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Haywards 5000 launches new campaign, ‘Hausle ki Goonj’

After the success of its Hausla Buland campaign last year, Haywards 5000 is now fulfilling its promise to showcase stories inspired by people who have sworn to change the circumstances for the future. This new campaign, ‘Hausle ki Goonj’ is being taken nationwide with the anthem going to 65 cities, where a local singer will perform the anthem in front of the home crowd.

Derek Jones, Director Marketing, SABMiller India said: “We promised that we would bring more stories that would inspire our audience to face up to life’s challenges with aplomb, and here we are with thousands of stories from across the country. These people are real examples of Hausla Buland and this anthem is dedicated to their resolve.”

Ford India conducts influencer marketing campaign to promote new car

To promote the social media approach of ‘Real People, Real Experiences’ and the #FiestaHotWheels, Ford India gave auto enthusiasts a chance to drive the recently launched Ford Fiesta Powershift Automatic at the Buddh International Circuit in Greater Noida on March 3. The invitees were driving social media conversations about their experience and feedback.

Deeptie Sethi, Head of Communications, Ford India said: “In India, there are perceptions about automatic cars - they aren’t fun to drive, are expensive, etc. The Ford Fiesta Powershift Automatic serves as a myth-buster.”

Krayon executes 2012 edition of Horlicks Mission Exams

This year’s edition of the Horlicks Mission Exams was held across 1,850 schools across India from January to March. Managed by Krayon, this campaign propagates the importance of good nutrition and health for effective study skills during exam time, and targeted school principals, teachers, parents and students. The campaign was based on insights about stress-related disorders and inadequate nutrition amongst children.

Tabassum Modi, Executive Director, Krayon said: “Every year, we try to come back with a new flavour to make the campaign more engaging. Last year, the panel discussion and shadow campaign were added while this year, the parent session is new.”

Cream Events creates living rooms for Jack Jones, Vero Moda and Only

As the official event agency for the Bestseller brands, Cream Events was responsible for putting together the brands’ stalls at the India Fashion Forum held at the Bombay Exhibition Centre in Mumbai from March 13 to 15. As the stall depicted three brands, it was divided into three sections, with each section having been inspired by the living room of the target audience for each brand.

Vineet Gautam, Country Head, Bestseller said: “We briefed many agencies before zeroing on the concept presented by Cream Events. We didn’t want to go the cliche route of displaying a store, and the concept that Cream Events presented was quirky but innovative and a never done before idea, and that’s what we liked and worked upon to deliver.”

Hindustan Motors and Mitsubishi Motors launch the Pajero Sport SUV

In an event managed by Fountainhead Events & Promotions, Hindustan Motors and Mitsubishi Motors launched the Pajero Sport SUV in India on March 12 at The Grand in New Delhi. The press launch was conducted using state-of-the-art 3D mapping technology to unveil the car.

Yoshiaki Wada, Head - Marketing & Channel Development, HM-Mitsubishi Motors said: “We are targeting the entire SUV market and looking at a target audience of men between 30-50 years. Initially, we will conduct an outreach program through television and online mediums. Later, we will use specific media, depending on the activities.”

70 EMG manages launch of Reebok’s latest campaign in India

March 6 took on a sporty note in Mumbai as 70 EMG organized the launch event for Reebok’s new campaign in India, ‘The Sport of Fitness has arrived’. The brand’s campaign advertisement was brought alive as one of the ad’s shipping containers appeared at Priyadarshini Park. The container was unpacked and the venue was transformed into a CrossFit experience.

Sajid Shamim, Brand Director, Reebok India said: “While CrossFit is new in our market, it is growing exponentially around the world. At Reebok, we want to change the way people perceive fitness, to show people that fitness can deliver all the elements that we love about traditional sport.”
Encompass executes ‘Sitaron Ki Mehfil’ for Asian Paints in four cities

To felicitate the dealers under the ‘Rest of Maharashtra’ region, Encompass executed an event titled ‘Sitaron Ki Mehfil’ for Asian Paints in Nashik on Feb. 23, Pune on Feb. 26 and 27, Nagpur on March 2, and in Aurangabad on March 10.

Megha Ghosh, Account Director-Client Services, Encompass said: “Asian Paints is one of our key clients and this was the second time we were executing this property for them. It was challenging, in essence since the property was the same but the experience that we needed to create had to be completely different from the last edition and at the same time, had to be one that the dealers and their families could relate to instantly!”

E18 partners Capgemini in a celebration of its employees

In celebration of its employees and their hard work over the year, and to build team spirit, Capgemini India held their special employee event, ‘Jashn’ in three cities. The event was held at Nicco Park in Kolkata on Jan. 21, at the Palace Grounds in Bangalore on Feb. 4, and at the Andheri Sports Complex in Mumbai on March 3. E18 received the mandate on the basis of a pitch process, with this being the first time that all three cities’ events were executed by one agency.

The event theme ‘Music Saat Sur’ was conceptualized by E18’s team by relating the seven notes in a melody as a reflection of Capgemini’s seven values of honesty, boldness, trust, freedom, team spirit, modesty and fun.

Maximus Events executes ECU-Line’s first global meet in India

ECU-Line, an air freight and logistics firm, held its global meet in India for the first time. It took place in Delhi, from March 4 to 11 at The Claridges, Surajkund. This conference, managed end to end by Maximus Mice and Media Solutions, was attended by delegates from more than 80 countries. The event was also held to felicitate the employees and partners for their loyalty and long-standing relationship.

The agenda for the conference consisted of discussions on strategy, finance, targets and sales. Shiv Khera, known for his inspirational talks, was invited to be a guest speaker; he spoke about how easy it is to derive inspiration from day to day life.

Compass 2012 focuses on Moments of Truth

Mindshare and Brand Equity, organized Compass 2012, a day-long marketing summit, on March 27 at Hyatt Regency in Mumbai. The theme, Moments of Truth, focused on the truth that a brand must face to propel its growth.

Sandeep Pandey, Principal Partner, Consulting, Intelligence & Analytics, Mindshare said: “Mindshare and Brand Equity have partnered for the last four years to bring the best of thought leadership to the business community through the BE Compass. We work very closely with the leadership of some of the top companies in each industry to identify the themes, speakers and audience for this prestigious event.”

Kotak Mahindra Bank hosts networking dinner in Delhi

Line Communications organised a networking dinner for Kotak Mahindra Bank at ITC Maurya in Delhi on March 2. The dinner, held at the Nandiya Gardens, saw some of the leading corporate head honchos in attendance. The theme for the evening was ‘The Festive Colours of India’, which was reflected in the look and feel of the venue.

Raghavendra Singh, Senior VP, Group Corporate Relations, Kotak Mahindra Bank said: “Kotak wanted to hold an event for its key business associates and clients. Line Communications has been working closely with the Kotak Group for two years and has been an integral part of our events. The team did an exceptional job executing the theme through floral, linen and other elements.”

Thot Media executes fifth edition of Mint Luxury Conference

The fifth edition of the Mint Luxury Conference, with the theme, ‘Luxury in India: At the Tipping Point’, took place on March 23 and 24 at Taj Lands End, Mumbai. The audience comprised of an invite-only gathering of 200 + delegates comprising of CXOs, bureaucrats and senior representatives from ministries. The conference was executed by Thot Media.

Vikram Jagdev, Director Client Servicing, Thot Media said: “Hindustan Times has been our client for about eight years. We managed all aspects of the event, from designing to executing. The content was managed by Mint.”
Maximus Events to execute India Fiesta Latina's inaugural edition

With an aim to give an opportunity to the fans who did not attend Asia's biggest electronic dance music fest - Sunburn Goa 2011, Percept Limited is organising the 'Sunburn Summerfest 2012 Festival' in Mumbai. The three-day event will commence from April 6 at Hotel Tulip Star in Juhu. The event plans to engage around 15,000 to 20,000 fans in a span of three days.

Shailendra Singh, MD, Percept India said: "Sunburn Mumbai is an alternative festival format that will replicate the Goa festival, but will be smaller in scale and size. In perception, it would be fair to say that this edition will be at least 60 per cent of the large festival and we are looking to grow it, over a period of time, to make it as large as Goa."

Maximus Events to execute India Fiesta Latina's inaugural edition

Neeraj Maskara, a popular salsa instructors and performer, and Sunil Chopra, a Latin DJ in India heading Mundo Latino, have initiated the India Fiesta Latina, which will take place from April 13 to 15. The event will be produced and marketed by Maximus Events and will be held at the Atlantis Club, Jaypee Greens, Greater Noida. The fiesta will witness around 100 artists performing and conducting more than 50 workshops running simultaneously in five different areas.

Reema Sanghavi, MD, Maximus Events said: “We plan to engage more than 1,000 people who are passionate about music. Our focus is on people between 25 and 35 years.”

Comedy Store holds The Ghanta Awards

The second edition of The Ghanta Awards were held on March 17 at the Comedy Store in Mumbai. The event is an initiative by Prashant Rajkhowa and Karan Anshuman, to celebrate and reward the worst of Bollywood. Bollywood films released between January and December 2011 were nominated across 13 categories.

Karan Anshuman, Co-Founder, The Ghantas and Film Critic, Mumbai Mirror said: “There are more than a dozen film awards to reward the good films but how many to reward the worst of Bollywood? The Razzies are a glorious institution but even after 30 years, they don’t look at Bollywood at all. So, we decided to rectify the situation.”

Azure Consulting initiates first edition of MaxRockers India

Azure Consulting has initiated the first edition of MaxRockers India, which aims to provide a platform for rock fanatics to showcase their talent. An audition tour, which commenced on March 31, will be held across 16 cities. The tour will culminate in Mumbai with the MaxRockers India concert in March 2013. The event plans to engage an audience of 7,000 to 10,000 people per city, with performers between the age group of 18 to 28 years.

Sorubh Kumar Bharti, Founder Director, Azure Consulting said: “In every format, we have seen auditions happening in various parts of the nation leading to one main concert, but we will be the first to organise auditions and concerts in 16 states of India.”

Submerge brings Mark Knight to India

The Goa Music Festival kicks off on April 8 with the inaugural event at Elephant Art Café in Anjuna Beach. With over 150 performances scheduled over April and May at about 40 locations, the festival will cover the length and breadth of Goa. The brain-child of DJ Jenny D, the festival is coordinated by DJ Frank Franklyn.

Submerge brought Mark Knight, a DJ, producer and a Grammy nominee for house music, to India to perform across Mumbai, Pune, Delhi and Bangalore. The concerts took place from March 29 to April 1. The events were targeted towards the youth segment and engaged around 500 to 600 people on the weekdays and 800 people on the weekend.

Arnold Wilson, Marketing Manager, Submerge Entertainment said: "Mark Knight is credible and respectable, and not only produces but also promotes music. Taking him to the next level, we have brought him on board. We held the shows at Royalty in Mumbai, Blue Frog in Delhi, One Lounge and Restaurant in Pune, and Pebble in Bangalore."
FedEx Corp. and PGA TOUR extend partnership for five more years

FedEx Corp. and the PGA TOUR have announced a five-year extension of FedEx’s sponsorship of the FedExCup, which will be effective through the years 2013 to 2017. Beginning in 2013, the four-tournament PGA TOUR Playoffs for the FedExCup will officially be called the FedExPlayoffs.

Tim Finchem, Commissioner, PGA TOUR said: “Since its inception in 2007, the FedExCup has transformed the competitive landscape on the PGA TOUR and significantly benefitted all of our stakeholders. Most importantly, the FedExCup offers our fans more ways to engage in our sport and get excited about our players, week in and week out.”

Pepsi launches Pepsi T20 Football tournament

Pepsi launched the Pepsi T20 Football tournament in February across major cities. The tournament, which will end in June, is being promoted and executed by MindShare. The winning team will be coached by an international football star, before competing at the finale against Indian cricketers.

Homi Battiwalla, Category Director - Colas, Hydration and Mango Based Beverages, PepsiCo India said: “The tournament pushes the ‘Change the Game’ philosophy by taking football outside the conventional domain and giving it a refreshing twist. Involving Indian cricketers, Bollywood and an international football star; the campaign promises to engage the entire nation.”

Bridgestone comes on board as title sponsor for World Series Hockey

The World Series Hockey (WSH) saw Bridgestone taking on the role of title sponsor. The tournament, which was held from Feb. 29 to April 2, saw 200 leading Indian and international players showcasing their talent in 59 matches and vying for the biggest prize money hockey tournament in the world.

Vaibhav Saraf, GM Marketing & Sales, Bridgestone India said: “We have a legacy of associating with sports. Mindshare and GroupM ESP recommended WSH as an opportunity to us and helped us understand the media deliveries and valuation of the league.”

ShowWorks Sporting manages 2012 IIHF Challenge Cup of Asia

ShowWorks Sporting is managing the 2012 IIHF Challenge Cup of Asia, organized by the Ice Hockey Association of India (IHAI). The event, held in Dehradun from March 17 to 25, was the first international ice hockey tournament in India. About 215 players and game officials and 10 internationally certified IIHF referees were involved in this tournament held at an ice hockey arena holding 2,500.

IHAI General Secretary Akshay Kumar said: “The great experience, high order of logistics, international sporting event management expertise and creative approach led us to join forces with ShowWorks Sporting.”

Cream Events manages India’s first Aeron Hockey Championship

Cream Events partnered with Workrite to organise the country’s first edition of the Aeron Hockey Mumbai Championship. The championship took place from March 3 to 10. The event, targeted at Workrite’s clientele, was meant to demonstrate the agility and performance of the Aeron chair. Bearing a resemblance to Canadian Hockey, this game was played while seated in Aeron chairs, with the players moving the chairs using their feet.

Umesh Munot, Managing Partner, Workrite said: “Bringing an architect to a showroom is a difficult task as they are very busy people. This event gave us a platform to engage with the youth in their companies and bring them to us.”

SPT Sports manages Assam State Premier Football League

SPT Sports managed the fourth Assam State Premier Football League, which kicked off on March 6 at the Nehru Stadium in Guwahati, Assam. The matches were held across multiple venues in Guwahati and Diphu, Assam, culminating on March 20. In the fourth edition, the property expanded its venues by taking it to Diphu. State Bank of India was the presenting sponsor for the tournament.

Kanishka Saran, VP, SPT Sports said: “We are committed towards the development of football at the grass root level across India. Such local events provide an ideal platform for young aspiring stars to show off their skills. We worked closely with the Assam Football Association to bring together the partners to make this a success.”
Landmark Group and MY FM pledge to make Gujarat’s roads safer

India is witnessing a boom in the automobile industry. Gujarat in particular has seen a major increase in passenger car sales. A consequence of this increased load on roads is the accompanying hazards, the biggest one being accidents.

In keeping with the need for awareness of this problem, the Landmark Group and MY FM launched the ‘Honda Brio Road Safety Campaign’ from Feb. 27 to March 7.

Supported by the Ahmedabad Traffic Police, the campaign approached drivers at important road junctions and gas stations and encouraged them to make a pledge that they would drive safe and have empathy toward fellow drivers and pedestrians.

Life OK celebrates its first Holi

Life OK celebrated its first spring festival on March 8. Championing a ‘Safe Holi’ initiative with the use of eco-friendly colours, the event was set against a village backdrop, hosted by soap stars Ali Asgar and Kavita Kaushik, and saw multiple performances.

Ajit Thakur, General Manager, Life OK said: “Holi is celebration of happiness; it’s about forgiving and forgetting, blurring differences and sharing the joys of life with one’s family. That’s the essence of Life OK - the familial bond and sharing of happiness with loved ones.”

MiD DAY promotes brand ‘Mumbai’ through an anthem

As a part of creating brand awareness and celebrating MiD DAY’s association with Mumbai, the newspaper unveiled an anthem dedicated to the spirit of Mumbai. The launch event was held on March 14 at Hyatt Regency. The event was executed by Fountainhead Events & Promotions and engaged around 150 people.

Manajit Ghoshal, MD and CEO, MiD DAY said: “Whenever we organise an event, we talk about our company and its plans. We thought of making this event unique and since MiD DAY is known as a Mumbai brand, we celebrated it.”

Dainik Bhaskar’s Junior Editor initiative breaks multiple records


Vinay Maheshwari, VP - Sales & Market Development, DB Group said: “The participation of 67,130 participants from 592 schools joining in reflects the stature of the club as well as the strong brand presence of DB Group”.

PIX announces the winners of Big Break

PIX launched the Big Break campaign to give Hollywood buffs an opportunity to showcase their acting skills by uploading a video on the PIX website, with the winners being featured on the channel. For this initiative, organised by PIX’s internal team and Seventy Seven Entertainment, 10 shortlisted participants were flown down to Mumbai for the final round.

The winners of this contest, Saurabh Bhardwaj from Mumbai and Babiya Vardhan from Delhi, will make their debut on PIX and a special appearance in primetime shows on Sony and SAB.

BIG Star Young Entertainer Awards held this month

92.7 BIG FM and Star Plus on March 25 held the BIG Star Young Entertainer Awards at Filmcity in Mumbai. The awards show is the first ever awards dedicated to young talent.

Taran Katial, CEO, RBNL said: “This award is in keeping with our endeavour to encourage new talent who are poised to become superstars of tomorrow. In the present competitive and unforgiving times, the pressure to perform and succeed is exceedingly high. We feel the need to felicitate and honour their hard-earned success. All these young stars are tremendously talented and they need this recognition to come their way so they feel motivated to continue to giving their best.”

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UK-based ‘i-am’ associates ties up with Percept Limited

On March 6, ‘i-am’ associates, a UK-based brand experience consultancy, announced their formal launch in the Indian market. ‘i-am’ associates, who is partnering with Percept Ltd., has set up a studio base in Mumbai, with a team comprising of local talent in combination with experienced personnel from the UK and Turkey. ‘i-am’ associates will consider expansion into other cities in due course.

Commenting on the move, Jon Blakeney, MD, ‘i-am’ associates said: “We are extremely excited to venture out into this new and exciting territory. India holds great potential and we would like to be part of its growth success story. We could not think of a better alliance than Percept Limited, the largest media firm in India, to embark on this exciting and fruitful journey. I am confident we will deliver exceptional work for our Indian clients through our unique 360 degree approach to brand development, which will help Indian brands achieve greater heights in today’s extremely competitive global marketplace.”

The Word Jockey introduces Scriptshop

The Word Jockey - Writing and Communication Services has launched Scriptshop, a specialised script writing service for the events and activation industry. Catering to all kinds of events, especially theme-based and corporate events, the creative writing service would add a customised flavour to the event.

Payal Shah Karwa, Chief Writer/Consultant, The Word Jockey said: “The idea behind Scriptshop came to us when we realised the industry’s trend of innovative themed events, thus, the need for customised and intelligent scripts which are well written and engaging. Standard scriptwriting is available readily but there is a dearth of depth and understanding of the brand or content. Our objective is to provide great scripts on time, whether thematic or standard.” Scriptshop will also create BTL campaigns and creative copy for event or activation collaterals.

Pawan Bansal and Ambika Sharma on jury panel for PMAA 2012

This year, Pawan Bansal, COO, Jagran Solutions, has been invited to be a part of the Pan Asia judging panel with a mandate of judging a section of the PMAA 2012 entries. This year also, Ambika Sharma, Managing Director & CEO Pulp Strategy Communications, is reprising her role as the India Director for the PMAA for the fifth time.

Budget is mixed for M&E industry

Finance Minister Pranab Mukherjee on March 16 witnessed the unveiling of the budget for 2012-13. The media and entertainment industry received some good news, even as service tax was hiked from 10 per cent to 12 per cent. The latest budget places “admission to entertainment events or access to amusement facilities” in the negative list, which comprises of other services that are exempt from the service tax.

UMGI launches division to create brand anthems and corporate jingles

Falling under the Business Development department, Universal Brand Anthems is exclusively dedicated to servicing those clients who want to create and own jingles. This new business team will be actively associating with brands to create proprietary music for media exploitation which, in addition to being used as a marketing asset, can be monetized through music sales.

Devraj Sanyal, MD, Universal Music India (UMI) & SAARC said: “The medium to large enterprises, especially the SME segments, are leaning on innovation as a big part of their brand plan. Universal Brand Anthems will create the song and deploy it. Once it generates enough popularity, it becomes the anthem for that brand. The BTL angle for these anthems will depend on how the brand chooses to deploy the same, outside of the general deployment.”

Digitalizing the path to the rural heart

In India, there are those dealing with high-end technologies like tablet PCs and cloud computing on a regular basis, and those who remain strangers to computers and other forms of technology. This situation has changed tremendously with the rural populace becoming more aware and connected. As the digital factor integrates with experiential marketing to create new possibilities to engage consumers, there is the question of whether the same can be made possible for rural marketing.

Himanshu Shah, Chief Mentor, SOI Live Marketing & Events said: “With the advancement in technology and communication, the rural areas that people generally perceive as having limited to no exposure to media and technology have reduced. Media penetration is quite high due to TVs, radio and mobile.”
Reports indicate that India has maintained its position as the second-largest international source market for Abu Dhabi’s hotels after the UK. Figures released by the Abu Dhabi Tourism & Culture Authority state that hotel guests from India registered a 45 per cent rise to 10,924 with 37,559 guest nights, which was up 17 per cent month-on-month. It said that the number of guests at Abu Dhabi’s 127 hotels, hotel apartments and resorts rose 29 per cent in January this year, as compared to the same month last year.

“We are hopeful of further improving on arrivals from India, having hosted a major inbound familiarisation trip for a delegation from the Travel Agents Association of India, staged a five-city road show throughout the republic and completed a successful showing at the SATTE travel fair in New Delhi,” said Mubarak Al Muhairi, Director General, Abu Dhabi Tourism & Culture Authority.

Ministry of Tourism to overhaul overseas marketing strategy

Adopting a change in its stand, the government plans to change its overseas marketing strategy and, for the first time, seek the aid of private companies to attract more foreign tourists to India. In Jan 2012, on the advice of the Finance Ministry, the Tourism Ministry invited ‘expressions of interest’ from PR and advertising companies to promote India’s tourism in 16 emerging markets.

The Ministry is also considering appointing marketing representatives to expand its presence. Iqbal Mulla, President, Travel Agents Association of India said: “For existing offices, they should involve private parties for marketing, because government officials are administrators and not marketing executives.” According to him, the move will help in meeting the government’s goal to attract 20 million tourists by 2020 from 6.2 million.

India remains Abu Dhabi’s second best tourist market

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India promoted as year-round destination at ITB Berlin

The International Tourism Bourse (ITB), which took place from March 7 to 11 in Berlin, Germany, was host to the India Pavilion, which showcased an array of the country’s tourism products and destinations. The main focus of the Pavilion was to promote India as a year-round destination among global inbound source markets.

11 state tourism boards and 50 participants from tour operators, destination management companies, hotels and resort companies showcased their products and destinations, alongside India Tourism.

“The Ministry plays a very important role at global trade fairs like ITB and sets the trend and tone for marketing India and attracting tourists to the country. Therefore, our expectations are linked to the tourism policy at the concerned time, which should promote all aspects of the country and endeavour to make India an all-year destination. Hence, to be effective and cover pan-India, it has to work with the state tourism boards and bring out the best in what the country has to offer. This had be showcased at ITB, highlighting new trends and products with tourist-friendly policies,” said Arjun Sharma, MD, Le Passage to India.

Mabula Game Lodge targets Indian MICE segment

To increase its MICE traffic from India, the Mabula Game Lodge in South Africa has launched the ‘MICE in the Bush’ campaign in the Indian market. Owned by Kingfisher Resorts, the Mabula Game Lodge is marketed in India by Knack Marketing. In 2011, Kingfisher Resorts received around 5,000 Indian visitors and has targeted a 20 per cent increase in 2012.

Medha Sampat, India Representative, Kingfisher Resorts and Owner, Knack Marketing said: “Indian MICE travellers to South Africa have grown tremendously and several corporates have begun choosing Mabula as a destination. The lodge can accommodate 150-200 guests and offers a unique option for a conference in the Bush. Alongside conducting sales missions and FAM trips for Indian tour operators and travel agents, we are also working closely with South African Tourism in the Indian market, targeting metros and Tier II cities.”

European Quartet countries square up to entice Indian travellers

CzechTourism in India organised an annual road show for Czech Republic, Hungary, Poland and Slovakia, which fall under the brand European Quartet. Hosted in Mumbai, Bangalore, Chennai and Delhi, the road show saw the largest representation till date from these countries. 23 representatives and suppliers met with 300 Indian tour operators and agents.

“The Czech Republic Tourist Authority has been focused on promoting the Czech Republic to Indian visitors since the end of 2010. 2011 saw progressive growth and indicators show that this will continue in the coming middle term period. I believe presenting all four countries in the wider perspective of the Central European region will improve awareness and intensify promotion of the Czech Republic,” said Radka Neumanna, Director, CzechTourism in India.
AIMA’s World Marketing Congress concluded on March 03 in New Delhi

The All India Management Association (AIMA) organized its second annual World Marketing Congress on March 2 and 3 at Hotel Lalit in New Delhi. The theme for this year’s congress was ‘Exploding Marketing (Power) n’. Leaders from all walks of life converged under one umbrella to understand the nuances of marketing and how they can be leveraged to unlock its exponential power. The congress was attended by over 250 delegates who included CEOs, marketing heads, academicians, industry experts from all spheres. For the first time, spirituality made an appearance at the congress with His Holiness H.H. Radhanath Swami ji emphasizing the fundamentals of marketing with values intact.

Rajiv Vastupal, President, AIMA said: “AIMA’s World Marketing Congress aimed to bring to focus various marketing issues and speakers from different fields to give their perspectives on the same. With the world economy at a low and companies looking for ways to leverage their brand, it is an appropriate time to look at the power of marketing, especially when the consumer is in a wait-and-watch mode and difficult to convince.”

ETF announces postponement of the Melbourne Event Showcase

Exhibition and Trade Fairs (ETF), the owners of the Melbourne and Sydney Event Showcase, have announced that the Melbourne Event Showcase will be postponed in 2012 due to a reconsideration of the format of the show.

Leading the changes, Jodie Richmond, GM & CEO, ETF said: “We are committed to Melbourne’s special event industry and have worked hard to build on the strength of ‘Party After Dark’ and the ‘Event Master Class’ elements, including making major changes for the 2011 show. However, the overall show format still doesn’t appear to be fully resonating with the industry. Therefore, we have taken the decision to postpone the show for this year and focus our energies on better understanding the challenges and specific needs of Melbourne’s event industry.”

FICCI Frames discusses changing M&E industry landscape

FICCI Frames 2012 took place in Mumbai at The Renaissance, Powai from March 14 to 16. This year, FRAMES focused on ‘Embracing the digital world’, and saw panel discussions about issues encompassing the value chain, day-long workshops on screenplay writing by LAMDA (London Academy of Music and Dramatic Arts), a roundtable with policy makers, reports on the Indian entertainment industry and the entertainment law book, structured one-on-one business meetings and networking cocktails, lunches and dinners. It also saw the FICCI BAF Awards and the FICCI FRAMES Excellence Awards.

“Experience at this year’s show and, as there is clearly an interest in outbound business from US buyers, this new networking feature should provide a great opportunity,” said Craig Moyes, Portfolio Director, IBTM Global Events Portfolio, Reed Travel Exhibitions.

The launch of the FICCI-KPMG Report and FICCI Amarchand Lawbook was also part of the inaugural ceremony. A highlight of this event was that Japan came on board as the partner country.

FICCI Frames to 21, intends to create a special Market Focus with a spotlight on Europe. This is due to Europe attracting more than one-third of all US business travellers who travelled overseas for business last year.

“Based on research indicating that over 60 per cent of US hosted buyers are looking to place business internationally, AIBTM, taking place in Baltimore from June 19 to 21, intends to create a special Market Focus with a spotlight on Europe. This is due to Europe attracting more than one-third of all US business travellers who travelled overseas for business last year.

“AIBTM to create Market Focus spotlighting Europe

The speakers list and jury members at Goafest released

The Goafest Committee has released its list of speakers for the event, along with the names of the speakers for the Goafest 2012 Knowledge Seminars. The Awards Governing Council of Abbies has also announced a team of Jury Chairpersons for the Creative Abbies. This year, Goafest has received more than 4250 of entries for the Creative Abby awards.

The speakers include Jonathan Mildenhall, Global Advertising Strategy and Content Excellence Vice President, The Coca-Cola Co.; Jean Yves Naouri, COO and Member of Management Board, Publicis Groupe SA; Tim Love, Vice Chairman of Omnicom Group; Steve King, CEO, ZenithOptimedia; and Jayant Murty, Director of Strategy, Media & Integrated Marketing, Asia Pacific, Intel Corp. The Knowledge Seminars speakers are Amir Kassaei, Chief Creative Officer, DDB Worldwide; Rishad Tobaccowala, Chief Strategy and Innovation Officer, VivaKi; and Prof. John Philip Jones, Emeritus Professor at the Newhouse School of Public Communications, Syracuse University, New York.
Marriott Hotels & Resorts announces First Hotel in Krasnoyarsk, Russia

Marriott International has announced an addition to its global Marriott Hotels & Resorts portfolio, the 216-room Krasnoyarsk Marriott Hotel in Krasnoyarsk, Russia. The hotel, which will be operated under a management agreement with OAO Krepost Hotel, is scheduled to open in late 2014. The addition of the Krasnoyarsk Marriott Hotel will help meet the growing demand for high-quality, flexible meeting and event space in the city, providing a large ballroom and five meeting rooms. The hotel will be Marriott’s second hotel in Siberia, joining the recently opened Courtyard by Marriott Irkutsk.

“We’re excited to announce this new addition to our portfolio and continue to grow our flagship Marriott Hotels & Resorts brand in Europe. We operate 14 hotels in Russia and see tremendous opportunity to expand across our brands here,” said Amy McPherson, President and MD, Marriott International Europe.

India to develop 20 world class tourism parks

Inspired by Singapore’s island resort Sentosa, the Centre plans to develop 20 tourism parks in the country, adjacent to important tourist destinations. Each of these parks, to be developed in a 50 acre area, will have budget hotels, resorts, convention centre, golf courses, retail spaces, entertainment and amusement facilities, among others attractions.

LICEC wins ‘Best Standalone Convention Centre’ award

Leonia International Centre for Exhibitions & Conventions (LICEC) in Shameerpet, Hyderabad has won the National Tourism Award 2010-2011 for the ‘Best Standalone Convention Centre’ in India. The award was presented by Pratibha Patil, President and Subodh Kant Sahai, Honorable Minister for Tourism.

“We are happy to receive this prestigious recognition.

AsiaWorld-Expo recognized with industry awards

Touted as Asia’s leading exhibition, convention and events venue, the AsiaWorld-Expo has been named the ‘Best Exhibition and Convention Centre’ for the third consecutive year at the 12th CAPITAL Outstanding Enterprise Awards. Organised by CAPITAL Magazine, from the South China Media group, the awards recognise Hong Kong’s most vibrant and forward-looking businesses, honouring them for their achievements and their contribution to the local economy. This is AsiaWorld-Expo’s second award in 2012 alone, having been named among the top three ‘Best Convention/Exhibition Centres’ in Asia at the CEI Asia Industry Awards 2012.

Allen Ha, CEO, AsiaWorld-Expo Management Ltd. said: “We are pleased that our branding exercises and efforts are being recognised in the professional arena. Our branding strategies are an essential element in our success, and further strengthen our confidence in our future growth. We will soon launch a series of new brand positioning activities to help people learn even more about AsiaWorld-Expo.”

Mystikal Holidays enters hospitality with Mystikal Hotels

Kochi-based tour company Mystikal Holidays, with the intentions of capturing a larger share of the ever growing consumer market, has launched a new division ‘Mystikal Hotels’, which is its first step to diversification. Mystikal Hotels, which initiated its promotions in the second week of March, announced its entry with six hotels and resorts in six locations on Kerala’s tourist circuit. They consist of ‘Value for Money’ or ‘V4M’ hotels in the deluxe segment. A website is the common point of access to all, which provides news update from these hotels.

Mystikal Hotels will run special offers online to attract clients seeking holidays in the web space. Similarly, promos will be run within the travel domain with partners pan India to penetrate the larger markets. Various competitions will also be run online on a monthly basis to promote and create more awareness about Mystikal Hotels and the destinations and activities in these hotels. Mystikal Hotels also plans to go in for joint promotions with corporates and media houses to promote specific destinations, green awareness, to advocate being a responsible tourist, etc.

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India Design Forum brings the global design world closer to home

By Shachi Tapiawala

The inaugural edition of the India Design Forum (IDF) was held from March 2 to 8 in New Delhi. The initiative is an international design platform created by the Coimbatore Centre for Contemporary Art (CoCCA) which aims to bring the talent of the global design world together. IDF was conceptualized as a catalyst to promote innovative design thinking and create a high level of consciousness for the power of design. The event was executed and managed by Thot Media.

Commenting on the objective behind this initiative, Aishwarya Pathy, Co-Founder, India Design Forum said: “Our objective is to enable strategic alliances, encourage dialogue between academia and the industry, and to facilitate cross-cultural design thinking and application. IDF seeks to create awareness among manufacturers of the competitive advantages of design. It is a platform that seeks to disseminate design information regarding what is happening globally to students, faculty, corporates and design practitioners in India. India's urban transformation poses an unprecedented challenge and opportunity.”

Aishwarya Pathy further added: “By 2030, Mumbai and New Delhi will be among the world’s five biggest cities. More than half of India will live in cities, 70% of GDP will come from urban areas. India will be a design enabled innovative economy. Design will be the driver of planned development and innovation and the key differentiator for competitive edge in all spheres and so it was important to launch a design forum to put India on the global design scene.”

The nine-day celebration of India’s distinctive design aesthetic was divided into two components. The first was the Design Trail, a week-long schedule of cutting edge design exhibitions and curated events in venues across New Delhi which were open to the public, and the second was the Design Forum, which was a programme featuring two days of talks by highly acclaimed design experts from around India and the rest of the world at Le Méridien, New Delhi.

IDF’s Design Week included workshops, screenings and exhibitions around the city which culminated with a Design Forum. The event witnessed experts such as Paola Antonelli, Manish Arora and Karim Rashid who shared their views on related topics.
Shedding some light on the execution, Vikram Jagdev, Director – Client Servicing, Thot Media said: “We were responsible for executing, branding and handling the technical aspects for the event. This is the first time ever that designers from different fields have come together on one platform to showcase their talent. We have been associated with India Design Forum basis a personal contact.”

Speaking about the challenges faced to create awareness about the property, Rajshree Pathy, Co-Founder, India Design Forum said: “One of our biggest challenges is building awareness among Indian corporates, and garnering their support for a premium platform for design such as the IDF. Even mega corporates that are huge consumers of design do not look at their design vertical as a profit centre. Corporates need to address the importance of design in their business, and policymakers must allow for more national spending on design education.”

India Design Forum marked the start of an annual link between India and the global conversation on design. The flagship event centered on the strategic role of design for growth and competitiveness and based on the knowledge exchange between top international and Indian designers.

The event witnessed luminaries such as Karim Rashid, Satyendra Pakhale, Manish Arora, Armando Branchini, Subodh Gupta, Tom Dixon, Lidewij Edelkoort, Manit Rastogi, Nacho Carbonell and others who indulged in open conversations on India rising as the next potential hub for contemporary design. The property engaged over 700 attendees which included students, corporates, media and design professionals working in the areas of fashion, industrial design, product, automotive, architecture, graphic design, hospitality and education.

Sponsors included Punj Lloyd, The Park Hotels, Titan, JSW, SICIS, Atmosphere, Ultra, Yes Bank and Ganjam. IDEO and Frog Design were among the content partner for the property. Media partners included Architectural Digest and Hindustan Times among international media partners like Designboom, Domus, Surface Asia, Wired and Stylus who covered the event in their publications. Apart from having their logos on the event collaterals, IDF invited some sponsors to speak at the forum, display their design objects and distribute their merchandise.

Elaborating on the promotions, Aishwarya Pathy said: “IDF was publicised through social media sites, print media content and advertorials several months before the event. We also met with corporates all over India to discuss the initiative and request them to spread the word.”

Furthermore, publishing group, Condé Nast India, on March 9 launched its fourth magazine title, the Indian edition of the Architectural Digest, in association with the India Design Forum. The launch event was supported by Absolut Elyx and Maserati, and produced by Backstage Productions. The setup for the launch event was designed by Sumant Jaikrishnan.

According to Condé Nast India, the country is going through a transformation in architecture, art and interior design. Condé Nast India saw this as a perfect opportunity and decided to bring Architectural Digest to India, with an aim to capture the spirit of this design renaissance. There has been an increasing demand for niche magazines in India due to changing consumer interest. The objective is to tap the potential of this market and cater to the demands of design enthusiasts that are coming of age.

Aishwarya Pathy, Co-Founder India Design Forum

“My 2030, Mumbai and New Delhi will be among the world's five biggest cities. 70% of GDP will come from urban areas. India will be a design enabled innovative economy.
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Commenting on Condé Nast’s association with IDF, Oona Dhabhar, Marketing Director, Conde Nast India said: “The launch party of Architectural Digest saw a large number of Indian and international speakers of the IDF attending the event, including Alex Kuruvilla, Managing Director, Condé Nast India, who was one of the speakers and Manju Rajan, Editor, Condé Nast India, who moderated a session. Architectural Digest has a high focus on design and is, in fact, referred to as the world’s design bible. Sharing a similar vision for design and architecture, the synergy between Condé Nast and IDF was seamless.”

The brief for the overall event design was to ‘bring out the essence of Architectural Digest in a larger than life way’. The event space was like a large, luxurious living room with a tall mirror with intricate wool work, coffee tables and lounge seating. Additionally, the event included a 30 ft. AV screen.

Commenting on Backstage Production’s association with the launch, Vandana Mohan, Managing Director, Backstage Productions & The Wedding Design Co. said: “We have been closely associated with Condé Nast for various events like the Vogue launch in Jodhpur, FNO in Delhi, etc.; we work regularly as a team. As a magazine, AD is associated with the best in architecture and interior design. It has a cutting edge outlook to anything associated with design. The design team had a challenge as it was to work with a defined space and keep the architecture of The Aman Hotel in mind. Production is always challenging, even if it is a simple design.”

The event included a cocktail party and witnessed prominent personalities, socialites and some of the biggest names in art and design. The event commenced with an opening note by Kuruvilla and Rajan, followed by the revealing of the launch issue with the cover page model and actress, Deepika Padukone. This was followed by dinner and an after party.

Architectural Digest India plans various alliances and promotions with key influencers across industries and channels, activations, events, an innovative subscription drive, experiential and interactive brand building initiatives, and sustained PR efforts across all media.

Condé Nast India claimed that they were looking for sponsors that would reflect their brand appeal and address a similar audience and with Absolut and Maserati, they found their perfect partners. Absolut launched its new variant and Maserati showcased its premium cars at the venue.
Artistaloud.com launches webcert marathon property

By Karan Iyer

Artistaloud.com on March 2 organized a live webcert marathon, called Seagram’s FUEL Music Day, with 50 independent artistes performing at Rangsharda Auditorium in Bandra, Mumbai. The performances were transmitted live over the internet.

Speaking to ExM about the event, Soumini Paul, General Manager, Artistaloud.com said: “The idea of doing a webcert marathon came about through discussions about how to create a buzz about its revamped website and new logo, as well as to celebrate its second anniversary in a way that brings about consumer involvement. We are now going to make this an annual affair. We were looking to do something different. The event didn’t involve too many big names, but each artiste had something to offer in terms of performance.”

Presented by Seagram’s FUEL, the webcert marathon started at 12 noon and lasted for approximately nine hours. Besides being transmitted online, the webcert marathon did have an on-ground aspect, as the company invited guests who were clients, media personnel and Artistaloud.com’s employee base to attend the event. “Conceptualizing the event was a challenge. However, execution of it was very smooth and seamless. The show flow was extremely well managed and there was smooth transition between each artiste. The backdrop for the event was a huge LED TV with two plasma TVs and the stage was very well done. The graphics were mind blowing,” Paul said about the execution and setup of the event.

Commenting on the selection of performances, she said: “Music Day was not constrained by any one genre of music. We showcased talent mostly in the Bollywood space, but we didn’t want to have artistes just performing on other people’s tracks. We didn’t have any particular selection criteria for artistes. We just went out there and asked artistes who we felt would be good for the event. In fact, some of them just came up and asked to be featured in the event so we extended the event. We didn’t want to bring any outside bands since it would be expensive so we decided to keep it limited to artistes within Mumbai.”

Seagram’s Music Day was promoted through radio, posters and advertisements. Talking about associating with Seagram’s for this event, Paul told ExM that “Seagram’s associated with Artistaloud.com earlier for a property called Thank God Its Rock on Friday (TGIRF). This property was
only focused on the rock genre, unlike the Music Day event which was about all types of genres. The Seagram’s brand has a strong connect to music and blended well with the event. In fact, we are in talks to extend our association with Seagram’s for TGIRF 2.”

Commenting on how Artistaloud.com plans to market the property going forward, Paul said “the aim is to start the marketing earlier than we did this time. For the first edition, we managed to put up hoardings and standees, as well as place print advertisements. Since Seagram’s FUEL was the title sponsor, activations were conducted in select pubs where FUEL is available. We couldn’t promote the property in colleges since a liquor brand is involved.”

SOUND.COM provided the audio solutions for the webcert, including mixing the music for the internet to ensure audio quality. Commenting on the trend of webcerts, Warren D’souza, Founder & Managing Director, SOUND.COM told ExM: “Webcerts are something of the future. People who are too busy for concerts can log on to the internet and view the concert live. It’s one of the best things for the music industry.”

Hungama was the technology partner, Crosswords was the bookstore partner, 92.7 BIG FM was the radio partner, DNA was the print partner and SPARK BIG CBS was the TV partner for the event. Hungama’s events team, Hungama Promo Marketing, executed the whole event. SOM Video handled the video production for the event.
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One size does not fit all and that is a fact that is applicable even to BTL marketing. Different consumers have different mindsets and different responses. These differences are the result of multiple psychological factors ranging from personal experiences and beliefs to family upbringing, social norms, economic conditions and cultural diversity. In a country as vast as ours where the dialect of a regional language changes every few kilometres, diversity in consumer mindset from region to region should come as no surprise.

The differences in consumer mindsets means there is a need to adapt marketing strategies accordingly. While the modes of marketing i.e. ATL or BTL may remain the same, it is the tools of the trade that change based on what is effective on consumers of a particular region. Nothing can be a better example of different consumer mindsets in India than looking at the behaviour of consumers from two opposite poles of the country like the North and South of India.

The North and South of it
“India can best be described in two words, multiple and challenging, with its fascinating mix of people located across different regions, social groups, economic segments, educational levels and cultural backgrounds,” basically sceptic on the quality deliverance compared to the pricing of the product. Audience in south are more brand conscious and if they feel the product and services enhance the public image as rich and educated they would buy the product and service without bargaining. When it comes to south, bargaining doesn’t play much of a role.” The southern consumer also has a flamboyant side. Menon added: “Southern customers are very brand conscious; they would go for a brand that adds status and class to their life. They look for exclusive brand showrooms for shopping.”

The Geo of BTL

The Brand Perspective
Taking a brand's perspective on the various consumer mindsets based on geography, ExM spoke with Kuldeep Pawar, National Marketing Manager, Spice Mobility Ltd. Noting the diverse consumer mindset in all the three markets of the North, South and West, Pawar said that consumers in the North are very quality centric and believe in the overall value of the product to a level where they usually do not mind doing away with brands at times. “The interaction doesn’t end with a sale. In fact, they will expect the customer service or after sale service to be equally at par. The segment here is extremely active and vocal.”

Talking about the South, Pawar said that the South market
Poonam Lal
Director
Innobuzz Marketing Solutions

“North Indians are by far more flamboyant, brand conscious and are spend thrifts. The mindset of the North Indian consumer is a desire to prove that ‘I’ve made it’.”

is just like the weather in this region – tough. “Acceptance of any new product or brand in this market is a challenge. I believe most of the marketers would define a complete different approach and focus in this market. This market is also important in terms of customer feedback as the audience is very supportive for such initiatives, which in turn, helps improving the product.”

Pawar sees the western market as a highly literate market, making it important for the marketer to ensure the approach is thoughtful. “Talking about the Western belt, it is the second best potential market in the country, though it has been observed that the mindset in the big cities differs vastly in comparison to the upcountry towns. Consumers in most of the Tier 1 cities are brand conscious vis-a-vis the consumers in upcountry towns who are extremely sensitive to price.”

Smile, you’re on camera
The media plays a significant role in influencing consumption patterns. Whether it is the latest trends in fashion or coolest electronic gadgets of the season, television, newspapers, magazines, radio and digital help brands to build a strong consumer base. Commenting on the media consumption patterns in the North, Lal said: “Cultural dynamics are big influencers in determining choices. Although the traditional media has begun to stagger, electronic media has the North Indians hooked, be it Bollywood or the idiot box. The content of these mediums influence their purchase habits and their brand perceptions and choices. The newspaper is a morning ritual for the ‘generation passé’, and so is reading lifestyle magazines a cultivated habit.”

Lal told ExM that the consumers in the North are increasingly inclining toward digital media. She said: “The new generation is up for change. Most of them spend more time outside their homes and reduce their usage of traditional media. Hence, the larger than life impression and contextual nature of the digital out of home medium is an attention grabber. Also, internet usage being the highest in North India, the smartphone market is vast and increasing. The digital medium is becoming preferred to interact, interest, communicate and engage with consumers.”

In contradiction, the traditional media apparently still retains a stronghold on the consumer of the South. According to Menon, “print media influences the customer to a larger extent so the promotional schemes are splashed in all vernaculars dailies. The medium of television is making large inroads in the consumer’s mind of late. The never ending soaps (serials) and movies provide a carrier for the advertisers. Along with these, supporting media like radio and outdoor activities, influence the buying decision in south.”

On-ground control
However, irrespective of the region, the responsiveness to BTL marketing campaigns or direct consumer engagement activations remains strong and effective. Lal noted that anything unique and distinct captures the audience and proves to be effective. She said: “A medium that can engage, inform, ease out consumers’ queries and at the same time is attractive enough to excite them, steps up on
The western market as a highly literate market, making it important for the marketer to ensure the approach is thoughtful.

Asserting the fact that the southern audience is also quite responsive to BTL marketing, the Phase 1 spokesperson said it is not difficult to attract a good amount of audience as long as there is a good entertainment quotient. However, closing a transaction is definitely challenging, the spokesperson added. Meanwhile, Menon said that “the South witnesses a lot of on-ground promotions, be it a roadshow or a sampling exercise. Southern customers take notice of the same and participate in it. Even though in certain southern region the entry of the roadshow vehicle is restricted, the marketers compensate this with sampling at various hangout spots and in-shop activations.”

Looking through the Brandoscope

Discussing the effectiveness of various BTL tools, Pawar noted that the West reacts the most well on returns. “The approach for cities in West needs to be completely different from that of upcountry towns. For e.g.: Mall and college activations usually get a positive response and returns in the cities, while channel meets and van activations work well in the upcountry locations.” Pawar believes that while retail engagement works well overall irrespective of any markets, the North primarily reacts to retail engagement programs and returns are high on such drives.

He further added that BTL in south is a task in itself. “The return is fairly low and leaves the marketer thinking if one has left a mark. One would not see a sudden spur or reaction to the activity immediately in the southern markets though it helps to be buzzing in the long run,” Pawar added that “Gearing up to the new platforms in market today, it has become very important to have ATL support along with digital tagged for BTL returns in Tier 1 cities, however BTL still continues to be the only medium to connect with the upcountry markets.”

Not the spanner, pass the monkey wrench

Among agencies North or South, there is a unanimous agreement that BTL marketing is effective irrespective of which region the consumer is from and apparently the same goes for the tools of the trade. There are various tools in the BTL marketing tool belt and many agree that mall activations are the best bet. “Mall activations are one of the most effective BTL marketing tools and Phase 1 primarily uses mall activations for its BTL marketing campaigns. Mall activations need to have a good mix of the right strategy, attention grabbing quotient, effective demo, qualified people to talk about the product and a good data capture format,” a Phase 1 spokesperson said.

“Mall Activations lead to best ROI if the campaign is to build equity for the brand. You know that you will reach out to larger numbers in a mall. It is also a great touch point when you want to engage consumers in a trial exercise that creates buzz value – e.g. Gillette Stop PMS Campaign – involved building equity for the brand as well as trials. Door to Door marketing works best for FMCG brands looking at strong demonstrations leading into sales. Society Contact Programs work best when you are looking at sampling/test drives/sales,” Singh said.

popularity.” Chanda Singh, Vice President and Regional Business Head, Encompass Events, also reiterated the overall effectiveness of BTL marketing. She believes that consumers across the country are receptive to any form of BTL activation, but the key is the brand or product in question.

Elaborating her point with an example, Singh told ExM: “We have been conducting activations for Colgate Active Salt for the past four years. Colgate Active Salt has a strong presence in the South market compared to the North. The consumers in South value the natural benefits of salt and thus there is higher consumer involvement in the South,” Singh told ExM. “Over the years, we took this learning and the brand turned it into a mass campaign – the famous ‘Aapke Toothpaste Mein Namak Hai’ with Sandhya Mridul. This campaign was then taken on-ground where we went door-to-door just like Sandhya Mridul in the ad and over the years the brand has improved its performance in the North market as well. The campaign was innovative and consumers could instantly relate to it when we went on-ground.”

Commenting on the effectiveness of BTL marketing in the North, Lal said: “Today’s consumer is hard pressed for time, and seeks convenience and easy and immediate information. Moreover, their attention spans are short, and their attitude is fast changing. Therefore they tend to look for channels of communications, which are direct, engaging and easy to understand. They have also become more demanding and want to be more empowered. Well conceived content and engagement does receive a good response from the Northern audiences.”
“Consumers across the country are receptive to any form of BTL activation, but the key is the brand or product in question.”

Chanda Singh
VP & Regional Business Head
Encompass Events

Menon ranked mall activations as the most effective tool followed by product sampling and then stalls at exhibitions or expos. Door to door marketing and roadshows came in second last and last in order of effectiveness.

Lal ranked mall activations at the top and placed exhibitions and expos, roadshows and product samplings at equal ranks in second place. She assigned RWA promotions, digital marketing, pop-up retailing and door-to-door marketing in consecutive ranks.

How to win friends
Marketing brands can be tricky science and the fact that the brand has an established presence like a Godrej, Reliance or Tata is always an added advantage when launching products, increasing sales or entering new territories. However, capitalism is all about free market, competition and innovation so there are always going to be new brands launching, new neighbours to compete with and improvements to existing products. It is always challenging for a new brand to establish itself in a market and marketing plays a vital role in this.

Giving pointers for a new brand looking to enter a market – North or South, Singh said: “The brand needs to have a lot of research backing it. The brand needs to derive learning from the category and then plan its launch strategy. For e.g., any new tooth paste brand/hair oil brand would always be tested in the South market which is the highest consumption market for these categories. If the brand is a liquid softener for woollen wear then the same will be launched only in North – this means that brands also need to identify markets with need and target that niche.”

Singh further added that the BTL marketing strategy for a new brand is very subjective and will depend on the brand in question. “If the new brand is a liquid softener for woollen wear then a society activation during winters works the best. If it’s a cola brand then it should have an on-pack promo during summers which will ensure additional push in the market. Thus, the BTL initiative derived for a brand would be a function of either the markets, or the season, or a 360 degree campaign or an on-pack promo,” Singh told ExM.

Making an entry into North
Speaking specifically for a brand looking to enter the North market, Lal said that “an understanding and acknowledgement of the different cultural preferences is important, as consumers across markets accept products based on these preferences. The way to reach the consumers is to have a marketing approach that appeals to the target audience on a local level.”

Lal noted that brand owners need to present their unique value proposition to the audience in a manner that is relevant, accessible and understandable to them. “Each brand or product would have a defined audience and marketing requirement. A well-rounded plan based on the products’ requirement needs to be designed, using an intelligent media mix to hold and retain consumer attention. So while the tried and tested methods may be used, innovative mediums, with exciting challenging content, should be explored. After all, realizations are deeper when one is caught by surprise.”

Going South
According to Phase 1 BTL marketing is much more effective than ATL for a new brand entering the Southern market. The Southern consumers are more conservative so BTL marketing is effective in tapping this audience since it gives the consumer an opportunity to see and experience the product before buying. “Brand loyalty is also quite high in the South so new brands take longer to establish themselves in these regions compared to others. However, it is worth the effort since once they like the product, they stick to the brand for a long-term period,” the spokesperson told ExM.

Menon believes that for a new brand to enter the southern region it’s important to have a direct impact on the consumers. He noted that one of the most effective way to do that is by creating an experience zone for the customers so that they can have a direct exposure to the brand and its value, “this can be done by conducting mall activities to get the crowd’s attention and then backing it up with roadshows at different parts of the targeted location.”

Menon also pointed out that festivals are very important in the BTL space. “The cultural and religious festivals attract a large crowd of consumers. Activities like sampling, demonstrations, and experience zones are the tools marketers can use at the festival venue. Rural specific
“On the basis of communication objective, one has no option but to work out a media mix plan for the targeted area.”

BTL campaigns will give marketers a definite advantage in launching and re-launching a product.”

Rural Direction
The variation in consumer mindset based on geography is not limited to just the overall regions like North, South, East or West. Further disintegration will witness variation in consumer mindsets based on the urban/rural context or the development of the city or town of residence. “According to me wherever the consumer may be, he is a human being. So we need to know how to touch the basic core of that human being through the language they understand,” Himanshu Shah, Chief Mentor, SOI Live Marketing and Events, told ExM.

“Till today, we have not used any researched data about any region. Yet our BTL campaigns have delivered all across end number of states. Geographical areas and its history or culture helps us in generating ideas for communication which will easily touch the core of that human being.”

Shah believes that there is a good level of brand awareness when it comes to regional brands, while “national brands awareness depends on deep rural or urban areas. As far as urban and semi urban areas are concerned, due to TV, mobile and print media the level of brand awareness is very high.”

He noted that the reach of media is different in each region, each state and different areas of each state. “On the basis of communication objective, one has no option but to work out a media mix plan for the targeted area,” Shah said, adding that “due to multiple media options v/v non homogeneous target audience, BTL is becoming the best cost effective medium which has the least waste of budgets by way of spill over.”

He also believes there does not need to be changes to rural marketing strategies based on the regions, except for the language and mode of transport which will depend on geographical challenges. Noting that rural markets are small and slow, and the distribution network is the biggest challenge, Shah said that the experiential marketing agency needs to be competent enough to plan a phased wise or one go BTL campaign when launching brands depending upon the speed and impact required by the client.

Another brand-angle
Taking another brand’s perspective on the differences in BTL marketing approaches based on locations, Sanjay Tripathy, Executive Vice President and Head, Marketing, HDFC Life, told ExM that there is not much difference in consumer mindsets in Tier 1 and Tier 2/3 cities across the country. “Consumers are aware of brands and participative and receptive to activities. With increase in mall culture and upswing in real estate, mall activations, in-shop activities, and residential society activities are very successful. These activities not only offer interaction with customers, but also ensure very good brand visibility.”

Elaborating on HDFC Life’s BTL marketing strategies, Tripathy said that the company conducts experiential activities in two ways – activations, wherein a central idea/theme is created and taken to various cities, and region-based activities like festival themed activities. Tripathy cited the HDFC Life Spell Bee – India Spells 2012 as an example of a successful BTL marketing activity.
784 Entries, 244 Entrants, 397 Brands in the running for WOW Awards 2012

Find out who WOW's the Jury...

Thursday, April 26, 2012
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Learning and Delight

The two major take-outs from the WOW Awards 2012 Jury meet

The truest characteristic that exuberates from each member of the jury for the WOW Awards 2012 has been brand custodianship. Even though, they each are one of the strongest links in the stories of brands they represent, during the jury process, they were chameleon marketers, with an eye only for the most effective campaigns.

The second stage of the judging process for the WOW Awards 2012 is the jury meet, which went underway on March 31, and was hosted by the Exclusive Television Partner for the WOW Awards 2012, BloombergUTV. After a month-long individual evaluation process, scores from all jury members are compared and a shortlist of entries are contemplated at the jury meet.

Categories for campaigns under more established formats of experiential marketing have always seen very healthy participation at the WOW Awards. The challenge for jury members in these categories was to weigh out entries and search out innovation and effectiveness. Other, newer categories had their own set of challenges, since such formats have only recently evolved as an experiential tool, jury member had to be weary of the relevance of the campaign.

All in all the spirit of delight related to both the level of campaigns judged and also the sense of belonging to this exciting industry, carried on through the day-long meet.

When asked for feedback and a general evaluation of the kind of entries, jury members were unanimous in admitting that there was much learning from the numerous entries they went through. However, a strong concern echoed, like from previous editions as well, on the length of entries by some participants. Entries that surpassed the stipulated word limit saw some setback in the judging process. After all, the presentation of the campaign must be as delightful as the experience itself...

WOW Awards 2012 is powered by Idea Cellular. The on-ground ceremony will be held at Bhavan’s Ground No. 1 on April 26. BloombergUTV is the exclusive Television Partner, while Laqshya Media and DSN are outdoor and OOH TV partners respectively.

The strategic partners to the event are Seventy Seven for ‘Event Management’, Team Rustic for ‘Creative Solutions’ and Digit 9.0 for ‘Digital Marketing’.

WOW Awards 2012 are presented in association with the Event & Entertainment Management Association (EEMA) and supported by Ad Club Bombay (ACB), Rural Marketing Association of India (RMAI) and the India Convention Promotion Bureau (ICPB).

www.eventfaqs.com/wowawards is the official website for the WOW Awards.
I think there is only one word to describe the WOW Awards, and that is Wow! The kind of entries one has seen; there are nearly 750 odd entries across so many areas... The entries have been of very high order and it has come in from all kinds of entrants from across the board. The whole process of judging is very scientific. I think in particular, what is commendable is that the jury members do not know the entrant of the campaign; you mark it completely on merit. There has been a very open discussion and we’ve had the opportunity to look at great work that has happened and new ideas that have been executed.

Hemant Malik,
COO - Trade Marketing & Development,
ITC Ltd.

This is my first time as a jury member for the WOW Awards. The experience has, personally, been really good. The best part is that the quality of entries have come up really well and are very diverse, if I may say so. The entries come from different verticals and from different industries. A lot of innovation has gone behind creating launches, conducting road shows, exhibitions or whatever other activities the have been showcased through these entries. And of course, its quite clear that each entrant is driven by a lot of passion.

Manish Sharma,
Director - Sales and Marketing,
Panasonic India
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It has been as a revelation for me personally. Something that you have always believed in, that there is a whole lot of work that goes on in this industry but unfortunately since not everything is essentially televised, you don’t get to know what is happening. So just the fact that the WOW Awards now celebrates all these various aspects of work that happen across the country and industries is fantastic. And to be part of it, is something of a revelation. If nothing else, it’s a knowledge building process for me.

Maneet Jolly,
General Manager - Brand Marketing,
Idea Cellular

I have been working on the entries for almost four-five weeks now. The process is robust in the sense that there is a huge amount of transparency. There are a large number of entries. We have gone through them thoroughly and have also spent time in this meeting to discuss these and work them through. There is scale, there is quantum, and for me in particular there has been a lot of learning.

Sanjeev Shukla,
General Manager and Head Rural Vertical,
Hero MotoCorp Ltd.
Team building with a difference!

ExM Magazine asked destinations from across the globe to handpick what they consider the best group / team building activity in their destination to be… Here’s the best pick, from France, Scandinavia, Oman and Iceland!

A wine and gastronomy trail in France!

Renowned world over for its delectable gastronomy and home to some of the most famous wines and champagnes of the world, an exciting incentive revolving around this theme is definitely in the offering for groups coming to France. Many a heady experience await you in some of France’s wine growing regions such as Provence, Aquitaine, the Loire Valley, Champagne and Burgundy. Acquaint yourself with the fine art of winemaking with a tour of the verdant vineyards of France. Cavernous wine cellars housing some of France’s best kept secrets lure you for a visit. Savour some of the best local wines through special wine tasting sessions organized for incentive movements. Something unique that some regions propose is making your own personalised wine label. Choose a wine perfect for your own palate, bottle it and test your creativity with a graphic label all designed by you! Some other interesting activities include blindfolded wine tasting. In this unique concept, it is actually the bottle or the glass that is blindfolded and your skills are put to test in guessing the type of wine!

This unique experience is sure to hone the skills of budding sommeliers!

Emark on olive factory tour visits where you learn all about what goes into the making of olive oil and derivative products such as olive oil cosmetics. Visits end on a sweet note with sampling sumptuous olives! Does cheese tempt your taste buds? Introduce a visit to a goat cheese farm to learn more about the intricacies of cheese making and learn more about the traditional and modern methods used to preserve quality and production methods. Also learn the flavours of French cooking with expert chefs at cooking workshops and take back great recipes to try at home. Cookery gourmet courses combine tutorials with “hands on” practical skills enriching your rendezvous with French cuisine!

“Wine and gastronomy are an integral part of the famed French art de vivre that is part of our way of life. We would like all our guests coming on an incentive holiday to experience a little bit of French culture and take back a bit of France with them”.

Catherine Oden, Director, Atout France, India

Action in the private islands of Bander Khyaran

Oman being essentially an outdoor destination, offers a varied topography to design and conduct all kinds of team building activities depending on the brief provided. Logistically challenging activities might have to be restricted to Muscat city however simpler and fun activities can be conducted anywhere in the country. The private islands near Bander Khyaran are perfect for water activities and other fun-filled activities like a Kayak Tug of War, Dunk & Run, Kayak slalom relay race and Twin football, amongst many other activities.

The islands are well located near the capital city of Muscat and have sufficient facilities in terms accommodation and transport.

“Oman is the perfect backdrop for a truly exceptional executive retreat or team building session. There is no better way to challenge your team and take them completely out of the box. They will return refreshed, rejuvenated and with a fresh approach and perspective to your business challenges.”

- Lubaina Sheerazi, Sultanate of Oman – Representative India
A day well-spent in Flakfortet

Flakfortet is an artificial island built in 1910-1914 as part of Copenhagen’s fortifications and has been used by the military until 1968. The island offers an extensive complex of buildings of 2 floors. Corridors linking ammunition magazines, coating rooms, engine room and a barracks building, which originally housed 550 men. Flakfortet is now privately owned, and after the continued maintenance and restoration, is now commercially operated.

Flakfortet is an interesting destination for a cruise where you can see and experience a lot of different activities and Danish culture. Situated in the Øresund Strait between Copenhagen and Malmö. This is no ordinary teambuilding day - transfer to the island can be made by high speed rib boat, helicopter or motor boat for the more leisurely pace.

The ‘Land of Fire and Ice’ -- Iceland

For the team that likes to work hard and play hard, nothing beats an action-packed getaway in the ‘Land of Fire and Ice’. We’re talking about Iceland—a unique destination for a creative and fun-filled team-building retreat. Team challenges like a 4x4 safari over lava-scarred terrain and a rafting trip on glacial rapids along with relaxing activities like a soak in the Blue Lagoon geothermal spa and a whale watching dinner cruise. All in all, this adventure will have everyone reminiscing for years to come.

This 4X4 tour includes the most beautiful sights of south Iceland, taking you off the beaten track to the exotic highland interior. Experience the vast wilderness, glaciers, waterfalls, colourful mountains, volcanoes and other stunning phenomena. This special tour is guided by Icelanders who have passion for winter travel. The tour takes place in uninhabited areas of Iceland far away from civilization. Modified 4x4 self-drive vehicles are used which were especially designed for demanding terrain. With these vehicles participants make their way through the snow covered highlands all the way to Landmannalaugar and also visit other main attractions in Iceland, like National Park Thingvellir, the Geysir area and Gullfoss waterfall. The travellers are accompanied by a professional driver guide ensuring safety and giving them detailed information about the country, its nature and culture. We stay overnight in remote mountain huts and cook our own meals. To top the evening off, you bath in a unique hot natural pool just outside the hut. If we are lucky we will enjoy a beautiful northern light show above in the dark skies.

“4x4 super jeep tours, which is a great way to experience the unspoiled beauty and majesty of Iceland...come experience it !!!”
Deepika Sachdev, Trade Advisor – Travel, Embassy of Iceland
What does the world of sport marketing look like beyond cricket?

By Shachi Tapiawala

I believe each sport has its following. Matters get "difficult" when we attempt to measure success by the yardstick of cricket. There has been a change in trend and brands are looking at other sports. The turning point in my mind has been the advent of different international sporting events and formats that have entered India. To a marketer there are certainly more choices available when it comes to sports as a vehicle.

There is a developing market for other sports in India and the ability to find value as a sponsor is specific to the opportunity that is offered. As a sponsor, some properties are able to address niche and premium audiences better than cricket and there will always be value in these properties.

Harish Krishnamachar
Country Head and Senior Vice President, World Sport Group

The massive following for cricket does pose a serious challenge to sports management companies who look at developing and promoting other sports.

Over the past few years, there has been a change in the mindset of companies and brands to look at associating with other sports as well. This has more to do with the overdose of cricket among their target group. Even while evaluating association with other sports, brands still look at national level events pre-dominantly rather than local level sporting events.

There is still a dearth of support for grass root development programs which is the need of the hour. The change in trend has been towards association with football and golf events. Brands have realized the opportunity present among the youth today who are moving away from cricket for various reasons.

Kanishka Saran
Vice President, SPT Sports Management
marketing look like beyond cricket?

Richard Whelan,
CEO/President Schachter,
The Elite Football League of India Inc.

There is a clear shift in brands getting involved in non-cricketing sports. Sponsors are increasingly seeing the advantages of putting their money in non-cricket sports since these are growing in popularity. It is a sure shot way of breaking from the clutter and doing something different and new.

I believe there is a direct co-relation between people who watch a game and potential consumers of a sponsoring brand. Sporting brands that are popular overseas are bound to attract the attention of brands when they enter a country like India. From an investor’s perspective, a sport that offers a good mix of on-ground opportunities and emerging stars offers a world of opportunities to spread the word. Investors therefore choose platforms that help showcase their brand to larger audiences across geographies.

Sanjiv Saran Mehra
CEO,
Saran Sports

There are monies available for other sports as well, but the problem is that they are not as well organized in terms of professionalism and with a road map ahead which would make the sponsor confident about deriving values from the same in the long run. Until such time that does not happen, sponsors will play safe because they know that in cricket they can never go wrong.

Cricket is getting too expensive and because of overexposure it is getting a little stale. Besides, the recent performance has not been great. Also, in cricket sponsorship, you could tend to get lost. You are only one out of say 20 brands whereas in other sports you could stand out and be one of four or five. Brands would most definitely choose to associate with another sport in a market for cricket. If there is a credible road map and a long term plan, why not?
As a brand, Jaguar has always positioned itself as a symbol of engineering excellence and beautiful design. Founded by Sir William Lyons in the 1930s, the brand celebrates more than 75 years of cars that revere the art that is automobile making. In 2008, Tata Motors acquired the Jaguar Land Rover businesses from Ford Motor Co.

In a conversation with Rachel George of ExM, Rohit Suri, Head Premier Car Division, Jaguar Land Rover India, discusses the brand’s journey over the years, what differentiates it from other luxury car brands, and the rationale behind their changed logo and brand strategy.

**How much of Jaguar’s growth would you attribute to BTL marketing and why?**

At Jaguar Cars, BTL marketing is a significant part of our marketing strategy and experiential events are one of the marketing tools we continue to use. Such events present us with an opportunity to engage with potential and existing customers outside the traditional setting of a car showroom. In addition, such marketing allows us to connect with the audience by concentrating on key aspects and attributes of our products. This is achieved through a variety of means such as the use of multimedia, providing interactions with technical experts, or drive experiences that highlight the technological and dynamic aspects of our vehicles.

In today’s world, our customers have a variety of brand events that they may attend. At Jaguar Cars, we carefully create experiences to ensure that our target audience becomes engaged with our brand through a long term relationship which is nurtured over time.

**Who is Jaguar’s target audience and what is the rationale behind participating in expos and car rallies?**

We call Jaguar’s target audience ‘The Enlightened Elite’. They are younger, talented, intelligent, and confident people who are prepared to take risks and experience more in order to fulfill their dreams.

Events such as motor shows allow us to target audiences that have an interest in automobiles. Such a forum enables us to launch new vehicles or showcase concept cars that demonstrate our technological innovations and future design directions.

**How does Jaguar plan to compete with other luxury brands like BMW, Lamborghini and Rolls-Royce?**

As you may be aware, in recent times, Jaguar has launched some fantastic new products which embody innovative design, styling and technology; examples being the award winning Jaguar XF, the pinnacle of luxury our flagship XJ, and the fastest ever production car from Jaguar – the XKR-S. These products have already catapulted Jaguar Cars to towering heights and have enabled the brand to command a premium positioning in the luxury and status space in India, especially when compared to its existing competition with the three German brands. This imagery and experience is being enhanced further through innovative campaigns reinforcing the brand’s mission, which is to create the world’s most instinctively rewarding performance cars.

To improve accessibility to our products and deliver world class levels of sales and after sales experiences, we continue to develop a premium dealer network that is consistent, in look and feel, with our global corporate standards. In India, we already have 15 operational dealerships and are working towards expanding the network rapidly.
What is the thought process behind changing the Jaguar logo and launching a new global marketing and brand strategy?

Our mission is to take the Jaguar brand to the next level of performance and distinguish it from competitors by making it more focused, competitive and full of life. New markets are emerging globally, giving rise to a new generation of customers. This is an opportunity that Jaguar must exploit. Changing our brand will help us increase penetration in traditional sectors and also enhance our relevance and desirability among this new generation of customers. It will allow us to talk with them in an insightful and thoughtful way. This is at the core of defining a new brand positioning, new brand identity and new marketing campaign.

How is the ‘Jaguar Alive’ campaign in line with the expansion in the product range?

The Alive campaign has been inspired by our heritage; Sir William Lyons, Founder of Jaguar Cars, had famously said: “The car is the closest thing we will ever create to something that is alive.” The new branding communicates our brand mission which is to create the world’s most instinctively rewarding performance cars. This is built on the three pillars of our brand DNA – Innovative, Seductive, Performance – that is at the core of every Jaguar product.

We are connecting with our existing and potential customers by engaging them and asking the question: “If Jaguar is a car that is as alive as you are, then HOW ALIVE ARE YOU?” This is the new engaging brand tag line being used across our communication media.

Jaguar Cars will continue to promote its new positioning through the use of both ATL and BTL activities. The new marketing campaign was launched in India at the beginning of March and so far, the feedback has been very invigorating!
An experience of almost 57 years has taught us the art of fulfilling stage lighting needs across India, even at the last moment when all else fail. From the Legend of Ram to the Commonwealth Games, we have done it all. So if you haven't had a chance to work with us, we're always keen on building new relationships.
David Guetta Live in concert at the Éristoff invasion festival 2012, Gurgaon.
MARKET PULSE

OOH Media... going experiential?

With a professional exposure of over 20 years in the FMCG, consumer durable, service, infrastructure and consulting space, Sanjay Pareek, President, Percept Out of Home, is an expert in leading and building successful start-up businesses and managing and growing existing businesses through acquisitions and partnerships.

Advertising has been a vital medium to connect with customers. Wherever the customer goes, the ad follows. When it comes to advertising, it is communication, creativity and last but not the least, ‘reformation’.

Advertising has reformed lifestyles. I am not talking about the standard of living of the listed millionaires in the Forbes magazine, and certainly not about the anti-corruption ads influencing the lifestyle of the politicians. However, ads surely carry a social message for the ‘aam aadmi’. The budding reformation is the flash mob. No wonder the social media age harps on interactivity as key for social media campaigns, like the recent women’s special marathon in Mumbai organized by a well-known city-based newspaper. Such initiatives aim to personify the brand values through interactive or community oriented activities.

OOH Media

There is a need for OOH media to evolve beyond static branding opportunities to include some element of interactivity. Various forms of advertisement cannot be compared as each one has something unique to deliver. However, I must admit that communiqué and experience go hand in hand. That’s a ‘eureka’ that the OOH creative aims to deliver with out-of-home. Knowing the changing patterns of customer taste, the need for OOH media had to evolve beyond being static.

The new branding opportunities have become a compulsion without a choice. The inclusion of the element of interactivity is appreciated and well received by the target audience. Whether in a passive or active tone, the ‘experience’ is driving most creative out-of-home campaigns across India. The buzz of interactivity in digital media platforms like Facebook has proven to be phenomenal. This trend is setting out further with more out-of-home advertising reaching out to target customers in shopping mall courtyards, melas and carnivals. Out-of-home is going experiential. Liquor too needs experiential marketing to rise from a clutter of choices available.

Evolution in this space

A factor determining the further evolution of this space is the technology such as the light and 3D effects creating a life-size billboard, Wi-Fi sensitive SMS alerts and flash mobs. For instance, the Oreo OOH campaign well propagated the message of ‘Twist, Lick, Dunk’ with a mobile van carrying the ‘twist, lick, dunk’ communication, with a large fabricated glass of milk on the van, where the biscuit was seen moving up and down, making it seem as though it was being dunked into the glass.

Besides seeking attention and informing the market about the product, OOH campaigns are providing experience. Oreo announced a series of initiatives to help boost parent-child bonding in India, the ‘Oreo Togetherness Bus’ being the most visible of them. Anyone could hop into the bus with their kids to have fun and try their hand at games.

These days, advertisers are enhancing the five senses of the customer to communicate its brand qualities through experience. For example, Ken Block vs. You! offered a physical interactive experience at the 2012 NAIAS Autoshow in Detroit, which used augmented reality to put the visitor in a video with rally driver Ken Block. This was a demonstration of the power of a Ford Ecoboost engine at an auto show without actually letting people drive the car.

OOH media innovations

Lately, the Bangalore City Railway Station became the first in the railway network to offer BluFi, a combination of Bluetooth and Wi-Fi. BluFi is a mobile application that is apt for out-of-home advertising. It connects Bluetooth enabled...
mobile handsets with a wealth of information. GPS Locator is another tool used as an effective medium for marketing retail chain brands and restaurants.

Another example is Tupperware. It is a company that has targeted a wide range of audience. In such cases, events become a vital part of the marketing mix. The company chose to organize a community based event i.e. a carnival. The event took place in Coimbatore in a three-day event format. The visiting public was offered the chance to skim through the entire range of products, interact with the sales team, and the company introduced Tupperware parties for their family and friends. This exercise not only increased the brand visibility, but also gave the end consumers an opportunity to familiarize themselves with the products. Companies must conduct integrated campaigns to invite its end consumer to take action. Strategically placed hoardings provide the necessary support to an ad campaign.

Recently, an interactive activity was conducted for Tata Indigo eCS using fuel pumps as a platform to distribute one litre mineral water bottles with Tata Indigo eCS branding. The theme of the advertising campaign is that the car gives an average of 25 kmpl. The brand used the same theme and distributed bottles to drive home the message of the campaign, ‘Paani Khatham Hoga Fuel Nahi - India’s Most Fuel Efficient Sedan’.

**The future of the OOH media space**

The future for the OOH media space depends on various aspects such as the financial health of an array of markets that choose OOH as part of the marketing mix. Flash mobs that were seemingly alien to the Indian mindset have come ashore in Mumbai, Delhi and Kochi. No matter how extraordinary the OOH initiations may become, the clarity between OOH media and promotion and activations depends on the organizer. And like always, the billboards will continue to speak a thousand words in a second.
Experience a city that needs no introductions

Beneath cooling fog or atop towering hills, our City by the Bay is one of few places in the world whose reputation precedes it. Already famous for our A-list shopping, dining and cultural scene, 2012 brings not-to-be-missed events like the Golden Gate Bridge 75th Anniversary, U.S. Open Golf Championship, and two America’s Cup World Series races. Jump-start your adventure here: www.sanfrancisco.travel.
Changes the Game

When Sachin Tendulkar struck his 100th ton, the nation heaved a sigh of relief. Finally we could turn off the screens without a feeling of guilt. It is an old cliché that Cricket is akin to religion in India and Sachin is its ultimate God. We have waited eons to see him part, the Bradman sea of centuries. Cricket fatigue has set in.

For the first time Bollywood is taking IPL head on, there are more online sponsors than TV sponsors for this edition of the game I am told. The battle for eyeballs begins while we sit on the sidelines to see who wins.

Yet this year the true winner is the spectator. In the past few months everywhere there is a mad dash to get onto the sports event bandwagon. We already had the Marathon and a smattering of tennis and golf tournaments. But stadium spectator sports have come to India in a big way. Mixed Martial Arts, a Hockey league, a Football league, even NFL is scouting India as a market. Add to this the F1 coming roaring again later this year.

As this market beckons, have event managers developed any expertise to handle such events? And I mean beyond the opening and closing ceremonies (which already leave a lot to be desired). Procam, Tiger sports, IMG are the only names that come to mind, though all well known event companies now claim to have an sports event practice. Before the CWG there was a plethora of sports agencies scouts for local partners, but they seem to have upped and vanished to the next sporting location. As if on demand a course in sports management has begun and even an institute opened for the same. On resumes that I see, I often find listed, dream job: managing the EPL. Who will teach them and fulfill their dreams? We must look to the west for this, for stadium sports is big business there. And these have to be long term partnerships not hurriedly arranged one (event) night stands!

Yet are event organizers and sporting bodies ready for this? Part of the problem lies in the brief. More often than not, it is to manage the cheerleaders, the VIP enclosure, the distribution of merchandise. What many do not realize is that the real brief is to take away the pain points and make the experience unique for the live spectator. Deliver this and you are rewarded by a loyal fan, do not and he goes back to being an armchair TV viewer.

What does this person need? Easy access to the venue, parking, painless entry and exit, comfortable seats, a good view, regular updates, clean loos, accessible refreshments, available merchandise. Yet our establishment makes this task even more difficult. Last year at an IPL match I visited, we had to battle crowds, cops, and even conmen to watch our share of cricket. Its almost as if we are being punished for seeking pleasure that we have paid for.

The cricket organizers have already frittered away all the outpouring of love for the sport with the classic attempt at slaying the goose that lays the golden egg. Tournament after tournament, a fatigue has set in. Yet the hapless fan returns.

But times are changing. Some organizations are delivering customer delight. At a recent concert I got a tweet saying, “awesome arrangements: 17 entries and exits, got in smoothly, the joyride’s begun.” It doesn’t take much to make your audience happy. New audiences have the money to buy a unique experience and they will seek it out. Or force you to create it. International Giants are looking to India’s youth to crown a new sport as its favorite. Cricket may still attract most of the eyeballs but when a soft drink giant showcases a campaign that mixes Cricket and Football, or a mobile giant looks to train young football stars, one may wonder is it time to put on your game face and look to change the game? Football, Hockey, Mixed Martial Arts? Your guess is as good as mine.
Inspired by the European hill towns, Growel’s 101 skilfully integrates vertical contours to provide a nostalgic journey that is both passage and experience. Growel’s 101 is a themed mall and designed by Kaplan McLaughlin Diaz and Form 4. The design revolves around a typical neoclassical architecture with the use of many arches, columnades, stoned flooring, and extensive use of internal and façade lighting to enhance the moods within the mall and give the visitors a European feel. Growel's 101, strategically located opposite Western Express Highway in the western suburbs - Kandivali has an ideal mix of fashion, retail, hypermarket, consumer durables, department stores, white goods, books, health & beauty, family entertainment centres, fine dining restaurants, food court, and a 4 screen multiplex. The mall is anchored by prominent retailers such as Mc Donald's, Pantaloons, Globus, Big Bazaar, Cinemax, Ethnicity and E Zone amongst other international and national retailers. Growel's 101 offers the best in shoppertainment in a magnificent setting, blended with unparalleled grandeur and magnitude, which gives you a sense of elation each and every time you step in.

For Event & Activation Enquiries Contact:
Prasad Rane: +91 98208 29211 | Mahesh Khiraiya: +91 96198 29899

TESTIMONIAL
“The promotion of Tata Manza at Growel’s 101 Mall was packaged really well. On average we got more than 1500 + enquiries from the event & we got more than 20 actual conversions. The impact and the results have been tremendous for us on the newly launched TATA MANZA. We look forward to execute more promotions and associate with Growel’s 101 Mall” - Chetan Sarvaiya TSM-Car Product Group-West-I - Territory Manager (Mumbai)

FACT FILE
- **Footfalls**
  - Average 5.50 lacs (45,000 plus footfalls on weekends, 25,000 plus footfalls on weekdays)
- **Key Tenants**
  - United Colors Of Benetton, Pantaloons, Globus, Crossword, Reliance Footprint, Puma, Arrow, Nike, Kazo
- **No of Promotional Sites**
  - 8
- **Max. Promotion Area**
  - 1500 sq.ft - 2000 sq.ft
- **Demographics**
  - SEC - A & B (Target Audience)
- **Loyalty Database**
  - Over 35,000 nos

FLOOR PLAN

![Floor Plan of Growel's 101 Mall, Mumbai](image-url)
Olive at the Qutub, is a rustic hideaway where good food, laughter, culture and conversation come together in a delightful melting pot. Fashion, art, music and style fuse here to create an unforgettable Mediterranean mosaic. Dappled sunlight on soft arm chairs. A white pebbled courtyard punctuated by bougainvillea. Worlds collide and time stops in this Mogul mansion turned al fresco Mediterranean restaurant; home to warm and casual elegance, with its beautiful white walls, the white pebbled courtyard with a vast canopy of the Banyan tree, and the stunning star lit tree-top terrace bar under the shadow of the Qutub Minar. Welcome to a space so stunning that the Conde Nast Traveler rated this multi-award winning restaurant as one of the world’s best new restaurants. Look forward to revisiting its Mediterranean classics and surprises - each one handpicked for the menu by Chef Saby (winner of ‘chef of the year’ award by the president of India) which include our signature hand tossed wood fired paper pizzas as a culmination of his extensive journey across the world. At the Greenhouse on the Ridge at the Olive Qutub dine in an intimate kitchen overlooking a tranquil forest, spend an evening with your loved ones as the chefs cook right around you in the middle of the rustic living room.

**FACT FILE**

- **Capacity** - Courtyard: 250 | Terrace: 175 | Greenhouse: 35 | Bar: 100 | Entire space: 600
- **Catering Specs** - Menus are designed and catered to specific needs of client. No outside liquor is permitted.
- **Technical Inventory** - DJ Console and sound system inside the bar is available.
- **Power Supply** - NA. A Gen Set can be rented and parked in the outside hotel parking.
- **Operational Hours** - Restaurant timings - 12.30pm - 1am
- **Permission Status** - Specific licences for event/artist/performance to be obtained by the client

**For Event & Activation Enquiries Contact:**
Olive Bar & Kitchen, Qutub, One style mile, Mehrauli New Delhi 110030.
Website: www.olivebarandkitchen.com
Reservations: 011 29574444, 29574443

**FLOOR PLAN**
LFW 2012

Lakme Fashion Week (LFW) Summer/Resort 2012 took place from March 2 to 6 at the Grand Hyatt, Mumbai, with a line-up of 83 designers and nine sponsors. IMG Reliance executed the event. This season incorporated installations and designer exhibits which comprised of a mix of art, culture and other activities. Disney branded apparel and accessories were also unveiled at a showcase.

Contours India - Women’s Day Run

Contours India organised the third edition of the Contours India - Women’s Day Run on March 4 at the Sri Kanteerava Indoor Stadium in Bangalore. The primary aim of the run was to encourage women and men of all ages to run on the occasion of International Women’s Day. The event served as an opportunity to celebrate womanhood and bring in a change for the future of the girl child.
Eristoff Invasion
Only Much Louder (OML), in partnership with UKNY Music, organised the second edition of the Eristoff Invasion in New Delhi, Pune and Bangalore. This edition brought DJ David Guetta to India. Eristoff Invasion witnessed a crowd of around 10,000 people in each city.

Global India Film and TV Honours
Cineyug managed the Global Indian Film and TV Honours 2012 for Balaji Telefilms, a production house run by Ekta Kapoor, on March 15 at Film City in Goregaon, Mumbai. This event, which was hosted by Karan Johar, will be telecast on Colors TV on April 15.
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Woman Achievers Awards

Star Vijay initiated the inaugural edition of the Woman Achievers Awards on March 4 at the Besant Nagar Beach in Chennai. The awards aimed to celebrate excellence and felicitate deserving achievers from diverse fields who have made extraordinary achievements and stand as an example to the aspiring youth. The event was executed by the BTL activation division of Star Vijay. Around 1,200 women were engaged through the event.

Cool Japan Festival

As part of 60th anniversary of Japan-India diplomatic relations, Japan’s Ministry of Economy, Trade, and Industry (METI) and Indian designer, Narendra Kumar, unveiled India’s first ever ‘Cool Japan Festival’ at High Street Phoenix in Mumbai from March 16 to 18. The festival aimed to bring the life of Japan closer to the people of Mumbai.
Super Fight League
Colors has collaborated with Raj Kundra and Sanjay Dutt of the Super Fight League, a Mixed Martial Arts league, the on-ground aspects of this which are being managed by Fountainhead Events & Promotions. The League kicked off on March 11 at the Andheri Sports Complex in Mumbai. Over the course of one year, the Super Fight League will travel to Delhi, Chandigarh and six other cities.

WE Rock concert
KWAN Entertainment and Marketing Solutions organised the second edition of the WE Rock concert on March 7 at Hard Rock Café, Mumbai. The event was a fund raiser event for NGO, Akshara, which helps educate women. The event was hosted by Nargis Fakhri. Around 500 to 600 people from the entertainment industry attended the event, apart from the more general audience.
PTC Network organised the fifth edition of the PTC Punjabi Music Awards on March 24 at the PAP Grounds in Jalandhar, Punjab. Punjabi music albums and films released in the year 2011 were eligible for entry. The results of voting by viewers and eminent music personalities were combined to decide the winners.

Royal Stag Mirchi Music Awards
Radio Mirchi 98.3 FM, in association with Royal Stag Music CDs, organised the fourth edition of the Mirchi Music Awards, which recognizes outstanding talent and versatility in the music industry. The awards took place on March 21 at Bhavans Ground, Andheri, Mumbai, and was executed by Cineyug.
Talent Central

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