market beyond India's metros. Interestingly, after the launch of Street 750, a variant launched in India in February, 2014, Pune has emerged as a very strong market for Harley.



FOTOCORP

RAJA CHAKRABORTY

MARKETING HEAD,
JK Helene Curtis

Going against the tide takes courage. While every other deodorant brand out there is busy executing commercials of the spray-the-deo-get-the-girl kind, a la Axe, Park Avenue Deodorant made a conscious effort to stay away from the seduction space and focus, instead, on the 'alpha male' tack. A typical Park Avenue deo consumer is a 25+ guy, who has just started his work life. He's at a stage where he really wants to prove his worth. The brand thus decided to focus on him, and not on his better half, in its communication.

< Seduction is not the only motivation of a man. >

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gungunao

INDIA'S NO.

MUSIC CHANNEL
OF THE YEAR*

CONSISTENT

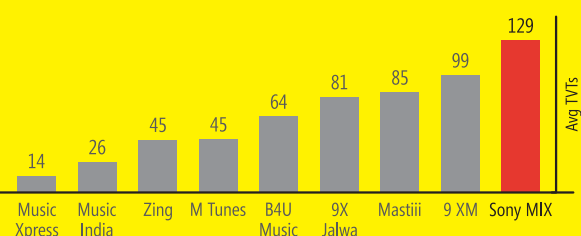
- Undeterred focus on content
- Wide variety of music & innovative programming

CONVINCING

- Resounding 22% genre share
- 29% higher viewership than the No. 2 music channel

COMPREHENSIVE

- No. 1 across age groups, genders and both higher (AB) & lower (CDE) SEC strata
- Leading in large (metros and 1 Mn+ cities) and small markets (0.1-1 Mn & LC1 towns)



We thank all music lovers for investing their trust in us!

*Source - TAM: Trend by date / HSM / Hindi Music Genre / CS 4+ / All Day / Wk 49, 2013 to Wk 48, 2014