

Madison ventures into In-Film Advertising and Film Marketing

MUMBAI, September 17, 2004: **Madison Communications**, one of the most respected names in advertising and which already has 6 specialist units, all in the field of communication has announced its entry into the growing field of in-film advertising and marketing of films and music. Madison has sought to kick start its operations in this nascent field by acquiring a new firm operating under the name of **TeamWorks fp&e**. The new company with an authorized share capital of Rs 1 crore will operate under the name of **Madison Teamworks fp&e (acronym: MATES)**. TeamWorks fp&e, which was the brainchild of Darshana Goradia (ex-Sony TV) and Sooraj Bhalla (Executive Producer of Hindi Feature Film 'SHARAARAT'), already has business in hand of over Rs. 3 crores and has 14 clients, notable among them being LML, Frito Lays, Reebok, Castrol, etc. TeamWorks fp&e is currently working on several films including AB Corp's Virudh, Creative Eye's Aabra-ka-Daabra, Entertainment One's Waqt, and various films from Ram Gopal Varma's The Factory.

Says Mr. Sam Balsara – Chairman & MD Madison Communication Pvt. Ltd. *“We and our clients are constantly looking for new ways to reach the consumer in an impact full manner and with least cost. The high cost of conventional media accompanied by the growing clutter has made in -film advertising an exciting and viable opportunity. On the other hand producers who are also constantly under pressure of making more lavish productions and then finding ways and means of meeting such expenditure are now more open to commercial exploitation of their properties. In keeping with the Madison philosophy we will offer a highly specialized expert service in this area in a completely transparent manner, which should be welcome by both clients and film producers. Between Madison, Darshana and Sooraj I believe we have what it takes to make a successful foray in this area: An understanding of brands and their requirements, client trust and confidence, creative abilities to weave brand stories into film plots, an understanding of producers' concerns and beliefs, a knowledge of what is happening in the film market and finally selling skills. Over the last few months we have had several discussions with Darshana and Sooraj and I was extremely impressed with their entrepreneurial spirit and with what they had achieved in a short time with very little resources”.*

Considering the fact that most of the A category films in India are extensions of Life's and lifestyles, there is always room for relevant brands to be absorbed in the script, hence the opportunities are vast. Normally, for in-film advertising, brands operate on communication platforms such as presence, utility, benefits and values. Besides, what is also very important, for any brand placement is 'RELEVANCE'. The storyline, script, actors and the Primary TG of the film has to be relevant to the brand.

TeamWorks fp&e has successfully managed to get Shah Rukh Khan, who is one of the biggest youth icons, to wear Levis jeans with Reebok shoes and have a cup of Coffee at Café Coffee Day or bite a pizza at Pizza Hut. All this happened in the film Main Hoon

Naa, where the mentioned advertisers experienced the medium called Cinema through the relevant in-film advertising. A majority part of the film was centered on youth, hence the proposition turned out exciting for the brands.

Consider another example of their work, in a film called Kyun Ho Gaya Naa..., where the lead actor Vivek Oberoi is shown as a rally enthusiast and hence his introduction in the film is wearing an Overall with Lancer, Castrol, Ceat & Cafe Coffee Day logo's. The extensive rally sequence saw Vivek zooming ahead in an interestingly designed (with all the above mentioned brand LOGO'S) Mitsubishi Lancer Car, with a pit-stop where the Ceat Radials were changed & Castrol GTX Magnatec was poured into the winners car with close shots of the product pack and the Logo's. Even the graphics were shown, much like ESPN's actual rally coverage, with the clients Logo appearing on the screen.

Already working on several films coming from Productions Houses such as UTV, Creative Eye, Ram Gopal Varma's The Factory, Entertainment One, Red Chillies Ent. Pvt. Ltd, AB Corp etc. If you see Amitabh Bachchan jogging in the morning wearing Reebok (in a film ...of course..), or Sanjay Dutt working in a garage which recommends Castrol GTX, you know where its being planned !

Hence the new company MATES, at the outset will begin with a bang. The company is planning on rendering its services in the area of Film promotions & marketing as well.

Teamworks film promotions & entertainment' – an entertainment marketing firm was formed by Darshana Goradia & Sooraj Bhalla. Darshana Goradia has been with Media houses such as Indian Express & Sony Entertainment TV (she left the company as Sales Head of West Zone for SETMAX) and Sooraj Bhalla has a films background and has been an Assistant Director to Rajkumar Santoshi and Executive Producer of Hindi Feature Film 'SHARAARAT'.

Says Darshana Goradia who will head **MATES** as CEO *"I am sure that Advertiser spends in this area are going to grow by leaps and bounds in the near future and our joint venture with Madison enables us to operate on a wider canvas and with adequate resources to get a good share of this market. Madison is like a dream come true, not only because of its enormous size and reputation but also because of its liberated entrepreneurial ideology. I have dealt with Madison Media when I was with Sony and know the organization and have got to respect it for its objective and professional outlook with a focus on deliveries"*.

Sooraj Bhalla who will be Director- Content, sees this from the Content Providers point of view, says *"I believe the new venture will turn under-utilized resources of Content into profit for a large number of Producers and they should welcome our move. Also, we will be now in capacity to inculcate a corporate and professional culture in the fraternity, which is much needed. On the whole, the marriage with Madison will facilitate entry into untapped areas and markets, quicker and at less cost."*

MATES will be the 7th specialized unit of Madison; other units being Creative, Media, Outdoor, Rural, PR and Retail. Most Madison units have achieved substantial growth in recent times with a many new business acquisitions across units, notably, BenQ, Bajaj Capital, Marico, McDonalds and Airtel. A recent Economic Times Survey ranks Madison Media as the 2nd most admired agency and Madison Creative as the 12th most admired.

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