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a Percept publication for our media fraternity





## Percept climbs in the Brand Equity Agency Reckoner Rankings

*Allied Media debuts in the 'Top 5 Media Agency' list; Percept/H ranked 14th in the Agency Reckoner*

Allied Media, the media services outfit of the Percept Group, has debuted in the Top 5 of the Brand Equity Agency Reckoner - Media Agencies in its very first full year of operations. Formed just a year back, Percept's Allied Media has wrested the No 5 position in its maiden appearance in the Reckoner.

### Allied Media received the following rankings in the Media Agency Parameters:

- Ability to Manage Best Media Deals: **No. 5**
- Ability to Utilise Power of Research well: **No. 5**
- Quality of Talent: **No. 7**
- Ability to effectively use Traditional & non-Traditional Media: **No. 4**
- Ability to provide Higher Media ROI: **No. 4**



Percept's Media services offer turnkey solutions in conventional & traditional media, out of home, below the line, activation, retail, rural, experiential marketing, entertainment marketing, new media, digital & interactive media, sports marketing, sponsorships & endorsements. They provide a unique media service delivery platform through its micro-marketing infrastructure with the support of IT based networks. This ensures reduced national and regional response time, apart from increased speed and efficiency for clients.



**Percept/H has also moved up one place from last year (2007) when it was ranked No. 15 to No. 14 in the 2008 Brand Equity Agency Reckoner - Advertising Agencies.**

### Percept/H has received the following rankings in the Advertising Agency Parameters:

- Client Servicing: **No. 13**
- Creative Department: **No. 14**
- Account Planning: **No. 13**
- 360 Solutions Capabilities: **No. 13**
- Innovation & Thought Leadership: **No. 13**
- Partnering with Clients: **No. 13**



## Awards galore for PPC's Firaag at foreign shores



Actor Nandita Das's directorial debut 'Firaag', which is produced by PPC, has won awards in categories of best screenplay/script and the Foreign Correspondents Association award for best movie at the Asian Awards. 'Firaag' has also been awarded a special prize at the recently concluded 49th Thessaloniki Film Festival. The honour was conferred by the Greek Minister of Culture and presented by the Mayor of Macedonia after the film was screened at the festival. The film was also given a cash prize.

'Firaag' is an Indian film presenting sectarian aggression as an experience of common people after communal riots in Gujarat in 2002. It deals with the impact of violence on human psyche and relationships. The star cast of the film includes Naseerudin Shah, Paresh Rawal, Dipti Naval, Raghubir Yadav, Sanjay Suri, Tisca Chopra, Shahana Goswami and Nowaz.

## Bollywood woos kids with PPC's animation flick "Jumbo"

'Jumbo', an animation flick from PPC about a young elephant enthralled the audience last month. Jumbo is a story of a young elephant that is taunted by other elephants for being fatherless. Angered by the constant teasing, Jumbo embarks on a journey to search for his father, who he comes to know is a war elephant for a king. The adventures and experiences that young Jumbo faces in his journey and how he grows up to become a strong and fearless warrior is what the film revolves around.





## PDM led Sunburn 2008 delights music buffs in Goa

The PDM led music festival, 'Sunburn', rocked Goa from 27-29, Dec 2008.



Thirty-five top music and dance artists from around the world performed in Asia's biggest music festival - 'Sunburn for Peace', at Goa from December 27. Held across four stages over three days, "Sunburn for Peace" was being held in the backdrop of Mumbai terror attacks, dedicated to the promotion of peace and global

harmony.

The festival continued till 10 pm, (followed by after-parties until dawn), with three stages, a collection of 60 flea-market vendors, food stalls, seven bars and colourful, happy crowds.

Sunburn headline artists included trance gurus GMS (live), death defying John '00' Fleming & Digital Blonde (live), Richard Durand, Pearl, Roger Shah a.k.a. Sunlounger (whose track "Lost" was just voted the #1 trance track of 2008), Midival Punditz, Jalabee Cartel (live), Norman Doray, DJ Ivan, Shiva Sound System and ATFC.



## Bharti's new campaign conceived by Percept/H, aims to revive history



Bharti's new corporate campaign, conceptualized by Percept/H coincides with the corporate rebranding of Bharti. The television commercial expresses its new brand identity and the brand motto, 'Big Transformations through Brave Actions'. The commercial peeps into the history, and highlights the achievements of Indians who have changed the world with their beliefs.

## Aided by PDM India & Percept/H, Canon plans to make photography big in India



Canon launched a large-scale on-ground campaign, the 'Canon Image Fest', with hopes of taking photography to many parts of the country. The activation was handled by PDM India; Percept/H was responsible for the mass media promotions. Initially, it set its eyes on 10 Tier II cities, starting with Jaipur. However, the success of the campaign has altered its plans. Starting January, it will now go to 24 cities.



## PTM and Hansa Research roll out CelebTrack study



Percept Talent Management (PTM) and Hansa Research have joined hands to launch a new celebrity study called CelebTrack that will give insights to brands who extensively use celebrities in the field of films, sports and television.

The joint research tool will track 150 top celebrities in each field and have over 10,800 respondents across two all-India waves annually excluding the North-East and Kashmir region. The respondents' profile will be Urban, All Adults, SEC ABCD, 15-50 years. The first set of findings is expected to be released in February 2009. CelebTrack

will be released twice a year and will measure star power on four parameters namely - Popularity of a Star, Power of Persuasion, Image Attributes and Media Presence across 24 attributes.

## HPPL releases A-Star campaign "Stop@Nothing"



Hakuhodo Percept, Maruti's roster agencies who handles the brand 'A-Star', has released a campaign for it, titled 'Stop@Nothing'. The campaign uses a mix of ATL and BTL. While the print ads, radio spots and outdoor ads are already out, the TVC is yet to be released. Hakuhodo Percept had bagged the creative duties for the brand around mid-July 2008.



# SPECIAL FEATURE - PERCEPT SILVER JUBILEE

## Percept celebrates its Silver Jubilee

It's been 25 years since the journey of Percept began; a journey that each of us at Percept will never forget. This milestone wouldn't have been a possibility without the support and patronage of all its stakeholders - the employees of Percept, the thousands of clients that Percept has had over the years, its investors and partners, its vendors and its extended family in the field of entertainment, sports & glamour who have been a part of Percept.

Percept's Directors and Promoters, Mr Harindra Singh and Mr Shailendra Singh have been at the forefront of innovation throughout these 25 years. They are not just entrepreneurs, but visionaries. It is their belief that has led Percept to become a global company with 1200 employees and offices spread across the globe.

While not being too extravagant, Percept launched loads of Collaterals to commemorate the completion of its Silver Jubilee.





# SPECIAL FEATURE - PERCEPT SILVER JUBILEE

A special website has been created on this momentous 25th Anniversary - [www.percept25.com](http://www.percept25.com).

This website has some special videos including:

1. **Percept Showreel** - A Percept AV Showcase that covers the portfolio and services provided by Percept.
2. **Tribute to Shri Mangal Singh** - An AV dedicated to our beloved Chairman, Late Shri Mangal Singh.
3. **Saluting 25 Years of Success** - An AV by the Perceptites saluting 25 years of the silver journey of Percept.
4. **Download exclusive Milestone and 25 Year Journey Posters** from the site.
5. An interactive **flash presentation on the Silver Anniversary Journey** of Percept.



The intranet - [www.mypercept.in](http://www.mypercept.in) also has some exclusive links for the browsers -

1. Visit our Percept Intranet - [www.mypercept.in](http://www.mypercept.in) for **video messages** from the Directors & Promoters, **Mr Harindra Singh & Mr Shailendra Singh**.
2. Download the **special 25 Anniversary Wallpapers & Screensavers** for Desktops / Laptops.
3. Also download special **25 Silver Anniversary Posters** from the mypercept.in site.
4. Watch the **Percept Videos** - The Percept Showreel, A Tribute to Shri Mangal Singh and an AV that salutes the spirit of Perceptites and the 25 Year Journey.



The content of this publication has been created with inputs from Percept Companies and Divisions. Founded in 1984, Percept Limited, an entertainment, media and communications company, today, is at an enviable leadership position with a team of 1200 people and 62 offices across India and the Middle East. The contents of this document may not be reproduced or circulated without prior consent from the Corporate Communications Department, Percept Limited.

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