

MADISON PR ON ACCOUNT WINNING SPREE, ADDS GO AIR, GODREJ APPLIANCES, BRITANNIA TO ITS KITTY

Madison PR is on a growth trajectory. The PR firm has bagged the accounts of Go Air, Godrej Appliances and Britannia Industries in the last two months. Though the formal paper work for Britannia is still to happen, Madison PR has commenced working for the company. Interestingly, Madison PR also handles Wal-Mart's activities in India on a need-based agreement.

Commenting on Madison PR's business strategy, its CEO, Veena Gidwani, said, "We try to be innovative and creative in our approach to the brands that we cater to and the campaigns that we create. Creativity is as important in public relations as much as it is in advertising or writing."

Explaining Madison PR's wide range of clientele, Gidwani added, "At Madison we always focus on creating effective brand campaigns, teamwork and commitment. The best way to explore creative possibilities is to try new things. That explains our clients who are from diverse industries and sectors."

According to Gidwani, while Madison was constantly concentrating on delivering quality services to clients and expanding the business, its key aim this year was to focus on corporate clients, which was the firm's core strength.

As part of delivering innovative services, Madison PR has also recently started an in-house 'creative cell' that designs brochures, newsletters, designs brands and events to meet its client's communication needs.