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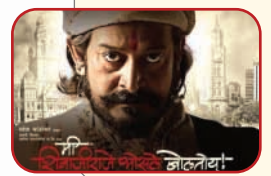


NewsWatch



P9 integrates Bajaj Pulsar with 'Fast & Furious 4'

Bajaj Auto has partnered with Hollywood movie 'Fast & Furious 4' for co-promotion, which will be seen in a form of a co-branded TVC, featuring visuals of Bajaj Pulsar and the 'Fast & Furious 4' together. P9 Integrated, a division of Percept Ltd, planned and executed this entire association for the client.



P9 designs for 'Me Shivajiraje Bhosale Boltoy'

P9 Integrated has forayed into the burgeoning Marathi Film industry by designing appealing publicity designs for Mahesh Manjrekar's latest hit, 'Me Shivaji Raje Bhosale Boltoy'.



PDM gets onboard for L'oreal Paris and Maybelline

L'oreal India has appointed PDM as the activation agency for two of its brands - L'oreal Paris and Maybelline. The contract has been signed for a year. To start with, PDM will look after the two brands' existing weekly activation programmes, executed in retail stores and malls. The contract will see the agency taking over the responsibility pan-India.



AMO Communications amongst 3 empanelled agencies for Indian Oil

Indian Oil Corporation Limited (IOCL), an integrated energy company playing a national role in oil security and public distribution, has empanelled three creative agencies – Percept's AMO Communications, Dentsu and Mumbai based Inter Publicity for its communication needs. The empanelment for the brand is for a period of two years.

Percept/H amongst 3 empanelled agencies for Bank of Baroda

After an elaborate multi-agency pitch, Bank of Baroda (BoB) has finalised Percept/H, Euro RSCG and Mudra as its creative partners. Almost 40 agencies battled it out for the estimated Rs 60-crore account.



Percept wins CAG Shied Cricket Tournament 2009

Team Percept achieved a hat-trick by defeating Rediffusion DY&R in the finals of the prestigious 'CAG Shied Cricket Tournament 2009', an annual cricket tournament organized for the advertising fraternity, held at the Mumbai Cricket Association Ground, Bandra Kurla Complex. The CAG Shied Cricket Tournament is the largest cricketing tournament in the advertising fraternity and Percept achieved a hat-trick by winning this coveted tournament for the third time in a row. Siddharth Kadam received the prestigious 'Man of the Match' Award and the 'Best Batsman of the Tournament' Award. S. Mulla was awarded the 'Best Bowler of the Tournament' Award.

Percept Picture Company to shoot new video for Rajasthan Royals

Percept Picture Company has been roped in to shoot the new music video for Rajasthan Royals, which will be directed by Shiraz. The video will be shot in South Africa.



IBD wins Panasonic Viera's creative account

IBD, a Percept HakuHodo company, has rolled out a campaign for Panasonic's Viera range of consumer electronics. The agency won the account recently following a multi-agency pitch. The account size is pegged at Rs 70 crore. IBD has signed Ranbir Kapoor as Viera's brand ambassador, since the young actor epitomizes style and youthful energy.



Industry Bites



Indian producers strike against revenue-sharing terms

Producers and distributors are demanding a 50:50 revenue-sharing deal with the multiplexes, regardless of cast or production budget, as opposed to the current variable week-on-week percentages. Besides the revenue-sharing terms, producers are also demanding that revenues from tickets sales be remitted promptly. But none of these demands are being considered by multiplex owners and the situation seems to be on a standstill.

Endemol in digital brand placement push for HUL

The final footages of Doordarshan's first reality show – 'Fair and Lovely Choo Lo Aasman', which went on air from March 25, has Fair and Lovely products peeping from the backdrop even as there was no physical placement of products during the time of shooting the episodes.



The technique, known as digital product placement, was used by the show's producer, Endemol India, to digitally insert packs of HUL's flagship fairness cream Fair and Lovely in the backdrop of several shots. Endemol has sought help from MirriAd, an embedded advertising specialist, which recently entered into India to exploit branded product placement opportunities across the gamut of reality shows, television soaps and IPL.

Ad spending set to fall sharply in '09

Media specialist ZenithOptimedia has predicted in a global report released on 14 April that ad spending in the country will grow by 6.4% in 2009, half the 13% growth it had predicted in December. WPP Group Plc's global media specialist GroupM recently said India's ad spending growth in 2009 is likely to be 6%, sharply down from its December prediction of 8.9%.

The revisions are in line with international trend of declining advertising outlay. Globally, ZenithOptimedia expects advertising expenditure to actually decline by 6.9% in 2009. GroupM expects it to fall by 4.4%. For India, ZenithOptimedia said advertising expenditure expanded by 18.9% to Rs214 billion in 2008. The decline it now predicts for 2009 could have been worse without increased spending on account of the general election, it said. Print ads will be the worst affected, likely to grow by a mere 1.2%.



Rs 200 crore hit for entertainment industry due to IPL, polls

With the ongoing Indian Premier League (IPL) cricket tournament and general elections dominating the media space, the entertainment industry is expected to lose up to Rs 200 crore worth of business in April-May.

This is primarily due to non-availability of significant content across media platforms like television, multiplexes, home video, and theatre, among others. No new films will be released in this period, partly due to the ongoing tussle between multiplexes and Bollywood producers. This may result in a loss of about Rs 150 cr for the major multiplex chains, that otherwise would have hoped to get some returns by running new films every Friday, said a film trade expert from Mumbai.

Event and Entertainment Management Association launched

The India experiential marketing industry has announced the launch of its apex industry body, Event and Entertainment Management Association (EEMA). The aim is to provide a unified voice for the industry worth over Rs 100 billion. The association has a hundred members including PDM, DNA Networks, Wizcraft, ESP, Vibgyor, Hexagon, Fountainhead and Ice Global.



Percept -O- Speak



BHARAT NIRMAN from a Government Program to a Powerful Political Brand - Case Study

In my 26 years in advertising, I have had the privilege of building and working on some of India's greatest consumer brands. But none has given me more satisfaction and pride than 'Bharat Nirman', a Govt. of India flagship program, which has gone on to become a powerful, mass based political brand. The entire process was a monumental experience of unparalleled proportion, something none of us envisaged when we began the journey 18 months ago. It is with great pride that I must share with all Perceptites what 'Bharat Nirman' meant to us at Percept Delhi and what it achieved for us as a Group.

Amitava Mitra
Director, Percept/H, Delhi



Winning 'Bharat Nirman' – A great sense of pride

20 or 24 odd months ago, as a normal process we applied to a tender put out by the I&B Ministry seeking an agency to promote the Govt's flagship program – 'Bharat Nirman'. After the first round of presentations to a high powered committee comprising of members from the Prime Minister's Office, I&B Ministry, PIB and DAVP, 3 agencies were short-listed for the final round. We won the business on the basis of our superior understanding of the flagship program and some outstanding creative ideas and catchy slogans/lines. Even then we had no idea what we were getting into, except for the fact that it seemed prestigious and it felt great that we won the Account on pure merit and beat some of the best in the business.

Complexities in developing the campaign

For the uninitiated, 'Bharat Nirman' is the flagship program initiated by the Government of India for the development of rural India. It covers the following areas:

- Rural Roads
- Rural Education
- Rural Healthcare
- Rural Employment
- Rural Telecom
- Rural Electricity

The vision behind the project was to provide the means to improved living and facilities for the betterment of livelihood of the rural masses across the nation. The beginning was tough, the challenge enormous; because we had to understand in-depth, the programs and what it meant for the different strata of our society in rural India. We had to create very realistic communication - communication that visually and in terms of messaging seemed authentic, honest and sincere to all rural audiences in every nook and corner of India. We had to find the one big idea which could cut across all the programs, and yet be interesting enough to appeal to the rural masses of all regions across the country.

During the second and third phases of the 'Bharat Nirman' campaign, the Minister of State for External Affairs and Information and Broadcasting, Mr. Anand Sharma took direct control and charge of guiding and directing the messaging and content of the campaigns. This is when we realized that 'Bharat Nirman' had moved on from being just a flagship program to a political brand for the Government and the Congress party. In subsequent campaigns 'Bharat Nirman' began to be used as an over arching idea and brand to communicate other achievements, programs and performance parameters of the Government such as the nuclear deal, Chandrayan, urban development & infrastructure etc.



Percept -O- Speak



Complexities in executing the campaign

While developing the campaign was a complex process, executing them was a logistical and production nightmare. For print ads many of the visuals had to be outsourced and purchased from image banks, but these were hard to get as the visuals were very specific to our programs and requirements. So, in most cases, we sent out our art directors with their cameras to remote villages to photograph and capture real situations in real locations. We couldn't hire professional photographers due cost constraints. Mind-boggling but we achieved it.

Similar exercises were carried out for the films we created. Here too, we developed many films per campaign and each of these films then had regional nuances and region specific visual changes. Here we encountered different production and cost constraints. We had to fund the films and make profit.

Production budgets were so small that we had to club many films together each time, and include cost of language dubbings, edits etc. to be able to make the films the way we visualized them. And in this case I have no doubt in my mind that it was possible to execute these films without any compromise, only because PPC handled the production quite magnificently and efficiently. No other production company or agency could have achieved what we did and at the costs we did.

There were 3 phases to the 'Bharat Nirman' Campaign.

Phase 1: The idea "**Chalen nayee azaadi ki ore**" or "**Let's move towards a new freedom**". In this phase of the communication, we simply informed people of the programs and how they would benefit the common man, his family, his livelihood, his well being and his future.

In the 2nd part of Phase 1, Tribal Welfare was included in the 'Bharat Nirman' communication and tactical ads for Electricity, Water & Road (Completion of 1000 days of Bharat Nirman) and National Rural Employment Guarantee Act (NREGA) were created and released.

Phase 2: After successfully creating awareness and increasing the participation of the rural masses in the schemes under 'Bharat Nirman', the campaign went for a transition. The campaign idea evolved to the next stage "**Nibhaya Vaada**" or "**Commitment Fulfilled**", highlighting facts and figures to support the success of the initiatives.

Phase 3: In this phase, the 'Bharat Nirman' brand covered initiatives taken by the Government in other areas. The new slogan "**Bharat Ke Badhte Kadam**" featured the development of India in the areas of higher education, telecom, urban infrastructure and achievements in science and technology both in rural and urban India.

In all, more than 30-35 original advertisements were created during these 3 phases. A similar number of outdoor designs were also created. More than 30 films and radio spots were created and dubbed in over 12 languages.

What this campaign and brand achieved for Percept

More than the financial gains that Percept achieved through the 'Bharat Nirman' campaign, it created a certain amount of awe and respect towards our agency. From the Prime Minister to Ms Sonia Gandhi to Rahul Gandhi and the other Leaders of the Congress Party, each one has been very appreciative of the work done for the 'Bharat Nirman' campaign. Unlike consumer brand advertising, which builds equity over time, our advertising for 'Bharat Nirman' was making a difference in the lives of millions every month. It was communication that had to generate public opinion and goodwill for the government and we succeeded in this objective.



Up Close



With
ADIB CONTRACTOR
Business Head, Television
Percept Picture Company



How has it been for you in the Television business so far?

It's a slow process – from the ideation stage to getting a show on air is a long-winded procedure. A lot of times, we develop concepts, (which by itself is a time consuming process); and by the time we pitch the concepts to channels they may revert in the negative as it may not suit their programming needs at that point in time. Ideally, the channel should brief us about their requirements, which I guess could happen only once there's a comfort level between the 2 parties.

So, what rules the roost for Television channels?

Content has always been king. Sometimes, well packaged and presented shows like 'Fear Factor', also create buzz for a channel; but for its sheer numbers and return on investment, a serial like 'Balika Vadhu' is much better in comparison.

There has also been a definite shift towards issue based shows (mainly daily soaps), due to the reasons I have elaborated above and because of its cost effective and sustainable nature.

Do you believe that Reality Shows are still the flavour of the season?

On the contrary, Reality shows aren't doing too well today, for the simple reason that there are too many of them and very few have good concepts.

Has the ongoing recession affected the Television industry?

Unfortunately, it has. Every channel's outlook, programming needs, budgets and cash flows have gone haywire. For example, 9X hasn't had fresh programming since November 2008; NDTV Imagine has lost all its earlier gains. The top three GECs - Star Plus, Colours and Zee have reverted to tried and tested daily soaps, which are very cost effective and have a much longer shelf life than reality shows.

Can something be done about it?

For one, we have to come out with new and fresh concepts, and secondly, the entire process from concept to creation has to be more cost and time efficient.

What is your personal success mantra?

One thing I strongly believe in is something that Deepak Chopra once said – "Worship Saraswati so much that Lakshmi will never leave you out of jealousy". In a gist, what it means is, be so good at whatever you do, that money will never be an issue.

If a Genie pops out from a magic bottle and grants you 3 wishes?

I don't believe in free hand-outs, I would rather work for it!

