Transforming Reality

With investment from tech companies and applications outside the world of gaming, more companies are seeing the potential for Augmented Reality (AR) devices, from entertainment to medicine to advertising to shopping. AR has the ability to change the way we view the world forever.

Google Glass, Microsoft’s Project Fortaleza, Sony’s Morpheus, and Facebook’s recent acquisition of Oculus Rift for $2 billion are positive indicators of the future of this amazing technology. Consumers are just starting to see examples of how boundless AR can be. For instance, one demo allows users to explore a Tuscan villa without leaving the comfort of their own home. Another uses AR to help amputees become accustomed to their prosthetics.

The mass market will begin to see this technology with the Samsung Gear VR powered by Oculus, which will be compatible with the Galaxy Note 4. Consumers will have access to the Oculus Store, where you can download a variety of content like Oculus Cinema, a virtual movie theater.

The question becomes how can we as marketers, and most importantly consumers themselves, look to not only augment reality but also transform it. Imagine taking a virtual test drive—no road required, or “trying on” your own customized wardrobe without visiting a fitting room. Are we creative and daring enough to imagine a world where anything is possible?

Implications: The public is just beginning to get a look under the hood of what major tech companies have already invested heavily in developing. New use cases are explored daily and it will be up to us to shape AR into something life changing.
Engaging Creativity for Growth

In 2011 the IPA, the professional body of advertising, media and marketing in the UK released “The Link between Creativity and Effectiveness.” Written by Peter Field and using data from the IPA databank, the paper compared the scale of hard business effects achieved by the creative-awarded campaigns, with the effects of non-awarded campaigns. The conclusion: creative-awarded campaigns were 12 times more effective at driving business effects such as share, sales, profit, and loyalty than non-awarded work.

This comes as no surprise to us at the DDB Mudra Group! We have always believed in the power of creative ideas and imaginative, innovative campaigns to deliver solid business results. As much by way of successful achievement of the communications objectives, as the positive effect on our clients’ business growth and bottom line.

No surprise then, that our client roster includes a long list of highly respected Indian businesses whose brands are household names. Brands that we have been privileged to build from scratch and which today enjoy sterling success. These are clients who have understood that creativity is an art and not an exact science that needs careful crafting to produce optimal results. Clients who have given us the freedom to experiment, sometimes almost audaciously.

It is in the context of this that we rue the trend to increasingly focus on costs and efficiencies by business houses. What is lost in translation is the appreciation that while good advertising sells, great advertising builds factories. And, that while brand building does involve significant outlays, it is the most effective method of creating value and should be viewed as a long term investment and not a short term cost.

No one today doubts the efficacy and impact of engaging creativity to build a brand. Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. In fact, the word brand is derived from the Old Norse word bond, which means to burn, as brands were and still are, the means by which owners of livestock mark their animals to identify them.

What is less well understood is that brands are more than just corporate logos. They have meaning, personality and even attitude. When it comes to asking which brand is the most trustworthy, has the most presence or is most engaging – the answer can be a very personal one for many of us. Someone belonging to the millennial generation will have a completely different perception from say a baby boomer. People are increasingly identifying with, relating to, and defining themselves by brands and thereby imbuing them with something we can measure: influence.

Today, one often sees brands with no real USP to which they can lay a legitimate claim, struggling to differentiate themselves from competition on the basis of brand reputation and the creativity that supports it. So much so that it is now widely accepted that a brand’s competitive advantage is mostly these intangible assets. In fact, more than 50 per cent of a corporation’s value today is composed of intangible assets – up from 20 per cent four decades ago.

An influential brand is memorable, conveys value and positions you as a market leader. When you delight your customers, a great brand makes it easy for them to share the wow experience with friends, earning you referrals. By better engaging and connecting with your clients, you can build real, lasting relationships and repeat business. Today while personal referrals and word of mouth are still the best sources of new customers and opportunities, new technology has changed how people discover, choose and refer businesses.

At DDB Mudra, we believe in the power of an influential brand. We consider creativity our greatest asset and place a strong focus on using creativity to build influential brands and provide clients with the business growth they are seeking. This, we call, Engaging Creativity for Growth, or put simply, ECG. It consists of matching our best minds in the agency with a brand’s key decision makers to devise ways to look at the business problems and drive business growth, not just a reaction to an advertising brief.

Engagement is about discussing the issues that keep clients up at night, not what TVC we should run this year. It’s using the right tools to get to creative ideas that will help clients sleep a little better.

As we see it, our clients should be pushing us to pursue creative, award-winning work. This should be an ongoing passion for both client and agency, not just because creativity is most likely the only way to differentiate their brands from their competition but because the research says great creative campaigns generate better business results, “up to 12 times the effectiveness”.

Creativity clearly is the client’s secret weapon in the war for growth.
Global Wins

**adam&eveDDB wins 2014 IPA Effectiveness Awards Grand Prix**

adam&eveDDB took the top prize at the 2014 IPA Effectiveness Awards for its tongue-in-cheek “good call” ad campaign for Foster’s, the Heineken-owned lager. The TV-led campaign scooped the Grand Prix award at a glittering ceremony in London on 27 October 2014.

**adam&eveDDB crowned Campaign’s Agency of the Year**

adam&eveDDB was named Campaign Agency of the Year in the publication’s annual round up issue. This is the ninth Agency of the Year title it has taken home in 2014. The Campaign title is based on success in several key areas, such as new business growth, creative performance, investment in talent and innovation, as well as market-leading commercial results.

DDB Worldwide took fourth place overall in the Network of the Year category.

**adam&eveDDB wins three Big Agency awards**

adam&eveDDB claimed two gold at the Campaign Big Awards on 22 October 2014. The agency took a gold in the Integrated category for Harvey Nichols “Sorry, I Spent It on Myself”. The retailer’s 2013 Christmas campaign also won a gold in Press. adam&eveDDB was named Big Agency in Integrated category.

**DDB named Eurobest Network of the Year and Agency of the Year**

The DDB Network took home a total of 27 Epica awards. In addition to taking home the “Agency of the Year” title, DDB was also named Eurobest Network of the Year in 2009, 2010, 2011 and 2013.

**DDB Singapore named Creative Agency of the Year**

Group Singapore did it again. At the 2014 Advertising Hall of Fame Awards, DDB Singapore was named Creative Agency of the Year for a record sixth consecutive year – an astonishing achievement.

Its StarHub client also took home the coveted Brand of the Year award – the third time the brand has picked up this award. StarHub’s Chief Marketing Officer, Jeanne Ong, was awarded Client of the Year, while DDB was
awarded silver for Campaign of the Year for its integrated ‘One Force’ campaign for client, Republic of Singapore Air Force.

As the evening continued the awards kept rolling in. In celebrating the industry’s best talent, CCO, Neil Johnson, was awarded the accolade of Creative Director of the Year, while the Creative Team of the Year award went to DDB’s Michael Chin and Sid Lim, Copywriter and Art Director, respectively.

DDB Group Singapore sweeps Creative Circle Awards

DDB Group Singapore hauled an impressive 7 gold, 11 bronze and 11 silver awards plus Best of Promo & Activation and Best of CSR at the Creative Circle Awards 2014 held in Singapore in November 2014. Tribal Worldwide’s Michelle Tan, Creative Services Director, also won the inaugural Unsung Heroes categories on the night.

The agency won Best of CSR for its impressive ‘Logos against breast cancer’ for the Breast Cancer Foundation. Best of Promo & Activation went to StarHub’s ‘i4G4Good’.

DDB Group HK shines at Kam Fan Awards 2014

DDB Group Hong Kong won three silver and one bronze awards at the HK4As Kam Fan Awards 2014, which took place at the Hong Kong Convention and Exhibition Center on 28 November 2014.

The agency took home two silver awards for McDonald’s 2014 New Year campaign ‘McDonald’s happy news’ in the Best use of ambient and Best use of special events and stunt/live advertising media categories. A further silver also went to McDonald’s in the Best use of outdoor media category for its ‘Turning HK into the biggest Monopoly gameboard’ initiative.

DDB Group Hong Kong rounded up its awards tally with a bronze award for Greeners Action’s ‘Vote on garbage, vote for garbage’ in the Best small budget campaign category.

DDB Group New Zealand wins six Effies

DDB Group New Zealand won six Effies, including one gold, one silver and four bronze, on 9 October 2014 at the CAANZ New Zealand Effie Awards. ‘#bringdowntheking’ for SKY Television won a gold Effie in the most effective PR/experiential campaign category and silver in the most progressive campaign category. Four bronze statues went to ‘Bring back the doubters’ for The Warehouse Group, ‘You’ll only need one’ for STIHL New Zealand and ‘A world without animals’ for Paw Justice, which won two.

DDB Group Sydney shines in round one of Young Glory 2014/15

DDB Group Sydney picked up gold and finalist spots in the first round of Young Glory 2014/15, the international advertising awards competition which tests teams across eight months and eight briefs set by eight different judges.

The team from DDB Group Sydney won professional gold for their ‘Zero Bar’ concept which set out to reposition junk food as an occasional treat instead of a daily snack. Named Sick Schticks, the team’s plan was to advertise an equally delicious Zero Bar exactly the same as other products by confectionery giants, but limited its availability to vending machines activated through a pedometer which resets to zero after 70,000 steps – a healthy weekly average for young people. If it reaches zero before the end of the week, kids can tap it to release a Zero Bar and enjoy a well deserved treat.

DDB Group Sydney also scored a finalist spot for their work on team Sevenhaz/Starmach and their ‘Nike Fuel Lunch’ concept allowing school students to earn points through exercise and movement which can be cashed in at the canteen for food. The less healthy the food, the more points it costs.

Campaign Agency of the Year Awards

South East Asia

DDB DM9 JaymeSyfu took silver in the Philippines Creative Agency of the Year category while DDB DM9Digit won a silver in the Philippines Digital Agency of the Year category. Gil Chua, DDB DM9 JaymeSyfu was declared a runner-up in Southeast Asia Agency Head of the Year and Neil Johnson, DDB Group Singapore was awarded a silver for Southeast Asia Creative Head of the Year. Merilee Jayme and team, DDB DM9 JaymeSyfu were runners-up...
for Southeast Asia Talent Management Team of the Year.

**Asia Pacific**

Craig Lonnee and team, DDB Group Asia Pacific were declared winner of Asia Pacific Talent Management Development Team of the Year while Karen See, Kate Neill and local teams, DDB Group Asia Pacific were runners-up of Asia Pacific Corporate Communications Team of the Year.

**South Asia**

In South Asia, DDB MudraMax India were declared runner-up in the Specialist Agency of the Year category while Rita Verma, Chidambaram Arul, Srinivas Chandar, Sujata Bhardwaj, Kritika Nagpal, Priyanka Agrawal, Navdeep Nijjar, Arneya Joshi, Daksha Dixit were winners in the South Asia Talent Management Team of the Year. Neeti Nayak and Pilloo Mullan, DDB Mudra Group were declared runner-up in the South Asia Corporate Communications Team of the Year category.

**Greater China**

Richard Tan, Jit Hoong Ng, Twelve Tong, Jason Wu, Tim Cheng, Raymond Man and Roger Zhu, DDB Group Shanghai won in the category Greater China New Business Development Team of the Year.

In the first wave of AOY announcements DDB Group NZ won Agency of the Year and runner-up Digital Agency of the Year, DDB Group Korea took home runner-up Agency of the Year, DDB Group Australia’s Nicole Taylor won Account Person of the Year, and DDB Group Sydney’s Leif Strommes was named runner-up Planner of the Year, in their respective markets.

**DDB Warsaw wins big at Effie Poland’s 15th Anniversary Gala**

DDB Warsaw won the Effie Grand Prix 2014 for PKO Bank Polski’s “The ideal bank employee” campaign. In addition, the agency received the coveted title of the Effie Agency of the Year third time in a row.

**African Cristal Festival recognizes DDB Middle East & Africa**

DDB Middle East & Africa won a total of three gold, two silver, and three bronze awards at the second edition of the African Cristal Awards that took place in Marrakesh, Morocco, on 3 October 2014. DDB South Africa took home two gold awards for the “Houses” campaign for McDonald’s, a silver in the Digital & Mobile category for Skittles’ “Smuggle the Rainbow” campaign, and a bronze for McDonald’s “Night & Day”, in the Film category.

TNA/DDB Egypt also won a gold in the Film category for National Bank of Egypt for the “Don’t Let Your Mind Wander” campaign. The agency also received second place in the Egypt Special Awards category.

Finally, DDB Lagos received silver in the Media category for MTN’s “Don Ports” campaign, as well as a bronze for Mouka Mattress’s “Active Rest” outdoor campaign.

**DDB Lagos comes Out On top at LAIF Awards**

Nigeria’s most globally awarded agency, DDB Lagos of the Caesars Group, celebrated more wins at the 2014 Lagos Ideas and Advertising Festival (LAIF) which took place at the Civic Center, Victoria Island, Lagos, on 30 November 2014. The agency won 32 awards overall, including the prestigious Grand Prix for the MTN “Saka Ports” campaign.

As well as the prestigious Grand Prix win, DDB Lagos proudly walked away with seven gold (MTN, Unilever and Mouka Mattress), 12 silver and 12 bronze awards across various categories, making DDB Lagos the most awarded Agency for 2014.

**DDB Lagos wins at the Loeries for the second time**

DDB Lagos won silver in the Integrated campaigns category for MTN’s Saka campaign at the Loeries. The award is the agency’s second consecutive win at the Loeries. Last year, DDB Lagos won the Loeries silver award in the Print Communication category for the landmark ‘Speechless’ Advert for Girl Hub/Nike Foundation.

**DDB Puerto Rico is most awarded agency at the Excel Awards**

The agency took home seven of the 12 Public Relations recognitions during the local awards that took place in San Juan, solidifying DDB Puerto Rico’s standing as the most effective agency at the awards.
Amir Kassaei, Chief Creative Officer, DDB Worldwide had the privilege of presiding at the Integration jury for the LIA Awards in Las Vegas. He was also honored to speak again at the LIA educational initiative, Creative LIAisons, a seminar for Young Creatives that coincides with the judging week and is designed to bring young talent and creative leaders together for some pretty amazing conversations.

DDB had as many as five Young Creatives invited to the event – one from each region of the network. In Vegas, they heard a lot on how the industry is changing and the lessons learned along the way. Amir indicated that they would take some of the insights gleaned and combine them with the things that influence them in their lives to forge an interesting future.

DDB Worldwide sponsors ADCOLOR® 2014

Sally Ali, DDB Worldwide Chief Talent Officer, judged the first ever ADCOLOR® Futures Case Study. Launched in 2012, ADCOLOR® Futures is a career-building program that provides mentorship and education to young professionals with the goal of supporting the talent of tomorrow, today.

Additionally, winners of the 2014 Bill Bernbach Diversity Scholarship Program were invited to attend the conference on behalf of DDB Worldwide Communications Group.

DDB New York Director of Integrated Production, Ralph Navarro was recognized as one of the recipients of the first-ever ADCOLOR® Unsung Hero Award.

Bill Bernbach Awards

DDB Worldwide’s Global Creative Council led by its jury President, Bob Scarpelli announced the 2014 Bill Bernbach Award winners.

They judged 330 entries and selected 79 nominations across 14 media categories. Top winners were then chosen in each category, except Innovation, where there was no clear Bernbach winner.

The highest honor, the Grand Prix for the best idea across the show went to adam&eveDDB’s "Sorry I Spent It On Myself" campaign for Harvey Nichols. The campaign also won top honors in its Integrated, Film and...
The Internationalist names Paul Gunning Agency Innovator for 2014

The Internationalist, a trusted source for international best practices in advertising, marketing and media selected Paul Gunning, Chief Executive Officer of DDB Chicago, for its 2014 Agency Innovators list. In addition to appearing in the INNOVATORS issues of The Internationalist, Gunning was invited to attend the Innovators Summit on 20 November 2014 at Three Times Square in New York.

Gunning joins renowned agency executives from all corners of the world who comprise the annual rankings. According to The Internationalist, “This extraordinary group of 31 individuals from all corners of the globe are embracing change and making a difference for their agencies and for their clients.”

Since 2006, The Internationalist has honored executives who think about advertising in new ways, advocate breakthrough communications, and champion international brand-building and best practices that underscore innovative thinking.

DDB named Unilever’s Agency of the Year

On 18 September 2014, DDB was named Agency of the Year at the annual Unilever Awards Showcase. Of the 15 nominations received, five of those were shortlisted and converted into wins for Wall’s and Marmite, with strong runners-up for both Flora ProActive and Lipton.

DM9DDB named Most Reputable Agency in Brazil

In a survey conducted by Grupo Consultores, DM9DDB was identified as having the Best Global Reputation in the Brazilian market. Among 350 Brazilian advertisers, the survey took into consideration the following 10 attributes, in this order: effective creativity, strategic capacity, production quality, client service, unique creativity, quality/price ratio, media services, digital service, integrated services, and international services.

DM9DDB was also named Best Agency in Media Services and Best Client Service.

Petter Gulli keynotes Google Think

Petter Gulli, Executive Creative Director of DDB Oslo, delivered a keynote at Google Think—a high profile event for Norwegian advertisers—to an audience of 150 people. The invitation for the speaking slot came off the annual Cannes Lions blog he provides for Kampanjamagazine.

Digital Business Cards from Alma

Tossing the traditional paper business card, Alma Ad Agency designed and developed a customizable digital business card for all employees. A web app for the cards was produced from scratch so that the agency had full control of the branding and features on the cards. This allowed the agency more flexibility than the standard versions previously available from other vendors.

Alma’s iCards include all company information (i.e., website, social media platforms, logo and a maps feature) as well as the employee’s portrait, individual contact information and links to their social media. The card can be sent as an e-mail attachment, text message, link or through QR code. The idea is that a paper card is easily lost, but once a contact is in your phone, it will stay. Since they’ve started to use the cards, the agency finds that the digital cards are a great networking tool also, since it’s a conversation starter and provides a more personal connection with the person that receives it.
For the second year in a row, Apple and Google claimed the top positions on Interbrand’s Best Global Brands ranking. Valued at USD 118.9 billion, Apple (#1) increased its brand value by 21 percent. Google (#2), valued at USD 107.43 billion, increased its brand value by 15 percent. For the first time in the history of Best Global Brands two global brands—not just one—have each earned a brand value that exceeds USD 100 billion.

Huawei (#94), the Chinese telecommunications and network equipment provider, also made Best Global Brands history, as the first Chinese company to appear on Interbrand’s ranking. With 65 percent of its revenue coming from outside of China and with its earnings continuing to climb both domestically and across Europe, the Middle East, and Africa, Huawei is quickly becoming one of the largest telecommunications equipment makers in the world. The company is currently the third largest smartphone manufacturer in the world—just behind Samsung and Apple. The Chinese brand is one of five new entrants to enter the Best Global Brands ranking this year—the others being DHL (#81), Land Rover (#91), FedEx (#92), and Hugo Boss (#97).

“Apple and Google’s meteoric rise to more than USD 100 billion is truly a testament to the power of brand building,” said Jez Frampton, Interbrand’s Global Chief Executive Officer. “These leading brands have reached new pinnacles—in terms of both their growth and in the history of Best Global Brands—by creating experiences that are seamless, contextually relevant, and increasingly based around an overarching ecosystem of integrated products and services, both physical and digital.”

Interbrand’s Best Global Brands methodology was the first of its kind to become ISO certified. It analyzes the many ways a brand benefits an organization—from delivering on customer expectations to driving economic value.

In addition to identifying the top 100 most valuable brands, this year’s Best Global Brands report also examined three pivotal ages in brand history that have reshaped business for the better: the Age of Identity, the Age of Value, and the Age of Experience. Interbrand contends that a new, emerging era is upon the global business world: the Age of You.

“As consumers and devices become more connected and integrated, the data being generated is creating value for consumers, for brands, and for the world at large,” said Frampton. “As a result, brands from all categories and sectors will get smarter—with products and devices working in concert with one another, across supply chains, and in tandem with our own individual data sets. Brands that seek to lead in the forthcoming Age of You will have to create truly personalized and curated experiences, or what we call ‘Mecosystems’, around each and every one of us. Such brands will have to rehumanize the data, uncover genuine insights, and deliver against individual wants, needs, and desires.”

Said Ashish Mishra, Managing Director, Interbrand India, “The Age of You era that is upon us will enable micro-segmentation, absolute customization and personalization—notations hitherto considered impossible. In the flat world of now, the elements of the future ecosystems are all ready.”

Interbrand’s 15th Best Global Brands Report

---

**Ten Best Global Brands - 2014**

<table>
<thead>
<tr>
<th>2014 Rank</th>
<th>2013 Rank</th>
<th>Brand</th>
<th>Sector</th>
<th>2014 Brand Value (USD billion)</th>
<th>% Change in Brand Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Apple</td>
<td>Technology</td>
<td>118.863</td>
<td>21%</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Google</td>
<td>Technology</td>
<td>107.439</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Coca-Cola</td>
<td>Beverages</td>
<td>81.583</td>
<td>3%</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>IBM</td>
<td>Business Services</td>
<td>72.244</td>
<td>-8%</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Microsoft</td>
<td>Technology</td>
<td>61.154</td>
<td>3%</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>GE</td>
<td>Diversified</td>
<td>45.480</td>
<td>-3%</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>Samsung</td>
<td>Technology</td>
<td>45.462</td>
<td>15%</td>
</tr>
<tr>
<td>8</td>
<td>10</td>
<td>Toyota</td>
<td>Automotive</td>
<td>42.392</td>
<td>20%</td>
</tr>
<tr>
<td>9</td>
<td>7</td>
<td>McDonald’s</td>
<td>Restaurants</td>
<td>42.254</td>
<td>1%</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>Mercedes-Benz</td>
<td>Automotive</td>
<td>34.338</td>
<td>8%</td>
</tr>
</tbody>
</table>
The Highlights

Omnicon India’s First Leadership Summit

Omnicon sees itself as a challenger brand. Feisty, hungry, aggressive, positive, nimble and innovative. Not just poised at the cutting edge of change but driven by a passion to lead change in a digital age that presents limitless exciting opportunities. Some, still not fully fathomed.

This was a side of Omnicom much in evidence at its first India Leadership Summit held from 28 to 30 September 2014. From the choice of the royal locale in Udaipur, Rajasthan and the leading edge quality of its speakers to the glitter and glamour of the evening entertainment – every moment was planned flawlessly and executed in flamboyant style.

One thing emerged starkly – digital was on everyone’s mind, with speaker after speaker spouting data to support the immense and radical changes and challenges that lay ahead. Good changes that will make for great business opportunities.

Raison d’etre
The summit brought together the full spectrum of Omnicom business leaders in India to strategise about how the next wave of growth in India will take shape and how each business could position itself to support its Indian and multinational clients capitalise on this growth.

Holding an in-India, for-India meeting enabled these business leaders to examine the tectonic changes affecting their industries and clients’ businesses and to mine and leverage these operational experiences to build a collective strategy for the growth of the Omnicom businesses in India.

According to Dara Akbarian, Chief Financial Officer, Omnicom, APIMA, “There are organic and inorganic opportunities that will help all of us to grow in this dynamic market, and our agency heads recognize the potential we need to target, to accelerate our position in India.”

Attendees & Agenda
More than 35 CEOs and Managing Directors, clients and India market experts were in attendance including representatives from all the Omnicom operating companies such as DDB Mudra, BBDO, TBWA, CPM, Fleishman-Hillard, OMG, Interbrand, Flamingo, Ketchum Sampark and others in the creative space. Digital Data and Talent dominated the discussions.

Speakers
The line-up of speakers represented KPMG, Deutsche Bank, Google India, PepsiCo, HUL, MicroMax, TATA Group, Omnicom India, ZipDial and eTailInd India. They discussed the potential of the next wave of digital growth, the e-commerce opportunity in the application of data in creative industries.

The industry experts focused on the changing nature of the Indian media landscape, the reshaping of the demographic dividend and how the political environment is likely to reboot India’s creative industries.

Key Take-Aways
At the conclusion Dara surmised that the delegates had heard some fascinating points of view and the collective voice was resounding. “Omnicom agency heads firmly believe that our industry has only scratched the surface of the digital opportunity and there is much more to come from India,” he said.

The Action Points agreed upon were:
• Greater investment in talent programmes to find and keep the next generation of creative industry talent,
• Steps to develop a deeper entrepreneurial culture in keeping with India’s changing demographics, and
• Investments to tap the so-called DRIP effect (data rich, insight poor) that India currently faces with big data and creative sector work.

Client Feedback
Shivakumar, Chairman and CEO, PepsiCo, said, “It was a pleasure to take part in the first Omnicom India event especially since Omnicom is a key PepsiCo partner. The focus on digital, creative and integrated campaigns was enlightening. The future of marketing in India will be based on these pillars and Omnicom agencies understand and demonstrate the need to come together to deliver work that our business needs. This market is ready and hungry for creativity that challenges and campaigns that go beyond the traditional media reach.”

Rajan Anandan, Managing Director, Google India, added, “It was interesting to meet Omnicom’s full mix of creative agencies at a single event. And, thankfully, we were able to move beyond ‘the potential is big’ discussions, I hear all too often in India. What these agency heads understand is the future of Indian creative industries is moving beyond the shock and awe of how big digital is or what it can offer, and into the areas of how Indian companies can make the most of this potential.”
Memorable Quotes

“We have grown by five times in the last four years – head count as well as cities.”

Dara Akbarian, Chief Financial Officer, Omnicom – APIMA

“Since 2012, India’s economy has begun to stabilise and since 14 May 2014 there has been a recovery in the economy. India will embark on the East Asian model where economic policy is driven by urbanisation with a focus on industrialisation and infrastructure building.”

Abhay Laijawala, Managing Director, Deutsche Bank

“In 2013 mobile internet usage overtook fixed line internet usage globally. The global population stands at 7 billion and there are 6 billion SIM cards, 5.2 billion mobile phones and 2 billion smart phones. E-Commerce in India will grow from USD 19 billion to USD 80 billion.”

D Shivakumar, Chairman & CEO, PepsiCo

“The 4 Marketing Ps of Kotler (Product, Price, Promotion and Place) will continue to be relevant but will need to be expanded with four more. Viz., Purpose, Participation, Privacy and Partners.”

Geetu Verma, Executive Director, Hindustan Unilever Ltd.

“Growth in India has been led by wireless and the customer base has grown a hundred times between 2002 and 2012. Smart phones are growing at 100% YOY. For most of the users it is the only computing device they have ever used. It is used for messaging, entertainment, social media, shopping, navigating, etc.”

Sanjay Kapoor, Chairman, Micromax Ltd.

“Tata figures among the 50 most trusted brands in the world. It has been ranked as the 34th most valuable brand in the world. The brand message centres around Tata being global, trustworthy and a Good Corporate Citizen.”

Atul Agrawal, Vice-President – Corporate Affairs, Group Corporate Communications, Tata Services.

“Gamification is the application of game design concept and framework to non-game situations in order to drive user engagement. It can be used for brands, human endeavours and work.”

- Mike Cooper

“DNA mapping five years ago cost a hundred thousand dollars, today it is $ 4000 and a few years from now it could be $ 40. Before your doctor can prescribe even an Advil he will first take a look at the particular make up of your body and find out will that medicine help you or hurt you.” - Lee Smith

“Today’s digital user wants an integrated experience. He wants content, commerce, community all to be delivered to him as one experience. Also today consumers want brands to manage them across the whole life cycle.”

Ashish Jhalani, Founder, Indian School of eBusiness, Etailing India, MySolitaire.

“We are trying to solve the impact measurement problem. We are doing a cross media study across 25 markets to show efficacy of digital as a brand building medium over TV and print.”

Rajan Anandan, Managing Director, Google India.
The Highlights

HBO sends winning picture into space

To celebrate its blockbuster movie of the year, Gravity, which premiered on 21 December 2014, HBO organised the first ever ‘HBO Selfie in Space’ contest which gave viewers a once in a lifetime opportunity to send their selfie to space.

The contest which was on till midnight 21 December 2014 allowed the participants to upload any number of selfie photos along with appropriate captions and the hashtag #SelfieInSpace on HBO India’s Facebook page (https://www.facebook.com/HBOIndia) or HBO South Asia’s website (http://www.hbosouthasia.com/selfieinspace/).

The winner’s selfie would travel to space and a video of the same would be taken and uploaded to capture the voyage. In addition, the winner stood to get an Xbox 360 with Kinect.

One of the world’s all-time biggest blockbusters, Gravity which features George Clooney, Sandra Bullock, Ed Harris, Amy Warren, won seven Oscars including best visual effects, best sound editing, best sound mixing, best cinematography, best film editing, best original score and best director.

Sonal Dabral pens lyrics for McDowell’s No. 1

Sonal Dabral, Chairman and Chief Creative Officer, DDB Mudra Group, said, “I wrote the #No.1Yaari song as a tribute to such cherished, meaningful friendships that enrich our lives. Aisee Waisi dosti nahin... is exactly how I define these rare special friendships.”

The song was composed by Rajiv Bhatta and Mohit Chauhan provided the voice.
The Highlights

DDB Mudra pulls off a grand teaser in the TOI

Creating palpable excitement before a ‘history-in-the-making’ launch is the best way to start an infectious conversation. And, DDB Mudra West did this with aplomb with The Times of India front page across India on 16 October 2014 containing a very special innovation. The paper’s masthead featured the name of the new offering from Infibeam, a product in the online world that was all set to revolutionise the way online works. Wherever there was an ‘o’ in a word, it was printed as ‘ooo’ in orange!

Not in the recent past has the TOI changed its masthead and featured a full front page exclusively created for a brand launch, making it unprecedented in the history of brand launches. In fact, everything about the front page resembled a typical TOI front page, but for the news. Relevant articles pointed how people – specifically entrepreneurs – can make the most of online.

While nothing was given away about the product, Infibeam ran a contest online (through its Twitter handle), where people could ‘guess’ what the new launch was. People could go to www.twitter.com/infibeam and post their answers. Creative answers could win an iPhone 6 through a lucky draw.

The page takeover of The Times of India was an innovative teaser that created hype about something mega about to be unveiled, and a perfect example of disruption. Infibeam aims to make the brand unveiling and the launch to be a bigger story, but the teaser is sure to be talked about, considering its scale.

DDB Mudra hosts Evoke 2014: Sexuality

On 4 December 2014, DDB Mudra hosted Evoke 2014: Sexuality series at Mudra House. Evoke is an initiative that seeks to create a culture of idea-sharing, intellectual discovery, and open dialogue for young India by curating talks that educate, entertain, and mobilise in equal measure. Its previous series have covered topics such as Beauty, Money, Love, Faith and Substance.

Evoke 2014 brought together educators, doctors, filmmakers, authors, and activists to present short talks focused on the theme of sexuality, exploring topics such as the influence of pornography on sexual behaviour and body image, the need for a sex education curriculum in schools, coming out in India and the implications of Section 377, the taboos surrounding female desire, and the influences that contribute to gendered violence.

The speakers included Daniel Webber (Sunlust Productions), Vivek Anand (Humsafar Trust), Dr Duru Shah (Gynaecologist) and others.
Columbia comes calling... yet again

Purple Squirrel, a joint initiative of IIT Bombay and SINE Business Incubators is a startup facilitating industry-academia interaction. Its aim is to bridge the industry-academia gap by bringing the right students to meet with the most relevant companies. These visits allow companies to showcase themselves and communicate their key company practices, processes and quality control standards to students and enable them to better understand the industry in which the company functions.

On 18 December 2014, Purple Squirrel arranged for around 40 students (all women!) to visit Mudra House and to have the opportunity to hear Mandeep Malhotra, President DDB MudraMax – OOH, Retail & Experiential speak on the advertising and marketing services industry and what to expect from building a career in this field.

The topics that he covered included:

Advertising: Definitions and base level understanding.

Credentials: How Mudra Group is in the midst of evolving in India while inducing cultural change.

Career: What works and doesn’t work in a 1st interview.

He informed them that MudraMax hires for attitudes and trains for skill. He also afforded them a glimpse of his personal journey as a member of the EBM.

Mandukar Kamath, Group CEO and Managing Director was also at hand throughout to provide myriad insightful stories that illustrated the key points made by Mehak and to give the students a better appreciation of the finer nuances of doing business in communications in India.

The students raised several questions which showed a pointed interest in issues concerning urban/rural communication management, digital marketing’s future in India, the MNC foray into India and the sustained success by print media in India.

Students check out DDB Mudra

It would seem that DDB Mudra Group is seen globally as the poster boy of the Indian Marketing Communications business!

For the fifth consecutive year, students from Columbia Business School studying for an Executive MBA degree came to the DDB Mudra Group, as a part of their India Immersion programme. That Columbia University (an ivy league institution) continues to choose DDB Mudra Group to provide its student team a comprehensive look at the Indian Advertising world is testimony to its extraordinary and insightful handle on the rich cultural diversity that defines India.

Twenty young individuals from diverse backgrounds, work and industry experience arrived in Mumbai to visit the offices of the organisations that are considered leaders in their respective industries, to understand their perspective of India. They kicked off their programme with a visit to Mudra House on 18 December 2014 where they sat rapt with attention as Mehak Jani, Director Brand Communication, DDB Mudra West presented an amazing array of insights neatly grouped into 5 Powerful Truths about India.

The highlights

The students raised several questions which showed a pointed interest in issues concerning urban/rural communication management, digital marketing’s future in India, the MNC foray into India and the sustained success by print media in India.
The Highlights

Vietnam Ahoy!

Rohan Talati and Madhavi Varanasi from 22feet Tribal Worldwide in Bangalore and Mehak Jaini from DDB Mudra West spent a month in DDB Vietnam starting from 10 November 2014.

They worked with Daniel Gordonjones and his team on their existing clients, live projects and on new business pitches. Rohan and Madhavi are two of the brightest young Digital Marketing Solutions talent in 22feet Tribal Worldwide, while Mehak, a well-respected Strategic Planner, recently made it to the ’Top 30 under 30’ list of Impact Magazine.

This talent exchange initiative was made possible by Jeff Cheong and Daniel Gordonjones. Daniel Simon helped immensely in getting this initiative off the ground. Rita Verma did a great job of tying up the entire programme.

Said Daniel Gordonjones, “Your team is great and settled in well. They are already doing DDB Mudra proud and proving themselves highly worthy with their knowledge and involvement on our live pitch brief for Tiger Beer, one of our biggest/most important pitches ever.

Said Mehak, “Just 3 days here and it already feels like home. The DDB family truly spans geographies, languages, cultures...”

Said Rohan, “It’s been only 3 days but the learning already has been fantastic and we have made some great friends here in DDB Vietnam.

New Joinee

Sumeer Mathur

Sumeer Mathur has joined DDB Mudra North as Senior VP & Head, Strategic Planning in Delhi. He brings to the agency an experience of over 15 years in communications having worked with leading brands across categories ranging from automobiles (Hyundai & Tata Motors), FMCG (GSK, Unilever, Colgate Palmolive and Unicharm), Household Appliances and Home Electronics (LG and Microsoft), Social Health (USAID), Airlines (Kingfisher Airlines, Spice Jet) and Hospitality (Taj Hotels & Resorts).

He has also undertaken regional and global responsibilities for Unilever Brands (Fair & Lovely, Lifebuoy Shampoo, Clinic All Clear) for the South East Asian markets.

Before joining DDB Mudra North, Sumeer was associated with JWT (Delhi) where he led award winning campaigns for Airtel Money and Microsoft. He has also worked with Rediffusion Y&R, Lowe Mumbai, Contract and SSC&B Lintas.

Sumeer has a BA (H) Economics degree from Delhi University and a postgraduate diploma in Advertising and Public Relations from Indian Institute of Mass Communication, New Delhi.
Mark D’Arcy
Wednesday, 29 October 2014 ended on a high note at Mudra House with an entertaining, enlightening and exciting session led by Mark D’Arcy, Chief Creative Officer at Facebook Creative Shop. The welcome screen provocatively set the theme as ‘How to make friends and influence people. One billion, to be precise’.

Mark leads a team of creative strategists tasked with creating and building ideas that transform how marketers use Facebook to drive business growth and brand equity. Prior to joining Facebook, he spent seven years at Time Warner in New York, as Chief Creative Officer of its Global Media Group and in 2009 was named President of the Group and Sr. VP of Time Warner.

Mark has been widely recognised for his creativity and leadership and regularly speaks all around the world on creativity in social media, the transformation of marketing as a discipline, the art of communication and the role and purpose of brands in societies. He has served as a juror on numerous international awards shows, including the CLIO Awards, LIA Awards, The International ANDY Awards and in 2013, he served on the inaugural Innovations Lions jury at Cannes Lions.

According to Mark, technology has turned all of us into super powers. People are now connected in real time and have access to virtually, anything, anytime, anywhere. We are never alone and can be in constant touch with those whom we care most about. As a result, everything is simultaneously competing with everything else for our attention and we need to apportion our time on what matters most to us. Facebook feeds help us to do this.

And, this has led to a shift in strategic focus. In a more transparent world truth is empowering and advertising can no longer be about the advertiser. One can no longer market ‘to people’ but ‘for people’. One has to build content keeping in mind the needs of individual and unique targets. What is the value proposition that the advertiser has for each of them? While the craft skills are still the same, what has changed is the way in which technology has enabled advertisers to accurately pinpoint and reach its target people. Good advertising increases sales but great advertising builds factories and the role of Creativity is to unlock the potential of technology.

The Facebook system is specially designed to help you hone into your target audience very specifically. It is expert at crafting brands and communications around people. He illustrated this with several brand communication campaigns on Facebook, the most outstanding of which was Nescafe which gave new meaning to what a friend on Facebook means, with its new social campaign that hinged around the theory that a cup of instant coffee is enough to bring people together: ‘It all starts with a NESCAFE’, was devised by Publicis Conseil and had Arnaud a regular guy set the challenge of determining the value of his 1,200 Facebook friends by walking up to the houses of 30 of them (including ones he barely knows and some he’s not seen for a long time) with two mugs of Nescafe, and having the subsequent encounter filmed. The videos were uploaded to a YouTube channel aptly named ‘Really Friends?’ and ranged from delighted surprise to dumbfounded confusion.

Another successful campaign came from Brazil, where Count Chiquinho Scarpa a billionaire known for outrageous acts, announced on Facebook that he planned to put his $500,000 Bentley six feet under. The announcement riled the masses in Brazil, leading to tons of buzz in social media and the press.

On the day of the burial, as the press gathered around Scarpa, the Bentley and a big hole in the ground, it was announced that the event marked the opening of “National Organ Donation Week,” and Scarpa’s stunt turned out to be the launching pad of the campaign.

Target and Facebook tied up to introduce Cartwheel, a digital coupon that helps you save on the things you already buy at Target. You can choose from hundreds of offers with discounts of 5-50% off every area of the store by just adding an offer to your Cartwheel list, scanning your barcode in store, and saving. It’s like carrying around hundreds of coupons in your pocket, all neatly organised and accessible!
In Conversation with…

Achal Bakeri, CMD, Symphony Ltd.

‘Do you know the best’ is the success mantra of Achal Bakeri, the entrepreneur from Ahmedabad who made history by taking the market capital of Symphony from ₹ 2.8 crore to ₹ 5093 crore in a decade.

Bakeri’s story makes a fascinating case study. An architect by training, he spurned the opportunity to join the family’s flourishing real estate business in 1988 and opted instead to start his own manufacturing venture in Air Coolers. He saw a vast untapped potential in making a better cooler, both by way of design and functionality. So, he put together a team to work on a prototype and launched the business with just six pieces as inventory. With the help of Interact Vision (a Division of DDB Mudra Group), he branded his product as Symphony Air Coolers, making it the very first time that a brand had been established in a completely commoditised category.

The brand was launched with a full page ad in the Times of India. An audacious move, as the ad cost more than the total value of his inventory! But, it helped catapult the brand instantly into public view. So convinced was Bakeri in the power of a good brand that in 1988-89, his ad budget was a crore while turnover only touched ₹ 40 lakh. In 1990, Bakeri set up a pan India distribution network and took the brand national. Using only 3 TVCs a week on Doordarshan, Symphony became a household name.

In 1994, the company went public with an IPO which was oversubscribed 3.5 times. This heralded the entry of institutional advisers who encouraged him to diversify into other areas of manufacturing. The business took its focus off Air Coolers and diversified into the manufacture of Water Heaters. This proved a mistake. The Water Heater product had an excellent design and was functionally superior to any other one on the market. But it failed to take off and resulted in the business going south. By 2001, the company had used up all its reserves and eroded its net worth. It was declared a BIFR case.

Faced with the option to close down the business or to turn it around, Bakeri, not surprisingly, opted for the latter course. He exited the diversification and refocused on Air Coolers. In 2004, a new Air Cooler product was launched and the company made a conscious decision to change its strategy from multi-products/one market to one product/multiple markets. It began to make inroads in overseas markets in the Middle East and North Africa. Soon enough, it came across a great opportunity in North America. In the midst of the global financial crisis, a large established company that manufactured Air Coolers in Mexico was carrying a huge debt and was about to go belly up. Bakeri was confident in being able to restructure the operations of this, the largest Air Cooler manufacturing plant in the world. Using the financial techniques he had learned in the course of acquiring an MBA degree, he set about negotiating very attractive terms. The rest was history.

Symphony became one of the first Indian multinational companies with a presence in more than sixty countries. In less than 26 years, it became one of Gujarat’s few companies listed as a large cap company having crossed ₹ 5000 crore. A great feat for a company whose turnover stood at ₹ 550 crore. The Symphony range of products expanded from Air Coolers for residential spaces to ones for industrial and other institutional spaces. Later even for mobile applications. One of his prize projects was to cool Baba Ramdev’s 2 lakh sq ft meditation hall in Hardwar.

The company now enjoys a 50% share in the organised segment of the market for Air Coolers. Symphony has also been the best performing stock of the decade 2004-14. For the year ended June 2014, the company posted a net profit of ₹ 105.72 crore on a turnover of ₹ 532.42 crore and has enjoyed a CAGR of around 35%-40% over the last seven years. Today, it is a zero debt enterprise. The company has picked up a large number of IP rights patents and copyrights. Its amazing success has resulted in the brand being called the LG and the Sony of Air Coolers. There are still more exciting times ahead for this company that believes in good design and equally staunchly in a strong brand.

So, what accounted for its success? According to Bakeri, the company relies on listening closely to its customer needs through regular visits to its 18,000 dealers. It picks up its cues from this and develops products to meet these needs. It believes in R&D (and is the only company in the industry to have a Govt. recognised Lab) and continuously improves its design capability. It uses Market Research to validate its findings and believes firmly in using the power of creativity to build brands. Even when the chips were down, the brand was kept in public view and once the financial problems were resolved, it bounced back seamlessly with a big bang. The company expects to maintain a scorching growth rate of 34% targeting the 26 crore households in India that have only one or no fans.

The Highlights

- In less than 26 years, it became one of Gujarat’s few companies listed as a large cap company having crossed ₹ 5000 crore.
- A great feat for a company whose turnover stood at ₹ 550 crore.
- The Symphony range of products expanded from Air Coolers for residential spaces to ones for industrial and other institutional spaces.
- Later even for mobile applications.
- One of his prize projects was to cool Baba Ramdev’s 2 lakh sq ft meditation hall in Hardwar.

In 26 years, it became one of the first Indian multinational companies with a presence in more than sixty countries.
Management Developments Programmes

A MICA MDP on “Bridging Gap in Health Communication” was held for participants representing the Governments of Gujarat and Madhya Pradesh, FHI – 360 and Leprosy Mission, from 14 to 16 October 2014. Led by Dr. Arbind Sinha, the participants gained an in-depth insight on the theoretical as well as field realities of programme implementation and learnt a practical approach to effective Health Communication Management, with situation analysis, case study and discussion on strategy and planning.

MICA organised another three-day residential MDP on “Effective Leadership Communication in Organisations”, from 25 to 27 November 2014. Led by Dr. Shubhra P. Gaur and Dr. Saumya Pant, the MDP focused on communication, leadership, challenges and futurescapes of effective leadership in organisations. Within the context of effective leadership, this MDP created an interactive environment and addressed themes pertaining to the role of culture, gender, power and its sources; organisational goals; self-reflection and discovery and the approaches and styles of a pro-change leader.

Other Events

Prof. Keval J. Kumar presented a paper on “Communicating Religious Dimensions of Culture in the Traditional and New Social Media: The Christian Experience in India” at the ARC Round Table in Bangkok. The paper analysed contents of a sample of both traditional and new social media from the perspective of inter-religious and intra-religious communication, looking closely (and critically) at how developments in communication technology have influenced religious content, the mode of address and religious discourse itself, in the context of a multi-cultural and multi-religious India.

Prof. Rasananda Panda delivered a talk on “Disciplining Child through Punishment: A Parent’s View” in the valedictory session at the National Seminar on “Discipline with Dignity and Child Rights” at the Department of Extension and Communication and UNICEF at Maharaja Sayajirao University, Vadodara (Gujarat).

The Mahindra War Room Season 7

On 13 November 2014, MICA played host to the West Zone evaluation round of the Mahindra War Room, with seven MICAn teams in the top nine. The remaining two teams were from the Welingkar Institute of Management Development & Research and K. J. Somaiya Institute of Management Studies & Research.

Team Erudites comprising Paarmi Modi, Pooja Shirali, Akansha Boaz and Neeraj Raje, put forth a very detailed analysis of the Tractor Industry – Rural Markets and were awarded a cheque worth ₹25,000. Their campaign concept ‘Aapka Surya, Aapke Liye’ was much appreciated by all three panellists.

Team Nitishastra who implemented an in-depth analysis of the two-wheeler scooter segment bagged the first position. They were presented with a cheque of ₹40,000.

Team Nityashastra who implemented an in-depth analysis of the two-wheeler scooter segment bagged the first position. They were presented with a cheque of ₹40,000.

The well-researched and detailed campaigns presented by Nikhil Saraf, Darshan Shah, Priya Bajaj and Maitrayee Chandorkar got a special mention from the panellists – “Ab Manzil Door Nahi” being one of the clear favourites.
In conversation with MICA’s, Debaprita Banerjee, Vice President, Marketing and Communication, NGC Networks and Fox International Channels, India talked about Marketing and Branding in a session facilitated by MICA Lecture Series (MLS) at MICA, on 1 November 2014. A literature graduate from St. Xavier’s College, Kolkata, Banerjee was also an alumnus of Clayton College of Communication and BM Bangalore. In her lecture, she shared her vast and diverse experience of working in advertising and now in the media industry.

Guest Lecture by Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

MICA Lecture Series facilitated an engaging industry interaction in the area of insurance, clearly a growing industry today. The speaker for the session was Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

A versatile business leader Motwani spousetheir journey at Max Life Insurance where she spearheaded a fresh wave of marketing and advertising campaigns across print, digital and electronic media. Motwani started off by discussing that the business of insurance is the business of life. It is all about human aspirations. She explained how Max Life positioned itself differently, by choosing print media to portray their insurance advisors as honest, when the industry suffered from the perception of mis-selling. She made a very important point that it is always good to put one’s own self on the other side and think as a consumer. This results in creating more personal touchpoints. She also emphasized on the importance of transparency and knowledge.

Guest Lecture by Manish Agrawal, CEO of Reliance Entertainment Digital.

MICA Lecture Series facilitated an engaging industry interaction in the area of Gaming and Entertainment, a clear favourite of every MICA’s. The speaker for the session was Manish Agrawal, CEO of Reliance Entertainment Digital. Agrawal started off by discussing the evolving digital consumer. According to him, the high growth in penetration of smartphones has resulted in heavy consumption of entertainment and also in the usage of games. Rise in agility too, has given marketers the power to create tailored games that can engage the user for longer periods.

He also touched upon the digital entertainment business, by briefly explaining the Netflix model and the challenges it faced.

MICA's annual marketing fest, MICANAS held from 14-16 November 2014 was inaugurated with a MYND/SPREAK session with Yogeesh Ballani, CEO, FieldFresh Foods Ltd., followed by a Panel Discussion on “Is Content Marketing the Next Step in Marketing Evolution?” featuring industry stalwarts, Kunal Jeswani (Chief Digital Officer, Ogilvy India), Rajeev Sathyesh (Country Marketing Manager, Gillette India), Sanjay Tripathy (Sr. EVP Marketing, Product, Digital & E-Commerce, HDFC Life) and Sanjay Mehta (Evangelist of Social Media as Speaker/Writer, Entrepreneur and Joint CEO – Social Wavelength). The panel was moderated by Priyadarshani Maheshwari, CIO and Editor-in-Chief, MMR India.

The Highlights

In conversation with MICA’s, Debaprita Banerjee, Vice President, Marketing and Communication, NGC Networks and Fox International Channels, India talked about Marketing and Branding in a session facilitated by MICA Lecture Series (MLS) at MICA, on 1 November 2014. A literature graduate from St. Xavier’s College, Kolkata, Banerjee was also an alumnus of Clayton College of Communication and BM Bangalore. In her lecture, she shared her vast and diverse experience of working in advertising and now in the media industry.

Guest Lecture by Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

MICA Lecture Series facilitated an engaging industry interaction in the area of insurance, clearly a growing industry today. The speaker for the session was Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

A versatile business leader Motwani spoke about her journey at Max Life Insurance where she spearheaded a fresh wave of marketing and advertising campaigns across print, digital and electronic media. Motwani started off by discussing that the business of insurance is the business of life. It is all about human aspirations. She explained how Max Life positioned itself differently, by choosing print media to portray their insurance advisors as honest, when the industry suffered from the perception of mis-selling. She made a very important point that it is always good to put one’s own self on the other side and think as a consumer. This results in creating more personal touchpoints. She also emphasized on the importance of transparency and knowledge.

Guest Lecture by Manish Agrawal, CEO of Reliance Entertainment Digital.

MICA Lecture Series facilitated an engaging industry interaction in the area of Gaming and Entertainment, a clear favourite of every MICA’s. The speaker for the session was Manish Agrawal, CEO of Reliance Entertainment Digital. Agrawal started off by discussing the evolving digital consumer. According to him, the high growth in penetration of smartphones has resulted in heavy consumption of entertainment and also in the usage of games. Rise in agility too, has given marketers the power to create tailored games that can engage the user for longer periods.

He also touched upon the digital entertainment business, by briefly explaining the Netflix model and the challenges it faced.

MICA's annual marketing fest, MICANAS held from 14-16 November 2014 was inaugurated with a MYND/SPREAK session with Yogeesh Ballani, CEO, FieldFresh Foods Ltd., followed by a Panel Discussion on “Is Content Marketing the Next Step in Marketing Evolution?” featuring industry stalwarts, Kunal Jeswani (Chief Digital Officer, Ogilvy India), Rajeev Sathyesh (Country Marketing Manager, Gillette India), Sanjay Tripathy (Sr. EVP Marketing, Product, Digital & E-Commerce, HDFC Life) and Sanjay Mehta (Evangelist of Social Media as Speaker/Writer, Entrepreneur and Joint CEO – Social Wavelength). The panel was moderated by Priyadarshani Maheshwari, CIO and Editor-in-Chief, MMR India.

The Highlights

In conversation with MICA’s, Debaprita Banerjee, Vice President, Marketing and Communication, NGC Networks and Fox International Channels, India talked about Marketing and Branding in a session facilitated by MICA Lecture Series (MLS) at MICA, on 1 November 2014. A literature graduate from St. Xavier’s College, Kolkata, Banerjee was also an alumnus of Clayton College of Communication and BM Bangalore. In her lecture, she shared her vast and diverse experience of working in advertising and now in the media industry.

Guest Lecture by Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

MICA Lecture Series facilitated an engaging industry interaction in the area of insurance, clearly a growing industry today. The speaker for the session was Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

A versatile business leader Motwani spoke about her journey at Max Life Insurance where she spearheaded a fresh wave of marketing and advertising campaigns across print, digital and electronic media. Motwani started off by discussing that the business of insurance is the business of life. It is all about human aspirations. She explained how Max Life positioned itself differently, by choosing print media to portray their insurance advisors as honest, when the industry suffered from the perception of mis-selling. She made a very important point that it is always good to put one’s own self on the other side and think as a consumer. This results in creating more personal touchpoints. She also emphasized on the importance of transparency and knowledge.

Guest Lecture by Manish Agrawal, CEO of Reliance Entertainment Digital.

MICA Lecture Series facilitated an engaging industry interaction in the area of Gaming and Entertainment, a clear favourite of every MICA’s. The speaker for the session was Manish Agrawal, CEO of Reliance Entertainment Digital. Agrawal started off by discussing the evolving digital consumer. According to him, the high growth in penetration of smartphones has resulted in heavy consumption of entertainment and also in the usage of games. Rise in agility too, has given marketers the power to create tailored games that can engage the user for longer periods.

He also touched upon the digital entertainment business, by briefly explaining the Netflix model and the challenges it faced.

MICA's annual marketing fest, MICANAS held from 14-16 November 2014 was inaugurated with a MYND/SPREAK session with Yogeesh Ballani, CEO, FieldFresh Foods Ltd., followed by a Panel Discussion on “Is Content Marketing the Next Step in Marketing Evolution?” featuring industry stalwarts, Kunal Jeswani (Chief Digital Officer, Ogilvy India), Rajeev Sathyesh (Country Marketing Manager, Gillette India), Sanjay Tripathy (Sr. EVP Marketing, Product, Digital & E-Commerce, HDFC Life) and Sanjay Mehta (Evangelist of Social Media as Speaker/Writer, Entrepreneur and Joint CEO – Social Wavelength). The panel was moderated by Priyadarshani Maheshwari, CIO and Editor-in-Chief, MMR India.
Banerjee, VP - Marketing & one of the twenty most influential and according to the Business Week, around. By doing so, he fired the pyramid upside down by making the and then turned the hierarchical humour. He recounted how he defied 2010) in action on campus. Known for Turning Management Wisdom Upside HCLT’s ex-CEO and the author of Down’ (Harvard Business Press, June 1997). He also touched upon the digital challenges it faced. He also spoke about his journey at Max Life Insurance. A versatile business leader Motwani spoke about her journey at Max Life Insurance where she spearheaded a fresh wave of marketing and advertising campaigns across print, digital and electronic media. Motwani started off by discussing the business of insurance is the business of life. It is all about human aspirations. She explained how Max Life positioned itself differently, by choosing print media to portray their insurance advisors as honest, when the industry suffered from the perception of mis-selling. She made a very important point that it is always good to put one’s own self on the other side and think as a consumer. This results in creating more personal touchpoints. She also emphasised on the importance of transparency and knowledge.

Guest Lecture by Manish Agarwal, CEO of Reliance Entertainment Digital.

MCA Lecture Series facilitated an engaging industry interaction in the area of Gaming and Entertainment, a clear favourite of every MICAan. The speaker for the session was Manish Agarwal, CEO of Reliance Entertainment Digital. Agarwal started off by discussing the evolving digital consumer. According to him, the high growth in penetration of smartphones has resulted in heavy consumption of entertainment and also in the usage of games. Rise in agility too, has given marketers the power to create tailored games that can engage the user for longer periods.

He also touched upon the digital entertainment business, by briefly explaining the Netflix model and the challenges it faced.

MICAANs annual marketing fest, MICAANAS held from 14-16 November 2014 was inaugurated with a MINDSPEAK session with Yogesh Bellani, CEO, FieldFresh Foods Ltd., followed by a Panel discussion on “Is Content Marketing the Next Step in Marketing Evolution?” featuring industry stalwarts, Kunal Jerswani (Chief Digital Officer, Ogilvy India), Rajeev Sathyesh (Country Marketing Manager, Gillette India), Sanjay Tripathy Sr. EVP Marketing, Product, Digital & E-Commerce, HDFC Life and Sanjay Mehta (Evangelist of Social Media as Speaker, Writer, Entrepreneur and Joint CEO – Social Wavelength). The panel was moderated by Pradeep Maneshwari, CXO and Editor-in-Chief, M&I India.

In conversation with MICAans, Debaprita Banerjee, Vice President, Marketing and Communication, NGC Networks and Fox International Channels, India. who was also an alumnus of Clifton College of Communication and BM Banglore. In her lecture, she shared her vast and diverse experience of working in advertising and now in the media industry.

Guest Lecture by Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

MCA Lecture Series facilitated an engaging industry interaction in the area of insurance, clearly a growing industry today. The speaker for the session was Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

A versatile business leader Motwani spoke about her journey at Max Life Insurance where she spearheaded a fresh wave of marketing and advertising campaigns across print, digital and electronic media. Motwani started off by discussing the business of insurance is the business of life. It is all about human aspirations. She explained how Max Life positioned itself differently, by choosing print media to portray their insurance advisors as honest, when the industry suffered from the perception of mis-selling. She made a very important point that it is always good to put one’s own self on the other side and think as a consumer. This results in creating more personal touchpoints. She also emphasised on the importance of transparency and knowledge.

Guest Lecture by Debaprita Banerjee, VP – Marketing & Communication, Nat Geo and Fox International Channels, India.

Banerjee, Vice President, Marketing and Communication, NGC Networks and Fox International Channels, India. talked about Marketing and Branding in a session facilitated by MICA Lecture Series (MLS) at MICA, on 1 November 2014. A literature graduate from St. Xavier’s College, Kolkata, Banerjee was also an alumnus of Clifton College of Communication and BM Banglore. In her lecture, she shared her vast and diverse experience of working in advertising and now in the media industry.

Guest Lecture by Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

MICA Lecture Series facilitated an engaging industry interaction in the area of insurance, clearly a growing industry today. The speaker for the session was Anisha Motwani, Director, Chief Marketing & Digital Officer, Max Life Insurance.

A versatile business leader Motwani spoke about her journey at Max Life Insurance where she spearheaded a fresh wave of marketing and advertising campaigns across print, digital and electronic media. Motwani started off by discussing the business of insurance is the business of life. It is all about human aspirations. She explained how Max Life positioned itself differently, by choosing print media to portray their insurance advisors as honest, when the industry suffered from the perception of mis-selling. She made a very important point that it is always good to put one’s own self on the other side and think as a consumer. This results in creating more personal touchpoints. She also emphasised on the importance of transparency and knowledge.

Guest Lecture by Debaprita Banerjee, VP – Marketing & Communication, Nat Geo and Fox International Channels, India.
John Lewis | Monty the Penguin | adam&eve DDB London

At John Lewis, this time of year is all about helping its customers create their dream Christmas. This year, they scored a major hit with “Monty the Penguin”, which told the story of friendship between a little boy, Sam, and his penguin friend, Monty. They played together all year but as the weather turned cold, Monty got sad—and only Sam realized what the problem was. The ad really had everything—a wonderful premise, a character that tied perfectly into the season, great CGI (by MPC), charming and hilarious vignettes that developed the story line quite impressively, a fantastic soundtrack (John Lennon’s “Real Love”, as sung by Tom Odell), and a lovely ending that really capped things off. The uplifting tale of Sam’s love for his friend Monty reminded people of the magic of Christmas through a child’s eyes and made the story extra special for their friends and loved ones. Within just four-and-a-half hours of launch, the new spot generated some 73,871 shares in total.

Volkswagen | Polo Equation | DDB Spain

“Ecuación Polo” is a Twitter-based advergame that connected Volkswagen and its younger model, the Polo, with millennials through a fun “real life meets online” experience. Following the already crazy “360º” campaign “Having a horse is cool, but having a Polo is cooler”, DDB and Volkswagen created a real story where the horse and the Polo had to travel through Spain to reunite. As in a classic math problem, users had to solve where the two would meet by playing a strategy game where they had to conquer, steal and fight to protect their selected meeting points. The whole journey was broadcast live with tweets, pictures and Vines and the game reached outstanding levels of engagement: the campaign became trending topic with 266,000 hashtag mentions, Volkswagen Spain’s Twitter follower base increased 186%, more than 32 million impressions were generated and dealership visits increased 40%. Best of all, it was published by Twitter as best practice and won the only Spanish Effie in the automotive category this year.

Lyle & Scott | 140 Series campaign | DDB South Africa

To commemorate Lyle & Scott’s 140-year anniversary and introduce the limited edition capsule range to the market, DDB South Africa created the “140 Series” campaign aimed at one of Lyle & Scott’s core audiences, Creatives. From illustrators to fine-art students, Lyle & Scott called upon the creative world to produce an art piece depicting each year that it had been in existence. Each year was examined for a remarkable event of that year, and artists from across South Africa joined in to help bring the campaign to life. Both novice and some prominent and well-respected artists in the South African art world participated. Each of the 140 artworks created was displayed at an exclusive gallery event and then sold in an online auction open to the public. Art enthusiasts from as far away as the United Kingdom bid on these exclusive pieces, whereby payment was then made to the respective artists. The “140 Series” campaign went beyond simply commemorating 140 years of Scottish heritage. It also increased brand awareness in one of its core markets and increased talkability about the campaign, increasing impressions to more than 3,500 per day.

KLM | Lost Property Service | DDB & Tribal Amsterdam

Every week, KLM receives 40,000 questions via social media. One of the most asked questions is about lost items. This inspired KLM to set up a dedicated Lost & Found team that used all available information like seat number, phone numbers and public social media details to reunite passengers with their belongings. Despite the challenge of locating the owner, first results showed that over 80% of the found items could be reunited with their owners. DDB & Tribal Amsterdam launched a campaign focusing on this service, by presenting a new team member – Sherlock the Dog: an adorable beagle who sniffed out the rightful owners of lost property items, before the travelers even realized they had left things behind. A video clip featuring the dog went live on YouTube at the end of September 2014 and racked up more than nine million views in the first 10 days. The views are now over 14 million and counting...

Chevrolet | Throwing like a Girl | Spike DDB New York

Chevrolet is celebrating Little League World Series pitcher, Mo’Ne Davis, in a World Series Game 1 spot, created by Spike DDB New York. Spike Lee directed the new 60-second commercial, in which Davis narrates by voiceover, along with a documentary featuring interviews with her family, coaches and teammates. Chevy found obvious concord between its “baseball and hot dogs” positioning with US consumers and the brand new bit of Americana represented by Davis, the 13-year-old Philadelphia girl who wowed everyone with her stellar performance in last summer’s Little League Baseball World Series. The new 60-second spot began running during Game 1 and Chevy posted a 16-minute documentary about her on its website as well. In the spot, Davis says, “I throw 70 miles an hour. That’s throwing like a girl.”

The Breast Cancer Foundation (BCF) | Social Awareness Campaign | DDB Group Singapore

The Breast Cancer Foundation (BCF) in Singapore partnered with DDB Group Singapore to remind women of the importance of regular breast self-examinations in the midst of their busy lives. To communicate this, the agency created prints featuring social media logos with a twist. Each logo was slightly tweaked to resemble a hand conducting a breast self-examination, with the copy urging readers to dedicate time to checking his/her breasts instead of social media. The campaign was supported by an online appeal to Facebook, Twitter and Instagram, urging them to adopt the unique logos during Breast Cancer Awareness Month.

SKY Television | Fans before Fame | DDB New Zealand

SKY Television wanted Kiwis to see how far some of the world’s biggest superstars currently appearing on SKY have come on their own journeys. So, they invited audiences on a journey into their amazing world of content every day. Casting tapes of Bruce Lee, Seth Rogen, and Aaron Paul were featured in an extension of SKY Television’s “Come with Us” brand campaign from DDB New Zealand. They offered fascinating glimpses of these stars before they became famous. Each of the films combined real footage from original casting tapes with a brief clip showing them in a key role that went on to help cement their career. The campaign proved to be a natural extension to their invitation ‘Come with us’.

The Breast Cancer Foundation | Social Awareness Campaign | DDB Group Singapore

The Breast Cancer Foundation (BCF) in Singapore partnered with DDB Group Singapore to remind women of the importance of regular breast self-examinations in the midst of their busy lives. To communicate this, the agency created prints featuring social media logos with a twist. Each logo was slightly tweaked to resemble a hand conducting a breast self-examination, with the copy urging readers to dedicate time to checking his/her breasts instead of social media. The campaign was supported by an online appeal to Facebook, Twitter and Instagram, urging them to adopt the unique logos during Breast Cancer Awareness Month.

SKY Television | Fans before Fame | DDB New Zealand

SKY Television wanted Kiwis to see how far some of the world’s biggest superstars currently appearing on SKY have come on their own journeys. So, they invited audiences on a journey into their amazing world of content every day. Casting tapes of Bruce Lee, Seth Rogen, and Aaron Paul were featured in an extension of SKY Television’s “Come with Us” brand campaign from DDB New Zealand. They offered fascinating glimpses of these stars before they became famous. Each of the films combined real footage from original casting tapes with a brief clip showing them in a key role that went on to help cement their career. The campaign proved to be a natural extension to their invitation ‘Come with us’.
At John Lewis, this time of year is all about helping its customers create their dream Christmas. This year, they scored a major hit with “Monty the Penguin”, which told the story of friendship between a little boy, Sam, and his penguin friend, Monty. They played together all year but as the story of friendship between a little boy, Sam, and his penguin tells the customers create their dream Christmas. This year, they scored a major hit with “Monty the Penguin”, which told the story of friendship between a little boy, Sam, and his penguin friend, Monty. They played together all year but as the story of friendship between a little boy, Sam, and his penguin reminded people of the magic of Christmas through a child’s eyes and an uplifting tale of Sam’s love for his friend Monty reminded people of the magic of Christmas through a child’s eyes and an uplifting tale of Sam’s love for his friend Monty reminded people of the magic of Christmas through a child’s eyes and an uplifting tale of Sam’s love for his friend Monty reminded people of the magic of Christmas through a child’s eyes and an uplifting tale of Sam’s love for his friend Monty reminded people of the magic of Christmas through a child’s eyes.

Volkswagen | Polo Equation | DDB Spain

“Ecuación Polo” is a Twitter-based advergame that connected Volkswagen and its younger model, the Polo, with millennials through a fun “real life meets online” experience. Following the already crazy 360º campaign “Having a horse is cool, but having a Polo is cooler”, DDB and Volkswagen created a real world where the horse and the Polo had to travel through Spain to reunite. As in a classic math problem, users had to solve where the two would meet by playing a strategy game where they had to conquer, steal and fight to protect their selected meeting points. The whole journey was webcast live with tweets, pictures and Vines and the game reached outstanding levels of engagement: the campaign became trending topic with 266,000 hashtag mentions; Volkswagen Spain’s Twitter follower base increased 36%; more than 32 million impressions were generated and dealership visits increased 40%. Best of all, it was published by Twitter as best practice and won the only Spanish Effie in the automotive category this year.

Lyle & Scott | 140 Series campaign | DDB South Africa

To commemorate Lyle & Scott’s 140-year anniversary and introduce the limited edition capsule range to the market, DDB South Africa created the “140 Series” campaign aimed at one of Lyle & Scott’s core audiences, Creatives. From illustrators to fine-art students, Lyle & Scott called upon the creative world to produce an art piece depicting each year that it had been in existence. Each year was examined for a remarkable event of that year, and artists from across South Africa joined in to help bring the campaign to life. Both novice and some prominent and well-respected artists in the South African art world participated. Each of the 140 artworks created was displayed at an exclusive gallery event and then sold in an online auction open to the public. Art enthusiasts from as far away as the United Kingdom bid on these exclusive pieces, whereby payment was then made to the respective artists. The “140 Series” campaign went beyond simply commemorating 140 years of Scottish heritage. It also increased brand awareness in one of its core markets and increased talkability about the campaign, increasing impressions to more than 3,500 per day.

KLM | Lost Property Service | DDB & Tribal Amsterdam

Every week, KLM receives 40,000 questions via social media. One of the most asked questions is about lost items. This inspired KLM to set up a dedicated Lost & Found team that used all available information like seat number, phone numbers and public social media details to reunite passengers with their belongings. Despite the challenge of locating the owner, first results showed that over 85% of the found items could be reunited with their owners. DDB & Tribal Amsterdam launched a campaign focusing on this service, by presenting a new team member – Sherlock the Dog; an adorable beagle who sniffed out the rightful owners of lost property items, before the travelers even realized they had left things behind. A video clip featuring the dog went live on YouTube at the end of September 2014 and racked up more than nine million views in the first 10 days. The views are now over 14 million and counting…

Chevrolet | Throwing like a Girl | Spike DDB New York

Chevrolet is celebrating Little League World Series pitcher, Mo’Ne Davis, in a World Series Game 1 spot, created by Spike DDB New York. Spike Lee directed the new 60-second commercial, in which Davis narrates by voiceover, along with a documentary featuring interviews with her family, coaches and teammates. Chevy found obvious concord between its “baseball and hot dogs” positioning with US consumers and the brand new bit of Americana represented by Davis, the 13-year-old Philadelphia girl who wowed everyone with her stellar performance in last summer’s Little League Baseball World Series. The new 60-second spot began running during Game 1 and Chevy posted a 16-minute documentary about her on its website as well. In the spot, Davis says, “I throw 70 miles an hour. That’s throwing like a girl.”

The Breast Cancer Foundation (BCF) | Social Awareness Campaign | DDB Group Singapore

The Breast Cancer Foundation (BCF) in Singapore partnered with DDB Group Singapore to remind women of the importance of regular breast self-examinations in the midst of their busy lives. To communicate this, the agency created prints featuring social media logos with a twist. Each logo was slightly tweaked to resemble a hand conducting a breast self-examination, with the copy urging readers to dedicate time to checking her breasts instead of social media. The campaign was supported by an online appeal to Facebook, Twitter and Instagram urging them to adopt the unique logos during Breast Cancer Awareness Month.

Sky Television | Fans before Fame | DDB New Zealand

SKY Television wanted Kiwis to see how far some of the world’s biggest superstars currently appearing on SKY have come on their own journeys. So, they invited audiences on a journey into their amazing world of content every day. Casting tapes of Bruce Lee, Seth Rogan, and Aaron Paul were featured in an extension of SKY Television’s “Fans before Us” brand campaign from DDB New Zealand. They offered fascinating glimpses of these stars before they became famous. Each of the films combined real footage from original casting tapes with a brief clip showing them in a key role that went on to help cement their career. The campaign proved to be a natural extension to their invitation: ‘Come with us.’
HotStuff Book (Page 21 - 22 Gate fold)
IndiGo has one of the youngest populations in the world, and keeping the needs of the millennials in mind, it offers a range of stylish, yet productive notebooks, tablets and hybrid devices that will enable them to go that extra mile. Through the #BendTheRules Digital campaign, Hewlett-Packard (HP) brought alive the philosophy of #BendTheRules by showing the new generation how a computer that literally bends in half can help them bend the rules. Thus inspiring them to create the notion of what is possible. Too often, brands shy away from leveraging the potential of digital and use it just because a large part of their TG is on it. With this campaign, HP tried to change that by going digital and realizing that the millennials would find interesting. Contrary to the trend, the idea of #BendTheRules was getting on digital first and then furthered with the TVC featuring Deepika Padukone. On digital, the bend the rules promise was communicated with a widely shareable video featuring stand-up comedian Abhinash Mahore. What was interesting was how HP leveraged digital and social media to engage with the millennials’ and build conversations further.

Volkswagen Polo | Power when you need it | DDB Mudra West

Be it design, performance, safety or overall driving experience, Volkswagen has delighted India with one innovative, well-out-together car after another. In the second installment of the New Polo campaign, DDB Mudra West used the new Polo’s 1.2L TSI engine to great use in its proposition: Power, when you need it. With many refreshing additions on the inside and outside, the New Polo also has a powerful 1.2L TSI engine that generates an impressive 90PS horsepower and 230Nm of torque. This makes it perfect for today’s get-it-done-yesterday world. The media roll-out consisted of three sharply executed 30-second TV commercials, along with a series of tongue-in-check print ads, digital and outdoor implementations.

Sony Max | Deewana Bana De | DDB Mudra West

Sony Max rolled out the latest version of its ‘Deewana bana de’ campaign which consists of three TVCs. The TVC titled ‘Dhoon’ is set in a village and shows a groom getting impatient as he and his family travel at a slow pace on a tuk-tuk; he urges the rider to move faster as it’s his first wedding. This has no effect so one of the family members starts humming the tune of the title track from Dhoon and the rest joins in. This inspires the rider and undergoing a transformation he starts speeding. The film ends with the rider performing a wheelie. The voice over says ‘Ab kya ke phaalegi deewangi’ (The madness will spread). Since product differentiation is very minimal in the industry year-on-year Sony has tried to ensure it is top of mind and in the hearts of viewers is through strengthening emotional connect with the large base of viewers and to build on the relationship they have with Hindi movies. It also wanted to be a lot more intrusive in the kind of audience and continue to set benchmarks in the market. The new campaign is all about infecting people with passion and love for this great Indian cinema and to encourage people to see the lighter side in every walk of life.

Fasttrack | Keep Trippin’ | 22feet Tribal Worldwide

Fasttrack got trippin’ with an interactive video conceptualised by Almara Films and 22feet Tribal Worldwide. The interactive digital film that showcased its range of products was a 3-minute 45-second film which was rolled out across social media platforms on 17 October 2014. The film was later launched on 15 November 2014 on a microsite that could be viewed across devices. Here the video viewers could buy Fasttrack goods as well. Viewers were able to pass it with a single click, receive details on a product they liked and purchase it instantly.

Livon | Moroccan Silk Serum | DDB Mudra North

Livon, the No. 1 seller of saris in India* wanted to increase the serum usage in India and faced their biggest challenge as consumers in India question the need to add a leave-in conditioner to their daily regime. They introduced the New Livon Moroccan Silk Serum with precious Argan oil at an accessible price point. Aiming to cater to the hair desires and beauty aspirations of Indian women, they focused on the premium and exotic contents of their product which result in tangible, smooth and gorgeous hair that breaks less. The TVC, shot entirely in Morocco displays the mystique and charm of Moroccan settings and the effect of the Moroccan Silk Serum on hair - making hair smooth, detangled and gorgeously beautiful. The exotic locales and the fitting tone of the film heighten the feeling of preciousness associated with Argan oil and creates a certain mystique and romance about its provenance.

Tupperware | The Preferred Gifting Option | DDB MudraMax- Experiential

Tupperware is one of the most trusted brands in houseware, as its products are made out of 100% food grade virgin plastic and each product comes with a lifetime warranty. This festive season, Tupperware came out with a special range of products which were price friendly, useful and health friendly, thus making them perfect gifting options. Two engaging games were designed to establish Tupperware as a preferred gifting option - Decorate Tupperware gift basket, in which people had to decorate a gift basket with Tupperware products and Guess It Right, where the participants were briefed about the festive collection products and they had to find out the same products from a Tupperware product basket while blindfolded. To reach out to maximum audience the on-ground activation was implemented at various malls across major cities of India including Mumbai, Delhi, Bangalore, Hyderabad, Chennai and Kolkata. The winners of the games were gifted Tupperware hampers. The activity helped the brand to reinforce its positive image and reach out to the consumers on a personal level.
Tresca is the most premium fabric brand from Avinind and denotes contemporary international style and luxury. To create a distinct identity for Tresca in the premium suiting and shifting range, it was positioned as the Fabric for Special Moments of Life. Everyone has important moments in their lives. Be it the first big meeting, the first official overseas trip or the first proposal, a person always cherishes these moments. Tresca was presented as an offering which completes such ‘moments’. And, since these moments do not come every day, it was important to dress up impeccably for the occasion. The media roll out these moments do not come every day, it was important to cherish these moments. Tresca was presented as an overseas trip or the first proposal, a person always in their lives. Be it the first big meeting, the first official

The way a message is disseminated may have changed, but the importance of the foundation of a story has not changed and will never change.

Bill Bernbach, our founder, knew this sixty years ago. In a talk on the future of advertising, he spoke about new inventions and not to rely too heavily on them, because they are not going to create a great new idea. He said, “Getting an idea is far more important than all the technology in the world.” That’s because mankind’s obsessive and internal drivers have not changed and will likely never change.

At a time when we are bombarded with information, when we have a choice, and I think we do have a choice — of what to read… and more importantly what to share… storytelling is more important than ever before.

Jonah Sachs, who wrote ‘Winning the story wars’ believes social media has the power of storytelling. Social media, the internet and technology are great state-of-the-art tools to disseminate messages, but the power of storytelling resides in ‘state-of-the-heart’ and that’s something that I am pleased will never change.

The unchanging heart of storytelling

In September 2014, I was asked to present my thoughts on the art of storytelling and the power of creativity at the Asian MCE Forum, a business conference that was held in Taiwan. With a 650-stron audience from a vast range of industries, I spoke about the brand story and why every organisation should have one.

Storytelling is part of our human culture. It’s how we have evolved and survived as humans – and in this social media world of 140 character updates — it’s more important than ever before.

Many have said that with social media, storytelling is dying. Storytelling is far from dying. Social media lets everyone tell stories in a whole new way. We are all storytellers.

Winston Churchill once said, “If you want me to speak for two minutes, it will take me three weeks of preparation… if you want me to speak for an hour, I am ready now.” One of the West’s most impressive leaders… I wonder how he would have used social media to persuade his audiences today?

In the States, every few days, more than a billion tiny stories are generated by people around the world on Twitter. These tweets are being archived by the library of Congress. The mission – to tell the story of America – 170 billion posts and counting. We are all storytellers.

The ability to tell stories has changed immeasurably with tools such as twitter, facebook, WeChat and Weibo. Just these four channels alone have a combined universe of nearly four billion people… more than half the world’s population. The ability to convey a story created in one place to an audience in another – on the other side of the world – in seconds is mind blowing.

The concept of survival of the fittest is important for businesses today. In the broadcast era, if you spent enough media dollars you could get your message out to the masses.

Now, as like our distant past, the crowd decides whether a story lives or dies, is shared or dropped. It needs to capture someone’s attention and it has to touch them with emotion. They need to care. Care enough to remember the message for it to connect in the first place, care enough to want to pass it on and care enough to change their own behaviour.

We need to balance our obsession with technology and get back to telling compelling stories. To succeed brands will continue to need to compelling and consistent story based on human insights that move and excite the consumer.

Social media, the internet and technology are great state-of-the-art tools to disseminate messages, but the power of storytelling resides in ‘state-of-the-heart’ and that’s something that I am pleased will never change.
Tresca is the most premium fabric brand from Arvind and denotes contemporary international style and luxury. To create a distinct identity for Tresca in the premium suting and shaping range, it was positioned as the Fabric for Special Moments of Life. Everyone has important moments in their lives. Be it the first big meeting, the first official overseas trip or the first proposal, a person always cherishes these moments. Tresca was presented as an offering which completes such ‘moments’. And, since these moments do not come every day, it was important to dress up impeccably for the occasion. The media roll out concentrated on print medium to bring out the attributes of the fabric through strong visuals. All the elements combined, brought out the importance of a moment, with a close shot of fabric to emphasize its texture. The layout, conceived as a narrative, was itself a story supported by the proposition: ‘Moments are rare, so is the fabric.’

Vodka as a category in India is considered as cool and stylish, but it loses out to premium IMFL and scotch which is preferred for special occasions, on account of sophistication and masculinity. Enter Diageo’s new offering, Smirnoff Black – its Bold and Unexpected. Perfect for step up occasions. To drive this proposition to the shoppers, TracyLocke created unique display units using Abstract Art as a design solution. Abstract Art by definition creates a sense of boldness, as well as the sharp lines and edgies make it edgy. A design like this had never before been used in this space and was something that shoppers were not used to seeing, making it unexpected. Glitter breaking visibility was created with innovative units which communicated the brand personality. Both unique and unexpected, the design idea was translated into various design elements, while incorporating the key brand colours of black and red.

In September 2014, I was asked to present my thoughts on the art of storytelling and the power of creativity at the Asian MCE Forum, a business conference that was held in Taiwan. With a 650-strong audience from a vast range of industries, I spoke about the brand story and why every organisation should have one.

Storytelling is part of our human culture. It’s how we have evolved and survived as humans – and in this social media world of 140 character updates it’s more important than ever before.

Many have said that with social media, storytelling is dying. Storytelling is far from dying. Social media lets everyone tell stories in a whole new way. We are all storytellers.

Winston Churchill once said, “If you want me to speak for two minutes, it will take me three weeks of preparation... if you want me to speak for an hour, I am ready now.” One of the West’s most impressive leaders... I wonder how he would have used digital social media to persuade his audiences.

At a time when we are bombarded with information, when we have a choice, and I think we do have a choice – of what to read... and more importantly what to share... storytelling is more important than ever before.

Jonah Sachs, who wrote ‘Winning the story wars’ believes social media has taken humans back to the origins of storytelling.

The way a message is disseminated may have changed, but the importance of the foundation of a story has not changed and will never change.

Bill Bernbach, our founder, knew this sixty years ago. In a talk on the future of advertising, he spoke about new inventions and not to rely too heavily on lines, because they are not going to create a great new idea. He said, “Getting an idea is far more important than all the technology in the world.” That’s because mankind’s obsessive and eternal drivers have not changed and will likely never change.

At a time when we are bombarded with information, when we have a choice, and I think we do have a choice – of what to read... and more importantly what to share... storytelling is more important than ever before.

Social media, the internet and technology are great state-of-the-art tools to disseminate messages, but the power of storytelling resides in ‘state-of-the-heart’ and that’s something that I am pleased will never change.

The concept of survival of the fittest is important for businesses today. In the broadcast era, if you spent enough media dollars you could get your message out to the masses.

Now, as like our distant past, the crowd decides whether a story lives or dies, is shared or dropped. It needs to capture someone’s attention and it has to touch them with emotion. They need to care. Care enough to remember the message for it to connect in the first place, care enough to want to pass it on and care enough to change their own behaviour.

We need to balance our obsession with technology and get back to telling compelling stories. To succeed brands will continue to need compelling and consistent story based on human insights that move and excite the consumer.

With a 650-strong audience from a vast range of industries, I spoke about the brand story and why every organisation should have one.

In the States, every few days, more than a billion tiny stories are generated by people around the world on Twitter. These tweets are being archived by the Library of Congress. It is mission – to tell the story of America – 170 billion posts and counting. We are all storytellers.

The ability to tell stories has changed immeasurably with tools such as twitter, facebook, WeChat and Weibo. Just these four channels alone have a combined universe of nearly four billion people... more than half the world’s population. The ability to convey a story created in one place to an audience in another – on the other side of the world – in seconds is mind blowing.

In the oral tradition when we were sitting in our caves, we were drawing on walls and we owned our ideas. In the broadcast era, ideas were the exclusive property of the creator. And now, we’re moving back to everyone owning their own ideas again. We are moving back to the era where messages are shared through social networks.
Madhukar Kamath

Madhukar Kamath was honoured at The Xavier School of Management (XLRI) Jamshedpur’s ‘Distinguished Alumnus Awards Ceremony’ on 8 & 9 November 2014.

Twenty four prominent alumni of the institute who had made a significant contribution in their field of expertise received the Distinguished Alumnus Trophy from Fr. E. Abraham S.J., Director, XLRI. Madhukar received the Distinguished Alumnus Award (Practicing Manager).

XLRI is one of the top rated private management institutes in India founded in 1949 by Fr. Quinn Enright, S.J. in the ‘steel city’ of Jamshedpur. Over the last six decades, it has grown into a top-ranking business school with a wide portfolio of educational programmes. Its alumni are spread around the globe and have demonstrated responsible business leadership in their organisations.

Madhukar was also invited to join the panel discussion at the launch of THE INDIA WE WANT competition by CII Western Region. The session was held on 13 November 2014 at the Podar College and was immensely enjoyed by students and staff.

Sonal Dabral

Sonal Dabral, Chairman and Chief Creative Officer, DDB Mudra Group was invited to be a judge at two prestigious global awards events.

The first was the LIA where Sonal participated on the 2014 Non-Traditional judging panel which was led by Mark Tutssel, Global Chief Creative Officer at Leo Burnett Worldwide. The judging took place at the Encore Hotel, Las Vegas from 4 to 7 October 2014.

The second invitation came from the Kancil Awards, Malaysia’s most prestigious awards event that celebrates creativity, and salutes the people who make great ideas happen. Sonal was requested to lead the Entertainment & Branded Content, Film and Film Craft categories as Chief Judge, and be part of the main jury for the remaining categories.

He was also invited to share his thoughts with industry professionals during the Judges Forum, and to students during Portfolio Night.

Ashish Mishra

Ashish Mishra, MD Interbrand India was invited to give the keynote address at the 13th MMA All India Management Students Convention 2014 held in Chennai on 11 October 2014. He also released a special issue of the book called Business Mandate along with B. Santhanam, MD, St Gobain Glass India Ltd.

On 14 November 2014, Ashish was a guest speaker at the National Seminar on Valuation at Hotel Orchid, Mumbai. The seminar was organized by the Corporate Laws & Corporate Governance Committee of the Institute of Chartered Accountants of India (ICAI).

He spoke on the topic “Intangible and Brand Valuation – Recent Global Trends”.

Ashish also participated in the third edition of Designomics Awards which is an annual award platform that recognises Businesses, Creative Agencies and Students that integrate design thinking and creative processes to bring positive change and lucrative results.

Ashish was also invited to be the Chief Guest at the World Marketing Congress and to give away the awards to the top 1000 most talented Marketing Leaders.
A new initiative from global consulting firm, R3, showcased forty of the world’s best Social Media agencies.

The report, which assessed agencies based on the calibre of their clients, how well they’ve fared independently of a network owner and their creative and strategic credentials, featured DDB Mudra Group’s 22feet Tribal Worldwide.

Other APAC entities on the list included the Singapore office of Vocanic, China’s Arkr Group, Soap Creative and Reborn in Australia, GoZoop in India, Dentsu Razorfish in Japan and SociaLab and Teen in China.

The report was compiled based on desk research, case studies and R3’s experience working with clients such as Unilever, Coca-Cola, VW, McDonald’s, Samsung, adidas, AB InBev, Walmart, Microsoft and Kimberly Clark. In its report, R3 dubbed 22feet Tribal Worldwide, an Indian Social Leader and listed its top clients.

Headquartered in Bangalore, 22feet Tribal Worldwide is an independent digital solutions provider offering web and mobile-centered services. Through a comprehensive understanding of user behaviour, 22feet Tribal Worldwide provides brand strategy and creative strategy for the digital marketing space. Comprised of 135 team members, they have done work for brands such as Fastrack, TATA Tea, Nike, Wildcraft, Red Bull, Royal Enfield, Kingfisher, Heineken, Myntra.com and Café Coffee Day.
On 9 December 2014, Campaign Asia hosted the South Asia Agency of the Year awards in Mumbai. DDB Mudra Group romped home with a very valuable gold and two extremely creditable silvers. Rita Verma and her LLC team consisting of C Arul in Ahmedabad, Srinivas Chandar in Bengaluru, Sujata Bhardwaj and Kritika Nagpal in Delhi, Priyanka Agrawal, Navdeep Nijjar, Ameya Joshi and Daksha Dixit in Mumbai were adjudged South Asia Talent Management Person / Team of the Year. This category was introduced for the first time this year and hence the win is significant.

Another category introduced this year was South Asia Corporate Communications Team of the Year and the team of Neeti Nayak and Pilloo Mullan bagged the Runners-up Award for their Internal, External and Social Media Communications.

Finally, in the South Asia Specialist Agency of the Year, DDB MudraMax brought home a silver again repeating its performance from the previous year. This makes it the fifth year in a row that DDB MudraMax made it to the podium. They have won the gold three times in a row, in 2010, 2011 and 2012. The MudraMax team is led by Mandeep Malhotra, Aneil Deepak and N P Sathyamurthy.

This year Campaign Brief Asia had a total of 392 entries accepted into The Work 2014 from 142 different top advertising agencies around the Asia Pacific region. Now in its 12th year of publication, The Work is a 400-page, hard cover publication that features the very best advertising of the year from Australia, New Zealand and Asia. The Work is not about the number of entries submitted by each agency - it’s about the quality of those entries. To qualify for entry the ad or campaign must have already passed the test and been a finalist or winner at a creditable local, regional or international awards show.

DDB Mudra Group had the honour of having four of their campaigns featured in The Work 2014. They were as follows:

- VW Identity
- VW Mood board Rearview
- Tata Tea Push the Pin
- Home Town Customised Furniture
22 September 2014, the day the results of the Absolut Bottle Design contest were announced provided Vijith Vijayan, an Art Director from the Bengaluru office ample cause to celebrate. For he was declared the 1st runner-up in this contest and awarded a prize of `2 lakh!

But, let us start from the beginning. The liquor firm Pernod Ricard wished to launch their new Limited Edition Absolut India bottle. Absolut has long championed art through creative collaborations, and now it decided to give talented artists a chance to be the next collaborator and put their own spin on the iconic bottle.

Thus, the Absolut Bottle Design Contest was initiated and conducted/managed by Talent House. Absolut is one of the world’s most iconic brands. For over 30 years, Absolut has collaborated with the creative world and the collection today comprises more than 800 works from artists such as Andy Warhol, Francesco Clemente, Louise Bourgeois, Rosemarie Trockel, Angus Fairhurst, Jan Saudek, Béatrice Cussol & Anish Kapoor.

The challenge was to create an India-themed design. Distill what is most loved about India into a fresh, inventive design that provides a taste of India. The chosen design would be printed on the Absolut India bottle. Thousands of art directors and designers from agencies and design houses vied for this honour as the First prize consisted of `5 lakhs and a free trip to Sweden, plus of course the honour that the design would be used in the product launch.

Vijith Vijayan
Ankit Bellani

Ankit Bellani, Business Development Executive, 22feet Tribal Worldwide has a passion for motorcycles and being an avid traveller, he keeps updated on the world highlights. One day on a blog he learned of the possibility of being a volunteer for the World Cup. So he applied, went through several rounds, including Skype interviews, online exams, language proficiency tests, and finally got a job offer letter, in early April after a two-year process.

His team of 9 access control volunteers was supposed to make rounds of the stadium and the nearby areas, to ensure that the staff members in that area were working in their designated positions. Security at a World Cup stadium is paramount, and during match days, they worked all around the stadium, helping the fans, and making sure there was no chaos.

Not being able to speak Portuguese was a barrier, but the whole vibe and energy of the place more than made up for it. People in Brasil were excited to see someone coming from halfway around the world to volunteer at such an event.

“The month of June passed in a day. From working at the stadium, to dinners with other international volunteers, to Caipirinha house parties, the whole experience was amazing from a point of view where I got to be a part of something so big, getting to meet so many people from around the world (there were volunteers from Germany, Costa Rica, Hungary, Colombia, Peru, Paraguay among others), watching the World Cup winners play,” said Ankit.

Anujit Roy

An ingeniously creative group head (art) from DDB Mudra North, Anujit Roy is a specialist in visual branding and integrated design strategy. But it is his eye for Black & White portrait photography that turns heads. No make-up, no artificial light, no known models and only dusky complexion. These are the filters that he utilises in his work helping him stand out in the photographic society. From working with clients like Volkswagen to being featured in Vogue Italy, Anujit is living proof that professional aspirations and personal ambitions can go hand-in-hand very well. A few of his laurels include being featured in Imaginarius Italy, Elle, Bazaar, Blur Croatia, Shot Mag Rome, Stark NYC among many others. And to top it off, Anujit has had the pleasure of also shooting Sonal Dabral.

Mehul Choksi

Mehul Choksi, Senior Artist - Gutenberg Networks India, Ahmedabad has done it again. Last year at Khel Mahakumbh 2013, organised by the Government of Gujarat, he won a Bronze Medal at the All Gujarat Chess Competition. This year he bettered his performance by winning a silver medal. We trust he will keep up the good work and will bring home a gold in 2015.

Mehul has been with DDB Mudra for the last 26 years.
A Job Profile for the Post-Digital Planner

“What is it you do anyway?” As a planner and despite being an advocate for simplicity, I have not yet been able to answer this simple question within 140 characters or less.

I’d normally start off by saying something about uncovering consumer insights to inspire creative work; then talk about developing integrated campaign eco-systems and digital roadmaps. And finally throw in some buzz terms, such as user engagement strategy or social sentiment analysis.

Or as Chris Kocek, author of The Practical Guide to Account Planning said “We (planners) are asked to do so many things that it’s fair to say we do it all.”

No wonder clients and agencies are confused as to what exactly planners do – even planners themselves! So if no one really knows what it is planners do, why do we need them in the first place? What value do they add?

The answer, they simplify. They ask the right questions that help narrow ten objectives down to one. They transform gigabytes of data and dozens of Powerpoint decks into one relevant insight. And, they make sure that success gets measured, not against as many as possible, but only against the most appropriate key metrics.

While planners’ added value lies within simplification, the industry is overcomplicating their roles and responsibilities by trying really hard to differentiate between strategic planners and digital strategists.

I, however, believe we’ve already moved far beyond such distinction.

As Simulmedia’s David Cooperstein explains, the old era of siloed digital marketing has ended and a new era of post-digital marketing in which digital innovation is seamlessly merging with traditional communication fundamentals, has begun. So rather than struggling to distinguish between traditional and digital planners, shouldn’t we actually be defining a job profile for the post-digital planner?

Take what Maria Tender, Director of Brand Planning at DDB New York says about today’s planners. They need to be more like conductors able to decipher and orchestrate meaning, understanding and actionable plans from a discordant mix of tactile inputs, digital signals and cultural trends. In order to be effective, a planner has to adapt to the tumult of modern times by accessing information in real-time, continually accumulating insights.

I like and appreciate this description for two specific reasons:

• First, it talks about an intersection of digital and cultural insights. Modern-day planners must not think in silos – after all, consumers don’t.

• It highlights the real-time nature of today’s planning job.

The concept of real-time does not change the fundamentals of what a strategy needs to deliver – which is a blueprint for getting from A to B. Gerald Hensel, Digital Strategy Director at Scholz & Friends argues that the core principles of getting from A to B haven’t changed that much; our job still is about figuring out the best way to reach B, the only difference nowadays is that A and B constantly move. A post-digital planner, therefore, should combine the best of both worlds: the problem-solving mindset of a traditional strategic planner and the digital know-how and toolboxes of a digital strategist. Still too vague?

Let me tell you what the three core duties of the post-digital planner are and why these matter in making a difference to clients’ businesses.

• Core duty #1 – attitude & behavioural insights:

Through focus group interviews and social listening tools, we uncover attitudes and behavioral consumer insights that help resolve a business issue or propel a business/brand growth opportunity. Why does this matter? All the recent hype around big data has made us overlook the fact that while behavioural insights tell us what people do and when they do it, they are not able to explain people’s motivations behind their actions. Only the symbiosis of big and small data will give clients a holistic and contextual understanding of their target audiences.

• Core duty #2 – experience briefs:

Write creative briefs that are based not on a pointy tagline-like proposition, but on a single-minded thought that clearly explains the intended campaign experience – to inspire big, media-neutral ideas. Why does this matter? Experience briefs matter because they recognize the importance of people’s social
connections and prompt creative ideas that have the potential to go beyond just ads and become truly relevant to people’s daily routines. And that’s what allows brands to cut through competitive clutter and build brand trust for the long run.

• Core duty #3 – real-time strategic counsel:
Add value and strategic counsel at every stage of the creative process. Why does this matter? With consumers being able to interact with brands and their campaigns on an ongoing basis, it’s crucial to keep track of people’s reactions and their sentiment. This generates insights for future campaigns, and also uncovers opportunities that could help a campaign maintain momentum through earned media.

Here are a two examples for campaigns where post-digital planning added value.

Campaign: Paw Justice – Animal Strike
Agency: DDB Group New Zealand
Country: New Zealand

The problem:
In July 2013, the New Zealand government proposed a new law to curb the sales of untested psychoactive substances in New Zealand. Unfortunately, the well intentioned law had some nasty side-effects of its own. As part of its requirement for testing, it allowed for legal highs to be tested on animals, a practice that had been outlawed in many other countries. To animal rights activists Paw Justice this was unacceptable, so they decided to try and put a stop to the bill.

The insight & strategy:
Videos of dogs and cats accumulate millions of views. However, the huge demand for animal entertainment didn’t mean that it would be easy to get people’s attention. In fact, all of this light-hearted content is a welcome distraction from our real-life responsibilities, with most people happy to live in a bubble of naivety. The LOL cats were causing people to ignore the real animals that needed help. Paw Justice needed to find a way into the heart of this behaviour, so that people couldn’t help but pay attention to their cause. Behind every cat, dog and other animal video is a pet owner and animal lover. Paw Justice knew it would be easiest to get them on their side.

The idea & execution:
The idea was to show New Zealand what a world without any animal entertainment would look like. For one day, the animals would strike. Paw Justice convinced animal related content producers to not produce any entertainment by animals for a day. Then, people were invited to create their own content in support of the campaign, with a variety of templates that could be used online and in pictures distributed. Thunderclap - the social media tool - was used to promote the day. In New Zealand, the animal strike extended to zoos, dog parks, a TV station and a newspaper ad.

The results:
At the start of the campaign 838 people had signed up to the campaign Thunderclap, reaching 226,619 people. From this, the campaign gained global coverage, including support from celebrities and sports people, leading to 11,697 unique social mentions of the campaign and a global reach of over 22 million - five times the population of New Zealand. Most importantly, through the united power of animal lovers around the world, it got the New Zealand government to reconsider the law.

The role of post-digital planning:
Post-digital planning played a role in this campaign along two dimensions. First, the heart of the campaign was based on a behavioural insight: people love to watch cute animal videos online. Second, planning didn’t stop after the brief - it stayed involved throughout the whole campaign helping the teams to direct users’ focus on a single behaviour, telling followers what to do next and making it extremely easy for people to get involved.

Campaign: Deutsche Telekom – Move on
Agency: DDB Tribal Düsseldorf
Country: Germany

The problem:
In the German mobile internet market the two biggest brands Vodafone and Telekom were fighting for market leadership. With similar market share, similar products and similar tariffs, Telekom decided to leverage the power of Telekom’s brand promise “Life is for sharing” and truly excite people about the possibilities of mobile internet.

The insight & strategy:
Previously, the internet was restricted to the home. However, most people have a real life that does not happen in front of a computer screen - and that’s exactly where mobile brings the internet. Telekom decided to showcase how the use of internet on the go brings people together, makes them share experiences and moments that emotionally connect them. Thus, the strategy for winning over the masses for mobile internet was to help people experience more on the go.

The idea & execution:
Telekom decided to make use of the road movie genre and take it to a whole new level of innovation: Move On – the first Hollywood-like road movie for everyone to join in. The campaign started with a call-to-participation in the style of a film trailer. During the activation phase the campaign platform and mobile app offered people 100 ways to inspire the project: from proposing street names, posters or the getaway-car, to applying for supporting roles. To turn the uploaded content into a Hollywood-like road movie, Telekom was able to win heavyweight professionals to the project: ‘Casino Royale’ baddie Mads Mikkelsen and Asger Leth, director of ‘Man on a Ledge’.

The results:
The movie received a top 30% rating on IMDb and reached 29 million people via earned media. Thousands of people in Germany actively participated in the campaign, it retained customers of Telekom better, won more new customers than Vodafone, made Telekom more relevant than Vodafone, and drove Telekom’s brand promise, “Life is for sharing,” to new levels. Ultimately, all of this helped Telekom win back market leadership from Vodafone.

The role of post-digital planning:
This campaign is an excellent example for a campaign that was based on an experience strategy and not a message strategy. Planning recognised people’s active lifestyle and posed the question how to add more excitement to their lives on the go. This helped creatives think of an idea that not only would trigger excitement but also got people talking and actively involved.
Media Spotlight

Brand Equity, ET - 10 Dec. 2014

Brand Equity, ET - 19-25 Nov. 2014

Kyoorius, Nov-Dec. 2014

Afaqs Reporter, 30 Dec. 2014

Hindustan Times - 29 Oct. 2014

Brand Equity, ET - 10 Dec. 2014

Youth Incorporated - Dec. 2014

Campaign Brief Asia

Campaign Brief Asia - 24 Nov. 2014
Transforming Reality

With investment from tech companies and applications outside the world of gaming, more companies are seeing the potential for Augmented Reality (AR) devices, from entertainment to medicine to advertising to shopping. AR has the ability to change the way we view the world forever.

Google Glass, Microsoft’s Project Fortaleza, Sony’s Morpheus, and Facebook’s recent acquisition of Oculus Rift for $2 billion are positive indicators of the future of this amazing technology. Consumers are just starting to see examples of how boundless AR can be. For instance, one demo allows users to explore a Tuscan villa without leaving the comfort of their own home. Another uses AR to help amputees become accustomed to their prosthetics.

The mass market will begin to see this technology with the Samsung Gear VR powered by Oculus, which will be compatible with the Galaxy Note 4. Consumers will have access to the Oculus Store, where you can download a variety of content like Oculus Cinema, a virtual movie theater.

The question becomes how can we as marketers, and most importantly consumers ourselves, look to not only augment reality but also transform it. Imagine taking a virtual test drive—no road required, or “trying on” your own customized wardrobe without visiting a fitting room. Are we creative and daring enough to imagine a world where anything is possible?

Implications: The public is just beginning to get a look under the hood of what major tech companies have already invested heavily in developing. New use cases are explored daily and it will be up to us to shape AR into something life changing.