

# afaqs! Reporter

June 1-15, 2017

Volume 5, Issue 24 ₹100

afaqs!

**Presenting the third edition of the Foxglove Awards,  
in which 123 agencies participated.**



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3rd Edition

20

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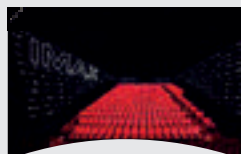
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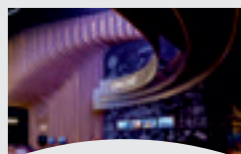
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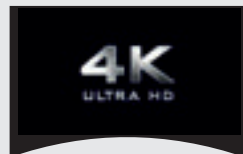
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## This fortnight...



*In all my years at afaqs!, few initiatives have given me as much joy as the Foxglove Awards which were first held in 2015.*

*Because these are only for agencies less than 12 years old, we often have entrants who have never ever participated in an award. This delights me.*

*Since the Awards are unique and are getting recognised, there has been a spurt in participation this year, Foxglove's third edition. With 123 ad agencies, design firms and, production houses contesting in 2017, there has been a jump of nearly 50 per cent in the number of entries compared to 2016. This makes Foxglove one of the most popular advertising awards in India already.*

*The Awards are also unique in that they try to recognise the best agency for a particular sub-category by region.*

*The agencies and the award itself may be young – but it is damn tough to win a Foxglove Award. First, every entry goes through the close scrutiny of at least three Jurors; this year we had 17 of them.*

*The shortlisted entries, about two out of five, go to the Grand Jury which, this year, consisted of 10 among the best known names in the advertising and related businesses. Again, each entry is inspected by three Grand Jurors. The scoring is strict.*

*Even if an entry is among the top three, it will get a metal only if it secures more than a minimum score to win gold, silver or bronze (7, 6 and 5 for National; 6, 5 and 4 for Regional).*

*We know that the lucky ones to have a Foxglove metal in hand have been through a lot. They have earned their happiness!*

**Sreekant Khandekar**  
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## afaqs! Reporter

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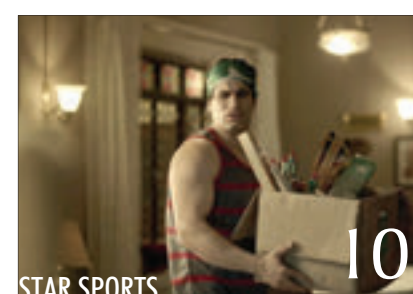
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MAGGI

# A Desi Twist in the Story

Maggi launches four new flavours - Amritsari Achari, Mumbaiiya Chatak, Super Chennai and Bengali Jhaal. A look at the communication burst. By Sunit Roy

India is a rapidly evolving market and the taste palate is changing very dynamically. The forces of urbanisation, increased experimentation and the attitude towards cuisines have led people to experiment with their food. To cater to this huge consumer base, Nestlé India recently launched the MAGGI Masalas of India Noodles range. The new range of MAGGI noodles consists of four new flavours — Amritsari Achari, Mumbaiiya Chatak, Super Chennai and Bengali Jhaal.

With the launch of the MAGGI Masalas of India, Nestlé India has brought the much-needed innovation in the noodle portfolio to offer its discerning consumers an opportunity to taste various popular Indian cuisines and flavours via their favourite MAGGI noodles. A unique MAGGI Masalas of India Noodle box has been launched, that contains three units each, of all the four flavours, and is available exclusively on PayTM Mall at a price of ₹240.

“We wanted to give MAGGI lovers even more ways to enjoy their favourite noodles. So, we launched ‘Masalas of India’ after extensive market and consumer research which led us to believe that locally inspired food with its own set of signature spices, which will give MAGGI local flavour from the region, will be a success. The success of our previously launched ‘MAGGI HOT HEADS’ also made us believe that our consumers are willing to experiment with MAGGI,” says Maarten Geraets, general manager, food, Nestlé India, about the recently launched Masalas of India noodles range.

The brand adopted an innovative 360 degree marketing approach spanning TVCs, radio spots, print advertisements and on-ground activation to promote the new launch. In a first-of-its-kind association, Nestlé India collaborated with Google and PayTM Mall, to roll out a new promotion for the launch of the new variants of MAGGI Noodles.

“This was the first time a technology giant like Google associated with a brand to host an online contest through their search bar. The engagement helped us build anticipation and excitement



around the new variants and engage with our consumers. Also, food festivals in India are on a rise and our association with GoBuzzinga (a Delhi-based startup which organised #MaggitujheSalaam last year) presented us with an excellent opportunity to get our consumers to taste the Masalas of India,” informs Geraets.

The campaign has been conceptualised by Publicis India,

It's also true that there are hundreds of ways in which people all across the country customise their Maggi as per their own mood, tastes and what's available at home. Maggi took that same consumer behaviour forward. Also the brand keeps introducing new flavours to stay afresh in the consumer mindset, especially in a highly competitive RTC snacking category that is already being heated up with Ching's and Patanjali - first

## Nestlé collaborated with Google and PayTM Mall to roll out a new promotion for the launch.

under the ‘Ab Har Taste Apna’ thought umbrella, espousing the spirit of trying different cuisines and cultures. The TVCs have been directed by Vivek Kakkar. So far the brand has released only two ad films — ‘PG’ and ‘Office’.

### COOKING UP A NOSTALGIC STORY...

It's a known fact that Maggi is perhaps the most loved Ready To Cook (RTC) snack in the country.

with HOT HEADS and now with Masalas of India flavours.

So afaqs! Reporter asked the experts: ‘does the move succeed in making a mass appeal once again?’

According to Bikram Bindra, vice-president and strategic planning head - Delhi, Grey Group, the beauty of the snacking category is that it opens itself up to a lot of play, in terms of flavour and textures. “Other adjacent categories such as savoury snacks and chips do this often, so it is great



that Nestlé India is really unlocking flavour innovation through Maggi. However, I don't see these as mass variants, at least not immediately,” he says.

Chitresh Sinha, CEO, Chlorophyll Innovation Lab, says, “What Maggi is doing is a perfect flanking strategy. Even if they had not incurred losses (when the product was banned for a few months), this is a logical step to evolve with the times. By itself, this launch will not single-handedly recover Maggi's lost market share but it is also a step in the right direction for the company. By launching ‘Masalas of India’ as a sub-brand, they are doing something unique.” ■

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## STAR SPORTS

## Cricket Wars

Star India has come up with a new TVC '**#SabseBadaMoh**'. But **will it have the same impact that the previous one, 'Mauka Mauka', had?** By Suraj Ramnath

Remember Star India's 'Mauka Mauka' campaign that went viral for promoting India vs Pakistan match and the entire series of the ICC World Cup 2015? Well, the broadcaster has moved away from that particular theme for ICC Champions Trophy which is also known as the mini World Cup featuring the top eight teams in the rankings.

Star India, to promote the India vs Pakistan's match that will be held on Sunday, June 4, 2017, has come up with a new TVC '**#SabseBadaMoh**' under the '**#ChampionsKaWorldCup**' campaign. The campaign has been conceptualised by the Star Sports creative communications team and produced by Red Ice Films.

Set in Ladakh, the film opens with a monk reading a story in a newspaper about a young businessman giving up his worldly possessions. Soon after, he sees the same man, dressed in a suit, stepping off a helicopter and walking towards the monastery. The film cuts to the man in various facets of his life, parting with his treasured belongings. Even after achieving all the success in the world, something is amiss in his life and he embarks on a quest to attain *moksh*.

At the monastery, the man is on the verge of embracing the life of a monk, starting with shaving off his head, when a gust of wind flips a newspaper with the headline — India vs Pakistan clash at the ICC Champions Trophy on June 4. Next we see that the man is racing out of



**"Moving away from Mauka Mauka was a good idea as it had lived its shelf life and repeating it wouldn't have had the kind of impact it did the first time around."**

**HOZEFA ALIBHAI**

the world. '**#SabseBadaMoh**' underlines this sentiment and carries the '**#ChampionsKaWorldCup**' campaign forward."

We asked our experts if this ad could go as viral as 'Mauka Mauka' did and whether it was a good decision to move away from that theme.

Hozefa Alibhai, co-founder, Puppet Pictures (an ad film production company), says, "Moving

**The new TVC has been launched under the '**#ChampionsKaWorldCup**' campaign.**

the monastery, to catch the most-awaited match of the year between the arch rivals.

Talking about the campaign, a Star India spokesperson said, "ICC Champions Trophy is the biggest cricket tournament of the year and, with an India-Pakistan match, every cricket fan will tune-in no matter which side they cheer for. The passion, pride and enthusiasm that an India-Pakistan match draws from fans is unmatched around

away from 'Mauka Mauka' was a good idea as it had lived its shelf life and repeating it wouldn't have had the kind of impact it did the first time around. This campaign doesn't give the punch that 'Mauka Mauka' did to the earlier campaign. I don't personally think this will go as viral as the 'Mauka Mauka' did."

He adds, "The idea of the film is good. I would have appreciated better casting. The cast could have taken this film way ahead. The



**"Not sure if the current political atmosphere between the two countries is what prompted a move away from the previous theme, or because it ran its course."**

**POOJA GOSAIN**

music is also not as catchy as 'Mauka Mauka' which was the backbone of the earlier campaign and films."

Pooja Gosain, senior creative director, design, DigitasLBI India, says, "Not sure if the current political atmosphere between the

two countries is what prompted a move away from the previous theme, or because it ran its course. 'Mauka Mauka' had a big impact on me and pretty much took over the entire country. Can 'Sabse Bada Moh' do that? Overall as a thought it is strong, however its further success will depend on other digital extensions that the campaign might include."

She adds, "While the ad is well executed, has strong cinematography and a great music score along with a twist in the end — 'Sabse Bada Moh' as an approach talks primarily to the fans who are interested in an India vs Pakistan match. Whereas 'Mauka Mauka' started as an India Pakistan led thought (Pakistan has never won against India in an ICC tournament) and it grew to become an all-encompassing cricket idea that explored multiple facets of the sport. It celebrated the game and its fans and validated their obsession with the sport itself."

According to Gosain, 'Josh, Jazbaa and Junoon' are the thoughts that come to her mind when she thinks of growing up as a cricket fan in India. "However, as of now... 'Mauka Mauka' *se mera moh nahin chutega!*" she adds. ■

suraj.ramnathafaqs.com

# DIGHVIJAY NEWS

Voice of Kannadigas



VRL Media Ltd, the publishers of the largest circulated Kannada newspaper - Vijayavani, have recently launched a Kannada news channel - Dighvijay News



State-of-the-art infrastructure

Pan Karnataka news network

Established history in news business

Building a loyal audience

VODAFONE

# Meet the Dhananjayans

24,000 Shares... and counting! We bring you a quick chat with Prakash Varma of Nirvana Films, the production house that shot this campaign.

By Suraj Ramnath

A few weeks back, when we decided to interview Shanta and V.P. Dhananjayan — the lead pair in Vodafone's latest campaign — they were 'that cute couple'. But now, just a few days after our story was published, they've transformed into 'Dhananjayans, the actors', buzziest faces of Indian ad-land, who've been interviewed across most leading papers of the country. Our interview with Vodafone's 'Asha' and 'Bala' has fetched over 24,000 shares in less than five days and continues to gather digital moss.

V.P. Dhananjayan told us that they were approached to act in this campaign by Nirvana Films, a production house founded by Prakash Varma and Sneha Iype in 2001. So afaqs! Reporter decided to talk to Varma about this now famous campaign, created by the ad agency Ogilvy India.

"The decision to cast senior citizens was part of the initial idea," he tells afaqs! Reporter, "It wasn't important for them to be dancers at all. But yes, I was looking for a real life couple and for a couple that is relatable and sporting enough to travel and do new things. The Dhananjayans fit this requirement perfectly." Recall that the two are award-winning Bharatnatyam dancers and have even won the coveted Padma Bhushan (Arts).

About the casting process, Nirvana's Varma tells us, "Normally we cast extensively. My team at the office does a thorough search to find characters that fit the brief. Either through casting agents or through friends or friends of friends, we end up shortlisting many people. In this case, we were lucky to find the apt cast. They were relatable characters. When I saw the test I instantaneously felt they would be a great pair for this set of films."

When Varma and team started the process, what were they most apprehensive about? "It is always

crucial to get the right cast sorted for the film as that adds immense value to the outcome," Varma answers, adding, "As viewers, we like or dislike most films because the characters may or may not fit the role. So that was the only worry, but fortunately we were sorted with this find."

Earlier, Dhananjayan told afaqs! Reporter, "It all happened suddenly in two days when we landed in Goa. Once we landed, the next day onwards, we were on the go..." For Varma, how hectic was the Goa



**The Dhananjayans are now the buzziest faces of Indian ad-land.**

shoot? "The Dhanajayans were a great team — patient, energetic, adventurous, malleable and happy to experiment. What more can a director want? It helped greatly that they are both creative people and know the importance of achieving a close-to-perfect result. Hence, they were able to adapt to every situation. I have immense respect for them as they were extremely wonderful people to collaborate with."

Shanta is 73 and Dhananjayan is 78. "Age," says Varma, "is only a number. My team took care to ensure that they were comfortable but both of them were not fussy in any way. They were very hands-on and involved in the whole process."

He goes on, "Despite the heat, they would hang out with the crew and be part of all the setting up and so on. They were game to do as many costume trials as needed, travel on a

done. Film-making involves a lot of hard work and effort contributed by a big group of people so it's rewarding for all of us... For me, it once again reiterates that I must trust my instinct. That 'gut' feeling is what really matters... I hope I can continue to rely on it for as long as I can."

This campaign broke during the IPL and is also visible on other channels. ■

suraj.ramnath@afaqs.com



(above) Ad films from Vodafone SuperNet 4G's campaign - '#MakeMostOfNow'; (on left) Shanta Dhananjayan, Prakash Varma and V.P. Dhananjayan

bike, dance uninhibited, get a tattoo or even paraglide... so clearly, age is a notional thing. The Dhananjayans had the right attitude and that was all that mattered."

What has the success of this campaign done for Varma? What's his biggest take-away from the experience? "I am glad that the campaign is well received. It's always a joy when the public at large accepts and likes what has been



## WHEN YOU PUT READERS ABOVE EVERYTHING ELSE, THEY ALWAYS RETURN THE FAVOUR.

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Vanitha, India's No.1 magazine, continues to touch more hearts and enrich more lives. With the circulation going up to 5,58,978 copies, Vanitha will now reach more decision-makers across Kerala. Thank you readers, for making this happen.

Source: ABC July - Dec 2016



**Vanitha**

India's No.1 Magazine

# Print media is growing; will print advertising follow?

Last fortnight the Audit Bureau of Circulation (ABC) released a report on print media: Over the last 10 years, the average number of copies circulated per day grew from 3.91 crore to 6.28 crore. **Print, during this period, has grown at 4.87 per cent CAGR. Will the new ABC figures tempt brand marketers to advertise more in print? And why does print continue to grow in India?** By Ashwini Gangal

**SIDDHARTH BANERJEE,**

executive vice president, marketing,  
Vodafone India



**PRINT HAS TRADITIONALLY BEEN A STRONG MEDIUM IN INDIA. VODAFONE HAS INVESTED IN PRINT IN** specific campaigns.

Given that Vodafone has a number of different target segments, irrespective of ABC, we always evaluate all media and arrive at a mix which is most effective for the segment we are looking to target.

In India, print growth is primarily driven by regional newspapers which have a strong readership base across smaller town classes. While in larger markets there is a shift in habit from newspapers to news apps and e-newspapers, smaller markets are still newspaper-heavy. We also need to recognise that different media measurement sources always tend to reflect different numbers.

**SUMEET NARANG,**

vice president, marketing,  
Bajaj Auto



**THE GROWTH IN PRINT AS A MEDIUM CAN CERTAINLY BE ASCRIBED TO INCREASING LITERACY**

and aggressive penetration marketing by publishers. The fact that the highest growth has come from the North, which also has had the lowest literacy levels, is testimony to this. Beyond this, it is difficult to generalise without a deeper analysis of this growth and to comment on whether it's due to any change (or lack thereof!) in consumption behaviour.

The role of print as an advertising medium has evolved from 'product information' to 'best deals' and 'what's new'. It seems to be most effective, albeit at a pretty high cost, if you are looking at instant awareness and action. In recent times, a lot of marketing spends have been dominated by emerging, new businesses, pushing new products or offers.

**MAYANK SHAH,**

category head,  
Parle Products



**A DURABLES MARKETER WILL LOOK AT THE RECENTLY RELEASED NUMBERS. BUT THESE NUMBERS ARE NOT**

surprising. As literacy increases in India, we will see an increase in print circulation and readership. The numbers are fine and expected. What I would also like to see is the readership numbers. While planning, I would not look at the circulation numbers in isolation. If we look at the numbers closely, we'll see that the circulation numbers are ahead of readership numbers.

There are several ways to tweak the circulation numbers. So one needs to look at both the metrics to make the statement 'Print is growing significantly in India'. Overall, these ABC numbers won't influence me to change my plans.

**NEELIMA BURRA,**

chief marketing officer, country head,  
Olive Oil, Cargill India



**CIRCULATION IS LIKELY TO CONTINUE ITS GROWTH IN TIER II AND III TOWNS, WHICH ARE MAJOR**

consumption markets for sectors like FMCG, retail, e-commerce and automobile. Surely the growth in circulation will encourage advertisers to spend more on print, depending on the strategy. We also need to look at the new publications that are being launched.

Currently, tier II and III markets are 'focus consumption centres'. Print continues to grow because of the following factors - expanding reach of FMCG players, automobile companies going rural, growth of online sales, and growth of desktops and smartphones in rural markets.

# afaqs! Reporter



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ABBOTT

# Inspiring Move

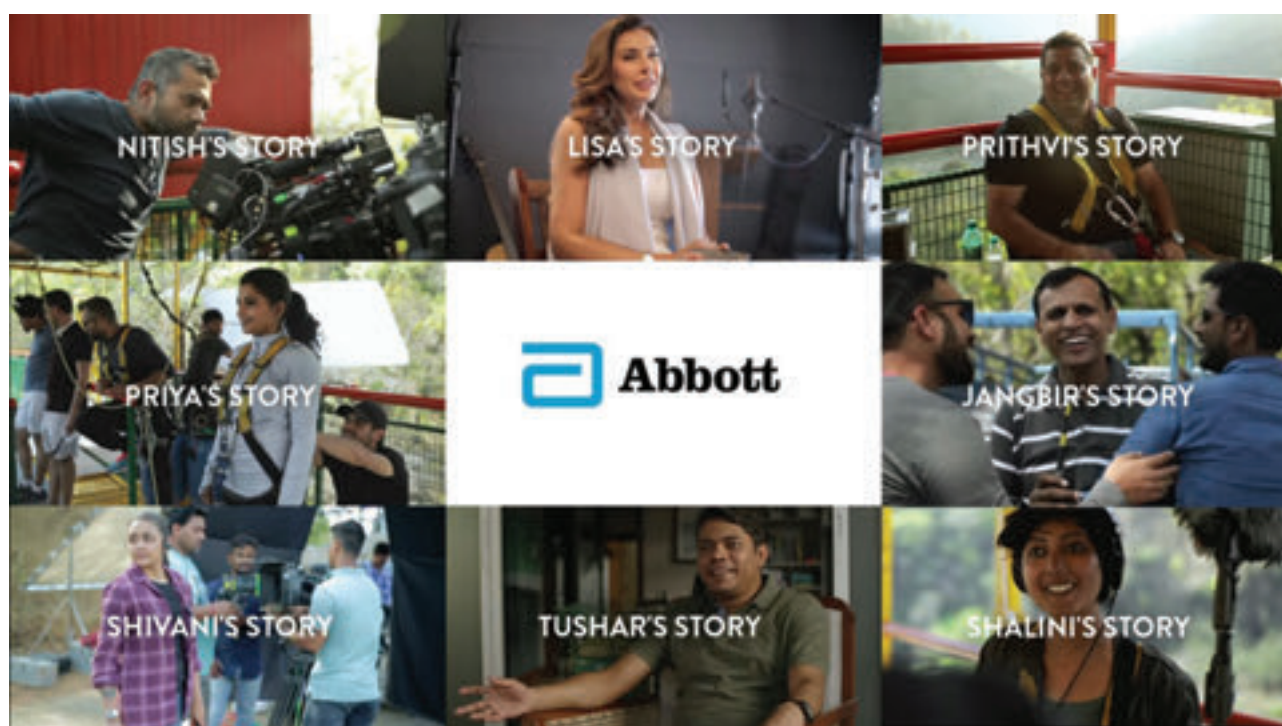
Abbott's new ads feature **cast and crew members of the campaign.** By Suraj Ramnath

Abbott, the global healthcare company, recently released its latest campaign, 'Limitless Possibilities, Unstoppable You' aimed at inspiring people to live their lives to the fullest despite the health challenges they may face.

The campaign has been conceptualised by BBH India and produced by Native Films. Interestingly, the film also features the director Nitish Sharma in it.

The 'Limitless Possibilities, Unstoppable You' TVC will be run on general entertainment channels such as Star Plus, Zee TV and Sony Entertainment Channel. The campaign will also be seen on Hindi movie channels, English movie channels and English entertainment channels. The brand has also come up with long format films that have been released on YouTube. In total, there are eight films focusing on the stories of the cast and crew members.

Talking about the challenges, Joshua Grace, regional marketing officer, Abbott, says, "Everyone had a challenge of their own. Priya had a vertigo issue and even though she had recovered from it, for someone to come out and do the bungee jump was a huge challenge. The other thing we got lucky with was the gentleman who is an executive producer at Native. He himself had an issue with hyper acidity. Shalini who is the recorder... incidentally we used her last year for our radio spot which was also very effective. So some people we already knew about and with others it was a challenge to find these people



and make sure they are genuine."

afaqs! Reporter spoke to Nitish Sharma of Native Films who has directed the campaign and asked him about the challenges he faced while directing the campaign.

Sharma says, "This campaign was very realistic so we had to make it

## The 'Limitless Possibilities, Unstoppable You' TVC will be run on GECs.

interesting and at the same time to make sure that we don't get into the advertising space and it doesn't start looking artificial. So that was the biggest challenge."

He adds, "The other challenge we

faced was that on the day of the shoot, we had a vertigo patient and she had to take that plunge so that in itself was a big challenge and we had to plan everything around it. Any normal person standing there would start getting dizzy and she anyway is a vertigo patient, so keeping all those

things in mind, things were taken care of and the schedule was planned accordingly. We ended up shooting for two-three extra hours because of that only, but spending those hours was more sensible than realising that

the girl can't jump because there is no law that can make her jump if she doesn't want to."

In the recent past, there have been brands that have not focused on product benefits through their ad campaigns, so we asked our ad expert if that is the way ahead for brands and if the ad is well executed.

Sagar Kapoor, executive director - creative, Lowe Lintas, says, "It might not be the way forward for most brands. But yes, the focus in recent times has been on content. If the content is powerful and arresting, even a brand mention in the end will land strongly." ■

suraj.ramnath@afaqs.com

HAVAS GROUP

## One More in the Bag

Havas Group has **acquired Sorento.** By News Bureau

Havas Group is expanding its capabilities and footprint in the Indian market by adding Sorento to its roster of agencies. Sorento is a health and wellness communications agency based in Mumbai. Sorento will integrate Havas Health & You business unit and will be re-branded as Havas Life Sorento.

Yannick Bolloré, chief executive officer (CEO), Havas Group, says, "We are delighted to welcome Sorento to our group. The team will

partner with Havas Health & You India to create a broader health-and-wellness offering in the region for our existing global clients and provide a new infusion of energy that will allow us to expand our APAC capabilities."

Following the acquisition, the management team of Susan Josi and Sangeeta Barde, Sorento's co-founders and managing partners, will continue to head the team of more than 70 health-and-wellness communications professionals. Josi and

Barde will report to Charles Houdoux, CEO, Havas Health & You APAC, and will work closely with local Havas India management for day-to-day operations.

Barde and Josi say, "At Sorento we passionately believe that even complex healthcare brand problems can be solved with insightful and creative ideas. Our years of dedication and the commitment of many people who have been associated with Sorento have allowed us to forge strong partnerships with our clients and help build their brands in India. Joining hands with Havas will equip us to look beyond our current frontiers and make us an even more valued partner in India and beyond." ■

feedback@afaqs.com

ASTRAL PIPES

# Sensitising a Nation

The campaign, #EveryWomansRight has been conceptualised by Lowe Lintas. By Suraj Ramnath

In November 2016, on the occasion of World Toilet Day, Dentsu One had come up with a digital campaign, Project Hers - Kushboo. The campaign focused on a real life story from Jharkhand and rural parts of India where a lot of houses are without a toilet due to which millions of women have to undergo the psychological trauma of having to defecate in the open.

But has there been any progress at all in solving this issue? To address the same issue, Astral Pipes has come up with a new digital campaign, '#EveryWomansRight'. The ad has been conceptualised by Lowe Lintas and produced by Absolute Films. The campaign shows that it's time for women to take revenge for the casual attitude shown by male members in spite of Government of India funding the construction of toilets under the Swachh Bharat Mission.

While one makes an ad for a brand, the objective is to sell. afaqs! Reporter asked Sagar Kapoor, executive director - creative, Lowe Lintas, how did the agency's thinking change while executing this film since this was to educate the people. He says, "Here the objective is behaviour change. So the tone of voice becomes key. Once the pitch is set, it is only about how memorable and arresting can one make the film."

Talking about the challenges, Kapoor says, "Any film eventually has the same set of challenges. So, you walk on to the set seeing the film in your head. Then the shoot begins and you know there is a lot that will



those women. So, 'the correct target audience', I feel is a debatable topic. In this ad specifically, I believe, this is an Astral Pipes' CSR initiative that they want people to know about."

She adds, "I think ads like these play an important role in sparking a conversation and sensitising the nation by reminding them of a truth which a part of India lives with, while the rest of us are busy looking for some privacy to send texts. Though this might not reach the typical male chauvinist, bread winner of the underprivileged family living in a remote village, it definitely will awaken people who have the means



"Here the objective is behaviour change. So the tone of voice becomes key. Once the pitch is set, it is only about how memorable and arresting can one make the film."

**SAGAR KAPOOR**



"I think ads like these play an important role in sparking a conversation and sensitising the nation by reminding them of a truth which a part of India lives with."

**SIDDHI DESAI**

## The digital campaign, '#EveryWomansRight', has been produced by Absolute Films.

go into achieving the film that you saw in your head. That said, a trusted filmmaker is key, as he or she ends up realising your vision, hopefully giving you a better film than what you saw in your head."

We asked our digital expert that despite brands addressing the issues faced by women in the rural areas through digital films, do they actually reach the right target audience?

Siddhi Desai, associate creative director, DigitasLBI, says, "The dramatisation of this issue stirred something in me, making me want to get off my seat and do something for

to help out and make a difference. So, to be honest I feel there isn't a specific target audience. It's a ripple effect. Some need to be sensitised, some need to be reminded and some made aware."

Adding on the execution, Desai says, "I really like the surreal, theatrical treatment of the ad and would like to see more of such storytelling in ads. I think it commands your attention, raising the expectations of the storyline, which it definitely delivers in the end. What I also like are the subtle nuances in the ad that hit you only when you re-watch it. It's not

just a chance to make a great ad but the chance to put out a message that will help improve the lives of people. So I hope this is not an execution appreciated only by the creative industry but also by the public in general."

According to Desai, the final scroll of the ad was her gooseflesh moment. She says, "While the initial part did

keep me intrigued, the language was a little difficult to comprehend. Even though I am fluent in Hindi, I had to keep glancing at the English subtitles to understand the message. So maybe if the language was a little simpler - without losing its small town flavour, and the final edit was a bit shorter it would have more mass appeal." ■

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## GUEST ARTICLE

# How many shoes will you buy online?

The hazards of illogically placed 're-targeting ads' that chase you around as you navigate the internet. By Rahul Vengalil



Over the past few years, performance marketing has taken centre stage. There are many specialist agencies in the market today; their claim to fame is helping brands improve on leads or sales. I was also influenced during the initial days of this fervour, but over time I realised that there is something really wrong with the approach.

### WHAT IS PERFORMANCE MARKETING?

Performance marketing started as a concept in digital media marketing where companies get paid when a specific action — like Lead, Sales or Clicks — is delivered. This means there was a certain amount of pressure that marketers, marketing agencies and ad tech platforms were put under. This has now diversified into various actions like cost per install, cost per view, cost per completed view, cost per downloads, cost per transactions, cost per visit, and so on.

Let us look at the various variables that come into play in performance marketing.

1. Input Cost — Cost per click (CPC) or Cost per mille impressions (CPM) or Cost per Install/Transaction, etc.

2. Click through rates (CTR) — this defined the number of clicks that were delivered per 100 impressions.

3. Click to Visits — The number of website or app visits that resulted from the clicks that are delivered.

4. Conversion Rate — The number of actions like leads, transactions, installs or downloads that are achieved for every 100 clicks or visits to the website.

As far as performance marketing goes, focus rests on the input cost with no understanding or analysis of rest of the parameters. This is precisely the reason why platforms like SEO, SEM, Facebook Ads, Ad Networks and Programmatic Buying, typically come under the purview of Performance Agencies.

Imagine a scenario where the input cost is really low, but CTRs or Conversion Rates are high. What happens in such a scenario? The CTRs could be low because of wrong targeting or wrong communication. Similarly, the Conversion Rate can be low because of wrong targeting, bad website experience or wrong product communication as well. Performance Agencies don't always have a say here as these parameters are controlled by another team or other agencies.

I have worked with an e-commerce company in the past for a performance campaign, where we did not know what happens to the user once he/she lands on the website or app. This means, we could only think of reducing the input cost. The pertinent question was — how much can one reduce input cost?

Today, anyone who has ever visited any e-commerce or travel site would have definitely been chased

across the web with respective banners. It doesn't matter whether your intention was only research or research-and-purchase, or maybe you have already bought the product... the re-targeting ads will chase you regularly. The communication is often incorrect.

This means brands aren't able to understand the consumer's needs. The current hypothesis that every brand uses for implementing illogical re-targeting possibly is — 'The consumer has come to my website or app at least once. The chances of him/her buying are higher than for a new user.'

This assumption would have worked if there was only one e-commerce or travel site at the consumer's disposal, or if each user who was researching, bought products only online. Neither of these is true. So users are simply bombarded with ads for that one purchase.

The retail report by Google-AT Kearney says there will be a three-fold increase in online shoppers by 2020. The report also points out that a third of this segment will account for two-thirds of the transaction value. What this means for marketers is that there isn't much of an increase in the pool of e-commerce users.

In such a scenario, fragmentation of the ecosystem, which is on the rise today, will be one of the biggest challenges for marketers. Every data point that is being seen

today throughout the customer journey is seen in isolation as the responsibilities rest with different stakeholders, internal or external.

The other challenge that agencies face today is - considering digital as an advertising medium, whereas it needs to be considered as a medium that impacts business. If that happens, then every stakeholder will have to start seeing things holistically rather than stick only to media or performance or creative or social.

The other challenge which performance marketers are going to face is — increasing the size at the top of the funnel. By investing a majority of the budget in re-targeting, Google, Facebook and programmatic, marketers are going back to the same valuable customers repeatedly.

This brings me to the question — 'How many shoes will you buy online in a year?' Unless brands start investing in getting newer customers to the sales funnel, they will face a tough situation in the days ahead.

Performance marketing is important, sure. However, the question that needs to be asked is — 'Is the current approach the right solution or should performance marketing teams integrate with the business completely to start seeing all the variables together?'

Only time will tell. ■

*(The author is founder and chief executive officer, What Clicks, a digital media audit and strategy firm)*

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PRODIGIOUS

# Venturing into India

Prodigious is Publicis Groupe's specialist production company **that produces and delivers video, digital and print-led branded content.** By News Bureau

In a recent announcement, Publicis Communications, in its commitment to bring in solutions for its clients, has launched Prodigious in India. Prodigious is Publicis Groupe's specialist production company that produces and delivers video, digital and print-led branded content and will offer its services across all its agencies, including The Leo Burnett Group, Publicis Worldwide (including Marcel), Law & Kenneth Saatchi & Saatchi, and MSLGROUP.

Speaking about the launch of Prodigious, Saurabh Varma, chief executive officer, Publicis Communications India, says, "There has never been a better time to



announce the launch of our own specialist production division. We hope to make Prodigious a major player in production in India in the next three years. To that end, we have made deep investments and put together a team of the best talent, technology and equipment to deliver world-class quality content for our clients. I am confident with Prodigious we have the most progressive content production company in India."

Loris Nold, global chief operating officer, Publicis Communications,



says, "Launching Prodigious in India was incredibly important to add to our existing footprint in the region, including China, Singapore and Australia. It's exciting news for our clients and agencies."

Jean-François Valent, chief executive officer, Prodigious

Worldwide, says, "With the launch of Prodigious not only are we capable of offering our global clients with valuable local capabilities, but we are also opening new doors to local clients as we provide the support of our 3,000-people and 37-location strong network to Prodigious India."

Prodigious' first initiative in India is the introduction of its video content stream, to be spearheaded by Vandana Watsa.

Watsa is a business-focused creative professional with experience in advertising, BTL and television content creation. ■

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RADIO PARTNER



# Night out for BBH India & Happy mcgarrybowen

The third edition of the awards for young agencies drew a record response. **By Suraj Ramnath**

Every advertising agency likes to be recognised and awarded for its great work. However, most of the large agencies dominate the traditional awards. That is why afaqs!, in the year 2015, launched Foxglove Awards to give an opportunity to agencies less than 12 years old to express themselves creatively.

The third edition of Foxglove Awards (presented by Adobe) was

held in Mumbai's Four Seasons Hotel, Worli, on May 18. During the event, Gaurav Kanwal, head - SMB, Digital Media, Adobe India and Abhishek Mukherjee, creative evangelist and senior solution consultant, Adobe India presented a session on 'How to create content that makes your business stand out'.

The entries for this year's Foxglove awards, were broken up

into eight categories and about 31 sub-categories. Since the idea was to identify national as well as regional champs, agencies could also apply for either geography.

The entries were first vetted by a 17-member jury before being cleared for final review by a Grand Jury made up of Ashwini Deshpande (Elephant Design), Josy Paul (BBDO India), Jyoti Kumar Bansal (PHD India), KV Sridhar (HyperCollective), Nabendu Bhattacharyya (Milestone Brandcom), Priti Nair (Curry-Nation), Russell Barrett (BBH India), Sameer Pitalwalla

(Culture Machine), Arun Iyer (Lowe Lintas) and Manish Bhatt (Scarecrow Communications).

On the occasion, a limited-edition book, Foxglove Showcase 2017, which contained all the winning entries, was also released. "I am delighted that 123 young ad agencies, design studios and production houses participated in Foxglove Awards 2017. Though only three years old, Foxglove is already among the most popular advertising awards in India," says Sreekant Khandekar, co-founder and Director, afaqs!



### NATIONAL WINNERS

BBH ruled the night with 10 national awards - five gold, two silver and three bronze awards. BBH's success was driven primarily by its client, Abbott Healthcare.

Jossbox went on to win a gold, a silver and a bronze each. Arm Digital won a gold and a silver award whereas Milestone Brandcom won a gold and bronze award. Bang in the Middle went on to win a gold award.

Happy mcgarrybowen went on to win four silver and two bronze awards. Culture Machine won a silver and bronze award. Tree Design won three bronze metals.

As for the remaining winners, a silver went the way of each, The Brand Brewery, Liqvd Asia, Boring Brands, WATConsult and Humour Me. The agencies which won a bronze metal each were Tribes Communication, Interspace Communication, Pulp Strategy Communication, Pocket Aces Pictures, Infectious, Tinacca Media, Tonic Media, Chimp&Z and Grapes Digital.

### GOING BY CATEGORY

In the Brand Activation category (sub-category: Brand activation & promotion), Milestone Brandcom won a gold for Airtel's 'Airtel Open Network' campaign.

Under the Content Marketing category, arm digital won a gold (sub-category: Strategy) for TE-A-ME's



Team members of Happy mcgarrybowen celebrate after winning gold, silver and bronze awards.

'Trumping Donald - Tea For Trump' campaign. Bang in the Middle won a gold (sub-category: Strategy) for Inox Leisure's 'Yoga with Inox' campaign.

BBH India won five gold awards, out of which, three were for Abbott Healthcare's 'Abbott Live Radio Spots' campaign. The first gold was won in the Content Marketing category (sub-category: Content). The other two gold metals were won in the Digital category under two sub-categories (Brand Integration - Short format 0-5 mins and Digital Brand video).

BBH India won two more gold metals in the Digital category for Coverfox's 'Videobomber' campaign under two sub-categories (Creative Use of Social Media and Online Integrated Campaigns).

Jossbox won a gold metal in the Digital category for 'Rise Legs' campaign under sub-category: Website/Microsite.

### REGIONAL CHAMPIONS

In the regional awards, Happy mcgarrybowen took home nine metals (two gold, five silvers and two bronze) followed by Liqvd Asia with seven awards (two gold, three silvers and two bronze). WATConsult went on to win four gold metals followed by Tree Design with three metals (one gold and two silvers). Be the Bee com Designs and Tinacca Media won two metals each (one gold and one silver). Milestone Brandcom and Plainspeak won two metals each (one gold and one bronze). Infectious won

Team members of BBH India celebrate after winning the gold, silver and bronze awards.

two gold metals. Tag Vinnatti won a gold award.

### GOING BY CATEGORY

Under the Ambient Media category, (sub-category: Traditional Billboards), Infectious went on to win a gold for DNA's 'More you know, more you become' campaign.

In the Brand Activation and Promotion category, Milestone Brandcom went on to win a gold for Airtel's 'Airtel Open Network' campaign.

In the Content Marketing category, (sub-category: Content) Infectious once again went on to win a gold for DNA's 'More you know, more you become' campaign. Liqvd Asia won a gold for Legrand's 'Come Home To Pujo - India's First Instagram Microsite' campaign (sub-category: Strategy). WATConsult won a gold for Godrej Appliances' 'Flaunt to Feed' campaign (sub-category: Strategy). Be the Bee com Designs won a gold for Rolex's 'Rolex Sale' campaign (sub-category: Strategy).

Under the Design category, Tag Vinnatti won a gold for Sambar Pub & Kitchen's 'Sambar Brand Identity' campaign (sub-category: Corporate Brand Identity). Plainspeak too

continued on page 24 >>

## Foxglove 2017 Awards - National Winners

### AMBIENT MEDIA

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Non-traditional Indoor	ARRJAVV	Be the Bee Com Designs	ARRJAVV	Bronze
Traditional Billboards	Magic Bag	Tribes Communication	Magic Bricks	Bronze

### BRAND ACTIVATION

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Brand Activation & Promotion	Airtel Open Network	Milestone Brandcom	Airtel	Gold
Brand Activation & Promotion	Shubh Bhojan Ki Shubh Shuruwat	The Brand Brewery	Tata Salt	Silver
Brand Activation & Promotion	92.7 BIG FM 'RADIO ON THE GO'	Milestone Brandcom	BIG FM	Bronze
Contests, Prizes, Draws, Games	The Social Feet #OneStepCloser	Interspace Communications	Standard Chartered Bank	Bronze

### CONTENT MARKETING

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Content	Abbott Live Radio Spots	BBH India	Abbott Healthcare	Gold
Content	Come Home To Pujo India's first Instagram Microsite	Liqvd Asia	Legrand	Silver
Content	Hawa Badlo - The Air Seller	Liqvd Asia	GAIL	Silver
Distribution	Trumping Donald - Tea For Trump	Arm Digital	TE-A-ME	Silver
Distribution	Ek Kadam Unnati Ki Aur	Pulp Strategy Communications	Intel India	Bronze
Strategy	Trumping Donald - Tea For Trump	Arm Digital	TE-A-ME	Gold
Strategy	Yoga with Inox	Bang in the Middle	Inox Leisure	Gold
Strategy	Rise Legs	Jossbox	Rise Legs	Silver
Strategy	ROLEX SALE	Be the Bee Com Designs	ROLEX	Bronze

### DESIGN

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Books/Diaries	Books To Blockbusters	Tree Design	PVR Cinemas	Bronze
Corporate Brand Identity	A symbol to lead the conversation on open defecation	Happy mcgarrybowen	Team Swachh Bharat	Bronze
Packaging	Celebrating India	Tree Design	Horlicks	Bronze
Posters	CRY Thumbprint	BBH India	CRY	Silver
Posters	Gustoso	BBH India	Gustoso	Bronze

### DIGITAL

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Best Innovation in Digital	Ola - #PeekeMatChala (Drunk Tweets)	Happy mcgarrybowen	Ola	Silver
Best Innovation in Digital	How to Unlock Big Ideas?	Tonic Media	Aditya Birla Group	Bronze
Brand Integration - (Long format)	The Journey	Boring Brands	OnePlus	Silver
Brand Integration - (Short format)	Abbott Live Radio Spots	BBH India	Abbott Healthcare	Gold
Brand Integration - (Short format)	Is That You?   #ChangeTheRhyme	Culture Machine	Dove	Silver
Brand Integration - (Short format)	Dhusra: Winds of Change   Blush Originals   #EducateTheGirlChild	Culture Machine	Nestle	Bronze
Creative Use of Social Media	Videobomber	BBH India	Coverfox	Gold
Creative Use of Social Media	Muskaan	WAT Consult	Himalaya	Silver
Creative Use of Social Media	Ola - #PeekeMatChala (Drunk Tweets)	Happy mcgarrybowen	Ola	Silver
Digital Brand Video	Abbott Live Radio Spots	BBH India	Abbott Healthcare	Gold
Digital Brand Video	Rizwan	Humour Me	Paper Boat	Silver
Digital Brand Video	Ola Sainik - #TakeCommand	Happy mcgarrybowen	Ola	Bronze
Online Integrated Campaigns	Videobomber	BBH India	Coverfox	Gold
Online Integrated Campaigns	Music Plus	Chimp&Z	Tata Sky	Bronze
Real Time Videos	Live in Levi's	Jossbox	Levi's	Bronze
Web Banner	S-Cross - Crossover Map Youtube Masthead	Grapes Digital	Maruti Suzuki	Bronze
Website/Microsite	Rise Legs	Jossbox	Rise Legs	Gold
Website/Microsite	Come Home To Pujo - India's first Instagram Microsite	Liqvd Asia	Legrand	Silver

### DIRECT MARKETING

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Direct Response (TV, Radio and Infomercial)	Abbott Live Radio Spots	BBH India	Abbott Healthcare	Bronze
Direct Response Digital	Ola - #PeekeMatChala (Drunk Tweets)	Happy mcgarrybowen	Ola	Silver
Direct Response Digital	Valentine's Day - 10Amazing Things About Being In A Relationship	Pocket Aces Pictures	OYO Rooms	Bronze

### FILM

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Casting	Abbott Live Radio Spots	BBH India	Abbott Healthcare	Silver
Casting	The Shallowest Place on TV	BBH India	Channel V	Bronze
TVC	Ola Micro - Chalti Hai Sirf 6km Se	Happy mcgarrybowen	Ola	Silver
TVC	Bhujia ghum aaya duniya!	Infectious	Tasty Treat	Bronze

### PRINT

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Print Ad (Campaign)	In Flames	Tree Design	The Heritage School	Bronze
Print Ad (Single)	Play Station	Tinacca Media	Sebamed	Bronze

## Foxglove 2017 Awards - The Regional Winners

### AMBIENT MEDIA

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Non-traditional Indoor	ARRJAVV	Be The Bee Com Designs	ARRJAVV	Silver
Non-traditional Indoor	Wall Branding - Elixir Integrated Brandcomm	Elixir Integrated Brandcomm	Elixir Integrated Brandcomm	Silver
Non-traditional Indoor	Big Bites	HS Ad India	LG	Bronze
Traditional Billboards	More You Know, More You Become	Infectious	DNA	Gold

### BRAND ACTIVATION

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Brand Activation & Promotion	Airtel Open Network	Milestone Brandcom	Airtel	Gold
Brand Activation & Promotion	Shubh Bhojan Ki Shubh Shuruwat	The Brand Brewery	Tata Salt	Silver
Brand Activation & Promotion	92.7 BIG FM 'RADIO ON THE GO'	Milestone Brandcom	BIG FM	Bronze

### CONTENT MARKETING

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Content	More You Know, More You Become	Infectious	DNA	Gold
Content	Come Home To Pujo - India's first Instagram Microsite	Liqvd Asia	Legrand	Silver
Content	Hawa Badlo - The Air Seller	Liqvd Asia	GAIL	Silver
Distribution	Ek Kadam Unnati Ki Aur	Pulp Strategy Communications	Intel India	Silver
Distribution	Come Home To Pujo - India's first Instagram Microsite	Liqvd Asia	Legrand	Bronze
Strategy	Come Home To Pujo - India's first Instagram Microsite	Liqvd Asia	Legrand	Gold
Strategy	Flaunt to Feed	WAT Consult	Godrej Appliances	Gold
Strategy	ROLEX SALE	Be the Bee Com Designs	ROLEX	Gold

### DESIGN

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Books/Diaries	Le Blaireu - A Global Mystery	Mad about Digital	Amadeus	Silver
Books/Diaries	Books To Blockbusters	Tree Design	PVR Cinemas	Bronze
Corporate Brand Identity	Sambar Brand Identity	Tag Vinnatti	Sambar Pub & Kitchen	Gold
Corporate Brand Identity	Redefining Beauty & Wellness	Firebrand	Fabogo	Silver
Corporate Brand Identity	Sehat Ki Chuski	The Brand Brewery	Tata Salt	Silver
Packaging	Celebrating India	Tree Design	Horlicks	Silver
Packaging	Afterlives Of A Plastic Water Bottle	Happy mcgarrybowen	Chai Point	Bronze
Posters	Mother's Day	Plainspeak	SP Fort Hospital	Gold
Posters	PUNE HERITAGE FESTIVAL	Aaiba Brand Strategy & Design	Intact and Janwani	Silver
Posters	Posters for Internal Branding	Communication Crafts	Saffron Lifestyle	Bronze
Stationery	Two Fold Truth	Digitally Inspired Media	Digitally Inspired Media	Bronze

### DIGITAL

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Best Innovation in Digital	How to Unlock Big Ideas?	Tonic Media	Aditya Birla Group	Silver
Best Innovation in Digital	Hawa Badlo - The Air Seller	Liqvd Asia	GAIL	Bronze
Brand Integration - (Long format)	Build With Hot Wheels	Tetramind	Hot Wheels	Silver
Brand Integration - (Long format)	CIMS Cancer Film	Communication Crafts	CIMS Cancer	Silver
Brand Integration - (Short format)	#YogaWithINOX	Teen Bandar	INOX	Bronze
Creative Use of Social Media	Hate the Pimple	WAT Consult	Himalaya	Gold
Creative Use of Social Media	Muskaan	WAT Consult	Himalaya	Gold
Creative Use of Social Media	Hawa Badlo - The Air Seller	Liqvd Asia	GAIL	Silver
Digital Brand video	Ola - #SpeakIndian	Happy mcgarrybowen	Ola	Gold
Digital Brand video	Meri Rail, Mera Desh	Circus Elephants	RailYatri.in	Silver
Digital Brand video	Aadha Aadha	Shreyansh Innovations	Manyavar	Bronze
Digital Brand video	Lakshmi	Marathon Films	HCG Centre of Oncology	Bronze
Mobile Marketing	Magnum - Orchestrating Impulse Purchase	PHD India	Magnum	Silver
Mobile Marketing	Ek Kadam Unnati Ki Aur	Pulp Strategy Communications	Intel India	Bronze
Online Integrated Campaigns	Muskaan	WAT Consult	Himalaya	Gold
Real Time Videos	Marvel Movie Marathon	Teen Bandar	INOX	Bronze
Web Banner	S-Cross - Crossover Map Youtube Masthead	Grapes Digital	Maruti Suzuki	Silver
Web Banner	HP Printer Dynamic Banner	Magnon eg+	Hewlett Packard	Bronze
Website/Microsite	Come Home to Pujo - India's First Instagram Microsite	Liqvd Asia	Legrand	Gold
Website/Microsite	#LiveInspired with Royal Purandar	Amura Marketing Technologies	Royal Purandar	Bronze

### DIRECT MARKETING

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Direct Response Digital	Stage For Care	Propaganda India	Max Healthcare	Silver

### FILM

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Casting	Preethi - Life Long Free Service	Happy mcgarrybowen	Preethi	Gold
Casting	Preethi - Wrong Mixie	Happy mcgarrybowen	Preethi	Silver
Casting	Preethi Zodiac - Not Just A Mixer Grinder	Happy mcgarrybowen	Preethi	Bronze
Direction	Preethi - Life Long Free Service	Happy mcgarrybowen	Preethi	Silver
Direction	Preethi - Wrong Mixie	Happy mcgarrybowen	Preethi	Silver
Direction	Manyavar Summer Collection	Light Bulb Motion Pictures	Manyavar Summer Collection	Bronze
TVC	Preethi - Life Long Free Service	Happy mcgarrybowen	Preethi	Silver
TVC	Preethi - Wrong Mixie	Happy mcgarrybowen	Preethi	Silver

### PRINT

SUB CATEGORY	CAMPAIGN	AGENCY	BRAND	METAL
Print Ad (Campaign)	In Flames	Tree Design	The Heritage School	Silver
Print Ad (Campaign)	Keralam Vilayatle	Popkon Creatives	Deshabhimani	Silver
Print Ad (Campaign)	Cleans Any Dirt	HS Ad India	LG	Bronze
Print Ad (Single)	Play Station	Tinacca Media	Sebamed	Silver
Print Ad (Single)	All Free	Plainspeak	Sree Dhanya Homes	Bronze



Team member of Milestone Brandcom celebrates after winning the gold and bronze awards.



Rajiv Dingra from WATConsult celebrates with his team members after winning the gold and silver awards.



Team members of Bang in the Middle celebrate after winning the gold award.

## << continued from page 21

won a gold under the same category, (sub-category: Posters) for SP Fort Hospital's 'Mother's Day' campaign.

In the Film category, (sub-category: Casting), Happy mcgarrybowen won a gold for Preethi's 'Preethi - Life

Long Free Service' campaign.

In the Digital category, WATConsult went on to win three golds. Two awards were for Himalaya Drug Company's 'Muskaan' campaign under two sub-categories (Creative Use of Social Media and Online Integrated Campaigns). WATConsult

won its third gold award for Himalaya Drug Company's 'Hate the Pimple' campaign (sub-category: Creative Use of Social Media).

Happy mcgarrybowen won a gold for Ola's 'Ola - #SpeakIndian' campaign (sub-category: Digital Brand video). Liqvd Asia once again won

a gold for Legrand's 'Come Home To Pujo - India's First Instagram Microsite' campaign (sub-category: Website/Microsite).

There was a special award given to HS Ad India for 'Most Innovative Use of Adobe Suite'. ■

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**Arun Iyer**  
Lowe Lintas

**Josy Paul**  
BBDO

**KV Sridhar**  
HyperCollective

**Ashwini Deshpande**  
Elephant Design

**Jyoti Kumar Bansal**  
PHD India

**Manish Bhatt**  
Scarecrow Communications

**Priti Nair**  
Curry-Nation

**Sameer Pitalwalla**  
Culture Machine

**Nabendu Bhattacharyya**  
Milestone Brandcom

**Russell Barrett**  
BBH India

# MEET THE GRAND JURY

## CAPTURED IN PRINT



afaqs! released a book to commemorate the third edition of Foxglove Awards

Continuing with tradition, afaqs! released the second edition of the Foxglove Showcase. The 2017 edition has, apart from the list of the winners this year as well as the grand jury and jury for Foxglove 2017, two agency heads and a digital entertainment company talking about their journey so far.

CANVILICIOUS

# Fully Integrated

Ainara Kaur launches **Canvilicious** - an integrated marketing solutions agency. By News Bureau

**C**anvilicious, an integrated marketing solutions agency with a focus on business goals, announced its launch with the signing of cure.fit, cult.fit and Inito.

For Inito, the agency is working on research and brand positioning; while for cult.fit and cure.fit, the agency is responsible for developing social media and communications strategy and implementing it.

The agency aims to include full scale marketing solutions such as research, brand building, creative solutions, digital marketing, social media, brand alliances and PR.

**The agency aims to include marketing solutions such as research, brand building, creative solutions and digital marketing.**

Headquartered in Bangalore, the agency has offices in Mumbai and Gurgaon as well.

Prior to starting Canvilicious, Ainara Kaur was working as head - marketing communications of Myntra. Speaking on the launch, Kaur, chief executive officer, Canvilicious, says, "Having worked on corporate side, I have experienced first-hand disconnect between in-house marketing and agencies. At times, agencies offer more tactical solutions, which are often creative driven with low business integration while on other side, there are many which are strategic but have low creative appeal.

Canvilicious has been set up to bridge this gap, and at the speed of change that the clients are going through while maintaining the quality. Why compromise on either?"

Speaking on the wins Kaur adds, "We are grateful to have bagged amazing mandates from cult.fit, cure.fit and Inito, who are doing truly disruptive work and encourage us to do the same."

Ankit Nagori, co-founder, cure.fit says, "At cure.fit, we were looking for partners that integrate themselves into our business, thereby providing solutions that are focused. We are

happy with the work that Canvilicious has put into understanding our market and is reflected in initiatives such as HRX launch, cure.fit launch, positioning cult.fit and cure.fit as fitness lifestyle brands by leveraging social media & PR."

During her experience of close to two decades, Kaur has held leadership roles with organisations such as Myntra, Ameriprise Financial, Yes Bank, MSL Publicis Group, and worked with various e-commerce, BFSI, Consumer Durables, FMCG, real estate companies to contribute to their growth trajectory. ■

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GOOGLE

## Google Attribution Launched

Google announces products aimed to help **advertisers track the full journey of a sales conversion.** By Shweta Mulki

**T**ech giant Google has just made some key announcements at Marketing Next - its annual event where the company unveils its latest innovations for ads and analytics with insights and trends across mobile, analytics, video and platforms.

With machine learning as the underlying theme, the highlight this time is 'Google Attribution' — a powered-up version of an existing product that will help advertisers measure the impact

of marketing across devices and channels all in one place - for free. An

attribution model helps determine how credit for sales and conversions is assigned to the various touch-points in a customer's purchase journey.

Explaining that attribution effectively needs



to answer the core question of 'Is my marketing working?', Babak Pahlavan, senior director of product management for Google Attribution 360 suite and measurement, in a separate conference spoke about how the new product aims to do away with the globally prevalent 'last click attribution model' which does not give credit to interactions (like display, video, search, social or email), that precede the final click before a conversion.

"Existing attribution products are difficult to set up, they lose track of the customer when devices are switched, and they aren't well integrated with other marketing tools which makes it difficult to take action," said Pahlavan, claiming that the entire workflow that could usually take months, has been simplified down to a few minutes with this new product. ■

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TATA SKY

# Acting Lessons for Big B

Tata Sky teaches everyone to act with a **new campaign, featuring Amitabh Bachchan.** By Sunit Roy



Every year thousands of youngsters/aspiring actors throng to Mumbai in pursuit of money, fame and the dream of becoming a star in Bollywood. Braving all odds, majority of the pack, labelled as ‘strugglers’ in Bollywood parlance, continue to dream of becoming the next Amitabh Bachchan. In reality, however, only a few manage to achieve what they desire to become. The path to becoming an actor becomes all the more difficult, especially when one has no formal training in acting.

Tata Sky, a DTH (Direct to Home) brand, along with FTheCouch (an initiative by Suniel Shetty) recently launched a new interactive service - ‘Tata Sky Acting Adda’, to help such aspiring actors realise their dreams. Tata Sky Acting Adda gives the common man a chance to learn acting from Bollywood experts and be a part of auditions that are provided through this service.

An exclusive service for Tata Sky subscribers on #111, Tata Sky Acting Adda is the first-of-its-kind to offer acting lessons delivered on television and on Tata Sky’s mobile app at the price of ₹59 per month. And to launch the service, Ogilvy & Mather (O&M) conceptualised a unique campaign with the tagline ‘Bade Break ka Bada Manch’, using none other than Big B in yet another quirky avatar. This time, he plays the role of a diffident ‘Uncleji’ who fails an audition at his local Ram Leela because he can’t act.

“While we were brainstorming on ‘how to launch this product?’, ‘what communication route should one take, the scripts, etc?’, we said — who



**“This campaign fulfils a need gap both — for an aspiring actor for whom no systematic route exists, and for a casting director who needs a talent pool.”**  
MALAY DIKSHIT

better than Mr Bachchan to strike a chord, bring a smile and talk about the first step to learn acting?” says Malay Dikshit, chief communication officer, Tata Sky.

Shot by the national award winning Director Shoojit Sircar, the campaign, a series of four ad films, captures Bachchan’s transformation into a confident actor in a hilarious way. Through the four films — ‘Auditions’, ‘Facial Expressions’, ‘Roleplay’ and ‘Raavan’ — we see his complete transformation with the help of Tata Sky Acting Adda. He goes on to give an audition so powerful that he bags the role of Raavan in the play.

## BLOCKBUSTER PERFORMANCE?

“This project was fun from the day we thought of the idea. From writing, to narrating it to Mr Bachchan, to shooting it, we enjoyed every moment of it. I think for me personally, the toughest part of the project was telling Mr Bachchan that he will be playing a role where he can’t act. He just looked at me and smiled. I also feel that (Shoojit) Sircar has helped us make it so amazing. All credit goes to him for getting such great actors together and creating this memorable piece,” says Suresh Nayak, executive creative director, O&M, Mumbai.

It is the fourth time that the brand has used Big B in a campaign. First he was seen in Tata Sky’s 10th anniversary celebration film, then he turned ‘Rapper Thakur’ for the ‘#FamilyJingalala Yo Se’ campaign, followed by the Maximum channels

systematic route exists, and for a casting director who needs a talent pool. Now, while serious aspiring actors would want to lap up the service and what it has to offer, there are other viewers who would want to subscribe to this service just for the fun of it or because they need help for a small function in a housing society or a school programme. Then there is a third lot who would just love to sit back and watch the service for its engagement and entertainment value.”

“Once we identified the need gap, our core thought revolved around — ‘what kind of a communication would appeal to all of these segments?’, and ‘what script would generate smiles as it delivers the product message?’ That’s how the ads came into existence,” Dikshit adds.

But ‘will such call to action (CTA) videos actually influence the viewers

**The campaign was launched with the tagline ‘Bade Break ka Bada Manch’.**

campaign that was rolled out largely on regional channels across India, and now Acting Adda. “On an average people spend a good three-five hours in a day interacting with our platform. This means we have to constantly come up with new offerings and innovations to keep our subscribers engaged. Hence, we attempt to make our communication appealing for the target audience and definitely want to let them know about it,” says Dikshit.

Explaining the strategy behind the campaign, Dikshit says, “This campaign fulfils a need gap both — for an aspiring actor for whom no

or make them think twice before opting for a career in acting?”

“We have a legacy of ‘call to action’ campaigns and they have always delivered at a scale. The crucial part is what exactly is the CTA and how fast does a service or product gets delivered at your door step once a consumer responds to a CTA. It works brilliantly well for us with Ch100 on Tata Sky because the entire process of presenting a communication, the subscriber responding to a CTA and the service being delivered happens in a few seconds flat!” informs Dikshit. ■

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TATA CAPITAL

# Making it Easier

Get a loan through likes on Facebook, thanks to Tata Capital's 'Salaam Loans' campaign. By News Bureau

Access to credit is a critical ingredient to fulfill one's dreams and unfortunately the same is often denied to certain sections of the society who need it the most.

Tata Capital has recently launched 'Salaam Loans' - a unique and special, limited product, under the Company's 'Do Right' initiative, to extend loans to deserving individuals who may typically not have access to organized credit. The initiative aims to salute the unbreakable spirit of those who brave severe circumstances and yet dare to dream big and pursue their dreams with relentless determination.

The digital film made for the promotion of the idea follows the journey of a young man who is running from pillar to post in the hope of a loan. His dream is to re-open his now deceased father's bakery, but is unable to gather the funds required to do so. After facing refusal from each and every financial institution he approaches, he finally fulfills his dream thanks to a timely loan from Tata Capital Salaam Loans.



The ad film has been conceptualised by Leo Burnett and produced by Prodigious. Speaking on the film, Rajdeepak Das, chief creative officer, Leo Burnett, South Asia tells afaqs! Reporter, "Salaam Loans is not just about the ad film; it is the world's first-ever democratised loan offering. We have created a product that shifted the power of loan approval from the hands of a few to India's 200 million strong Facebook community, thus revolutionising the approval process."

In the ad film, we see the heartfelt journey of a differently abled man. The film names him Sagar Parab. "Sagar Parab's story is representative of millions of people across the country. It is the story of Rupesh Bhalerao, the man who has polio but was hitherto unable to even open his own grocery store. Of Nisha Bakshe, a transvestite who always wanted to start her own saree shop. Of Nipun Kawathekar, a brilliant student who cannot pay his final engineering

semester's fees. You can go through numerous such deserving stories on the website (www.DoRight.in), who just need a small push to fulfill their dreams." adds Das.

The film takes a sentimental route in getting the point across. It is often tricky to establish the fine balance to ensure that the core idea is not diluted with the emotional overdrive.

Speaking on the campaign, Veetika Deoras, chief operating officer, digital vertical and head, brand marketing and corporate communication says, The proposition of the Tata Capital brand is - We only do what's right for you, and as a purpose-led brand we have always believed in doing right by all our stakeholders. "Salaam Loans, a true embodiment of that spirit, is a unique and innovative loan product, which specifically caters to the needs of those individuals who are otherwise denied access to organized credit... A total of 100 loans (i.e. a maximum book size of ₹1 crore) will be disbursed in the first phase of this initiative." ■

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MTR

# War on Morning-madness

The campaign takes a humorous look at how a delicious and hot Indian breakfast can be made in just 3 minutes. By News Bureau

MTR has launched its latest brand campaign for a new range of Indian breakfasts called the 3 Minute Breakfast. It is a 360 degree media campaign including three TVCs and a digital film.

This first-of-its-kind breakfast range consists of popular Indian breakfasts from across the country like Poha, Upma, Oats and Halwa and cooks in just 3 minutes by simply adding hot water.

Backed by the insight that breakfast is the most rushed meal occasion and also the most skipped meal, this range of products will be available for various consumption occasions, at-home or on-the-go.

The three TVC campaign portrays hurried situations on weekday mornings which then lead to consumers missing breakfast because of lack of time. One of the TVCs showcases a woman hailing a cab for going to work in the morning and then getting stuck in a traffic jam because of a

lady not being able to manoeuvre her car properly, resulting in her eating breakfast with taxi driver and the lady on the road. Similar situations like an early morning meeting at office and a couple getting late for work in the morning because the husband cannot find his perfect hairstyle, have been portrayed in the other two TVCs.

Speaking on the new breakfast range, Sunay Bhasin, chief marketing officer, MTR Foods, says, "The organised breakfast market in India is driven by a need for convenience with consumers sometimes forgoing breakfast, particularly on weekdays, due to severe time crunch in the mornings. The MTR 3 Minute Breakfast will now give Indians easy access to a hot, comforting range of Indian breakfast that they prefer in just 3 minutes by just adding hot water. Our communication also focuses on how easily a delicious Indian breakfast can be made in the time you take to do your weekday morning routine,



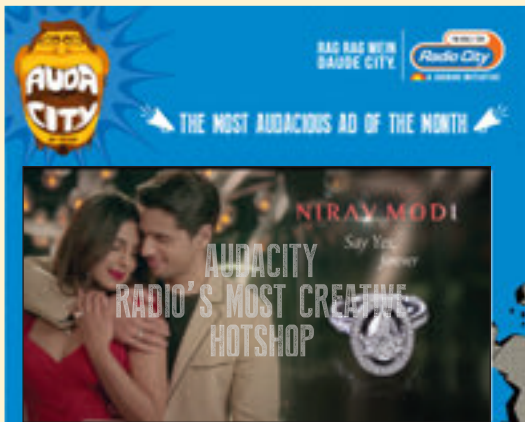
hence removing any excuse to miss breakfast anymore."

Mahesh Gharat, executive creative director, Ogilvy & Mather, adds, "The brief from MTR Foods was to communicate the key proposition of the 3-Minute Breakfast in a creative way by depicting various morning situations. We had to show the ease of making breakfast as well as drive home the key message that consumers need not compromise on breakfast anymore. As we had to talk to the young working professionals, we decided to take a relatable, humorous approach. All three films depict the morning rush in their lives when a lot cannot be achieved on time. But thankfully, MTR's 3-min breakfast gets prepared in 3 minutes." ■

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

## VIDEOS



**NIRAV MODI**  
Nirav Modi, a luxury diamond jewellery brand, has released its second ad film titled, 'What Really Matters', featuring brand ambassadors, Priyanka Chopra and Sidharth Malhotra.  
**Creative agency:** Dharma Productions



### GOOD KNIGHT

Good Knight has launched an endearing ad on the occasion of Mother's Day. The ad film that goes with the hash tag, '#MomsOnActivMode', attempts to decode the reason behind children calling out only their mothers in times of need. Through short and witty interview with kids, Good Knight comes to the conclusion that mothers are always on 'active mode' and hence are on speed dial of every child.

**Creative agency:** J. Walter Thompson India



### ACTIVA

Honda's Activa has come up with a new ad film for its brand Activa 4G. The campaign titled, 'The New Generation' aims to convince viewers that today's entire Indian generation is the new generation with age being no bar. Whether one is 18 or 80, a homemaker or a start-up, all are the new generation of India, and the new Activa 4G is the right choice.

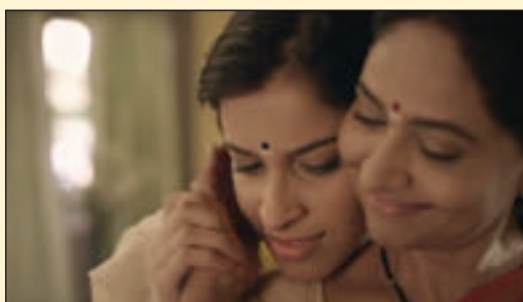
**Creative agency:** Dentsu One



### FORTUNE FOODS

Fortune Foods' recent ad film for its Soyabean Oil celebrates gender neutrality in cooking 'Ghar ka khana'. This idea is conveyed by depicting the story of a family where the father cooks and the mother-daughter duo happily enjoys the meal. The ad film aims to convey that no matter who cooks food, homemade food will never lose its sheen — thanks to Fortune's Soyabean Oil.

**Creative agency:** Ogilvy and Mather



### USHA

Usha International has launched a new campaign highlighting its mixer grinder range. With the central theme being 'Peedhi dar peedhi haath batate hue Usha Kitchen Appliances', the campaign promotes the Usha mixer grinder range as a reliable kitchen companion for all food preparation needs. The intent of this campaign is to drive positive and emotional association of Usha as one of the most trusted Indian brands in kitchen appliances.

**Creative agency:** Goldilocks India



### RENAULT

Renault has come up with a new ad film for its brand, Renault Lodgy. The three minutes plus ad makes a strong case for family bonding by interviewing the 'Gopalani family' and quizzing them on the likes and dislikes of their own family members. The ad, which goes by the hashtag, '#LODGYFamilyDay', claims to be a social experiment that urges people to spend quality time with their family members.

**Creative agency:** Law & Kenneth Saatchi & Saatchi

## PRINT

### SHOPPERS STOP

Anil Kapoor's daughters — Sonam and Rhea — have partnered with retail chain, Shoppers Stop, to launch their high-street fashion clothing line. In its recent print ad, the Kapoor sisters can be seen in a candid shot with the brand's label, 'RHESON' mentioned at the top. The ad specifies that the products under Rheson label are now available at Shopper Stops' retail outlets as well as the online portal of the company. Rheson is launching with five collections — 'Nostalgic 90s', 'Mogra', 'Denim', 'Emoji' and 'Mithai'.



### MAHINDRA TUV

Mahindra's TUV 300, has released its new print ad, featuring brand ambassador Prabhas posing alongside the red TUV300. Riding on the massive success of the 'Baahubali 2' franchise, the ad invites potential customers to take a test ride of the SUV and answers a few simple questions in order to win a 'perfect' chance to meet the 'Baahubali 2' star — Prabhas — along with a TUV300.



### OPPO

Oppo has launched its latest print ad for its range of 'Selfie Expert' smartphones- F3 and F3 Dual Selfie Camera. Brand ambassador Deepika Pudukone is seen flashing the gold colour smartphone. Interestingly, Padukone's signature is seen at the right corner of the ad, the same way Ranveer Singh's signature was present on the brand Vivo's print ad. Both Vivo and Oppo along with OnePlus are subsidiaries of a Chinese company BBK Electronics.



# JOB SWITCH.in

**Post:** Social Media Head  
**Company:** Digilocal  
**Profile:** To strategise digital media marketing and execution for clients across several verticals. Staying up-to-date with latest news, trends and accordingly making creative connections for social media posts for clients. Meeting and interacting with clients on a regular basis to understand newest developments and discuss performance progress.  
**Exp:** 1 to 3 years  
**Location:** Mumbai  
**Email:** jitendra@digilocal.in

**Post:** Business Development Manager  
**Company:** Advision Communications Pvt Ltd  
**Website:** www.advision.co.in  
**Profile:** Meeting and liaising with clients to discuss and identify their advertising requirements. Be well informed and up-to-date knowledge with regards to industry and brand. Excellent communication and presentation skills is required.  
**Location:** New Delhi  
**Email:** crm@averest.co.in

**Post:** Sr. Visualiser (Graphics / Print)  
**Company:** Adworth Media Pvt Ltd  
**Profile:** Campaign conceptualisation, brand architecture, designing, knowledge of preparing printable files.  
**Exp:** 3 to 5 years  
**Location:** New Delhi  
**Email:** info@adworthmedia.org

**Post:** PR Manager  
**Company:** Equations PR and Media  
**Profile:** Creating PR plans and strategies for clients, media relations and pitching stories to the media, client servicing and managing client expectations on an ongoing basis, managing a team and executing PR plans independently, creating monthly reports, writing press releases and briefing documents for clients, contribution on PR and digital ideas for new clients - being a part of new business pitches.  
**Exp:** 3 to 6 years

**Location:** Mumbai  
**Email:** priyanka.bhatt@equationsmedia.com

**Post:** Sr. Art Director  
**Company:** Janrise Advertising Pvt Ltd  
**Profile:** Interpreting the client's business needs and developing a concept to suit their purpose by liaising with account managers using innovation to redefine a design brief within the constraints of cost and time to develop an interactive design.  
**Exp:** 5 to 7 years  
**Location:** Hyderabad  
**Email:** hr@janrise.in

**Post:** Business Development Executive  
**Company:** Sphinx Creative Communications Pvt Ltd  
**Profile:** Client management, communication strategy, business development and operations.  
**Exp:** 2 to 5 years  
**Location:** Mumbai  
**Email:** hello@sphinxworld.com

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

**Post:** Sr. Client Servicing Executive  
**Company:** Aakanksha Healthcare  
**Profile:** Interaction with clients, writing D-Briefs, writing strategy for brands and briefs for creatives, presenting and selling creatives.  
**Exp:** 0 to 3 years  
**Location:** Mumbai  
**Email:** careers@aakankshagroup.com

**Post:** Senior Account Manager Pharma Vertical (4 Vacancies)  
**Company:** Aspire Cerebro  
**Profile:** Operate as the lead point of contact for any and all matters specific to your customers, build and maintain strong, long-lasting customer relationships, negotiate contracts and close agreements to maximise client engagement, develop a trusted advisor relationship with key accounts, customer stakeholders and executive sponsors, ensure timely delivery of our solutions according to customer needs and objectives.  
**Exp:** 4 to 7 years  
**Location:** Mumbai  
**Email:** fearless@aspirecerebro.com

**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:** Creating concept and strategies as per the brief understanding, ensuring that the desired client time lines are being met. The candidate should have the ability to work / think independently and lead a team, as well as ideation qualities. S/he should 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:** Senior Visualiser / Graphic Designer  
**Company:** Olive...the design place  
**Profile:** We are looking for vibrant,

refreshing, wacky and creative ideas. The candidate should be able to conceptualise creative ideas and bring them to life in multiple media, and be able to handle projects from concept through completion. S/he should be self motivated and needs to deliver within short-time frames and meet deadlines.

**Exp:** 2 to 4 years  
**Location:** Chennai  
**Email:** hr@otdp.in

**Post:** Sr. Copy Writer (only local candidates should apply)  
**Company:** Thoughtrains  
**Profile:** The candidate should be proficient in English language and grammar (both written and spoken). S/he should be able to convert client briefs into incredible ideas of communication, be a team player with capacity to work closely with art directors, visualisers, designers and Jr. copy writers, should have basic computer operating skills including MS Word, MS Excel, Powerpoint and similar softwares.  
**Exp:** 4 to 10 years  
**Location:** Mumbai  
**Email:** hr@thoughtrains.com



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 Email: ajay.jha@afaqs.com  
 jobswitb@afaqs.com

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# >> MOVEMENTS/APPOINTMENTS <<

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

## MARKETING

### Future Generali India Life Insurance

Future Generali India Life Insurance, has appointed Rakesh Wadhwa as its chief marketing officer (CMO). Wadhwa, executive vice-president, strategy and special projects, will take on the additional charge with immediate effect. He will be based in Mumbai. With over 16 years of experience in the life insurance industry, Wadhwa has led sales and distribution functions and managed multi-disciplinary programs.

### Micromax

Micromax Informatics has announced the elevation of Shubhodip Pal as its new chief marketing and commercial officer and group head for VAS and online sales. In his previous role at the organisation, Pal was chief operating officer at YU Televentures, a subsidiary of Micromax Informatics. The announcement comes in wake of current Micromax CMO, Shubhajit Sen's decision to move on from the company to pursue other interests. Taking over the new role, Pal will be tasked to focus on leading all marketing, VAS and online sales efforts for the company globally (including Micromax and YU business), while strengthening the overall brand communication.

### Adobe

Adobe has appointed Sunder Madakshira as head of marketing for its India business. In this role, Sunder will lead the local brand campaign and marketing efforts for Adobe India, which is a strategic growth market for the company globally. He will report to Marta DeBellis, vice-president of marketing for Adobe Asia Pacific.

He will report to Marta DeBellis, vice-president of marketing for Adobe Asia Pacific.

### NIVEA India

NIVEA India, the subsidiary of Beiersdorf AG, Germany has appointed Neil George as the new managing director (MD) for India. He will be based out of Mumbai. Outgoing MD, Rakshit Hargave was last year promoted to the position of senior vice-president, India, Sub Saharan Africa and head sales Beiersdorf Near East, based out of Dubai. George comes with over 20 years of FMCG experience with P&G, Reckitt Benckiser, Diversey and in the last 5 years, been with Beiersdorf in varied senior marketing roles.

### Kellogg's

GSK Consumer Healthcare has appointed Vikram Bahl as the area marketing lead for nutrition and digestive health for ISC. Bahl will be based in Gurugram and report to Manoj Kumar, managing director, GSK Consumer Healthcare. He succeeds Prashant Pandey who moves to Bangladesh as general manager - MyBaN (Myanmar, Bangladesh & Nepal). Bahl joins GSK from Kellogg where he was the global innovation lead for wholesome and savoury snacks.

### Godrej

Godrej Consumer Products (GCP), announced changes to its leadership team, effective from May

## DIGITAL

### iProspect India

iProspect India has appointed Srikanth Nagubandi as senior vice-president, operations. He comes with more than 15 years of experience in the digital space with a focus on search engine optimization, search engine marketing, social media and web analytics.

### Fountainhead Digital MKTG

Dentsu Aegis Network's Fountainhead Digital MKTG, has appointed Dheeraj Dhawan as vice president, Brand Solutions. He will be based in Mumbai and will lead the business development and client servicing function of the division. Dhawan comes with experience in both, major global brands as well as medium sized businesses across categories such as FMCG, food, beverages and automobiles.

10, 2017. Nisaba Godrej, currently the executive director of the company, will now be the executive chairperson. Chairman Adi Godrej will assume the chairman emeritus position at GCPL. Vivek Gambhir will continue as managing director and chief executive officer. Nisaba has also spearheaded the Group's Good & Green agenda to drive inclusive and sustainable growth. Her previous assignments within the Godrej Group have included the turnaround of Godrej Agrovet and the creation of a Group strategy function to oversee the Group's portfolio.

## MEDIA

### Times Network

Times Network has promoted Vivek Srivastava as executive vice president and head - Entertainment Cluster. He was previously responsible for the English Entertainment Cluster of the network. Srivastava joined Times Network as senior vice president and head English entertainment cluster in 2014.

### BTVi

BTVi, an Indian business channel, has appointed Anuj Katiyar as the marketing and research head for the channel. He will be based in Mumbai. Katiyar will be responsible for developing overall brand and communication strategy for the channel. He will be closely working with the teams across functions as the channel aims for an aggressive growth for the next phase.

### The Printers Mysore

The Printers Mysore (TPM), the family-owned publisher of Deccan Herald and Prajavani newspapers and Sudha and Mayura magazines, has appointed Karthik Balakrishnan

as chief executive officer. He will have the mandate to transform the publisher into a digital-era media group and will be based in Bengaluru. Prior to joining The Printers, Balakrishnan, was working with Mahindra Group as vice president, marketing.

### MEC India

MEC India, a media agency from the stable of GroupM, has recently announced the appointment of Ravi Sekhar KV as chief digital officer. KV's role at MEC will be to drive the agency's end-to-end digital service. He will be based in Mumbai and will report to T Gangadhar, managing director, MEC South Asia.

### Madison Media

Madison Media has appointed Vishal Chinchankar as its chief digital officer. He was earlier working with MEC, where he was the Digital head. Chinchankar comes with over 20 years of experience, across agencies of the likes of Group M, Mediaturf, amongst others.

## ADVERTISING

### GREY Group

GREY Group India has appointed Mayuresh Dubhashi as executive creative director. He will be based in Mumbai. Dubhashi will be reporting to Sandipan Bhattacharyya, chief creative officer, GREY Group India. Dubhashi, a Mechanical Engineer, has been in the advertising industry for nearly 15 years, working on Indian and global brands across all aspects of creativity and innovation. Before joining GREY group India, Dubhashi was working with Taproot India as creative director.

### DDB MudraMax

To strengthen the multi-specialty expertise of the agency and to help build brands in this age of data-digital driven convergence and complex consumer dynamics, DDB MudraMax has roped in Somnath Sengupta as head-tech innovations, OOH and experiential. Sengupta, aka Somm, erstwhile the national creative director at Kinetic Worldwide (a WPP company) comes with an expertise in concept, digital content, digital activation, interactive content, design and tech innovations. In his career spanning more than 15 years, he has specialised in creating interactive technological innovations; creations that have an impact on the brand and the consumer alike.

Contract Advertising

### Publicis Worldwide

J Walter Thompson (JWT) South Asia has appointed Raji Ramaswamy as the CEO of Contract Advertising. Ramaswamy will take up the new role with effect from July 3, 2017, as Rana Barua has decided to move out due to personal reasons.

### Publicis Worldwide

Publicis Worldwide has announced the appointment of Ravpreet Ganesh as executive director. Confirming the news, Ganesh tells afaqs! Reporter that the appointment was made in April 2017. Ganesh will be based in the New Delhi office and would be managing firm's New Delhi and Mumbai operations. Before joining Publicis Worldwide, she was working with Leo Burnett in the role of executive vice president.

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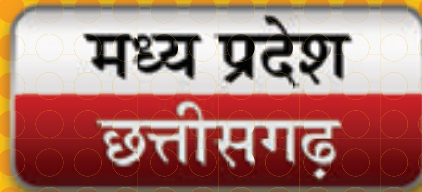
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