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DAY 3

# GOAFEST

SHOW DAILY



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## TEAM SHOW DAILY



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### Printed At

M/S Impressions  
3360/4, Gondhali Galli, Belgaum - 590002

## A DAY OF DISCOVERY

### In more ways than one

Day Two was all about discovery. Let's start with the literal and then move on to the metaphorical. The longest session of the day was one hosted by Discovery Channel. Marketing heavyweights discussed industry issues and gave the hung-over delegates (the ones that bothered to show up after the previous night's party, that is) a lot to think and talk about. And God bless the channel; it was about time the topic of conversation moved beyond the Russian (or were they Spanish?) pole dancers who stole the show on Night One.

And now for the figurative. Goafest is all about discovery. Of the incidental – not intentional – kind. Where else would you discover that Arvind Sharma can absolutely rock a pair of fluorescent orange crocs? I mean, I can swear I saw them glow, like actually glow, in the dark auditorium. He pulled them off with panache. And I must add, when he went up on stage, they looked yellow. You know, I think his crocs have special thermo-sensitive receptors that make them change colour depending on the temperature. If I didn't know better, I'd never believe he was the same serious executive we interviewed at Leo Burnett few months back.

And while we're on the topic of exec-wardrobes (I should start a Twitter hashtag about this, shouldn't I?), Goafest is where you discover that Pratap Bose looks his best in checked bermudas – (this doesn't mean we don't love his collection of Hawaiian shirts). Or that Sundar Sir (as Srinivasan Swamy is fondly called by his staff) can carry off a silk polka dotted shirt better than you and I can.

It is only at Goafest that you discover that even the most accomplished, 'imported' speakers tend to get nervous before their presentations. "Will everyone turn up? Will this start on time? Will they like my session?" – It's heartening to discover that even top creative execs get anxious before going up on stage.

However, one not-so-endearing discovery is the way speakers can't salvage their presentations when the PPT decides to conk off. Where there's technology, there will be glitches. One would expect these experts to be able to forget about their slides, grab the mike and keep talking. But alas, they struggle for words till their slides are back up and running again. And ironically enough, this happens while they are talking about the importance of digital and technology! A wise professor once told me, "Don't forget, YOU are an audio-visual aid. You don't need computerised AV support to make a good presentation."

At Goafest, you get to discover how the most sophisticated industry professionals turn into kids, in all of five nanoseconds, when they see the counter where 'free stuff' is being doled out. And watching them haggle over the colours and sizes of the wearable goodies is a revelation in itself.

But the biggest of all discoveries at Goafest is that about oneself. For instance, you discover the real depth of your vocabulary when the sweat-flavoured aromas of the Indian advertising industry assault your nostrils every now and then.

You discover that rain dance has evolved... they're calling it foam dance now. I think they're using some sort of white froth; the kind people spray at New Year Parties. Forget about how digital and brand messaging has evolved. This, I insist, is true evolution; the kind that makes you realise that it's time to re-look your own inner evolution or lack thereof. ■

Ashwini Gangal  
Deputy Editor



# READ THIS, PREETHI'S GETTING REALLY IMPATIENT!



**PREETHI MARIAPPAN**  
EXECUTIVE CREATIVE DIRECTOR  
RAZORFISH GERMANY



*ITDC, or any Indian airline brand would be scary and exciting to work on. They really need digital transformation at so many levels.*



## Q The digital challenge in Europe vs Asia in your view?

Asia is in a hurry, speed to market is terrific. Sustainability and long-term thinking often gets lost in the bargain though. Europe on the other hand brings a great focus on building for the long-term, but a slower pace sometimes means a lost opportunity. The challenge for both markets, and for digital in general, is how to stay agile, drive innovation and still manage to create sustainability.

## Q What has been the biggest disappointment in the evolution of digital in your view?

Speed at which the industry is moving forward. Even today, lots of work and thinking is channel specific and silo-ed.

Digital-led services are still being 'pioneered' and transformational ideas are few and far between. Oh yes almost forgot > Youtube pre rolls are probably the most irritating thing on the web.

## Q What's the best way to judge quality content?

With common sense – will I come back for more? is this really making any difference at all, did I laugh, cry or learn something useful? Do I want to share it, do other people want to talk about it.

I look at content from my own human perspective first, before I approach it from a professional point of view. What does it do for the brand, does it drive a new point of view or solve a problem.

Great content always elicits a response, and drives action.

## Q Any work in India that you have liked?

Farmers' Suicide Campaign is compelling.

## Q Who will create all the great content that is needed? Agencies, clients, or someone else? Who should?

All of us are going to be in the content business in some shape or form, because content just diversified.

Red Bull for instance, created their own genre of brand journalism. Publications like the New York Times are exploring new content forms.

There's plenty of youtube stars creating their own content. Or you look at a company like Netflix that is changing not only content delivery but also how content is being produced and consumed.

I'd say who creates great content will vary by market, category and specialization.

## Q How much do awards motivate you?

Award shows are important to help me understand where the industry has set the bar. And then, it is about constantly pushing day-to-day work to be at that level and beyond.

At the end of the day, we all want acknowledgement for great work that makes a difference to business, brands and consumers.

## Q A great team on a small young brand or a regular team on a large established brand? What would you go with and why?

I would go with a great team period. A small young brand has an equal number of challenges as an established one, they are just different.

## Q An Indian brand you would like to work on?

ITDC or any Indian airline brand. Brands in the travel category really need digital transformation at so many levels, and with India's diversity this would be quite scary and exciting to work on.

## Q Predict a brand campaign that will be remembered from the world cup in Brazil.

Nike risk everything is a front-runner for sure. Over the years they have created a number of great campaigns, but this one's got that goose-bump factor – great insight, story telling, superstars and entertainment. Everything the World Cup is all about.

## Q Your personal favorite among all your awards.

SXSW hands down. It's a great confluence of culture, technology, business and storytelling. ■



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# To get better brand results master your



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, you will get the best results once you rediscover the value of ABC.

Learn more about our ABC credentials at [www.manoramaonline.com/ABCcertificate](http://www.manoramaonline.com/ABCcertificate)

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## Malayala Manorama

Nobody delivers Kerala better

Source: ABC July-Dec 2012, July-Dec 2013



Average Total Qualifying Sales  
 • Malayala Manorama Daily: ABC July-December 2013 - 22,32,585 copies;  
 ABC July-December 2012 - 21,29,934 copies  
 • Mathrubhumi Daily: ABC July-December 2013 - 14,58,796 copies

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						

STARCK Tum. 6747



# ADVERTISING CONCLAVE PRESENTED BY DISCOVERY CHANNEL



**Sanjay Warke | Country Head | DS Division | Toshiba India (Keynote Speaker, Conclave)**

"Some key principles for a 'mutually maximally beneficial' client-agency relationship: These principles may look commonsensical and simplistic but are very important. Keep calm and walk in my shoes – agencies should understand what keeps the client awake at night and vice versa. Always get a reality check. This is an offshoot of the previous point about the importance of empathy. Do a bit of crystal ball gazing: Don't just tell me 'what is'; show me 'what if'. Don't just look to 'crack the brief'. Use your imagination. Find a balance between instinct and research. Believe in your own idea. If you don't stand by your ideas, no one will."



**Deepika Warriar | Vice President | PepsiCo**

"Even if you think you have a 'sucky' client, it makes business sense to have a little empathy. We live in a real-time world; it's not just about great creative ideas. It is about real time marketing campaigns. Success is a two-way street. The brand team and the agency team are 'One Team'. Ultimately, it is not about 'brand people' and 'agency people'; all of us are 'marketing people'. We need to take away this transactional, 'power balance' relationship between agencies and clients, and work as one solid team."



**Sanjay Tripathy | Executive Vice President | HDFC Standard Life**

"Agencies help clients stay young! When the agency guys come to our office, we all dress a bit differently! Radical thinking helps. Insights don't come to you when you are sitting at a desk. You need to roam around and go out into the field to get insights. Agencies have the ability to bring in an 'outside-in' perspective. It is not 'my brand' or 'your brand'. It is 'our common brand'. It is no longer one single campaign that matters. We need to move beyond the 30 second ad and embrace evolving media channels. We live in a complicated environment with apps, social, cloud, mobile... we need to create 'micro-campaigns' in such a complex environment. We need to think about the brand all the time. Agencies needn't wait for the brief to start thinking."



**Anuradha Narasimhan | Director | Marketing | Britannia Industries**

"Some of the things we clients get wrong: unclear brief, changing brief, too much input, we want too many messages in one piece of creative, we want too many media pieces in one single media brief, we don't share enough data and understanding with our agency partners, we don't share ideas upstream enough, we tend to keep our agencies task-based, there are too many constraints, too many holy cows (put those two seconds here and that logo there and that jingle here, etc.), and I exercise the 'client's power to veto' what the agency comes up with! I am guilty of all these things! Also, I really think agencies have become over-specialised today."



**Sameer Satpathy | Executive Vice President & Business Head | Marico Limited**

"Advertising is in a very unique position today. In the days ahead only strong brands will survive. The message and the medium will converge. What is creative all about? Is it going to be the TVC? I don't know. I don't know what is going to work. Is this current business model optimal? Will it survive the next 5-10 years? Maybe. Is the new communication model in place? Do you have the right talent – managerial and 'crea-technical'? Value is created in the interface. Decoupling is easy, but real value will be created by integration. Resource allocation between the long term and short term is the key. Expand the talent market. Advertising is a mad world; you need mad men to run it! The real question for agencies is: Are you in the business of building brands or delivering creative solutions?"



**Karthi Marshan | Head Marketing | Kotak Mahindra Group**

"I spoke to agency professionals and crowd-sourced the answer to the question: 'If you had to go up on stage and talk about what frustrates you about clients, what would you say?' Do clients tend to write copy for the agencies? Some tend to feel digital ads are not really 'creative'. One of the questions that came up was: 'Can clients compensate us for our ideas and not just for the execution?' So, should there be more performance-based work? One agency person told me: 'Hourly rates are for factory workers. We should not be remunerated for 'time spent' but should be remunerated for our ideas first.' What's your take on these questions?"







# GOAFEST ABBY AWARDS 2014 METALS TALLY

## Creative Abby Awards – Broadcaster category

Company	Gold	Silver	Bronze	Total
BCCL	0	0	1	1
Zee Entertainment Enterprises	0	2	0	2
Star Sports	2	1	0	3
Colors, Viacom 18 Media	0	1	4	5
Star India	1	3	4	8
Multi Screen Media	1	3	2	6
MTV India	0	1	0	1
Life OK	0	0	1	1
Aaj Tak	0	1	0	1
Headlines Today	1	0	0	1
TV18 Broadcast (CNN-IBN)	0	0	1	1
Discovery Networks APAC (South Asia)	0	1	0	1
Star Entertainment	0	2	0	2

## Creative Abby Awards – Branded Content

Company	Gold	Silver	Bronze	Total
Havas Worldwide India	0	1	0	1
MTV India	1	0	1	2
DDB Mudra Group	0	0	1	1
Digital Law & Kenneth	2	1	0	3
Times Global Broadcasting	0	1	0	1
Colors	0	1	1	2
Madison World	0	3	0	3
Milestone Brandcom	1	0	0	1
Tailor	0	0	1	1
Jack in The Box	0	1	1	2
Contract India	1	0	0	1
PHD India	0	1	1	2
Maxus	0	1	0	1

## Creative Abby Awards – Public Relation

Company	Gold	Silver	Bronze	Total
Marico	0	1	0	1
IBS	1	0	0	1
MSL Group	0	3	1	4
Perfect Relations	0	1	1	2
Madison World	1	1	1	3
Publicis India	1	0	1	2
Adfactors PR	0	1	4	5
Aim High India	0	0	1	1
Paradigm Plus Marketing Communication	1	0	0	1
RK Swamy BBDO	0	1	0	1
Discovery Networks APAC (South Asia)	0	1	0	1
Colors, Viacom 18 Media	0	0	1	1
Value 360 Communication	0	0	1	1

## Creative Abby Awards – OOH

Company	Grand Prix	Gold	Silver	Bronze	Total
Da Cunha Communications	0	0	0	1	1
JWT India	0	0	3	4	7
Draft FCB Ulka	0	1	1	1	3
Makani Creatives	0	0	0	1	1
Out of The Box	0	0	0	1	1
Scarecrow Communications	0	0	1	0	1
Idea@Work	0	0	2	0	2
Taproot India	0	1	2	0	3
Publicis Communications	0	0	1	0	1
Dentsu India	0	1	0	0	1

## Creative Abby Awards – Brand Activation & Promotion Category

Company	Gold	Silver	Bronze	Total
Media2win India	0	0	1	1
Candid Marketing	1	1	1	3
Taproot India	0	1	0	1
RK Swamy BBDO	0	0	1	1
Havas Worldwide India	0	1	1	2
Milestone Brandcom	2	0	0	2
JWT India	0	1	1	2
DDB Mudra Group	0	1	1	2
Digital Law & Kenneth	0	0	2	2
Dentsu India		0		2

## Creative Abby Awards – Print Craft

Company	Gold	Silver	Bronze	Total
Idea@Work Advertising Agency	0	2	2	4
Taproot India	1	1	7	9
JWT India	2	1	2	5
Umbrella Design	1	1	1	3
Gasoline Creative	0	1	1	2
Stark Communications	0	1	1	2
Dentsu India	0	1	1	2
Alok Nanda & Company	0	0	0	1
Kukooness	1	0	0	1

## Creative Abby Awards – Design

Company	Grand Prix	Gold	Silver	Bronze	Total
Banana Brandworks	0	0	0	1	1
Umbrella Design	0	3	2	0	5
Out of The Box	0	0	0	2	2
JWT India	0	0	3	0	3
Taproot India	0	1	1	2	4
Draft FCB Ulka	0	0	0	1	1
Alok Nanda & Company	1	2	1	1	4
Kukooness	0	0	1	1	2
Karigari Design INC	0	0	0	1	1
Publicis Communications	0	0	0	1	1

## Creative Abby Awards – Ambient

Company	Grand Prix	Gold	Silver	Bronze	Total
Publicis Communications	0	0	0	1	1
Brand Movers India	0	0	0	1	1
Milestone Brandcom	0	0	0	1	1
Alok Nanda & Company	0	1	0	0	1
DDB Mudra Group	0	1	0	0	1
Taproot India	0	0	0	0	1
Web Chutney Studio	0	1	1	1	2

## Creative Abby Awards – Direct

Company	Grand Prix	Gold	Silver	Bronze	Total
DDB Mudra Group	0	0	1	1	2
M&C Saatchi	0	0	1	1	2
Taproot India	0	0	2	1	3
Linen Advertising- Lintas Group	0	0	0	1	1
Happy Creative Services	0	0	0	1	1
JWT India	1	0	0	1	2
Grey Digital	0	0	1	0	1
PHD India	0	1	0	0	1





# THE TROPHY COLLECTORS

JWT India takes home Grand Prix in the Direct category for the campaign 'Genomusic Project'



Alok Nanda & Company won the Grand Prix in the Design category for the campaign 'The Rising'



Digital Law and Kenneth won two Golds in the Branded Content category



PHD India won Gold in the Direct category for the campaign Kan Khajura Tesan



Umbrella Design won three golds in the Design category



Draft FCB Ulka won Gold, Silver and Bronze in the OOH category



DDB Mudra Group won Gold in the Ambient category for the campaign 'Earth Hour'



Madison World won Gold, Silver and Bronze in the Public Relation category





## ON THE SIDELINES



**Arjan Hoekstra | President & MD | Discovery Networks Asia-Pacific**

"Goafest is all about connecting with the Advertising and Media community in India. It's a privilege to be here. The entire industry is gathering and I hope to make some interesting connections. It's an important time of the year where we can communicate and connect with people of the fraternity and talk about how amazing Discovery, as a company, is."

### Does Goafest need to bring back the Scam Committee?



I believe there is lot of media speculation on this topic. But, I ask, what exactly is a scam? Technically, if there's some work which gets done and is released with the approval of the client, then can we call it scam? Well, if the client says that whatever work is being awarded is something that has been approved by him/her, then it is not scam. The jury picks the best work - we only make sure that there is no scam here.

**Srinivasan K Swamy**  
Chairman & Managing Director  
R K Swamy BBDO & Chairman  
Goafest 2014



I will speak in context of the Media Abby because it is happening on the first day. Normally, we do not face any difficulty in the media category ever since we have had the Media Abby. I've been a judge in the category every year. I firmly believe that we have a very sought-after jury. These people head large agencies and hence shoulder a big responsibility. We never really had a problem, not even this year. We have a very rigorous process; if at all there was some issue with one or two entries, we back-checked them and they did not make it to the shortlist.

**Pratap Bose**  
President  
The Advertising Club & Chairman  
The Awards Governing Council



I don't think bringing back the scam committee would bring a major difference as it had people from the industry only. The said committee used to work on the mantra that 'Have I seen it or not?' and that is also not the correct way of doing it because there are so many ads released all over the country. Most people across the country don't read more than two to three newspapers or magazines, let alone 15-20 of them.

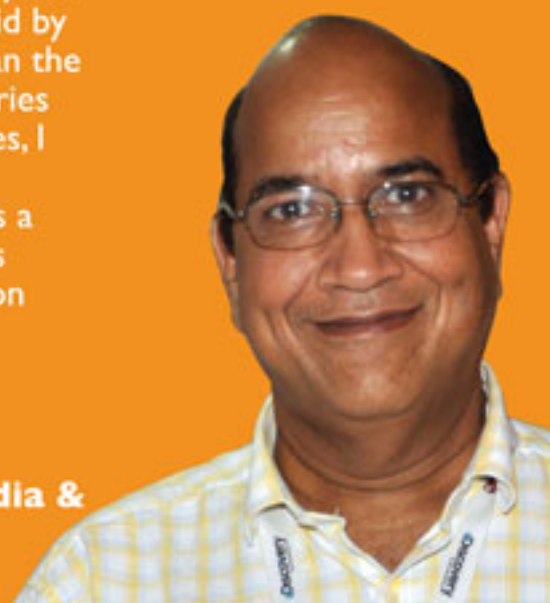
We follow a better process now. All the short-listed entries are forwarded to the auditors. If at all they are suspicious of anything, they make random calls, sometimes to everybody. There have been many cases where the client has not approved the submitted entry and in that case we have decided to withdraw it.

**Ajay Chandwani**  
Director  
Percept/H & Committee Member  
Goafest



We have auditors who are not from the industry but they do a very thorough job. If at all required, they call people and inquire if the entry is initiated and paid by them. I think it is a far more rigorous process than the jury itself. KPMG has been hired to audit the entries and the process was four to five weeks long. Rules, I believe, have always been clearly laid down and followed. We have got KPMG on board which has a great reputation in the industry. All entries across categories have gone through a thorough selection process which is absolutely fair and just.

**Arvind Sharma**  
President  
Advertising Agencies Association of India &  
Founding Chairman  
Goafest



### The Abby Jury on the overall quality of work



We have received a good number of entries from television networks in the newly introduced 'Broadcaster' category. I'm sure the quantity as well as the quality of the entries will become better as the award becomes bigger with each passing year. The selection process was quite tough. We received 99 entries, of which 55 were chosen. Then, we selected three big gold, silver and bronze winners. I believe once awareness about this award category spreads, we will have more entries coming in - directed to the right category. Which category stood out in terms of outstanding work? For me was 'Multimedia'.

**Simran Hoon**  
National Sales Head  
Colors & Jury Member  
Broadcaster Category



I think the quality of the entries was mixed. There was some exceptional as well as mediocre work. I appreciate the fact that Goafest decided to have a category for publishers because a publisher is the final communication touch point as far as the work created by agencies and clients goes. Therefore introduction and recognition of the Publisher Abby gives tremendous amount of value to communication per se. After all, around 45 per cent of the total advertising budget goes to print; it's bigger than television! Since this award is in its first year it has to evolve and get refined in terms of understanding of the category. But I must add that publishers have taken a lot of effort for this category in its maiden year. Which category stood out this year? For me it is 'Digital' because it is measurable.

**N Parthasarthy**  
Assistant Vice President  
Kasturi & Sons and Jury Member  
Publishing Category



I felt the participation in the Broadcast category was restrictive as I didn't see many regional entries. It was mainly the big players like Star, Sony, Colors and Zee that sent their entries. I think overall it's a great initiative and gives opportunities to creative guys and broadcasters to be a little more innovative with their promos. I am looking forward to more participation next year with more number of entries to judge. The awards were organised very well. KPMG gave us all the information that was needed. Bipin (Pandit) was there to facilitate the whole process.

**Vikas Khanchandani**  
Director  
Aidem Ventures & Jury Member  
Broadcaster Category



The quality of winning entries were the same as every year but the quantity of quality entries was obviously down. So yes, there was a drop in numbers for sure. In terms of pain points, there are a few things regarding the mandate given to KPMG and how they are supposed to execute it but that is a discussion I would reserve for now. I haven't really seen all the work across categories so it will not be fair to name a particular category.

**Agnello Dias**  
Chairman & CCO  
Taproot India & jury chairperson  
Film category





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](http://www.jff.co.in) or [www.filmflynet.com](http://www.filmflynet.com). For more info. log on to [jff.co.in](http://jff.co.in) or call us at +911130820300



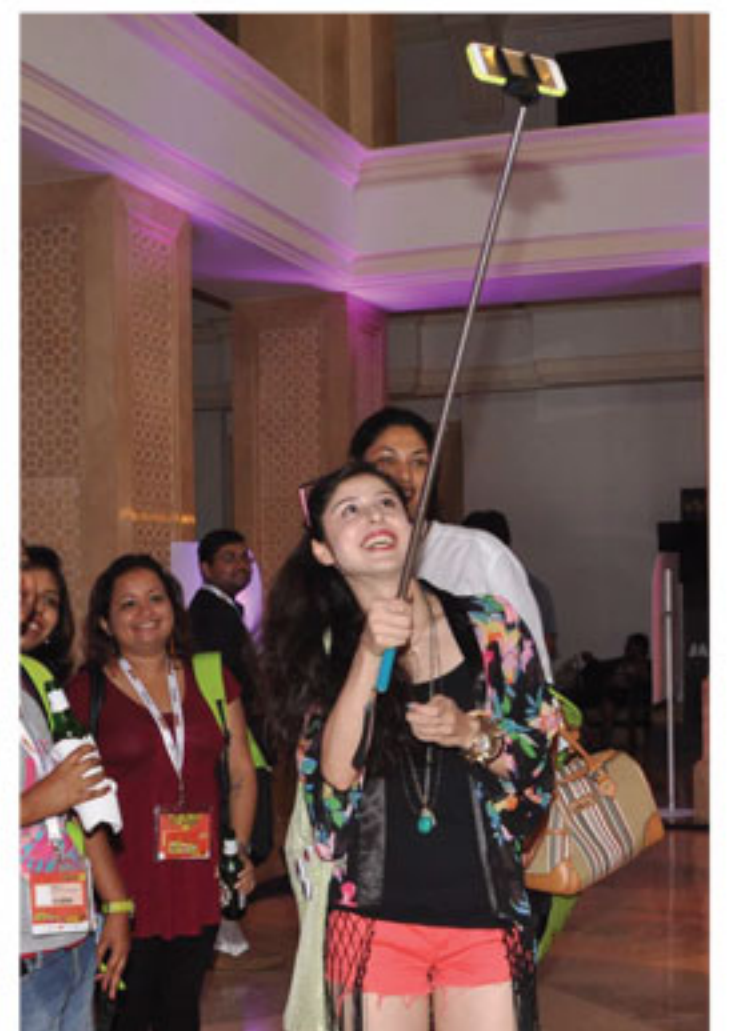








# BETTER THAN SELFIES





## “Goafest is not only about the awards but is also about meeting great creative talent and sharing their experiences”

### Q What were your key responsibilities in this year's Goafest?

The work commenced with the compilation of the entry form. Receiving entries, coordinating with the auditors, handing over data for preparation of the score sheets, choosing the appropriate venue, chalking out the judging schedule, all this with a strength of only 7 which was coordinating with students and selected the right ones for the entire execution of the project. Following up with the judges to ensure their presence and timely uploads of the shortlisted entries were among some of the key responsibilities entrusted with me.

### Q When did the work begin in goafest?

Generally, we start working from December and plan a meeting with the leading creative stalwarts. The objective of doing so is to collate their views on the entry form, different awards categories and the judging process.

### Q What specific changes did you introduce to the festival this year?

We have added new categories such as, activations, promotions, publisher, broadcaster, public relations and the branded content category was added last year. The response is quite encouraging. The ABBY has become truly the 'Communication Award'. We have covered most verticals and have invited experts from various disciplines to judge the same.

### Q As COO of Ad Club, to what extent are you responsible for ensuring the judging process is unbiased and water-tight?

I am one of the key members of the team to ensure that the judging process is fool proof and unbiased while I try to be present during most of the judging sessions at times it becomes a little difficult. Imagine handling 14 jury sessions with more than 220 judges and having to give more than 280 hours of undivided attention. The auditors at KPMG are responsible to ensure the smooth flow of events. We are also accompanied by AGC team members which includes Ajay Chandwani and Pratap Bose. In addition to this the media judging sessions were graced by Ravi Rao and Pratap Bose.

The KPMG auditors conduct the sessions and keep an eye on the proceedings in presence of our representative in each room.

They also do background checks and call up the agencies and clients of the winners.

### Q What specific measures were taken to ensure the same, this time?

The judges sign an NDA before commencement of the judging process. Every session is attended by a Jury Chairman who has a major role to play. We have always had a water tight process in place. KPMG, a professional firm of auditors overviews and controls it. Having been associated with Adclub for the past 17 years and having handled 17 ABBY's, 14 EFFIEs and 14 EMVIEs I can say this with conviction that the judging process is flawless.

### Q What according to you is the main 'selling point' of the Abby Awards?

The Abby awards are no less than 50 years old and that is its USP. This award has transformed many lives. It is one of a kind and is a matter of pride amongst the creative gems of the industry.

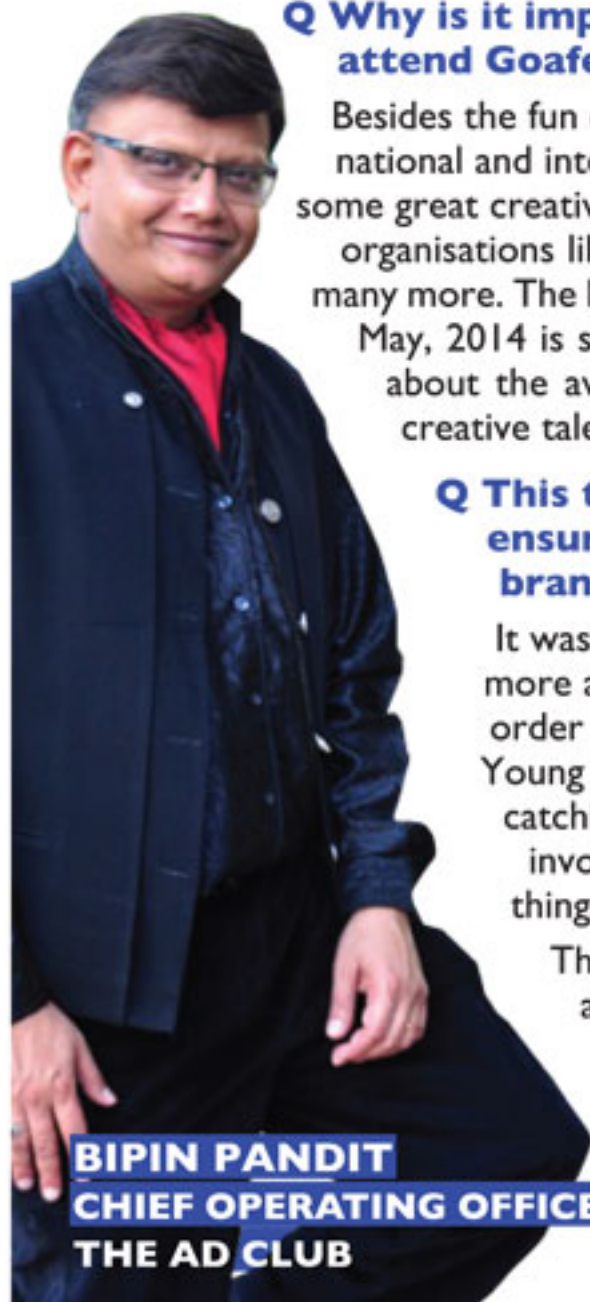
### Q Why is it important for brand marketers to attend Goafest?

Besides the fun quotient, the line up of speakers (both national and international) is very impressive and we have some great creative minds speaking at the seminar from organisations like Mindshare, Facebook, Marico, Pepsi and many more. The leadership summit concept lined up for 31st May, 2014 is surely to look out for. Goafest is not only about the awards but is also about meeting the great creative talent and sharing their experiences.

### Q This time, what steps were taken to ensure the delegate list included more brand marketers?

It was a daunting task. We would love to have more and more brand marketers on board. In order to ensure this, we have also launched the Young Marketers initiative at Goafest, which is catching up fast with people. It is a small step to involve the participants into our scheme of things.

The presence of noteworthy speakers would also act as a catalyst to attract the attention of the of the marketing fraternity. ■



**BIPIN PANDIT**  
CHIEF OPERATING OFFICER  
THE AD CLUB

## “Hearteningly, we are also winning digital - only pitches - we have won 7 - 8 digital mandates in the last 6 months”

### Q How do you see your industry changing over the next 5 years?

The speed of change will accelerate and the future is all about the confluence of data, content, media and technology. Marketing will become a much more important part of the value chain for business everywhere and be more valued in the boardroom. Consumers will be more influential and have greater expectations of brands. The pace of change will vary depending on digital infrastructure and maturity. Mobile will be the most important part of digital change and will allow developing countries to keep pace and in some cases leapfrog developed markets.

### Q What is the one single new skill that you believe will be an absolute must in five years time?

Understanding how to code. If you can code you understand what is possible in a digital world.

### Q A key challenge we have seen here is the challenge of creating truly integrated campaigns. What is the approach at MEC to it?

This is the case in most countries. MEC has just launched our new way of working to deliver integrated campaigns, T5, which stands for '5 (steps for brands) to thrive'. It is a 5 part game of skill, that requires a multi-discipline cast of players to navigate the game board. We created T5 specifically to deliver integrated strategies and we have adopted gamification techniques to ensure team work, encourage critical thinking and as importantly, have fun whilst we work!

### Q Is the industry truly global now, or do you still see an Asian way or a European way or even an American way of approaching things?

I think certain aspects of our business are increasingly global. For example, marketing principles and strategy (T5, above, is an MEC example). Digital and particularly platforms like Facebook and Google create more scalable ways to engage with consumers across borders. The influence of technology will mean new approaches, products and tools will travel faster, better and cheaper. However culture and the media landscape, whether local or sub regional will always have a big impact on marketing. To use a football analogy, we all play the same game, on the same pitch - but how we play is different-think Brazil and Germany!



**MELANIE VARLEY**  
CHIEF STRATEGY OFFICER GLOBAL  
MEC

### Q A campaign you look forward to during the world cup in Brazil?

I was very impressed with the work from Brazil when I judged at Cannes last year - so I am looking forward to seeing the work from Brazilian agencies rather than any one specific campaign.

### Q MEC India's performance and your expectations from the region.

MEC is having an extraordinary run in India - we have doubled in size in the last four years. India is absolutely crucial for us - both, globally and regionally. We have won some significant accounts recently - Britannia, GE, Malayala Manorama, GoDaddy, Butterfly Gandhimathi, Dlxycy Scott, Reliance Life and Reliance Capital. Hearteningly, we are also winning digital-only pitches - we have won 7-8 digital mandates in the last 6 months.

I am impressed with the quality of work coming out of India - especially on Colgate, Reliance Mobile, Citibank, etc. Some of the work has been awarded at prestigious international forums - Festival of Media Global, APAC and Global MMA, Spikes Asia, etc. I love the Colgate Kumbh Mela campaign for its smart use of technology in creating a simple solution for a complex challenge.

I am particular excited about our leadership team here. We have had significant additions to our senior management team in India in the last 6-8 months - Roopam (Garg), Ajit (Gurnani), Vishal (Chinchankar) and Rahul (Jadhav). I believe this team is well poised to take MEC India to the next level. ■





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