

# afags! Reporter

July 1-15, 2015

Volume 4, Issue 3 ₹100

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Are TV shopping channels holding their own or are they under threat from e-commerce?

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## This fortnight...



**E**ven if you were not a betting person, news of the launch of a home shopping channel billed as India's first celebrity channel, would have made you admit that there was something in the TV shopping business.

In March, Shilpa Shetty, Akshay Kumar and Raj Kundra came up with Best Deal TV, which promised exclusive brands hawked by celebrities from Neeta Lulla, Neha Dhupia, Bipasha Basu and Farah Khan to Kumar himself. Shetty too threw her weight behind it.

Best Deal TV was the latest in a line of television shopping channels, a business that started when Sundeep Malhotra's HomeShop18 created a flutter – as well as a category – seven years ago. It changed a scenario where TV shopping was limited to late night shows on various channels that sold mainly health supplements and astrological services and products.

Soon, TV shopping came to mean a range of products from beauty products to cars sold by channels exclusively set up for the purpose. And these kept popping up with regularity, some of them tie-ups between cable networks and online commerce platforms. Den-Snapdeal is a recent example.

TV shopping channels gradually attracted those who hated the idea of stepping out into malls and were uncomfortable shopping online. In fact, the 75-year-old father of a colleague of mine spends ₹5,000-6,000 a month ordering stuff – some of them he may not have needed – from his couch. Talk about impulse buying.

However, even the most optimistic backer of TV shopping would have had many second thoughts watching the online e-commerce onslaught sweeping everything in its way. What chance did television commerce have when a potential customer had the power to select, compare and choose a product as and when she wanted with the price as the eventual clincher. Shopping on television, on the other hand, was pushed – one had to buy what one was shown on the show.

This fortnight's cover story sets out to find out if TV commerce stands a chance. The clash between on-air and online retail is a story worth a close look.

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**Cover Illustration**

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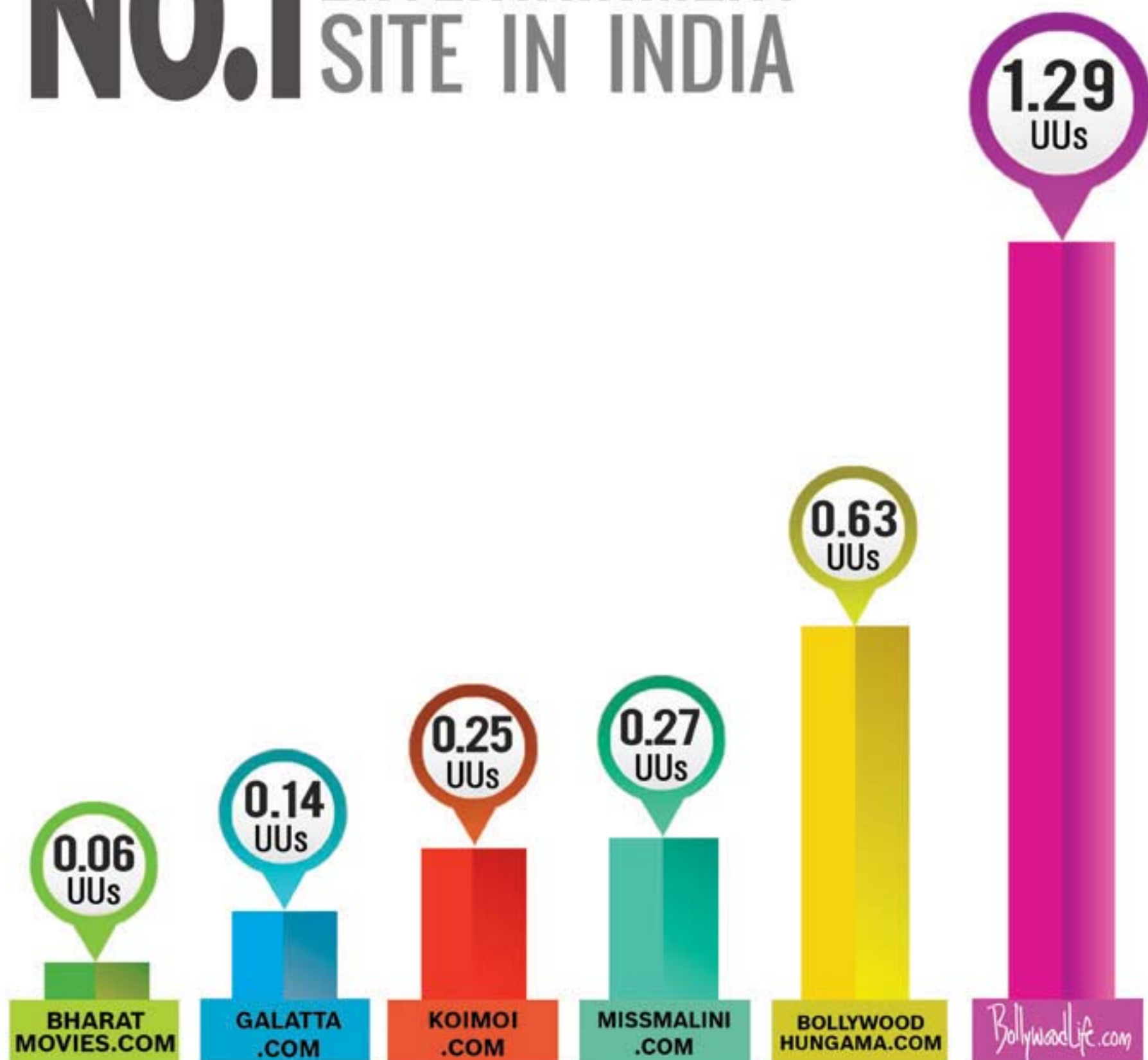
### No Hiccups

An offline feature that eliminates buffering.



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THE SOCIAL STREET

# New Beginning

Positioned as a **digitally driven agency**, The Social Street will look at **branded content**, **OOH**, **rural marketing and media** among other things. **By News Bureau**



(From L to R) Mandeep Malhotra, Pratap Bose, Pradeep Uppalapati and Arjun Reddy

**P**ratap Bose, former chief operating officer, DDB Mudra has launched India's maiden advertising conglomerate - *The Social Street*. Joining him in this endeavour, are his partners Mandeep Malhotra, outdoor and experiential guru; Arjun Reddy, entrepreneur who also runs a diversified portfolio of businesses and Pradeep Uppalapati, a former senior director and India lead for global corporate development team at Accenture.

*The Social Street* has been positioned as a digitally driven agency which embraces the best in technology processes and systems. The agency which will have operations in Mumbai, Delhi and Bangalore, will be looking after branded content and entertainment, shopper marketing, media, out of home, retail, sport marketing, event and promotions, rural marketing, trade and youth

marketing.

The conglomerate will add advertising, digital and social to its offerings by the end of the financial year with more offices spread out across the country.

Speaking behind the mystery of the name, they explain that '*The Social Street*' springs from the thought that every brand's story starts on the street. They are inspired by the lives of consumers. They are born on the crossroads, where the lives of consumers meet the purpose of the brand. Incidentally, Josy Paul, chairman and CCO, BBDO India and Bobby Pawar, director and CCO, Publicis South Asia came in to help with the name and the brand identity of The Social Street respectively.

On the launch, Pratap Bose, managing director and chairman says, "Everybody today wants to

start something they can call their own. Something they can create from scratch. And thankfully for me, this dream has come true. It's been a year of hard work and patience, but the fruits of it have started to pay off. This wouldn't have been possible without Mandeep, Arjun, Pradeep and all the employees who have put their faith and trust in me."

Bose adds, "Our aim at The Social Street is to find, tell and amplify the stories that are inspired by the lives of consumers and intersect them with brands. We are here to connect the streets that make brands social. And nobody will be able to navigate these streets as well as we can. ."

Says Mandeep Malhotra, "I am very excited and am looking forward to being a part of this unique agency and hope to build The Social Street into one of the hottest agencies in the years to come"

**The agency will have operations in Mumbai, Delhi and Bangalore.**

"Social Street is an agency that is capable of addressing the entire suite of client marketing requirements. It is all about latest technologies and processes to offer our clients nothing but the best. Our strong and diverse team is fully geared up with fresh and innovative ideas to serve our clients. I am really looking forward and excited to be working with Pratap and the team. This will be one of the most exciting journeys of my professional career so far," comments Pradeep Uppalapati.

Reddy adds, "I am personally very excited about this venture and looking forward to the exciting times ahead of all of us. I am very confident that we will be creating immense value to our clients in this space." ■

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SHOPCLUES

# Trading Post

Shopclues' new film is targeted at SMEs, explaining to them the benefits of bringing their businesses online, while the OOH campaign shows the ease of doing so. By Sohini Sen



For the digital-savvy, trips to the neighbourhood store are passé. Getting stuff home-delivered, and selling goods to consumers in any part of the country are not impracticable. ShopClues, in its latest campaign, dwells on this insight.

The TVC shows lamp shades being accidentally broken in homes - by a kid playing cricket indoor, by a mischievous pet, a careless maid and a clumsy man. The local shopkeeper is happy that all these people have to come to him to buy new lamp shades. He becomes ecstatic when told to imagine the number of lamp shades in demand across the country, urging him to get online on ShopClues.

"E-commerce companies now want to get to the next level and that is possible by bringing in more and more merchants on the site. While ShopClues has around 4-5 lakh merchants registered with them, it is also one of the few sites which stocks a whole array of products. This gives it a proper 'bazaar' kind of feeling. Our aim was to let the merchants know that if they have the capacity to produce, then they also have the capacity to sell," explains Ashish Khazanchi, managing partner at Enormous Brands.

The call-to-action TVC is accompanied by digital, print and OOH campaigns. While the TVC focusses on the benefit of being online, the OOH and print campaigns specify the ease with which a merchant can bring his business online.

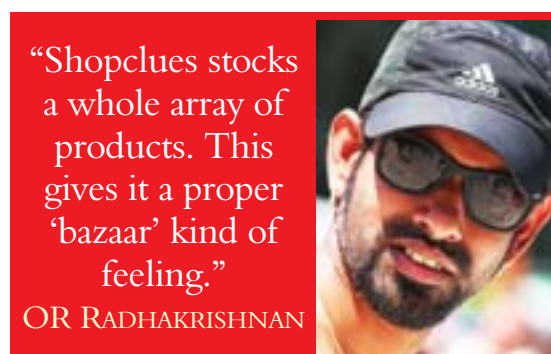
"I have noticed that a lot of traders resist coming online. So, while we wanted to show what they can gain by bringing the business online, we also wanted to focus on their current scenario. Only then was it possible to show them what they are missing out on," says OR Radhakrishnan, executive creative director, Enormous Brands.

Radhika Aggarwal, co-founder and chief business officer at ShopClues.com, says, "India is a land of traders with innumerable small



"E-commerce companies want to get to the next level by bringing more merchants online."

ASHISH KHAZANCHI



"Shopclues stocks a whole array of products. This gives it a proper 'bazaar' kind of feeling."

OR RADHAKRISHNAN

businesses across the country with wide variety of great products. They are, however, rarely able to expand beyond their immediate geographical area because of the high distribution costs and other impediments. With this campaign, we help them discover the ease of selling online."

The target group for the brand comprises smaller businessmen across India who are selling low-ticket items in unstructured product categories, regional products that are unique and highly sought-after and those who have scale of production but not adequate reach. The objective is to show them that Shopclues offers a hassle-free on-boarding process and will enable them to sell in the 25,000 cities it serves and to its over 50

ShopClues has around 4-5 lakh merchants registered with them..

million monthly visitors.

Additionally, the advertisement illustrates that customers look at ShopClues as the ultimate destination for a vast product portfolio across 5000+ categories. Therefore, no matter which category one operates in, he will find a ready market on the platform.

"For any e-commerce player, sourcing is a big thing. If we take care of that, we can have control in the market. Therefore, we are trying to raise awareness, followed by a recruitment drive for merchants. We will also follow this campaign with a consumer campaign in one or two weeks," adds Nitin Agarwal, senior director, marketing at ShopClues.

It is not just ShopClues which has started speaking to traders and merchants in its communication. Recently, Snapdeal came out with the 'Dil Ki Deal' campaign, while OLX came up with requests from buyers to ask sellers to sell. AskMe.com deserves a mention too, as it tried to shun the sell brigade and promote itself as a platform for all. Given that the Indian e-commerce industry has more buyers than sellers, the effort of these players to grow the market by inviting sellers is not surprising. However, how impactful is the communication?

Pravin Shah, MD and CEO, Six Inches Communications, agrees that it was only a matter of time that the B2C focus of e-commerce platforms shifted to B2B.

"E-commerce portals know what's being searched more and what is not available. This helps them to understand the need gap. Moreover, the timing is right as internet empowerment is growing across the country. Again, more sellers mean more varieties and choices for a country that's always wanted more to compare," explains Shah.

The TVC can work well if it is backed by a strong strategy. He adds, "The prime objective of B2B communication should be to make sure that a seller 'relates' to the communication in a way that it shows a bigger opportunity. This TVC captures this need with a touch of humour." ■

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MOBIKWIK

# Cashless Wallet

The company's first-ever TV campaign aims to position MobiKwik as an easy, safe and fast way to pay, and a replacement for cards and cash on delivery modes of payment. **By Aditi Srivastava**

**M**obiKwik, a prominent mobile wallet company, that claims to have over 17 million users and 50,000 merchants, has launched its first-ever television campaign called 'More Than A Wallet'. Conceptualised by Happy Creative Services, the series of ads aims to establish MobiKwik Wallet as the new way to pay online, and a replacement for cards and cash on delivery modes of payment.

The three-month-long campaign will run across a bouquet of infotainment, entertainment, movies and lifestyle channels. Building a high recall through television, to create India's largest payments network with 100 million digitally paying users on one side and 200,000 retailers on the other, is the long-term goal that MobiKwik has in mind. While the overall internet users in India are 250 million, only about 35 million of them currently pay online.

The TV campaign comprises a series of four spots - all of which signify that one attribute which we often look for while making payments. Happiness, peace of mind, blessings and friendship are the four 'free presents' that you get when using MobiKwik Wallet, is what the TVCs convey.

MobiKwik's gamut of services includes recharges and bill payments, money transfers and shopping.

## BRAND SPEAK

**W**hen asked about the need for a TV campaign, Saurabh Srivastava, chief marketing officer, MobiKwik, says, "Television provides higher reach and a more engaged audience than radio and OOH. Hence, when we decided to tap into mass media to increase awareness about our brand, it was only natural for us to make TV a significant part of our grand plans. We believe with awareness there will be wider acceptance of MobiKwik wallet as a payment instrument, both on the user as well as the retailer side. That really is the goal of this advertising campaign."

The company has allocated an annual marketing budget of ₹100 crore.

"The target group for this campaign is the 85 per cent of internet users in India who still prefer to pay in cash or not pay at all. It is the difficulties associated with various online payment options



smartphone and access the internet," he adds.

Players in the mobile wallet category in India have been consistently on the rise. Even in such a scenario, Srivastava remains unfazed by the competitors in this segment. "We have a laser sharp focus on building our wallet offering as the most convenient and preferred way of making payments across the entire spectrum of online and offline consumer services that our customers access. Our battle is with physical wallets that users carry in their pockets. Our aim is to make them redundant and replace it with MobiKwik wallet, lying light on your smartphone."

Bipin Preet Singh, founder and CEO, MobiKwik, says, "Over the years, MobiKwik Wallet has seen a high organic growth, largely through word-of-mouth marketing by our loyal users. But now the market is ripe and our product has made tremendous strides. It is the right time for us to take our brand to a larger set of internet users who are yet to discover the ease of making

**MobiKwik's gamut of services includes recharges and bill payments, money transfers and shopping.**

secure, quick, and convenient digital payments. This is the first time that we're advertising on TV."

Kartik Iyer, chief executive officer and co-founder, Happy Creative Services, the creative agency of MobiKwik, shares, "A product like MobiKwik has more than one dimension to it. And, to be able to communicate that all under one umbrella was really the challenge. I think we have managed to charmingly communicate the different facets of how MobiKwik delivers on being more than a wallet. May the app downloads begin."

## CRITIQUE

**S**iddhartha Vinchurkar, managing director, Mirum, feels that the campaign doesn't communicate a unique brand message as to why people should switch to MobiKwik from the existing ones, nor does it talk about the product innovation if any, over the competitors. He also points out is all the campaigns are male-centric.

"The Freecharge campaign remained with consumers for a while; however, Paytm excelled due to its product quality. I'm not sure if consumers will remember the MobiKwik campaign, or the product itself, once the campaign is off air," he says.

The 'Aur Dikhaao' campaign from Amazon, he believes, really connected with people instantly, as it picked up a cultural keyword associated with shopping in India." ■

aditi.srivastava@afags.com



Srivastava, Iyer and Singh: an alternative method

that drive users away from making payments digitally. What we are providing in the form of MobiKwik wallet is more secure, easy and fast alternative, which replaces cards and cash on delivery. Hence, this campaign aims to reach all users who own a



*Eye-teasing, Bribery, Arrogance, Hooliganism, Bullying, Ragging, Adulteration, Traffic Woes Liquor Consumption at Public Places, Encroachments, Abuse of Social Media... We have certainly progressed in terms of infrastructure and technology but are still way behind in terms of courtesy, care and concern in public and private domain.*

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## TELEVISION



### AAM AADMI PARTY

'Rishwat Bandh' TVC from Aam Aadmi Party (AAP) begins by narrating the plight of a middle-class family, struggling with mounting electricity bills every month and how Arvind Kejriwal has helped reduce the same by mitigating instances of corruption. The ad exhorts us to support Kejriwal by pledging 'Na rishwat lenge na rishwat denge'.



### HOPPITS

Hoppits latest campaign humorously conveys how the human tongue helps us in carrying out innumerable daily tasks. It is something that we often take for granted. The video urges the viewers to have some mercy on their tongue by eating Hoppits chocolate.

Creative Agency: McCann



### CARTRADE.COM

CarTrade.com, a portal for new and used cars, has come up with a campaign that showcases abundant selection of cars being offered to its customers. The TVC positions CarTrade as the one-stop shop for used car buying needs, thus reiterating the core message of its earlier ad, 'Car Hai Lena, CarTrade Hai Na'.

Creative Agency: Madison BMB

## PRINT

### BRITANNIA

Britannia Industries in its latest print creative has tried to entice choco lovers with its Pure Magic Choculush biscuits that promises a Belgian Choco moment. It is also synonymous with a sinful yet indulgent chocolate experience.



Creative Agency: McCann

### MAGGI

Maggi Noodles has recently been in the news, for all the wrong reasons. Unwarranted levels of lead and MSG were found in several packets of Maggi that led to a withdrawal of all its variants from the market. The brand's latest print ad says that consumers can now return 'unopened packets of Maggi by contacting the representatives at the details given in the ad.



### FORD

Automobile company, Ford has come out with a smart print creative as part of its #FordSmartSavers campaign, depicting a milk bottle that reads 'Aadha Litre Doodh ₹18/- FORD KI SERVICE ₹10/DAY.' The ad conveys the message that for affordable service, drive a Ford.



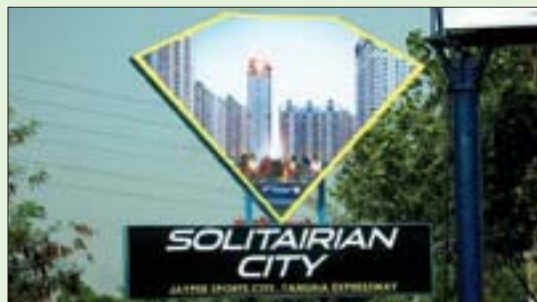
## OOH

### PAYTM

The online recharging platform has come up with an out-of-home campaign in Gurgaon through billboards, hoardings and banners to create an impact among the audiences about the range of services offered by it including mobile recharge, money transfer, DTH recharge among others.



Creative Agency: McCann



### SOLITAIRE REAL INFRA

The realty firm has come up with an OOH campaign called Solitarian City in which diamond shaped mega cut-outs were created at Delhi-Noida-Delhi flyover. The idea was to develop brand salience and high recall, while highlighting the city's development status, simultaneously to trade and help connect with the right consumer.

Creative Agency: Ikon

## DIGITAL



### SONY

To mark the launch of its Xperia smartphone, M4Aqua, Sony India launched an interactive microsite called dirtyphones.org where consumers can get information on mobile hygiene. They can also take the Germ-O-Meter test to find the dirt levels on their phone.

Creative Agency: Itsa

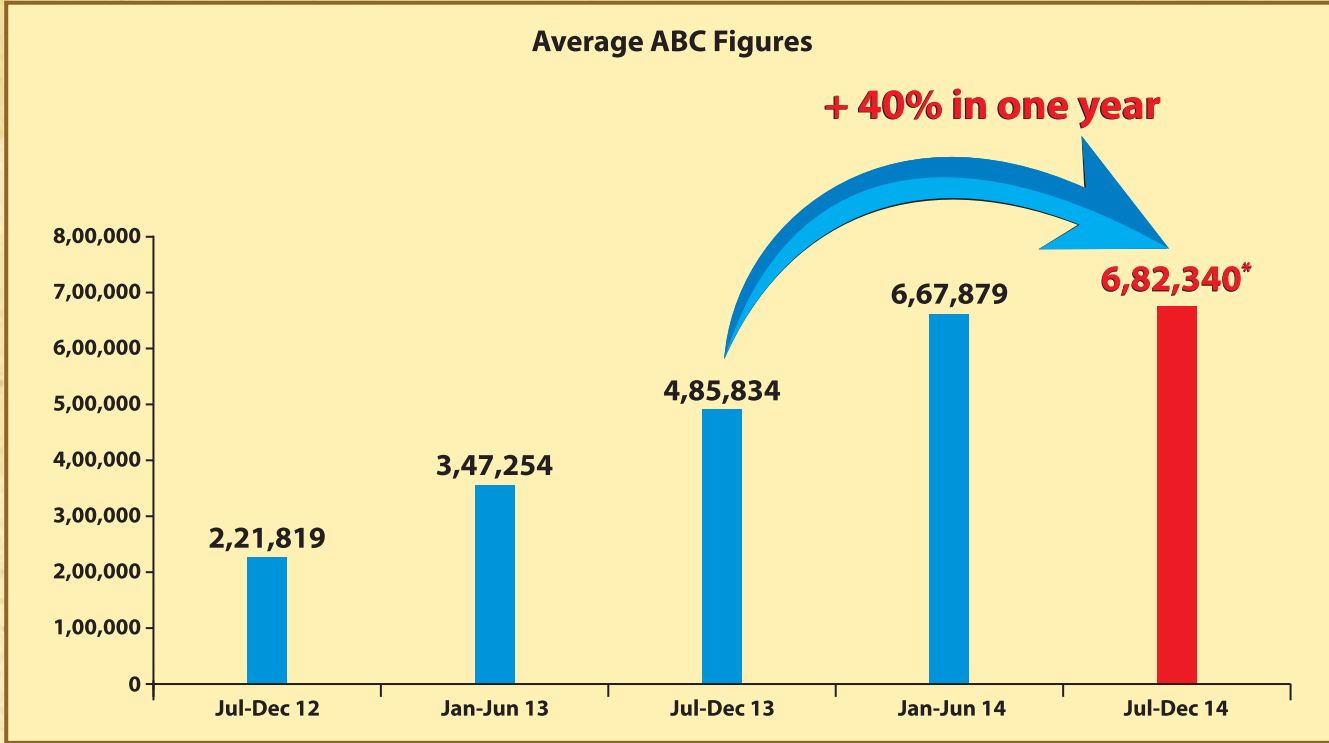
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# R L ~~LOYAL~~ ~~READERSHIP~~

**No matter how you see it,  
Vijayavani's leadership established  
in Karnataka yet again**



Vijayavani's position of leadership had been established even in the previous ABC (i.e. in Jan-Jun'14).

But now, even as per the latest ABC figures (Jul-Dec'14), Vijayavani leads over competition in most districts of Karnataka.

Vijayavani is indeed grateful to its patrons for their continuous support...

Editions	Bangalore	Belgaum	Bijapur	Chitradurga	Gangavati	Gulbarga	Hubli	Mangalore	Mysore	Shimoga	Total
ABC Figures Jul - Dec 2014	2,17,964	39,350	42,101	44,438	49,840	48,359	82,990	40,021	84,348	32,929	6,82,340

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GRANT'S INDIA

# The Awesome Job

The **Scotch whisky brand** has launched a digital campaign to search for its brand ambassador as well as to provide DIY lessons on mixing cocktails. By Sohini Sen



**T**ravel to exotic locations, talk to interesting people, get paid to party and sit on a coveted throne - sounds like a dream? Grant's India promises to make this dream a reality for the one person who will be chosen to be its brand ambassador.

In a first for any brand in India, the iconic blended Scotch whisky brand from the premium spirits company of William Grant & Sons, has launched #StandTogether - a campaign that searches for the perfect brand ambassador for the company. Named 'The Awesome Job', the campaign hinges on social participation to search for the person. As such, one cannot apply for the position, but can be voted by four (or more) friends.

Grant's Awesome Job tries to find the right brand ambassador

Shweta Jain, India marketing head at William Grant & Sons, says, "We wanted to speak to a person who is not just present online, but also influences his peer group, and has an adventurous, passionate outlook on life."

Handling the creative and digital duties for the campaign is Sapient Nitro, which recently gave India an engaging campaign for DBS Bank called 'Chilli Paneer'. According to KV Sridhar, chief creative officer, SapientNitro India, the brief for the agency was to build awareness from almost zero and, at the same time, make it interesting.

"We thought about doing it in a different but real way. The idea for a brand ambassador also made sense because we wanted to promote the product to the same people who want to apply for the job. The more the client is trying to talk to people, the more affinity it will have," explains Sridhar.



Sridhar and Jain: headhunters

The campaign was promoted on Facebook. It fetched over 850 applications till mid-June. The Facebook page for Grant's India has also seen a spike in 'likes' from almost negligible to 880,000 fans who have cast around 1,200 votes so far.

The brand also conducted a 'do it yourself' cocktail sessions to further engage with consumers across pubs and lounges in New Delhi. The regular visitors here, overlapped with the brand's TG - the young, affluent, 20-30-year-olds from urban cities. While Delhi, with its start-ups and experimental food culture, is a big focus area for the brand, even Bengaluru, Mumbai and Chandigarh are of importance.

While the company's other offerings like Glenfiddich, Balvenie and Hendrick's Gin have a decent following in India, Grant's still has to pick up pace. To be fair, it has entered the country only a couple of months back, and a campaign to search for a young brand ambassador may just click with the TG.

## BLENDS WELL?

**T**o Lakshmi Bhat, VP, corporate communications, Robosoft, the campaign is similar to one of Miller's search for a brand ambassador some years ago.

Nevertheless, Bhat says, "Given the high-profile nature of the job, I am sure it would attract many. Also, youngsters are seeking unconventional jobs and vocations, so the objective of hiring brand ambassadors is likely to be met."

To Kushal Sanghvi, business head, Reliance Entertainment and Digital, this marks the new world of hiring in India.

"Grant's is a destination that changes the name of the game and plays a role of getting a job through social nominations and, thus, also brings closer the role of social media in the job hunting process," he comments.

Sanghvi feels that the communication could have been more edgy to make a larger audience take note. Also, he feels that the brand needs to make their communication more believable - that getting jobs will now perhaps be done this way - which he thinks would be the biggest challenge that it will face as they need to have a buy in. ■

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AXIS BANK

# Banking Goes Social

The bank's payment app allows users to transfer money and recharge using social channels. By Saumya Tewari

**W**hile going app-only is in vogue these days, consumers are still wary when it comes to online banking, that too through an app. Adding a personal touch, in an otherwise impersonal act of fund transfer, is Axis Bank's multi-social payment app Ping Pay. The app allows users to transfer money and recharge mobiles using social and messaging channels like WhatsApp, Facebook, Twitter, e-mail and SMS, without even knowing the bank account details of the beneficiary.

The app has been developed in partnership with Fastacash, a Singapore-based firm, and allows users to transfer money, airtime, and other tokens of value, along with digital content (photos, videos, audios, messages), through social networks.



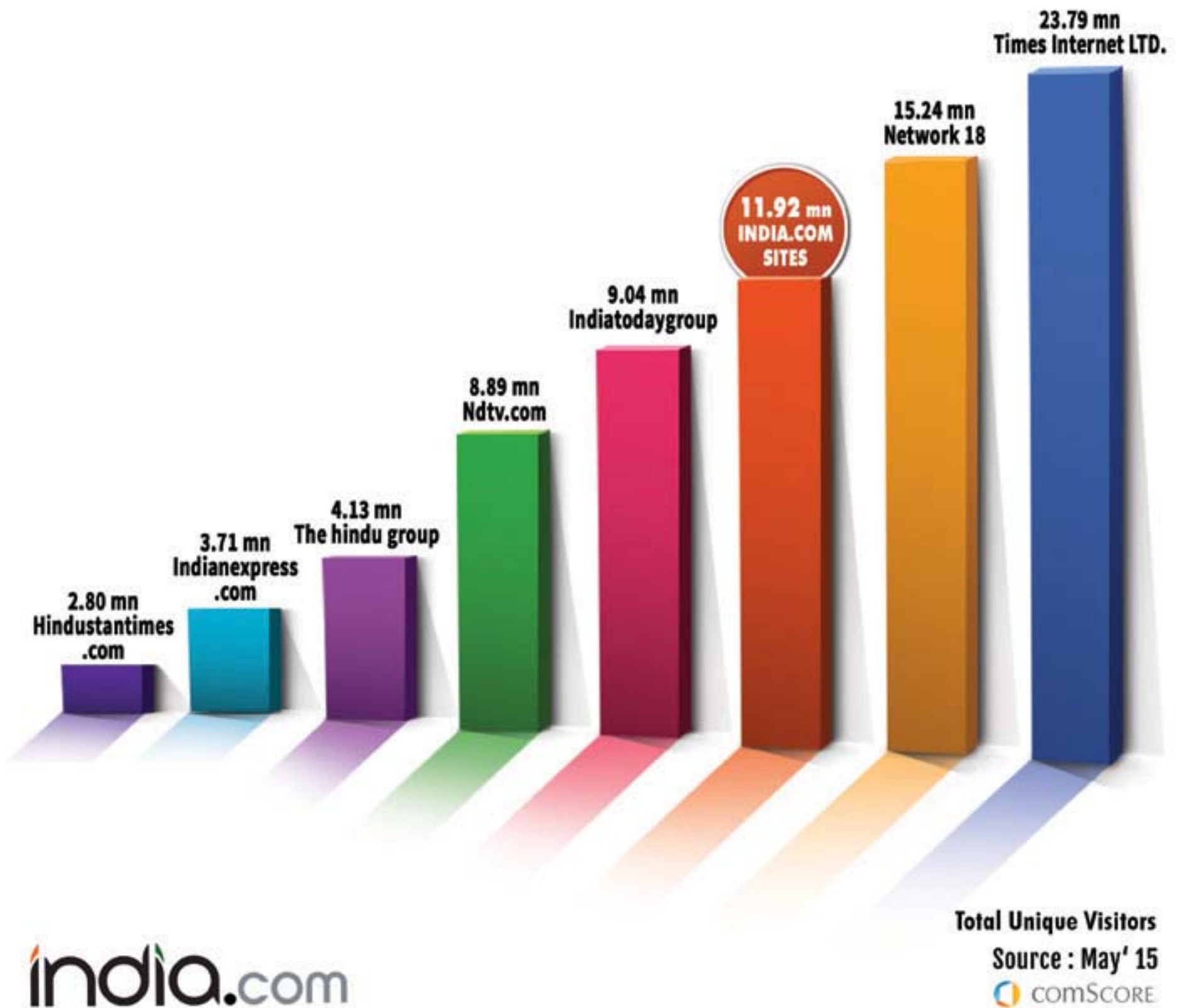
After installing the app, Axis Bank sends the user an eight-digit OTP code after which he/she needs to put in the six-digit mobile pin. One needs to register their bank account details for sending or receiving money. One can also add multiple accounts and choose the account one wants to send/receive money from. Post registration, the user needs to decide which social connect he/she wants to link to Ping Pay and switch on those social connects. Once this is done, as the user initiates a request for asking or sending money or recharge, his/her friend list gets populated across all the social platforms that are switched on. All fund transfers are instant, through IMPS. Recharge is routed through one of Axis Bank's aggregators and is instant as well. A user can transfer up to Rs. 50,000 per day.

Axis Bank's research has highlighted that consumers are becoming increasingly comfortable with transacting online as long as their security and convenience needs are addressed. Thus, launching Ping Pay, which integrates these aspects, seemed like a logical

continued on page 22 &gt;&gt;



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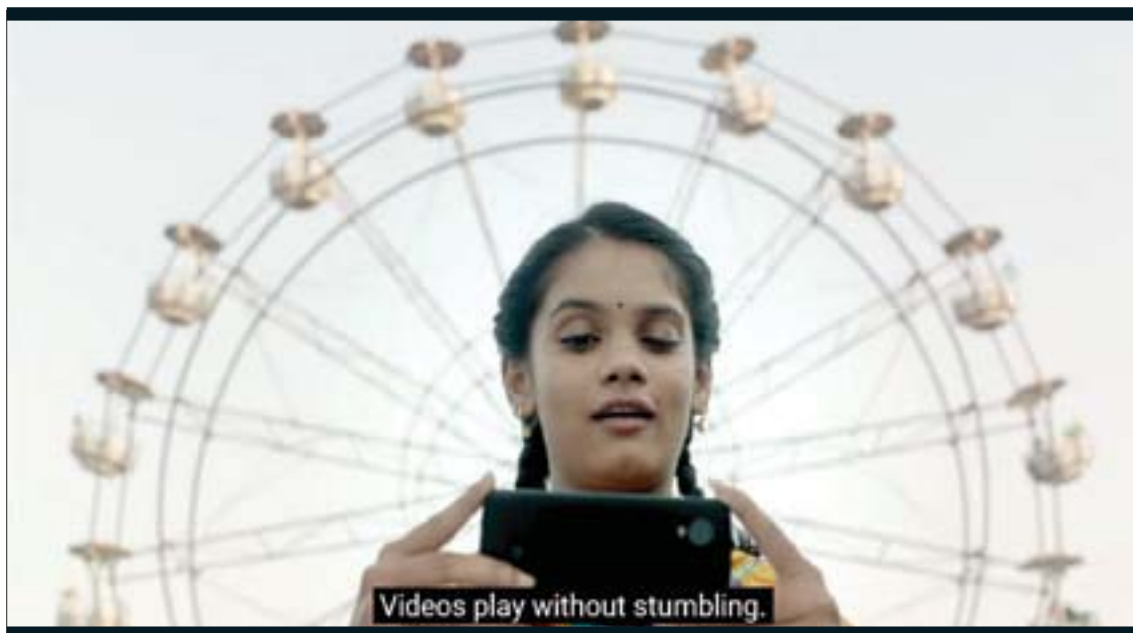
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YOUTUBE INDIA

# No Hiccups



YouTube India has launched a new campaign to promote the 'Offline' feature in its mobile app. By Aakriti Shrivastava and Saumya Tewari

The inevitable, omnipresent circular buffer will have tormented anyone who has tried to watch a video through mobile internet. While a desktop or laptop offers the option to let a video buffer in one tab while you switch and watch other tabs, this is not a luxury one has on the mobile medium.

YouTube India has finally solved this problem. The video streaming website recently introduced a new 'offline' feature to its mobile application, where a user may save a video for offline viewing, and play it later, without an internet connection. The offline transfer happens in the background, allowing the user to continue surfing YouTube.

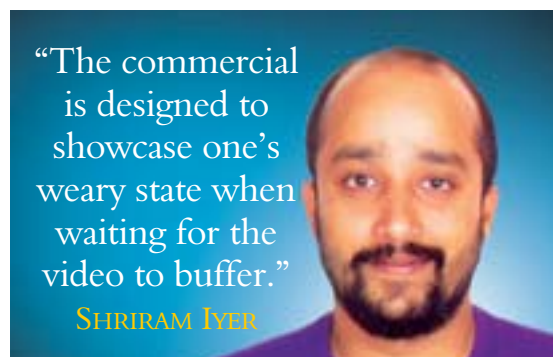
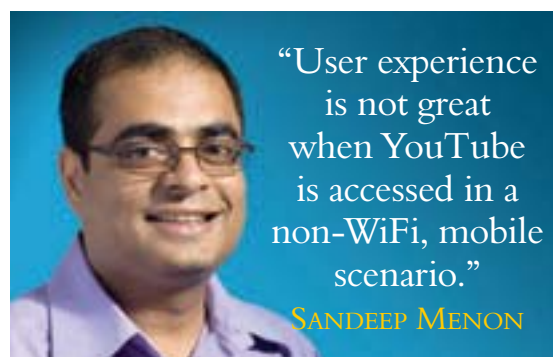
Speaking about the feature, Sandeep Menon, marketing head, Google India, says that bad consumer viewing experience on mobile internet led them to launch the feature. "All our feedback from users was positive, except for the fact that the experience is not great when YouTube is accessed in a non-WiFi, mobile scenario. That is why we decided to launch the offline feature for our Indian users."

While the feature was launched in December last year, Menon explains why they chose to promote it now.

"We wanted to make sure that most content on YouTube is available for the offline feature before we invite more consumers to experience it. People who have discovered the feature are using it extensively," he adds. Ninety nine per cent of mainstream content like entertainment related videos, which tend to be viewed more than others, are available offline.

On being quizzed if this feature will adversely

affect the business of content creators on YouTube, Menon clarifies there is no difference in the online and offline metrics. "We ensured that all reporting for offline views is also considered for video content. Offline is also advertiser supported so one can see ads appearing on YouTube pre-roll. In fact, a content creator may get more views, because



once you offline a video, you are more likely to watch it again, when you want, with a buffer-free experience," he explains.

YouTube, a subsidiary of Google, has also come up with an advertising campaign to promote the new feature. The campaign, which will be rolled out on television, digital and outdoor media, has recently released a new TVC, aptly titled 'Headspin'.

The ad shows people across demographics stuck, quite literally, inside the same circle,

buffering. Their heads, along with the buffer are also spinning round and round, giving the TVC its name. A song that sounds amusing yet dragging on and on is played along to communicate the boredom people suffer. The video ends with an introduction to the new feature, saying videos will now play without stumbling.

The YouTube offline feature will be heavily promoted on digital targeting existing costumers. However, the company has taken to television advertising to reach out to users who have been experiencing internet through their smartphones for the first time. "We are primarily focusing on digital and targeting existing consumers - they are most likely to use cases. We wanted to use TV because India is adding new internet users every month. We also want to reach out to those who have just started experiencing the internet," explains Menon.

Shriram Iyer, executive director at Lowe Lintas + Partners, the agency responsible for the campaign says, "The commercial is designed to showcase one's weary state when waiting for the video to buffer, which everyone will connect to.

The feature was launched in December last year, but Google is promoting it now.

In fact, 'headspin' is a metaphor for boredom. We play with the comedy of helplessness in the scenario to generate humour in the TVC."

## GLITCH FREE?

Neville Bharucha, creative head at Foxymoron, notes that the insight is super and relatable. "I like how people from all walks of life have been included. It also explained everything clearly, which is important for many users who might not be tech-savvy or might be new to the app." However, he feels that while the proposition was built up the payoff was not good enough.

"I would have played more with the humour. Maybe added a dialogue here or there. We know how frustrating it is to wait for videos to buffer and maybe we could have touched upon that as well," he concludes.

Calling it revolutionary, Arunabh Kumar, founder and creative experiment officer, The Viral Fever Media Labs, which creates YouTube content, feels that the feature itself will enhance the app experience, "This app is one of the greatest breakthroughs that has happened on YouTube as a product, in a long time. It is a boon for both the content creator as well as the user. We do not lose out on the number of views while the user enjoy a buffer-free viewing experience." Kumar, however, is slightly disappointed with the campaign, which he feels has no new narrative to it. ■

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# SCREEN PLAYS

Are TV shopping channels holding their own or are they under threat from e-commerce?  
By Prachi Srivastava

**T**here was a time during and before the 90's when neighbourhood stores ruled. These were places to buy 'provisions' and meet up and chat too. Once malls came up, it was the epitome of cool to be seen browsing - especially for youngsters - through rows of shops.

However, convenience trumps everything else, and thus even as malls patronized by young shoppers, flourished, mothers and tired-after-work fathers discovered television shopping networks. It often helped them indulge in shopping from the comfort of their living rooms with a press of the remote button.

Then came the e-commerce revolution. The internet's growing penetration via smartphones helped it race ahead of television shopping. Though television is still a bigger medium in the country in terms of subscriber base, e-commerce shopping is more than five times that of TV commerce in terms of the business it gets. So, how is TV-commerce faring in the time of e-commerce?

## THE EVOLUTION

**W**hen TV commerce started almost 10 years ago, shani yantras and sauna belts were among the most popular products. TV shopping commercials used to run only as slots late in the night. While that continues to be the case for genres like Hindi GECs, Hindi movies and music, full-fledged channels also started creating a niche category for themselves.

TV commerce started buzzing when HomeShop18 came into the business in 2008 and carved out a new category. Star followed with Star CJ Alive (now Shop CJ) in 2009. In the last one year, the category has witnessed the launch of DEN Snapdeal TV Shop, which also marked the

entry of leading e-commerce player Snapdeal in TV commerce. Snapdeal's is a 50:50 joint venture with cable operator DEN and it has now expanded to other markets as well after tie-ups with cable operators like GTPL in Gujarat and Hathway in Punjab.

The newest entrant is Best Deal TV, a home-shopping network launched by Raj Kundra and Akshay Kumar. The celebrity-driven channel has Shilpa Shetty Kundra as chairperson. Besides, the channel has inked endorsement deals with A-list celebrities and top TV stars in the country. Best Deal TV was followed by the launch of Best Deal TV Tamil, specifically for the Tamil market.

Naaptol, one of the largest players in the sector recently launched a full-fledged channel christened Blue. The network that started as an e-commerce platform continues to buy teleshopping slots on

other channels.

Paritosh Joshi (former CEO, Star CJ Alive) believes that one should think of TV commerce and e-commerce in terms of non-store retail. "Conventionally, in India, we are accustomed to shopping in a shop but some years ago, thanks to TV, you started getting unusual stuff on TV like astrological items."

Teleshopping found more advocacy when Snapdeal, one of the biggest ecommerce players, forayed into the TV commerce space in a JV with DEN and launched DEN Snapdeal TV Shop early this year. Teleshopping channels have added many more products from various categories to their portfolio like fashion and accessories, gadgets and gizmos and kitchen appliances.

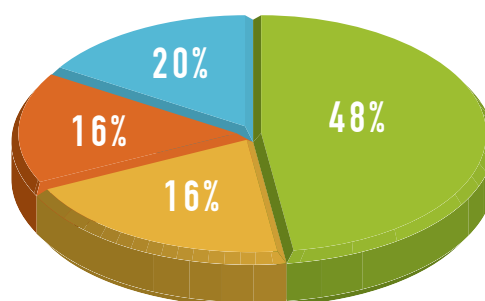
Why launch a teleshopping channel? "We are now in a new phase," says Sundeep Malhotra, founder, HomeShop18, adding, "now the issue is not about the consumer confidence but about getting the new customer on board." Is that why there is a sudden spurt in TV shopping channels?

Explains Maneesh Goel, CEO, DEN Snapdeal TV-Shop, "The idea is to service the market which is currently not serviced by either physical retail or e-commerce. When I look at my data, we get 25-30 per cent of my orders from the metros and the balance comes from really small towns. We recently reached out to Assam as a market and you will be surprised that it is contributing almost as much as the business we are getting from Gujarat."

India's teleshopping market is a fragmented one. While it gets business through late night teleshopping slots on various channels, it also comprises full-fledged channels dedicated to teleshopping. The former in this case are considered to be advertising slots. As per industry estimates, Hindi GECs that air teleshopping ads

## THE TOP THREE

(TV Home Shopping Channels Market Share\*)



HomeShop18 Shop CJ Naaptol Others

\*As on March 2014 based on estimated annualized gross merchandise value (GMV) Source: Industry, MPA Analysis



get ₹5-8 crore a year for a half-hour slot - new channels command Rs 1-2 crore for the same.

As of March 2014, India's nascent TV Home Shopping, as per Media Partners Asia, was estimated at ₹3,200 crore (\$525 million). HomeShop18, Shop CJ and Naaptol command 80 per cent market share. Once the March 2015 figures are released, industry watchers estimate that the value would be close to ₹5,000 crore.

#### A COMPARISON

As per the 'TV Home Shopping Industry: Hidden Gems' Report from Media Partners Asia, the TV Home Shopping industry has started to effectively leverage the reach of C&S in India, estimated at 140 million households or 650 million people as of December 2014. In comparison, the number of internet users is estimated at 301 million in the country.

The IAMAI Report reveals that e-tailing has grown at a CAGR of 33 per cent - from ₹2,372 crore in 2010 (January-December) to ₹10,004 crore in 2013 (January-December). It further grew by 1.4 times and reached ₹24,046 crore by December 2014. "It is pertinent to note here that the adoption of web and web related services is still restricted to fewer people and relatively younger ones. TV caters to older demographics," adds Joshi.

Ashish Pherwani, partner, E&Y, opines that TV commerce and e-commerce are not different. "It is shopping away from a store. TV is just a method of communication and, at the end, it's all about products, pricing and logistics and how you interact with the customer - through TV, web or mobile app. People end up buying from TV in three cases - where broadband is poor, where there is lower literacy rate which largely happens in smaller towns and where they are selling to non-smartphone buyers."

Television is also believed to work better

cities. E-commerce players attract lot of funding and hence advertise heavily to expand the market. On the other hand, TV commerce players rely a lot on promotions. Elaborates Kenny Shin, CEO, Shop CJ, "We do corporate promotions like Prestige Wife Day on the channel. These activities are marketed through e-mailers, text messages for appointment tune-in, leaflet activity and partner database targeting to attract more customers."

#### COUCH POTATO...

TV shopping is convenient for those who are not tech-savvy or don't like to frequently step out of the house to visit malls and multi-brand retail outlets. They use the comfort of their couches to make a purchase.

TV shopping works on push marketing while e-commerce works on pull marketing. "A buyer will go to different e-commerce platforms and see who is giving a better deal for a particular product and buy that. TV has the ability to demonstrate the products and hence many innovative products also sell on TV," says Meghna Krishna - COO, Best Deal TV. Products like vacuum cleaners and air fryers sell well on television.

The top categories on television are household goods, kitchenware, home appliances, fashion (female and male), interiors, IT, health and fitness, food and jewellery. But the ratio of contribution from these categories is different for different channels. For instance, for DEN Snapdeal TV shop, 26 per cent of the sales come from mobiles and tablets, 19 per cent from footwear, 13 per cent from home and kitchen and 10 per cent each from home furnishing and apparels.

For e-commerce, kitchen appliances are at No. 3 with a 14 per cent share. Mobile phone and mobile accessories are much bigger with a 41 per cent share in terms of contribution. The second biggest category in e-commerce is made up of apparel, footwear, personal or healthcare



“When I look at my data, we get 25-30 per cent of my orders from the metros and the balance from really small towns.”

**MANEESH GOEL**  
CEO, Den Snapdeal TV Shop

“Television has the ability to demonstrate the products and hence many innovative products also sell on television.”

**MEGHNA KRISHNA**  
COO, Best Deal TV



“We have to make sure that there is a strong enough reason why anybody should shop through television channels versus e-commerce or brick and mortar.”

**SANJEEV AGRAWAL**  
CEO, HomeShop18

“E-commerce is helping TV commerce as it is opening the perception towards virtual shopping as a category.”

**KENNY SHIN**  
CEO, Shop CJ



“TV is not just a platform for consumers but also an alternate platform for companies and brands as well.”

**SUNDEEP MALHOTRA**  
Founder, HomeShop18

## HOW THEY STACK UP

### (Key operating metrics of leading TV Home Shopping channels)

Operating Metric	Unit	HomeShop18	Star CJ	Blue (Naaptol)
TV Households Reach	million	50	50	150*
Customer Base	million	11**	6**	10**
No. of Products		NA	NA	90000
Exclusive Products	share	-	25-30%	Over 100 products
Pincodes serviced	No.	25,000	4,500	22,000
Transactions on TV platform	%	70	90	85
Transactions on web and mobile platform	per cent	30	10	15
Average daily calls received	Nos	200,000	-	10,000
Average daily orders received	Nos	35,000	10,000	20,000
Repeat business rate	%	55	40	35
Call center capacity	No. of seats	2500	NA	1500

\*Includes own channel \*\*air time slots purchased from multiple channels

Source: Desk Research, MPA Analysis

when companies want to educate people about their brands. However, in case of e-shopping the buyer mostly searches for what he needs. While some argue that TV shopping has good sales in the internet-dark areas, the numbers reflect that around 40 per cent of the sales of these TV shopping channels still happen in Delhi and Mumbai, 40 per cent from other metros and tier II cities. The rest is accounted for by Tier III

accessories which, when clubbed, contribute 20 per cent of the overall e-tailing business revenue. Home furnishing, another big category in TV commerce, contributes just 4 per cent of the e-tailing revenue. Laptops, netbooks and tablets contribute 12 per cent.

According to industry sources, 30 per cent of the people who call at the call centres of homeshopping channels to enquire about the

products end up purchasing one. "As credibility rose, brands such as Samsung and Videocon started to utilise the services of TV shopping players. In addition, leading service brands such as Bajaj Allianz and ICICI Lombard have also experimented with the platform. Since its inception, HomeShop18 has fulfilled over 20 million orders, having served, more than 11 million customers while Shop CJ has catered

 <p>“The adoption of web and web related services is still restricted to fewer people and relatively younger ones. TV caters to older demographics.”</p> <p><b>PARITOSH JOSHI</b> Industry Veteran/ Former CEO, Star CJ Alive</p>	 <p>“Why would somebody watch something on TV and then make a decision to shop?”</p> <p><b>ARVIND SINGHAL</b> Chairman, Technopak</p>
<p>“TV is just a method of communication and, at the end, it's all about products, pricing and logistics and how you interact with the customer.”</p> <p><b>ASHISH PHERWANI</b> Partner, EY</p> 	 <p>“As credibility rose, brands such as Samsung and Videocon started to utilise the services of TV shopping players.”</p> <p><b>MIHIR SHAH</b> Vice President, Media Partners Asia</p>

to six million customers since launch,” shares Mihir Shah, vice president, Media Partners Asia.

Shah goes on to add that since consumers in small towns are used to a “touch and feel” approach to the product before paying for it, about 80-90 per cent of TV home shopping sales are driven by cash on delivery. “However, logistical difficulties often result in delayed deliveries. In some cases, consumers refuse to accept delivery. Return rates are as high as 10-20 per cent of total transactions and adversely impact the business.”

#### ...VERSUS MOUSE POTATO

The ease that e-commerce provides to shoppers has affected regular retail sales to a large extent. As the e-commerce business in India evolved, books were the first to get affected. Then followed segments like music, mobile phones and white goods. In the case of apparel, experts

note that only low cost apparel is being purchased online. So where does that leave TV commerce?

While third-party experts and analysts are of the view that the growth of TV commerce will slow down in the coming years, the people in the business think otherwise. According to HomeShop18 CEO Sanjeev Agrawal, everyone is fighting for the same share of the wallet. “We have to make sure that there is a strong enough reason why anybody should shop through television channels instead of e-commerce or brick and mortar,” says Agrawal.

Arvind Singhal, founder, Technopak is of the view that TV commerce is in danger. “Most consumers, especially in small town/rural areas, are able to access whatever they are looking for through smartphones and this trend will accelerate in the next two years when 3G makes way for 4G. E-commerce is a threat to TV commerce simply

because it is far more easy for the customer to look at the product through a small screen and conclude that transaction as well.”

Shin begs to differ. “Not at all. In fact, e-commerce is helping TV commerce as it is opening the perception towards virtual shopping as a category. Secondly, we are not about variety and product range but offer a unique and exclusive product range at great prices to the consumer,” says Shin, who expects a 65 per cent growth and expansion in TV commerce in the future.

Agrees Malhotra of HomeShop18, “E-commerce has helped in the growth of TV commerce. It has given confidence to the Indian consumer to buy without touch and feel. It has also ensured and helped the infrastructure on delivery and payments. Also, the demonstrability of products on TV is unmatched. Can't be done on the web,” he says.

As for the way forward for TV Commerce, Singhal shares that in two to three years from now, many of the limitations of internet commerce which includes access, speed of data, quality of the screen, payment mechanisms and gateway, will improve dramatically because of the rapid increase of ownership of smartphones. “Why would somebody watch something on TV and then make a decision to shop? It is not as convenient as shopping online,” observes Singhal.

For now, players in TV commerce are hopeful that the good times are ahead than behind them. As Malhotra of HomeShop18 puts it, “It is not just a platform for consumers but also an alternate platform for companies and brands as well.” ■

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(Based on additional interviews with:

Bhavesh Pitroda, COO, Images Group; Damodar Mall, CEO, Grocery Retail at Reliance Retail; Jagdeep Kapoor, CMD, Samsika Marketing Consultants; Jayant Kochar, managing director, Go Fish Retail Consulting, Shailesh Kapoor, CEO, Ormax Media and Sumit Bedi, VP-Marketing, IndiaMART)

## ZOOM

# Brand Revival

The Bollywood entertainment channel has appointed Kangana Ranaut as brand ambassador. **News Bureau**

Zoom, the Bollywood entertainment channel from Times Network, will soon unveil a brand new look and revamped programming line-up. The channel has appointed actor Kangana Ranaut as its brand ambassador. The new look of Zoom has been designed by Mayur Tekchandane of Briefcase and the internal team at Zoom.

The channel will unveil new packaging and a slate of new Bollywood focussed content under its new logo and tagline ‘Turn On’. It is being positioned as ‘fresh, frank and sexy’. MK Anand, MD and CEO - Times Network, says, “We have always been close to Bollywood and will continue to do so with content that reflects the latest and trendiest that Bollywood has to



offer with our own twist.”

Sunder Venkatraman, vice president and product head, Zoom, says, “Content strategy on Zoom centres around ‘trends’ and ‘youth’, which are the hottest genres on social media today. The new offerings on Zoom will be of shorter format - more like the T-20 of entertainment. They will vary in duration from

a minute-and-a-half to seven or eight minutes to longer formats of 20 minutes. But what is certain is that the content will be Bollywood through fashion, gossip, style, humour, news, music, relationships and more.”

Describing the new look of the channel as “fresh and young,” he says, “It's about small innovations with great impact. For instance, a progress bar has been used for the first time ever on television.”

In an industry where marketing content is the norm, Zoom decided to leverage its superior content to drive a marketing blitzkrieg. The first step was a foot-tapping music video shot by global expert Harvey Brown, the award-winning film director, creative director, art director and set designer, who has worked on several top Hollywood projects, and also specialises in larger-than-life musicals. The song composed by duo Sachin-Jigar has been sung by Anushka Manchanda. The video, titled ‘Hotel Zoom’, will be unveiled on the launch day across platforms and will also drive engagement on social media. ■

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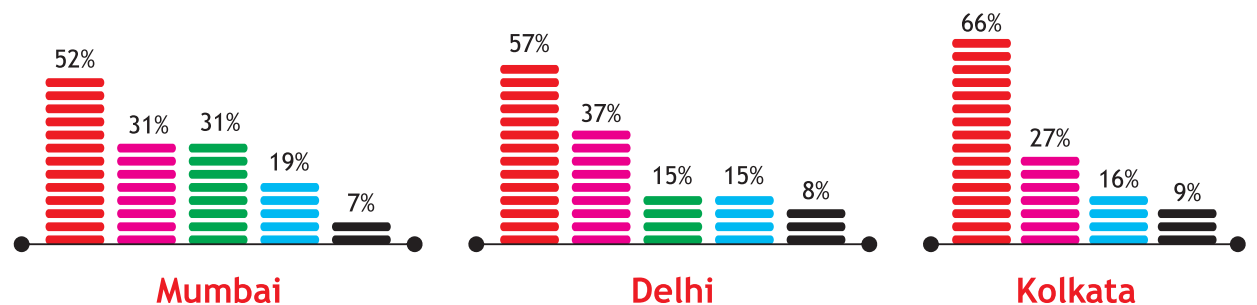
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Radio Mirchi is No. 1, yet again! (yawn...)

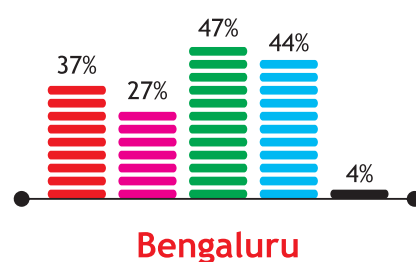


## LISTENERSHIP SHARE

**RADIO MIRCHI IS  
ON TOP IN**



**GETTING BACK  
ON TOP IN**



Source: Yesterday Listenership - IPSOS Listenership Study, March Track.  
1600 sample size, All 15+ years, All SECs, Male & Female

— Radio Mirchi (98.3) — Red FM (93.5) — Radio City (91.1) — Big FM (92.7) — Fever (104)

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## STAR SPORTS

# Homegrown Heroes

The channel has launched a campaign called 'Desh Ke Liye', urging Indians to celebrate the triumphs of the country's hockey heroes. By Aditi Srivastava & Prachi Srivastava

Cricket is a religion in India, football is a rage, but the national sport of India, hockey, has always had a lingering question mark over its identity. Bringing this attention deficit to the fore, Star Sports, along with production house Optimus, has come out with a campaign called 'Desh Ke Liye'. The TVC features two videos which portray the perception of hockey in our country. The campaign is a rallying cry to encourage Indians to celebrate the triumphs of the country's hockey heroes and support them as they make the country proud at successive tournaments.

Currently, the campaign is running on Star Sports network during the India-Bangladesh series. The World Hockey League semi-finals will be played between June 20 and July 5, 2015, in Antwerp. Belgium Asian Games gold medallist, Team India, is joined by arch-rivals Pakistan, Australia, Poland and France in Pool A, whereas host Belgium will battle it out against Great Britain, Malaysia, Ireland and China in Pool B. A Star spokesperson says that the 10 teams will be seen fighting to finish among the top three to qualify for the FIH Hockey World League Final 2015. The tournament is being telecast in English, live on Star



Sports 1 and Star Sports HD 1.

The channel has rolled out similar campaigns in the past as well - 'Mauka Mauka' and 'Come On India Let's Football'. The former garnered

immense popularity during the Cricket World Cup. The channel intends to achieve the same for hockey, as a precursor to the Rio Olympics commencing from August 2016.

## WELL PLAYED?

Sabuj Sen Gupta, ECD, Hakuhodo Percept, finds it strange that the whole idea is so 'apologetic'. "We have done well in hockey, but doing this will not get it more acceptance. According to him,

the TVC doesn't give out a positive message and seems like it's "begging for attention," despite a stellar performance by the Indian hockey team. "The idea itself is flawed and the execution could have been on a more positive note," he sums up.

Suraja Kishore, executive planning director, McCann Erickson notes that the TVC highlights the irony of our hockey team winning all over the world, but receiving a raw deal at home. "The message is real without any hyperbole, so it will be liked," he says.

Will it create the kind of impact that 'Mauka Mauka' did? Kishore doubts it. Noting that this is the first time that hockey has been projected as a mainstream sport, he feels #Deshkeliye has a more patriotic undertone.

"A provocative and unapologetic attitude about playing our best without waiting for fandom would have made this campaign much effective," he concludes. ■

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<< continued from page 14

## Banking goes..

choice to the bank.

"Exchange of money usually happens between friends and family, who are linked to each other through various social channels. Moreover, most of our payments have a story or an instance attached to it. Hence, integration of the two makes the entire process of payments and transactions much more engaging and fun," explains the spokesperson.

Although the app is multi-social, the exchange of messages and money transfer notifications take place in a private chat.

Axis Bank is leveraging Fastacash services to send messages with fastlinks through these social platforms while sending/asking money or recharge. Each of these links is locked to a profile and cannot be accessed by an unintended recipient. And, while sending money, the sender sets a four-digit Ping Code which is to be shared with the beneficiary as he/she can receive money only when the Ping code is entered.

"Further to access the application a six digit MPIN is set by the user. The back-end processes are secure and

each transaction is instant through IMPS," the spokesperson assures.

Axis Bank's Ping Pay app targets male and female digital driven customers, in the age group of 20 to 34 years. The bank currently is not incurring any charge to the consumer to use the app and the consumer complaints related to this app will be addressed by its existing customer service channel. Non-Axis Bank customers can also receive money/recharge and ask for money/recharge from anyone in

their friend list, without knowing their bank account details using Ping Pay.

Axis Bank has recently launched a 360-degree media campaign promote the app, featuring its brand ambassador Deepika Padukone.

The campaign, designed by Lowe Lintas Mumbai, articulates this insight as "Jab bhi pay karo, kuch na kuch say karo". The thought is brought alive in the films with several instances of friends exchanging comments, pictures etc, when they pay money to each other.

Apart from the TV campaign, several targeted B2C campaigns are also being rolled out, to create awareness around Ping Pay and its proposition.

Interestingly, HDFC Bank has also launched a payment solution app, called PayZapp. ■

saumya.tewari@afaqs.com





# The action is elsewhere.

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## 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

# INDIA'S WINNERS

A quick look at all the Indian campaigns that brought home Lions this year.

By Ashwini Gangal



**CAMPAIGN:**

**TOUCH THE PICKLE**

**Advertiser:** P&G India's Whisper

**Award:** Glass Grand Prix and Bronze Media Lion

**Agency:** BBDO India



**CAMPAIGN:**

**THE BASEMENT, THE SOFA, THE PUDDLE**

**Advertiser:** Essel Group's Dish TV

**Award:** Silver Outdoor Lions (one for the Basement ad; one for the whole campaign) and Silver Press Lion (for the Puddle and Basement ads)

**Agency:** McCann Worldgroup India



**CAMPAIGN:**

**GUT, HEART, BRAIN**

**Advertiser:** Reckitt Benckiser's Durex

**Award:** Silver Outdoor Lion

**Agency:** Creativeland Asia

**CAMPAIGN:**

**DHL HANDS - RIPPED, CUTTER, SCISSORS**

**Advertiser:** DHL

**Award:** Silver Press Lion and Bronze Outdoor Lion

**Agency:** Grey Worldwide India



**CAMPAIGN:**

**SPINNING LIVING ROOM**

**Advertiser:** Johnson & Johnson's Cinnarazine

**Award:** Bronze Health Lion

**Agency:** Medulla Communications





**CAMPAIGN:**  
**FRENCH HORN, FUGELHORN AND SAXOPHONE**

**Advertiser:** Dabur's Gastrina  
**Award:** Silver Press Lion  
**Agency:** McCann Worldgroup India

**CAMPAIGN:**  
**AUTOMATIC  
DISTANCE CONTROL  
AND BI-XENON  
HEADLAMPS**

**Advertiser:** Volkswagen  
**Award:** Bronze Outdoor Lion  
**Agency:** DDB Mudra Group



**CAMPAIGN:**  
**SOUNDWAVE-ALICE  
IN WONDERLAND, SOUND-  
WAVE- THE JUNGLE  
BOOK AND SOUNDWAVE-  
CINDERELLA**

**Advertiser:** Puffin  
**Award:** Bronze Outdoor Lion  
**Agency:** Ogilvy & Mather



**CAMPAIGN:**  
**PIMP AD (HATED BY SOME)**

**Advertiser:** Bennett Coleman's Mumbai Mirror  
**Award:** Bronze Press Lion  
**Agency:** Taproot Dentsu

**CAMPAIGN:**  
**SHARE THE LOAD**

**Advertiser:** P&G's Ariel Matic  
**Award:** Glass Lion  
**Agency:** BBDO India



**CAMPAIGN:**  
**KAN KHAJURA TESAN, AN  
INDIAN CAMPAIGN ENTERED  
BY UK**



**Advertiser:** Unilever India  
**Award:** Bronze Creative  
Effectiveness Lion  
**Agency:** Lowe and Partners  
Worldwide London

**CAMPAIGN:**  
**GIANT  
FOOTPRINTS**

**Advertiser:** Sabin Vaccine Institute,  
Indian Ministry of Health & Family  
Welfare (Filaria Dose)  
**Award:** Silver Health Lion  
**Agency:** Ogilvy & Mather India



# Should Advertising Simplify Technology?

As products and services become increasingly tech-heavy, how important is it for advertising to convey the message, while 'keeping it short and simple'? By Ashee Sharma

**AMIT AKALI**

Managing Partner and Creative Head,  
What's Your Problem



**THE MORE COMPLICATED THE PRODUCT OR TECHNOLOGY, THE SIMPLER SHOULD BE THE ADVERTISING. ADVERTISING SHOULD JUST TRY TO FOCUS ON**

bringing alive the consumer benefit. Clients should explain the product to the agency by whatever means possible.

Thereafter, it is the agency's responsibility to get into the consumer's head, figure out what role the product is playing in his life and communicate that in the simplest of words. A good creative person should be able to understand any product.

The solution lies in the media mix. Television should be used for reach, and to create a need for the product in the consumer's life. The call to action can then bring them to the website or other information sources, where the technology can actually be explained. If you try to do too much with the TVC, you'll land up doing nothing.

**ASHISH VIRMANI**

AVP – Marketing,  
FreeCharge



**THE FIRST STEP IN A BRAND-BUILDING JOURNEY IS EDUCATION. AWARENESS ALONE IS UNLIKELY TO DRIVE INTENT FOR THE**

brand. It is the responsibility of the client and agency to crisply articulate their assumptions about the customer's knowledge of the category and their expectations from the product first. The agency's team should make an effort to understand the product better, how it works and what problem it solves for customers. They should also do enough customer interaction to verify if the brand's assumptions about its audience hold true.

In India, TV is still indispensable for building a mass brand. But now that digital is becoming prominent, brands can come up with long-form explainer videos that can be amplified on digital channels at lower costs. Print ads can also carry detailed info, but as the medium is high on cost, it should first be used for experimenting and validating.

**RAJIV DINGRA**

Founder and CEO,  
WATConsult



**TECHNICALITIES ARE NOT EASY TO EXPLAIN IN A 30-SECONDER. MOREOVER, AN ADVERTISEMENT'S MAIN PURPOSE IS TO COMMUNICATE**

consumer benefit, not the technology behind a product. Once the core benefit is understood, it gives an impulse to sample it.

Digital finds relevance here. Its relevance extends beyond product positioning because in addition to creating awareness, it allows more detailing compared to a TVC or a single print ad.

The agency and client share the responsibility of simplifying the product for the consumer. But digital spends of most brands hover at 10-20 per cent. Since the client has to take care of the larger budgets, details are lost. The challenge for the agency is, to ask the right questions and get relevant information.

**HARISH BIJOOR**

CEO,  
Harish Bijoor Consults



**IT IS CERTAINLY IMPORTANT FOR ADVERTISING TO MAKE TECHNOLOGY CUSTOMER FRIENDLY. THE MOMENT PEOPLE FIND IT AS EASY AS**

breathing and are able to seamlessly interact with it, things will work. That said, most cases of advertising are actually teaser trailers to the product.

A TVC is like a page-turner, it is an encouragement to find out more. If looking at it excites you, you might also want to explore what's there on digital. Tomorrow there might be an even more detailed message that comes on your phone via WhatsApp! Hence, a multimedia approach is important.

Although advertising language needs to evolve along with the trend, it is primarily the client's responsibility to ensure that a customer is kept hooked beyond the initial excitement. Advertisements are essentially meant to begin a conversation, they do not tell the complete story.



**9XM**

# Betting Big

The Bollywood music channel **forays into the ticketing revenue event with the upcoming Arijit Singh concert** which will later be edited to a 30-minute-long TV show. **By Prachi Srivastava**



Taking a cue from the success of *Tashan Nites*, the on-ground event organised by 9X Tashan, sister channel 9XM has announced its foray into the ticketing revenue event.

The flagship Bollywood music channel from 9X Media has announced that it will organise a music concert with popular singer Arijit Singh. The channel has partnered with Mirah Entertainment and Dome@NSCI SVP Stadium to host the concert titled - *9XM Dome Musically Yours Arijit Singh Live with Symphony Orchestra*. It is scheduled for July 5 at 8 pm at the NSCI Stadium, Mumbai.

In conversation with Kapil Sharma, marketing head, 9X Media, afaqs! learns that 9XM wants to host the concert once a quarter. Plans are on to organise similar events in cities like New Delhi, Kolkata and Lucknow. "Events and activations is something which has always been an important part of our marketing mix in the last 3-5 years. We did activations and events for each of our channels, at the time of their launch. We already have *Tashan Nites* that reaches out to 5000-8000 people and this time we have planned to organise a big event with respect to 9XM," Sharma adds.

For *Tashan Nites*, the company has done 10-12 events in the last two years. They are a combination of large formats with over 5000 audience and smaller formats in the nightclubs. Through *Tashan Nites*, 9X Tashan showcases the best of Punjabi film and non-film music to Punjabi music lovers. It is a platform for artistes to connect with their fans and create awareness about their latest movies and music albums. The *Tashan Nites* concerts are held across North India on a regular basis and are also aired on 9X Tashan for viewers who are

**"The company is expected to earn around ₹1.7 crore in ticketing revenue."**

unable to attend the on-ground event.

The channel is selling tickets through Bookmyshow and a few offline venues including clubs and gymkhanas. They are priced at ₹3,000, ₹6,000 and ₹10,000 and the capacity of the stadium is around 4,000. The company is expected to earn around ₹1.7 crore in ticketing revenue.

The on-ground concert that will go on for around three hours will later be edited to a 30-minute show for television. The show is expected to air on 9XM either on July 12 or 19. The channel has roped in Carwale as the 'powered by' sponsor for the event.

Baljinder Mahant, programming head, 9XM says, "We are confident that the fans will cherish this experience that the super talented singer and 9XM have envisaged for them."

As for the marketing of the event, the channel has tied up with Hindustan Times that is providing it advertising as well as editorial support. It is looking at partnering with a radio channel soon. The concert is being heavily promoted through digital medium. While Bookmyshow is promoting it in its database, investment is being done to push it on Google and Facebook. The channel is also leveraging its social media platforms to gather more footfalls. It is learned that 9XM is investing around ₹20 lakh to market the property. ■

prachi.srivastava@afaqs.com



**Sharma & Mahant: sharp focus**

**HINDUSTAN TIMES**

# Of New Launches

The **daily's new lifestyle supplement will be** circulated in Mumbai. **News Bureau**

English daily Hindustan Times has launched a new lifestyle supplement called *ht48hours*. The supplement will come out on Fridays and Saturdays. The introductory copies were distributed in some areas of Mumbai for free along with the main paper recently.

The new supplement, to be circulated only



in Mumbai, claims to take an in-depth look at lifestyle activities and trends, with innovative design and fun elements. It will cover various categories including the latest happenings in the tech world, with reviews of the latest gadgets and apps, latest trends in food with innovative recipes from well-known chefs and all the latest happenings in music, dance, stand-up comedy, theatre, art and fashion.

Nitin Chaudhry, business head, Hindustan Times, Mumbai, says, "At HT Mumbai, our endeavour has always been to provide our readers of this fast-paced city with more than just news, and 'ht48hours' is a step in that direction. This supplement will be a definitive weekend fix for our readers and will make their weekend unwinding even more exciting."

HT Media is home to three national newspapers, Hindustan Times, Hindustan and Mint. The company also owns a radio station and multiple websites. ■

feedback@afaqs.com



ABHIJIT AVASTHI &gt; SIDEWAYS

# “I do not intend to pitch; Our work will get us clients”

Ogilvy's blue-eyed boy starts his entrepreneurial journey by launching a creative problem solving outfit 'Sideways'.

By Sohini Sen

**A**bhijit Avasthi's decision to leave Ogilvy in October last year shocked the advertising world. Now, the man who gave us the Google Reunion film as well as 5-star's Ramesh and Suresh has just announced his creative problem solving outfit 'Sideways'.

Sideways will work on a multidisciplinary approach, with people from creative, tech, engineering, research backgrounds coming together to offer innovative and interesting solutions to brands. While there will be a core team of 10-12 people, most others would work in collaborative roles. The agency is already handling the mandate for the Maharashtra Government and Aamir Khan's Jalyukta Shivar Yojana which promotes small storage structures for rain water harvesting to make villages water-sufficient. We caught up with Avasthi as he gears himself up. Edited Excerpts:

## What exactly is Sideways?

Sideways is a creative problem-solving outfit. I don't think there is any organisation like this which exists. So I can't slot it as an ad agency, neither can I slot it as a pure design house. Our philosophy is that creativity is a business tool to solve problems. It is something which till now has primarily been used for branding and design, but it can be applied to any aspect of life. There is a big opportunity in looking at life differently.

## Why 'Sideways'?

Sideways is a metaphor for looking at life differently, approaching things through a different route. One of my favourite books is 'The Art of Looking Sideways'. It documents the magic of sideways thinking across fields. I also loved the movie Sideways.

## What kind of people are you looking to work with?

I am a big believer in the power of collaboration. What we are hoping to do is put together a multidisciplinary outfit. People who love solving problems, with expertise in their own skill sets are the kind of people we are keen to work with. If the solution lies in advertising, then we will

do advertising, if it lies in interesting services ad, we will do that, or even an app solution or tech solution. I am looking for people who like

thinking absolutely out of the box and are not wedded to a particular solution.

We have already laid down the internal process of how we will go about analysing, diagnosing and re-framing the problem and then briefing our creative team and engaging with the client as the journey goes along and arriving at what together we believe is, an impactful solution.

## What exactly will Sideways do that others haven't been able to?

Let me give you an example. Today there are a lot of companies which send their dealers to interesting exotic locations every year. They have got into a rut and have stopped questioning why were they doing it in the first place? And that was to build some kind of dealer loyalty and reward. But who says sending them to Paris will keep them motivated? Maybe, the same ₹6-7 lakh that

“Sideways is about coming up with the optimum and elegant solution from an array of interesting solutions.”

the company spends on sending the dealer abroad, can be used to fund some interesting scholarships for the dealer's child. That way it builds the same loyalty with the dealer but in a much more effective and interesting way.

So, what Sideways will do is, have an array of interesting solutions depending on the problem and we will try to figure out which is the most effective. It is about coming up with the optimum and elegant solution.

## Obviously you saw a need gap?

Oh, yes - 100 per cent!

## You are looking at three target areas - large companies, start-ups and social sector. How do you plan to differentiate your strategy for each?

Our basic problem analysis methodology won't change. That will be fundamental. It is just the nature of solutions which will change for each task. The kind of engagements with the different clients will change, and probably the collaborative skill-sets that we will rope in.

## What would be the pitching strategy?

If the solutions I offer to existing businesses do well, others will come. Our work will get us clients. Outside of that I do not intend to pitch.

## Will there be any crossover of talent and client from your previous agency?

No. I don't think so. ■

sohini.sen@afaqs.com



FOTOCORP



# JOB SWITCH.in

**Post:** Art Director  
**Company:** Grasshoppers India Pvt. Ltd.

**Profile:** An experienced creative mind with relevant experience in working with good brands and having the talent to make one too. Excellent sense of concept & design with good execution skills Capable of working individually and can handle a team Extensive knowledge of designing software.

**Exp:** 4 to 5 yrs.

**Location:** New Delhi

**Email:** info@thegrasshoppers.biz

**Post:** Jr. & Sr. Art director

**Company:** Thought Bubbles

**Profile:** Should have a strong sense of design. Should have worked and be comfortable with software to handle a good volume of work, fast. Portfolio must have a lot of print work and creative ideas.

**Exp:** 2 to 5 yrs.

**Location:** Chennai

**Email:** manoj.motiani@

thoughtbubbles.in,  
careers@thoughtbubbles.in

**Post:** Media Relation and PR

**Company:** India News

Communications Limited

**Profile:** The candidate should have one years of experience in the field of Media Relation, PR and must have handled Government Clients as well. Currently working with any Public Relation agency of repute is preferable.

**Exp:** 1 to 5 yrs.

**Location:** Delhi

**Email:** hr@inclgroup.com

**Post:** Copywriter

**Company:** 360 Degree Creative

**Profile:** Generate creative ideas across a cross section of industry types. Will need to have presentation skills. Be an excellent team player and play a pivotal role in organizing and delivering of the creative output.

**Exp:** 2 to 10 yrs.

**Location:** Mumbai, Santacruz (W)

**Email:** info@360world.in

**Post:** Digital Marketing Manager

**Company:** Adsyndicate Services Pvt Ltd

**Profile:** Pitching New clients,

Relationship Management & Growth, Client Servicing, Billing & Collection Client Counseling

**Exp:** 1 to 3 yrs.

**Location:** New Delhi

**Email:** nithish@adsyndicate.in

**Post:** Art Directors

**Company:** Network Advertising Pvt Ltd

**Profile:** An independent thinker requiring minimum supervision, Communication oriented with excellent design skills, Should have worked across multiple categories, Exposure to new media desirable, lack of film experience not a constraint.

**Exp:** 5 to 6 yrs.

**Location:** Mumbai

**Email:** savita@networkadvtg.com

**Post:** Media Manager (Agency Experience)

**Company:** Sead Advertising Pvt. Ltd

**Profile:** Business Ideas that Soar. Because we believe that for every marketing challenge, the solution has to be an idea. Without an idea there can be no results. We are looking for Media Manager for the Seagull, Pune office. He should manage brands range from FMCG | Telecom | Retail | Real Estate | E-commerce | Healthcare.

**Exp:** 3 to 6 yrs.

**Location:** Pune

**Email:** gayatri@seagulladvertising.org

**Post:** Art Directors and Visualizers

**Company:** Mezzanine

**Profile:** We are looking for Art Directors and Visualizers with a sophisticated design sense, to work on niche, upmarket brands. An interest in fashion, and an affinity for international travel, would be an advantage.

**Exp:** 2 to 6 yrs.

**Location:** Mumbai

**Email:** openings@mezzanine.co.in

**Post:** Senior Visualizer/ Junior Visualizer

**Company:** Studio Link Pvt. Ltd.

**Profile:** To create and design imaginative layouts for posters, brochures. Must have advanced knowledge of Adobe Photo shop, In

Design and Adobe Illustrator. Also should be well versed with printing and output of files.

**Exp:** 3 to 5 yrs.

**Location:** Mumbai

**Email:** info.studiolink@gmail.com

**Post:** Web Content Developer

**Company:** FreshMonk

**Profile:** Write precise & clear blog and email content. The Content Writer will craft blog content to help explain how t-shirt sellers can sell more t-shirts and why t-shirt buyers should prefer our platform over the competition. They will also craft weekly email communications to sellers and buyers The writer should be able to understand our business model and craft relevant content

**Exp:** 2 to 4 yrs.

**Location:** Noida

**Email:** recruiting@freshmonk.com

**Post:** Senior Copy Writer

**Company:** Ashe Marcom Pvt. Ltd.

**Profile:** Creative copy writing. Understanding the client brief and coming up with creative concepts and copy for ATL and BTL communication including press advertisements, brochure, posters, concepts/scripts for films, radio jingles, etc. Freshers with exceptional talent also welcome.

**Exp:** 5 to 10 yrs.

**Location:** Mumbai

**Email:** accounts@ashemarcom.in

**Post:** Business Development Manager

**Company:** Sports & Leisure Worldwide

**Profile:** Should have Good Communication skills, fluent in spoken and written English, with a pleasing personality. Should be able to handle Sales activity.

**Exp:** 1 to 3 yrs.

**Location:** Noida, Gurgaon

**Email:** hrslwindia@gmail.com

**Post:** Visualizer

**Company:** Quotient

Communications Pvt. Ltd.

**Profile:** Ideating, conceptualising and executing great creative work.

**Exp:** 1 to 2 yrs.

**Location:** Mumbai

**Email:** team@quotientcomm.com

**Post:** Web Designer

**Company:** Greyapple Advertising Services Private Limited

**Profile:** Creating website designs/ interfaces Producing sample sites Demonstrating and receiving feedback about draft sites Up-to-date with recent technological and software developments Coordination with client servicing team for client brief Working as part of a multidisciplinary team

**Exp:** 2 to 6 yrs.

**Location:** Bangalore

**Email:** career@greyapple.net

**Post:** Sr. Client Servicing Executives

**Company:** MX Advertising Pvt. Ltd.

**Profile:** You should have at least 3 years experience in a mid-sized agency, good understanding of both offline and online client servicing requirements and capable of handling the clients operational needs comprehensively.

**Exp:** 3 to 5 yrs.

**Location:** Pune - (Pune Based candidates only)

**Email:** hr@mxadvertising.com



#### TO ADVERTISE, CONTACT:

**Abhilash Singh**

Ph: 09999989454

Email: abhilash.singh@afaqs.com

**Sumeet Chandiramani**

(Mumbai)

Ph: 09820590172

Email: sumeet.chandiramani@afaqs.com

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# >> MOVEMENTS/APPOINTMENTS <<

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

## ADVERTISING

**E**ggfirst, a Mumbai-based full-service advertising agency, has appointed Kaanchan Shah as client services director. In her second stint with the agency, she will be based out of its Mumbai office. Prior to this, Shah was working with fashion accessory brand Baggit.

Ashutosh Negi has joined as executive creative director, Magnon eg+. Negi will be based out of the company's head office in Noida.

Rajat Ray has been appointed as associate vice president for DDB Mudra South and East. He will be based out of the company's Bengaluru office, and will be reporting to Sujay Ghosh, executive vice president.

Avinash Joshi has quit Cheil Worldwide. Joshi had joined the agency in April 2014 as media director and social media head.



ASHUTOSH NEGI

According to industry sources, he is expected to join a leading homegrown business conglomerate.

Leo Burnett India has appointed Shiva Kumar as executive creative director. Based out of the agency's Delhi office, he will work closely with RajDeepak Das.

Louella Rebello has joined Grey Group India as senior executive creative director, Mumbai. She will be responsible for the creative services out of its Mumbai office.



LOUELLA REBELLO



NAMRATA BALWANI

Namrata Balwani has joined OgilvyOne Worldwide as senior vice president and Delhi head. Balwani, previously served as chief executive officer, Media2Win.

Shaleen Sharma, partner and chief strategy officer at Wireframe, has been brought on board at TracyLocke India as the company's vice president for strategic planning and analytics. Sharma will report to Sameer Mehta, head, business and operations, TracyLocke.

Dentsu Aegis Network has announced the promotion of Suresh Mohankumar as



NARAYAN DEVANATHAN

## MEDIA

**T**he India Today Group has appointed Kalli Purie as group editorial director, broadcast and new media. Earlier, she was designated as group synergy and creative officer. Purie will be responsible for all the editorial decisions at the broadcast division, which includes television (India Today Television, Aaj Tak, Dilli Aaj Tak) and radio (Oye FM) as well as new media that consists of number of websites.

Prime-time news anchor Arnab Goswami has been elevated to president, news and editor-in-chief of Times Now and ET Now. Previously, he was editor-in chief of Times Now.

Sudha Natrajan has joined Hindustan Times to head strategic business development. Prior to this, she had quit her position as CEO of Lintas Initiative and co-founded The Media Café (TMC) with Raghav Subramanian, then COO of Lintas Initiative Media in September 2012.

Meanwhile, Raghav Subramanian is all set to join IPG Mediabrands.

Dhruva Chandrie has been appointed chief sales officer, Shop CJ. Chandrie previously held the position of chief operating officer for HomeShop18 and brings to the table around 22 years of experience.

United Mediaworks has roped in Satish Mundhe as vice president, media sales. Mundhe, who joins from Inox Leisure,



DHRUVA CHANDRIE



SATISH MUNDHE

has more than 15 years of experience in marketing and sales. In his new role, he will be responsible for forging newer associations resulting in advertising and marketing revenue.

Debarshi Chakravorti has joined Motivator as national head, digital

communications and planning. He joins Motivator from Reprise Media where he held the role of director of strategy planning.

HT Media has promoted Harshad Jain to the position of CEO, Fever. Prior to this, he was business head - radio and entertainment, for the company. Jain will lead the business as it moves into an expansion stage with M&A and Phase 3 licensing. He will also focus on expanding the brand to new geographies and beyond FM, into entertainment and digital space.



KAVITA ACHAREKAR

Nielsen's Kavita Acharekar has joined Motivator as client leader on the business engagement team. With nearly ten years of experience, Acharekar will be leading client relationships across Motivator Mumbai's key businesses. ■

## MARKETING

**N**ikon India has appointed Kazuo Ninomiya as managing director. He was earlier the general manager, international planning division, Nikon Singapore. Media industry veteran, Vijay Gopal Jindal has joined Jindal Steel and Power Limited (JSPL) as advisor to the chairman, Naveen Jindal. In his new role, he will provide strategic direction to various business segments and functions of JSPL, while working with the apex leadership. ■

president of planning, Dentsu Communications (DCPL). In his new role, Mohankumar will chair the planning council of DBA India. He will also build and lead Dentsu Webchutney's planning capabilities in the South.

Sanjay Tandon, chief operating officer, FCB Ulka has put in his papers ending a six-year long stint with the agency. He was elevated as COO in 2011.

Kavita Kailas, who was recently promoted as chief strategy officer, Rediffusion Y&R, has put in her papers. She had been heading the strategic planning function across Rediffusion's Delhi, Kolkata and Southern operations.

Narayan Devanathan has been promoted as CEO, Dentsu Creative Impact. He will also be heading Mama Lab and Citizen Dentsu. ■

## DIGITAL

**R**azorfish has appointed Bharatesh Salian as its vice president and head of strategy. He will be based out of the Mumbai office. Salian joins from VivaConnect where he was the CSO. ShopClues, has appointed Nitin Kochhar as AVP - Categories. Kochhar is the former senior director of business development at Flipkart.



RAMEET ARORA

Indigo Consulting has appointed Nikhil Shahane as vice president, mobile and international business, and Mahesh Patil as chief technology officer. Both come on board with extensive industry experience.

Rameet Arora, chief marketing officer, Zomato, has resigned ending his ten month long stint at the company. He had joined Zomato from McDonald's in September last year.

Mogae Media has hired Prashant Sanwal to head its analytics unit, Incelligence. Sanwal will be based at the company's Gurgaon headquarters. Mobocracy has appointed Leena Sharma as CEO. ■



**afaqs!**

DIGITAL

**Agency**

2<sup>nd</sup>  
EDITION

AWARDS 2015

Celebrates Digital Agencies with the best body of work.

**ENTRIES OPEN**



DISPLAY



WEBSITE



VIRAL  
MARKETING



SOCIAL MEDIA



MOBILE



BEST DIGITAL AGENCY  
OF THE YEAR  
2015



APP



SEARCH  
SEO/SEM



INTEGRATED



MAILER/EMAILS



CONTENT  
MARKETING  
IN DIGITAL



DIGITAL PR

**TO REGISTER**

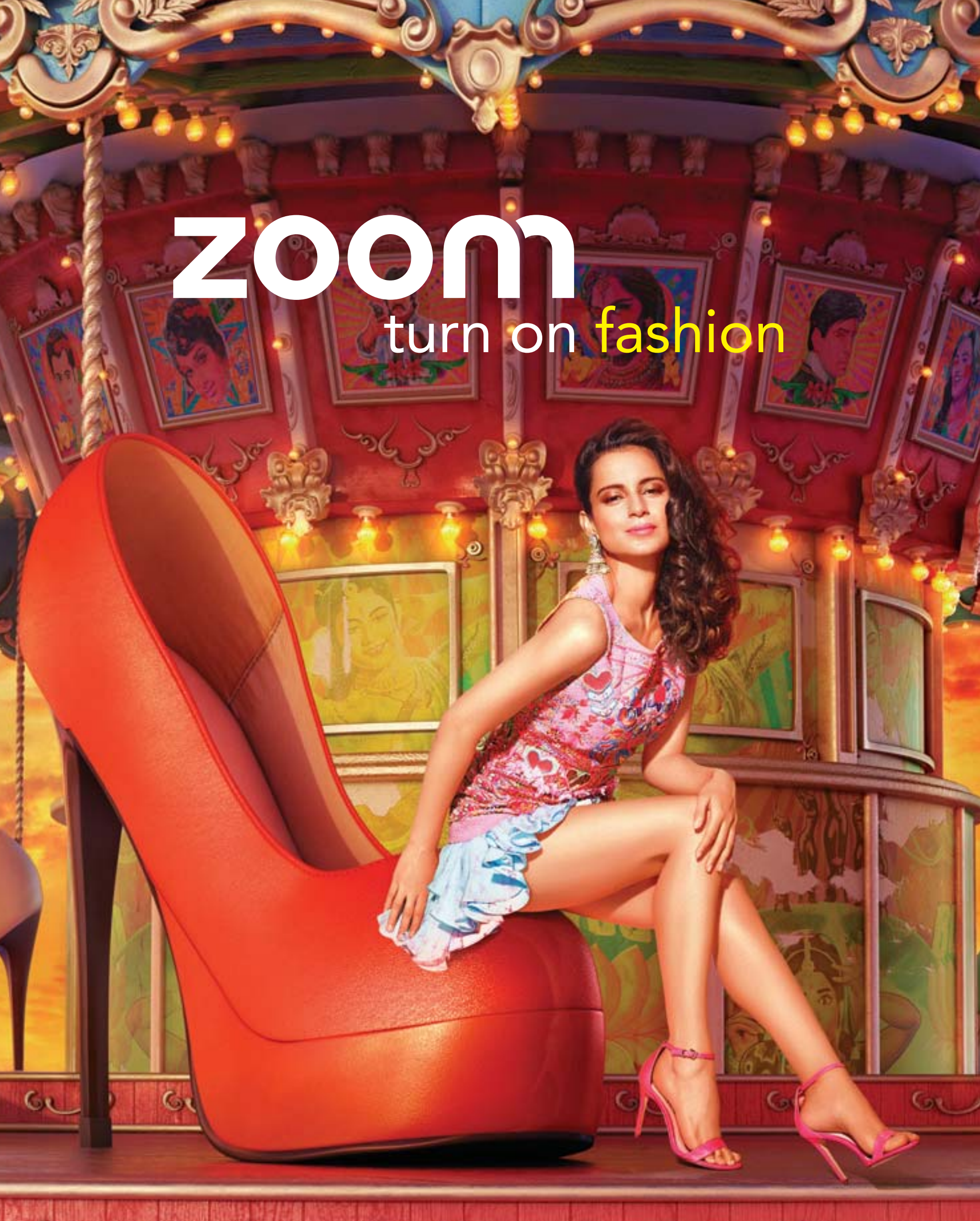
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