

afaqs!

DAY 2

GOAFEST

SHOW DAILY



Don't Mind.
It's Goa!



TEAM SHOW DAILY



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WHAT MAKES GOAFEST SO STICKY?

And we don't just mean the humidity!

I admit that in general, I am guilty of exaggerating for effect, but when I say I feel like hitting my friends with a cricket bat when they squeal "Wow, your job is so cool... you get to go to Goa!!!!!!" I am certainly not. Year after year (this is my fourth Goafest, by the way) I get the same starry eyed reaction from my buddies – in so-called boring jobs like IT, teaching and the like – when I tell them I am headed to cover a Goa-based event. Their voices get even shriller when they learn the event is all about the advertising industry.

I am sure my fellow journos will agree with me when I say there's nothing glamorous about covering a three-day mega-event such as this. It's all about back-breaking seminar coverage, sleepless nights (What? We have to write down what the seminars were all about!), trolling the coffee room for industry biggies and asking them for bytes... and of course, the cherry on top – endless hours of counting 'gold, silver, bronze' awards. Now you see why I'd pick a cricket bat and not a rolled up newspaper to swat my annoying pals?

But a few minutes into the second session of Day One it began to hit me. If Goafest is so painful to cover, what keeps us coming back each time? There's a magical stickiness at play... what is it? And by the time the second session ended, I had the answer. It's the priceless knowledge the event offers.

Now, where else would one get to witness two kids talk about the apps they developed? You read right. – Shravan and Sanjay Kumaran, founders of Go Dimensions, delighted the audience at Hyatt about the apps they developed all by themselves. They are India's youngest app developers. And they are just children! And the magic bit I mentioned earlier manifested itself in all its glory when Ulka's Nagesh Alai called their mother up on stage... sigh. It's stuff like this that brings me back to Goa every summer.

The Kumaran brothers developed over 150 test applications before releasing their first official app. The first app they built is called Catch Me Cop. The app was rated 4.5 out of 5 in the Apple iStore. It got over 1,000 downloads in the first day of its release. The second app the genius duo developed is called the Alphabet Board. This app was rated 5 on 5.

And it's not just the tech stuff that impressed everyone. It was also the stories around it. For instance, the idea for one of the apps they built – Prayer Planet – struck the younger one (how old IS he, by the way? He looks four to me! Ok see what I mean by exaggerating for effect?) on their first flight to Boston. They faced heavy turbulence and wanted to pray but their idol was checked in. And that's when the little genius decided to create an app that allowed commuters to pray on the fly (hey, that's an accidental pun). The app one was rated 4 out of 5. Other apps by the boys include Colour Pallete, Emergency Booth (that is supported by 14 countries!), Super Hero E15, Car Racing HD and few more. Overall, they have over 60,000 downloads from over 60 countries.

Two things were clear by the end of their session. One: These kiddos are going to grow up to be millionaires. Two: I am certainly coming to Goafest again.

I guess the next time my friends tell me I have the coolest job in the world because I 'get to go to Goa', I'm not going to bother correcting them. Why should I? Come to think of it, they make a good point. ■

Ashwini Gangal
Deputy Editor

ONE OF MY COLLEAGUES INTRODUCES ME TO CLIENTS AS BEING “IN CHARGE OF EVERYTHING THAT ISN’T MEDIA PLANNING”



Every country in a region has different levels of consumer sophistication and different cultural drivers.



Q How cool is it to be called the Chief Innovation Officer?

Really cool. It's a very broad title and gives me the scope to cover pretty much anything that I am interested in. And that covers everything from advances in ad tech to changes in the consumer experience. I have spent a lot of time this year thinking about issues that are going to affect our future, such as the rise of the Internet of Things or how to bring up kids in a digital world. But I also have to think about mundane every day problems, such as how to connect with B2B audiences.

Q How many people outside advertising and marketing understand what you do? Any favourite descriptions you heard from others?

Even people inside the marketing and advertising industry don't know what I do! One of my colleagues introduces me to clients as being "in charge of everything that isn't media planning".

Q As a long time Asia hand, how have the region's consumers changed since you started tracking them?

One of the things that my colleagues in other parts of the world find most difficult to grasp is that there is really no such thing as Asia. Geographical closeness does not mean cultural hegemony. Every country in the region is at a very different stage of development, with different levels of consumer sophistication and different cultural drivers. Vietnam and Thailand may be close geographically but are very different in almost

every other way. One of the things that I have enjoyed seeing over the last 17 years is how each country has retained its cultural identity whilst being influenced by much wider sources of information. Also, most of the people in our region are highly social and have jumped on the benefits of social media and its great to see how social media is helping to harness the energies of younger consumers and drive social change whilst unique characteristics of each country are retained. For many consumers in most of our countries, it's the best time ever to be alive.

Q A brand you admire for getting it right in Asia?

It's hard to go past Unilever who have grown huge brands in the region by really understanding the similarities between consumers in different countries, as well as the differences. I think Taobao and Tmall are bringing e-commerce to China brilliantly by understanding the local needs. I think Shangri-La Hotels is a great Asian brand and it's going to be very interesting to see how their Asian hospitality concepts translate to Europe as they open properties there.

Q Apple went into China all guns blazing, while staying low in India. Your take.

I don't know the reasons behind that, but I do think its important to look at your opportunities analytically and not treat Asia as a homogenous mass. Of course there are some similarities between China and India, but there are a lot of differences too. Just because you think your brand will be successful in one, it doesn't follow that it will in another. ■



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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 media plans won't go wrong once you rediscover the value of ABC.

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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						

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GOAFEST UPDATES



GoaFest to start off with lots of 'Brand Baaja Baaraat.' Shout out if you are at #goafest2014! pic.twitter.com/BIRccRVNTz

Goafest 2014 @livegoafest

Arvind Sharma kick starts GoaFest 2014! pic.twitter.com/aeijWCDdms

Priyanka Nair @MissChotu

Goafest knowledge seminars are really entertaining ...

Ashwini Gangal @AshwiniGangal

Looking at the setup & overall scheme of things, looks like they're not expecting a big crowd at #Goafest this year

Vikram @whackrm

If you are at #Goafest, look out for this bearded guy. He will share some great Indian indie music with you. pic.twitter.com/EY2ZFP4eB9z

Pepsi MTV Indies @pepsimtvindies

Goafest tweets have started. To mute or not to mute, that is the question.

Shikh(w)a @Fine_Whining

goafest2014 Whacko-ness comes to town. Admen who are mad men arrive for the worlds best ad fest with Band Baaja Barat. To Goa, where else?

Sujay Gupta @sujaygupta0832

GOAFEST SHOW DAILY [SEMINAR]

SEMINAR

GUY HEARN

Chief Innovation, Officer
Omnicom Media Group

By the end of 2015 there are going to be at least 20 billion connected objects. My message for the media planners out here is - You are competing with tomorrow's computers. In today's times it is not enough to be digitally literate. It is important to be digitally fluent.



AIB - ALL INDIA BAKCHOD

India's foremost comedy podcast & Twitter phenomena

Bollywood doesn't have a sense of humour.

Tanmay Bhat

Member, All India Bakchod



SHRAVAN & SANJAY KUMARAN

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

When we grow up, we will do something good for India.

Sanjay Kumaran
co-founder, Go Dimensions



GOAFEST 2014: TO GET BIGGER AND MORE EXCITING!

MAY 30TH

KNOWLEDGE SEMINARS

11:00 AM - 11:45 AM - PREETHI MARIAPPAN | Executive Creative Director, Razorfish, Germany

11:45 AM - 12:30 PM - AJIT BALAKRISHNAN | Founder and Chairman & CEO, Rediff.com

12:30 PM - 1:30 PM - MELANIE VARLEY | Chief Strategy Officer - Global, MEC

LUNCH 1:30 PM TO 3:00 PM

DISCOVERY CHANNEL PRESENTS ADVERTISING CONCLAVE

3:00 PM - 5:00 PM

SANJAY WARKE - Keynote Speaker | CEO, Toshiba

DEEPIKA WARRIER | VP, Pepsico

SANJAY TRIPATHY | EVP, HDFC Standard Life

SAMEER SATPATHY | Executive Vice - President and Business Head, Marico Limited

5:15 PM - 6:00 PM : PANEL DISCUSSION MODERATED BY

KARTHI MARSHAN | Head Marketing, Kotak Mahindra Group

STAR TV AWARDS NIGHT 6:30 PM ONWARDS

BRANDED CONTENT | DIRECT | DESIGN | OUTDOOR & AMBIENT |

PRINT CRAFT | PR, | PROMO & ACTIVATION | BROADCASTERS ABBYS

VIJAYAVANI GALA DINNER 09:30 PM ONWARDS

PEPSI MTV INDIES AFTER NIGHT PARTY 10:00 PM ONWARDS





FOR OTHERS, IT'S THAT ONE IN A MILLION SHOT. FOR US, JUST ONE IN A MILLION.

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GOAFEST ABBY AWARDS 2014 METALS TALLY

Agency	Gold	Silver	Bronze	Grand Prix	Total
DDB Mudra Max	0	1	1	0	2
Hungama Digital Media Ent. Pvt. Ltd	1	0	0	0	1
Isobar India	0	1	0	0	1
Lodestar UM	2	3	6	0	11
Madison Media	0	0	1	0	1
Madison Media Infinity	0	1	0	0	1
Madison Media - Pinnacle	1	1	1	0	3
Maxus	0	6	1	0	7
Mediacom Communications Pvt. Ltd.	1	0	0	0	1
Milestone Brandcom	2	2	1	0	5
Mindshare	2	3	2	0	7
Mindshare Pakistan	1	0	0	0	1
Mindshare Srilanka	0	1	0	0	1
MOMS Outdoor Media Solutions Pvt. Ltd.	0	1	0	0	1
PHD India	3	1	0	1	5
SMG Convonix	1	0	0	0	1
TELiBrahma Technologies Pvt Ltd	0	0	1	0	1
GRAND TOTAL	14	21	14	1	50

PUBLISHER ABBYS 2014

Name of the Publisher	Gold	Silver	Bronze	Total
Hindustan Media Ventures Limited	0	2	4	6
D B Corp Limited	1	1	1	3
Amar Ujala Publications Limited	0	1	0	1
Benett Coleman & Co Limited	3	1	1	5
Forbed India	1	0	0	1
Chitralkha	1	2	0	3
Kasturi & Sons Limited	1	0	0	1
GRAND TOTAL	7	7	6	20



THE TROPHY COLLECTORS

PHD India takes home the Media Abby Grand Prix



Chitralekha wins Gold for The Most creative Cover Design for a Printed Magazine for the campaign 'Fruits of Independence Hasn't Reached all'



Benett Coleman & Co Limited wins Gold in Best Brand Innovation in Newspapers print/online for the campaign 'A live'



Madison Media Infinity wins silver in Best use of Branded content for the campaign 'Har ghar Kuch Kehta Hai' campaign



Hindustan Media Ventures Limited wins Silver in Best Brand Innovation in Newspapers print/online for the campaign 'Colours+ Celebs + Cellphone = Craziest'



Lodestar UM takes home two Golds in the Goafest Media Abby



Maxus wins Silver in Best use of Branded content for the campaign 'Power of 49- How a Cause Became The Central Theme at IIFA'



D.B. Corp. wins Gold in Best Marketing of a Printed Newspaper/ Edition for the campaign 'Unmetro Your Mind'



ON THE SIDELINES

Is 'integration' of media channels really the way forward for the media planning fraternity or is it just a buzz word that will be replaced by something else next year?



Earlier, there used to be a very clear divide between offline and online media. We went through six to seven years of each diversified service actually being under a brand name. We need to have a strategy which is pan-media. Viewership, listenership and readership are not segmented. They easily move from one medium to the other, so at some time it had to collapse and I believe that the collapse has started. There are so many examples of digital agencies being bought over by mainline agencies. Their brands still exist but they are being made part of a larger ecosystem and that is not surprising at all.

Nandini Dias
CEO
Lodestar UM



Integration is super critical. The more fragmentation there is, the more integration is required. It doesn't simply mean that instead of one medium, multiple channels will be utilised. The core idea is to determine the consumer behaviour insights, for which synergies from all the media channels need to be drawn. It certainly is not just a 'buzzword' which will become redundant. The need of integration will become stronger in times to come.

Anupriya Acharya
Group CEO
ZenithOptimedia



The open source of ideas has ensured that anybody can come with an idea but its implementation has to be done by multiple people. It could be a digital or media agency, or an activation or creative agency. So, sooner or later, multiple bodies will come together to create outstanding work. Therefore, 'integration' becomes critical and this phenomenon will not vanish for a long time.

Ravi Rao
leader
South Asia, Mindshare



Who does Goafest benefit the most – young talent, creative people, marketers, organisers or sponsors?

I think Goafest will benefit the young upcoming talent the most. It is most definitely a great platform for young advertising professionals to imbibe the knowledge that the industry stalwarts share. There are many first timers and young blood who get the opportunity to not just learn from the experience of veterans but also to interact with them. The event this time is very different. I am a little disappointed but still look forward to the rest of the fest.

Radhika Bilgi
Account manager
Seagull Advertising



Goafest is indeed a very popular event for the advertising and media fraternity. The event is believed to be very beneficial for the young professionals. Also, one gets to see some of the best work created by other agencies and people. I'm looking forward to winning; we have 16 nominations this time.

Ankita Sharma
Creative executive
Madison Media Pinnacle



Originality is what I hope to see this time. Things have changed a lot since the last edition. Last year, the event happened in an open space. This year it is being organised in a very different way. I would want to give it some time to sink in.

Neha Sharma
Senior copywriter
Makani Creatives



5TH JAGRAN FILM FESTIVAL PRESENTS

CINEMA OF THE SELLERS

Calling all ad film makers to showcase their work

If you think that your ad films get a raw deal and cinema walks away with all the plaudits, think again. JFF 2014 invites all admen and ad film makers to showcase their work at the festival and share the stage with the best that cinema has to offer. Send in your entries now and walk away with not just a fabulous award but also a whole lot of pride.

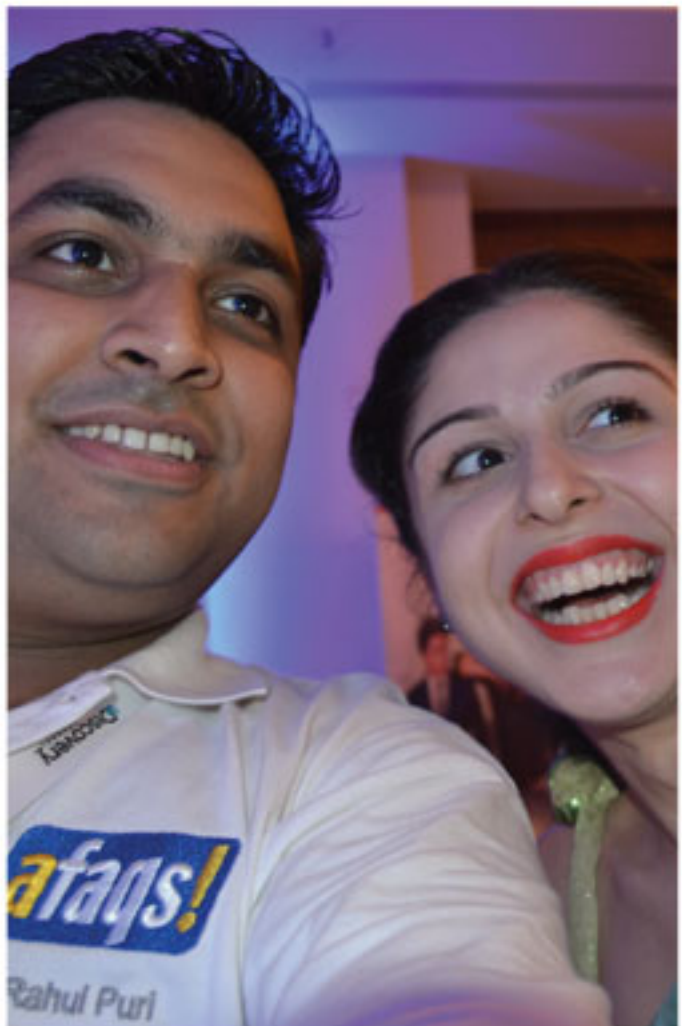
Send in your entries to www.jff.co.in or www.filmflynet.com. For more info. log on to jff.co.in or call us at +911130820300







BETTER THAN SELFIES



"LOGON KO PAISA DO, KUCCH BHI BOL DAALTE HAIN!"

India's edgiest and freshest comedy collective has a take on advertising too.

Q What do you think about the image of the advertising and media industry, for the lay person?

I'm pretty sure the lay person does not think highly of "the middia" (which is the all-encompassing name they give to any job that's even remotely connected to the creative world). They probably think of admen as wastrels who sit around getting high all day, so that they can come up with four words and call it a tagline. Of course, this is wrong, because advertising is hard work. I mean sometimes people have to put on pants.

Q Who's your favourite character in the industry?

The guy who came up with the 'Baba Bangali Marriage Problem Love Problem Gupt Rog Ka Ilaj' campaign you see in trains.

Q Do you think the advertising industry is drowning under political correctness?

Can't say if it's drowning, but sure, it'd be fun to see ads saying the things that admen really want to say (censorship be damned). After which they'll be thrown in jail, and then the Amul guys will make a pun about the incident.

Q Should scam ads find a place on a platform like AIB?

Nope, that isn't something we've considered. Plus people hate us enough already.

Q A video ON the most famous adman, or BY the most famous adman. Which one is more likely to go viral?

The one that features cats and a title that goes AN ADMAN MADE AN AD. WHAT HAPPENED NEXT WILL AMAZE YOU.

Q A video ON the most famous agency, or BY the most famous agency. Which one is more likely to go viral?

Same as above, but replace cats with babies riding puppies into a battle, set to an acapella version of the Game of Thrones theme. And then the cats come in.

Q Your favourite joke on the advertising industry.

It's not a joke as much as it is a truth sold to us by admen themselves: "Logon ko paisa do, kucch bhi bol daalte hain!"

Q Any tips on what makes a successful podcast? Does it get any weirder than recording one, in the hope that a) it will find listeners, and b) they will find it funny?

The idea is to make it as funny as possible while also sounding as natural as we can. We end up sounding the way we'd do if you met us over drinks, and that works just fine. If we can make each other laugh, then there's a good chance the audience will find it funny as well.

Q What do you do when the audience doesn't laugh?

Die a little inside, wish we'd studied harder and gotten a regular job, judge them for not being smart enough to get our "art". Of course, all of this happens inside our heads. On the outside, we move on to the next laugh (or lack thereof) and if that doesn't work, we move to the next one and so on and so forth until the horror is over and we can go home and weep into our drinks.

Q The best audience you have ever had. The worst.

Thanks to some wonderful planning by an event manager, we recently had to perform our (edgy, profanity-laden) show to a corporate-cum-socialite crowd. We had three drunken ladies who loved it, while the rest of the genteel socialite crowd turned up their noses at us (or tried to, but the botox got in the way). It'd be hard to pick the best audience. We sold out auditoriums all over the country this year and they've all been super. Liberty Theatre in Mumbai and Siri Fort in Delhi were probably the loudest crowds we played to this year. It's nice to think that our best audience will always be the next one. And when we're done with them, the ones after that and so on.

Q Which one would you take? A sizzled audience or a sober one?

A smart and open-minded one, their level of inebriation is secondary.

Q The worst stereotype about the industry.

That clients are idiots. It's ridiculous. They're also rich.

Q The industry's most well kept secret.

That Alyque Padamsee was one of the X-Men. ■





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is at fever pitch on**



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