



Dear all,

As we draw to a close of the Financial Year 2006-07, I decided to take a few minutes to reflect on the months gone by. I feel exhilarated at the many nice things that happened – exciting client wins from businesses we have not worked with before, several campaigns that worked very well for clients in the market place, & a fresh energy within the team to not only excel at work, but also to participate in interesting activities in & out of the office. *The Madison Football World Cup* in June '06, an idea initiated & executed by the PR Team, was a huge success. This motivated us to participate in the *Bombay Gym 6-A-Side Corporate Tournament*. A few months ago, our Creative Cell introduced a daily Lateral Thinking Quiz, which has evoked a tremendous response among Madisonites. The Christmas Spirit was ushered in at an impromptu party organized on our terrace, with Carol singing, games & gifts for all.

While all of the above was very satisfying, the pace of work has kept all of us on our toes. We are now looking forward to a cool fun-filled offsite and Annual Review in few days. I am confident that three full days of stimulating activities among vibrant minds, will unfold many exciting ideas for our clients in the year ahead.

Cheers,

CEO, Madison PR

HOT & HAPPENING

Culture Rediscovered

Maharashtra Tourism Development Corporation (MTDC) had organized Banganga Festival in Mumbai on 6-7 January, 2007 at Banganga Tank, Walkeshwar. This was the 16th year of Indian Classical Music Bonanza and set new standards in the cultural circles of Mumbai.

Due to unavoidable circumstances, the Press Conference to announce the Festival had to be organized on 2nd January 2007 – the first working day of the New Year! With three previous days of holidays, fingers were crossed about the media turnout. Never the less always ready for a challenge, our team ensured a huge media turnout of sixty attending the Press Conference!



The Festival received appropriate pre-event buzz & got music lovers through the Banganga Tank.

As part of the pre-event media exposure, photographers were invited to capture the unique stage as it was being set up. Leading dailies carried the same prominently.

Furthermore, amongst other coverage, Madison PR convinced Sahara Mumbai to come to the banks of the Banganga Tank & do a show on the Festival at the venue. It was carried on the 'RKB Show', which is hosted by the Channel Head, R. K. Bajaj & is famous for studio interviews on

several topics of general interests. The beautiful site of the tank indeed provided a scenic location for the Show and helped MTDC spread their message to millions of viewers for almost an hour – without spending a single rupee!

All major national & regional TV channels & dailies wrote about the Banganga Festival, taking it to both the classes & masses!

The First day of this prestigious festival saw one of the brightest Santoor players - Rahul Sharma performing with the First Indian Lady Tabla Maestro - Anuradha Pal. Impressive vocalist Vasundharatai Komkali along with her daughter Kalapini Komkali presented Sahagaan on the second day i.e. 7th January 2007.

Madison PR ensured seamless alignments on various issues between Citigroup and Hongkong & Shanghai Banking Corporation - the sponsors, and Indian Heritage Society & GSB Temple Trust - the organisers, which led to another successful & HouseFull Banganga Festival.

Anuradha Pal, Tabla Maestro, Artist at the Banganga Festival: "Madison PR has done excellent work!"

Alka Vanage, Sr. Manager, Festivals, MTDC: "I must appreciate the zeal & commitment showed by Madison Public Relations."

The McDowell India Derby 2007. Hints of Victory, Frenzied Competition, the Crowning of Spirit

It was not just India's most prestigious and fashionable weekend, but India's most fun weekend carnival. Black Dog - the leading Scotch whisky brand from United Spirit Limited presented The Indian Derby, which celebrated its 65th year. The McDowell Indian Derby Weekend 2007 featured an extravaganza of horse racing over 3rd & 4th February 2007.

The challenge was to make the Derby one of the most talked about events in Mumbai's Fashion Calendar and at the same time offer every common man a chance to experience the excitement of the weekend carnival.

With advertising playing a limited role, a public relations campaign was rolled-out ten days before the Derby carnival. From a pre-derby press conference, creating unique photo-ops, pre-build stories capturing



different dimensions of excitement to the jockeys, the participants, fashion & lifestyle, record prize money of Rs. 1 crore, the public relations campaign played a major role to make all of these the subject of media interest.

From getting a record number of attendees from all walks of life, every excitement at the Indian McDowell Indian Derby was featured

on front pages of leading dailies and garnered live primetime coverage on shows across leading TV Channels. From websites, magazines, radio stations, the McDowell Indian Derby was captured across every media in Mumbai.

Sanjay Roy, GM Marketing, United Spirits: "We are happy with the work Madison PR has done for the McDowell Indian Derby this year. They have successfully been able to create hype and coverage in the media before and after the event positioning the Derby as a Carnival weekend of Racing and Fun."

Megha Verma, Account Executive, Madison PR: "McDowell Indian Derby 2007 was a challenging yet exhilarating assignment. The key was to shift perceptions from it being just another Derby weekend to a fun filled Carnival weekend."



**Christopher Samuel,
General Manager,
Mumbai**

"All I want is everything, am I asking too much?"

"You can sleep enough when you're dead!" - And honestly if you've worked with Christopher long enough,

you wonder if he gets any sleep at all!

Apart from contributing substantially in key areas like capability building, business development, systems & processes, & heading the Procter & Gamble Corporate & Brand Account at Madison PR, Christopher is a Theatre actor, publicist & producer at Q Theatre Productions (QTP). An amateur drummer who loves wildlife, beaches, international travel, Dire Straits, GNR, Jazz, rock n' roll, & quarterly horse riding in Matheran.

This highly charismatic Aquarian is passionate about communications, rhythm & speed. Recently conducted internal polls has voted him as 'the most eligible bachelor' on the PR circuit.

Existentially he believes he is on the third rock from the sun "to be a bigger better person & make the world a happier place to live in", & he'll clink a few martinis with you to that!



**Karen Peters
Senior Account Executive,
Mumbai**

An eternal film lover, Karen sees life only in cinemascope, yet manages to maintain her grip on reality. She insists that some of the best conversations in life have

been about characters that have never existed & situations that have never taken place. 'Eternal Sunshine of the Spotless Mind', 'Trainspotting' are a few movies that have truly transformed the way she looks at life. She believes that film as an art form has tremendous power to affect the mind & heart.

Hailing from a family of musicians, her second love is music, 'Jaco Pastorius' being her eternal favourite bassist.



**Nidhi Aggarwal
Account Executive,
Bangalore**

When she's not in office, Nidhi is burning up the dance floor with her new acquired passion for salsa. The one liner that she uses the most is - 'How cool is

that?!', which seems perfect considering she applies it to all the clothes & accessories she picks up during her favorite activity, shopping. Nidhi loves listening to music but off late she seems to have taken a liking to the Latin Beat. No prizes for guessing why.

A self-confessed chatterbox, the chances of having a dull conversation with her are none. Nidhi has her roots buried in Punjab as well as Kolkata, hence her taste bud for spicy food and weakness for chocolates.

Like a true Scorpion her take on life is simple, Work like you don't need the money, love like you've never been hurt, & dance like no one is watching!

Emerging Modernism, but the Traditional Still Sells in Nagpur

From the famous Haldiram Sweets exported the world over, to the verdant land with its undulating hills & lazy winding rivers, Nagpur is popularly known as orange capital of India. The foundation of the city was laid in the year 1703 by The Gond King of Deogad - "Bakht Buland Shah". The city derives its name from the river Nag that flows through it.

Popularly know as the Nagpurkars, there is much cultural similarity between Mumbaikars, Pune-kars & Nagpurkars, but what differentiates Nagpurkars is their slow & fun loving pace of life.

Nagpurkars are also value seekers and you will notice that mall fever is still nascent, hence locals still patronise the versatile markets like Sita Buldi, Itwari, Mahal, Sadar and Dharampeth. The youth can be found hanging out at Sadar, Dharampeth and Sita Buldi, while Itwari and Mahal are captive locations to target house wives. If you're looking to market pickles, spice, clothing, jewelry, and fresh vegetables, Itwari is the place to be. Despite the entry of WestSide, Big Bazaar & Pyramids, local markets remain the common man's choice.

Local festivals are celebrated on large scales & are looked forward to with great anticipation. From Diwali to Christmas, every festival is embraced with much enthusiasm & excitement. However, Nagpurkars stand out in their devotion of Lord Ganesha. Leveraging this devotion, the International Gemological Institute launched India's first-ever **LASERSCRIBESM** - 'Diamond Laser Inscription System' for Nagpurkar jewelers & customers who now celebrate Ganesh Utsav with a diamond auspiciously inscribed with a Ganesh image.



Although theatres are few in Nagpur, multiplexes such as Inox have made an impactful entry. Yet traditional tastes still steer the locals to landmark theatres like Smriti, Liberty & Alankar. Thus, tapping into the nation's passion for Bollywood can prove tactically smart in Nagpur as the recent release of the movie 'Vivaha' proved. The marketing team targeted smaller cinemas & promoted the movie by giving all women moviegoers packets of bindis. Lucky Draws were held with Sarees & Railway Tickets to Vaishno Devi Temple as prizes. The movie was naturally a Box Office success in Nagpur.

Entertainment has & continues to shape behavior & public consciousness. The Saas-Bahu soaps are still popular albeit witnessing a viewership decline, & early marriages though still widely prevalent, have risen to the average age of 22-23.

Yet, Nagpurkars continue to be traditionally risk averse - culturally, socially & financially. They stick to prevalent business modules, few experiment with new opportunities; and IT, Engineering & Medical Science are still the predominant aspirational careers.

With the combination of a real estate boom, traditionally rich agriculture & mineral activities, the up coming Cargo Hub, & MIHAN projects, Nagpurkars represent a rich lucrative opportunity for all marketers wishing to tap into the Eastern cities in Maharashtra, & other parts of the former Central Provinces.

**Courtesy: Manish Bidwai
Madison PR Associate, Maharashtra**

World Speak

"I think that the most important trend that is emerging that will influence communications for the coming years is the empowerment of consumers, the democratisation of brands. The truth is that consumers are taking control of brands and brand managers don't own the brands anymore, the consumers own the brand and that democratisation is fundamentally changing the way companies think about communicating. I think now brand managers need to understand that they need to engage in a conversation with their consumers, that's going to drive their behaviour in communications and create terrific opportunities for public relations."

Louis Capozzi,
Chairman,
Publicis PR & Corp Comm Group