

**afaqs!**

DAY 1

# GOAFEST SHOW DAILY

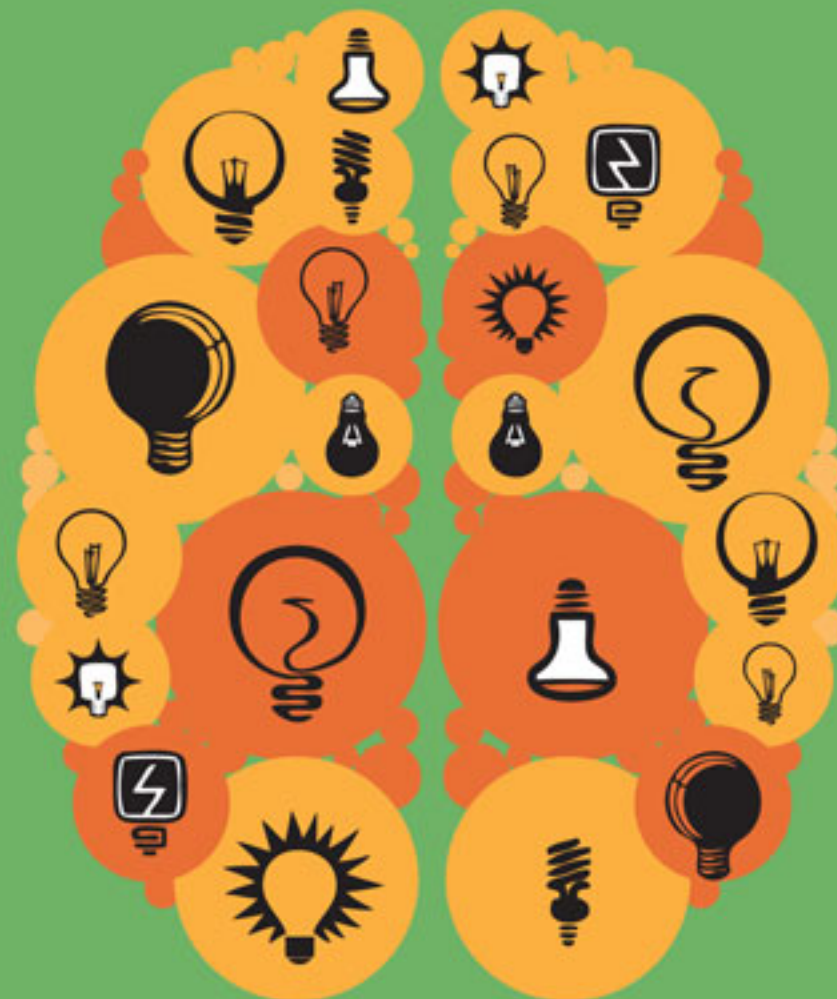




SureWaves  
presents

# The Knowledge Seminars

May 30, 2014



SureWaves the new age media convergence company is creating a paradigm shift in television advertising through intelligent 'Market Mapping' and 'Audience Aggregation'.

Backed by our patented technology '**SureWaves Spot TV Network**' with 400+ cable and satellite channels enables unmatched market penetration – by mapping and aggregating disperse and diverse consumption markets and consumers across the country.

To know more: [www.surewaves.com](http://www.surewaves.com)

## Speakers

11-11.45 am  
**Preethi Mariappan**  
Executive Creative Director,  
Razorfish, Germany

11.45-12.30 pm  
**Melanie Varley**  
Chief Strategy Officer - Global, MEC

12.30-1.15 pm  
**Ajit Balakrishnan**  
Founder and Chairman & CEO,  
Rediff.com



## TEAM SHOW DAILY



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# THE FUN IN LEARNING

## Welcome to Goa!

If you have been here before, I guess you know what you want to do over the next couple of days. If this is your first time, this might be the last time you get a reminder. To discover a bit more about your work, yourself, and your industry.

This festival is one of the great differentiators of our industry from other sectors of the economy. This 'fun at work' is supposedly one of the key reasons people sign up for a career here. While it is hardly the era of 'Mad Men' anymore, the all too common refrain about shortage of talent, too much work and clients who know nothing about good work is all too common. This is a good time and place to realise just how stupid those arguments are. This remains one of the few industries with the lowest entry barriers if you have the talent, the most incredible growth opportunities if you are willing to work hard, the most open workplace environments, and offering a window to so much talent and insights on the client side. It also remains one of the most globally aligned sectors in terms of structures, role evolution and application of shared learnings. The word 'partners' might increasingly be substituted by 'vendors', but few vendors get the sort of access and understanding to a clients business as their advertising and communication partners/vendors do.

So while you head off on this voyage of discovery, do remember to discover the place too. Because that is what our business is. To look beyond the obvious.

Take time out to visit the many restaurants and sights around the state. Some of them have some pretty mean singers providing live entertainment, and some of the sights are truly amazing. Share pictures with us, if you can, at [arshita.bhardwaj@afaqs.com](mailto:arshita.bhardwaj@afaqs.com). While your entries get judged, this is your best chance to 'express yourself' as the line goes. So be it joining the singers, or joining the rain dance, join in. If you really must, in partnership with the many liquid delights at an arms length. Do that, and you will hopefully have memories that last you longer than the typical memories all of us have of the many events and seminars we attend. A hazy recollection of chairs, stages and some faces.

Learning is always remembered better when combined with some fun, one of the reasons you will find yourself within shouting distance of a beach or a pool most of the time. Remember that, every time your mind says 'this is not fun'.

A great line up of speakers, conventional as well as unconventional will be on hand to challenge and inspire you with their ideas, insights, achievements. This is the time and place to ask them just how they did it. And since most of you are in a hurry, try and get some shortcuts out of them too. We will be happy to publish them here if you can find them.

This year, just like the previous two editions now, there is the usual trail of notable absentees, work and some speakers we would have loved to see here but won't, for various reasons. Don't let that worry you. You can be sure that enough people, work and speakers will step up to grab this opportunity to step up to the limelight. Hopefully, you, with this sheet in your hands, will be one of them. ■

Prasanna Singh  
COO



# I CAN ASSURE THAT THIS GOAFEST WILL BE BIGGER & BETTER THAN THE PREVIOUS YEARS



**SRINIVASAN SWAMY**  
CHAIRMAN, GOAFEST 2014



*I only wish that all creative agencies had participated which would have made Goafest much more exciting!*



**Q From 'Just what you UNexpected' to 'Brand Baaja Baaraat', what are the new things to look out for?**

The first new thing is the theme itself. The earlier themes focused on principally the 'awards' while this year the focus will be on the larger 'advertising festival'. Brand Baaja Baaraat is about celebration, where like the wedding, everyone attending it is part of the celebrations. Not just the bride or the groom. By analogy, not just the people winning the awards.

Further there are many first to this year's Goafest. Apart from the Knowledge Seminars and Advertising Conclave, there will be a Leadership Summit. A few can enjoy the fun activities like aqua zorbing, foam and rain dance etc., or take part in beach sports competitions. Participants can also party and dance till late into the night. While seniors can meet in the comfort of the CEO lounge and see what should be done for the industry or in which direction it should go. The display zones where the shortlisted work can be reviewed, will be quite engaging for those interested in awards and what could win. The opening and closing ceremonies and the award nights will be entertaining as well as celebratory in nature.

**Q What are the reasons for introducing new categories for Promo-Activation and PR this year? How has the response been?**

There are 12 verticals in Creative Abys with the introduction of Brand Activation & Promotion and Public Relations this year. Last year saw the introduction of Branded Content & Entertainment. The new verticals are on the lines of well-known international festivals. There has been a long-standing demand to include Brand Activation & Promotion and PR since these two important communication inputs are to be recognized. Also, Broadcasters were developing some good promotions for their shows which also needed to be celebrated. And we cannot leave publishers behind. They also use innovative methods to increase their relevance with the audience.

We have about 150 entries for the Broadcaster and Publishers Abys, and another 150 or so for the PR and Promotion Abby – approximately, I would say 250-300 from all these new categories.

**Q How is the judging process different from last years?**

Yes, the judging process has been made more robust. You may know that the initial shortlists made in the first round are already in public domain at abbyshortlist.com. Based on review of comments received, the jury will finally vote and determine who will be the winners. Further KPMG

will ensure that the work that is to be declared as winners have been duly authorized by the advertiser and that this has been exposed in media. Based on these we hope there will be neither complains of plagiarism or scam work being awarded.

**Q How are we placed when it comes to international speakers?**

I am excited that we have been able to put together a mix of international speakers and domestic ones who together could keep the delegates glued to the seats. We are privileged to have some interesting international names from the Creative, Media and Digital worlds. Unlike in the previous years where the focus was principally on international speakers, this year the Knowledge Seminars has a good mix of international speakers, inspirational speakers, Indologists and speakers on innovative aspects. This is based on a survey among the last three years' Goafest delegates and consultation with a wide variety of industry leaders. Based on such feedback, we have put together a very special list of speakers for Goafest delegates to listen to and interact with.

Goafest never had about 25 speakers that too to cater to the varied interest of the delegates. There will be two international speakers at knowledge seminars every day alongside some inspirational ones from India. The Advertising Conclave will be an eye opener for everyone connected with the industry to see what changes are needed to serve their clients better. The newly introduced Leadership Summit will connect the dots between the macro environment and the industry in an engaging manner.

**Q Are you doing anything to build a stronger connect in smaller cities with the Goafest? What is delegate count from cities beyond Delhi/Mumbai?**

Goafest always attracted delegates from across India. This year we will have the same number which we normally have from outside of Mumbai and Delhi – about 150.

**Q What would make this year's festival a success in your mind? What is your biggest worry?**

I can assure that this Goafest will be Bigger & Better than the previous years. We have made efforts to bring in surprise elements in virtually every aspect of the event. Our awards night will be a lot more interesting. Our speakers will engage with the audience. Food is going to be better. I am sure everybody will have a great time! I only wish that all creative agencies had participated which would have made Goafest much more exciting! ■



If the numbers  
confuse you  
let's start with

ABC

ABC, July-December 2013 certifies Malayala Manorama's Average Total Qualifying Sales as 22.32 lakh copies. In the last one year the daily picked up 1.02 lakh copies. This means, it now has a whopping lead of 7.73 lakh copies over the No. 2 newspaper in Kerala.

Considered to be the most credible and transparent census of newspaper circulation with every single copy audited, the Audit Bureau of Circulation's findings reaffirm Malayala Manorama's pre-eminence. So, rest assured, your calculations won't go wrong once you rediscover the value of ABC. Learn more about our ABC credentials at [www.manoramaonline.com/ABCcertificate](http://www.manoramaonline.com/ABCcertificate)

**Malayala Manorama**



Nobody delivers Kerala better

| Edition            | MM      | MB      | Edition   | MM      | MB      | Edition   | MM     | MB     |
|--------------------|---------|---------|-----------|---------|---------|-----------|--------|--------|
| Kottayam           | 274,726 | 112,238 | Kochi     | 333,979 | 163,851 | Mumbai    | 23,689 | 13,646 |
| Kozhikode          | 177,057 | 192,298 | Alappuzha | 158,861 | 91,891  | Bangalore | 29,174 | 10,886 |
| Thiruvananthapuram | 236,066 | 175,558 | Kollam    | 194,364 | 119,040 | Chennai   | 12,444 | 7,175  |
| Pathanamthitta     | 151,830 |         | Thrissur  | 200,683 | 184,823 | New Delhi | 15,856 | 3,364  |
| Palakkad           | 131,228 | 108,358 | Kannur    | 136,648 | 181,643 | Mangalore | 6,490  |        |
| Malappuram         | 149,490 | 94,025  |           |         |         |           |        |        |





# THE JURY



## INTEGRATED ADVERTISING

**Prason Joshi**  
President, South Asia  
McCann World Group



## FILM

**Agnello Dias**  
Chairman & Chief Creative Officer  
Taproot India



## DESIGN

**Alok Nanda**  
Director  
Alok Nanda Communications

## OUTDOOR ADVERTISING & AMBIENT

**Sonal Dabral**  
Chairman & Chief Creative Officer  
DDB Mudra Group



## RADIO ADVERTISING

**Ashish Chakravarthy**  
National Creative Director  
Contract Advertising



Advertising  
Associations  
of India

The  
Advertising  
Club



## GOAFEST 2014: BIGGER AND MORE EXCITING!

### MAY 29<sup>TH</sup>

03:00 PM TO 06:00 PM

#### KNOWLEDGE SEMINARS

03:00 PM - 03:45 PM

**GUY HEARN**

Chief Innovation, Officer Omnicom Media Group

03:45 PM - 04:30 PM

**SHRAVAN & SANJAY KUMARAN**

Founders, Go Dimensions (India's youngest apps developers)

04:30 PM - 5:15 PM

**AIB - ALL INDIA BAKCHOD**

India's foremost comedy podcast & Twitter phenomena

05:15 PM - 06:00 PM

**RILEY PETER**

Head of Creative Shop - APAC, Facebook

06:15 PM TO 07:00 PM

#### OPENING CEREMONY

07:00 PM ONWARDS

#### AWARDS

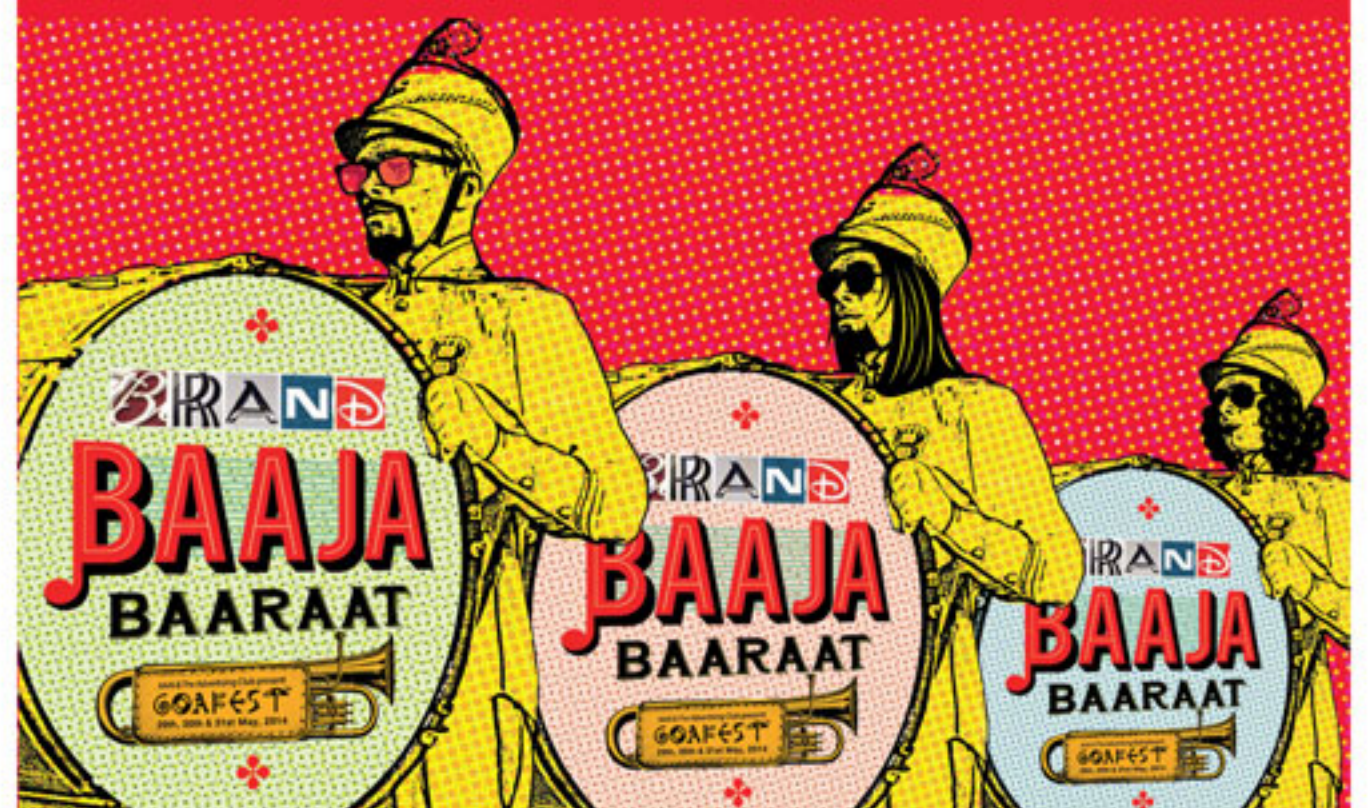
PUBLISHER ABBYS  
MEDIA ABBYS

09:30 PM ONWARDS

#### GALA DINNER

#### NEW CATEGORIES INTRODUCED:

- BRAND ACTIVATION AND PROMOTION ABBY
- PUBLIC RELATIONS ABBY
- BROADCASTER ABBY
- PUBLISHER ABBY





# GOAFEST IN NEWS



**GOAFEST UPDATES**

**twitter**

# Super excited to watch @AllIndiaBakchod live in action at Goafest 2014. @thetanmay @mojorojo @gkhamba  
**Rajesh Radhakrishnan @rajeshrdk**

# 9 short lists in film. And one each in direct response digital and design at the Abby's. Pretty happy. #Goafest  
**Happy @happybroadcast**

# Challenges in front of Goafest 2014, and how this year could be a new beginning for a credible and fair fest.  
**Shweta Bhandral @sbhandral**

# Hah! "Goafest 2014 sees steep slide in entries as larger agencies stay away  
**Srinivas Kulkarni @srinistuff**

# After 6 nominations at campaign crest awards we are so excited about 2 more nominations at Goafest creative Abby's!  
pic.twitter.com/dquu4aTDUS  
**WATConsult @watconsul**

**“**

I am looking forward to a bigger and better goafest this year. Several industry leaders are on the organising committee and are taking painstaking efforts to put together a gala event. The line up of speakers is extremely interesting and am looking forward to the awards nights with our agencies in Creative, PR, Outdoor and Media winning several awards.

I always look forward to spending a few days at Goafest because it enables me to meet and interact with so many young people and listen to some well known and good minds in advertising besides seeing some great work. Its a "MUST ATTEND" item on my calendar.

**Sam Balsara**  
Chairman & Managing Director,  
Madison World

**”**

Hoping to see some really good design work. Usually at Goafest you tend to see really experimental illustration and design work that you often don't see.

**Priti J Nair**  
Director, curry-nation



