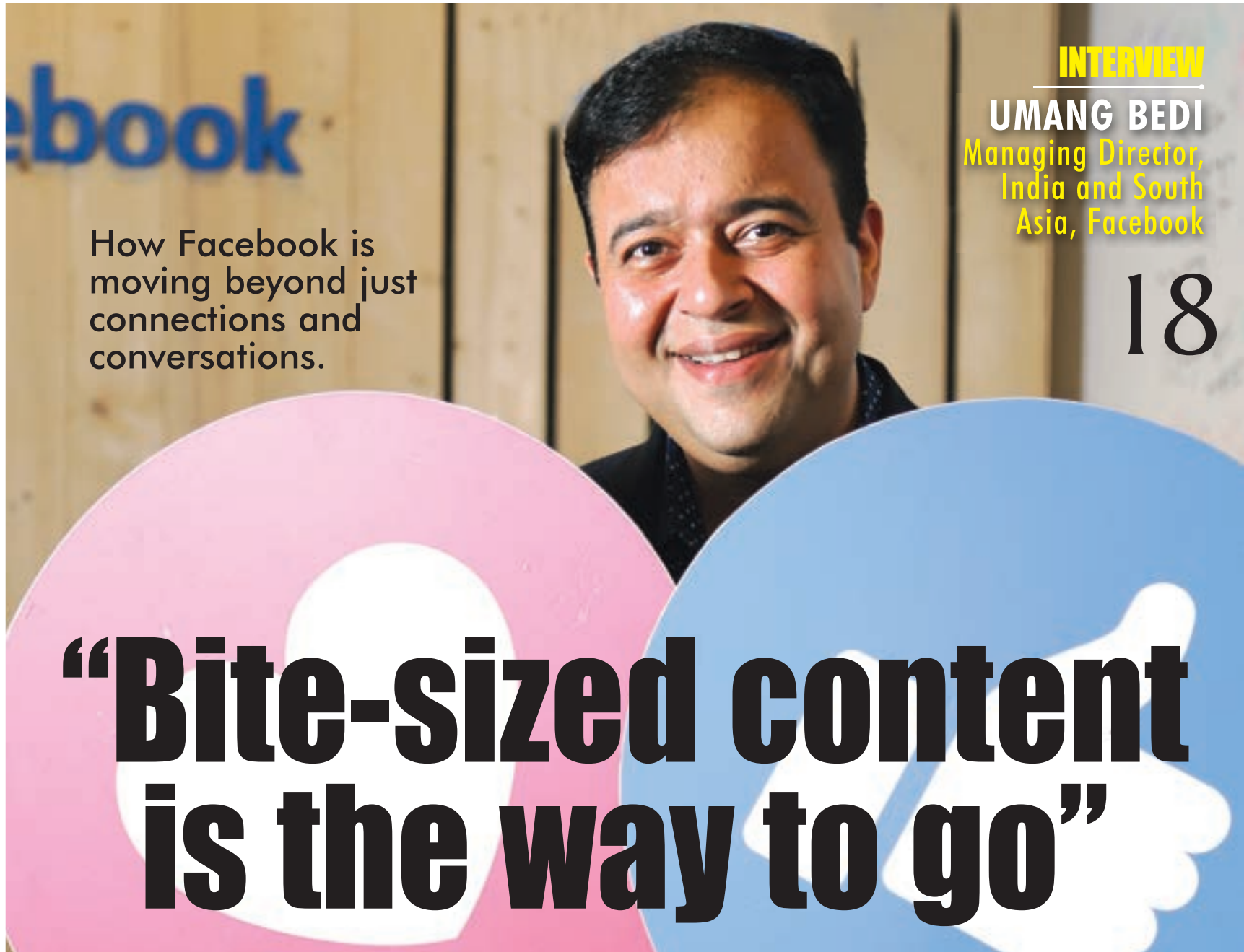


afags! Reporter

February 16-28, 2017

Volume 5, Issue 17 ₹100



INTERVIEW
UMANG BEDI
Managing Director,
India and South
Asia, Facebook

How Facebook is
moving beyond just
connections and
conversations.

18

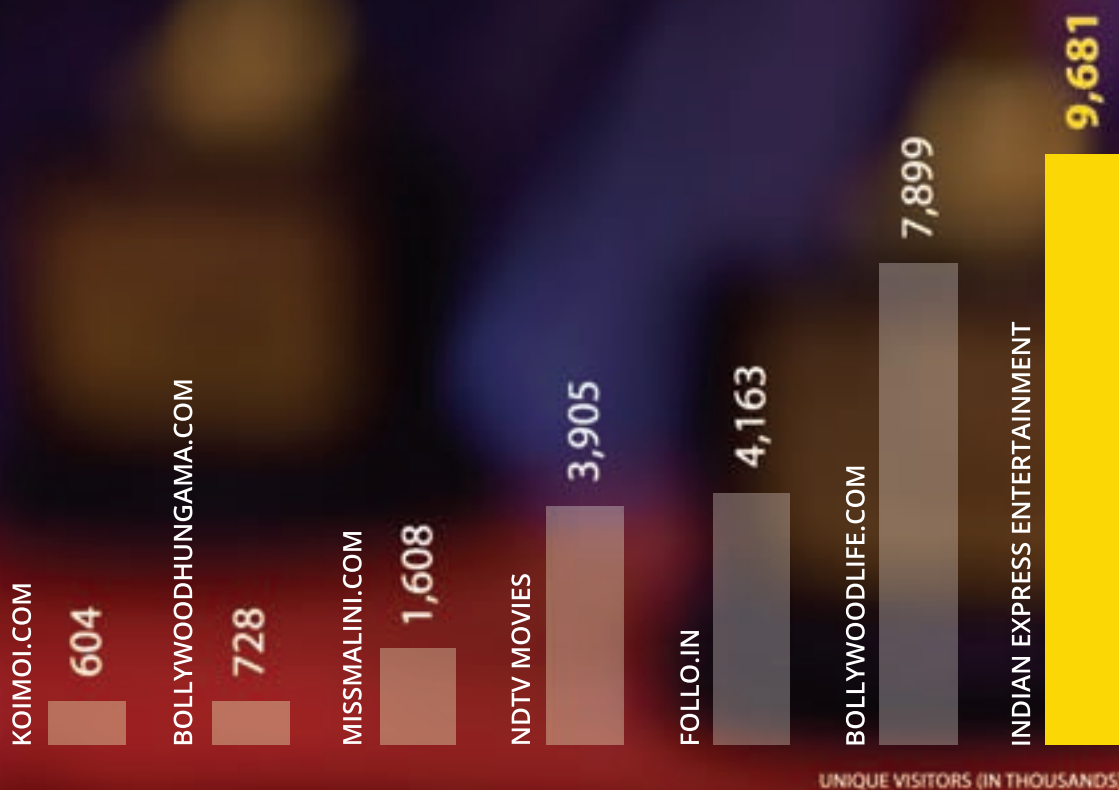
**“Bite-sized content
is the way to go”**


தினமலர்
Cover Story Powered By: **DINAMALAR**
National Tamil Daily

 <p>6</p> <p>PEUGEOT What Lies Ahead? Can brand Ambassador be revived? It looks tough.</p>	 <p>8</p> <p>AIRTEL PAYMENTS BANK Banking with a Twist Airtel pushes online digital banking in a new campaign.</p>	 <p>12</p> <p>MCDONALD'S What's with this App? Will the consumer bite into McDonald's new offering?</p>	<p>PLUS</p> <p>POINTS OF VIEW Digital Media Buying 10</p> <p>DISCOVERY One More to the List 12</p> <p>TETLEY TEA Green Pride 24</p> <p>CAMPAIGN TRAIL Ads of the Fortnight 28</p>
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This fortnight...



What's the first thing an Indian from a small town does when he gets his hands on an internet-enabled mobile phone? He gets WhatsApp and Facebook. What's the next thing he does? He discovers video. What kind of video does he watch? Entertainment content. Then, he starts looking for information about a specific subject, a subject that's important to his life at that point in time. Finally, he moves on to using the device to look for a job.

This behaviour, according to Umang Bedi, managing director, Facebook, India and South Asia, is typical of the average Indian with the power of the internet in his palm. As the head of a giant tech ship in this market, Umang has to know all kinds of consumer behaviour patterns that influence his business.

In this interview, conducted at his colourful office in Mumbai, Umang spoke to me about Facebook's relationship with its clients – brand marketers who spend precious media money on the platform – and agency partners. The latter, in his view, are a bunch of highly stressed out professionals who ought to be empathised with more, by the way.

Another interesting discussion we had was around Facebook video. Umang is not afraid to answer questions that have the word YouTube in them.

While on the subject, I also asked Umang to answer a pertinent question that came up a lot during vdonxt asia, our recently held conference around the business of online video, where his colleague Saurabh Doshi (head, media partnerships, Facebook) spoke about how online video and social media are impacting one another. 'In India, where will the next 100 million consumers of digital video come from?' was the question.

According to Umang, they'll come from tier 2 and 3 towns. Rural India, he clarified, will remain a 4G-enabled feature phone market. They will have high speed data but will not use it for high bandwidth content, goes his prediction.

Ashwini Gangal
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Yashpal Bhagat Singh

CONTENTS



14

CARATLANE Delinking the Occasion

The occasion does not matter, nor the relationship. In the end, it is all about celebrating bonds, says the fashion jewellery brand.



20

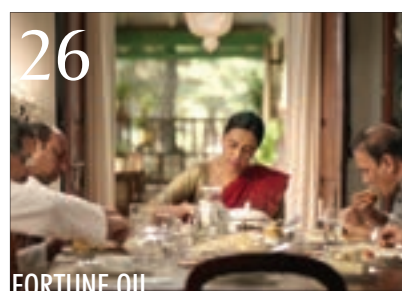
EYETEX DAZLLER Eye-catching Strategy

The cosmetic brand uses a blind protagonist in a first for it.



DOMINO'S PIZZA More Freebies

Another app from another food company. What next?



FORTUNE OIL Being Politically Correct

No adulteration, whether it is mustard oil or politics.



26

PATRIKA GROUP Small Screen Venture

Presenting a new free-to-air 24-hour Hindi news channel.

PEUGEOT

What Lies Ahead?

Can brand Ambassador be revived? **Possible, but tough.** By Anirban Roy Choudhury



French auto giant Peugeot, a part of the PSA group, dished out ₹80 crore and announced the purchase of 'Ambassador' on February 12, 2017. The CK Birla group owned Hindustan Motors stopped production of the 'Ambassador' in 2014 and had permanently shut the plant. Why Peugeot bought the clinically dead brand is something yet to be disclosed by the company that has always aspired to have a significant stay in India.

The four-wheeler giant of the 70s and 80s was highly similar to the now defunct British car model 'Moris Oxford III'. The Ambassador did wonders during its peak, selling close to 6,000 units per month, in the 1970s. A car manufacturer's dream in India even today. Eventually, as the fibre, aerodynamics and other synthetic beauties entered, the lacklustre Ambassador lost its charm, the sales needle dropped and the company shut operations.

afaqs!Reporter reached out to the industry to find out how challenging it would be for the French giant to revive the brand. Some people who were linked with the revival of the Beetle think the task maybe difficult in India, but the global doors might still be open. Here's see what they had to say when we asked: Can the brand be revived?

Ambi Parameswaran

author and brand consultant

I would suggest that Peugeot should look at the Enfield play book and adapt it for Ambassador. So retain



the vintage looking exterior but completely change the interior. New engine, new suspension, new steering console but the same old interior space. This vehicle can be a nice car for long drives and the estate owners.

Santosh Desai

managing director and chief executive officer, Futurebrands
Well, in the Indian context, it will be a tough task if you ask me. It represents a slower, comfort-mobility. In India, people are still excited about what's next, new innovations and the next level of technology. In the



Ambassador's case, the mood of the category is such a ride on nostalgia and that makes it difficult to get people excited. At the same time, if marketed properly in the global markets there can be better returns. There is room there but in the Indian context to me it looks extremely difficult. In the case of the Beetle, if we remember the entry point was it being an economical solution. While the long tail expensive cars were grabbing eyeballs on road, here was a smaller economical alternative — the 'Beetle'. What is going to be the entry point of the Ambassador?

Jitender Dabas

chief strategy officer, McCann Worldgroup India

I don't see Ambassador becoming the largest selling four wheeler again. The automobile sector has moved on since the time when Ambassador used to be the market leader. Having said so, Indians have had an emotional attachment with the brand. The real value of the Ambassador's revival could lie in the immense value it can



add to the Peugeot brand as it will allow them to connect to the Indian audience emotionally when they relaunch themselves in the Indian market.

Rajesh Lalwani

CEO & MD, Scenario Consulting

In a fast moving world, there will always be some seeking old charm. Brands such as 'Beetle' have been revived, reinterpreted and their cult



and legacy is built upon. Would love to see how this story evolves.

Girish Karkera

editor, BBC TopGear India

Hindustan Motors failed to do with the Ambassador what Royal Enfield did with the Bullet. In the case of the Bullet, while the retro stance was kept intact, innovations were also roped in to make it relevant

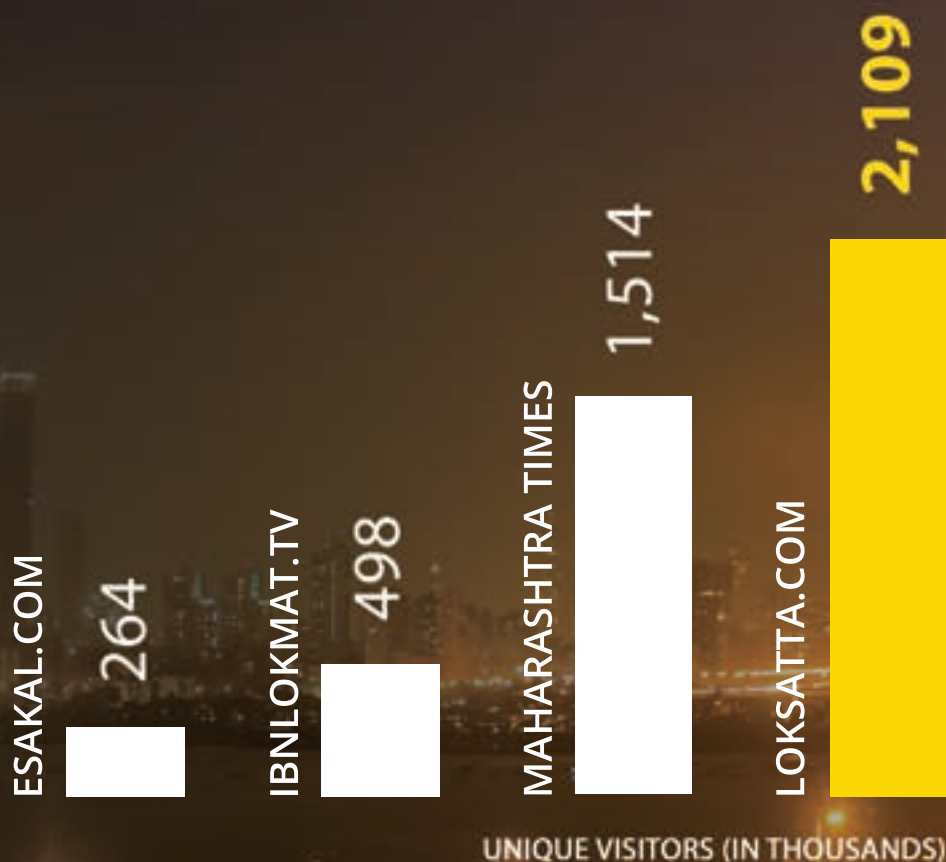


to the new generation. While the Ambassador got totally irrelevant and eventually defunct, I don't see anybody missing the Ambassador in today's four-wheeler market in India. So the revival in India would be an extremely tricky one for Peugeot, which itself too, does not have a lot of holdings in India at this stage. In the global markets, the story might be a little positive. Also, it would be interesting to see at what price point the brand comes back. The Ambassador was never known to be expensive and Peugeot, if it installs all modern technology, will have to increase the price too, and Indian consumers paying that high a price for the Ambassador is a little difficult, in my opinion. ■

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AIRTEL PAYMENTS BANK

Banking with a Twist

Airtel pushes its online digital bank in a new campaign created by Taproot Dentsu. By Sunit Roy

The Central Government's demonetisation drive, and the subsequent cash crunch, has led to a new dawn of digital transactions in India. It brought a sea change in the way sellers and buyers (from small retail stores to modern day malls) transact. As India braced for the digital payments' future, Airtel launched a payments bank service in November last year — Airtel Payments Bank — a subsidiary of Bharti Enterprises that started as a pilot project in Rajasthan.

Now the brand has launched a 360-degree campaign to showcase its differentiated and convenient digital banking offerings. It is based on the theme 'Bank Hai Par Alag Hai', and highlights Airtel Payments Bank's unique banking model that leverages the vast network of neighbourhood Airtel retail outlets, which take convenient digital banking closer to the customer.

Conceptualised and created by Taproot-Dentsu, the campaign identifies stress points that customers normally have in a routine banking experience and juxtaposes them against the very apparent solution that Airtel Payments Bank provides. The campaign comprises of three TVCs, launched on February 1. It will further be extended on radio, OOH, and digital platforms.

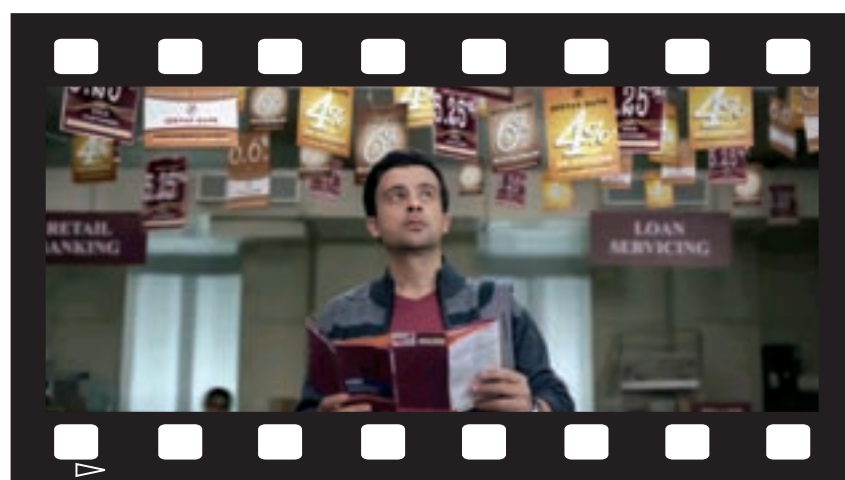
Speaking about the initiative, Shashi Arora, MD & CEO, Airtel Payments Bank, India, says, "Airtel Payments Bank aims to take banking closer to every Indian. Our simple and convenient banking model that leverages Airtel's vast retail network will add a new dimension to the way



"Payment banks are going to create a revolution in Indian banking, and this is the start of a new marketing war."
SUMAN SRIVASTAVA

erally had to be shot thrice to get the result," says Agnello Dias, director, Taproot-Dentsu.

Dias adds, "In this category, the correlation between communication on-air and results on ground is far more direct, immediate and pointed because most of the time, what is being advertised does not exist before the campaign. Also, consumers are looking for simple and efficient modes of banking and the thought behind the campaign was to look at the proposition from a common man's perspective and his expectations from a bank. Therefore, we have chosen an approach that is



existing myAirtel app and access the Airtel Payments Bank section from a new tab (that can be seen on the right side). Also, whether the user is an Airtel mobile customer or non-Airtel customer, his 10-digit mobile number will remain as the account number of the user," the source says.

EXPERT SPEAK

Interestingly, persuading a consumer pool to download an app is a massive task. People are so protected about the space on their phone that they just don't want to download any app unless it makes their life easier. Also, the rate at which apps are uninstalled is very high. So afaqs! asked the experts if this campaign would succeed in persuading consumers to download it, and if the branding would help overcome these barriers?

Suman Srivastava, founder and innovation artist, Marketing Unplugged, says, "This is the launch of a new bank from Airtel. It is neither an app, nor a wallet, and does not compete with Paytm and other wallets. Although Paytm will launch its payment bank soon too. The focus

of the ad is to create dissonance with existing offline banking services and suggest that the Airtel Payment Bank is easier, more convenient and offers a higher interest rate. I believe that payment banks are going to create a revolution in Indian banking, and this is the start of a new marketing war. There are 11 entities that have got licenses to start payment banks. Airtel has a first mover advantage, but this is going to be a long war and there are many battles that lie ahead."

According to Pooja Rawat, vice-president (planning), Lowe Lintas, Mumbai, this is certainly a new concept of banking that Airtel has introduced in the country. "It seems like a convenient form of banking, at least for basic banking needs. But the uniqueness seems to be over-powered by the heavy comparisons with a bank, which takes up a good part of the films. And I wonder if, in fact, there is a need to highlight the frustrations of banking, which don't seem relevant to the urban population and to those using internet banking and payment apps," she says. ■

sunit.roy@afaqs.com

The 360-degree campaign is based on the theme 'Bank Hai Par Alag Hai'.

India banks and contribute to financial inclusion in the country."

The films have been directed by Nitin Parmar and produced by Equinox Films. "We simply looked at it as the launch of a new category — Payments bank — which is everything that a bank does, but differently. The experience was intriguing from a technical point of view as the protagonist and his environment are operating at two completely different narrative speeds, and each scene lit-

frank and engaging."

According to an official source from Airtel, since the myAirtel app is a carrier agnostic app, the Airtel Payments Bank services are also carrier agnostic, making it possible for users of any mobile service provider to access the banking services. The user will have to visit any of the designated banking points for completing the eKYC formalities to activate the account.

"Users just need to update their



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Should Indian brands re-look the way they buy digital media?

P&G's chief brand officer Marc Pritchard called the digital media buying process "murky" and "fraudulent" in a recent speech. Speaking at a forum recently, Pritchard took a jibe at the "system" in place and called it "antiquated". What repercussions will this have, if any, in the way digital media is bought in India? **By Anirban Roy Choudhury**

SHUBHAJIT SEN
chief marketing officer,
Micromax



IN THE US, THEY COME FROM A BACKGROUND OF NONE OR MINIMAL ERROR WHEN IT COMES TO DATA FOR TRADITIONAL MEDIA. IN INDIA, THE DATA

that we get for traditional media is yet to reach that level of accuracy, it is more of a trend than gospel truth. Also, digital advertising in India is at a very nascent stage at this point while also being on the cusp of surpassing traditional media in many parts in the west. So the situation is not exactly same in India as that of the US. We do get data for digital advertising from the platforms and in some cases I must say the data is more absolute than that of traditional media. BARC India is working on a lot of things to improve the current scenario.

Having said so, we are now dependent on the platform for data. So, a third party measurement system is a necessary, but at this stage what is more important is to craft the creative communication adequately for the digital platforms. I don't see this drive of P&G in the US making a big difference in India where we have our own challenges to deal with when it comes to digital advertising.

MAYANK SHAH
category head,
Parle Products



FROM THE WAY I LOOK AT IT, I DON'T THINK THE DIGITAL MEDIA BUYING AND PLANNING SYSTEM IN INDIA IS 'MURKY' OR 'FRAUDULENT'.

In India digital is a medium to ensure incremental reach whereas in the United States it is the primary medium to reach out to the mass.

Coming to the part where he spoke about third party measurement body, yes, I too subscribe to his thoughts. Now the data is coming from the platform or the media owner, your video got so many views, hence you are charged so and so. There is no one to validate the data that the platform is sharing, so a third party measurement body is necessary in India too. I don't say this because I think the platform is sharing incorrect data, but a third party measurement body will make the system more transparent. I think P&G's move will expedite the movement in establishing a third party digital measurement body in India.

PARTHO DASGUPTA
chief executive officer,
BARC India



AS IS THE CASE IN INTERNATIONAL MARKETS, INDIA TOO, FACES ISSUES OF TRANSPARENCY AND STANDARDISATION OF DATA

and metrics, when it comes to digital advertising. What is encouraging is that the industry has come together to help BARC India set up systems focussing on digital measurement. This would mean that going forward, India will have standardised independent third party data with a focus on viewability, which is not an add-on or after thought like is the case in most markets. Within the next year, India will be able to take a giant leap and move ahead of many geographical markets on digital measurement.

Many in the digital landscape have been raising concerns on the absence of a third-party digital measurement body in the country. The current scenario doesn't even give them the right comparison to empower them to make the right decisions on how to get the most out of digital. A third-party measurement body will allow them this.



20 YEARS OF GOING PLACES

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Dainik Bhaskar

McDONALD'S

What's with this App?

With so many food delivery apps to pick from, [will the consumer see merit in downloading the McDelivery app?](#) By Suraj Ramnath

How many times have you promised to take your parents to dinner but have had to cancel because of last minute work commitments? Ever wondered what your parents or loved ones are going to eat because of this last minute change? That's probably what this latest McDonald's ad spot tried to answer when suggesting their delivery app.

Mrs D'souza and Mr Damle, both in their golden years, are bickering neighbours, living all by themselves. However, when Mr Damle's son cancels dinner plans with his father, Mrs D'souza keeps the squabbling aside and orders him dinner from McDonald's via the McDelivery app.

The ad has been conceptualised by Leo Burnett and was released on McDonald's YouTube channel on January 30. So far, the ad has registered over 2.5 million views.

Today, there are multiple third party apps such as, Zomato, foodpanda and Swiggy that are well established and the most recent, Tapzo - the all in one app. But would mobile users want to have so many apps in their smartphones? Only recently, Ankur Singla, founder and chief executive officer, Tapzo, told afaqs!, "Most apps compete with



WhatsApp for space."

We asked our brand experts about the biggest download barrier for apps and whether consumers would order from brand apps when third party aggregators could do the same for them, while doing many other things?

Sridhar Ramanujam, founder and CEO, brand-comm, a brand consultancy, says, "I am not sure advertising of this nature will motivate the average consumer to download yet another app. Today consumers, like me, are already unhappy with the slow speed of their mobile services and are increasingly reluctant to try more apps unless

there is a strong incentive or an imperative, recurring need to use that app. I feel this is really a brand promotion for takeaway and not so much an appeal to download the app. That appeal is sort of tucked away amidst the welter of situations and emotions."

Adding about the execution, he says, "As commercials go, it is interesting, as people who live in Mumbai for instance, have met, experienced and often been annoyed by neighbours like this who are perhaps insensitive and yet, one takes them in our stride given their age and the length of association we've had with them. The idea seems to be



"I am not sure advertising of this nature will motivate the average consumer to download yet another app."

SRIDHAR RAMANUJAM

that people are basically good even if they have forbidding exteriors or behaviour. But today, the acid test of a commercial is whether it will be shared or not and I am not if sure that will happen."

He continues, "I am not sure showing old people in the commercial makes the ad for older people. It's a mere creative device and I am sure the McDonald's consumer is savvy enough to figure this out." ■

suraj.ramnath@afaqs.com

DISCOVERY

One more to the List

Discovery has launched a new sports channel — DSPORT, [thus foraying into sports broadcasting in India.](#) By News Bureau

Discovery Communications today announced the launch of DSPORT, a new sports channel in India. "With a rich catalogue that covers 4000+ hours of 'live' content every year, DSPORT's offering is unrivalled in the Indian market," informs the network in a media statement.

Karan Bajaj, senior vice-president and general manager, Discovery Networks Asia-Pacific says, "We are excited to add yet another flagship brand to our growing offering with the launch of DSPORT. Combining India's passion for sports with our global expertise in sports production



DSPORT will offer a daily dose of 10+ hours of live content for viewers across the country."

R.C. Venkateish former MD of ESPN Star and former CEO of Dish TV India will be working with DSPORT especially in areas related to content acquisition for the channel. He is associated with the channel in an advisory role at this stage.

The initial offering of the channel includes:

- **Horse Racing**
- **Football:** Brazilian League, Chinese Super League, Portuguese League, Major League Soccer (USA)
- **Golf:** British Open (The Open Championship), US Open, PGA Championship, LPGA
- **Motorsports:** NASCAR, FIA World Rallycross Championship
- **Rugby:** 6 Nations Rugby
- **Cycling:** Tour de France (a property of Eurosport)

DSPORT is in advanced negotiations for selected high quality cricket events to add to the above-mentioned portfolio. "We are launching tonight with presence in over 35 million households and we are in talks with other distribution platforms to further enhance our reach," Bajaj concludes. ■

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20 YEARS ON THE FAST LANE

RAJASTHAN IS GROWING. SO ARE WE.



Dainik Bhaskar

CARATLANE

Delinking the Occasion

The online jeweller encourages #EveryDayLove in its new ads created by Famous Innovations. By Sunit Roy



Should jewellery be gifted only on special occasions such as wedding, promotions, etc? Not at all, argues CaratLane, an online jewellery portal, in a digital campaign titled '#EveryDayLove' that aims to break the conventions. Staying true to its proposition of fashion jewellery, the brand has come up with two digital films, which encourage people (not just man and woman) to gift each other on Valentine's Day.

Conceptualised by Famous Innovations, the films showcase new-age relationships with a fresh approach to V-Day. While the first film — 'The Roomies' — explores the bond between two roommates who have become each-other's family away from home, the second one — 'The Colleague' — shows a warm relationship between two colleagues, and how their relationship grows stronger with a beautiful gift.

According to Atul Sinha, senior vice-president, marketing, CaratLane, the brand makes jewellery that's affordable and forever wearable, which one can wear every day and not just on specific occasions.

"We wanted to broaden the meaning of Valentine's Day, and get people to recognise the love in the most unexpected relationships — office colleague, roommate, neighbour, mother, sister or anybody. But on Valentine's Day people usually gift chocolates, flowers, and not-necessarily jewellery, although this is the most valuable gift you can give someone. So, through this campaign we wanted to convey the message that CaratLane jewellery is the perfect gift that you can give to your loved ones," says Sinha.

Although in August 2016 the



online jewellery store entered into a formal partnership with Tanishq (a jewellery brand from Tata), in which the latter holds a majority stake, it only sells CaratLane jewellery at 15 retail stores spread across India, as well as well on the website. However, a lot of jewellery that was manufactured at CaratLane is now being manufactured in Titan's facility in Hosur. The films also show the CaratLane-Tanishq partnership logo.

The films showcase new-age relationships with a fresh approach to Valentine's Day.

"Titan has a loyalty programme called 'Encircle'. We will soon integrate with this loyalty programme, which will benefit customers of both brands," says Sinha, adding, "We've launched a new product for Valentine's Day, however, the jewellery pieces shown in the films are part of the existing range of CaratLane."

With a market size of \$50 billion, India continues to remain the second biggest gold market in the world, with China maintaining the top

position. Out of this 20-25 per cent comprises of the jewellery market. The brand has registered a healthy growth from 2008, since it came to existence.

"The proposition we have is very different from traditional jewellery. We focus on price-point and design which are far more affordable, and we want to make jewellery a part of our customer's everyday wardrobe. A bulk of our jewellery ranges from

₹20,000 to ₹50,000. However, our range starts from as low as ₹3,000."

The campaign was launched on February 1 on digital platforms such as YouTube and Facebook. Directed by Amit V. Masurkar, the films have been produced by QED Films, with a total budget of ₹2.5 crore.

"We have worked on ad films for e-commerce brands such as Snapdeal and Jabong, so we have had the experience of working on this category. However, for us the challenge was to create a new market

and consumers through these ad films. So we decided to talk about the love that we see and experience every day. This is a tactical campaign for Valentine's Day specifically, to tell people that on this day you can gift something to anyone who is close to your heart," says Raj Kamble, founder and CCO, Famous Innovations.

A STEP AHEAD?

According to Azazul Haque, executive director, Ogilvy Bangalore, creative head, Ogilvy South, encouraging people to recognise love in everyday relationships is expecting a bit much from the campaign. But the stories clearly convey that in a simple and charming way.

He, however, says, "I don't think the purpose of the campaign is to generate purchase. As a jewellery brand, gifting inexpensive jewellery to another woman, who is a part of your everyday life, is a good space. It would for sure make them consider it as a gifting option, only if the products are not too expensive."

Nimesh Shah, head maven, Windchimes Communications, believes this ad campaign will get people to consider jewellery as a gifting option, so long as it fits the budget one usually keeps for such occasions. "As the intent is to showcase everyday scenarios that most of us relate to, the ad delivers on the brief. It brings in the subtlety in the blossoming relationship between two people. However, the ads are too long to hold interest till the end. Too much time is being used to build the relationship in the beginning, which results in a drag. A crisper version would have done the job," he says. ■

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Dainik Bhaskar

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“Bite-sized content is the way to go”

How Facebook is moving beyond just connections and conversations.

By Ashwini Gangal

INTERVIEW

UMANG BEDI

Managing Director,
India and South Asia,
Facebook

We're leaning in with advertisers," said Umang Bedi, during the course of an hour-long interview with afaqs! Reporter. That's so Sheryl Sandberg-esque. Before joining Facebook, last July, Bedi spent over five years at Adobe. Bedi has been living on an airplane, zipping in and out of Facebook's Mumbai, Singapore and California offices. We caught up with the 40-year-old between trips. Edited Excerpts:

You've spent eight months at Facebook. What have your areas of focus been?

I want to help develop a digital ecosystem. Facebook in its past avatar was a platform where you built a community, engagement, a bunch of social followers and had conversations. Today, it's about working with the broader community of developers, media agencies, creative people, media planners, SMBs and people who are associated with news.

It's about sitting in a boardroom with a CEO and saying, 'What are the goals of your business? Raising the next round of funding? Showing profitable transactions?' Based on what they're going after we run experiments to prove our efficacy.

For example, a Mondelez may tell us that the goal is to increase brand recall for a new chocolate, a telco may want to market 4G data and lower the cost of acquisition. Marketers say, 'If you prove that your performance

campaigns can be optimised such that my business objective is met, I'll index all my dollars to your channel as a primary medium.'

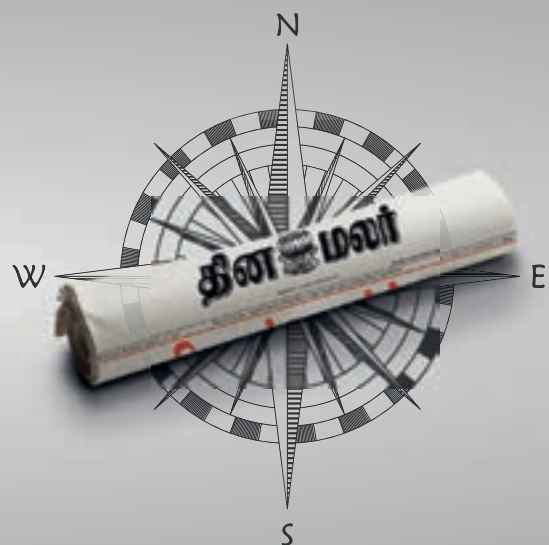
So whether it is Garnier facewash or Durex condoms or Tanishq jewellery, we're working with a diverse set of advertisers and proving that, on an average, we're moving about 20-30 per cent sales uplift at the time of their campaigns.

Facebook India has around 166

PHOTOGRAPHS BY: YASHPAL BHAGAT SINGH

DINAMALAR
National Tamil Daily

N.E.W.S.



million monthly active users, of which 95 per cent are on mobile. What does Umang Bedi do with a statistic like that?

If we're telling people to market with us on our platform we've got to get the right mobile marketing creative strategy in place. We're investing in our existing team of creative strategists (Facebook Creative Shop). We're beefing up this team with Cannes Lions Award-winning creative people.

How involved are you with the agency side of things?

Everyday - and I mean every day - we are either at, or with, an agency. Typically, we sit with around 20 people from a given agency, in their office or ours, with one of their clients.

See... we can't just go and do a global pitch to a GroupM - that doesn't work. We've got to go to a specific agency within a group. Say, a Mindshare - and then sit down with a specific team running a specific account, say the team running a Pepsi or a Coke, at that agency, and do deep workshops around how they can build Facebook into their TV and print plans. Everyday, we have about two or three of these conversations.

What's Umang's weather report on Indian ad-land like?

We need to have deeper empathy for our agency partners. They work under ridiculous amounts of pressure. Their attention is focused on winning and retaining business.

Creative agencies spend 80 per cent of their effort on TV and print campaigns. They need to focus on 're-skilling'. They need to be skilled in the area of making mobile-first creatives. Media agencies need to think about how they can bring higher efficiency with TV and digital. We call it 'TV plus Facebook' or 'Print plus Facebook'.

Creative agencies seem to be struggling with 'feed friendly', 'thumb-stopping' creatives. How would you deconstruct this intimidating concept?

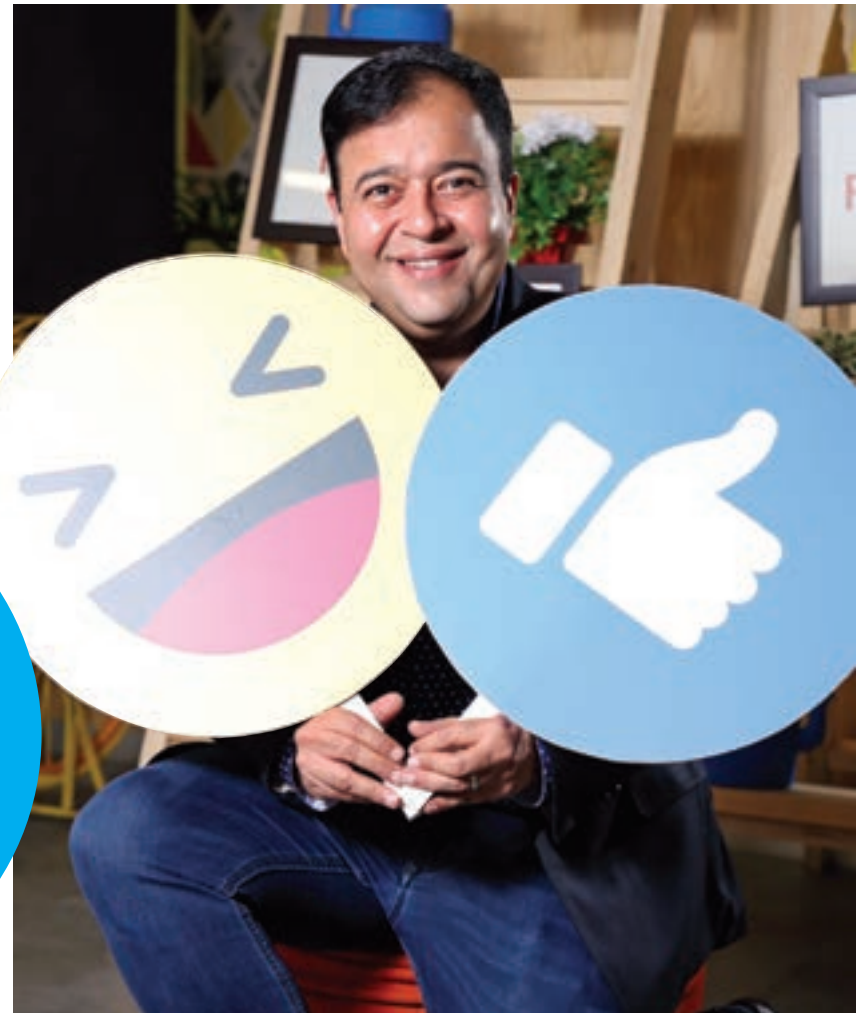
This whole 'angrezi' of 'feed-friendly' is all about solving for an objective. Great marketing starts with great creatives. Nothing's going to change that. Creative agencies understand creative concepts better than Facebook does. But we're teaching them how to adapt their creatives to a mobile platform by

"Let's not think about CPMs; let's think about ROI and ROAS."

sharing algorithmic science of user behaviour on the platform.

For example, in a Facebook campaign, Tanishq shows a really intense, high-quality image of jewellery on the platform. But you're not going to buy a bangle worth one lakh online; you want to touch and feel it. So if you click on 'Shop Now', you get an exclusive code that you can walk into an offline store with. It's stuff like this that creative agencies need to know about.

When it comes to Facebook, measuring ROI has been a big pain point with advertisers. How have you been dealing with this?



Measurement is the classic grouse. All brands care about is - 'What's my return on ad spends (ROAS)?' So let's not think about click-through rates. Let's think about conversions. Let's not think about CPMs; let's think about ROI and ROAS. Let's not think about cookies; let's think about real people. Facebook has 80-90 per cent higher targeting accuracy than any other platform. We partner with neutral third party firms like Nielsen and Millward Brown. We work with BARC to see how we can do real-time integration of TV GRPs. Everyone trusts a currency like GRP because it's a standard.

We're very assertive about our 'TV

plus Facebook' strategy. There's data to prove that a 'TV plus Facebook' plan can give you an incremental reach of minimum five points, at one-seventh the cost, compared to a TV-only plan. On brand consideration and purchase intent, we are one-third the cost of TV and half the cost of any competing video platform.

Facebook has tweaked its algorithm to boost visibility of longer videos in news feed, based on how much of the video is watched. Is the long format-obsessed marketer relieved?

continued on page 24 >>

www.dinamalar.com

NORTH, EAST, WEST, SOUTH - TAMILNADU DINAMALAR HAS GROWN BY 47,500 COPIES

The latest ABC Report* shows Dinamalar on an upward trend in almost every city in Tamil Nadu. Increasing its circulation by 47,500*, Dinamalar re-establishes itself as the favourite Tamil daily. Proving once again that the pen is mightier and what people want is fearless true reporting.

* Source ABC Jan-June 2016.

EYETEX DAZLLER

Eye-catching Strategy

Aravind Laboratories released an ad for its cosmetics brand Eyetex Dazller in which the protagonist is blind. afaqs! asked the agency, SoCheers Infotech, 'if it's a Kaabil-inspired media plan?' By Suraj Ramnath



Taking some help from a subject like disability to advertise their products is not new brand strategy. Eyetex Dazller, a cosmetic brand from the house of Aravind Laboratories, recently launched its digital film 'Real Cosmetics for Real People' conceptualised by SoCheers Infotech on a similar note.

The ad starts with a beautician helping the bride with her makeup for her wedding. The bride in the ad is none other than Shreya Dhanwanthary, one of the lead actresses of popular web-series Ladies Room. As the beautician completes the bride's makeup, the groom comes in and sits next to her, holds her hand and gently kisses it. The bride is surprised but doesn't look in the groom's direction and that's when the audience realises that the bride is blind. The ad completes a message, 'Real Cosmetics for Real People'. Interestingly, there are no dialogues in this ad, only background music and the actors' expressions.

The ad has currently got more than five lakh views on Facebook and over 14,000 views on YouTube. The brand's target audience is the middle class and a little above middle class female segment. Eyetex Dazller is present all across the south markets and in markets such as Mumbai, Delhi, Kolkata, Madhya Pradesh and Rajasthan.

In the past, the brand took the glamour route to communicate with its audience (Eyetez Dazller - Nail Polish & Lipsticks and Eyetez Dazller - Dazzler Girl). SoCheers Infotech won the account in the month of December 2016 and looking at the



"We wanted to add a little touch of desi, the reason being, we belong to this 'desiness' and the promoters too, are extremely down to earth people."
MEHUL GUPTA

current ad, we notice a change in the brief.

Talking about the brief, Mehul Gupta, co-founder, SoCheers Infotech, says, "Today, all cosmetic brands are trying to showcase glamour in a western style but we wanted to show glamour in a desi avatar. We wanted to add a little touch of desi, the reason being, we belong to this 'desiness' and the promoters too, are extremely down to earth people. And that was the brief - We want to be desi."

We asked Gupta about the risk of casting Dhanwanthary considering

her role in Ladies Room and her recent Fogg commercial. He says, "We were actually in two minds about choosing not just the actress but the overall crew. It was after a lot of discussion and possibilities that we decided to go with this crew. After the storyboarding was done, and the ad was edited, we found that the message is being conveyed really well. Shreya did a very good job and so did the entire crew."

Interestingly, Bollywood movie Kaabil starring Hrithik Roshan and Yami Gautam released on January 25 this year. In the movie, both play the role of visually challenged individuals who get married. So we asked Gupta if it was a planned move to launch the ad just before the movie?

He says, "Honestly, zero per cent planning but yes, it did play a very important role in convincing our

ad stands out among brands that have used disability as a subject and whether it runs a risk of women not buying into the brand thinking it's only for disabled persons.

Madhura Haldipur, creative lead, copy, DigitasLBI, says, "It's a beauty brand, and there's only been a handful of brands in this category that have touched upon disability. That should help it gain some visibility. Whether it stands out for the right reasons is always debatable, especially when you're using disabilities to advertise a product that may not necessarily call for it."

She adds, "I don't think the TG will get confused because the brand has tried to close it with an inclusive tagline. From a communication standpoint, though, there's some dissonance with the theme of the film. As far as masses buying into the

The digital film, 'Real Cosmetics for Real People', has got over 5 lakh views on Facebook.

client. This script has been with us since November as we've been in talks with the client all this while, and by the time we started our activation and came on board it was the first week of December."

He adds, "The client had doubts about how people will perceive the ad and we gave them some references. Kaabil was releasing at about the same time and played a small role in convincing my client in eventually getting this ad rolled out. However, neither me nor my scriptwriter knew about the actress getting married to the actor in the movie."

We asked our digital expert if the

brand, this category primarily works on sampling and recommendations, so that's a different battle to fight."

Adding about the execution Haldipur says, "The execution of the film itself is good, but since it's digital, it's missing legs that could help translate it onto social platforms and therefore, limits engagement. In terms of casting, sure, advertising is all about the pretty, made-up faces with supporting spouses, and while they've tried to give it a context here, it's not always the best reflection of what real women are or look like." ■

suraj.ramnath@afaqs.com

#ChunavManch

INDIA^{TV}



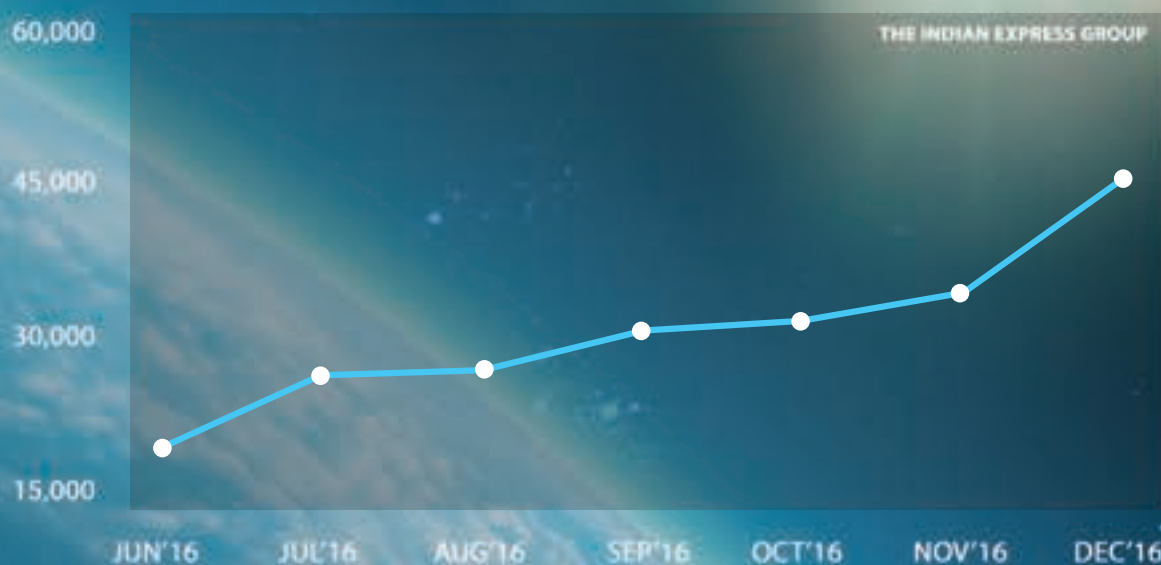
NATION WATCHED WHILE LUCKNOW BUZZED



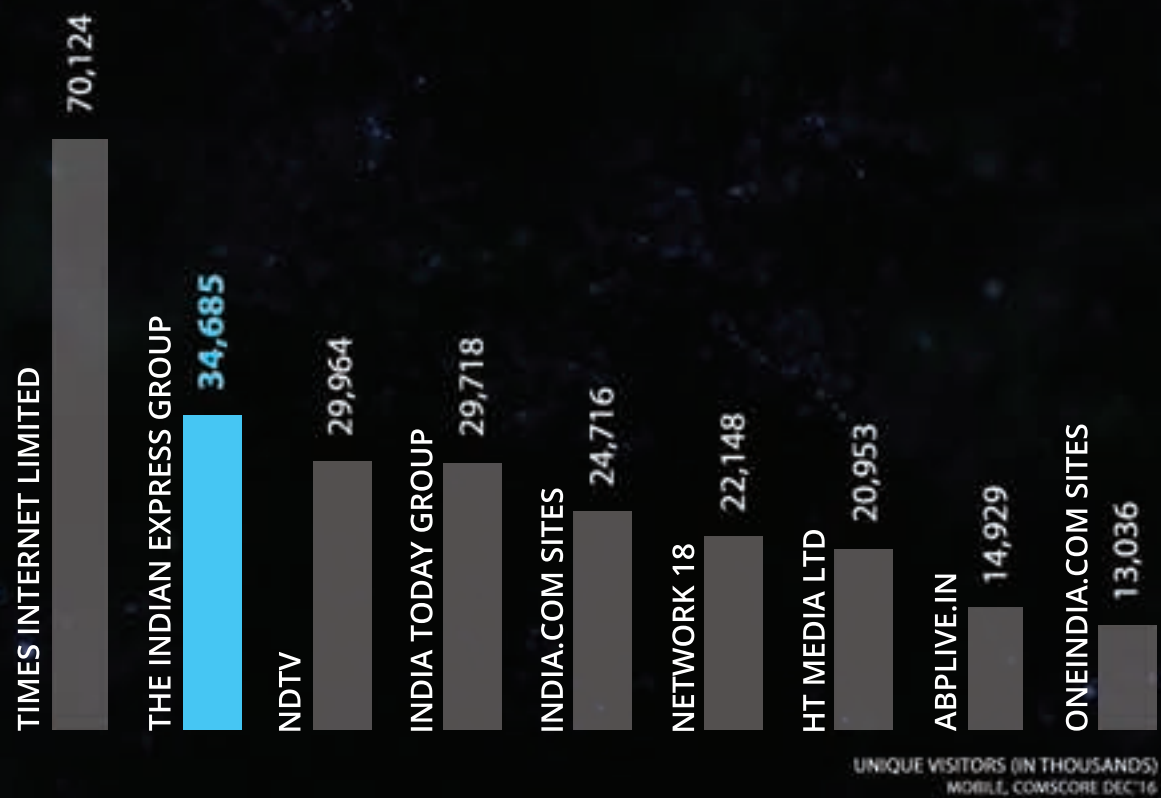
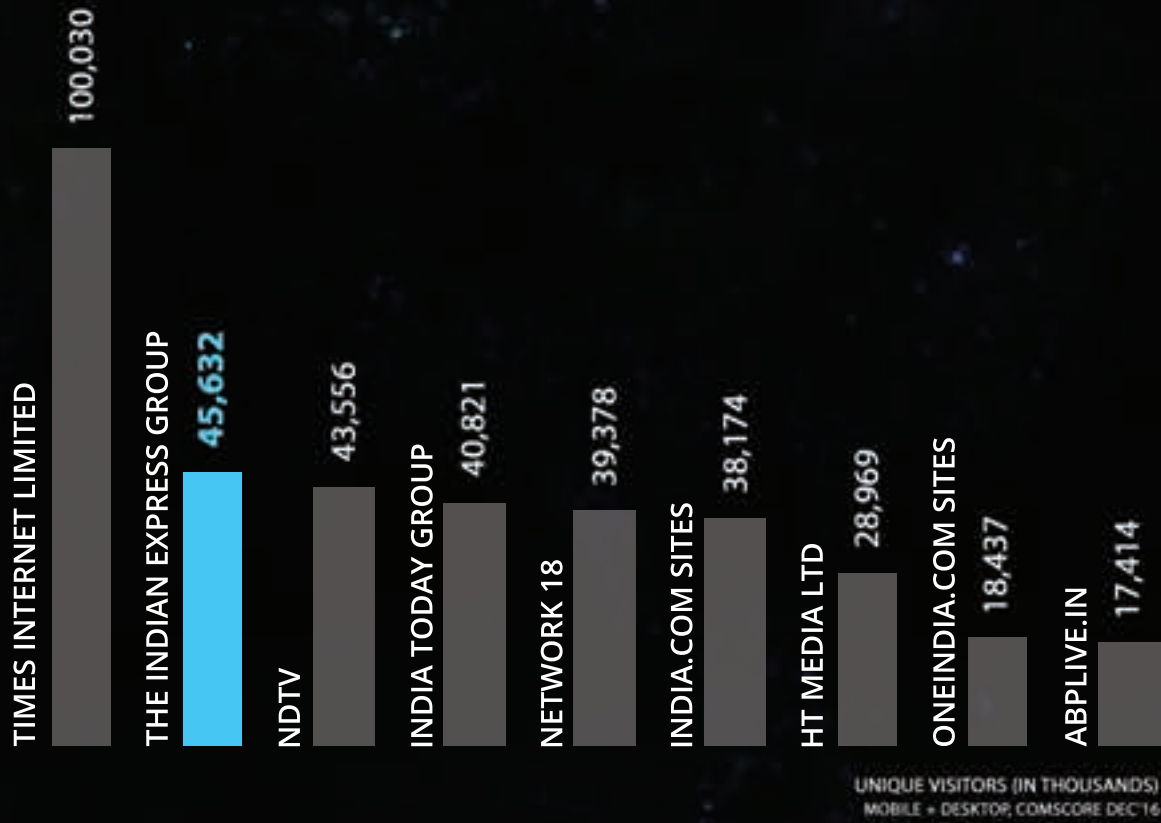
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TETLEY TEA

Green Pride

Can green tea ever be sold **on the back of taste in India? Probably not.** By Anirban Roy Choudhury

Tata Beverages' Tetley has recently added two new variants to its portfolio of green tea. "We are targeting the passive health seekers," says Sushant Dash, regional president India, Tata Global Beverages. "Passive health seekers are those who want to be healthy but are not doing enough about it and hence want that extra energy and immunity."

Green tea is a category, which at its nascent stage has surprised Dash with the growing awareness, "Green tea is a very niche category, and when you compare green tea with black tea, black tea is a far larger category and deeply penetrated, but what has been a surprise for us is that even in smaller towns and areas, the awareness for green tea is rapidly growing. There is awareness that green tea is good for health and the product helps one to stay fit," he asserts.

To promote the new launches Tetley has roped in former Indian Cricket Captain Sourav Ganguly as the brand ambassador and already



released an ad featuring him. The creative communication has garnered close to six million views on YouTube in the first week. The commercial does not talk about the taste of the product and instead focuses on how it helps one to fulfill superhuman expectations in daily life. Wherever Sourav goes, he is expected to do

something extraordinary throughout the film and he does it.

Why is the taste not talked about? "Green tea is always about health, taste is a personal thing, some people like green tea some people don't. The same is the case with black tea, everyone has their own personal preference. In India, we are not used

to having green tea, it will take time and effort on our part to develop that palate. And that is one of the reasons why we have flavours, to make it more interesting," informs Dash.

Digital and print are to be the key focus of the media mix in the first phase. "It will be a 360-degree campaign. In the first phase, it would primarily ride on digital and print and in the subsequent week we will be on television. I believe now-a-days people are screen agnostic, so we will be on each and every screen," says Dash.

He further adds, "We will do more on ground events as I think the task now is to penetrate the category deeper and it will only be possible by sampling, meeting more people, giving them a taste of the product, because we believe if more people use the product, hopefully, they will embrace the product. Now, will Ganguly be involved in those on ground activations? At this stage we have not thought of any future plans involving (Sourav) Ganguly." ■

feedback@afaqs.com

<< continued from page 19

"Bite-sized..."

It's still early days to say they are over the moon with this. The funny part about this market is that there are different points of view. There are philosophical debates! Some say 30 seconds is the way to go, someone from YouTube may say, 'Spend time on a 15-second video...'

The 'Holy Grail' is the first three seconds. This is difficult to prove without measurement. Garnier said, 'I don't know what your video nonsense is... just prove to me that you can move sales...' So we did a media blackout - no TV, no print, no radio, no billboards - in two cities. One was a high saturation market for the brand and the other, a low saturation one. We wanted to show them what happens when we show only our three-second Facebook video to people. The sales lift in the high penetration cluster city was 26 per cent higher (year-on-year) than that in other high penetration cluster cities. In the low penetration cluster city we saw a 19 per cent rise. We believe bite-sized, easily consumable, short format content is the way to go.

That's paradoxical, given the fact that the algorithm pushes long format...

Yes, it is. But the first three seconds determine

whether you kill it or not. So our narrative hasn't changed. Irrespective of the length of what you're communicating, you've got to get the punchline, message, call-to-action upfront, especially on the mobile phone, where the entry point for online video is through apps.

The real game-changer will be developing a universally accepted video metric for digital, to drive a business outcome. Not a Google outcome, not a Facebook outcome, not a Unilever outcome, not a GroupM outcome. I mean a sales outcome.

Is Facebook trying to be more YouTube-like, with its long video push?

Philosophically, our strategies vary. For us, video needs to be something you can share. On YouTube you consume video, you don't share it.

Even when it comes to ads, our philosophies are very different. We're experimenting with inserting mid-roll ads; we're working on revenue models for ads within live video. Mid-roll advertising is far more elegant than pre-roll advertising... I don't want to force you to see an ad before I get to the content.

Online video platforms are in a crazed race for content. Do you see yourself as part of it?

We look at ourselves as a video destination. We're a technology company. We're not a publisher. We're not a broadcaster. We're a

platform that gives people the power to share. We want people to keep sharing. If video is the consumption medium of the future, we have to have the ability to curate and help people share more engaging video. That's on the product side.

On the advertising side, we don't want to become a premium video content broadcasting destination and charge for ads the way TV does.

In online video, regional language content is deemed to be the next big thing in India. How do you plan to source it? And what type of language content tops your list?

Today Facebook is available in 12 languages. Language and local content will drive growth on the internet in India. In our media team, we have people across the length and breadth of India sourcing content and working with publishers of content in regional languages like Malayalam, Marathi, Bengali, Gujarati or Tamil.

We're also sourcing news content from all regional publishers and work with 11 language publishers today, not just for video but also for static content. For example, we encourage them to write more instant articles on Facebook.

We're working with studios, publications and news agencies. Astrology, Bollywood, cricket and divinity (ABCD) - efforts are towards getting content across these four types. ■

ashwini.gangal@afaqs.com

DOMINO'S

More Freebies

After McDonald's, Airtel and Tapzo, now Domino's promotes its mobile app. By Ashee Sharma

Ever struggled with clearing your phone of the unwanted or not-so-frequently used apps? But with their app-only offers and services, brands have and will continue to make the task difficult for us. Domino's Pizza India's new marketing push would have also added to the trouble, if not for its 'progressive web app' which is essentially the mobile site offering an app like experience.

The brand's new TVC launched to promote the 'progressive web app' brings two iconic symbols associated with Domino's — Paresh Rawal and the signature tune 'Pizza Aaye Free' — together, almost after a decade.

Conceptualised by Contract Advertising, the 30-second ad reiterates the brand's delivery

expertise and the 'pizza aaye free' proposition, but this time without the 30-minute caveat as Domino's is promising free pizzas on all orders made using the mobile site or app.

S. Murugan Narayanaswamy, senior vice-president - marketing, Domino's Pizza India, is hopeful that Rawal's effortless antics will delight consumers, even as the offer ensures trials. But driving trials is not the objective of this campaign. Establishing itself as a quick delivery option is also something, he believes, the brand has already achieved.

The challenge here was to get users who are being added to the mobile fold every day to become brand loyalists. Narayanaswamy acknowledges that as apps fight for 'screen real estate', it will become increasingly difficult



for businesses to maintain them in the long run. Hence the need for 'progressive web apps'.

However, according to Narayanaswamy, the idea of a hard-sell through offers is not Domino's DNA. Therefore, the campaign builds on the brand's delivery expertise, which is highlighted as Rawal complains

about it unfailingly delivering on the '30-minutes nahi toh free' promise for 12 years. But this time, since the order was placed using the mobile app, he gets the free pizza he had been dreaming of all these years.

The campaign recently went on air on TV and radio. ■

ashee.sharma@afaqs.com

Best TV Campaigns

Presented by: amagi



PIZZA HUT:

The power of this campaign resides in the simplicity of its premise and confidence in our offerings. The agency has done a brilliant job of capturing our brief. We wanted to highlight the superlative taste that we offer to our consumers & thanks to the fresh ingredients, our pan pizzas are the most loved ones for decades now. I am sure the ad will make every Pizza lover re-evaluate their choice of pizza & crave for a Pizza Hut Pan pizza slice.



Mr. Unnat Varma
Managing Director,
Pizza Hut India Sub - Cont.



TITAN RAGA:

Titan Raga's brand films have always reflected the Modern Indian woman's progressive views through contexts that are relevant to her life. Staying true to the brand persona, the latest campaign by Titan Raga conveys a strong message on the evolving codes of motherhood. It is about living your life fully, without being judged and knowing that being a mother is not a sacrifice, but a choice. The film reaffirms the campaign message of #KhudSeNayaRishta, celebrating the choices of the modern Indian woman.



Mr. Sirish Chandrashekar
Marketing Head, Titan Watches



VODAFONE SUPERHOUR:

Indian consumers, especially the youth, are fast adopting mobile phones as their first screen for both entertainment and education. Today, there is an array of data packs for our customers to choose from, depending on individual needs and usage patterns, but we thought of making life Super Easy for them and making the data browsing experience simple and effortless. Hence 'SuperHour' is an innovative clutter breaking TRULY UNLIMITED data offering which lets consumers stream movies, download music and enjoy the myriad benefits of data, totally worry-free. Our campaign simplifies the world of data and voice and urges consumers to indulge in the same without thinking about GBs and MBs and hence the Campaign Idea of 'Internet Kar Befikar'.



Mr. Siddharth Banerjee
SVP - Marketing, Vodafone India

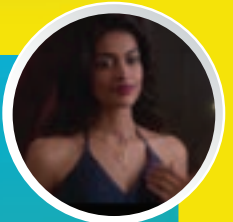


BLUESTONE

Our research has shown that there is an increase in women buying jewellery on pure impulse, beyond traditionally defined occasions. BlueStone.com offers a wide range of fine and precious jewellery, designed for day to day wear, precisely catering to such an audience. The second TVC in the 'Choose Your Twinkle' campaign, showcases our range of beautiful designs and highlights our unique proposition of trendy styles, while continuing to build the brand narrative around how effortless browsing and choice creates some delightful, unique experiences.



Mr. Pushkar Jain
CMO, BlueStone.com



FORTUNE OIL

Being Politically Correct

Fortune Mustard Oil's new spot, featuring Swara Bhaskar, takes on the issue of political funding. By Ashee Sharma

One look at actors Swara Bhaskar and Vipin Sharma discussing (political) party funding in an ad, and one expects to see either a cup of tea or hear the catchphrase 'Jaago Re' — an award-winning Lowe property. But this one's a new spot for Fortune Kachi Ghani Mustard Oil by Ogilvy, Bangalore.

Produced by Bloom Media Works, the ad begins with the party leader, played by Bhaskar, and her associates discussing funding over lunch. Sharma boasts of putting together a long list of donors, and advises Bhaskar to ignore their credentials. Bhaskar, on the other hand, offers him some "bhindi" (ladyfinger). She tells Sharma that the reason why he finds the bhindi good is because it was cooked using Fortune Kachi Ghani Oil, which is "100 per cent pure and unadulterated", and is hence tasty and healthy too. She goes on to say that even electoral issues should be kept as such - unadulterated.

The TVC went on air recently. Considering the mother brand, Fortune, has always played in the space



of relationships and emotions attached with them, afaqs! asked Azazul Haque, executive creative director, Ogilvy, Bangalore, what made it take up a political issue this time. "While the mother brand Fortune has a very different persona, the task here was to address adulteration - the biggest concern in the mustard oils category. The campaign is targeted at North Indian states, some of which are poll-bound. Political funding being a topic of discussion, we thought the audience will be able to relate to this execution," he says.

Haque informs that the objective behind showing a woman politician was to make the brand look progressive. Also, the fact that women are decision-makers when it comes to buying household items and grocery, makes them the best advocates for the brand.

Given that the audience is not

only aware, but also quite vocal these days, it is important for brands to stand for causes and come across as 'progressive'. The downside being that certain issues such as corruption, women and LGBT rights become a recurring theme. While these are indisputably blazing concerns for the society, and any amount of discussion on them is not enough, on the advertising front, brands run a risk of being perceived as 'Me-too'. In this particular case, there is a chance of consumers confusing it with Tata Tea's 'Jaago Re' campaigns.

Justifying the execution, Haque states, "Jaago Re is about people questioning the system. Here we show the system questioning itself. Political funding largely happens through corporate houses, and in that sense, this is quite a bold move on the brand's part."



"While the mother brand Fortune has a very different persona, the task here was to address adulteration."
AZAZUL HAQUE

Arindam Roy, creative director - Hakuhodo Percept, believes that corruption is both a used and abused plot in the advertising world. "It is a convenient form of creative expression when you have to drive home a point. Today, the demonetisation roar has united the 'aam aadmi' like never before. So, the main message of this commercial — milawat — will resonate with the public," he says adding that the objective of the ad, however, seems unclear. ■

ashee.sharma@afaqs.com

PATRIKA GROUP

Small Screen Venture

A new free-to-air 24-hour Hindi news channel. By News Bureau

Patrika Group, a media conglomerate, has forayed into the TV news channel arena by launching a free to air 24 hours Hindi news channel, Patrika TV. As a full, mulch-platform news service, the channel will be available on internet, mobile, tablet, desktop and additional digital device services including social media (Facebook, YouTube, and Twitter).

With a punch line of "Fears None – Favors None", Patrika TV will be offering fresh, relevant, reliable, neutral and non-superficial Hindi language content with extensive coverage in hyper-local, regional, national, and international arena.

The programming content of the channel caters to news from all genres such as politics, socio-cultural, environment, business and markets, sports, youth and women centric issues, music, culture, art and other special events. Every day, Patrika TV's exclusive team of journalists from diverse background work together reporting on fresh and relevant stories with a stamp of Patrika's reliability and uncompromising journalism standards.



Patrika TV has access to rural and urban households cutting across all income and age groups. It connects with all Rajasthanis, whether they are in Rajasthan, Chennai, Bangalore, Delhi, Kolkata, Dubai, London or Los Angeles.

Speaking about the venture, Saurabh Bhandari, national head, marketing, Patrika Group, says in a press release, "Patrika as a media house is always known for its value journalism and credibility. We are excited to announce our ambitious new multimedia venture — Patrika TV. Debuting on this platform enhances our footprints into television medium that further strengthens our presence on multimedia facets. The new venture will help us provide integrated media solutions to clients and ensuring greater market connect." ■

feedback@afaqs.com

JOB SWITCH.in

Post: Web Developer
Company: Coconut Media Box LLP
Profile: We are seeking an individual with expert level experience with PHP, HTML, CSS, JS and WordPress to enhance, improve, and implement web solutions. The ideal candidate should have experience in architecture and design along with hands-on development experience.
Exp: 1 to 2 years
Location: Mumbai
Email: hr@coconutmediabox.in

Post: Client Servicing Executive
Company: Xpressions Pixel Works Pvt Ltd
Profile: The candidate should have good communication skills, and be able to understand client requirements. S/he will have to act as a mediator between client and the agency, analyse client brief, set up positioning, formulate creative brief, brainstorming with the creative team, presenting campaign to client and timely delivery of media requisitions.
Exp: 1 to 5 years
Location: Mumbai
Email: jobs@xpressionpixelworks.com

Post: Sales Manager
Company: Attri Events Pvt Ltd
Profile: The candidate will have to manage and build relationships with distributors and their teams. S/he will have to manage and build trade relationships, formulate and implement research strategies to capture the new clients, develop strategies to retain existing clients, do research and construct cost cards, and define route-to-market.
Exp: 3 to 5 years
Location: New Delhi
Email: accounts@attrievents.com

Post: Visualiser / Graphic Designer
Company: Adding Ideas
Profile: Visualisers / Graphic Designers who have a flair for coming up with rocking designs for a wide range of clients.
Exp: 2 to 3 years

Location: Bangalore
Email: info@addingideas.in

Post: Branch Head / Head, Business Development
Company: Adgear Media Pvt Ltd
Profile: The candidate will be responsible for profitability and overall operation of the northern region. S/he should be a team player with excellent communication skills. Preference would be given to the candidates from advertising / media industry. The candidate should be a team player and a strong link between the clients and creative / media department.
Exp: 5 to 10 years
Location: Bangalore
Email: suganyab@adgearmedia.in

Post: Copywriter
Company: Vortex Communications Pvt Ltd
Profile: The candidate should be creative and imaginative with good writing skill. S/he should have the ability to understand the brief properly, and be in a position to interact with creative, art and servicing team as well. Knowledge of correct tone of language as per the industry is must. Proof checking will also be a part of responsibility.
Exp: 4 to 6 years
Location: Mumbai
Email: arjun@vortexcreative.in or jobsinbscs@gmail.com

Post: Administrative Assistant / Computer Operator
Company: Centum Advertising & Marketing Pvt Ltd
Profile: The candidate will have to handle administrative work for government clients such as filling e-tenders, tender documentation preparation, bills, and email. Good knowledge of computer hardware and software along with English/ Hindi typing is a must.
Exp: 3 to 4 years
Location: New Delhi
Email: hr@centumad.com

Post: Content Writer
Company: Boch & Fernsh Inc.
Profile: Writing content for websites and portals with limited inputs from the client. Editing and proof reading the content provided by the client. Provide short and quirky headers for banners, understand client requirements and make a site-structure.
Exp: 2 to 7 years
Location: Mumbai
Email: careers@bochmail.com

Post: DTP Operator/Finishing Artist
Company: Workshop Communications Pvt Ltd
Profile: The candidate should be proficient in image retouching, adaptations, artworks and print / production specifications. We work on Photoshop, Illustrator, CorelDraw and InDesign, PC platform.
Exp: 2 to 6 years
Location: Mumbai
Email: Nilesh@workshop.asia

Post: Client Servicing / Account Executive
Company: Quotient Communications Pvt Ltd
Profile: Sales driven strategising, day-to-day interaction with clients, understanding briefs and executing them in the most creative, yet solutions-oriented manner possible.
Exp: 1 to 2 years
Location: Mumbai
Email: team@quotientcomm.com.

Post: Art Director
Company: Collateral - The Storytellers
Profile: The candidate will have to create concepts and strategies as per the brief understanding, ensure that desired client time lines are being met. S/he should have the ability to work / think independently, and lead a team, and be passionate about delivering solutions. The candidate must have knowledge of print and designing softwares.
Exp: 5 to 7 years
Location: Mumbai

Email: nandini@collateral.co.in, prasad@collateral.co.in

Post: Copywriter
Company: Roots Advertising Services Pvt Ltd
Profile: The candidate should have the ability to understand briefs and crack ideas based on the clients' specifications. S/he will have to lead copy deliveries for social media, which includes print, BTL, digital, film / radio scripts. High sense of responsibility towards deadlines, good communication skills (written and oral) is also required.
Exp: 2 to 5 years
Location: Gurgaon
Email: roots.recruitments@gmail.com

Post: Junior Visualiser
Company: Nuts N Bolts Communications
Profile: The candidate should be able to conceptualise and design. S/he should create ideas that can actually make a brand bigger.
Exp: 2 to 5 years
Location: New Delhi
Email: suren@nutsnbolts.co.in



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 Ph: 09999989454
 Email: abhilash.singh@afaqs.com

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VIDEOS



TANISHQ

Tanishq's new campaign looks at Valentine's Day as not just an occasion to celebrate love between spouses, but one that celebrates it in all forms. The ad shows young and old couples, father and daughter, sisters, and people in general, gifting each other and also themselves Tanishq jewellery at the brand's outlets across the country.

Creative Agency: 22Feet Tribal Worldwide



WILD STONE PERFUMES

In a category that is driven by overt seduction, Wild Stone Perfumes' new ad takes an offbeat approach to the game. The quirky campaign goes on to show how using the product makes the guy noticeable for his boss and irresistible for the boss' daughter at the same time.

Creative Agency: Soho Square & Sideways



NIVEA LIP CARE

Nivea's campaign featuring brand ambassador Parineeti Chopra reminds young girls that the true essence of Valentine's Day is about celebrating BFF (Best Friends Forever). In the ad, Chopra is seen trying to gauge if her BFF is enjoying her date or does she need rescuing, as she (Chopra) has vowed to save her from all bad dates.

Creative Agency: DigitasLBi



BAJAJ PLATINA COMFORTEC

After demonstrating Bajaj Platina ComforTec's promise of 20 per cent less jerks as compared to other bikes in the 100cc segment using the Tanjore Dolls — Gulabo and Paro — the brand is back with another funny experiment, this time with ostrich eggs Humpty and Dumpty.

Creative Agency: Ogilvy & Mather



CLOSEUP

The brand's Valentine's Day campaign '#BreakTheBarriers' reiterates its stance that no baggage / stereotypes should ever stop people from believing in and acting on their mutual attraction. After all, age, race and gender can't limit love, it says.

Creative Agency: The Glitch



2017 GRAND i10

Hyundai Motor India has come up with a digital campaign 'Comebackpedia' for the New 2017 Grand i10. The brand tied-up with seven of India's acclaimed humour artists to create an encyclopedia of interesting comebacks, in the form of 'Memes', a format popular among youth on digital platforms.

PRINT

NUTRICHARGE

Nutritional and wellness products brand, Nutricharge has come up with a print campaign for its PVMF (Protein, Vitamin, Mineral and Fiber) breakfast for men and women. The ad featuring brand ambassadors Amitabh Bachchan and Sania Mirza informs people that this minimal carb and fat diet is good for their physical and mental health.



YATRA.COM

The online travel agent's print ad informs customers about the Yatra-Uber tie-up under which people can book flight tickets on Yatra.com and get four free Uber rides worth ₹1000.



SYSKA

Syska's new print ad, featuring brand ambassador Tamannaah Bhatia, promotes the company's new personal care range of hair trimmers and shavers. The copy reads, "For that precious, pearl-smooth finish."



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» MOVEMENTS/APPOINTMENTS «

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

ADVERTISING

Leo Burnett

Rakesh Hinduja has been named the executive director and branch head, Mumbai at Leo Burnett India, with immediate effect. He will continue to report to Saurabh Varma, chief executive officer, Publicis Communications India, in his new role.

In the last two years, he has been part of the Mumbai team, which has won brands like Bajaj, HDFC Bank, HPCL, Fiat, Jeep and Amazon Prime Video.



RAKESH HINDUJA

insightful thinking go hand-in-hand to create the best work possible for all clients. Prior to joining Taproot Dentsu, Bashir was general manager - planning at Cheil India, where she helped lead the insights division. With more than 13 years of experience, Bashir has worked as a journalist with Reuters, as a marketing professional with Unilever Asia, as a research analyst with quantum market research, and as a strategic planner with DDB Mudra and Lowe Lintas.

21N78E

21N78E Creative Labs, recently announced the appointment of Nikhil Shahane to oversee and expand the business as its chief operating officer. He will also be part of the management team. Shahane has worked extensively in the field of communications, advertising, design and technology over the last decade. He ran a new tech and design start-up for five years before taking the next big step into 360 digital advertising at Grey Digital. He was part of the core team that helped Grey Digital win the Agency of the Year at IDMA 2014. Post Grey he joined Leo Burnett's - Indigo Consulting as vice president - mobile and integrated business.



NIKHIL SHAHANE

Taproot Dentsu

Taproot Dentsu, the creative agency from the stable of Dentsu Aegis Network, has strengthened its planning prowess with the recent appointment of Farah Bashir as vice-president - strategic planning. She will be based out of the agency's Gurgaon office and will work closely with Anand Murty - head of planning at Taproot Dentsu, to ensure that stellar creative and deep



FARAH BASHIR

DIGITAL

Jabong

Flipkart owned online fashion retailer Myntra, which acquired Jabong last year, recently announced changes in the roles of executives across various divisions. Gunjan Soni will head the Jabong business and will be responsible for driving it operationally through its next phase of growth.

Soni has played a key role as chief marketing officer in firmly positioning brand Myntra as the leading destination for shopping fashion and lifestyle online.

She is credited for growing the international brands business with 10 plus marquee brand additions last year. Listed among the 30 fastest growing women leaders in business by Spencer Stuart-Economic Times, she was previously partner at McKinsey & Company and vice-president at media conglomerate Star India.

Soni will continue to serve Myntra as chief marketing officer, and in her new role for Jabong, she will focus on setting the strategic direction for the brand and drive growth and profitability for the business.



GUNJAN SONI

MEDIA

Republic

Republic recently announced the appointment of Jay Chauhan former chief innovation officer NDTV as chief operating officer, digital and chief technology officer for broadcast news. Chauhan will be responsible for setting up Republic's global digital properties. Additionally, as CTO for broadcast news, he will be responsible for innovation in news gathering as well as mobility solutions into technical operations for broadcast.



JAY CHAUHAN

and covered the Bosnia war from the front lines. It adds that she also worked with the World Health Organisation, post which she went on to set up her own company in Switzerland doing market research and media analysis for Fortune 500 companies promoting ethical business practices between India and Europe.

Hinduja Media Group

Ashok Mansukhani, a whole-time director of Hinduja Ventures Limited (HVL), the holding company of the Hinduja Group's media companies, will take over from current MD and CEO Tony D'Silva. D'Silva had been with the Hinduja group for over four and half years, since August 2012, and has expressed his desire to demit office once his tenure was completed

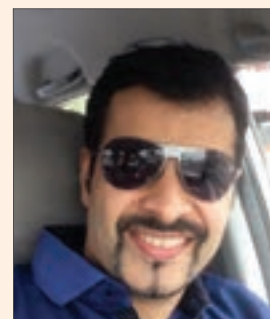


CHITRA SUBRAMANIAM

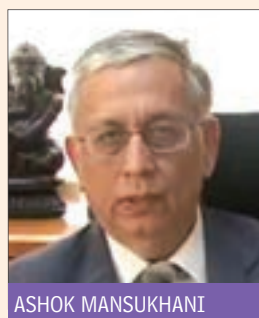
this month in order to pursue other interests. Mansukhani has been associated with Hinduja Media Group since November 1996 in various capacities.

Shemaroo Entertainment

Shemaroo Entertainment, an integrated media content house, recently appointed Zubin Dubash as chief operating officer — new media business. He will be responsible for driving the new media business and scaling it up. Dubash is a senior leader with 20 plus years of success in managing businesses in mobile applications, telecom, and digital domains. Before joining Shemaroo Entertainment, he was working in the core team of Apps Daily Solutions, as chief product and strategy officer and played an active role in product creation/innovation, strategy and strategic partnerships. Prior to this he was at Tata Docomo as vice-president/group head - new businesses. He has also worked with companies like Vodafone.

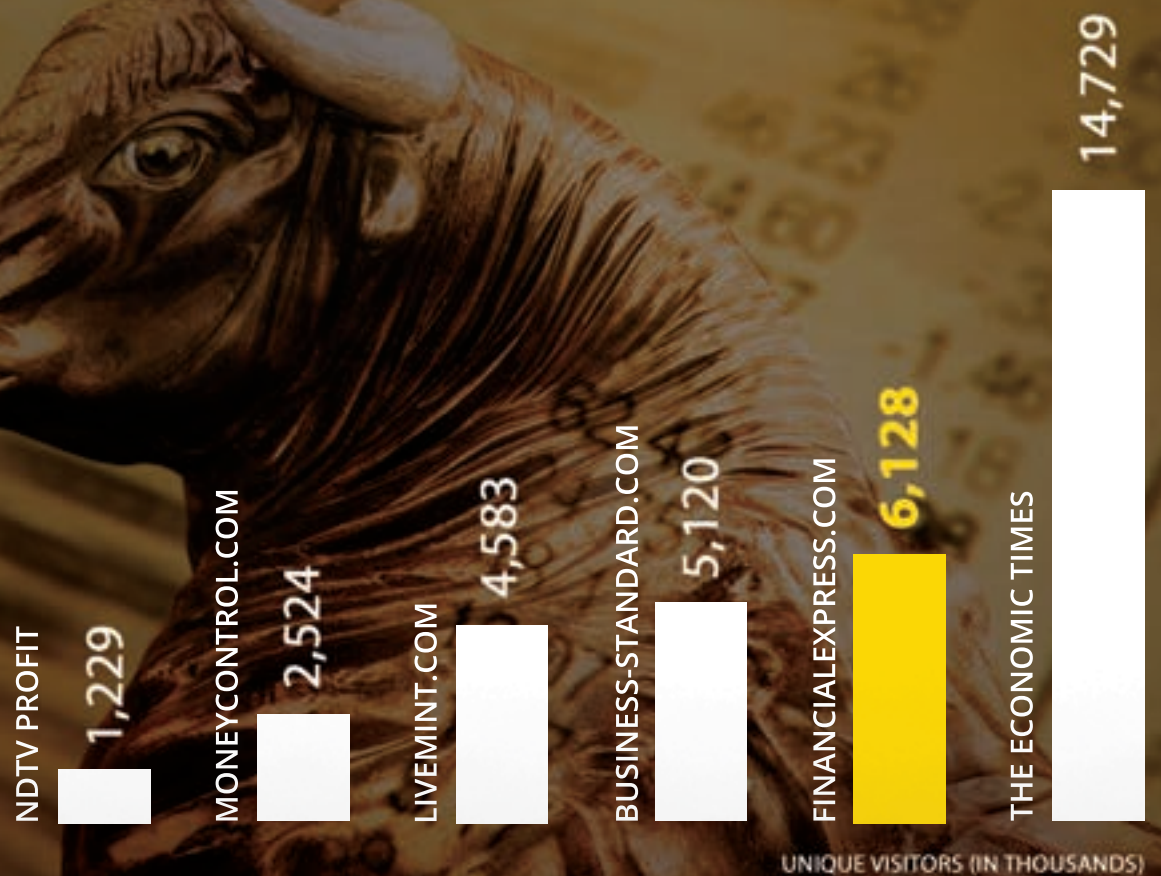


ZUBIN DUBASH



ASHOK MANSUKHANI

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A 2014 survey⁺ reported Hindustan Times as **Delhi's & Gurgaon's No. 1 newspaper**. Well, that happens to be old news. A 2016 study^{*} has found The Times of India to be **Delhi & Gurgaon's** most preferred English daily among dual readers aged 18-45 years in the SEC AB 1 category. We thank you for choosing us.

⁺IRS 2014

^{*}SOURCE: Brand Track survey, IMRB International June-July 2016

DELHI: 69% of dual readers prefer TOI vs. 31% who prefer HT

GURGAON: 74% dual readers prefer TOI vs. 24% who prefer HT, among males and females, 18-45 years, SEC AB1.

