

FUTURE READY

India Today Group replaces 12-year-old English news channel Headlines Today with India Today Television. What does that say about the group's approach to media integration in the coming years?

AROON PURIE

FOUNDER, CHAIRMAN &
EDITOR-IN-CHIEF,
INDIA TODAY GROUP

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Youth brands live longer
with our TG



Pratiyogita Darpan, India's largest read youth magazine has the longest shelf life among magazines in India. Think about it.

This fortnight...



This cover story has a special meaning for me. I learnt my journalism, through much of the 1980s, at India Today.

Psychologists think that much of a child's attitude to life is formed by the time he or she is five. Similarly, I believe that the first few years in our professional life are critical. Our half-formed notions about basic issues like the relationship between effort and reward, team work or the very fairness of life are either validated or crushed in the work place. I was lucky to have found India Today.

Newspapers in the 1970s and 1980s were unbelievably dreary. A bunch of magazines, led by India Today, shook news journalism by questioning everything, including government.

Aroon – as we all called him in what was still a small company – was passionate about this new form of journalism and was willing to bet big money on it. In the early 1980s, when everyone worked on typewriters, the company imported a mainframe publishing system, an Indian first. He got in an international designer, India's top photographer – and many of India's best journalists gravitated towards India Today.

In those staid, pre-television times, it was full of argumentative young people. It was also the first Indian publication to introduce the American practice of the copy desk rewriting articles that senior correspondents had put down. They just hated it.

And were we paranoid about making mistakes. Many years later I bumped into a sub editor who went on to work for several national dailies. He put it so beautifully, "India Today is the only place where a sub editor will, at 2 am, walk one floor down and open the library to check whether 'MF Hussain' is spelt with one 's' or two."

Also, as journalists we had the freedom to write what we believed in as long as we could argue the facts out. There was no question of being influenced by an advertiser. Edit and sales were sharply segregated.

My stay at India Today lasted nearly a decade. I wonder sometimes how my professional world view might have been, had my training been at some large, lifeless, bureaucratic place with little place for initiative.

Though I have always been grateful for my grounding at India Today, I am not certain if I have ever formally thanked Aron. I might as well do it now.

Thank you, Aron!

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The recharge platform is listening to its customers.

GOOGLE INDIA

Moms Make Digital Debut



The search giant's latest campaign, [#GetOnline](#), urges young digital natives to get their mothers online, as a part of its Help Women Get Online (HWGO) initiative. **By Saumya Tewari**

Continuing with its signature heart-warming campaigns, Google India is, this time, urging young digital natives to get their mothers online under its Help Women Get Online (HWGO) initiative.

Launched in March this year, the initiative's objective is to help promote digital literacy among women by getting them to understand the power of the internet.

The campaign is backed by survey findings which reveal that only one third of the total internet population in India comprises women. Conducted by speaking to 828 women in India, aged between 18 and 55 years, the survey 'Women and technology' states that non-users of internet surveyed tend to be slightly older than women online and more likely to be married, with children.

Taking cue from this, the search giant has launched a strategic campaign, [#TogetherOnline First Day](#) which features a young woman leaving her house in a hurry asking her mother if she remembers everything. In few moments, she recalls her own first day at school when she was nervous and her mother comforted her. She goes back to her house to check on her. Here, it is revealed that her mother, sitting in front of a laptop, is taking her first step in to the digital world. The young woman is seen patiently hand-holding her mother through her digital debut.

Executed by Lowe Lintas, the campaign aims to move young digital natives emotionally, so that they make an effort to teach their mothers to come online. "We have noticed that young people tend to give up teaching non-internet users (mostly women) to come online the moment it starts getting difficult explaining things. Hence, we tried creating a beautiful analogy of a daughter's first day at school when her mother patiently stayed with



"A lot of educated women in India with internet access in their households do not use the internet."

SANDEEP MENON

"Young people tend to give up teaching non-internet users the moment explaining things gets difficult."

AMER JALEEL



her throughout. Now, it is her duty to support her mother on the first day of her digital journey," says Amer Jaleel, national creative director, Lowe Lintas & Partners.

While various reports and researches state that mobile phones are driving the digital revolution in India, the campaign portrays the mother using a laptop. Jaleel explains that they have purposely used laptop to draw an analogy between the daughter's first day at school, when she sits on a table, and her mother's first day in the digital world.

"Laptop is representative of the digital world. It just brings out the story better visually," he asserts.

Speaking about the campaign, Sandeep Menon, country head - marketing for Google India, says, "There is a large number of educated women in India with internet access in their households, but they still do not use the internet. We are making an appeal to their children to hold their mom's hand as she discovers a new world online."

The survey also revealed that many Indian women don't see what the internet can do for them, and why they should get online. The biggest barriers for internet users are cost, connectivity and time. However, the survey states that online privacy can be a key enabler and a motivator for women to get online. With an average of five



people in every household, computers tend to be shared, not personal. Some women hesitate, fearing being judged by their in-laws for spending too much time online. Smartphones and internet cafes could be a cheaper, more private way for Indian women to access the internet, revealed the report.

NET CONNECT?

For Arjava Vig, creative director, FoxyMoron, the campaign is well-executed and seemed to have been shot in a smaller town where internet penetration needs to be improved. The campaign, he shares, is high on emotional quotient, but lacks call-to-action. "You can't start an initiative and then not tell people how they can participate in it," he rues.

Vig believes that getting online could have also been represented through the mobile medium, as semi-urban and rural India have missed the desktop age.

"Millions of people are going to get online in the next few years and it's all going to be through the mobile phone in their hand, I would have perhaps used phones as the medium for that journey," he states.

Meanwhile, Swati Bhattacharya, principal partner - creative, Dentsu Mama Lab, gives a thumbs up to the emotional quotient and casting. However, she rues that the campaign does not give an inside view of a person's first online experience like trying Skype or Facebook or writing the first mail. "It leaves me with no residue, no strong action, no strong ouch! And that's where the problem is I guess," she says. ■

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Many Indian women don't see what the internet can do for them and why they should get online.

A unique initiative by ABP News to save the Ganges from further blemishes, **Ganga Ki Saugandh**, is back again. After four successful years, we continue to strive towards restoring the nation's lifeline - The Ganges. Come, pledge with us and assure every Indian that you are also a part of this noble initiative.

Ganga



Ganga is continuously exposed to industrial waste
Ganga a depleting source of livelihood for common man
Ganga keeps getting politicized
Ganga stands still in the hands of bureaucracy
Ganga will benefit if NGOs generate awareness



Coming Soon

Contact - adsales@abpnews.in

MCCANN WORLDGROUP STUDY

Brand Truths

A McCann Worldgroup study finds that **people in India are most proud of their national identity**. The research insights were revealed at the summit on 'Global Brands' held on May 21. **By Ashee Sharma**

India's attitudes towards global brands were revealed in a worldwide survey of public sentiment published by McCann Worldgroup on May 21, 2015. The summit on 'The Truth About Global Brands' uncovered the group's new consumer research involving 30,000 people across 29 countries.

Among the speakers at the event were Prasoon Joshi, chairman, McCann Worldgroup Asia Pacific and CEO, McCann Worldgroup India, Suzanne Powers, McCann's global chief strategy officer, Jitender Dabas, EVP and head of planning, India and Pavan K Verma, author and diplomat. Also on the agenda was a CMO roundtable where experts discussed challenges and opportunities for brands as they go from global to local and vice-versa.

The study explained the impact of technology and the rising strength of national movements on global marketing, which is evolving into new patterns to suit the complex global vs. local consumer attitudes and behaviours today. According to McCann's research, global brands continue to have major opportunities despite the resurgence of national pride, but their success depends on how they approach local markets.

Published as a set of regional (Latin- America, Asia-Pacific, Europe, Middle East and United States) and category reports (beauty, finance and insurance, food and beverages, automobile and technology), the research findings will help marketers understand their consumers better and communicate with them effectively, without losing 'cultural relevance'. The idea was succinctly put forward by Suzanne Powers as "miss the nuance, miss the target."

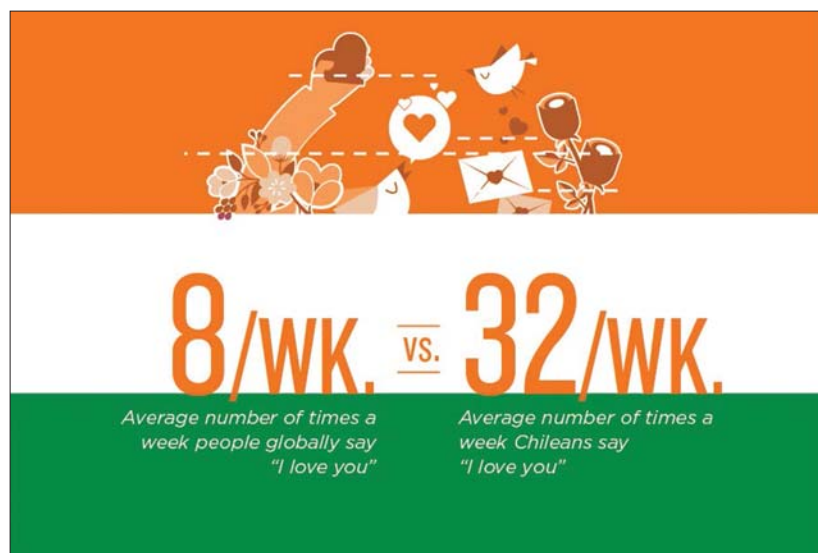


Powers (top) and Joshi: decoding global brands

meaningful ways."

BACK HOME

Of the 30,000 people in 29 countries surveyed, the research found that people in India were most proud of their national identity (94 per cent), compared to the global average of 85 per cent. In addition, it revealed that India has a strong culture



Elaborating further, Powers said, "If more than four-fifths of the world's population believes that global brands can make the world a better place, even more in India, then marketers have an important opportunity to earn their way into people's lives in much deeper, more

of creativity and risk, as it relates to its citizens' hopes for the future. The findings also state that Indians are highly optimistic about the idea of a more connected world, with 95 per cent being positive about globalisation.

Sharing insights on the study, Prasoon Joshi said, "While people around the world are generally positive about global brands, such brands can still be associated with a definition of 'globalisation' that describes a flattening of cultures. The immense pride we Indians take in our national identity, combined with our strong culture of creativity and risk-taking, is very important indeed. These are the critical attributes and behaviours that will help us to progress and succeed in the rapidly changing global marketplace."

'The Truth About Global Brands' is the largest study McCann Group has undertaken to date. The research outcomes were launched on January 22 in New York City. Since then it has been presented to clients and teams in Hong Kong, Tokyo, Barcelona, Dubai, London and New Delhi. ■

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DIGITAL VIDYA

New Chapter

Digital Vidya has acquired Digital Academy - a digital marketing education company. News Bureau

Digital Vidya, a digital marketing firm, has announced the acquisition of Digital Academy India, a digital marketing education company. The two brands will continue to co-exist as they offer uniquely different digital marketing training programs.

A recent report by GroupM claims that digital advertising will account for 9.51 per cent of overall ad spend of ₹49,000 crore in India in 2015. Among various ad channels, digital will show the fastest growth of 37 per cent.

Digital marketing education firms, such as Digital Vidya, will have to play an important role



Chopra & Murthy: forging ahead

Digital Vidya

in bridging the gap between available and needed digital marketing talent, claims the report.

Speaking on this acquisition, Digital Vidya's chief executive officer and co-founder, Pradeep Chopra, says, "Having Digital Academy India as a part of our family will further strengthen our leadership position in digital marketing training industry. This acquisition will help us expand our reach and further enhance the quality of our digital marketing certification programmes for our customers and partners by leveraging the strengths and experience of Digital Academy India."

Digital Academy India was founded in August 2012 by the husband-wife entrepreneur

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RUPA & COMPANY

Ranveer Singh on the Frontline

Rupa Frontline's new TVC features the actor in his **usual crazy avatar**. By Ashee Sharma

Kolkata-based Rupa & Company, one of the earliest brands to get a celebrity endorser on board, has rolled out its new TVC featuring Bollywood actor Ranveer Singh. The film has been conceptualised by Scarecrow Communications for Rupa Frontline, a popular offering from Rupa's brand basket.

Before this, Singh was seen in two similar campaigns, Chings' *Ranveer Ching* and Durex' *Do the Rex*, which were instant hits. The new Rupa TVC directed by Karan Kapadia, tries to leverage the success of the musical format to put forward its positioning, 'Yeh Aaram ka Mamla Hai'.

In the ad, the actor, as Raja Baba, exemplifies the proposition of comfort by flaunting the innerwear in effortless moves. His exaggerated and mindless antics are complemented by the equally doltish lyrics, peppy music and a beach setting (Rayong, Thailand).

With this ad, Mukesh Agarwal, director, Rupa & Co, says the brand aims to target males in the 15-45, SEC A-D category, who aspire to be talented, sexy, fun-loving, cool, successful, reliable and, very importantly, hard working. To reach out to this set of consumers effectively, the campaign will run across TV, print, digital, OOH and also



in theatres countrywide. The script of the TVC has been kept flexible to allow editing of the 60-second in a way that it fits every medium appropriately, without losing freshness.

Elaborating on the objective of bringing Singh on board as brand ambassador, Agarwal says, "Rupa Frontline has considerable selection among consumers. It is a major player in the mid-premium innerwear segment with a sizeable share in the mass market. Even when there was no celeb endorsement for the last few years, we were recognised as one of the best brands by ET Best Brands, 2014. However, through this celebrity endorsement, we want to reach male audiences who are trying to be macho and follow an aspirational attitude in their lives. Undoubtedly, introduction of Ranveer Singh is injecting fresh charm in the consumers' mind and will help us in targeting people who now have larger disposable incomes."



"As the brand and celebrity have many similar characteristics, we wanted our communication to seamlessly marry all of these," he says about the creative brief.

Rupa Frontline has earlier been endorsed by Govinda, Sanjay Dutt, Karan Singh Grover and Anuj Sachdeva. The brand has continuously adapted its communication either to suit the celebrity's style or in a bid to reposition itself. The taglines that have been used by the brand so far include, *Yeh Aaram Ka Mamla Hai*, *Yeh Style Ka Mamla Hai* and *Raho Duniya Se Ek Kadam Aage*. Agarwal informs that, with this ad, the brand wanted to establish that everything is possible in a "cool" manner and hence the tagline *Yeh Aaram ka Mamla Hai* has been reinforced.

The new ad has drawn flak from People for Ethical Treatment of Animals (PETA). The animal rights organisation has accused the brand of showing a defence-less animal being abused by a celebrity. In the TVC, Singh can be seen punching

a shark and tossing it into the sky, subsequently. The brand has clarified that the shark shown in the commercial was, in fact, a rubber toy and no animal was used in the shoot. To this effect, a disclaimer will also be added to the TVC.

THUMBS UP 'AARAM SE'?

Jagdeep Kapoor, brand guru and CMD, Samsika Marketing Consultants, believes that while the brand has stuck to its positioning, the execution is "different" and "peppy". He further says, "It has greater enthusiasm, livens up the brand and would be able to get a lot of new young consumers in the consideration set. It has been able to use the product category in different consumption shots which are blatant but impactful."

Speaking on the choice of Singh as the new brand ambassador, he says, "He has put life in the brand and made it contemporary. After all, if a brand is not contemporary, it is temporary."

However, the ad does not seem to impress Pranav Harihar Sharma, executive creative director, Grey Group. According to him, it is reminiscent of advertising from the 1970s where people were "mesmerised by a brand ambassador."

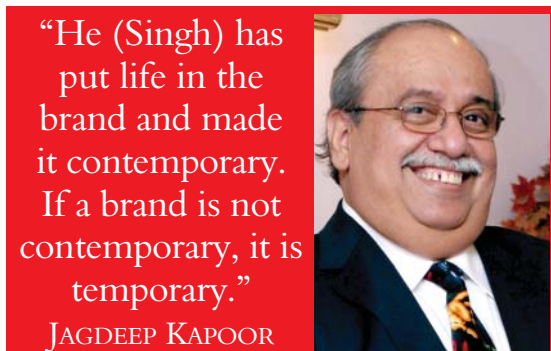
He states, "The youth, today, wants content that is emotionally engaging, fresh and surprising. It is no more the case of 'Crass is Mass'. There has to be a relevant connect with the brand which the ad fails to establish."

According to him, Rupa's previous campaigns with Bollywood celebs were similar, and that when brands plan for a change in their communication, expectations are higher.

Sharma opines that the brand is being overshadowed by Singh and his usual gigs. "Unlike Ranveer's previous musicals, this one does not even have a memorable jingle. The Chings ad at least had a hook - 'Ranveer Ching'. It had the brand name upfront, right in the catchphrase. But here, the product is not playing any role and is thus reduced to a prop," he infers.

Currently, the Indian innerwear market is worth ₹56.28 billion and is estimated to grow at 18.61 per cent in the next couple of years. ■

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FOTOCORP

THE MALAYALI RETURNS

THIS IS THE ANNUAL HOME COMING SEASON FOR KERALA'S SUPER SHOPPERS - THE NON RESIDENT MALAYALIS.
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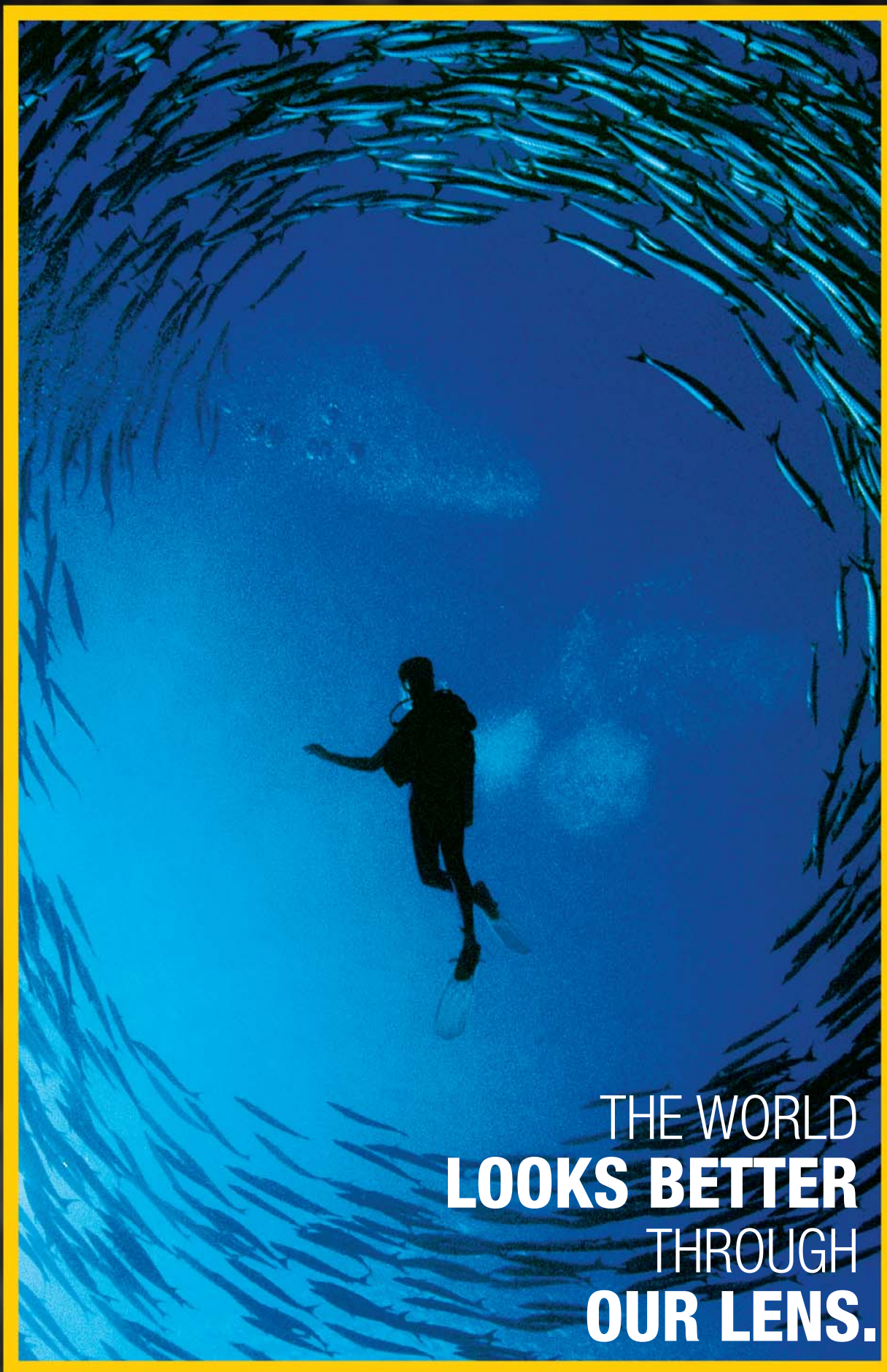
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NATIONAL
GEOGRAPHIC
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INDIA



THE WORLD
LOOKS BETTER
THROUGH
OUR LENS.

Why fight for metro cities, when unmetros are full of possibilities

The Indian market is witnessing some major changes. More consumers, more buying power and more media reach. The bigger change, however, is the leveling out of purchasing power across India bringing to the fore that the action has already shifted beyond the metros and the **Unmetros** have triumphed when it comes to consumerism.

Dainik Bhaskar defines 'Unmetro' as Non-Metro Urban India, these are about 8,000 cities & towns, beyond the traditional top metros which are also referred to as the rest of urban India, Middle India, or 'Tier II & III Cities'. Accounting for 80 percent of all urban dwellers and more than 70 percent of all urban consumption of goods and services in the country, the Unmetro is an economic terrain that is fast reaching critical mass. It's here that India's 21st century growth story is being written.

There has been an apparent shift in focus of marketers from being Metro-centric to Unmetro-inclusive.

Long considered to be full of consumers primarily tolerant of lower quality goods and driven to buy chiefly by value, marketers are learning that these are simply fallacies. Although Unmetro consumers in smaller towns do factor in value as part of their purchases, marketing techniques once thought not to matter – like customer service, store atmosphere, and quality presentation – are in fact critical. It is this India

that has always been the focus of Dainik Bhaskar and they have

consolidated their expertise of these markets through a knowledge sharing platform for marketers and the media planning and buying community. This initiative from Dainik Bhaskar aims to showcase the growth potential and opportunities of UNMETRO India.

The Dainik Bhaskar Unmetro campaign revolves around the fact that, so far we've all been enamoured by the metro, while the real action is in the high growth Tier II & III cities of India. Clearly the 'Action is elsewhere'. The campaign highlights the fact that most marketers are fighting for the metro pie in all categories and industries while it's the Unmetro India which is full of growth possibilities. The Unmetro campaign has been amplified with the help of a Digital film, print ads, web banners and above all the website, the knowledge hub of Unmetro initiative. The campaign is led by the Unmetro song, which is likeable with a catchy tune, an un-intrusive way to engage with media planners and advertisers and introduce them to the concept of Unmetro, which is where the action has shifted. This also finds expression in print, outdoor and a huge social media presence.

Events are an important pillar of the Unmetro initiative from Dainik Bhaskar. Under the aegis of the Unmetro Conclave held in the cities of Mumbai, Delhi and Bengaluru, practitioners and experts from the marketing and advertising fraternity bring alive the opportunities and their success stories in the Unmetro markets.

Marketers are learning the importance of Unmetros, forcing them to re-evaluate their market strategies. The metros have carried India for the last decade; now unmetros have taken on the demand baton.

Join the Unmetro knowledge hub by logging in to www.unmetro.in or follow us on



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unmetrosong



The action is elsewhere.

Why fight for metro cities?
The unmetros are full of bigger possibilities.



More durables and automobiles are sold in unmetros.

Durables Purchased in the Past One Year	Car/Jeep/Van		Mobile phone		Fridge-Refrigerator		Personal Computer / Laptop		Television		Washing Machine	
Urban India (000s)	2,619		23,943		8,601		4,830		11,510		4,467	
Metros 50L+	628	24%	6,818	28%	2,554	30%	1,495	31%	3,631	32%	1,496	33%
Unmetro (Tier 2/3/4)	1,991	76%	17,125	72%	6,047	70%	3,335	69%	7,879	68%	2,971	67%

Source: IRS 2013 Figs 000's


Dainik Bhaskar
It's time to unmetro

New campaigns across television, print, out-of-home and digital media.

TELEVISION



THOMAS COOK

The #HolidaySortedHai TVC from Thomas Cook (India), featuring actor Anand Tiwari, aims to capture the last minute hassles travellers have to endure and how having a one-stop solution offering end-to-end holiday services can be such a relief. The ad shows that logging onto the company's website can sort out all aspects related to travel, be it forex, visa, insurance, sightseeing, flights or hotels.

Creative Agency: L&K Saatchi & Saatchi



KUKURE BUTTER MASTI

The snack brand's new flavour is being launched pan-India with a TVC featuring actors Kunal Kapoor and Parineeti Chopra with the tagline, 'Butter ka mazza, Kurkure ka tadka'. The TVC reiterates the fact that butter makes everything taste good and shows Kapoor stepping into a dream sequence waiting for Chopra in a filmy pose, and then suddenly, the red chillies snap him back to reality.

Creative Agency: JWT



PHILIPS

#BeReadyEveryday, the latest TV campaign from Philips India featuring Alia Bhatt as its brand ambassador introduces a new range of epilators - Philips Satinelle range. It offers three epilators which are designed to offer complete hair removal, ensuring that the body hair growth does not hold back the free-spirited souls of today, thus making girls 'ready' for parties, hangouts and fun get-togethers.

Creative Agency: Ogilvy & Mather

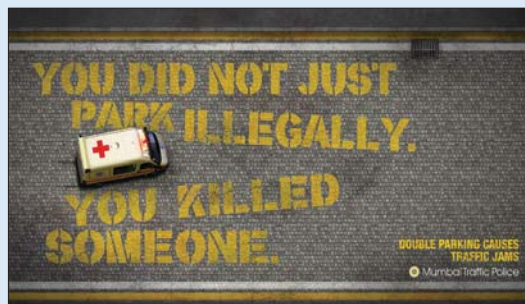
PRINT



NUMERO UNO

The jeanswear brand in its recent print ad, titled 'Numero Uno at Freerideism', has tried to capture the fact that there is a numero uno quality in everyone and encourages each one to celebrate that uniqueness. The ad shows four youngsters sitting on a vehicle, smiling and posing in a cool, candid and fashionable manner. The ad asks its customers, 'What are you Numero Uno at?'

Creative Agency: Hakuhodo Percept



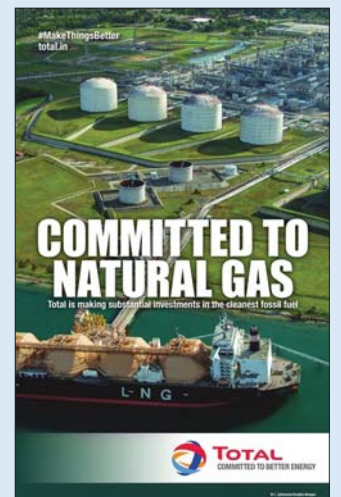
MUMBAI TRAFFIC POLICE

In its print ad, titled 'Ambulance', Mumbai Traffic Police has portrayed how 'illegal parking' can result in loss of several innocent lives. The ad implies how parking irresponsibly and illegally can result in road blocks, hampering ambulances from plying.

Creative Agency: FCB Ulka

TOTAL

A prominent name in the logistics support industry, Total, in its latest print ad, reiterates its commitment to saving natural gas, a fossil fuel. #MakeThingsBetter is the focus of the ad campaign.



OOH



FUJI MOUNTAIN BIKES

The bike company's #SaveAMountain campaign talks about the importance of mountains in our culture. The words 'We worship mountains, our Gods live there', in the beginning of the ad, tells us of the importance mountains hold, especially for villagers, and how we have been ruthlessly overtaking them in our race towards industrialisation.

Creative Agency: FCB Ulka/Interface



WFAACA

World For All Animal Care and Adoptions in its OOH campaign has brought to light the plight of stray dogs. It depicts #Adog'sLife through various instances where it is bullied and hit by people. Towards the end, the message conveyed is 'Please. Adopt a stray.'

Creative Agency: Ogilvy & Mather

DIGITAL



TURTLE

The men's lifestyle brand has launched a digital campaign to conserve endangered turtles with the #SaveLittleShelly campaign. The brand tries to raise awareness about turtles and conservation of the endangered species.

Creative Agency: JWT

Got some great campaign that has been published recently? Upload it on afaqs! for the world to see.

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WAH

HT,

WAH!



Today we salute Hindustan Times: Probably the only newspaper to have perfected the technique of boosting circulation numbers by distributing a watered-down 2-minute version of its full newspaper. This supplement-less newspaper might be cutting huge corners when it comes to advertisements* but then the advertisers don't need to know that, do they?
Genius HT, pure genius!

But if you are an advertiser who doesn't subscribe to HT's genius ways then you should know that when it comes to full-fledged newspapers that carry supplements in Delhi-NCR, TOI outsells HT by a whopping 1.4 lac copies**; a 22% lead that makes TOI the advertisers' no.1 choice.

*Between 18th and 30th April, only 38% of the ads meant for HT and HT City were carried in HT 2 minutes.

** Source: ABC July-December 2014 Certificates for editions printed in Delhi-NCR.

THE TIMES OF INDIA

INDIA
TODAY

“News is an ocean in which people are swimming in different directions” **AROON PURIE**

The top management of India Today Group speaks about the rationale behind extending brand India Today to television and the renewed focus on synergising content across its sub-brands.

By Prachi Srivastava and Saumya Tewari

TV Today Network recently shut down its English news channel, Headlines Today, and replaced it with India Today Television. This new entity will now partner its Hindi news powerhouse, Aaj Tak. As it turns out, later this year, it will also be 40 years since the birth of India Today magazine, as also the group.

What compelled the group (the privately-held Living Media owns a majority stake in the publicly-held TV Today Network) to adopt a name on television that harks back to print? The group also has a vast number of brands spread across magazines, digital, radio and television. How does the group create synergy from all these disparate media properties? How is it readying for a digital future?

afaqs! Reporter spoke to India Today Group's Aron Purie (founder, chairman and editor-in-chief), Ashish Bagga (group CEO) and Kalli Purie (group synergy and creative officer) to find answers. Excerpts:

Q Why was this the right time to replace Headlines Today with India Today Television? Because you have new faces in Rajdeep Sardesai and Karan Thapar?

Aron Purie: Basically, the digital environment. Consumers take in news via different media through different times of the day. Say, a newspaper in the morning, updates on the mobile during the day and a magazine for a weekly analysis of developments. We decided to integrate all these mediums into one entity.

Ashish Bagga: Over the past year, we have built bench strength for the channel. We felt that in this cacophony of noise and news becoming inseparable, there was space for a strong, credible, sober voice for news in the English space. We believe that nobody else has the capability to deliver this.

We began examining consumer insights and worked with brand



Set up in 1975, the group has presence across publications, newspaper, TV, radio, education, online shopping, events, printing, welfare and music.

consultancy Chlorophyll on the launch. The new channel makes us multi-screen and seamless. There is a roller deck, top band, bottom band and, the good thing is, the interplay between all these makes viewers stick to one screen.

Kalli Purie: Also, under India Today, we had print, website, social media, and also a mobile app. What we didn't have was a television presence. Putting in a TV channel has made India Today one seamless, holistic brand, which always was its vision. Headlines Today was seen more as a general news channel. India Today is focussed on 22-44-year-olds. If the screen is too digitally savvy for a 55-year-old, so be it. We have made our choice.

India Today is associated with print. Why didn't you consider a connection with your powerhouse Hindi channel Aaj Tak instead?

Ashish Bagga: Aaj Tak is a cred-

ible news brand that we created in the Hindi genre. Later, we built Dilli Aaj Tak and Tez around it.

Indiatoday.in's performance gave us the confidence to look at launching India Today Television. In last 12 months, the whole digital landscape has changed dramatically. It is becoming more accessible, bandwidth is increasing, kids and national figures, like the PM, are turning to digital. The idea is to have two large platforms across formats. For Hindi, it will be Aaj Tak and in the English space, it will be India Today. We will leverage the content base of IndiaToday.in and AajTak.in for the news channels.

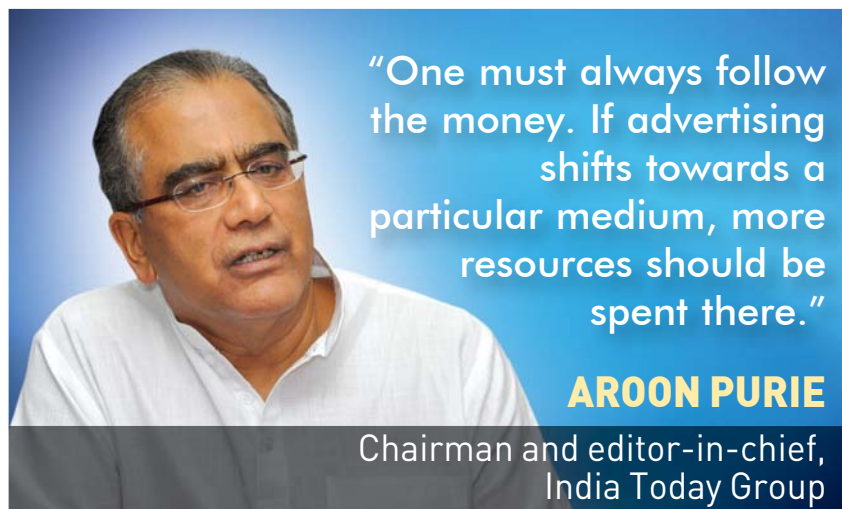
In spite of the continuing success of Aaj Tak, why has it been so difficult to replicate the same with Headlines Today?

Ashish Bagga: Headlines Today has gone through various iterations, in terms of its positioning, TG and formulation. This is a seamless switch. We used Headlines Today to experiment and get to this stage.

Ashish Bagga: Hindi news is a far bigger genre than English - at least three times as much - and, therefore, the monetisation capability in Hindi news broadcasting is that much higher. But, fortunately for us, the headroom to grow in English is also huge.

Mr. Purie, you have seen the news business over 40 years. What are your observations?

The news business has certainly evolved. When India Today started, it changed the way newspapers were doing journalism. During the mid-70s, newspapers were drab, reporters never went out for spots and overseas reporting was limited. We changed that. We also introduced technical changes - in terms of pictures and photography and bringing more colour to the magazine. Later, newspapers started emulating magazines, there was a 'magazinification' of newspapers, which showed up in supplements, colour pages, and an increased focus on feature writing.



sumed and, in that process, the way news is being created. News has become an ocean in which people are trying to swim in many different directions.

You have stayed away from entertainment on television. Why is that?

Aron Purie: I don't understand entertainment and I'm not interested in it either.

Universally, a gloomy picture is being painted of the magazine industry. But, that is where your group gets its identity from. Comment.

Aron Purie: We are a legacy brand which has grown along with the changing news environment. We have been early adopters, be it in magazines, television or the digital news business. The group is transforming itself into one big 'news brand'. Increasingly, people are going to look at the quality and value of content instead of its source. Synergy between various news mediums is the way forward in this business and we are gearing up for that.

As far as the magazine business is concerned, research has shown that people are either reading long or short pieces. So, in that sense magazines can give readers a perspective and in-depth understanding of subjects which television can never provide. Online it becomes cumbersome to read long pieces, especially on mobile phones.

What has been the learning from your English tabloid, Mail Today? If you had to do it again, would you do it differently?

Ashish Bagga: If we had to do it again, we would have put a lot more emphasis on digital. Also, I would have probably launched

the edition in two or three key cities rather than in just one, taking into account the investment appetite. Otherwise, the way we've addressed Mail Today, it is differentiated from a demographic standpoint. It is pretty disruptive and addresses both male and female audiences equally.

It is pretty much the universal paper for India. We did that keeping in mind that, in the future, if we go to other cities, the main editorial kitchen of Mail Today should be able to serve those cities. Just because we are in Delhi, doesn't mean we are a Delhi edition.

You sold off Red FM, then launched Oye FM and are now planning to exit the radio business altogether. Why?

Ashish Bagga: Radio is largely entertainment. We thought that radio would be opened to news, but that didn't happen. If you want to be in entertainment, you need a network and the clout of 20-30 stations which others have but we don't. We would rather put money in digital, news and invest in the areas which are synergistic with what we do. News is intrinsic to our DNA, not entertainment.

Monetising digital is something all publishers in the world are struggling with. What are the challenges in creating synergy from all your disparate brands in magazines, radio, newspaper and television?

Kalli Purie: Our digital business has always been pushed to break even and does not just burn money. Our digital business is not struggling. The big challenge is to get people to take ownership of their own brands, but to also see the bigger picture. The biggest challenge in synergy is that each of these brands is sustainable and stands



From a business standpoint, how are the challenges in English and Hindi news broadcasting different?

Aron Purie: The art of any medium is to understand the audience. Hindi is more mass, hence the language and subject of coverage reflect that. English is a very small audience - around four million - and even the rating system is fluid. The audience here is more sophisticated, metro-centric and requires a different content approach. Integration with English magazines will be a good force, amalgamating TV's live coverage with an in-depth understanding of magazine reporting. We would like to bring print journalists on TV for stories, discussions and debates.

News television came through Doordarshan, so we dabbled with an innovative concept of news on video through the video-cassette recorder (VCR) called Newstrack, back in 1986. It was a monthly 90-minute video news which had 30 minutes of advertising - believe it or not! - and 60 minutes of content. We used to distribute it to video libraries from where people could rent or subscribe to it.

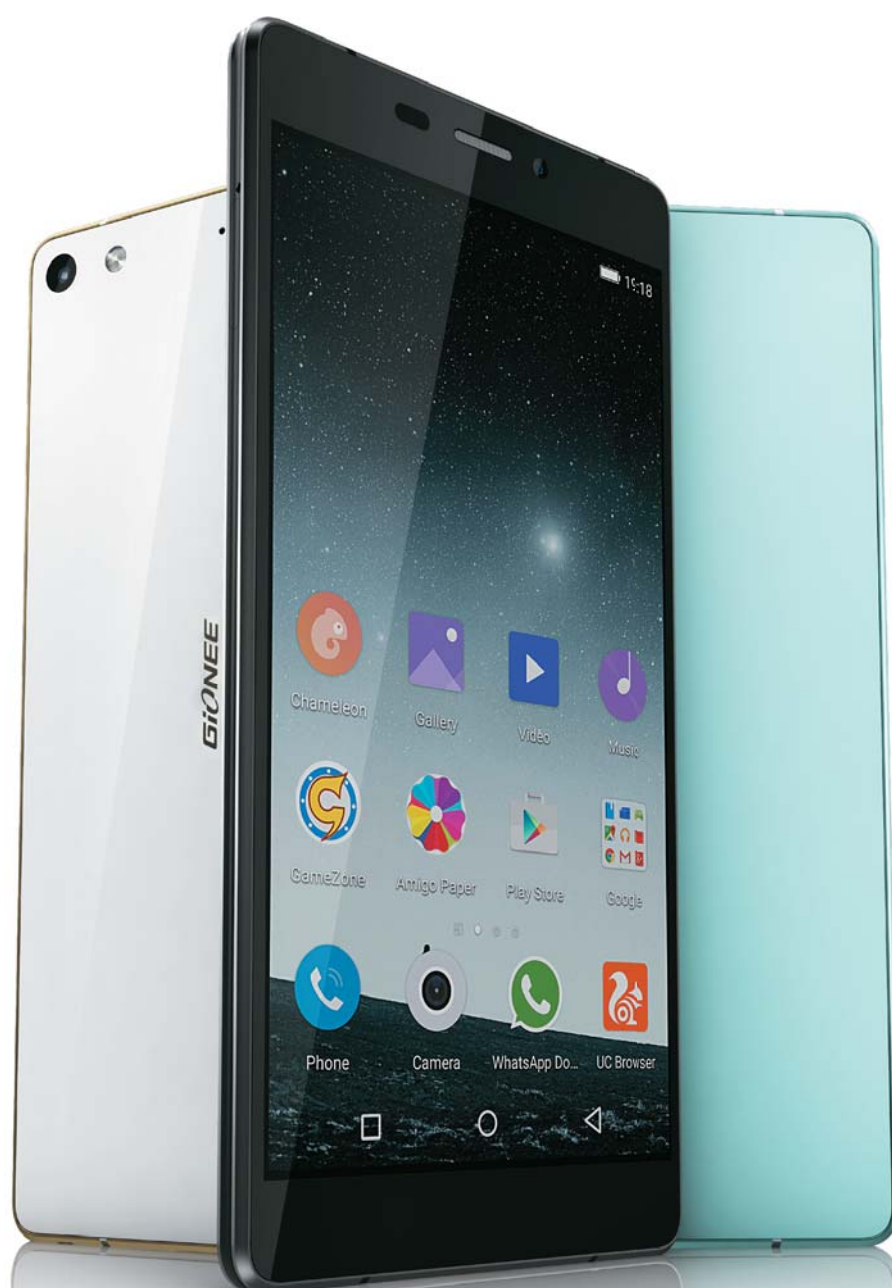
Then, video vanished and satellite television brought the 24-hour news channel format in India. These channels have changed the game as well as other publications. Now, the FIR of the news happens on TV. On top of that is the digital revolution spearheaded by mobile apps and websites. All these stages have changed the way news is con-

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on its own two feet. That comes from the financial rigour the team has put in, and you just don't keep on adding extensions which are parasites.

There were two big barriers we worked on. First, the physical barriers. Now, everyone sits on the same floor. Second, showing them that that as a journalist, going to different mediums doesn't kill your story but amplifies it, gets you impact. If you tell them that everyone is the same and you have to share the content, then you don't have any ownership for the individual platform you were working on. We have given them these dual, schizophrenic responsibilities.

What are some of the group's synergy products and how do they work?

Kalli Purie: India Today Conclave, a product that has come out of synergy, is an example where print works on the thought leadership topics and picks experts, while the television team makes it interesting and watchable. It is heavily promoted on social media.

The other product is DailyO, an opinion-based website which features pieces from leaders within the group as well as outside, on different genres. The third is a data journalism app, Newsflicks, which looks at data analytics and comes up with stories based on data. It has a tangential way of looking at things. We are working on India Today

Digital makes money but not as much as traditional media. However, it's not just cents anymore.

KALLI PURIE

Group Synergy and Creative Officer, India Today Group

SUSHIL KUMAR

One, an idea that spells out that we are one team comprising social, digital, print and television.

Digital advertising comes nowhere near paying for the kind of high quality news and feature content your company creates - and mobile advertising even less so.

Aroon Purie: Globally, publishers are looking at their legacy media financing their digital media. Everybody foresees a dignified decline in print and an increase in digital as audiences move there - though, in India, it may not happen as fast as elsewhere. We are more fortunate because the traditional media is still paying well, but we are investing in digital all the same.

Kalli Purie: Digital makes money

but not as much as traditional media. It's not cents anymore, however. The comparison was between cents and dollars, and now we are in between.

The bigger point here is that the model it is going to survive on is the 'lean on me' model. For instance, social media has fantastic reach and is fast, unlike print, but the latter has fantastic reporters, real network, real pulse. So, one helps the other and is feeding into each other.

Aditya Birla Group took a 27.5 per cent stake in your holding company, Living Media, in 2012. There was a report late in 2014 in Business Standard that the group was considering selling its stake. Comment.

Ashish Bagga: Aditya Birla continues to be invested in the company.

Some people argue that mobile will be the primary screen for news and entertainment in the next three to four years. Do you agree?

Aroon Purie: One cannot predict the future; however, the movement is in that direction. The model behind monetisation of this trend has still not been found. As a content provider, one has to be present in that space if audiences are moving there. But, television news will still exist because unlike mobile, TV gives a 'community' experience. People will end up consuming more content, thus multiplying the demand, which is a good development for the media business.

Do you see yourself becoming a digital-only company in future?

Aroon Purie: It depends on the consumer requirement. I do not think any medium will die in India as all mediums are still growing. There may be some changes as consumers move and advertising shifts. One must always follow the money. If advertising shifts towards a particular medium, one will end up spending more time and resources there. There have been forecasts about the death of broadcast journalism which I don't believe in. It may transform, for example - news videos on the internet, but it will not die. ■

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COLORS-SKYPE

Ringside View

Colors has partnered with Skype to enable viewers to **video chat with contestants and judges** on the reality show *India's Got Talent*. News Bureau

India's Got Talent, the reality talent-hunt show on Colors, has joined hands with popular VoIP software Skype, to enhance viewers' interaction with the show's judges, hosts and contestants.

As a part of this association, a unique Skype ID, 'IGTonColors', has been created for the show which allows interactions with the judges, hosts and participants. Through the Skype ID, users will be able to connect with like-minded fans of the show, gain access to exclusive *India's Got Talent* content, and send any questions they may have to the



judges and presenters.

Speaking about the partnership with Skype, Raj Nayak, CEO, Colors, says, "This first-of-its-kind partnership, between an Indian television show and an internationally acclaimed internet-



calling service major, is a move towards heightening engagement avenues and creating direct connect with the viewers. Our integration with Skype is a step towards expanding the reach of social platform for *India's Got Talent* across the world. By integrating Skype online as well as on-air, we aim to highlight that, while this service

brings you one step closer to your loved ones, *India's Got Talent* strives to achieve the same by recognising outstanding Indian talent."

Angie Hill, general manager, audience marketing, Skype, adds, "We are excited to be working with this seasons *India's Got Talent* on

continued on page 24 >>

FREECHARGE

No Mean Feat

The online recharge platform, in its latest video, says that it is **listening to each and every customer feedback**.

By Saumya Tewari



A negative consumer review in the digital world can go viral and tarnish a brand's equity. Online companies are always on their toes, addressing consumer complaints and working towards user retention. Freecharge recently created a digital campaign on 'Customer Reviews' featuring its employees, highlighting some of the negative reviews it received on social media platforms (Facebook and Twitter) and app stores.

The video is cleverly executed, in the style of popular American entertainer Jimmy Kimmel's famous 'Mean Tweets' series, where celebrities read rude comments made by viewers on Twitter.

The two-minute-long video begins with a text slide stating, "We searched the internet to see what our customers are saying about us and we found out lot of positive reviews and some negative reviews. Employees from various teams including finance, user retention and customer support, were amused and surprised at how creatively consumers were bashing Freecharge on these platforms."

An employee named Sharat (from finance) says, "You're stealing my recharge and making TV ads. I will complain to Star Sports."

Another one says, "I was going to rate Freecharge for clean UI and ratings, but they spammed me for ratings!" to which Deepak (from user retention) responds, "We are just trying to get a good word out from you, but looks like we've crossed the line."

The company's in-house social media team spent hours collating interesting feedback for the video. While some of it could have been just trolls, others seemed genuine. The video ends with a message from the company that goes - "We're listening and we're working on it..."

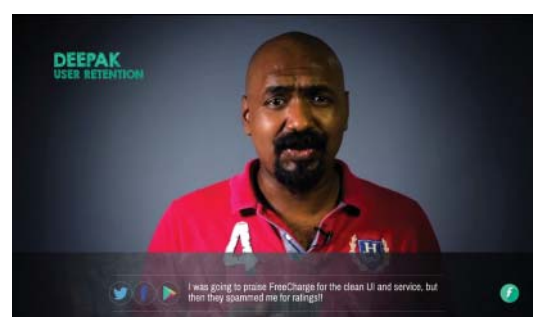
Speaking about the campaign, Ashish Virmani,

AVP - marketing, Freecharge, says, "We track consumer feedback on social media, app stores and consumer complaint emails to improve our product. We stumbled upon really interesting and creative feedback, and decided to create humorous content around it."

Virmani says almost all the company's functions are customer-facing ones, so user feedback impacts employees directly, which is why they decided to shoot the video with the employees.

"Internally, there will be a far greater connect about consumer issues, also, in turn, our users will get to know that all of our teams work in tandem to create a experience for them," he adds.

The video is cleverly executed, like Jimmy Kimmel's 'Mean Tweets'.



Freecharge offers prepaid mobile, DTH and internet data card recharges. In the online mobile recharging space, it competes with players like Paytm, Rechargeitnow and mobikwik. Interestingly, telecoms like Vodafone, Airtel and Tata Docomo also have their own online recharging platforms. ■

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HUNGAMA

On a High

The digital brand has seen a **200 per cent growth** in monthly active users last year. **News Bureau**

Hungama, the digital entertainment service, has crossed the 50 million monthly active users mark. The company claims to be among the top five music and video streaming services globally, competing with platforms like Pandora and Spotify.

More than 250 million consumers accessed Hungama's services over the last year, during which period it registered a 200 per cent growth in monthly active users.

Over the past year, Hungama has introduced several first features as well as several key catalog additions to upgrade consumer experience.

The fast pace of growth in mobile data adoption among consumers has provided a platform for Hungama to tap into the market with its mobile apps, leading to massive penetration across demographics.

Hungama rolled out multi-lingual support in



its mobile app in 2014, catering to semi-urban and rural users. The app currently supports Hindi, Tamil, Telugu and Punjabi languages, along with English.

It also introduced its PRO version for Android and iOS devices earlier last year, which allows users to save music on their phones, to listen to music or watch videos without an internet connection.

Other than software updates, Hungama also partnered with several studios and labels to offer content exclusively from popular artistes like Yo Yo Honey Singh and Atif Aslam, as well as music from latest Bollywood movies to boost traffic.

Speaking on the development, Neeraj Roy, MD and CEO of Hungama Digital Media Entertainment, says, "We are glad to be the music and video service of choice for over 50 million South Asians across the world. The milestone is the result of initiatives that we, at Hungama, began undertaking about 15 months ago."

"Over the next year, we plan to continue building on this momentum to grow into newer markets and explore more avenues to distribute digital music and video. Hungama is on track to reach 100 million MAUs by March 2016," he adds. ■

feedback@afaqs.com

RAHUL JAUHARI | CHIEF CREATIVE OFFICER | REDIFFUSION Y&R


By Sohini Sen

Humility is a rare virtue in advertising. And that's why, the first thing one notices about Rahul Jauhari – the newly appointed chief creative officer of Rediffusion Y&R Group India – is his humble demeanour.

Jauhari will be heading creative work across the group, from Rediffusion Y&R to Everest Brand Solutions, where he was serving as the national creative director. He is to also oversee work at Rediffusion Digital, direct marketing agency Wunderman, Sudler & Hennessey and public relations division Rediffusion Communications.

He has been with Everest for four years and, prior to that, in an earlier stint, he has worked at Rediffusion for eight years. For him, people

matter the most. "It's important to get people motivated. An agency is about its people. My first strategy is to get the right bunch of people and get them motivated enough. Second is to let the clients know the power of our people. You should have immense clarity at the top, and this I have been lucky with," says Jauhari.

While his interactions with Everest will decrease marginally, the two agencies will continue to have their separate and distinct identities. Everest, Jauhari says, has a strong team and can survive with or in spite of him. Making himself redundant, he says, is the best strategy.

Though Everest is smaller compared to Rediff, he says both have their own little souls. "We want to get some synergies flowing, because they both have slightly different approaches," he explains, adding that Everest is the David and

Everest has a strong team and can survive with or in spite of me.

Rediff the Goliath.

What is most challenging to him is consistently maintaining creative reputation. "If people are motivated, good work will come out and that creates reputation," he says, adding that he hopes to bring the zing back into the agency.

Jauhari calls himself a 'fairly rooted guy' and his ideas reflect his persona. He believes that the industry must work towards great ideas for clients which can be seen on the streets, and only then by the jury.

As the new CCO, Jauhari is not feeling pressurised into creating an impression. Having grown up in the agency, he "feels right at home." That said, the new role mandates him to make a lot of client calls and meet-ups, and has him travelling across the country at odd hours.

However, being a birder and nature enthusiast, the hours aren't really 'odd' for Jauhari. He has often had to wake up at 4 am to catch just one glimpse of a bird flying away.

"It is very important for a person to have many passions. Profession is something we care about, but passion has to be there. I think a person who does just one thing is a boring person. You have to be a specialist in many things, these days," he asserts.

He credits birding for making him more patient. And this is apparent from his long association with the agencies he has worked with, be it McCann Erickson, where he stayed put for five years or Pickle Lintas, where he spent four.

His days at each of the agencies have imparted him "life lessons." At Rediff, he met Gullu Sen who became an inspiration for him. From Sen, he learnt strategy, though Sen himself was an art person. At the same agency from Chax (K S Chakravathy), he says, he learnt what it meant to be a creative leader. At Pickle Lintas, under Balki's leadership, he learnt how to "cut through the mess and get to the crux of an issue."

Jauhari is wary of getting carried away by success. "Advertising, as a profession, is a rotating field, with new categories clients and rockstars coming in. Each one of us must accept and appreciate that there are other people in the team who are helping us get the work done," he says. ■

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<< continued from page 22

Ringside View

Colors. The collaboration is the perfect example of ways in which our users can interact naturally with the things that matter to them. Whether that be - questions to the judges, hosts or even the talent, Skype users have the unique opportunity to engage with the show and get a lot more from their viewing experience, by simply using the Skype ID 'IGTonColors'."

In order to connect contributors

"This is a move towards heightening engagement avenues and creating direct connect with the viewers."

RAJ NAYAK



from all over with *India's Got Talent*, a Skype TX Studio has been installed on the sets of the show in Mumbai. Over the course of the series, fans will be able to connect with the show through a range of Skype product features such as Skype to Skype calls, Group Video Calls and Video Instant Messages.

India's Got Talent, currently in its sixth season, is part of the British 'Got Talent' franchise. Karan Johar, Kirron Kher and Malaika Arora Khan are judges on the Indian adaptation of the show. ■

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GANGADHARAN MENON

Into the Wild

Menon, who quit advertising seven years ago, has written a book which encourages people to travel in India. By Ashee Sharma

After a successful stint of 28 years, Gangadharan Menon, who has earlier worked with agencies like Trikaya (where he began), Rediffusion, Ogilvy and Mather, Mudra, PSL McCann and Chlorophyll, to name some, decided to wind up his advertising journey, only to set out on the next one..this time, into the heart of wild India.

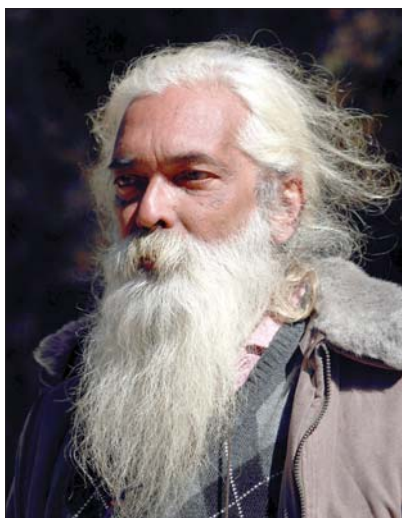
His book *evergreen leaves* is a collection of 30 articles and 55 colour photographs, handpicked from a library of over 5000. Usually travel writing is about holidays, exotic locations and leisure, but Menon's book has philosophical undertones. It encourages people to discover the joy of travelling in India, a country, he believes is made up of many countries.

Menon now teaches at Rachana Sansad College of Applied Arts, Mumbai, and does travel photography and travel writing. Talking about this transition, he tells us that it was on surviving the vicious attack of a wild tusker in the jungles of Tamil Nadu seven years ago, that he started penning down all his adventures in the various sanctuaries of India, spanning three decades of travel.

He thinks it was his second life and a signal from nature to begin the entrusted task. Menon decided to self-publish his book as it allowed greater freedom with the edit and design. The platform he chose was Partridge India.

Before landing a job as copywriter in Trikaya, Menon experimented with teaching, writing poems and short stories, acting and directing plays and voicing for Films Division documentaries. He was also interested in journalism. "Advertising teaches you to be clear about your target audience. Copywriting

taught me the importance of engaging the reader and communicating to him or her in the simplest of words. In my case, I was clear that I would be talking to people in the age group of 10 to 70. And I chose a language that would cut across this diverse age group. A language that's simple yet engaging. With this universal language, I

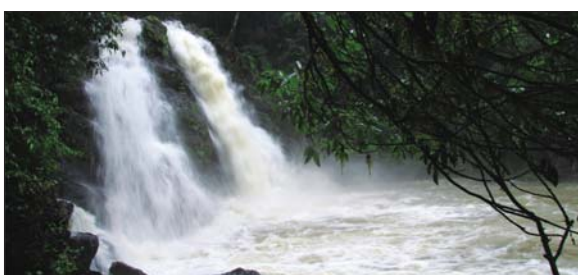


Menon: seeking adventure

wanted to convey the sheer joy that I felt in every jungle trip, every step of the way," he says acknowledging the influence of advertising on his writings.

Informing us about his future plans and the possibility of returning to advertising, Menon shares, "Advertising is a field that's given me a lot. A more-than-decent life, great campaigns, awards and recognition, and lots and lots of friends and well-wishers," he says.

"But, it's a road that I have left behind. It's been close to seven years and I feel I'm now in



Pictures from Menon's book 'evergreen leaves'

the best phase of my life- documenting and writing about something that's not going to last very long, considering the rate at which we are selling Mother Earth," he adds.

Menon frequently writes for The Hindu, The Times of India, DNA, Hindustan Times, Mid-day, The Better Indian and Hornbill, the journal of Bombay Natural History Society. His second book, titled *Tales of a Driftwood*, is on its way. It is a collection of articles that result from mostly unplanned travel.

evergreen leaves is a coffee-table book. It is available on Amazon in Kindle and paperback editions. An autographed copy, at the price of ₹3000, can be obtained by writing to wildganges@gmail.com. ■

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<< continued from page 8

New Chapter

duo Aditi and Gaurav Oberoi. Digital Academy India is an initiative to educate Indian students and professionals about career competitiveness in the internet economy.

Speaking about the acquisition, Gaurav Oberoi, founder and chief executive officer at Digital Academy India, states, "Through this association, we're combining two of the best, extremely strong players in this industry. This consolidation of expertise in training and certification will create a great learning platform for individuals and organisations wanting to leverage the power of digital marketing."



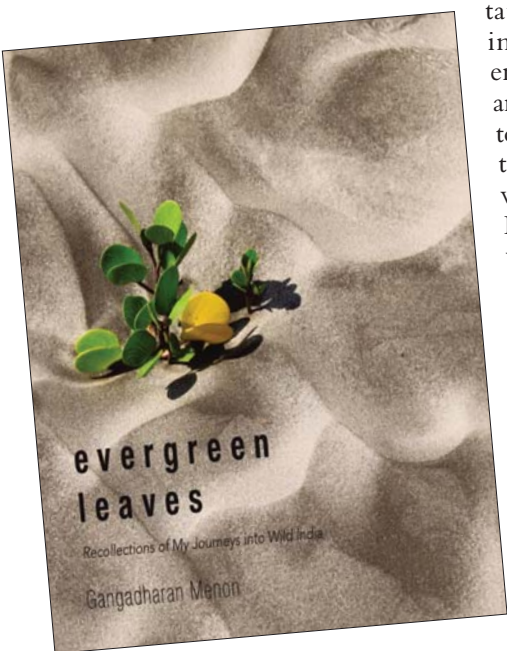
Oberoi: on the path of growth

He adds, "We're certain that this consolidation would result in tremendous value for both the organisations, and their respective clients and partners."

Sharing his views about the acquisition, Mahesh Murthy, managing partner - Seedfund, and founder - Pinstorm, says, "I've had the pleasure of knowing and working with Pradeep and Kapil (co-founder, Digital Vidya) for over a decade. And I've been an eyewitness to the growth of their baby, Digital Vidya, over the last five years. I'm proud of the fact they've now made their first acquisition - and this further leads me to believe that they will rule the market when it comes to training on digital marketing in India - a fast-booming field."

Since 2009, Digital Vidya has trained professionals in over 3,000 brands across Asia, through over 250 Digital Marketing training programs. Certified Digital Marketing Master (CDMM), a digital marketing master certification course offered in association with Vskills, a government of India initiative, is Digital Vidya's flagship course. ■

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Is Going 'App Only' A Safe Bet?

E-commerce company Myntra shut its website and is available as an app only. Some others are slated to follow suit. We figure out if the rewards outweigh the risks. **By Sohini Sen**

RATHIN LAHIRI

CMO,
Meru Cabs



BROADLY, THERE ARE TWO CATEGORIES OF PRODUCTS – PRE-DECIDED AND IMPULSE-BUYS. SO, WHILE FOR A PHONE YOU WILL DO YOUR

research, you may just buy a book while browsing a site. And, if I am not wrong, the impulse buying category is in double digits for most e-commerce players. But you cannot do impulse buying on an app, because you have to consciously download it, open and search for products on it.

Indians are also deal seekers. They will compare prices of products, the quality and recommendations or reviews, delivery times for each from different sites. Comparison shopping is also not possible on the app. At Meru Cabs, the app is over 65 per cent of our business, but the web still contributes a bit over 10 per cent. Strategically, one may want to move the highly engaged users to an app. But that will happen gradually.

HARSHAD HARDIKAR

COO,
Indigo Consulting



THE MARKET HAS NOT MATURED ENOUGH TO GO APP ONLY. WE MUST REALISE THAT A LOT OF TIER II AND III CLIENTS HAVE THEIR FIRST NET

experience on mobile. There are more mobiles than computers there. So, broadly speaking, the direction is right. But, a lot of people want exposure and variety. And that can only be given on a wider screen.

Myntra specialises in apparels. Therefore, all the more reason to build a desktop experience. For apparels, things like screen size and resolution, and maybe the bandwidth, must be kept in mind. Maybe gradually people will move towards apps and transact on it.

If all e-commerce players in India started being available only on apps, there would be no differentiation for the consumer. That said, an 'app only' strategy makes sense for established and big players. The newer ones will have to make their mark first before going down that road.

PRAVEEN SINHA

Co-founder and Managing Director,
Jabong



MORE AND MORE PEOPLE IN INDIA ARE USING ONLINE SHOPPING NOT JUST OUT OF CONVENIENCE, BUT AS A MATTER OF NECESSITY IN THEIR FAST-PACED

lives. We want to reach out to our customers in all possible ways and, therefore, be able to give equal importance to both the mediums. – mobile app as well as website.

Internet access is still not very affordable and accessible in India, and inconvenient to use via mobile devices for many potential customers. Downloading an app and using such services would take some time, and doing away with the website means losing out on this audience.

Jabong does not plan to go 'app only'. We are able to amass 50-50 traction from the two mediums and therefore, want to reach out to our customers in both the ways.

PRASAD KOMPALLI

Head, E-commerce Platform,
Myntra



THE IDEA OF GOING 'APP ONLY' STEMMED FROM THE NEED TO SERVE OUR FASHION-SAVVY CUSTOMERS IN THE BEST POSSIBLE WAY. AS FASHION IS

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M-commerce has made inroads into sectors that were once thought of as impracticable. We have witnessed significant increase in online purchases from Tier-II and Tier-III cities. This is largely due to limited availability of popular brands and growing penetration of mobile internet.

JAREK ZIEBINSKI

"We challenged the status quo..."

The Asia Pacific CEO of Leo Burnett talks about the **contradictions in the Indian market**, the pain points that exist in the ad industry and the agency's **strategy for growth** in India. **By Sohini Sen**

Since Leo Burnett's Jarek Ziebinski took over the role of CEO, APAC, in September last year, India has come under his direct purview. Not one to trust the news received from calls and emails, he makes sure that he flies down from his Singapore office at least twice a year.

"Not just what is happening in Leo Burnett in Delhi and Bangalore, but I need to understand the dynamics of the market and our industry. This country is one of the most dynamically changing markets on the planet today," says Ziebinski.

While he is happy with the work Leo Burnett is doing in the country, what worries him is the paradox he notices in India. "On the one hand, the economy and the country are changing rapidly; on the other, our industry, which should be the avant-garde of change, is very conservative in India. If you look back at our industry two years ago, it was very status-quo driven. The establishment of the advertising industry in India is very change-adverse. But, that is probably cultural," he observes.

At the same time, he feels that the agency has "challenged the status-quo by focussing on young talent." When Saurabh (Varma) was made CEO, he was around 40-45 - probably the youngest CEO in any big agency in India. And then, after a few months, he brought in RajDeepak Das as NCD - who was younger still. "People warned me against it. But, 18 months on, I see a changed agency. One of the major challenges in our business is to transform and change the culture. It is work in progress. This place has become a happy, creative



Ziebinski: challenging conventions

place, driven by a desire to succeed," he says.

Good leadership is one thing; but, does that translate into good business? He certainly feels so because Leo Burnett hasn't lost a client in the last 18-20 months.

"This year, we will be growing twice as much as the average growth for the industry in India. India contributes about 20 per cent to the total APAC business. There is also a possibility to re-invest some of this success into the future - to new talent, to new capabilities. Saurabh and Raj are transforming Leo Burnett from an old-school advertising agency to a new, modern, integrated communications company," he states.

Integration seems to be crucial as well. Varma is trying to integrate all digital services, which includes Indigo Consulting - the digital agency Leo Burnett acquired in 2012. "We don't just want to be the best in the country. Our goal really is to

be one of the five top-most creative agencies in the world three years from now. Our benchmark, that's why, is not Goafest. Our benchmark is Cannes festival - and not about bronze or silver, but about winning Gold or Grand Prix," Ziebinski declares. He also hints at possible acquisitions in the future.

Ziebinski also believes in approaching clients proactively. He says that while it is not the smartest way to wait for the next call to make a pitch, it is also important to analyse the market, screen different categories and business, and finally focus on certain categories where Leo Burnett would want to work on.

He is optimistic as he sees the industry gearing up for more change. "If you look at media spending in India, a relatively small percentage of spending comes from digital. If you compare it with China, there it is 30-40 per cent. It is both bad and good news. If we get things right and prepare for the new digital age, we will be ready with all the capabilities that our clients will need, and then we will face acceleration of growth."

When quizzed about building synergies between regional markets, Ziebinski talks of a flexible model of regional management. "Sometimes, local agencies are capable enough to take advantage of the opportunity; sometimes they need help. My job is to allocate resources and match the right resources with the opportunities that come out. That is why we also believe in creativity without borders," he says. ■

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TURNER & SESAME WORKSHOP/POGO

Laugh and Learn

Turner and Sesame Workshop have launched a **preschool educational series**. **News Bureau**

Turner Broadcasting has partnered Sesame Workshop, the non-profit educational organisation, to launch *Chamki ki Duniya* - a preschool educational series, being aired on Turner's Pogo channel on weekdays, at 8.30 am.

Chamki ki Duniya is the second venture between Turner and Sesame Workshop, after *Galli Galli Sim Sim*. Inspidea, an animation studio in Kuala Lumpur, has been commissioned for the animation of the series.

According to the channel, *Chamki ki Duniya* takes young viewers on a journey with five-year-old Chamki,

an adventurous and inquisitive school girl, anxious to learn more about the world. A warm, sensitive and friendly girl, Chamki is always surrounded by her group of friends from the galli, who love playing games, making music and solving mysteries around them. The series addresses topics such as early literacy, creative thinking and reasoning, family and community life, healthy habits, appreciating cultural plurality and more, via compelling and humorous stories, music and art. It is targeted at children between two and six years of age.

Mark Eyers, chief content



officer - Kids Networks at Turner International Asia Pacific, says, "*Chamki ki Duniya* is a unique show that will encourage social and emotional development of children in a narrative that is fun and entertaining."



Eyers: making learning fun

"*Chamki ki Duniya*'s curriculum is designed to engage children and seeks to help them grow smarter, stronger and kinder," says Sashwati Banerjee, MD, Sesame Workshop in India.

Andrew Ooi, MD, Inspidea, comments, "After detailed research and development with Turner and Sesame Street, we created a visual style for *Chamki Ki Duniya* which is charming yet playful and can resonate with Indian audiences and be culturally relevant." ■

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DETTOL

Squeezy to Use

The latest campaign by RB's (formerly Reckitt Benckiser) hand wash brand Dettol promotes its **newly launched carry pack, the Squeezy bottle**, priced at ₹30. **By Saumya Tewari**

The much-discussed *Dettol Dettol Ho* jingle is back, this time to promote an affordable carry pack launched by the brand, priced at ₹30. Last year, RB India launched *Dettol - Banega Swachh India* - a five-year program to address the need for improving hygiene and sanitation in India, making a commitment to invest a sum of INR 100 crore across the next five years.

Dettol launched the *#MaaMaane Dettol Ka Dhula* campaign to this end and the new video is a part of the series executed by McCann.

Taking a break from its signature visual imagery of mothers and young children, the campaign features men and women across age groups at outdoor locations like fairs, weddings and railway platforms being urged to use Dettol from the Squeezy bottle, before gorging on the food. The film captures slice-of-life situations from both urban and semi-urban India.

Explaining the idea behind the campaign, Prasoon Joshi, chairman - Asia Pacific, CEO and chief creative officer - India, McCann Worldgroup, says, "One of the key insights is that, whether in kids or adults, habit formation happens through repetition. And, in a country of oral tradition, we have always used music as a powerful way of teaching; we have used music and singing to remind as well as teach people about the habit of hand washing."

Speaking about the objective behind launching the Squeezy pack, a RB spokesperson informs that currently the penetration of liquid hand wash category in India is only 13 per cent. One of the key barriers for consumers to move from a bar soap to this format is the cash outlay of entering this category.

"Dettol Squeezy is an innovative format available in an easy to use and carry pack, and it provides approximately 100 hand washes, making it an efficient solution to drive good hand washing habits," the spokesperson says.

Currently, a regular pump bottle of Dettol liquid hand wash is priced at ₹69 for 215 ml and comes in four variants (original, sensitive, fresh and skincare). The company also offers a ph-balanced hand wash priced at ₹78 for 250 ml which comes in two variants (Energise and Cool).

RB denies that the product is being rolled out to target price-sensitive consumers from Tier II and III markets.

The liquid hand washing category is still extremely small in India and people prefer to use local soap brands which are cheaper. However, RB India states that its Dettol Squeezy bottle, which



"One of the key insights is that, whether in kids or adults, habit formation happens through repetition."

PRASOON JOSHI



provides approximately 100 washes, in a ₹30 pack, is more economical than a sachet.

"Dettol Squeezy gives almost three hand washes for less than ₹1, which is even more economical than a sachet," says RB's spokesperson.

Apart from price, the company is also highlighting the Squeezy bottle's portability feature, which the regular pump bottles do not provide. However, the Squeezy pack still needs water for usage and hence it doesn't solve the problem that a sanitizer does - a product category still finding its foot in the Indian market.

We are told that the formats of both the products are totally different. "Hand sanitisers and liquid hand wash format not only offer different benefits, but are also meant to be used on different occasions. While sanitisers are ideal to instantly kill germs, they do not aid in washing off dirt," explains RB's spokesperson, adding that the sanitiser format is still at a nascent stage in the country, but growing at a fast rate.

Although one of the leading players in this segment, RB India's biggest challenge continues to be driving habit change among consumers. Through its campaign *Dettol Banega Swachh India*, the company aims to focus on driving

behaviour change in support of the Swachh Bharat initiative launched by the government, and promoting healthy hand washing habits. Through a series of actions under this program, Dettol has spread the message of hygiene and sanitation to over 140 million people in the country and raised ₹281 crore through a 12-hour fundraising Cleanathon with NDTV, in December 2014.

For the record, every year, over 1,20,000 children under the age of five die from diarrhoea, a disease which can be easily prevented. The most basic thing one can do to keep illnesses at bay and to lead a hygienic lifestyle is to adopt healthy hand washing habits.

Since 2006, through various awareness programs, RB India claims to have reached out to over 10 million mothers and children, and educated them about the importance of hand hygiene and sanitation.

MASS APPEAL; BORING JINGLE

Ad experts believe that while the campaign will hold consumers' attention, the jingle needs to be worked on.

Saurabh Uboweja, brand strategist and CEO, Brands of Desire, says that the campaign reaches out to a vast audience convincingly, without appearing unfocused. "This could cause habit transformation in the Indian society. First, throw away the bar soap and the messiness it creates. Secondly, use soap, not just after using toilet, but also before every meal," he says.

However, he has reservations about the brand being touted as "economical" and a probable replacement of cheap hand washing soap bars.

"I think it is still a little expensive, given that you are promoting at least 12 washes a day in a family of four, washing three times a day. This could be a deterrent despite the handiness of the pack," Uboweja explains, adding that the jingle needs to be made more interesting. ■

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One of the key barriers for consumers to move from a bar soap to liquid hand wash is the cash outlay.

PRATAP BOSE > EX-COO, DDB MUDRA GROUP & EX-CEO, MUDRA MAX

“DDB Mudra is not the only agency we are hiring from...”

Bose has been in the news for a while for his entrepreneurial venture for which he has extensively hired executives from Mudra. By Saumya Tewari

I’ll recruit any person who brings huge value to the organisation either from a creative, planning, research or revenue point of view...” As more senior hands quit Mudra to join Pratap Bose’s series of ventures, we speak to him about his poach play and more.

Last April, Pratap Bose was in the news when he resigned from the post of chief operating officer, DDB Mudra Group, and chief executive officer of Mudra Max, the group’s media, OOH, retail and experiential division.

Now, as news about his upcoming ‘media communications conglomerate’ has surfaced, he is back in the headlines. More so because there has been a mass exodus of sorts at Mudra; DDB Mudra Max’s ex- president Mandeep Malhotra and, more recently, Samyak Chakrabarty, Mudra’s chief youth officer, are two names that

There is no independent agency that offers ‘full service.’

have made it to the papers.

It appears as though Bose is looking to launch a holding company comprising a series of agencies, each with a separate area of focus. The areas include creative, communications, branded content, outdoor, media planning/buying, retail and digital, among others. We wonder whether his long-term plan is to sell this conglomerate to a network. Currently, he is in the midst of evaluating investment related options. Edited Excerpts.

When ad-media veterans branch out and start their new agencies, they all claim to be different. Everyone wants to have a ‘full-service agency’...

Firstly, there is no independent agency that offers that service. Any tall claims made by agencies that they are ‘full service’, need to be taken with a pinch of salt.



From us, brands can expect the best in technology, driven by systems and processes, and top-of-the-line planning/creative outputs. Basically, it is an agency for a new world.

With a conglomerate that will eventually buyout and acquire other companies, it will be a full-fledged independent shop.

Let’s talk about all these former Mudra hands joining you. While it’s understandable that one’s former company is the best recruiting ground, 25 is a big number...

It is not always a contractual obligation... there is an emotional quotient that comes into play when people work together. We move towards the people we feel comfortable with. People prefer a working environment in which they get freedom to operate in their own space and drive their own career path.

Obviously, there are a lot of people attracted to Mandeep and me, attracted to our proposition... that’s why they are moving out.

But, DDB Mudra is not the only agency we are hiring from; there are other agencies as well.

What kind of employees are you looking to hire? What are the different skill sets you’re after?

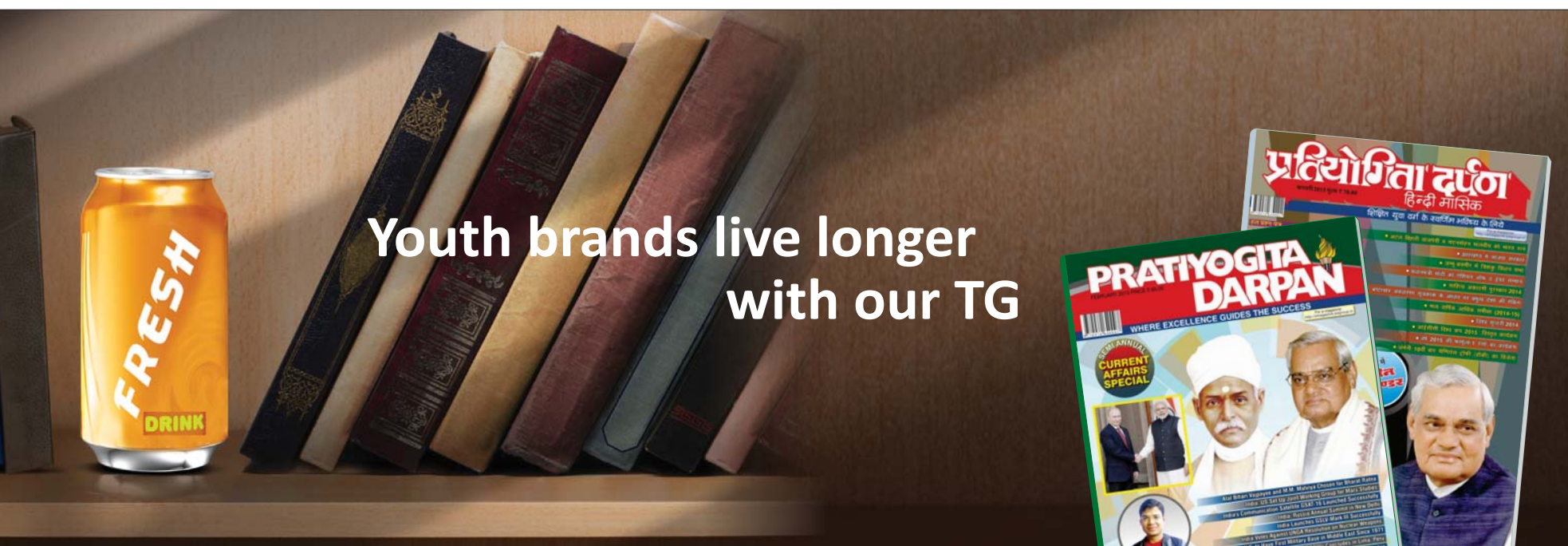
I’ll recruit any person who brings huge value to the organisation, either from a creative, planning, research or revenue point of view.

They need to be happy and honest people.

What kind of clients are you keen to work with? Buzz is, BTL/experiential marketing is a need gap you’re trying hard to fill with your expertise. Is this true?

It is true, but that is not the only thing I’m doing. ■

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CP PLUS

Under Watch

The company's OOH campaign, titled '*Uparwala Sab Dekh Raha Hai*', aims to establish CP Plus as an integral security brand which connects with people wherever they go. **News Bureau**

CP Plus, an advanced security & surveillance solutions company, has launched an OOH campaign titled *Uparwala Sab Dekh Raha Hai*. The idea is an amplification of the brand's existing campaign, conceptualised by Dentsu Marcom, running across television, print, packaging and radio.

The OOH campaign uses outdoor precincts, with the brand highlighted in back-lit acrylic letters. To further enhance visibility, a cut and halo 3D effect has been given to the cameras. Executed across the DND (Delhi-Noida-Delhi) flyway, in collaboration with Times OOH, the campaign will run for a duration of two months.

The objective of this campaign, says Yogesh B Dutta, COO and official spokesperson, CP Plus, is to establish the product as the



Dutta (top) and Sah



integral security brand which connects with people wherever they go. "The campaign not only drives the brand association & its optimum connect in all spheres of our life, but the core message also brings in the tinge of affordability - that security is affordable and not just a domain of government & corporate," he adds.

The agency tasked with bringing in value-added innovation to enhance the brand and core message, is Delhi-based Admiles. It is a marketing, advertising and public relations agency that provides out-of-home advertising solutions.

Speaking about the agency association, Anupam Sah, senior marketing manager, CP Plus India, says, "It was a pleasure working with Admiles, the agency entrusted with planning and executing our campaign. The entire operation went on smoothly with only one hiccup in the form of late permission from DND authority to carry out innovation."

CP Plus has been operational in India for the last seven years. It operates through 6500 partners in the retail space. The company is also planning to have an online footprint via e-commerce players. It provides solutions to DLF Cyber City, banks (Canara and PNB), Google and Facebook's corporate offices and educational institutions (Lovely University, Modern Schools in Delhi), among others. ■

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&TV

Sing Along

The channel is launching the **Indian adaptation** of singing reality show *The Voice*. **News Bureau**

&TV, the Hindi general entertainment channel from Zee Network, is launching *The Voice* on June 6.

The Indian adaptation of the international singing reality show will air every Saturday and Sunday at 9 pm on the channel. It will replace another reality show *Killer Karaoke*.

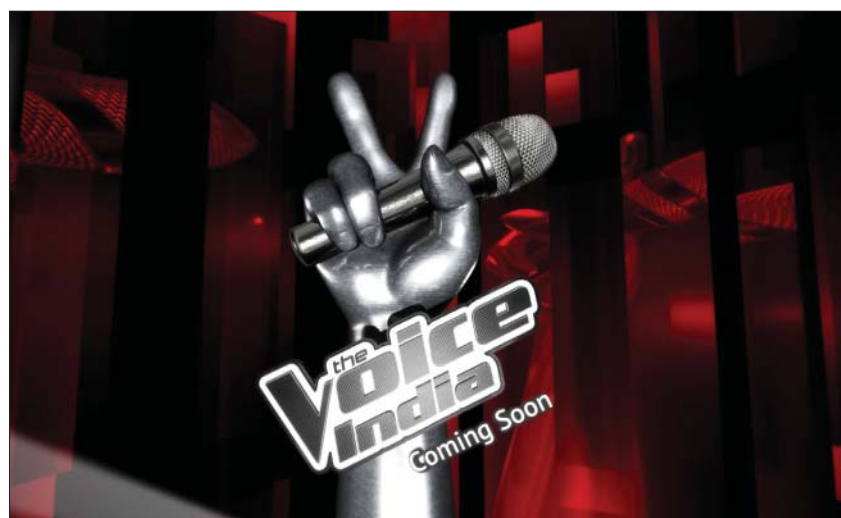
The Voice is touted as the purest form of a singing reality show where the contestants are chosen through 'blind auditions,' only on the basis of their voices and not appearances. Pursuing this quest will be musicians and singers Shaan, Sunidhi Chauhan, Mika Singh and Himesh

Reshammiya as 'coaches' who build their own teams and mentor talent to reach the finale.

The judges are in search of a voice that will leave the listeners amazed; a voice that will capture the imagination of the entire nation. From the house of Talpa Media and produced

by Endemol, the show will unfold in three phases - Blinds, Battles and Live. The blind auditions will have celebrity coaches pick their team only by listening to the voices of contestants. In the Battles segment, the coaches will pit two of their team members against each other to sing the same song and decide who moves ahead. In the last leg of the competition - Live, top contestants from each team compete against each other and audiences vote for their favourite voice.

Rajesh Iyer, business head, &TV, says, "The show is our first step towards presenting a high-impact weekend property in the reality space that will further strengthen our channel proposition. Positioned as a weekend driver, the show will encourage cohesive viewing that will take viewers on an absorbing and entertaining emotional roller coaster, from start to finish." ■

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SHASHANK SINHA > SENIOR GM, MARKETING, EUREKA FORBES

“By the year-end, 10 per cent of Aquaguard’s sales will come from e-commerce”

For Aquaguard, which is hopping onto the digital bandwagon, while continuing to fortify its direct sales model, after-sales and word of mouth trump mass media advertising. By Ashwini Gangal

Did you know, back in the mid-1990s, Aquaguard’s salesmen - ‘Eurochamps’ - used Thumbs Up to demonstrate the product benefit? When the cola was poured into the machine, pure water came out. For a direct sales company, with a knock-on-doors-and-sell strategy, Aquaguard has come a long way.

The brand is ramping up its digital presence and building its online sales channel. Shashank Sinha, senior general manager, marketing, Eureka Forbes, is hopeful that by the end of the year, “about 10 per cent of Aquaguard’s total sales will come from e-commerce.” Currently, the figure is less than five per cent.

Aquaguard has a market share of 58 per cent (value) and 57 per cent (volume), and enjoys an unaided recall score of 92 per cent. This year, the advertising spend for Aquaguard is around Rs. 80-120 crore, of which 20 per cent will be spent on digital, 15 per cent on print (vernacular medium, non-metro towns) and the rest on TV and BTL communication.

The brand’s latest TVC featuring Madhuri Dixit and her husband Dr. Nene (‘Paani ka Doctor’, anyone?) marks a shift in its proposition - from ‘absence of impurity’ to ‘presence of fortification’. The brand now promises ‘healthy’ water.

Edited Excerpts from an interview with Sinha, who has been with Eureka Forbes for close to 20 years.

Currently, your online sales channels include the company website and your e-commerce partner Flipkart. Tell us about



how the two work...

On Flipkart, Aquaguard is available at its MRP, not on discount. At the moment, EurekaForbes.com is the stronger of the two online sales channels. For a product like this - related to ingestion - there’s the satisfaction of buying from a ‘company website’. In categories like ours, it’s less about finding that Rs. 1,000 discount. It’s more about assurance and trust.

For example, we offer a 30-day money back guarantee on any Eureka Forbes product purchased on our website. Also, remember that the consumer has seen Eureka Forbes for the last 30 years and recalls someone in a tie coming home and fixing the Aquaguard. From there to buying online, the consumer thinks, ‘Will I get the same product here? Will someone come to fix it properly in the kitchen?’

For a brand that has direct sales engrained in its DNA, what prompted the need to get into the online game?

Around four years back, consumers started ‘searching’ for products online before the Aquaguard sales professional came over to give the product demo.

So, back then, objective of being present on digital - not so much e-commerce - was to generate more leads and open more doors for the Eurochamp. The efforts included SEO, SEM and banner ads...to get people to a landing page where they could ask for a water test and tell you which technology is appropriate for you to use. Then, the Flipkarts, Jabongs and Amazons came in.

What worries you most about digital as a sales medium?

The biggest challenge is that people tend to get carried away. Lower price is one of the reasons Indians decide to go online and buy. But, we don’t do this. That’s our biggest challenge today.

Unfortunately, in India, there are still no regulations for the water purifier category. Someone may come in tomorrow and

offer very cheap, imported products at ridiculously low prices. It’s only when those water purifiers need servicing that people come back to us. Around 20 per cent of my sales are ‘buy backs’ from others brands.

Does each of your sales channels target an entirely different demographic?



It’s difficult to cut these slices very sharply. For example, though Aquaguard is meant for people like you and me, today, it may become tougher for a direct sales team to get into your home for security reasons. Getting into the homes of the consumers will get tougher in the days to come.

Given these barriers and your focus on digital sales, will you scale down the number of Eurochamps?

No, not at all. We are scaling up our direct sales model as well. In fact, we are training our team of sales specialists to undergo an extensive certification program wherein they graduate to become certified water specialists.

Around 60 per cent of our total sales come from direct sales.

What role does mass

media advertising play for you?

We have never been very big advertisers. It’s because our feet-on-street and personal contact system is so high. We visit a kitchen every 40 seconds, almost. However, over the last couple of years, competition has intensified. Today, there are close to 146 branded

players that advertise in the water purifier segment. The category spends close to Rs. 250-300 crore on advertising, each year.

Compared to that, we are miniscule. Our share of voice may be No.4 or No.5.

Do you wish to increase your share of voice and outshout your competition on mass media?

No. We have no desire to be No.1 there. Our biggest spokesperson is our consumer. Word of mouth referrals get us maximum business. If we keep our existing consumers satisfied, each will give us no less than two or three referrals. That’s how we wish to build our business.

In a service-intensive category like ours, it’s better to invest in after-sales than on media. ■

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JOB SWITCH.in

Post: Jr. Visualizers
Company: Black Coffee Communications
Profile: Id eating conceptualizing and executing great creative. Should be well versed in CorelDraw, Photoshop and illustrator. Handling responsibilities to create refreshing work
Exp: 1 to 2 yrs.
Location: Noida
Email: jobs@bc2.in

Post: Marketing Executive
Company: Sage designs
Profile: Thorough understanding of advertising & marketing industry Business expansion / Identifying new business and converting into results Excellent communication & presentation skills.
Exp: 3 to 5 yrs.
Location: New Delhi
Email: sagejobs@gmail.com

Post: Digital Marketing
Company: SDF HHRC
Profile: We are looking for experienced Web Designer/Developer with 1 – 3 years experience in developing websites and HTML Newsletters. The candidate should have a zeal to learn and passion to create amazing websites.
Exp: 3 to 5 yrs.
Location: Mumbai, Goregaon
Email: recruitment@sdfholistic.com or hr@sdfholistic.com

Post: Accountant
Company: Weavers – Weaving success stories
Profile: Well-versed with basic concepts of Accounting. Should have thorough knowledge on Taxes (Direct and Indirect); Statutory Audit, Tax Audit and Intel Audit; Bills verification & Accounting; Ledger Analysis & MIS. Will also be responsible for generating invoices on projects delivered
Exp: 3 to 5 yrs.
Location: Mumbai
Email: weavers.creative@gmail.com

Post: Account Director
Company: Marching Ants Adv. Pvt Ltd
Profile: Must have Degree / Masters in Advertising or Marketing Good

with MS Office (Word, Excel and Power-point) Willingness to learn and grow with the organization
Exp: 0 to 0 yrs.
Location: Mumbai
Email: jobs@marchingants.net

Post: Art Director / Visualizer
Company: Pi Advertising
Profile: Visualizer who can convert client brief in to creative layouts. With sound experience in print media. Proficient in designing software's. Experience in Healthcare Advertising will be added advantage. Should be able to produce results in a fast paced environment.
Exp: 2 to 10 yrs.
Location: Thane
Email: akspan7@gmail.com

Post: Brand Planner
Company: Geek Creative Agency
Profile: Solid understanding of media math, terminology, latest trends and up to date with web 3.0
 • Ability to develop an understanding of all client's products/ services, marketing goals and objectives, media requirements, target consumer and best / effective usage of budgets. Define and deeply understand target audiences: Use all available resources (including primary, secondary, and proprietary research) to define audiences demographically, psychographically and behaviorally.
Exp: 2 to 4 yrs.
Location: Bengaluru
Email: apporva.j@wegeek.biz

Post: Client Service Manager / Sr. Client Service Executive
Company: Sanket Communications Pvt. Ltd.
Profile: To manage company's clients, to retain and enhance existing clients and develop new clients. Coordinate Servicing, Creative & Media teams for maximizing output. Understand and prepare precise creative briefs, supervise creative process, write business proposals and make presentations.
Exp: 6 to 10 yrs.
Location: New Delhi, Kolkata, Bhubaneswar
Email: recruitment@sanketcommunications.in

Post: Jr. Visualizers
Company: Flowing Ink Communications Pvt. Ltd.
Profile: Looking for talented and passionate Visualisers. He/she should have an extreme ideation & execution skill, with perfection in Coreldraw, Photo shop and in making the artwork with overall understanding of pre & post production of printing technology.
Exp: 1 to 2 yrs.
Location: Mumbai
Email: resume@flowingink.net

Post: Dot Net Developer
Company: Medicin Advertising Pvt. Ltd.
Profile: Understanding of HTML4 & HTML5 and CSS2 & CSS3. Languages such as Javascript, PHP, MySQL, Ajax.
Exp: 2 to 8 yrs.
Location: Mumbai
Email: info@medicinadvertising.com

Post: Copywriter
Company: Grasshoppers India Pvt. Ltd.
Profile: Develop brand communication ideas Write effective copy for all types of marketing collateral Supervise & proof check. Interface with the client for creative briefs & pitches, when required .
Exp: -2 to 3 yrs.
Location: New Delhi
Email: info@thegrasshoppers.biz

Post: Assistant Manager / Manager Sales
Company: ETV News Network (Panorama Television Pvt. Ltd.)
Profile: This person needs to handle the region for branded content sales in Focus team. It is mandatory for the candidate to have excellent relations with clients directly. She/he will be responsible to drive revenue from the market, with maximum market share. Understand clients requirement and proactively approach them with innovative approach.
Exp: 4 to 5 yrs.
Location: Delhi, Kolkata, Mumbai
Email: shahbaz.khan@network18online.com

Post: Graphic Designer

Company: Foundation Advertising Services Pvt. Ltd.
Profile: Should have worked on life style segment. Should be able to work in close association with the creative team. Should be Innovative and creative and have complete knowledge of software's like Adobe Photoshop, CorelDraw, Illustrator. Execute complete layouts and artworks
Exp: 4 to 5 yrs
Location: New Delhi
Email: admin@foundationadvertising.com

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>> MOVEMENTS/APPOINTMENTS <<

A round up of some major people movements in the last fortnight

MEDIA

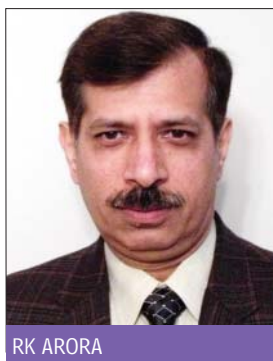
ET Now, the business news channel from Times Network, has elevated Sandeep Gurumurthi as executive editor. Earlier, Gurumurthi was the national editor for the channel. Meanwhile, R Sridharan, managing editor of ET Now, has decided to move on.

Nikunj Dalmia has also been moved to the position of chief editor - financial markets, responsible for market hours and morning band, and Supriya Shrinete is now chief editor-news, with all bureaus reporting into her.

RK Arora, former CEO of News Nation Network, has joined Zee Media Corporation as COO. It was only recently that Arora quit News Nation Network. At the news broadcast company, he was spearheading the strategic and operational management of News Nation Network and overseeing the group's news broadcasting assets.



ANIL KHERA



RK ARORA

DTH operators

Association of India, the apex body of Indian DTH operators, has elected Anil Khera, CEO, Videocon d2h, as its new president. Khera, who is the CEO of Videocon D2H, will hold his new post for a period of one year.

C N N - I B N has appointed Anuradha Mathu Agrawal as national revenue head. In this role, she will be responsible for the overall sales and revenue generation of the channel. She will work on creating new revenue streams and opportunities to drive growth and further consolidate the channel's leadership position.

Turner International India has announced the appointment of Rohit Khetarpal as director of network and content distribution for South Asia. Khetarpal will be responsible for content syndication and driving mobile and interactive platforms, including broadband, DTH, IPTV, gaming services for Turner's portfolio of industry-leading news and kids entertainment brands including CNN International, Cartoon Network and Pogo.

In addition, he will lead CNN International's hotel partnership program and broadcast partnerships in South Asia, and manage the distribution of all Turner channels in South Asian markets outside of India. ■



ROHIT KHETARPAL

ADVERTISING



GOVIND PANDEY

Govind Pandey, who was president, McCann Advertising, will take on the role of chief operating officer, McCann Worldgroup India. Pandey will report to Prasoon Joshi. Alok Lall, executive director, McCann Worldgroup,

will take on new, national level responsibilities at McCann Advertising.

Publicis Groupe-owned global marketing and technology agency DigitasLBi has appointed Upasana Roy as head of strategy, and Adityan Kayalal as head, key accounts. They will report to managing director, Amaresh Godbole. Prior to this, Roy was planning director at Ogilvy, while Kayalal was AVP and business director - content, at The 120 Media Collective.

S carecrow Communications has appointed Iraj Fraz as head, creative operations, Delhi. He moves in from Y&R Dubai. Fraz started his career with Leo Burnett in 2002. From there, he moved on to McCann, Mumbai.

DDB Mudra West has roped in Manoj Bhagat as group creative director. Bhagat joins the agency's Mumbai office from Greenapple Design, where he was creative director for close to three years. In his decade-long career, he has worked with agencies such as Grey Worldwide, L&K Saatchi & Saatchi and Access Leo Burnett, Nairobi.

Navin Kansal, executive creative director, digital, at Grey Group India, has put in his papers. Kansal had joined Grey as senior creative director, Grey Digital, in December 2010. Under his leadership, the digital team won new businesses over the years.



MANOJ BHAGAT



NAVIN KANSAL

Before Grey, he worked as creative director, OgilvyOne. Kansal has more than 17 years of work experience.

Samir Khanna, EVP, DDB Mudra Max West, has quit the agency. He was elevated to the role of media head in 2011. ■



SAMIR KHANNA

DIGITAL

Nishant Rao, country manager, LinkedIn, is the new chairman of the Internet and Mobile Association of India (IAMAI). Rao will take over from Rajan Anandan, managing director, Google India. Vinodh Bhat, co-founder and president, Saavn, is the new vice-chairman, and Kunal Shah, founder, FreeCharge, has been elected as the new treasurer. The new team was announced at the 11th annual general meeting of IAMAI.

Network 18's Durga Raghunath will be joining Zomato as senior vice president, growth, to lead the restaurant search app's customer acquisition and retention efforts across the globe. Raghunath will also work closely with the founding team at Zomato on key aspects of some of the new businesses which Zomato has already announced it will venture into - online ordering, table reservations and restaurant POS.

Prior to joining Zomato, Raghunath was



NISHANT RAO



DURGA RAGHUNATH

Journal as India editor and has also worked with HT's Livemint. ■

CEO of Network 18 Digital, where she was responsible for all its content properties, including Moneycontrol, Burrp!, IBNLive and Mobile 18, in addition to being CEO of Firstpost. Prior to joining Network18, she was with The Wall Street

MARKETING

IndiaFirst Life Insurance has appointed Rushabh Gandhi as the new director of sales and marketing. Gandhi comes on board with rich experience spanning two decades in the banking and finance sector. His entry marks a new level of growth within the company in the domain of sales and marketing. ■



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