



Dear all,

Madison PR is fortunate to service clients from across industries ranging

from, Aviation to Appliances, Engineering to Education, FMCG to Food, Healthcare to Hospitality, Retail to Real Estate, Telecom to Training and a lot more. Each of them has different communication needs. Our teams create exciting and innovative campaigns to help them reach their goals and audiences. A lot of that excitement permeates within the agency, making it abuzz with activity and interaction.

Through 'Insight', our e-newsletter, we would like to give you a flavour of our work, the people behind it and share some interesting information on the PR Industry. We plan to bring 'Insight' bi-monthly to you and hope you enjoy reading it.

We look forward to your feedback, comments and suggestions. If you would like 'Insight' to be mailed to any of your colleagues or friends, please send us their e-mail ids and we will be happy to put them on our mailing list.

Cheers,

CEO, Madison PR



"Madison PR is the emerging new jewel in Madison World. Congratulations and keep your client's image up and you'll never look down!"

Sam Balsara
CMD, Madison World

HOT & HAPPENING

Doubling Consumer Interest through Innovative Brand Messaging

Marie Gold is one of Britannia's oldest and flagship brands with a leadership presence in its sub-category. Research indicated that consumers in certain regions perceived Marie Gold as slightly bland especially when eaten without dipping it into tea. Additionally, while Marie held a positive perception in consumers minds, it was also found to be a bit "plain" (looks and taste) compared to the different varieties of biscuits in the market. Britannia has always kept up with its tradition of breaking the rules. It successfully launched Good Day (a non-Glucose biscuit), Maska Chaska and Little Hearts for young adults. And now, based on research findings, it introduced Marie Gold Doubles – a unique finger-shaped orange and chocolate flavoured biscuit.



The PR Strategy focused on the concept of 'Doubles' to drive excitement via news media; and leveraged the unique marketing visual of a 'crying teacup'. The effervescent multi-tasking Mandira Bedi, who plays dual career roles, was roped in as a credible spokesperson to personify Marie Gold Doubles' unique qualities. Secondly, we maximized the unique visual of the 'crying teacup' in all messaging and collaterals (teaser invite, product revelation, branding, etc.), driving pre and post-launch curiosity and excitement across national and regional news media. In an interesting instance, breakthrough exposure resulted from NDTV conducting a "Taste Test" with consumers at a street chaiwalla, where the superior quality Marie Gold Doubles was chosen over tea!!

S Murugan, Brand Manager, Britannia Industries: "PR helped create awareness and position Marie Gold Doubles more as a new product, rather than a simple new variant of Marie Gold."

Saritha Prem, Sr. Account Executive, Madison PR: "Marie Gold Doubles was a challenging assignment as the communication involved careful answering of the question 'Chai Kyon Hai Dukhi?' and the consumer thoroughly understanding the new brand offering."

Influencers, Beneficiaries and Consumer Events help generate higher contributions and buzz on P&G-CRY Shiksha

In 2005, Procter & Gamble (P&G) launched Shiksha - a cause-related marketing program with NGO – CRY, to educate underprivileged children, via a contribution of Rs. 1.26 crore generated from sales of P&G product large packs from April-June. This helped educate 11,000 children at projects in 109 villages. In 2006, as Shiksha entered its second year, the objective was to re-excite consumers and make Shiksha '06 bigger and better than 2005.

The PR Strategy was three-pronged:

(1) leverage Shiksha 2005 beneficiaries' endorsements and benefits of how it changed their lives; (2) involve a wider range of credible influencers; and (3) create consumer-engaging events to sustain interest.

The PR Plan composed of five multi-city events with 20 influencers (beneficiaries of Shiksha '05 communicating via Project AVs, and celebrities from film, theatre, music and jewelry design). Creative photo-opportunities created around the Shiksha

Book logo and strong editorial content, drove widespread media exposure in 30+ key markets.

To sustain interest, Shopper PR Painting Events at Modern Retail outlets were organized where shoppers' kids were invited to paint Shiksha-themed canvasses, and later felicitated by Celebrity Moms (Mumbai - Malaika Arora Khan). Here, the Celebrity and kids together painted the number of children impacted in the first eight weeks of Shiksha (i.e. 11,895) on a large Shiksha-branded canvas, thereby communicating the benefits, driving further awareness and participation.

The campaign has so far generated unpaid endorsements from national influencers; buzz among shoppers; and P&G record-breaking media exposure.

Victoria Great, Associate Director, External Relations, P&G ASEAN-Australia-India (AAI): "This is truly inspirational! I am so impressed with the



fabulous work you have done and continue to do on Shiksha. It's very heartwarming to see the difference you are making to so many people's lives!"

Sunil, Madison PR Associate – Kolkata: "Although journalists in Eastern India are socially sensitive (a trait of the rich culture & heritage which has a rub-off on their personalities and reflects in their stories), they are often skeptical of Big Corporates. The key to our success lay in convincing them of the genuineness of the Shiksha initiative, by leveraging their concern for the downtrodden; and projecting P&G as a socially responsible multi-national."



**Rachita Ravindran,
PR Executive, Mumbai**

Loves to trek in and around Maharashtra. Waits eagerly for her annual holidays to hometowns: Kunnur and Thalassery in Kerala. Trips to Sikkim and Goa come close

second. Lives for family and friends, sharing interests in music (slow rock), movies, or learning culinary exploits with her mom. Loves highly descriptive fiction and thought-provoking novels, Ayn Rand being her favourite. Her motto in life: enjoy what you do, else don't do it!



**Deepal Shah,
Copywriter,
Creative Cell**

Was in the family business for nine years before moving onto his first love - Advertising. Has a cheeky sense of humour. Loves

Sit-coms, Rom-coms, in fact, Any-coms, Seinfeld being his favourite. Like Rachita, he too is an avid monsoon trekker. Religiously follows football and for him, Henry is God. Loves brainstorming and believes that 'an idea can change your life'. Weekends to him are time to catch up with friends and family. Would love to be in the shoes of Piyush Pandey and is ready to work hard to get there.



**Navin Nair,
Branch Manager,
Bangalore**

This active quizzer on the Bangalore circuit is a regular at the Night Watchmen weekly quizzes. An avid footballer who loves the flair

of Brazil, Argentina and Portugal. Loves pouring over management auto-biographies - Richard Branson and Larry Ellison among his favorites. If he isn't reading, you can catch him hanging out with friends or watching Discovery Travel & Living. On travel, he prefers the beach to the hills, but what does it for him is the pat of appreciation from clients for a job well done.

**पंजाबीयां दी पहचान
चमकदी चीज़, उच्ची दुकान**

किसी भी वस्तु विशेष को एक समाज के खास वर्ग में प्रस्तुत करने से पहले उस वर्ग का स्वभाव, पसंद व नापसंद का ज्ञान होना चाहिए ताकि प्रयास सफल हो सके। जैसे कि पंजाबी वर्ग को ही लिजिये। यह वर्ग अधिकतर, आदतन, उग्र स्वभाव का होता है, यह उग्रता इनमें बहुत विदेशी हमले सहने के कारण आयी है। उनके रहन-सहन यहाँ तक कि संगीत में भी उग्रता झलकती है। इसी संदर्भ में अगर हमें किसी भी वस्तु या सेवा को इस वर्ग में प्रस्तावित करना है तो उसकी छवि 'चमकीली' व 'रंगीली' दिखानी ही पड़ेगी।

यह वर्ग घुमा-फिराकर कही गई बात नापसंद करता है अतः सीधी सादी बातें इन्हें ज्यादा भाती हैं। इसलिए जनसंपर्क व विज्ञापन में यही ध्यान रखना चाहिए कि संदेश सरल भाषा में हो। जहाँ तक वस्तु की कीमत का सवाल है यह ज्यादा महत्व नहीं रखता, क्योंकि पंजाबी वर्ग दिलदार व धनी वर्ग है और दिल खोल कर खर्चा करता है व दिखावा बहुत करता है। उदाहरण के तौर पर ब्रिटानिया गुड डे बिस्कुट के विज्ञापन को ही लिजिये; हवाई अड्डे पर एक सरदारजी अपनी पत्नी को लेने आते हैं, दोनों एक दूसरे को देखकर खुशी से नाचने और चिल्लाने लगते हैं, यहाँ तक कि सारे लोग उन्हें देखने लगते हैं। फिर सरदारजी अपनी पत्नी को गुड डे बिस्कुट खिलाते हैं और कहते हैं, "काजू हो या खुशी, दिखनी चाहिये।"

बस धूम धडाके से किसी चीज़ को मार्केट में लाइये, पंजाबी हाथों हाथ उसे खरीद लेंगे। पंजाबी वर्ग को फिल्मी सितारे भी बहुत प्रभावित करते हैं, खास तौर पर वह नामचीन सितारे जो पंजाब से हैं, जैसे कि धर्मेन्द्र और उनके बेटे सनी देओल। अगर ये सितारे किसी भी वस्तु का समर्थन करते हैं तो उससे औरों कि तुलना में लोग ज्यादा प्रभावित होते हैं।

उदाहरण के तौर पर 'सोना चांदी च्यवनप्राश' जिसका समर्थन सनी देओल करते हैं। पंजाबी यह च्यवनप्राश इसलिए खरीदेंगे क्योंकि इसमें वो सारी खूबियाँ हैं जो सनी से मेल रखती हैं। सोना चांदी च्यावनप्राश के विज्ञापन में सनी कहते हैं कि सुरक्षित तन और तेज दिमाग के लिये इसे खाओ। सनी सेहतमंद और बांके जवान पंजाबी हैं और इसलिये पंजाबी युवक उनके जैसा बनना चाहते हैं व उनसे प्रभावित होते हैं।

पंजाबी वर्ग एक खास उपभोक्ता वर्ग है। आवश्यकता है तो सिर्फ उचित जनसंपर्क अभियान द्वारा जिस वस्तु विशेष या सेवा को बाज़ार में उतारकर सफल बनाना है उस की चमकीली, रंगीली, चकाचौंध करने वाली छवि की प्रस्तुती की।

-शकुन शर्मा
पी. आर. एक्झेक्यूटिव्ह, मॅडिसन पी आर

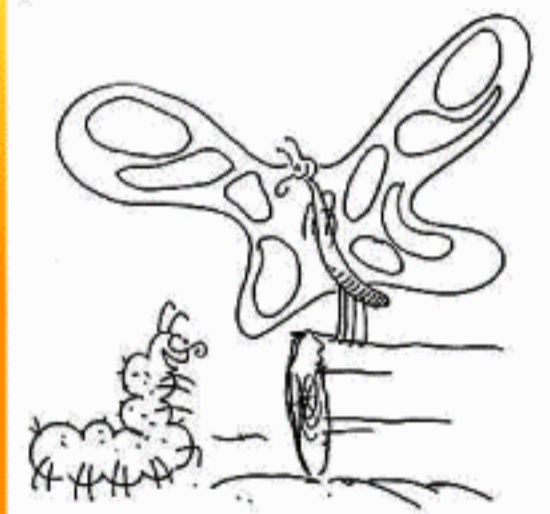
◆ The first PR firm, the Publicity Bureau, was established in 1900 by former newspapermen, with Harvard University as its first client.

◆ Great Indian Peninsular Railway Company Limited (GIP Railways) was the first to carry a Public Relations campaign in England to promote Indian Tourism through mass media and pamphlets

◆ **Hairy Explanation**
In December 1999, The Guardian announced its winner for "Greatest PR Disaster of the Year". The winner? British Deputy Prime Minister John Prescott, for his 200-yard car ride to a conference hall - where he was to deliver a speech urging the British people to limit the use of their cars. Prescott's explanation? His wife was worried about her hair.

◆ Los Angeles Bank offered its customers \$10 for every bank error they ever found in their accounts. This appeal brought in 15,000 new customers and \$65-million in new deposits within two months. Chances the bank would have to pay a penny? Next to nil. Publicity payoff? Priceless.

On a lighter note



"Wow! Who's your image consultant?"



Madison PR lifts Madison World Cup

Madison World recently held its own intra-unit Football Cup, where amateur employee players from the 7 units of Madison World – Creative, Media, PR, MATES, Finance, MOMS, and MRP, took the field to compete for the Madison World Football Cup at the Catholic Gymkhana Ground, Mumbai. The day-long event saw 9 eight-member teams play against each other in a competitive yet friendly spirit, with over 100 Madisonites cheering on, and **Madison PR emerging champions.**