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NewsWatch



P9 Integrated and MirriAd get Repucom on board; to measure ROI in embedded advertising

P9 Integrated, the entertainment marketing arm of Percept, along with MirriAd, the agency which specializes in embedded advertising, has entered into a global association with Repucom, a full service brand analysis and research agency.



Headquartered in Australia with offices in 10 countries spanning the globe, Repucom provides extensive brand analysis, understanding of sponsorship effectiveness and insights that help to maximize clients' marketing investment. It owns an exclusive brand analysis tool, called 'Bio Metric Technology'. This will help in measuring the ROI earned by the brand in various contents.

The purpose of the association is to bring in accountability and allow marketers to avail of features such as brand performance, including number of exposures, duration, average size and verbal references in various contents, in a way that provides evidence of effectiveness to justify spends. Repucom will be able to provide quantifiable data within the broadcast medium, for every second that the product or brand is exposed, and also measure multiple exposures on screen.

P9 would look at a pay-for-performance model much like the Internet, within the next six months. The branded entertainment market is valued at Rs 100 crore and is growing rapidly. P9 currently has about 20 brands in its roster, including Mango Slice, HDFC Life Insurance, Sunsilk, Reebok and Kwaliti Walls.

Elections 2009: Congress gets its war cry in 'Jai Ho', thanks to Percept

In a coup of sorts, the Congress party got the Oscar-winning track 'Jai Ho' from 'Slumdog Millionaire' on its side, thanks to Percept's idea and concept of kick-starting the Congress campaign with 'Jai Ho'.

Percept bought the Intellectual Property (IP) of the 'Jai Ho' track from T-Series and suggested this to the Congress, who approved of the idea. The lyrics, music and visuals of the 'JAI HO' film captured the celebratory mood and spirit of the Aam Aadmi because of the achievements and performances of the Congress party and its great leaders over the years, and specifically, in the last 5 years. Three TVCs of 60 seconds each were released across Television Channels as the first phase of the Congress campaign.



PDM India bags the biggest honour at the WOW Awards for Events & Experiential Marketing

PDM India, India's leading experiential marketing agency has been recognized as the best agency at the first national WOW Awards for Events & Experiential Marketing Industry held in Mumbai on the 6th March 2009. The company won the Best Agency Award for the 'Live Event of the Year' and the 'New Event Property of the Year' Awards across various categories.



PDM India won the most prestigious and eagerly anticipated award of the night - "BEST LIVE EVENT OF THE YEAR" for its IP - 'Sunburn 2008'. PDM's 'Sunburn' bagged the Gold in this category. PDM India's other major win was for the prestigious category - "NEW EVENT PROPERTY OF THE YEAR", which it won for establishing Wrigley's Big Boomer Bubble Blowing Championship.

The WOW Awards seek to celebrate excellence in the Events & Experiential Marketing domain across industries. They aim to recognize and acknowledge events and on-ground interaction activities between the Brand and the Consumer. The WOW Awards were awarded to PDM India from amongst 472 entries vying for the prestigious Award.

Tata Indicom partners with PDM India for a 17-city in-store promotion of 'Twister Balls'

Twister Balls is a newly developed handset game exclusive to Tata Indicom users. Customers need to download an application on their handset to gain access to the game. Along with extensive online marketing and an association with Zapak, the brand also engaged customers on ground, through promotions in its stores across the country. PDM India, a division of Percept Limited, handled the on-ground promotional activity.

The objective of the on-ground promotion was to communicate the excitement of the game and educate customers on how to download the application and access the game on their hand set. Tata Indicom partnered with PDM for a 17-city activation program over 30 stores from March 19 to 26.

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NewsWatch



PPC releases 'Firaaq' on Mar 20

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PPC's 'Firaaq' hit the screens on March 20. 'Firaaq' is set in the aftermath of the 2002 Gujarat riots and boasts of a talented crop of actors like Naseeruddin Shah, Paresh Rawal, Dipti Naval, Raghubir Yadav, Sanjay Suri and Tisca Chopra and showcases some new talents like Shahana Goswami and Nowaz. Percept Picture Company (PPC) in association with an NGO - Flag Foundation of India, also hosted a special screening of 'FIRAAQ' at PVR Plaza in Delhi.

PTM's CelebTrack™ – announces list of India's most powerful celebrities across movies, sports and television

Percept Talent Management, and Hansa Research, the leaders in the field of Talent Management and Media Research respectively, embarked on an interesting and uncharted territory by launching CelebTrack™ – World's deepest, widest and largest research wave on celebrities. The first six monthly wave results were unveiled at Taj, Colaba on 1st April, 2009, defining the Power List of celebrities across India.

The CelebTrack™ model covers 25 different attributes and covers persuasion power of stars on 6 categories, which would help brands to decide on the most appropriate star for endorsements. This tool would help brands to reap higher returns on investment by making an informed choice of celebrity.



From Left to Right:

Mr. Shailendra Singh, Joint MD, Percept Limited
Mr. Manish Porwal, CEO - Percept Talent Management
Mr. Harindra Singh, Vice Chairman & MD, Percept Limited
Mr. Ashok Das, Managing Director - Hansa Research

Percept, Sahara One and Mirah join hands for '8X10 Tasveer'



Percept Picture Company (PPC), a division of Percept Limited, India's leading entertainment, media and communications company announced a strategic alliance in association with Sahara and Mirah Entertainment for its forthcoming Akshay Kumar starrer 'Tasveer'.

This strategic alliance is structured for limited joint exploitation of rights. PPC is also in talks with another partner for joint exploitation of "Television Rights" of the movie '8X10 Tasveer'. The music of '8X10 Tasveer' has already been launched in partnership with T-Series.

In the past, PPC has successfully partnered with Zee Motion Pictures for 'Jannat' and 'Ugly aur Pagly'; Mirah for 'Firaaq'; Sony Pictures for 'Spiderman-3'; and Paramount for 'Mummy-3'.

'8X10 Tasveer' released on Friday, April 3, 2009. Directed by Nagesh Kukunoor and starring Akshay Kumar, Ayesha Takia, Sharmila Tagore, Javed Jaffery, Girish Karnad, Anant Mahadevan, Benjamin Gilani and Rushaad Rana, the film revolves around the story of a young man with a unique supernatural gift of looking into the past of dead people.

The Akshay Kumar starrer is a big budget film and released with more than 1500 prints in screens across India and overseas. A Press Meet was also held on March 20, 2009 at Mumbai's J W Marriott where Mr Shailendra Singh, Joint Managing Director of Percept, Director-Writer, Nagesh Kukunoor and leading man, Akshay Kumar, fielded media queries.



Allied Media

Allied Media bags Rs. 20 Crores NoMarks Account

Allied Media has bagged the media duties of 'NoMarks', an Ayurvedic skin care range of products from Ozone Ayurvedics. The account is worth Rs. 20 Crores.

A pioneer in Ayurvedic medicines, the Ozone Group has consolidated its position in the \$180 million market, with its popular and innovative brand - NoMarks. The NoMarks skin care range includes creams, face pack, face wash, soaps, lotions, scrubs and lip balms.

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Industry Bites



Microsoft launches its online ad-network in India

Microsoft Advertising, which offers online marketing solutions, has soft-launched its international online ad-network, called DrivePM (Performance Marketing), in India. DrivePM enables advertisers to carry out online campaigns based on pay-for-performance basis. This implies that advertisers can sell their advertising inventory on cost per click (CPC) or cost per lead (CPL) basis and pay only when users click or submit specific information through their online advertising campaigns.

According to an industry estimate, about 7-8% of the total amount of display advertising market, which is worth Rs 400 crore is supported through various online ad-networks in India. Some of the old players in the ad-network space are Komli Media; Tyroo, which belongs to the Quasar Media Group and Yahoo!; Ad Magnet, owned by Interactive Avenues; Ozone Media and Ad Chakra, run by Percept Knorigin, the digital arm of Percept.



Dharma in a Rs 60-cr distribution deal

Karan Johar's Dharma Productions has inked a distribution deal with UTV for Rs 60 crore. The deal will be for worldwide distribution rights for two forthcoming films that Dharma will produce. It also includes theatrical, home video and satellite distribution rights. The films - 'Wake Up Sid' and Rensil D'Silva's untitled film - are slated to be released during the second half of 2009.



Aerial advertising lands in India

The Director General of Civil Aviation (DGCA) has given sanction to Sky Ads, a firm pioneering the new advertisement medium, to use airspace to tow banners for promotional activity with the help of aircraft. Trial demonstrations have begun in Punjab, Haryana and Chandigarh.

The firm is the first in India to offer aerial advertising. The concept will offer clients flexibility in targeting specific geographical locations and the frequency of display. The idea is new in India but has been around in the US, Europe, Australia, Singapore and Malaysia for a long time.

The maximum height of a sky advertisement will be 7 feet and the total area between 1,000 and 3,000 sq ft. The aircraft will fly at an altitude of 1,000 ft and a speed of 50-55 miles per hour. Clients will need to buy at least an hour's flying time.



Up Close

With **ABHIJEET SURVE**
Regional Manager-West,
Percept Out-of-Home
(Rural Division)



With companies cutting costs and reducing their advertising budgets by almost 35-40%, the outdoor industry comes across as a cost effective and efficient medium for clients to deliver RoI. P2P chats with Abhijeet Surve – Regional Manager-West, Percept Out-of-Home (Rural Division).

How has the year 2008 been for Percept Rural?

The year gone by has been a topsy-turvy ride for us. The year started on a high note which was followed by a lean period due to the economic meltdown, but it is slowly regaining momentum.

Companies are tightening their marketing budgets due to the strain on cash flows. How is Percept Rural handling this scenario?

India had witnessed a good monsoon last year, but by the time of harvest, the economic recession had well and truly hit a majority of manufacturers, resulting in a reduction of campaign size / budgets. Few clients decentralized their promotion budget, because having a local presence was the need of the hour. We responded to this trend by starting operations in 2 new markets - Chennai and Delhi; in Nov'08. Chennai office has roped in TAFE a leading tractor manufacturer in South as their first client for activation.

Is the rural market receptive to the OOH medium?

Of course it is! The rural markets are termed in media as dark markets; therefore we largely depend on OOH mediums for communication.

What is the difference between handling OOH in the rural areas versus the urban areas?

Without taking away anything from Urban OOH advertising, I think it is more challenging to handle the rural sector. Simply because of the fact that the rural market does not provide you as many options as the urban market. Electronic media does not work here for the simple reason that electricity supply is hardly available in these areas for 4 to 6 hrs a day. Newspapers have not yet penetrated these markets. Due to illiteracy, you need to explain the use of products in detail, which means, using more interactive campaigns that can deliver results. The biggest challenge faced by us in these markets is the lack of a monitoring system, which makes the process extremely expensive.

Is there a current Rural OOH campaign that has caught your eye?

The one that recently caught my attention was the 'Lifebuoy' campaign by Outreach.

Name one effective medium used successfully for an OOH campaign in the rural area.

Wall paintings & Tin plating are two mediums which are highly accepted by rural folks.

Tell us something about your family.

My family consists of me and my wife. My wife is an ENT surgeon and after my father's retirement, my parents prefer staying in Pune.

What are your thoughts on celebrity endorsements?

I belong to an old school of thought where they say - "If you don't have an idea, then use a celebrity".

Any particular phrase that you use often?

Every journey always starts with a small step.

So, how do you unwind after a hard day's work?

Unwinding usually happens once in 2 months, when I visit my farms at Nasik or Kolhapur.

Any fond memory of your first job?

A first job always has its share of memorable experiences. I started my advertising career with Modi Xerox. I remember my first sales which took place a week after I joined, when I sold a copier at HCC. The joy on my face as I carried my first Purchase Order back to office was worth seeing.

Any parting shot for our readers?

Just keep it simple always!

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Founded in 1984, Percept, 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 Middle East.

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