

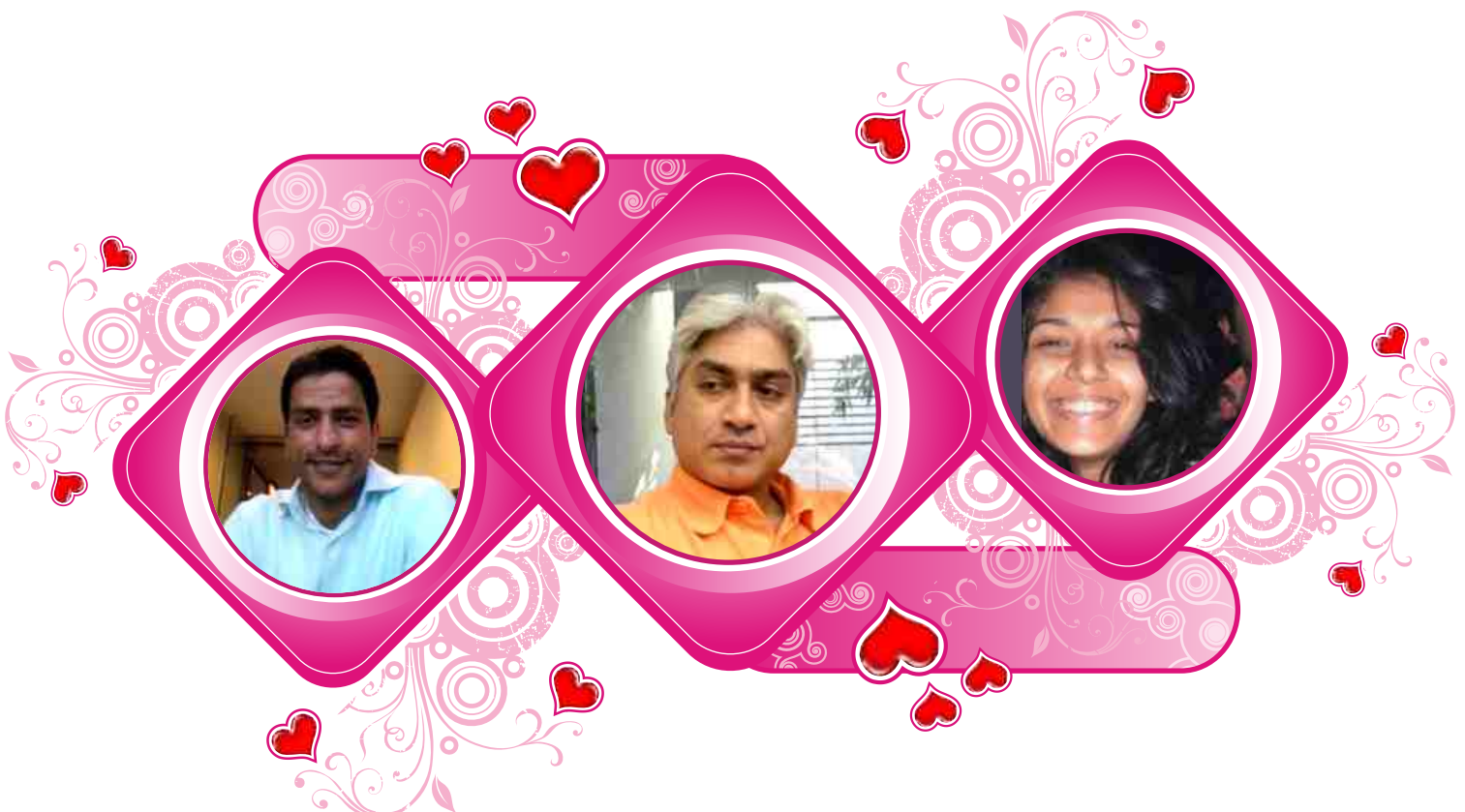
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a Percept publication for our media fraternity





Percept/H wins CELIO* French Fashion Brand

Percept/H

Percept/H has bagged the creative duties for Celio*, a French fashion men's ready-to-wear brand. Percept/H won the business in a multi-agency pitch.



This win comes following a very successful 2008, when Percept/H bagged brands like Edelweiss, SBI Mutual fund, Kohinoor, One-square foot, MTNL, Yardley, Finesse, Victorinox, Everest Industries and Springwel to name a few. Celio* was founded in 1985 by Marc and Lauren Grosman. In the space of 20 years, it has become an essential brand in Men's ready-to-wear and leader in its market. It operates through its 600 stores in 40 countries across 5 continents. Celio* specializes in Sports, Casuals and Business Wear. Celio* has partnered with Future Group in India.

Hindware rolls out print campaign developed by Hakuodo Percept



Sanitaryware brand, Hindware, has launched a new advertising campaign developed by Hakuodo Percept to build an emotional chord between itself and its customers. Titled "Get Charged", the brand communication portrays a bathroom as an exclusive space, a person needs for himself in today's busy world, away from all worries and stress of life. The campaign highlights Hindware's high-end luxury bathroom fittings such as Whirlpools and Bathtubs.



BSNL ropes in Percept/H, Euro RSCG, Mudra and Prachar to handle creative duties

Percept/H

The government owned Bharat Sanchar Nigam Ltd (BSNL) is about to go on a fresh brand-building binge across its entire services portfolio. BSNL has just empanelled in some of the biggest agencies like Percept/H, Euro RSCG, Mudra Advertising and Prachar Advertising, to handle its creative business to vitalize its mobile, landline, WLL and broadband services and new offerings in all telecom circles.



Percept launches Cinecurry.com

Percept Limited launched Cinecurry.com, the cinema destination of choice for global Indians. The site provides entertainment and event related news from Bollywood, Hollywood and other Regional Indian cinema. Cinecurry.com is targeting to attain over 1 million registered users in its first year of operations. Cinecurry.com also offers comprehensive movie reviews for current and forthcoming movies. The site aims to develop the largest database of cinema talent including actors and celebrities. Cinecurry.com has been developed with web2.0 features, which provide a social networking platform for movie buffs, with audio-video and mobile blogging features. In the near future there are plans to create gaming and mobile channels for the site.



Hansa Research & PTM have stars in their eyes



Hansa Research has teamed up with Percept Talent Management on a new service to quantify the value celebrity endorsements bring to brands. The CelebTrack index will rank 150 film, sports and TV personalities on their popularity, powers of persuasion, media presence and key image attributes based on surveys of more than 10,000 respondents across urban India. Marketers will be able to use this data to see which celebrities make the best fit with their brand image and target audience.

PPC's 'Jail' to go on floors in March



Madhur Bhandarkar's 'Jail' produced by Percept Picture Company will go on floors in March 2009. Bhandarkar is currently working on the scripting and casting of the film. The film is a thriller starring Neil Nitin Mukesh and gives a ringside view of the world that exists inside the walls of prisons spread across our country.

Sonam Kapoor paired with Akshay Kumar in PPC's 'Come On Pappu'

'Come on Pappu' is being jointly produced by Percept Picture Company and Akshay Kumar. Budgeted at Rs 90 crore, the film focuses on the relationship between a chimp and the lead character (Akshay). It has been scripted by co-director Rohit, who is David's son. Rohit, an alumnus of New York University, earlier assisted his father in Partner. The film will feature a lot of special effects for which the producers have tied up with LA based Stan Winston Studios, known for creating characters for films such as Jurassic Park, Terminator, Indiana Jones and Batman Returns. 'Come on Pappu' will start production in August.





Industry experts spark the student 'fuse' at Big Bang

The Ad Club of Bombay organized a forum, called the Big Bang, at the EMDI Institute's annual college festival, Fuse (Feel the Undying Spirit of EMDI). Industry stalwarts came together at the forum to discuss and share various advertising insights. The Big Bang also had creative heads of various agencies sharing their experiences with the students. Kicking off the event, Ajay Chandwani, Executive Director, Percept H, and Jt. Secretary, Ad Club Bombay, spoke about the club and its annual events calendar, and urged the audience comprising mainly of students to actively engage with such forums to be abreast of industry developments. Following which, Navin Shah, CEO, Percept Picture Company and P9 Integrated, outlined the corporatisation of the entertainment industry, and the career options that it held for future media and advertising professionals.



GroupM projects gloomy media outlook

Advertising in mediums like magazines and cinema will see a steep decline this year while spends on the outdoor are unlikely to grow. Television and newspapers will see only a marginal growth in ad spends. The forecast has been made by GroupM, the media arm of WPP, in its study titled "This Year, Next Year". The report predicts that the growth story of the Indian media will go back to the 2001 level when the industry grew 9 per cent. In its recent outlook on India, the GroupM study says that the overall size of Indian advertising industry is set to touch Rs 24,900 crore in 2009 compared to Rs 22,864 crore in 2008, thereby registering a growth of 8.9 per cent which is half the growth rate of 16 per cent in 2008 (over 2007).



Mobile marketing to come of age in 2009

Digital media advertising (internet, mobile and digital signage) is expected to emerge as the medium of choice for advertisers. Of the available media, it was the fastest growing segment in 2008. Its better return on investment and the comparative ease with which its efficacy can be measured will ensure that the trend continues, say analysts.

Viraj Malik, MD, Percept Knorigin (digital advertising arm of Percept), says "In 2009, video ads will be the most popular form of online advertising as more and more brands are willing to put video ads on internet,". Knorigin grew 82-100 per cent in 2008 and Malik expects it to grow at the same pace in 2009. Rising interest in social networking in 2008 has made brands think seriously about online advertising. According to a Ficci-PwC report, it is expected to touch Rs 1,100 crore in 2011 from the current Rs 300 crore. Analysts believe that mobile marketing will be a much bigger opportunity in the next 2 years than the internet has been in the past 10 years.

Now, an embedded system for monitoring outdoor advertising

As the abacus has given way to the calculator, technology firm, 'Emerging Technology', has created a 'calculator' for the outdoor advertising industry, which it claims will do away with the need for manual monitoring. With the launch of its 'embedded system', media owners will no longer need to rely on manual monitoring of outdoor sites. 'Emerging Technology' engages in the design and development of real-time systems for applications in automation, monitoring and control systems with a view to assist corporations build defensible USPs in their product range. The company conceptualises, devises architecture, and designs and develops white label systems as per industry requirements.





Dilip Marathe

Creative Head, Percept/H, Mumbai

The Power of Make-Believe

We are in the business of persuasion. We have to convince our customers that what they see is, in fact, what they get. Actually, nothing could be further from the truth. Especially on film, where one has to improvise, compromise, sanitize, glamorize... before presenting it to the target audience. The most challenging 'target' can be the 'audience' at film shootings; especially overzealous juniors from the clients' side. While they may know little or nothing about the process, they would like to believe they are calling the shots, quite literally. There are several stories one can recount from on-location. Here's one.

At an ice-cream film shoot, some 15 years ago, one bright client Trainee was put in charge of delivering kiwi fruit to the shoot. Since it was rare back then, it had to be acquired from the fruit importers after much ado. The Trainee took it upon himself to ration its use, supervising the food stylist as she cut wafer-thin slices, preparing for the various pack shots. After many suggestions, directions, instructions and interventions from the Trainee, the stylist and production heads were exasperated. The Unit decided that the apprentice needed to chill out. A polite conversation was initiated to befriend him, from which it became clear that he was a foodie and had a particular weakness for ice-cream. So the unit decided to set him up.

The Trainee was told that the Director had asked for him to spend time on the shoot-floor and give his valuable inputs there. With this new incentive, the boy took his task even more seriously, now turning into 'first assistant director'. The Director soon had just about enough of the Trainee as well. He was brought centre-stage and made to hold Cutters to block light from a very harsh light source. This light was turned on exclusively for him to sweat it out and directed away from the action. He diligently did everything he was asked to. Later, there was a quick whisper in the Director's ear. At a break during the shoot, the intern was casually informed that a special ice-cream sundae had been left in the make-up room just for him. He walked inside the empty room excitedly to find a large bowl of the yummy stuff waiting to be demolished.

As he went in, everybody else went about their business as usual, but held a moment's silence with bated breath. 'Why', you ask? Because what was left in the room was actually the finest work of art by the stylist, created out of mashed potato, ornately cut fruit cross-sections, smothered with glycerin for gloss, and had honey drenched over the so-called 'ice-cream', which was actually, engine-oil! The bowl was kept cold for a while and had essence sprinkled over it, to mask any immediate smell. A half-emptied pack of real ice-cream was left nearby for effect. And what an effect it had.

In order to hurry to return before the next shot, the Trainee had his first and only mouthful; only to step out spitting expletives. To add to his grief, he also got a 'yelling' from the production head for destroying - what was going to be the 'final pack-shot'! The entire Unit cracked up after the 'ice-cream intern' was put in a car to head to the nearest chemist for mouthwash. He returned as a far sober avatar of his former self. But he refused to eat any ice-cream even at the end of the shoot, while the rest of the Unit enjoyed themselves!

I don't think he ate ice-cream ever after. If at all he did, it wouldn't have been without remembering his favourite pack-shot! So much for 'Brand Recall'.



Vishal Shetty

Events Head, P9 Edge, P9 Integrated

As businesses shift their brand strategy to a strategic level, more corporations wish to build entertainment intellectual properties. P9 Edge has always been about creating IPRs and brand experiences through its novel ideas. P2P catches up with Vishal Shetty, Events Head – P9 Edge, where he shares some tidbits from his professional and personal front.

What have been some of the key highlights of your journey so far?

There have been a lot of things that have stood out in my journey over the years. But, I believe, creating "Fire N Ice" (which I believe was, and, perhaps, still is the premier nightclub brand) was definitely one of

the principal highlights. Some other highlights include:

- Creating 'Maroosh' in Nov 2000
- Creating 'Magic' in 2007
- Creating 'Playstation Experience' for Sony Playstation which is now in its 2nd year

To cut a long story short, you can say that the trailers have just been completed and the movie is about to begin now!

What are the services & "edge" provided by P9 Edge?

P9 Edge is more of a conceptualizing cell than an event management company. Our key focus is to build entertainment Intellectual Properties (IP), which will be owned by P9 Edge and also create IPs for Brands, like we did in the case of Sony Playstation. Some of the significant campaigns handled by us at P9 Edge include - Playstation Experience '07 for Sony Playstation, Minto Dance Ka Chance and the HDFC Swabhimaan Concert.

What does the future hold in store for P9 Edge?

I look at P9 Edge becoming a serious ideating chamber. We have already created a few ideas for Television which we will be pitching to various Channels. We also wish to enter the dance and music space since it's a USP that we can build on, as I have been in the club business for around ten years.

How familiar is the industry / client with P9 Edge services? Has the environment been favorable?

The environment has been very favorable for P9 Edge. We are a little less than two years old now and we have worked with some of the key brands in the market. We have managed to create annual properties for these brands. All in all, we are happy to be familiar among our pool of brands.

Do you think that this industry is still in its nascent stage in India?

I don't think so. I think we are in a very progressive industry and things are moving so fast around us. So, whether it's a client or an agency like ours, we know that the same philosophy of 'you snooze, you lose', applies.

Is it more important to build long-lasting professional relationships or to associate with stronger brands?

I think it's important to build long lasting professional relationships with strong brands.

How would you describe yourself in a nutshell?

Edgy!

What video game would you like to live in and why?

I'm not a big gamer, but I would like to be a part of FIFA '09 & Motostorm 2.

If you could be anywhere else right now, where would you want to be?

The one place where I would like to be right now is right where I am now! In my opinion, it is the best time to be young and in India.

Can you tell us a bit about your family!

I have a beautiful wife - Twinkle Shetty, who I am married to since 10 years and I am really looking forward to multiplying my family and have more Shettys invade this world!

Any parting words for our readers?

It's about time you get the "Edge" and "Live Strong".

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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