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24 Golds, 27 Silvers and 17 Bronzes



EVENT & EXPERIENTIAL MARKETING

AWARDS 2010

Editorial team:

Karishma Hundalani
karishma@eventfaqs.com
+91 98212 80003

Jagadeesh Krishnamurthy
jagadeesh@eventfaqs.com
+91 99870 49044

Priyanka Borpujari
priyanka@eventfaqs.com
+91 98207 41992

Shweta Ramsay
shweta@eventfaqs.com
+91 22 26489915

Design Team:

Vinayak Alle
Prasad Karambat

Sales and Marketing:

Vishal Nagdev
vishal@eventfaqs.com
+91 98212 24987

Ishan Kachroo
ishan@eventfaqs.com
+91 98117 11557

Tanvi Asher
tanvi@eventfaqs.com
+91 92245 72293

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It's all happening here

It has been almost three years since EVENTFAQS initiated to provide a platform for the event and experiential marketing space, and new aspects of the industry have been revealed in this short span of time. To celebrate the many milestones we have crossed in this span, we now have a fresh new look of our website www.eventfaqs.com. With ease of access and lucid navigation, it was only a matter of time before a new face could be revealed, while not defying our essence.

The fresh new look of EVENTFAQS is coupled with the sprout of another new seed - 'Entertainers Connect' - aimed at bringing together the finest talents in the entertainment industry today, with unique-created profiles which will be seen on the website ec.eventfaqs.com. A Special Collectors' Edition of 'Entertainers Connect' was launched at the second edition of the country's only awards in the event and experiential marketing space - WOW Awards 2010. This edition is a consolidated handbook containing profiles of artistes who had taken the leap to get themselves recognised in the industry.

While the core and the essence of what we stand for and what we deliver has stood the test of time and will continue to do so in future, the monthly magazine that you have always revered and appreciated will be henceforth called 'Experiential Marketing' or 'ExM'. This change in name also reflects a change in the way we will present our work - the industry will be attempted to be deciphered in a more encompassing manner. More pages will mean more in-depth coverage of issues pertaining to this burgeoning industry, while the format will continue to be far from being superfluous.

There could have been no better way to introduce ExM to you, other than presenting the success stories of the 68 winners who took home Gold, Silver and Bronze metals at WOW Awards 2010. Leaf through the pages to read the ideas that were brought to life and fruition, which made the clients go home happy, and ultimately the agencies working on them go home happy with the metals they won on the night of WOW Awards.

Change implies that we are constantly improving. And we trust that our desire to be better will be appreciated and encouraged, by leaving you with a feeling of WOW!

edit@eventfaqs.com

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Glimpses





First edition of India International Sports Summit on March 24 and 25



The first edition of India International Sports Summit (IISS), an annual sports business convention promoted by TransStadia, was held on March 24 and 25, at the Trident in Mumbai.



Navneeth Mohan joins Big FM; Chanda Singh promoted at Encompass

Navneeth Mohan has moved from Encompass after a stint of around a decade, and has joined Big FM as National Head for their events and activations division comprising Big Reach and Big Events. Chanda Singh has been promoted to replace Mohan as VP and Business Head (West).

Gagan Takyar launches INvision Entertainment

Having over 14 years of experience in the events industry, Gagan Takyar launched an event agency by the name of INvision Entertainment Pvt. Ltd, on March 15. Takyar's last stint was with Big Events, as head of the agency.



Seventy Seven Entertainment launches wedding division 'Var Vadhu'



Seventy Seven Entertainment announced the launch of its wedding management services division 'Var Vadhu', with 'The Wedding Experience 2010' event held at Hyatt Regency in Mumbai on March 13.



Munjal Themes N Occasions manage vintage car rally for Sea Link opening

Munjal Themes N Occasions, which had handled the inauguration of the Sea Link earlier too, was appointed to manage the launch of the second phase on March 24.



EVENT & EXPERIENTIAL MARKETING AWARDS 2010

24 Golds, 27 Silvers and 17 Bronzes awarded at the WOW Awards 2010



68 Metals were awarded at a glittering event on March 31, 2010, at the Andheri Sports Complex as the second edition of the WOW Awards was given out in 32 categories.



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Navneeth Mohan joins Big FM; Chanda Singh promoted at Encompass



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Chanda Singh has been promoted to replace Mohan as VP and Business Head (West).

Rabe Iyer, Business Head-Allied Businesses, Reliance Media World Ltd, said, "Navneeth's excellent track record and rich industry expertise promises to work as a huge advantage for our company. Below-the-line has an enormous business potential and is a significant focus area. We are happy to have Navneeth spearhead this vertical and lead the team to deliver tailor-made value creating-solutions to clients to suit specific brand needs."

Sukrit Singh, CEO, Encompass, said, "Chanda has been with us for seven years now, and has moved up the ranks to where she is today. Her last role was as Client Servicing Director in Mumbai where she handled the largest portfolio of clients for the branch."

Gagan Takyar launches Invision Entertainment Pvt. Ltd



Having over 14 years of experience in the events industry, Gagan Takyar launched an event agency by the name of INvision Entertainment Pvt. Ltd, on March 15. Takyar is former employee of Big Events. Earlier, he

has worked with Star TV, Channel [V], NDTV Imagine, Zee Network, NGC, Marriott Group, Global Indian Foundation, Philips, Sony, Virgin Atlantic, Rediffusion and AAAI, among others.

The agency will focus on managing television events, besides organising corporate shows and events. Takyar said, "Soon after our launch, we have worked with Sai Baba Telefilms and managed the 'Amul Music Ka Maha Muqabala' event on March 20. We are also currently in the process of acquiring new clients and organise more events. We are on the verge of expanding our client base."

INvision is also currently hiring junior and senior level executives in Mumbai. For the first six months, the agency will be headquartered in Mumbai. Takyar said, "We later plan to expand to other cities."

Reliance Industries and IMG Worldwide announce JV



Reliance Industries Limited (RIL) and IMG have announced an equal joint venture to develop, market and manage sports and entertainment in India. The venture, IMG Reliance Pvt. Ltd, will have parallel complementary

strategies: to provide and operate world class infrastructure and coaching facilities in the country to unlock India's sporting potential, and to create and operate major sports and entertainment assets in the country.

Plans were underway to create India's first super agency which would offer 360-degree management to celebrities from the worlds of sport, Bollywood and fashion, and which will develop, own and operate assets in these sectors.

Seventy Seven Entertainment launches wedding division 'Var Vadhu'



Seventy Seven Entertainment announced the launch of its wedding management services division 'Var Vadhu', with 'The Wedding Experience 2010' event held at Hyatt Regency in Mumbai on March 13. Var Vadhu will operate as an independent entity comprising a dedicated team of wedding planners, set and trousseau designers, food experts and other specialists. The division is spearheaded by Neha Seth Arora.

Arora said, "We have also understood that dealing with weddings and related functions requires distinctive skill-sets as compared to corporate or live events."

Rapport Global Events to produce AR Rahman's World Tour from June 11



The 'AR Rahman Jai Ho Concert: The Journey Home World Tour', produced by Deepak Gattani and Rapport Productions, will kick off on June 11, 2010, in New York at The Nassau Coliseum. The tour will travel to over 20 major arenas and cities worldwide including The Forum in Los Angeles, The Patriot Centre in Washington DC, American Airlines Arena in Dallas as well as Wembley Arena and O2 in London.

Deepak Gattani, Managing Director, Rapport Global Events, said, "The 'Journey Home' is a new concert designed to satisfy not only the ethnic fan-following of Rahman, but also to involve the interest of those who are world music lovers, those who have become inspired by the New Age sound that Rahman has made available to the world."

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Executive Events to manage Asia Pacific Aquaculture 2011 in Cochin



Cochin-based event management company Executive Events will manage the Asia Pacific Aquaculture Conference

2011. This annual conference and expo of the World Aquaculture Society based in Los Angeles, will be held in India for the first time. The conference will be held at Le Meridien Hotel in Cochin from January 17-20, 2011. The meet is an annual event between Asia Pacific countries. India had bid for this conference in the international forum and won the mandate to host the conference.

The event will cater to scientists, researchers, students, professors in fishing and aquaculture industries, Industrialists, seafood exporters and fishing equipment manufacturers.

Executive Events to manage 71st ASI conference in Cochin

The 71st annual conference of the Association of Surgeons of India will be held at Cochin from December 25-30, 2011, at the Le Meridien International Convention Centre. The event will be managed by Executive Events. The main objective of the conference is to deliver up-to-date knowledge, latest trends and introductions in various specialties and super-specialties of surgery.

Nearly 250 speakers from India and abroad will deliver the latest updates in various surgical specialties. Nearly 8,000 delegates from across the country are expected to attend the event. The conference is being organised by the Association of Surgeons of India, along with its Kerala Chapter, and the Cochin Surgical Society.

Tourism Malaysia, Kuoni Academy engage 1,500 travel agents for Malaysia Master Programme



Kuoni Academy, in association with Tourism Malaysia, organised an

online contest for tour operators and travel agents across India. Two hundred among the participants were chosen to undergo a Malaysia Master Programme, devised by Malaysia Tourism and Kuoni Academy. The 200 winners were felicitated in Mumbai, Delhi and Kolkata on March 5, 8 and 10, respectively.

The programme involves an integrated effort to create destination specialists by providing formal training and certification to the Indian travel fraternity. The training programmes were conducted at the Kuoni Academy Centres across the country.

Expo Design 2010 scheduled from April 24 – 25, 2010 in Delhi



Expo Design 2010 is scheduled from April 24 – 25, 2010 at Hotel Le Meridien, New Delhi. This is a platform for the entire exhibit design industry to come together and discuss common challenges being faced by the sector today. The two-day conference focuses on 'Leveraging Exhibit Design as the most valuable Experiential Marketing component' and comprises of 12 sessions.

'The program is designed keeping in mind all current challenges and growth inhibitors exist in the industry. There are a couple of sessions where exhibition organizers are also involved where the session talks about the contribution of design aesthetics to the overall look of an exhibition and impact of high design rental on other exhibition services. To generate more interest among the participants, there are sessions where the exhibitor is being invited to talk about their expectations from the service provider and impact of exhibit design price on his selection of exhibition space" said Anuj Mathur, Director, Manch Communications Pvt Ltd., organisers of Expo Design 2010.

Vintage Events manages first edition of 'Vivaha Homes' exhibition



Vintage Publications will present the 'Vivaha Homes' exhibition in Delhi from May 6-9, 2010. The exhibition on interiors and design will focus on different aspects of luxury lifestyle. Vintage Events,

an in-house events team of Vintage Publications, will be managing the event. Approximately 50 exhibitors will participate in the exhibition, while 20,000 people are likely to attend.

The exhibition will display luxury furniture, home decor, carpets, antiques, artifacts, paintings, home accessories and much more. The brands that will be exhibiting include Hacker, Bath Line, August, Hulsta, Strot and MKC. The exhibition is being promoted through advertisements in leading national newspapers and magazines. The event is also being promoted through hoardings, personal invitations and online media. The sponsor for 'Vivaha Homes' is Delhi Times. After Delhi, 'Vivaha Homes' will travel to Mumbai, Bengaluru and Hyderabad as well.

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My FM gears up to launch separate activation agency

My FM, the radio station of Synergy Media Entertainment owned by Bhaskar Group, has set up an activation agency. The name of the agency is yet to be decided. In the past, My FM has managed events and activations for brands like Dabur, LG and Real Estate Bank India (REBI).



This division will assist the radio brand My FM in stepping up its branding, marketing and advertising activities. The activations division will be headquartered at the corporate office of the company in Noida with specialised teams at each of the 17 stations of the brand.

Fever FM promotes Delhi Daredevils through 'Dilliwale Cup Le Jayenge' campaign



Fever FM has created a campaign 'Dilliwale Cup Le Jayenge' to promote the Delhi Daredevils for the upcoming DLF IPL series. The campaign is a mix of on-air and on-ground activities.

The campaign begun with several listeners engaging through radio activities to be chosen to celebrate Holi with the entire Delhi Daredevil cricket team. Other on-ground activities lined up include a date between Delhi Daredevil players and Junior Daredevils. Junior Daredevils is a concept to give ardent and young cricket fans the chance to escort the Delhi Daredevil team personally to the ground.

Red FM celebrates performance of Mumbai Indians



Red FM, the official partner of IPL team Mumbai Indians, organised an open-air double-decker bus ride for its listeners on March 25. The ride began from the Red FM Mumbai office and terminated at the Brabourne Stadium. The activity was conceptualised by Red FM and was executed with the help of Result Services. Fifty lucky winners were chosen through contests and quizzes on radio and were given the opportunity to ride on the open-air bus. The tour was led by cheerleaders and Red FM RJs dressed in Mumbai Indian jerseys.

My FM's 'Aashiyana Property Mela' held in Chandigarh for the first time



The 'Aashiyana Property Mela', organised by My FM, has been previously held in the cities of Raipur, Indore and Bhopal. In its fourth edition this year, the fair was taken to Chandigarh. The three-day festival took place in Chandigarh from March 26-28 at The

Aroma Hotel. The objective of the fair is to provide realtors and prospective home owners get the best deals in town. There were 26 stalls in the fair and the fair was managed by a Chandigarh-based agency called Resonance.

The promotions for fair was done 20 days prior to the event through print, radio, online and digital media. The fair witnessed a footfall of 2,000 serious buyers.

Radio Mirchi to drop listeners home early, in time to catch IPL matches



While organisers of the third season of DLF IPL are organising a campaign to attract audiences to the stadium for experiencing the match, Radio Mirchi and SET Max are leaving no stone unturned to help listeners reach home quicker, so that they do not miss any moment from the matches. Riding on the buzz created surrounding the event, Radio Mirchi and SET Max have offered to give listeners a ride home during the first week of the event. During the period, the radio station RJs will help listeners reach home quickly through travel route suggestions and even drop them home by providing them with a cab ride, or even a helicopter ride.

A press communique from Radio Mirchi stated that it will also order pizzas for its listeners, as well as give them a chance to win free shopping vouchers and movie tickets so that they could watch the matches in peace while their partners could go shopping or watch a film. If requested, the station RJs will also speak to the bosses to convince them to let the cricket-loving listeners early from work. Lucky parents can also have nannies sent to their homes to take care of their little ones, leaving them to watch the match in peace. The station is also planning to send listeners an extra TV set to facilitate enjoying the matches in their own space. Radio Mirchi will help two lucky people, who want to watch the DLF IPL in the company of their friends and family, by presenting them with two air-tickets to fly to their home town anywhere in India and experience the match with their loved ones.

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Kochi and Pune IPL teams auctioned for Rs 3,200 crore



Following a global franchise invitation to the tender process, the Indian Premier League (IPL) unveiled the names of its two new official franchises for IPL 2011 onwards. The bid process saw Sahara Adventure

Sports and Rendezvous Sports World emerge winners for the exclusive franchise rights for the cricket league, for a whopping amount of \$703 million (approx Rs 3,200 crore), a value that is in excess of the original eight franchises combined. The bidding of the eight original IPL teams realised a total value of at Rs 2,840 crore.

The rights for the Pune franchise were won by Sahara Adventure Sports - a part of the Sahara Group - with a winning bid of \$370 million, which was also the highest. Sahara had bid similar amounts for three cities - Ahmedabad, Nagpur and Pune - and finally selected Pune as the host city for the new franchise. The second winning bid was from a consortium named Rendezvous Sports World which won the Kochi franchise with a bid of \$333 million.

First edition of India International Sports Summit held on March 24 and 25



The first edition of India International Sports Summit (IISS), an annual sports business convention promoted by TransStadia, was held on March 24 and 25 at Trident in Mumbai. The summit focussed on challenges and opportunities

of the Indian sports industry, by getting stakeholders - sportspersons, government, federations and the private sector - to create pro-industry strategies. TransStadia is a sports and entertainment company.

Speakers at the summit included Deepak Parekh, Chairman, HDFC; Praveen Kadle, MD, Tata Capital; Paul Fletcher, CEO, Burnley Football Club, UK; David Gilbert, CEO, Cricket New South Wales; Ishan Saxena, MD, Queens Park Rangers, UK; Dr David Schmidt, Team Physician, San Antonio Spurs; Mathew Spacie, CEO, Magic Bus; Santosh Desai, MD and CEO, Futurebrands; and sportspersons like Adille Sumariwalla, Geet Sethi, Prakash Padukone, Viren Rasquinha, Vijender Singh, Abhinav Bindra and Matthew Hayden, among others.

IISS was supported by Setco Group, Yes Bank, Ernst & Young, Olympic Gold Quest, Commonwealth Business Club of India and StadiArena UK.

Cream Events manages 'Sports Illustrated Power Awards' in Mumbai



Sports Illustrated India magazine, in association with Toyota and Gitanjali Lifestyle, felicitated 50 most powerful Indians of the sports industry, at the 'Sports Illustrated Power Awards' held at Taj Land's End in Mumbai on March 8. The event was managed by Cream Events Pvt. Ltd.

Mehul Choksi, CMD, Gitanjali, presented Preity Zinta with a diamond-studded cricket ball, Sachin Tendulkar with a gold bat, and Sania Mirza with a gold tennis ball.

Vodafone launches 'Star of the Match' competition for DLF IPL Season III



Vodafone Essar announced the launch of 'Vodafone Star of the Match' competition for DLF IPL Season III. Through this competition, Vodafone aims to provide an opportunity to its customers to be seen on television, by being honoured by the winning captain during the post-match ceremony.

Last year, Vodafone flew 20 lucky winners to South Africa to watch the IPL match as a part of 'Star of the Match' competition. This year, one 'Star of the Match' will be chosen for each of the 60 DLF IPL matches that will be held this season.

HDFC Standard Life plans on-ground activations as part of association with Rajasthan Royals



HDFC Standard Life has planned a series of on-ground activations during the third season of DLF IPL to engage its sales force. The private life insurance player has also instituted 'Sar Utha

Ke Jiyo - Most Valuable Player' of the Match award. The Rajasthan Royals staff including Shane Warne will select the Most Valuable Player of the Day from the Rajasthan Royals team at the end of each match, of IPL 2010. Apart from a certificate, the winner will receive cash incentive of \$ 1,000.

The insurance player is also planning to take select members of its sales force and dealers for matches involving the team.

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Impact Communications to manage 'Choupal Mahotsav' across 24 'Choupal Saagars'



ITC eChoupal has launched a rural marketing initiative called the 'Choupal Mahotsav' which will be held at 24 'Choupal Saagars' in India. The first phase of the three-day event is being held in eight Choupal Saagars in the rural areas of

Uttar Pradesh from March 26-April 18. Impact Communications is handling the event in all the 24 locations.

eChoupal is ITC's empowerment plan for small and marginal farmers by providing Internet kiosks in villages. Choupal Saagar is an integrated facility consisting of a farm-produce warehouse, electronic weigh bridge, farmer training centre, retail hypermarket, food court, fuel station and bank; all within the same campus. 'Choupal Mahotsav' is designed as a unique platform set to provide ample opportunities to proactive marketers to interact, engage and showcase their products, and target rural consumers. Brands such as Superia, Vivel, Monsanto, TVS Motors, Bharat Petroleum, JCB, Tata Magic, Tata Tea, ACC Cement and Texmo Pumps have confirmed their participation.

More than 1,00,000 rural consumers from over 2,000 catchment villages are expected to attend the three-day rural interactive platform.

PepsiCo hunts for activation agencies to promote Gatorade Sports Mix



PepsiCo India announced its entry into the powdered drinks category with the launch of Gatorade Sports Mix, on March 17. The product is available

in lemon and orange flavours, and is a ready-to-mix powder that empowers the consumer to make their own Gatorade by just adding water, at their convenience and at a very affordable price.

The brand has planned a series of activities to promote the product which will include free sampling over five Indian metropolitan cities targetting the youth of SEC A and B. The sampling activity will be expanded to over six weeks, beginning from April. In order to give out free sachets to target audience, the brand has also tied up with leading magazines that cover both lifestyle and fitness news. The brand is on the hunt for agencies to carry out the activations.

PDM bats on-ground for Wrigley



Following a multi-agency pitch process, PDM India was mandated to handle the on-ground activations for promoting Wrigley India's association with DLF IPL.

Partnering seven of the eight IPL teams (the exception being Bangalore Royal Challengers) in fray for the tournament this year, the confectionary brand has planned a series on-ground activities along with traditional media.

As part of the activation plan, the brand has unveiled a center activity spread across seven representative states of the IPL teams, where a larger-than-life size bat will be signed by the public and presented to IPL team members as a mark of solidarity. A school contact programme covering 800 schools across 58 cities and towns is also planned.

Evolve Brands to conduct 'Discover India' campaign across India



Unite India Educom has launched a 'Discover India' quiz which plans to engage over 30 lakh students in 2,000 schools across India. The campaign will be managed by

Evolve Brands. The objective of the campaign is to achieve a transformation in the mindset of the youth and strengthen their nationalistic and civic sensitivities.

During the launch event which took place in Delhi at Lalit Hotel on March 26, Khar conducted a quiz for the guests present, to give them a feel of the real quiz that will be conducted in schools. Schools from classes five-10 will have to visit a website and register themselves for the quiz.

Sheer Management announces four divisions as part of expansion plans



As part of its expansion plans, Sheer Management has announced the launch and new brand identity for four new divisions. The divisions, which will operate under the Sheer Management banner, are 'Sheer Talent' for talent management, 'Sold' for brand activation, 'Concept Weddings' for wedding planning and management, and 'Sheer Touch' as a production unit which will be supported by an in-house creative division.

As part of the expansion, the agency is also looking at increasing its workforce and is planning to appoint division heads for the newly announced verticals.

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