

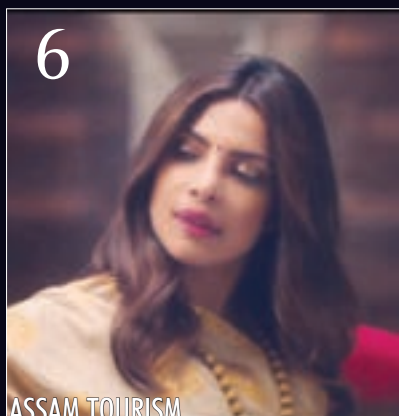
BEING PRAVEEN KENNETH

The story of the man who retired from agency life at 47.

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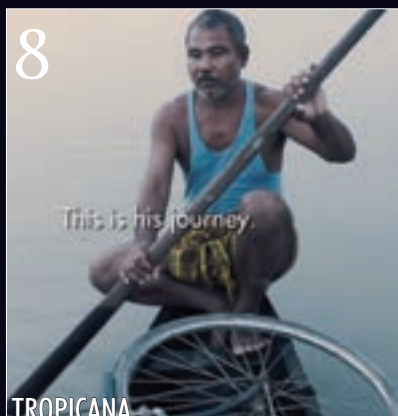


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The story of Praveen Kenneth is inspiring. This Bangalore boy came into the world of advertising at 20 and today, at 47, he has already picked up his pot of gold at the end of the rainbow and has walked into the sunset. While the rainbow, gold and sunset are all proverbial, I'm serious about the walking. A day after doing this interview with us, Praveen went to the wild grasslands of Bhutan for a 300 kilometre-long sub-Himalayan walk that typically takes close to three weeks to complete. For company, he took four mules and a local guide along.

About a fortnight back, Praveen announced his retirement from Law & Kenneth Saatchi & Saatchi, after selling his share in the company for a gasp-worthy amount to its parent network Publicis Groupe. In 2014, the network acquired 51 per cent of the agency, one he launched back in 2005 along with British adman and entrepreneur Andy Law and the late Anita Roddick, founder of The Body Shop.

Taken as we all are by Praveen's story, fact is we know very little about it. We know the highlights, as does the rest of the world, but we don't really know his journey. Lifestyle magazines call them 'human interest' stories. This interview – or shall we call it a biography? – was an attempt to get to know the anecdotes between the milestones.

Praveen is not your typical flamboyant adman. In fact, as a very senior member of his agency puts it, "Praveen was never part of the advertising industry..."

He's not an adman. He's a businessman. He shuns the limelight, something that's earned him a reputation of being snobbish and arrogant. Talk to him face-to-face, and it's a different story.

Throughout our conversation, he grumbled that it felt less like an interview and more like a blind date in which the girl was tossing strange questions to get to know him better.

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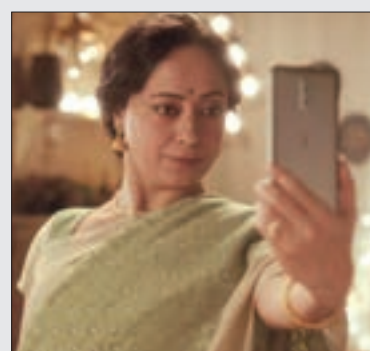
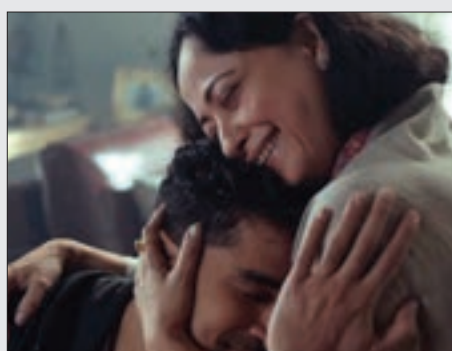
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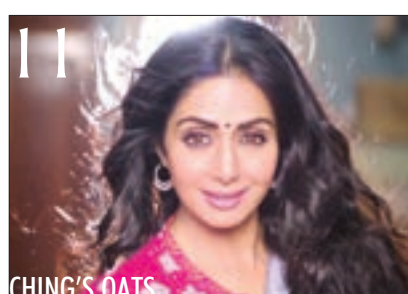
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Sridevi stars in the desi-Chinese noodles brand's ad.



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Emvies 2017 saw Mindshare repeat its winning ways with the Agency of the Year prize.

ASSAM TOURISM

Attention Grabber

The three-and-a-half-minute-long YouTube version has been strategically timed.

By Sunit Roy

Assam - the land of mystic beauty - is known mainly for its pristine locations, the one-horned rhino and its tea cultivation. Also known as the gateway to north-east India, it has a rich legacy of culture and civilisation. To celebrate that, Assam Tourism has launched a new multimedia campaign with its brand ambassador, Priyanka Chopra.

The film captures the beauty of the state along with its diverse and rich culture. The central theme of the campaign video is 'Once you visit Assam, it stays with you forever'. It is depicted through the actress recalling her time in the state and getting carried away with the memories.

As of now, only one film has been released on YouTube; the ad film will hit TV screens soon. A total of six films will be launched in 90 days. The launch has been strategically timed keeping in mind the upcoming tourist season.

Conceived and conceptualized by a seven-member team from two agencies - Yaap and Crayons - the films were written by Rondeep Gogoi (senior creative director, Crayons), and directed by Arun Gopalan and Ken Rolston of Storytellers. Speaking about the campaign, Shouvik Roy, senior partner, Yaap, who is heading the project, says, "We are eyeing global tourists and global tourism. That's why we thought Priyanka to be most suitable."

The three-and-a-half minute video that begins with Priyanka sporting the traditional Assamese Mekhela chador and practising Bihu - the traditional folk dance form of Assam - showcases pristine locations, the Bhupen Hazarika bridge, famous cuisines of the state, dances, craze for football, the Kamakhya Temple and the cultural heritage of the state. Local talent has been included to depict the pride of Assam.

"It is expected that this film will influence a lot of tourists from Europe, east and south-east Asia and the Indian diaspora from across the world to visit Assam. This campaign is also targeted at domestic travellers,



"We had to have multiple crews shooting to cover multiple geographies, themes."

SHOUVIK ROY

especially those from Gujarat, Bengal and the Metro cities," says Roy.

Talking about the challenges faced during shooting the films, he says, "We started the project just before the monsoon set in, so time management was a big challenge because we had to wrap up the shoot in a definite time. Another was covering the geographic vastness and cultural diversity of the state. We had to have multiple crews shooting to cover multiple geographies, themes."

DIRECTOR'S CUT

Other states such as Rajasthan, West Bengal, Kashmir, Kerala, Madhya Pradesh, and Gujarat, have had tourism campaigns. Unlike previous campaigns that were launched some 10-15 years ago, most of the recent campaigns have been in long format, released on digital platforms first and then on TV or print. We asked the experts 'how tourism advertising has evolved in the past decade?'

audience is," Haque says.

Kailash Surendranath, ad filmmaker and founder of Kailash Picture Company, says, "A recent development is the presence of brand ambassadors for each state - Amitabh Bachchan, Shahrukh Khan, Priyanka Chopra, all help to influence vacation decisions of the Indian traveller."

He adds, "Realisation has dawned upon the creative that tourists are adventurous and not just looking for the front view of the Taj Mahal. So, one gets the budget and spends time



According to Senthil Kumar, chief creative officer, J. Walter Thompson India, today's travellers do their homework and search engine research on the destination and map out their travels well before the actual date. Therefore, 'Tourism Promotion' or 'Destination Advertising' has to rise to meet this smart traveller.

"While no one can negate the power of print communication - that will be the backbone of storytelling - almost every hotel chain and location thrives on an inviting audio-visual display or preview of the various attractions. And since a large section of these travellers is booking their tickets and hotels online, it pays to be seen alongside online booking windows and power up their search engines with stunning long format or visuals that stimulate interest and completes the pitch," Kumar opines.

Agreeing with Kumar, Azarul Haque, chief creative officer, Ogilvy South, says that travellers have shifted to digital mediums. They follow travel apps, share, like and post travel stories and book tickets and hotels via online portals. "So for the tourism sector to choose the digital platform for communication is quite natural. That's where their

and effort to create an almost fantasy world of the destination."

Speaking about the challenges that agencies face while doing a tourism campaign Veneet Raj Bagga, founder and creative director, Onions Creative Media, says "One obvious difference is that of unforeseen contingencies when shooting an experience versus a hard-sell product. The scheduling and planning in this kind of a project can be compared to covering features in a product. The challenge, therefore, is to make the best possible collaborative schedule and plan, keeping unforeseen issues in mind as well."

Furthering the thought, Haque says, "Tourism campaigns need shooting equipment and gadgets that enable us to capture the scale of such places beautifully. And directors who can capture such scale beautifully."

He adds, "The competition in this category has made the task of luring the traveller tougher. A tourism brand has to keep looking out for newer places to differentiate one state from another. Also, how to make a different looking tourism campaign is the biggest challenge for agencies and production houses."

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TROPICANA

Who is Jadav Payeng?

Mindshare Content+, 101 India and Tropicana come together to pay tribute to the 'forest man of India'.
By Suraj Ramnath

Tropicana, the packaged juice brand from the stables of PepsiCo, has recently launched a digital film 'The Man Who Planted a Forest'. The brief was shared by Tropicana with Mindshare Content+ and the agency brought partners on board that includes 101 India, the digital content company which made this branded content film and 98.3 FM (renamed '98.Tree' for two days) for the #GiftATree campaign.

The film pays a tribute to Padma Shri Awardee Jadav Molai Payeng, also known as the 'forest man of India'. The inspiring film traces his journey from 1979, when, at the young age of 16, he started planting one sapling a day in the middle of a barren wasteland in Assam. Through his efforts, he has raised an entire forest in over three decades. Shot on location, the film captures the vast 1,360-acre Molai forest located near Kokilamukh of Jorhat, Assam and is named after the 'forest man' himself.

It's only at the end of the film that one would notice the Tropicana logo that appears. We asked Vineet Sharma, brand manager, Tropicana, if it worried him about people not noticing the brand logo since it comes right at the end. He says, "This is just one activity that we have done. We had also partnered with Radio Mirchi to bring alive the thought and the purpose here was more important. The idea was how to build a property around planting more trees over a period of time."

Brand Tropicana, in general, has nothing to do with trees, as such. We asked Cyrus Oshidar, MD and CCO, 101 India if that was a worry or a challenge for him while making this film. He says, "At the end of the day, you need to find a core that works for your brand. I think there is a certain limitation to being literal. The whole advantage of branded content is that you create stories that fit with the brand first, but not for an ad. An ad film is a 30-second piece of communication where the client wants to say exactly what it wants about the product. A branded content piece, for my money, has to be a story which, in some way, is the



"Mindshare came to us with the idea about this man who has built a forest and we liked the idea and decided to do a small inspiring branded content piece on a man who has done something inspiring. It worked very well."

CYRUS OSHIDAR

best and there are many examples of how direct or indirect it can be."

He adds, "We (101 India) seem to have a more indirect approach where there are less ads and more content and there is certain believability and that has tremendous value in

The film captures the vast 1,360-acre Molai forest, named after the 'forest man' himself.

this jaded communication chain of messaging. It works for Tropicana and it is linked to what they want to do which is '#GiftATree', a CSR objective that they had."

Adding about Mindshare's role, Oshidar says, "Mindshare came to us with the idea about this man who has built a forest and we liked the idea



and decided to do a small inspiring branded content piece on a man who has done something inspiring. It worked very well."

Commenting on this association, Devendra Deshpande, head, Content+, Mindshare, says, "Trees are as integral to earth as fingers are to a hand. Cutting down a tree in a forest is like cutting off a finger of a hand. Giving back to Mother Nature has always been a core fundamental of our organisation and we hope this campaign reaches a large number of people and encourages them towards this cause. We at Mindshare Content+ are exceptionally happy and feel privileged to work with Tropicana for a campaign which

approach a brand film differently (ad with pack shots and product features) to that of branded content?"

Malhotra says, "Branded content is highly engaging and subtly allows for getting the message across to the audiences and that is exactly what this piece of content by Tropicana achieves. From the direction point of view of a brand film or such content, it is all about indoor shooting vs. outdoors. Brand films are shot in studios where the director has complete control over the lighting, setting and other elements; this allows for wrapping the shoot up within a day or two. This piece of content, shot in the Molai Forest of Assam, has beautiful picturesque shots and would have required more expertise and strategic planning on the part of the director."

Adding a little bit about his approach towards brand films as compared to that of branded content, Malhotra says, "My approach towards shooting any piece of content or brand film, is first to stay true to the brand ethos and ensure that the core message shines through; while also being strategic and planning well in advance." ■

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GHADI DETERGENT

Clean Strategy

Surf Excel has been saying 'Daag Acche Hain' for long. Now Ghadi Detergent takes a stance around 'Mann ka mael'. By Sankalp Dikshit

What comes to mind when you hear of 'Ghadi Detergent'? Most likely you'll remember the brand's jingle, 'Pehle istemaal karein fir vishwaas karein...' However, the brand has now moved away from its early advertising days and has turned a new leaf in its recently launched ad campaign - '#SaareMaelDhoDaalo'.

Under this umbrella theme, RSPL's laundry detergent brand, Ghadi Detergent, has released its latest 'Diwali' ad that aims to shatter stereotypes. The brand has already released two ad films in '#SaareMaelDhoDaalo' earlier this year on the occasion of Holi and Eid. All these films have been crafted and conceptualised by ADK Fortune.

In the past, Ghadi Detergent used to come up with ads that focussed solely on describing the functional benefits of the product. However, the newer ads are purpose driven. So, when and why did this transition take place? Ashish Makhija, brand manager, Ghadi Detergent, says, "Ghadi, as a brand, was known to have a very humble and sincere tone of communication. It is through this that we could earn the trust of millions of consumers. In 2015, our association with the 'Swacchh Bharat Mission' led to us doing a lot of groundwork which was appreciated by everyone. That's when we realised we could connect with our consumers a lot more by giving out a more meaningful message. Having said that, we have not moved away from the functional platform, instead, both 'Saare Mael Dho Daalo' and our core platform of 'Pehle Istemaal Karein Fir Vishwaas Karein' will go hand in hand."

Speaking on the same, Akashneel Dasgupta, senior vice-president and executive creative director, ADK Fortune, adds, "...until and unless you have something dramatic to say about the product there is no point talking about it. Despite having very high sales, Ghadi (Detergent) always lacked that pride of ownership. We wanted to elevate the brand from being looked at as a very local Indian brand to a brand that people can proudly own. We have now seen a shift in terms of the brand equity scores of perception through



this campaign."

In the past, brands such as Surf Excel have already elevated the concept of dirt to a higher level. Even though both Surf Excel and Ghadi Detergent are not identical, they still operate in the same space. So, how does the new Ghadi ad differentiate itself when this concept has already been used by Surf Excel as its advertising shorthand?

The brand has recently launched an ad campaign '#SaareMaelDhoDaalo'.

Dasgupta explains, "I beg to differ! All the stories that we have told (Holi, Eid and Diwali ads) are very personal stories. For me, Surf (Excel) is not a social campaign, it is a formula. They have an international format which is coming out of South America and has been adapted in India as 'Daag ache hai'. Surf (Excel) always tells its stories through kids where there is always an angle of 'do good' involved. In our case, we are not saying to do any good. We are not preaching to the world to do good acts."

Echoing similar sentiments,

Makhija says, "Ghadi (Detergent) has simply identified social ills that we are all surrounded by, but somehow avoid discussing them in public. It all began with a small idea where we were trying to tackle one such ill of women harassment and that's when 'Saare Mael Dho Daalo' came out as an interesting way to integrate with the brand. Following that, the Eid film

was about saying sorry and not letting egos come between relationships. Our latest take is on stereotyping people based on their appearances. Why else would you be scared of a cop who is actually there to protect you?"

Coming to the more interesting dope, we managed to sneak some trivia out from the behind-the-scenes-action. "For the Diwali ad, we had earmarked one guy for the role of the police inspector. The cop in this ad is the guy who played a corrupt politician in the movie 'Masaan' and people remembered it. Most of the



"We wanted to elevate the brand from being looked at as a very local Indian brand to a brand that people can proudly own."
AKASHNEEL
DASGUPTA

roles that he has done are of corrupt cops. We hunted him down, made him agree to do an ad in order to give viewers that sense of dread when they see him for the first time and feel that he could be corrupt anyway!" informs Dasgupta. Interestingly, Dasgupta also told afaqs! Reporter that the girl in the Holi ad was a PR girl from Dentsu India!

A CLEAR WINNER?

Ankeet Guha, creative head, Mad About Digital, a Bengaluru based digital agency, tells afaqs! Reporter that despite the fact that all Diwali ads look the same, this one will work because of the "realistic performances". He elaborates, "While the emotional ad isn't exactly clutter breaking, it does highlight a very real prejudice that exists today against police officials. I like the fact that the ad sticks to the core idea of the campaign rather than pushing us to consume the product, which would have watered down the emotional connect."

Amyr Ghadiali, group director, brand communications, Gozoop, tells us that the ad initially felt like an OLX ad. "I believe a majority of people might feel the same. It is definitely not advisable for any brand to be mistaken for another and hence, while scripting, it is imperative that each instance is pared-down to the first recall it creates," shares Ghadiali. ■

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CHING'S

Another Star to the Fore

The desi-Chinese noodles brand releases an ad campaign, featuring Sridevi. By Sunit Roy



Indians love nibbling on snack foods every now and then. Today's modern day mom (mother) has a big challenge when it comes to creating snacks that are tasty and equally healthy for her kids; especially after they return from school or play. There's also a buzz on social media, and in general, about mothers looking for better alternatives to regular snacking.

To that end, most brands have launched healthy options to their consumables as consumers have started to avoid junk food, thereby resorting to healthy options like oats. Recent trends have shown that there has been a spike in the demand for oats among Indians, who earlier preferred idlis, dosas, poha, upmas, etc. for breakfast or as a snack.

Taking its cue from this changing trend, Ching's Secret, a brand that's known for its desi-Chinese noodles, has recently launched 'Snacky Oats' that also comes with a Desi-Chinese twist. The brand researched the products intensively through consumer panels across 14 cities in India before finalising the three flavours — Schezwan, Manchow and Singapore Curry.

"Two years ago, research had thrown up an insight — mothers are looking for a better snacking product that children will enjoy, will be easy to make and will also be healthy. From that point onward we started researching alternative products to fulfil this 'want'. Hence, we zeroed down to 'Snacky Oats'," informs Ajay Gupta, managing director, Capital Foods, adding "Ching's Snack Oats are very tasty snacks that can be made in three to four minutes."

To promote the new product range,

the brand has recently launched an ad campaign, sans brand ambassador Ranveer Singh. Singh (Ranveer), with his antics, impressed audiences in 'Ranveer Ching Returns', an over five-and-a-half minute ad campaign that cost a whopping ₹75 crore. The film also starred Tamannaah Bhatia and was directed by Rohit Shetty.

This time, Ching's Secret has brought Bollywood diva Sridevi on board for their latest ad film. The renowned actress plays a 'Cool Mom', who multi-tasks and juggles her daily chores without compromising on her children's nutrition by serving them Snack Oats. The campaign was launched with a teaser ad in the form of a silent film that showed a woman doing somersault while simultaneously ironing clothes. The ad's message read — A Mom so cool, she doesn't need rules. This was followed by another teaser ad with a soundtrack and a message that said "Launching Tomorrow". On October 16th, the '#CoolMom' video, conceptualised and created by Grey Group, was released and spread over Hindi speaking markets through television and various digital platforms. The film has been directed by Maneesh Sharma with vocals by Hard Kaur and music by Shameer Tandon.

'Ching's Secret has always had a

Ching's Secret has recently launched 'Snacky Oats' that also comes with a desi-Chinese twist.

good market share but never enjoyed that brand recognition, so although getting Ranveer Singh on board was a strategic decision and not one to help move the product off the shelf, what strategic role is Sridevi playing in the current ad campaign?" afaqs!



"While Ranveer Singh continues to serve as an ambassador for the master brand, the masala category needed a spokesperson with aspirational affinity towards the consumer - the Desi Mom."
SUNIL LULLA

Reporter asked.

"While (Ranveer) Singh continues to serve as an ambassador for the master

brand, the masala category needed a spokesperson with aspirational affinity towards the consumer - the Desi Mom. The communication is designed to convince the gatekeepers of the kitchen and provide them with viable, quick and easy solutions

to their daily culinary issues. And who better to do that than the uber-cool wife/ mother herself - Sridevi," explains Sunil Lulla, chairman and managing director, Grey Group.

"Over the past few years, Sridevi has made a mature and stunning comeback in films as a stable family figurehead who knows what's best for her household while maintaining her quirky self. And that gelled well with Ching's Secret's new Desi-Chinese Masala range. The addition of Sridevi to the brand has only helped bolster the image of Ching's Secret as the ultimate authority when it comes to Desi-Chinese," Lulla adds.

So, 'has Ranveer's equity run out? Has the Ranveer Singh played his role and is that phase over?' afaqs! Reporter asked?

"Ranveer is 'Ranveer Ching'. He is an integral part of our brand journey. You will see him very soon," says Gupta.

Desi-Chinese is loved by all yet consumed mostly outside of the home as it's perceived to be somewhat cumbersome to prepare. Through this ad campaign, which has already registered over a million views since its launch, the brand attempts to showcase how simple it is to make.

"Capital Foods has bought a new lingo, style and way of presenting delicious ready-to-eat food. It focuses on a culture that is connecting with consumers. These campaigns are seeing growth in daily sales. It's keeping the brand at the top of the mind. That's what counts. Strategies can change with time. Capital Foods remains focussed at fulfilling the strong need in ready-to-eat foods," says Lulla. ■

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BEING PRAVEEN KENNETH



After selling his share in L&K Saatchi & Saatchi to Publicis Groupe, Praveen Kenneth has retired from agency life at 47. Here's his story.
By Ashwini Gangal

When this story went to press, Praveen Kenneth, 47, was completely off the grid, in the hilly hinterlands of Bhutan, on a three week-long, 300 km solo walk, with four mules and a local guide for company. That's Kenneth's version of walking into the sunset after wrapping things up on the business front.

About two weeks ago Kenneth announced his retirement from L&K Saatchi & Saatchi after he sold his share to the agency's parent network Publicis Groupe for ₹380 crore (as reported in The Economic Times), in what he calls "one of the best deals possible..." at some point during the course of this interview with me.

Ask him about his next move and he says, "I've finished one part of

my life. I'll come back with a new blueprint." In a 2014 interview with me, Kenneth vowed never to start another agency; "it's an exhausting business" he had said back then.

Over several cups of tea and giggles – (all traces of the angry young man, who built L&K over the last 12 years, gone) – at his Mumbai office, I asked Kenneth about his life, the milestones that led up to this sale and the lessons he picked up along the way. "Many people have tried their best to ask me all this, but I've avoided this conversation. I think it's best for people to know me for what I do and less for who I am," he says. That's about to change, I caution, before launching into the interview. Not many know that he loves adventure sports like sky diving, trekking and rafting, by the way.

"Make 'first class' mistakes. Make epic mistakes. Don't make small mistakes."

EARLY DAYS

Kenneth comes not from a business family, but from a family of educationists. "I was a pretty average, happy kid in school (St. Joseph's, Bangalore). I was pretty smart, not very intelligent. The most powerful thing I had was common sense. In many ways, what I became in college (Christ College, Bangalore, where he

studied Science) made me the person I am today. In college, all my buddies were my seniors. Because I joined school a year earlier than normal, was 15 and a half when I joined Class 11. All the older guys were big bullies – I had a choice between making them my best friends and being scared of them," says Kenneth.

Around the age of 20, he worked at agencies like MAA Bozell and Ogilvy in Bangalore – "I had a very 'expensive' girlfriend to manage and the only place I could find a job was in advertising" – and subsequently moved to Mudra. "When I was at Ogilvy I asked myself – 'Why can't I be a CEO? Why should I wait till I'm 48?'"

At 25, Sorab Mistry hired him at McCann Erickson. Kenneth was an account director looking after South East and West Asia; he handled

the Coke business. “I was a young account director working with a bunch of 40-year-olds in the region. People said I wouldn’t be able to manage. I always took on jobs much larger than who I was. Looking back, I don’t think I did it consciously. It was just ambition,” says Kenneth. Speaking of which, the question he asked himself about being CEO is the voice of an ambitious corporate climber. But the Kenneth I sit before today is every bit the fervent entrepreneur. When did that switch take place in his mind?

YOUNGEST CEO TO ENTREPRENEUR

“When I became CEO of Publicis India at 29 (1999), I realised what was possible. The average age was 52! I realised that if I actually put my focus back on myself I can build a marvellous organisation.

L&K
Saatchi &
Saatchi, from
the start, had the
reputation of being
‘entrepreneurially
run’.

Also, I hated having bosses, I hated authority. Another thing I realised when I became CEO was – till then it was all about Praveen Kenneth. It was all about me. I remember meeting Maurice (Lévy, former CEO, Publicis Groupe) in Paris then; he said ‘Praveen you’re an amazing magician’, but I wanted to build a bunch of magicians...” he recalls. At this point, when the conversation moves to his psychological transition from ‘employee’ to ‘entrepreneur’, Kenneth starts scribbling on the table in upper case with a black marker to illustrate his points. The scribbling continues over the next hour.

“Christianity was built by 12 disciples,” Kenneth, a man of faith, who has a dedicated cabin at the agency with burning candles and religious books including the Bible, Bhagwad Gita, Quran, among others, says, “You can change the world with just 12 disciples. I was lucky to find four... many followed.” He is referring to the early days of St. Luke’s, an agency that British adman Andy Law launched in London in 1995 and that Kenneth brought to



this part of the world in 2002. One of UK’s most recognised business thinkers and authors, Law began his advertising career in 1978 and is best known for leading the bold and well documented buy-out of the London branch of an ad agency called Chiat/Day from its parent network Omnicom in 1995, and for the creation of St. Luke’s - a firm that played a significant role in Kenneth’s professional journey.

“Make ‘first class’ mistakes. Make epic mistakes. Don’t make small mistakes. I have had epic screw-ups... I had a great job (CEO, Publicis India), but it was my youthful arrogance that made me say ‘I’m going to throw this all and do something else...’ People said, ‘That’s so stupid of this young kid’. Technically, it was the stupidest thing to do. I quit and then struggled for the next six months wondering what to do next,” Kenneth says about his post-Publicis days.

So, after working as CEO of the agency for about three years, Kenneth quit Publicis in January 2002 and spent the next six months

looking to start a new company. But instead of starting his own agency the conventional way, Kenneth, then 32 years old, actively sought a partnership with an international creative hotshop that didn’t have presence in India at the time. The trend back then was for global networks to enter our market by buying an existing agency, but a jobless Kenneth went pitching for a partnership with a Western firm, solo.

“I approached everybody from BBH, Wieden+Kennedy, St. Luke’s... I approached them all. Only St. Luke’s came forward. I put my hand out and the only one who came forward and shook it was Andy Law,” says Kenneth. St. Luke’s and Kenneth had a 50:50 partnership. The task was to bring the agency brand to the Asia Pacific region, with Mumbai as the hub. Described by Harvard Business Review (Sept-Oct 2000 issue) as “the most frightening company on earth”, St. Luke’s was famous for its unconventional work environment (the agency introduced

the then alien concept of ‘hot-desking’) and radical business model (all the employees owned the entire firm). Unfortunately, a year or so down the line things between Law and the management of St. Luke’s got bitter and he was forced to leave. However, the India office of St. Luke’s, that Kenneth was in charge of, was intact.

LAW & KENNETH: THE GENESIS

How did Andy and Praveen, entrepreneurs from different continents, turn their respective last names into a global agency brand? The agency was born when Kenneth took over St. Luke’s by acquiring the company’s share in APAC (the ‘other’ 50 per cent) and subsequently launching it as a new agency, Law & Kenneth, in 2005. But that’s the business bit. There’s an anecdote to go with it. Oh, of course it involves a bar, two drunk admen and an epiphany, duh!

“Andy and I were sitting in a bar in London... we were completely smashed. We said, ‘Let’s bring in an ‘East meets West’ global agency. Our best buddy in those days was Anita Roddick (founder of The Body Shop, an account at St. Luke’s and Chiat/Day before that), who, by then, had been a friend of mine for two years.” The late Roddick sold her company to L’Oréal in 2006. “In our drunkenness,” Kenneth narrates, “we called Anita and asked her for funds. She said, ‘No problem boys, you’re drunk now, come over for breakfast at 8 o’ clock tomorrow’.”

Morning arrived, and all Roddick said to the now sober duo asking her for money over coffee was: ‘I’ll only give you money if you put your names on the board.’ She wanted them to take full responsibility for the company. That’s how Law & Kenneth was conceptualised. The agency was launched in 2005 with offices across London, Mumbai, Dubai, Stockholm, Sydney and Paris. The Indian part of the company was Kenneth’s equity. The bulk of the agency’s business came from the India market; it was here that most of the key accounts were won and serviced. Roddick’s influence brought in advisory support from Bill Dalton (former CEO, HSBC Worldwide), Theodore Zeldin (professor) and Dave Stewart (musician).

L&K Saatchi & Saatchi, from the beginning, had the reputation of being ‘entrepreneurially run’. Presently, the agency’s clientele includes names like Renault, Hero

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Should web publishers be scared of Facebook?

A panel of experts spoke about [coping with changing algorithms](#), at [Digipub World](#). By Ashwini Gangal

VINAY SINGHAL
co-founder and
CEO of WittyFeed



SHOULD PUBLISHERS BE SCARED OF FACEBOOK? YES, I THINK WE SHOULD BE. EVERY SINGLE PUBLISHER,

across the board, depends on Facebook for 60-70 per cent of their referral traffic. So by default they (Facebook) have a large (degree) of control over us. But at the end of the day, their (Facebook) shops run because we put up our content on their platform... and if they keep changing things and are not aligned with us as publishers then they will also have a problem in the long run. So the way to navigate this is – stay within the policy guidelines, create relevant content... and the end game for Facebook or Google is making sure people spend more time on their platforms; if you help them do that, they will love you.

While I agree (content) seeding plays a big role, it's really not us who will decide what kind of format (of content) will be consumed.

PRASAD SANYAL
group editor – digital,
Zee Media



AS PUBLISHERS, AS CONTENT PROPRIETORS, WE ARE RESPONSIBLE FOR CHANGING

consumer behaviour, to an extent. People ask for more videos because we are giving them more videos. People will consume whatever you give them. In my last profile as editor at The Times of India (dot com), there was a standard thing where somebody would say, 'This story is doing brilliantly...' and that story was the lead story on the Times of India homepage. With so much direct traffic, of course that story was doing great... you're playing it up. So if as publishers we keep doing and promoting videos then yes people will start consuming videos.

While Facebook isn't compelling us, it is pushing us – by giving publishers minimum guarantees for videos, by encouraging publishers to put videos on their platform... Facebook is pushing us.

VENKATESH CHANNARAJ
chief business officer,
HolidayIQ



HOW DOES ONE KEEP UP WITH CHANGING ALGORITHMS? OUR THREE-PRONGED STRATEGY IS –

automate, choose formats cleverly and choose formats that can be automated easily; videos and images are formats that you can automate easily. Part of adapting to the changing algorithm is to not think you know the audience but actually use a test-and-iterate approach. We see ourselves producing 10,000 pieces of content everyday; and that's not going to happen through content writers... people are not reading much today. The world is turning visual, in terms of images and videos; Facebook seems to have that conviction too. We are investing in video formats.

You need to be present on Facebook to manifest latent intent... Facebook is more fun creatively, if you want to try new things. Google is a little more straightforward... and they favour big brands, according to us.

BHARANIDHARAN VISWANATHAN
CEO and founder,
91mobiles.com



THERE ARE PROS AND CONS TO BOTH PLATFORMS (GOOGLE, FACEBOOK). WE ARE CONFIDENT AND

comfortable with cracking Google. We have understood Google very well. The algorithm is fairly clear. On Google, the results are fairly stable and predictable... but they take time.

There are multiple challenges when it comes to cracking Facebook. Facebook is very opaque; they don't tell you why they're changing what they're changing... and how often they will change (their algorithms). The second problem with Facebook is that you have to produce (content) daily... the life of content on Facebook is short. But on Facebook, unlike Google, you see results instantly.

Will advertisers pay a premium for a specialised web audience?

A panel of experts discussed the challenge and promise of specialised websites, at Digipub World.

By Ashwini Gangal

GAUTAM SHELAR

business head,
Moneycontrol



THERE IS A CERTAIN PREMIUM THAT COMES, BUT ONE CANNOT SAY IT'S A MULTIPLE OF A GENERIC NEWS SITE.

The challenge is – 'plain jane' advertising is not working.

Digital media is about performance; publishers – large or niche – may talk about branding, but I've been here long enough to know that fundamentally it's about performance. We need to adapt and figure out what solutions we can bring to the mix in order to bring the user down to the conversion funnel. There is some money that's there for pure display or pure branding, but if your revenue aspiration is in the 100s of crores of rupees, then that approach doesn't work.

As publishers we need to market ourselves heavily. I don't think a lot of us do that well. We also don't get enough 'mindspace' with agencies... Google and Facebook get 90 per cent of the 'mindshare'.

VIKAS GUPTA

founder and director,
9.9 Mediaworx



ON MY SITES I GET 10 MILLION UNIQUE VISITORS EVERY MONTH, I REACH OUT TO 40 MILLION

people through social media.

I'd be happy to get advertising money, forget premiums! That's where the struggle lies. Advertisers, media agencies and ad agencies are still owned or run by people from my generation or one generation older... they still park 90 per cent of their funds with traditional media. There the money just goes with good hope and guesstimates by agencies... Do they even ask for unique deliveries, CTRs, viewability, completed views, conversion rates? But we as digital publishers, who get the smallest fraction of their media budget, get scrutinised and bashed, but just we have the data and can be measured? Instead, empower me because I have the data... give me more funds.

I have an objection to saying 'performance equals sales'. 'Performance equals brand equity' is just as important.

GOPA KUMAR

vice president,
Isobar India



MY QUESTION IS – WHAT DO YOU CONSTITUTE AS 'PREMIUM'? IF PUBLISHERS CAN DEFINE PREMIUM FOR US

(agencies) or brands, then brands will be more than willing to pump in premium monies...

It's important for niche sites to be able to define 'premium' and explain why an audience would come there and spend time there... and why a marketer should pay a premium for those audiences when they can reach those same audiences programmatically as well. That's a challenge.

Brand marketers are looking at the end goal only, rather than looking at the overall funnel. Digital is not just a performance medium - yes it is - but I think we should be looking at brand building too. What traditional media can do, digital media can do better... with a layer of performance (measurement) and conversion as well.

PRIYADARSHI BANERJEE

general manager, product strategy,
Worldwide Media



THE OWNERSHIP OF INNOVATION LIES WITH MEDIA AGENCIES AND THE OWNERSHIP OF

creating good content lies with publishers. Can we marry them?

It's not just about specialised audiences; there are other interplaying factors. While we can harp on having curated sets of audiences that are ready on the table for you (advertisers), as opposed to you having to go to large scale publishers and getting sliced and diced data, which could be 'stumbled upon' data, command for premium pay comes from data (insights, engagement) and format (inventory, placement, content).

Between the starting point, that is, specialised audiences and the final point, that is, performance, there is a lot of value that specialised publishers bring to the table. We partner with marketers and media agencies to understand at what part of the funnel they want us to create value.

NOKIA

Connecting Once Again

A look at the two-film campaign created by Dentsu One. By Suraj Ramnath



Finnish handset maker Nokia, has made a big comeback into the Indian mobile phone market after a gap of two years with their TV ads — ‘Mom’s Bothie’ and ‘#UniteForLove’ for its newly-launched smartphone the Nokia 8. The ads have been conceptualised by Dentsu One and directed by Amit Sharma of Chrome Pictures.

Since the brand has been away from the market for a couple of years, afaqs! Reporter asked Titus Upputuru, national creative director, Dentsu One, about the challenges he faced while making the comeback ads for Nokia.

He says, “People have these certain kinds of intangible experiences, which should go with the brand. We needed to be careful about not going out of that experience and connect with people who have that experience. At the same time, we also needed to connect with the people who do not have that experience, who have possibly parted with the mobile phones of other brands. We needed to connect with them keeping in mind the heart of Nokia’s brand, which is to ‘#UniteFor’, a global tagline.”

Nokia, has launched two TV ads — ‘Mom’s Bothie’ and ‘#UniteForLove’ for its newly-launched smartphone the Nokia 8.

Talking about the marketing strategy for Nokia, Jyotsna Makkar, head of marketing, HMD Global, India, says, “Our Brand metrics are very healthy across the funnel - high consideration, very strong residual loyalty and strong brand trust. Our focus, therefore, is not on building salience, but in fact, on engaging with our consumers and fans. We will plan our marketing spends to be relevant to consumers who seek us,

who will identify with our brand and our philosophy.”

afaqs! Reporter asked Makkar to what extent is HMD India riding on Nokia’s ‘residual equity’ in the market while making this ‘comeback’? She says, “HMD’s ambition is to set a new standard in design, material quality and manufacturing innovation across every tier of product by continuing to build on all the hallmarks of a true Nokia phone experience - reliability, quality and usability. Our goal is to take the brand to a new generation of mobile users.”

Early this year, when Nokia announced its comeback with the launch of Nokia 3, Nokia 5 and Nokia 6, afaqs! Reporter asked our experts the following questions in a POV story: ‘How will Nokia ‘connect to people’ again? Should Nokia go out guns blazing with a hot young brand ambassador? Or should it make good on past laurels and piggyback on its residual equity, as experts call it? What is Nokia’s most prized weapon in its arsenal - advertising, distribution or old glory?’

The experts had said that despite the brand having a great amount of

residual goodwill in India, it is going to be a challenge for Nokia since it is coming back to a cluttered market in which competitors such as Vivo, Oppo and Gionee are very aggressive with their marketing strategy and present as sponsors in most major events and TV shows. The experts had also said that Nokia can no longer sell only on the basis of the brand name. It will have to be a combination of the brand name,



“Our Brand metrics are very healthy across the funnel - high consideration, very strong residual loyalty and strong brand trust. Our focus, therefore, is not on building salience, but in fact, on engaging with our consumers and fans.”

JYOTSNA MAKKAR

good design, physical trials, and experience; fancy advertising will do them no good.

afaqs! Reporter asked the experts if the idea and execution of the campaign for the Nokia 8 are good enough for it to make a strong impact in the minds of the consumers, keeping in mind the competition and their strategies.

Viren Razdan, managing director, Brand-nomics, a brand consultancy,

says, “It might be unfair to compare any of Nokia’s comeback attempts to the iconic stature the brand had over a decade and a half ago. The game changed for everybody, the Nokia brand (and company), the category, the dynamic ecosystem which surrounds the device now and of course, the generation. All in support of Nokia, till now, however, this piece of communication gives away the age of the brand, a bit from the past and reminiscent of countless such warm occasions we’ve seen brands seem to plant themselves in. Timid and tepid.”

He adds, “Not being part of the high decibel, high energy brat pack, which almost all other brand seem to have chosen, is a sound step, but it would be a hard high-ground to take and be refreshingly relevant, which to my mind, the TV campaign is not. ‘Bothie’ sounds like a fun concept, but got buried in woolly thinking.”

Talking about the marketing strategy Nokia should approach, Razdan says, “A lot depends on the various elements of the mix and Nokia’s plan on targeting specific segments. But from an overall point of view, the reality will be more and more feature loaded Android mobiles with massive firepower and visibility which seem to be a plenty. Brand Nokia rises above them all, only because of its blue-blooded lineage. Somewhere, that badge needs to be rejuvenated and refreshed; currently, I’m a bit underwhelmed.”

Pramod Sharma, executive creative director (West), Rediffusion-Y&R, says, “Everyone is leveraging Diwali with the same ideas, same execution, same family drama. While it is ‘the thing’ to do, Nokia could have approached it a bit differently. Vivo/Oppo/Gionee, all communications looks the same.” ■

suraj.ramnath@afaqs.com

SIMERAN BHASIN

Bragging Right

Why the entrepreneur is not afraid of the Zivames and Clovias of the online world. By Sankalp Dikshit



How many casual college hostel 'crib sessions' actually turn into passion-driven business ventures? While some may pass it off as frivolous talk, Simeran Bhasin and Ivy Chin — college best friends — translated their conversation into a tangible reality. A discussion regarding the lack of a good Indian innerwear brand that began in the hostel of Lady Sri Ram College ultimately culminated into their own company - BRAG.

Bidding au revoir to their high paying corporate jobs, both Bhasin and Chin signed off as chief marketing officer, Wildcraft and chief financial officer, GE Water (APAC) respectively and began their journey as entrepreneurs. It may sound simple, but it took around 20-odd years for these women to make their dream a reality. While a discussion on the lack of good innerwear may have held merit 20 years ago, is this still a pressing issue when brands like Zivame and Clovia are dominating this segment?

"I think Zivame and Clovia don't dominate the Indian market," says Bhasin, co-founder, BRAG, "They may dominate visibility online because they spend a lot of money, but if you walk into stores where 99 per cent of innerwear is sold, these brands are nowhere to be seen!"

Bhasin tells that the distinguishing factor is her company's TG profile which is solely focused on school/college girls and early jobbers, "...we are the country's only teen innerwear brand. Other brands in the market, whether new age e-commerce players or the Jockeys of the world, sell conventional bras which have certain limitations. With our bralettes,

we bring in a blend of comfort and fashion. We design our products like a layer of clothing since we believe that a woman should not be ashamed of her innerwear. In fact, our customers love showing them off by either wearing it beneath a jacket or letting a part of it peep out. Hence, we are not really fighting the Zivames and the Clovias of the world. We are in a very different space."

The bralette company which came into existence on April 4, 2016, has released its first concept based digital video titled, 'BRAG, set my body free'. Previously, the brand released two short ads which were solely focussed on its products. The recent minute-long ad however, looks strikingly similar to the Reebok ad featuring Kangana Ranaut and also resembles Nike's award-winning 'Da Da Ding' video. Hence, when brands tread this slippery path of looking like another brand, it could broadly mean three things: — first, a small brand may deliberately be trying to imitate market giants in order to create

The brand has released its first concept based video titled - 'BRAG, set my body free'.

similar recall in the viewer's mind, while another possibility could be the compulsion of crafting an ad as per an industry norm which may ride over any resemblance factor. The third reasoning could be no reasoning at all and may indicate a brand's blunder in not timely realising the repercussions of aping other brands.

"It's not a happy accident as we are not trying to ape any other brand," explains Bhasin. "As a new brand in the market, yes we were aware that



Bhasin: sharing the inside story

the moment we show a sports bra, the first thing that comes to mind is Nike or Adidas. That's the reality of a new brand breaking into the market and the initial sense will be - 'Oh I thought this was an ad for another brand!' For us, the credibility came first and we knew that whatever kind of woman we show, the first thing would be that it seems like a Nike ad."

When an ad triggers a different brand recall, won't it hurt the communication purpose? "You have a point there and thank you for the feedback. It is for us to repeatedly differentiate and drum out something

unique and move away from that over a period of time. On one side, if people compare us with Nike, then it is positive. But on other side, it should not happen again and again. If people are only thinking about Nike every time they see us, then it is not helping us build BRAG," adds Bhasin.

22feet Tribal Worldwide is the agency behind the new video. Bhasin, who has dealt with the likes of Lowe Lintas while working with Titan's Fastrack, shares with us that the agency

has become an "extended marketing team for BRAG". She elaborates, "For me, an agency where the team aligns and lives the brand, is always going to be the best agency. The 22feet team are bang on with BRAG's consumers and so it is instinctive that this idea came from them. It wasn't an idea which was briefed. We told them that we are a start-up and don't have the kind of monies that we would have put behind Fastrack or Wildcraft."

Bhasin tells afaqs! Reporter that she engages in debates with the 22feet Tribal Worldwide team every now and then. "Very often they win and I have to hand it to them because they come back with valid feedback, views and opinions. All you need to do is give a good team some freedom so they can run with their ideas," she adds.

Speaking about the media plan in her advertising mix, she informs, "We are targeting the top twenty cities. The reason why we are targeting only these cities is that we have budget constraints. But otherwise, within our age group, we talk to women across the country. We have girls from far-flung cities buying our products through e-commerce. Social media allows us to reach them." ■

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>> MOVEMENTS/APPOINTMENTS <<

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

ADVERTISING

Isobar India

Isobar India, a full-service digital marketing agency, has appointed **Suraj Nagappa** as its vice president (VP). He will be based in the agency's Bangalore office and head the business for south. Nagappa will also be a part of Isobar India's leadership team, which already includes Gopa Kumar - executive vice president, Shekhar Mhaskar - VP, Anish Varghese - NCD, along with Shamsuddin Jasani - MD, Isobar India.

UpGrad

UpGrad, an online education company founded by Ronnie Screwvala and Mayank Kumar, has appointed **Vivek Kumar** as the president, consumer business revenue. Kumar, who has joined as the B2C Head - UpGrad, will oversee all B2C revenue generations and expansion in global markets. An IIM Ahmedabad graduate (1999), Kumar comes with extensive experience in setting and scaling up education businesses in India and

South East Asia. His last stint was Manipal Global Education leading their global expansion and digital transformation.

WPP India

CVL Srinivas has been named country manager, WPP India. He will take on this new role in addition to his responsibilities as head of GroupM in India. Srinivas will take over from Ranjan Kapur, who will continue as chairman of WPP India.

Cheil South-West Asia

Cheil Worldwide India has appointed **Atika Malik** as chief strategy officer. With over 22 years of experience, she will be responsible for integrated planning and strategy of the agency across all its business divisions. Prior to this, Malik was associated with JWT for over a decade where she grew from being head of planning, Delhi to global planning director, based out of Singapore.

DIGITAL

Mobikwik

MobiKwik, a digital financial services platform, has announced the appointment of **Rukaiya Rangwala** as the business head of MobiKwik Payment Gateway to drive growth of the entity. Speaking about her new role, Rangwala says, "I am excited to join MobiKwik Payment Gateway at a time when mobile digital payments are at an inflection point. As a team, we will strive to extend MobiKwik Payment Gateway to millions of businesses in India that need robust payment support."

MARKETING

MRSS India

Research company MRSS India has appointed **Madhumita Chattopadhyay** as vice president, **Praveen Mettalu** as research director and **R Kumar** as a consultant. Chattopadhyay has about 25 years of experience in brand management, business strategy and marketing research. She was associated with ABP for 14 years as VP, in charge of one of the strategic business units and was also the editor of a women's lifestyle magazine - Sananda - in West Bengal. Chattopadhyay also worked in market research agencies like IMRB International and TNS Mode and was a member of the Technical Committee of National Readership Survey (NRS).

MEDIA

India Today Group

India Today Group has appointed **Kalli Purie** as vice chairperson. She has been working with the organisation for the last 20 years and has held several important posts, the last being the Group editorial director (Broadcast and New Media) at India Today. Aroon Purie, chairman and editor in chief, India Today group, informed staff of her (Kalli Purie) appointment through an internal email. The email also stated that while he (Aroon Purie) has been at the helm of the India Today Group for 42 years and was involved in its day-to-day operations, he would now like to spend time on the strategic steering of the Group and exploring new opportunities. All those who reported to Aroon Purie will now report to the vice chairperson while the rest of the reporting lines and structure will remain the same.

Dainik Bhaskar Group

Bhaskar Das will be joining Dainik Bhaskar Group as executive president. Previously, he was working with Zee Unimedia as president, chief growth and innovation Officer. He will be working with Satyajit Sen Gupta, chief corporate sales and marketing officer, Dainik Bhaskar Group. Das and Gupta will coordinate the corporate sales and marketing functions along with achieving the objectives of the company. Das holds a doctorate in media management and is based in Mumbai.

allAyurveda.com

Baidyanath Group backed allAyurveda.com has appointed **Sandeep Bali** as chief executive officer. Prior to joining allAyurveda.com, Bali was the co-founder and director of WorkTNC

wherein he looked into the product development, marketing and investor relations of the company. Over the past 13 years Bali has worked with companies like Foxymoron, CouponDunia, Kalaari-funded Embibe, Flightnetwork.com and Euromoney.

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Being Praveen...

MotoCorp, Dabur, Kent, Mondelez, Thomas Cook, Jockey, Pepperfry, Godrej, ITC and P&G (Head & Shoulders, Olay, Pampers), among others. The agency's gross annual billing is estimated to be around ₹400-450 crore.

Recalling the scale the agency managed to reach soon after it was launched, Kenneth says, "Within 12 months of its launch, Law & Kenneth made a bid to acquire a medium sized global network, which still has presence in India. We raised (leveraged) the money - more than 300 million dollars - but couldn't service the debt. That's how audacious we were. People see being audacious as being cocky and arrogant, but it's not the same thing. The day I

stop being audacious, I will die."

LIFE LESSONS

Kenneth is more than just audacious. He plans well ahead of time. "When I began (L&K) I was very clear that one day I will sell. And I was also clear about how much money I wanted to make from the sale," he says, adding, "I got much more than I thought I'd get." In fact, six months after setting up the agency, Kenneth went to meet Maurice Lévy to offer equity and make him a partner. Lévy, however, said it was too early and that Kenneth had better make it a viable business first.

About a decade down the line, in 2014, Publicis Groupe acquired 51 per cent of Law & Kenneth and integrated it with Saatchi & Saatchi India. At the time, Kenneth alluded to walking

out of the system after 1,000 days. And he stuck to it; about a fortnight back he sold his share in the agency to Publicis Groupe.

Presently, Saatchi & Saatchi has about 8,000 employees across 107 offices in 72 countries. In India, the agency has three offices and 392 employees.

Our chat was peppered with several lessons. Here's a summary of Kenneth's advice to youngsters: "Ask yourself - 'Is it possible to be who you want to be in life?' It is. I was very clear I didn't want to be denied in this life. The world doesn't doubt and limit you. People doubt and limit themselves. You are your own enemy. Become your own best friend, be bloody ambitious, work extremely hard... and your life will change." ■

ashwini.gangal@afaqs.com

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

VIDEOS



PLAYGARD CONDOMS

Playgard Condoms has released its latest ad film for the brand's super dotted condom range. The video features Bipasha Basu along with her husband Karan Singh Grover. The ad aims to promote safe sex and create awareness about the subject. The one and a half minute video, has been shot by Prasad Naik who is a known face in the Indian ad land.



HIKE MESSENGER

Messaging company, Hike Messenger has released a new ad film for this festive season. The minute-long video features the title, 'Hike - The Homecoming' and attempts to capture the spirit of the festival which is generally celebrated together with the entire family. The ad follows the journey of a boy who travels all the way from his campus to his home to surprise his family. However, the ad takes a completely different route thereby providing an anti-climax.

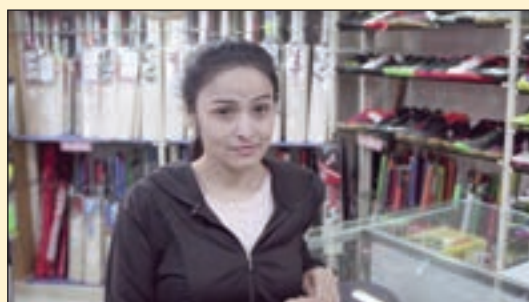
Creative Agency: J. Walter Thompson India



RELIANCE FRESH

Reliance Industries' retail business, Reliance Fresh, has launched its new ad for Diwali which lasts for roughly two minutes and is titled, 'Dil se Manao #BadiDiwali'. The video portrays various situations which bring home the idea that on Diwali, one should let themselves loose and enjoy the festival to the hilt. The ad has been directed by Rensil D'Silva and has been produced by Ignition Films.

Creative Agency: Utopeia Communicationz



AMAZON

Ecomm giant, Amazon, has released its new ad campaign titled, 'Join the #Sellerbration'. The campaign went on air with digital films that leveraged drones to break through the festive clutter. Through the drones, the films simulated customer walk-ins, facilitating customers to virtually share their wish lists with sellers in addition to highlighting how they transcend geographies to fulfil millions of Diwali wishes.

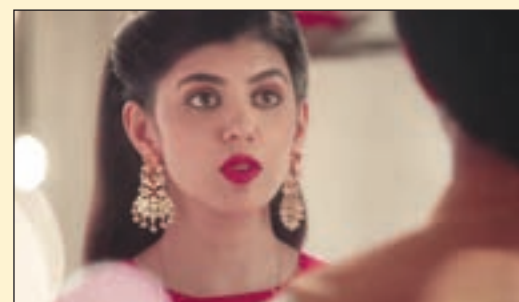
Creative Agency: Leo Burnett Orchard



PEPPERFRY

Pepperfry.com has launched a new marketing campaign ahead of the upcoming festive shopping season. The campaign includes two short films and star actor Rajkumar Rao in one of them. In the second video, TV actress Mrunal Thakur is seen playing an Indian housewife. The campaign has been built on the idea that Indians shop to fulfil multiple aspirations during the festive season.

Creative Agency: Law & Kenneth Saatchi & Saatchi



COCA-COLA

Coca-Cola has launched a campaign titled, 'This Diwali, Celebrate Sibling Love with Coca-Cola'. In the campaign, the younger brother is shown bullying his elder sister, but when he sees her looking tired after doing all the preparations for Diwali at home, he pours her a glass of Coke and wishes her a Happy Diwali. The ad also communicates the brand's new promotional scheme which offers guaranteed cash back on PayTM whenever a person purchases a Coca-Cola.

Creative Agency: McCann Worldgroup India

PRINT



HONEYWELL

American multinational conglomerate, Honeywell has released its new print ad which features brand ambassador Kareena Kapoor Khan. The ad informs customers that the product is available on e-commerce platforms and at brick and mortar stores like Croma. The ad specifies the starting price point of the product to be ₹11,490.

MANYAVAR MOHEY

Ethnic wear brand Manyavar Mohey has released a new print ad. This ad is a part of the brand's ad campaign titled, '#NayeRishteyNayeVaade'. The ad features brand ambassadors, Anushka Sharma and Virat Kohli. Kohli has been associated with the brand for some time now, however Sharma came on board recently in the month of October. The campaign also includes a video film which is one and a half minutes long. The same was released on the brand's YouTube channel on October 20, 2017.



PANTENE

Procter & Gamble's hair care brand Pantene has come up with a new print ad for its hair conditioner range. The ad features brand ambassador Priyanka Chopra. The ad claims the brand's conditioner to be world's number one conditioner for stronger and smoother hair. The ad reads, 'If you think your shampoo is good enough, think again...' The ad announces the company's offer of providing a bottle of conditioner free of cost whenever a user purchases the brand's shampoo. Previously, actors such as Sushmita Sen, Anushka Sharma, Katrina Kaif, Bipasha Basu, among others, have been the face of the brand.



EMVIES 2017

Mindshare Reigns Once More

Star India and Vodafone India went on to win Client of the Year award. By News Bureau



Mindshare team celebrates the Agency of the Year award (left); Members of Madison Media and Asian Paints celebrate the Grand EMVIE

Mindshare won the Media Agency of the Year for the third consecutive year at the 2017 EMVIES. The agency went on to win with a lead of 265 points that included nine Gold, seven Silver, and 12 Bronze metals.

Out of the nine Gold metals that Mindshare won, three Gold awards came for the Star Plus, Ek #NayiSoch campaign under three different categories (Best Media Innovation – Sponsorships, EMVIE For Good and Best Integrated Campaign – Media). The agency won three Gold metals for Hindustan Unilever’s Rin Antibac campaign (Best Media Innovation – Print – Dailies category), The See Through Toilet campaign (Best Media Innovation – Sponsorships category) and Dove – Challenging Beauty Stereotypes campaign (Best Media Innovation – Branded Content category).

Mindshare won Golds for Nike India’s Da Da Ding campaign under two categories (Best Media Innovation – Sponsorships and Best Integrated Campaign – Consumer Durables). The last Gold for Mindshare was for United Spirits (Diageo), Bagpiper Club Soda’s Lights, Camera, Bagpiper campaign under Best Media Strategy – Consumer Products – Beverages and Drinks category.

Wavemaker won four Golds; two for Vodafone India’s How Vodafone used Airtel’s Open network campaign to increase subscribers under two categories (Best Media Innovation – Digital – Multiple Platform and Best Media Innovation – Digital – Display). The agency won a Gold for Pernod Ricard India’s Royal Stag Barrel Select – Large Short Films – Harnessing the SPIRIT of the youth campaign under Best Media Strategy – Consumer Products – Beverages and Drinks category. The last Gold award for the agency was for One97 Communications’ Paytm – BOX Office Weekend Planning campaign under Best Integrated Campaign – Services category.

Madison Media won a Grand EMVIE and three Golds. The agency’s Grand EMVIE award came for

AGENCY	GRAND EMVIE	GOLD	SILVER	BRONZE	TOTAL POINTS
Mindshare India		9	7	12	265
Wavemaker		4	11	13	235
Madison Media	1	3	4	5	130
Lodestar UM		2	3	5	85
MediaCom Communications			2	6	50
Kinetic Advertising		1	2		35
Dialogue Factory		1	3		25
The Social Street			1	2	20
Initiative-Lintas India			1	2	20
Isobar India				2	10
Motivator			1		10
Tonic Media				1	5
LIQVD ASIA				1	5
TOTAL	1	19	33	52	

Note: Grand Emvie (20 points), Gold (15 points), Silver (10 points), Bronze (5 points)

Asian Paints’ Hindi Search Ads for the First Time in India! campaign under Best Media Innovation – Digital – Search category. The agency won two Gold awards for Marico’s Nihar Shanti - Angrezi Patshala Funwala campaign under Best Media Innovation – Radio category and Saffola Life World Heart Day - Protecting the Nation’s Heart campaign under Best On-going Media Campaign category. Madison Media’s last Gold award was for Godrej Ezee, A Not So Ezee Challenge campaign under Best Integrated Campaign – Consumer products – Others category.

Lodestar UM went on to win two Gold awards. The first award came for Amul’s How Amul killed the Demonetization Demon campaign under Best Media Strategy – Consumer Products – Confectionary and Food category and Tata Tiago’s India’s first Virtual test drive to 4.7 million prospects in one day! campaign under Best Media Innovation – Print – Dailies category.

Kinetic Advertising won a Gold for Work in India’s MUKHOTA Life Saving Mask campaign under Best Media Innovation – Ambient Media category. Star India (3 Gold, 2 Silver and 3 Bronze) and Vodafone India (2 Gold, 4 Silver and 2 Bronze)

with 80 points each went on to win Client of the year award. Asian Paints won a Grand EMVIE award. Hindustan Unilever won three Gold awards. Marico and Nike India won two Gold each. Tata Motors and One97 Communications won a Gold each. The categories mentioned below were not taken into consideration while judging the Media Agency of the Year or Client of the year, they were awarded nevertheless.

Under Best Implementation Team of the year (Best Media Innovation – Print – Dailies), Wavemaker won a Gold for One97 Communications’ Paytm – Ab ATM Nahin, Paytm Karo!!! campaign. The Young EMVIE of the Year award went to Mindshare India’s Binaifer Patel for Hindustan Unilever’s - David vs Goliath campaign. In the Media Partner of the Year category, the TV award went to Colors and Star Sports; the Print award to The Hindu and Bennett Coleman & Co (The Times of India); the Cinema award went to Dwarkesh Films – 50th Movie Productions; the Radio award went to Big FM; the Digital award to Google; and Out-of-Home/ Ambient Media to Right Click Solution. ■

feedback@afaqs.com

JOB SWITCH.in

Post: Business Development
Company: Planners Advertising Pvt Ltd
Profile: Degree in marketing would be an advantage, previous experience in a similar role, understanding of customer segmentation, ability to deeply understand and get trained on planners advertising's entire set of services.
Exp: 1 to 3 years
Location: Mumbai
Email: naveen.m@plannersads.com / hr.plannersads@gmail.com

Post: Copywriter
Company: Option Designs
Profile: The candidate should be able to ideate on 360 degree approach on advertising for all sorts of media allocation and create a distinct work which creates right consumer connect, create and execute memorable campaigns along with the team, knowledge on digital marketing and social medium is a must.
Exp: 1 to 4 years
Location: Gurgaon
Email: anurag@optiondesigns.in

Post: Senior Media Planner
Company: Vermillion Communication Pvt Ltd
Profile: Monetization of media investments to deliver maximum ROI for TV, print & radio campaigns, creating TV / print / radio plans on day-to-day basis for clients within the specified planning.
Exp: 5 to 10 years
Location: New Delhi
Email: hr@vermillion.net.in

Post: Creative Director - Copy
Company: Associated Advertising Pvt Ltd
Profile: Ability to solve communication problems with creativity across all platforms. A deep understanding of brand and its ethos is a must. In sync with current trends in advertising, a good grasp of art and copy relationship.
Exp: 5 to 8 years
Location: Mumbai
Email: response@associated.co.in

Post: Administrative Assistant / Computer Operator
Company: Centum Advertising & Marketing Pvt Ltd
Profile: Handle administrative work for government clients such as filling e-tenders, tender documentation preparation, bills, emails, 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: Account Manager / Client Servicing
Company: PMG Integrated Communications Pvt Ltd
Profile: Team management, event management, client servicing, business development. The candidate should be able to leverage industry knowledge to provide key insights and strategic recommendations for client's.
Exp: 5 to 9 years
Location: New Delhi
Email: madiha.mumtaz@pmgasia.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: Senior Copywriter
Company: Paradigm Plus Marketing Communications Pvt Ltd
Profile: Conceptualise the communication route and support it with effective copy, work closely with the brand strategists and account planners to plan the communication strategy, personally work end-to-end on key accounts of the agency.
Exp: 3 to 5 years
Location: Pune
Email: jobs@paradigmplus.in

Post: SEO Executive
Company: D-Design Studio
Profile: Experience with Google and Bing's services, including Analytics and Webmaster Tools Experience with Google's Keyword ToolA functional understanding of HTML and CSS. The ability to work with back-end SEO elements such as .htaccess, robots.txt, metadata, site speed optimization and related skills.
Exp: 2 to 4 years
Location: Mumbai
Email: jobs@d-designstudio.com

Post: Manager - Marketing Social Media, Communications, Partnerships
Company: The Better India
Profile: The candidate should have marketing experience, responsible for managing social media for other digital news / multimedia platforms; ability to work with cross-functional teams to ensure that stories reach the right audiences in a timely fashion on social media.
Exp: 3 to 5 years
Location: Mumbai
Email: hr@thebetterindia.com

Post: Account Manager
Company: Twohmp communications Pvt Ltd
Profile: A person with proven records of turning things around, who can lead from the front with strong interpersonal and presentation skills. His/Her strategic ability and insight of the brands must be second to none.
Exp: 6 to 7 years
Location: Gurgaon
Email: hr@twohmp.in

Post: Senior Copywriter
Company: Hotstuff Advertising Pvt Ltd
Profile: The candidate should be able to write convincing, intelligent, brand appropriate and creative pieces to fulfill the exacting; well-versed with all aspects of copywriting (long and short copy); should have good command over English and must be team oriented as well as working independently.

Exp: 4 to 5 years
Location: Mumbai
Email: jobs@hotstuffbuzz.com

Post: Visualizer and Graphic Designer
Company: Studio Link Pvt Ltd
Profile: Need a creative and enthusiastic visualizer and graphic Designer for publicity designing of movies in Mumbai. S/he should be able to create imaginative layouts for posters, brochures, logo designs.
Exp: 3 to 5 years
Location: Mumbai
Email: info.studiolink@gmail.com

Post: Sr. HTML Designer and Developer
Company: AIMIA India
Profile: The candidate will be required to handle all digital campaigns end-to-end. S/he must be able to design/code responsive emailers, web banners, web-pages and other digital content; should be able to execute/broadcast email campaigns.
Exp: 2 to 7 years
Location: Mumbai
Email: bhumika.choksi@aimia.com



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