In Focus:
Hero Hockey India League to help bring back the glory of the sport p 40
Live From The Console goes to South Goa as December destination p 43
Asim Warsi successfully executes flash mob to promote its Pocket Internet Games card p 47
One ticket, multiple parties - MTV Block Party p 50

Also featured:
With so many festivals taking place, how does your festival aim to differentiate itself from the others? p 28
GET SET GOLD
Gold award-winning campaigns at RMAI Awards p 32

Market Pulse:
“SAY NO TO SabChaltaHai” is aimed at empowering the end consumer to explore new possibilities
- Siddhartha Sengupta | Merck Limited. p 14
“You cannot force the customer to change his lifestyle to experience an event, you have to interrupt him in what he already does” - Sanjeeb Chaudhuri | Standard Chartered Bank p 18

“Clients who work with us see tremendous value in our Strategy, Creative and Event production services” - Rasheed Sait | George P. Johnson Experiential Marketing India. p 20

BRANDS OF THE M.I.C.E.-AGE
ExM takes a look at the role of MICE in the growing consumer durables industry
The Terence Lewis Contemporary Dance Company - the TLCDC - takes you on an enthralling journey through India and its many cultures, its varied tunes and its diverse dance forms. From the ancient and the spiritual to the frenetic and modern; from the fields of Punjab to the eternal grace of the Taj Mahal to the whirl of colour that is Rajasthan; from Kathak to Kallari and from Burman to Rahman - the evening promises the best of India!
It’s all happening here

As an industry, we often harp on the effectiveness of experiential marketing as a medium, and a great deal of this stems from the convenience and flexibility the medium allows. Where a brand custodian can experience a reaction immediately after a brand message is communicated to a potential target audience. Then tweaking this message to be better received there and then, would guarantee better resonance. And the last time we checked, less investment than conventional ATL mediums as well!

The above scenario is the case when there is still a choice between mediums, and having to put the buck where there’s more bang available for a brand. What when the choice of media is only through experiential engagements? Is this the most challenging scenario, since the evaluation goes down to the method and skill involved in effectively messaging?

Brands, corporations and organizations are continually recognizing the importance and indispensability of managing its stakeholder networks. Where conventional mediums is not an option to reach out to this audience, the mediums of engagement termed commonly as M.I.C.E. is all the marketer has to turn to. Given the brand is communicating to its most integral stakeholders when the medium is only one and proven the most-effective, is the marketer truly putting enough thought to this? Beyond validating a substantial investment in these kinds of activities, is the brand custodian really paying attention to the means and ways of communicating to this audience?

This and many more such questions will be unravelled, debated and answered at MEHK present MaxiMICE at the Oberoi, Gurgaon on Feb 13, 2013. In its fifth edition now, MaxiMICE will see the convening of leaders and decision makers in the M.I.C.E industry. We look forward to continue to lead the path to the future prospects and growth of the ever-challenging Meeting, Incentives, Conferences and Events industry.

Karishma Hundalani Nagdev
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**Event Briefs 06 - 10**
Promo Power | MICE | Live | Sports Rush | Media Active

**Industry Watch 12-13**
Destination | Events | Developments | Venues

**Cover Story 22**
BRANDS OF THE M.I.C.E.-AGE
ExM takes a look at the role of MICE in the growing consumer durables industry

**In Focus 40 - 53**
One ticket, multiple parties - MTV Bloc Party

Live From The Console goes to South Goa as December destination

Aircel successfully executes flash mob to promote its Pocket Internet Games card

Hero Hockey India League to help bring back the glory of the sport

**Market Pulse 14-21**
“SAY NO TO SabChaltaHai’ is aimed at empowering the end consumer to explore new possibilities.”
Siddhartha Sengupta | Merck Limited.

“You cannot force the customer to change his lifestyle to experience an event, you have to interrupt him in what he already does.”
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Rasheed Sait | George P. Johnson Experiential Marketing India.

**Also Featured 28-36**
With so many festivals taking place, how does your festival aim to differentiate itself from the others?

GET SET GOLD
Gold-award-winning campaigns at RMAI Awards

Siddhartha Sengupta | Merck Limited.

Sanjeeb Chaudhuri | Standard Chartered Bank

Rasheed Sait | George P. Johnson Experiential Marketing India.
**Impact takes 20 brands to the Maha Kumbh Mela**

Impact Communications, which specializes in rural marketing, took the opportunity to showcase 25 brands like Lifebuoy, Lux, Horlicks, Britannia, Medimix, Fortune Oil, Wrigley, Eveready, etc. through various brand engagement activities.

Sanjay Kaul, CEO, Impact Communications said: “Since the festival takes place for 50 days and sees 100 million visitors descend onto the platform, brands from various categories come forward to establish connections.”

**Windows Phone launches consumer activation campaign**

Communique Marketing Solutions was given the mandate to conceptualize and execute the integrated pan-India consumer activation through innovative events and engagements across select colleges and malls. The campaign had Nokia and HTC as the device partners and based its creative concepts around the product’s ‘personalisation’ USP.

Tarun Aggarwal, Business Head, Communique Marketing Solutions Pvt. Ltd. said: “The campaign had a number of product demonstrations by trained activity hosts for personalisation features such as Start Customization, Resizable Live Tiles, People Hub, Kid’s Corner, etc. There were also other engagement activities such as Meet Your Match, a comparing session between the new Windows Phone 8 OS and the user’s current phone OS.”

**Candid Marketing executes Classmate’s campaign**

ITC’s education and stationary product brand, Classmate, organized a consumer purchase-linked loyalty program to drive trials and sales for the extended range of student stationery products. Candid Marketing partnered with the company to conceptualize and execute the Get Set Score Challenge. The 12-city, 12-week campaign recently concluded in January receiving more than 8,500 registrations while reaching out to almost five lakh students.

Amrita Kumar, Managing Partner, Candid Marketing said: “The on ground activation was in the form of a school contact program and ‘Feet on Street’ activation which also included tie ups with Cafe Coffee Day. There was also digital marketing through Google, Facebook and Twitter with e-mail and SMS.”

**India Bike Week organizes Chai & Pakora ride in multiple cities**

India Bike Week, a festival of bikers, bikes, music and mayhem organized by 70 EMG and FOX Traveller recently conducted Chai & Pakora ride activity in Delhi, Mumbai, Bangalore, Hyderabad, Kochi, Kollata, Goa, Guwahati and Dibrugarh. The activity was a direct engagement platform to connect with the biker community and witnessed huge participation from all.

Thanush Joseph, Marketing Director, 70 EMG said: “We moved away from the usual run of the mill concepts for creating news and buzz around the festival by coming up with something more creative and fun that would gel well with the biker community at large. All the activities leading up to the main festival are following the same path.”

**CavinKare organizes on-ground activations in Kerala**

CavinKare, for its UHT milk products, organized on-ground activations which were executed by Tamarind Event Management Solutions Pvt. Ltd. The brand promoted its recently launched milk product range. The 19-day activity concluded on Jan. 15 covering 45 outlets across three regions in Kerala.

Sarath Sreedharan, General Manager, Tamarind Event Management Solutions said: “We set up representative stalls which attracted people, many of whom turned potential customers with the efforts of a group of promoters. The promoters provided samples of the milk to the general public so that they could taste the milk before purchasing it. It engaged around 3000 people and the response from the public helped CavinKare achieve its objective of penetrating the market.”

For latest updates on events and on-ground promotions from across India, log on to www.eventfaqs.com
International Buddhist Sangha Conference 2013 concludes

The International Buddhist Sangha Conference 2013 took place from Jan. 4 to 7 in Patna. It was attended by His Holiness The Dalai Lama and around 3000 delegates from 20 countries. The meet was hosted jointly by the State Department of Art and Culture along with the Bodhgaya Temple Management Committee. Swastika Entertainment executed the conference.

Amit Verma, Director, Swastika Entertainment said: “We won the mandate on the basis of our concept presentation, planning, strategy of the event and cost-effective plan. Our execution involved art direction, creative designing, layout, positioning, setup, thematic event flow, etc.”

Renault India holds conference for channel partners in Dubai

Renault India, in order to celebrate the achievements of the year gone by, organized the Renault Dealer Conference from Jan. 13 to 15 at Grand Hyatt, Dubai. Communique Marketing Solutions Pvt. Ltd. was given the mandate to conceptualize and organize the first outbound meet for channel partners of Renault India. The conference saw a total of 65 attendees.

Tarun Aggarwal, Business Head, Communique Marketing Solutions said: “The event strategy, which revolved around delivering the conference message with a highly personalized guest experience, started with setting up a dedicated guest management desk to establish communication with each guest and manage RSVP’s, troubleshooting and more.”

Ascent designs pavilions at Gwalior Trade Fair 2013

The Gwalior Trade Fair is said to be one of the largest fairs in India with an infrastructure of 100 acres of land with lots of amenities to facilitate exhibitors of national and international repute. It is being held from Jan. 10 to Feb. 10. About 30 lakh people are expected to attend the fair.

Shailendra Singh Chouhan, CEO, Ascent Brand Communications said: “Ascent Brand Communications has been associated with the 100-year old property since the past eight years and has bagged many awards for best designed pavilions across categories like consumer electronics, mobile and automobiles. Ascent set up pavilions for more than 10 brands like Bajaj Auto, Godrej, Gitanjali Jewels, IFB, HCL, Intex, Kelvinator, Baba, Lokplaza, etc.”

Impresario executes the 40th IFAWPCA Convention

International Federation of Asian and Western Pacific Contractors' Associations, IFAWPCA, organized its 40th convention at Kochi from Jan. 6 to 9. The convention provided an opportunity to those who are associated with the construction industry by way of offering related products and services. Impresario Event Management was chosen as the agency to execute the convention.

Harish Babu, MD, Impresario Event Management said: “Our responsibility was to take care of all the arrangements at the conference venue, arrange three gala dinners with different themes and offer complete support for the success of the same. The whole event was a great success and for the first time IFAWPCA had got 700 plus registration.”

The Leading Hotels of the World hold trade shows

The Leading Hotels of the World Ltd. (LHW), a luxury hospitality organization representing over 430 luxury hotels, resorts and spas in over 80 countries, held a trade show in New Delhi, Mumbai and Bangalore. The trade shows took place between Jan. 15 and 21. LHW is celebrating its 85th anniversary this year.

Sowmyaragavan T.E., Director - India, The Leading Hotels of the World, Ltd., said: “The objective of the trade shows is to showcase the LHW brand and its member hotels to the luxury intermediaries in the Indian market place and thank them for their continued support. They are used as a platform to showcase the uniqueness and individuality of LHW’s member hotels which are coming from different cities of Asia Pacific and Europe.”

GIFT creates 3D virtual experience at investors meet

The Ahmedabad division of MSLGroup Creative+ along with technology partner Xenium Digital Pvt. Ltd. planned and executed a unique exhibit for Gujarat International Finance Tec-City (GIFT) at the recently conducted biennial Vibrant Gujarat Global Investors meet and mega trade exhibition which took place from Jan. 8 to 13 at Gandhinagar.

Parveez Nasyam, MD, Xenium Digital Pvt. Ltd. said: “The main purpose behind creating this experience is to give people visiting the summit an immersive virtual tour of the iconic but yet to be constructed GIFT city. The GIFT Corner Cave Virtual Reality Experience along with the GIFT Touch Screen Experience was easily the highlight of the entire set up.”
Liquidspace Entertainment organize Storm Festival

The second edition of the Storm festival, a camp-out music festival that aims to bring people close to music and nature, took place on Feb. 1 and 2. The festival was organized by Liquidspace Entertainment Pvt. Ltd. and promotes eco-friendliness. It took place in 22 acres of nature abound area in Napolku, Coorg, located in Karnataka.

Lavin Uthappa, Festival Director and MD, Liquidspace Entertainment said: “It featured more than 45 artists across different stages and included music from international DJs, singer-songwriters, electronic artists and other bands. Bollywood musical stalwart Shankar Mahadevan collaborated with the revered Indian band - Indian Ocean to mark the grand finale of Storm Festival 2013. Apart from music, it also included activities like zorbing, workshops on farming, yoga, etc.”

Midas Next executes Raymond’s art appreciation show

Raymond brought 28 artists and two sculptors together for art appreciation at its flagship store in Warden Road in Mumbai from Jan. 18 to 20. The Raymond Shop wanted to enhance the customer experience as well as increase footfalls through the medium of art by celebrated artists with this niche lifestyle event. Midas Next Pvt. Ltd. was roped in to manage and execute the art show.

Asimah Mirza, Manager - Client Serving, Midas Next Pvt. Ltd. said: “Midas Next took the complete responsibility of the art show, right from deciding the artists and paintings to inviting the appropriate guests for the same. We had to ensure that the entire set up was done in a fashion that wouldn’t disturb the daily ongoings of the store. Special care was taken to have all the requirements ready before the store opened to all.”

Mahindra Group to hold 3rd edition of Blues Festival

The third edition of the Mahindra Blues Festival, a property of Mahindra Group, is all set to take place on Feb. 16 and 17 at Mehboob Studios in Bandra, Mumbai. It is being promoted and produced by Oranjuice Entertainment. It will include a lineup of musicians, a photo exhibition, an instructive blues workshop on slide guitar and a Sunday blues brunch.

V.G. Jairam, Partner, Oranjuice Entertainment, said: “The event partners include The Economic Times, Times Now, Johnnie Walker, Rolling Stone and Vh1. It is being promoted through print, radio, TV, outdoor and digital mediums. About 6000 people are expected to attend over the two days.”

HP launches new PC line-up

HP launched a new line-up of PCs recently. Cream Events was appointed to execute the launch which was attended by Gauri Shinde, Director of the movie English Vinglish, along with DJ/VJ Nikhil Chinapa. The conference gave the members of lifestyle, business and technical media a chance to closely interact with HP heads and get a hands-on experience of the machines.

Trishala Jailwala, Client Service Executive, Cream Events, said: “HP demonstrated how users could experience the best of Windows 8 technology with HP products, aimed at making life more fun and efficient. Apart from the press conference, there was also an experience zone for the media, about 120 of them.”

Mandhana Industries launches Being Human store

Actor Salman Khan and MD of Mandhana Industries - Manish Mandhana announced the launch of the flagship ‘Being Human (BH)’ store in India. Cream executed the launch and press conference at Sofitel on Jan. 17 in Mumbai. The 4,000 sqft flagship store is located at Linking Road in Mumbai. Mandhana Industries Ltd. has entered into an exclusive worldwide licensing arrangement with BH.

Nilesh Gurav, Head of Operations at Cream Events said: “The launch was attended by about 30 media personnel as well as hundreds of fans who were waiting outside the store. The guestlist included Arbaaz Khan, Malaika Arora Khan, Sohail Khan, Salma Khan, Arpita Khan, Amrita Arora and Helen. Host Mandira Bedi moderated an informal chat session with Salman Khan and Manish Mandhana to interact with the media.”
Sun TV Network reveals new name and logo for IPL team

Sun TV Network revealed the new name and logo for the Hyderabad IPL team which was previously called Deccan Chargers. The new name ‘Sunrisers Hyderabad’ along with its logo was unveiled at Taj Krishna, Hyderabad. Wizcraft International executed the event whereas the entertainment for the evening was provided by Glow Show Entertainment.

A European violinist from the ‘Explosion Band’ entertained the guests with her performance for almost half an hour. The act was provided by Glow Show. The anchor then orchestrated the unveiling of the Sunrisers logo. The event concluded with a final performance by the electro violinist. The logo showed an eagle soaring with wings spread in front of the sun, which has replaced the charging bull. This will be the new identity of the team.

The Mud Rush to hit the scenic locales of Kolad

Happy Feet Entertainment and Sheer Management have come together for their joint venture, The Mud Rush which is an all adventure mud run for the adventure, sports and fitness enthusiasts. Scheduled to take place in Kolad on Feb. 9 the mud run will feature a 7.5 km run with 16 military style obstacles designed by ex military Special Forces. Paras Turakhia, Saurabh Shah, Jai Goradia and Ajay Prajapati are the heads behind this adventurous affair.

Around 5,000 people are expected to attend the event and those above the age of 18 years can participate. The run will last for about two or three hours. The event is being promoted heavily through BTL, print, radio and digital initiatives via tie ups and other marketing activities.

Standard Chartered Mumbai Marathon culminates

The Standard Chartered Mumbai Marathon took place on Jan.20 and was executed by Procram International. BMW was the official car of the marathon and Timex was the official timing partner for the marathon. The marathon saw more than 50,000 participants and was attended by Vivek Oberoi, Dia Mirza and other celebrities.

There was also a Get Active Expo which took place from Jan. 11 to 13 at the MMRDA Grounds in Mumbai. It was inaugurated by Bollywood actor John Abraham, the event ambassador of the marathon. There was also a ‘pre-event pasta party’ held at The Trident a day prior to the event.

Toyota launches University Cricket Championship

Shahrukh Khan launched the first ever Toyota University Cricket Championship (TUCC) at the Taj Land’s End in Mumbai on Jan. 17. It aims to encourage cricket at university level and revive the spirit of education with sports. It aims to discover, nurture and promote young hopefuls while providing national exposure to sporting talent.

Sandeep Singh, DMD and COO, Toyota Kirloskar Motor said: “With the help of our partners NDTV, we have planned a very aggressive marketing campaign for TUCC which will entail a blitz of promotion and BTL activities which will go on for a month till February. There will also be a number of contests and other attractions from February till March. We will also run very exciting contests for the young participants from the audience who will be eligible to win a brand new Toyota EtiosLiva. We will also gift a Toyota Etios to the man of the series.”

Beach Soccer Worldwide to launch sport in India

Beach Soccer Worldwide (BSWW) announced that it is now organizing India’s first professional Beach Soccer Championship in Goa, India from Feb. 7 to 10. The Goa Football Association (GFA) and The Goa Football Development Council (GFDC) are backing the officially sanctioned event, which will become a biannual feature.

Mumbai-based TransStadia is investing and managing the much-awaited sporting event. The tournament will see the participation of prominent players from Goa’s popular football clubs and other prominent teams from around the country. The winners will get a grand prize of Rs. 2 lakh.

3rd edition of Mahindra Youth Football Challenge ends

The Mahindra Youth Football Challenge was played in Bangalore, New Delhi, Goa, Mumbai, Kolkata and Kerala recently. Playing in six cities ensured that the tournament cast a wide net to identify some of the most talented junior football players in the country. The winner was Don Bosco which won Rs. 30,000, while the runners-up were Lilavati Poddar and St. Lawrence.

The Mahindra Youth Football Challenge is the Mahindra Group’s commitment to promote football at the grassroots level. The company has partnered with Scottish football giants, Celtic Football Club, who are taking on the responsibility of training and developing young talent identified through the initiative.
92.7 BIG FM launches campaign mela for Makar Sankranti

92.7 BIG FM launched a campaign called ‘Gaano Ke Pench Ladao, Life Banao’ for the festive occasion of Makar Sankranti on Jan. 4. The campaign, which ended on Jan. 14, was designed to promote the festival through an on-air singing related competition amongst listeners. The campaign was hosted across 25 stations and also had an on-ground aspect to it in the form of a Sankranti Mela.

Ashwin Padmanabhan, Business Head - North and South, 92.7 BIG FM said: “The BIG Sankranti Mela had a carnival-like setup to it and saw a number of activities such as community kite-flying competitions, food stalls, special feasts, sugarcane eating contests, special experiences for underprivileged children and other fun and games for children as well as adults.”

DNA launches self-defence camp called ‘Enough is Enough’

DNA’s self defence camp for women, Enough is Enough, which aimed to create awareness about various safety techniques, took place from Jan. 11 to 16. It took place at multiple locations such as leading malls, Sophia College and the Super Fight League Challengers Arena in Mumbai. The project was conducted in association with Super Fight League (SFL).

Sorbojeet Chatterjee, Marketing VP, DNA said: “The sessions were conducted by mixed martial arts experts from the SFL who trained women to empower themselves with basic training to defend themselves in times of volatile situations. The registration was free of cost. Indian boxer and Olympic winner Mary Kom, also the brand ambassador of SFL, was the face of this initiative.”

Radio Mirchi announces fifth ‘Mirchi Music Awards’

Radio Mirchi is back with the fifth edition of its ‘Mirchi Music Awards’ to felicitate the musical talents. The awards are scheduled to be held on Feb. 7. The panel headed by Javed Akhtar comprises eminent industry professionals like Ramesh Sippy, Ashutosh Gowariker, Prasoon Joshi, Anu Malik, Alka Yagnik, Rakeysh Omprakash Mehra, among others.

The awards will felicitate winners across 14 categories like Best Male Vocalist, Best Female Vocalist, Best Music Director, Best Lyricist, Lifetime Achievement Award, Jury Award for outstanding contribution to Hindi Film music and more. There will also be a special segment of Mirchi Listeners Choice Awards where the Mirchi fans will get to select winners of Best Song of the Year and Best Album of the Year.

Fever FM launches campaign ‘Sadda Haq Aithe Rakh’ for women security

Fever FM Bangalore launched a social campaign titled ‘Sadda Haq Aithe Rakh’ to reinforce women security in the city. Highlighting one of the biggest concerns today, the week long campaign ended on Jan. 26 and was hosted by jock Shraddha. The RJ built an interactive platform that voiced the concerns of the common women and solutions from the authorities.

Harshad Jain, Radio and Entertainment Business Head, HT Media said: “The initiative was extended on-ground to some popular malls in the city, which will feature a special ‘Sadda Haq’ signature wall. This wall will invite participation from women and identify the rights that need to be reinforced.”

SET Asia participates in Pravasi Bharatiya Divas

The 13th Annual Pravasi Bharatiya Divas (PBD) recently concluded in Kochi. The three day event, held from Jan. 9 to 11 is held with an aim to provide the overseas Indian diaspora with a platform to engage with the Indian government. Sony Entertainment Television (SET) Asia participated for the first time.

SET was a key exhibitor. Sony Network’s vast global presence especially catering to NRIs and PIOs made it an automatic fit for the exhibition. Sony showcased its programming and distribution strength in the international markets and received many inquiries for the same. The stall had banners of the SET shows, ran its showreel and made presentations.
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The fourth edition of the annual Entertainers Connect handbook is now underway. If you’re an event planner constantly on the look out for the best entertainment solutions, book your complimentary copy of the Entertainers Connect Handbook 2013 now! Simply mail us at ec@eventfaqs.com

Bookings for artists and artist management / engagement agencies are now open. Connect with us now to book your spot in the 2013 annual handbook.
Tanvi Asher: tanvi@eventfaqs.com, +91 92245 72293 | Poonam Khinchi: poonam@eventfaqs.com, +91 90046 87566
**Destination**

**Queensland on Tour attracts 500 Indian travel**

Queensland on Tour is an annual trade road show that visits key metros in India as part of its promotional events to boost the state tourism and offer participating business partners an opportunity to educate the key Indian tourism agencies and achieve a larger footprint in the market.

Organized by Tourism Queensland, this year’s road show visited Delhi, Chennai, Kolkata and Mumbai and saw over 500 Indian travel and tourism agencies in attendance. Queensland destinations like Cairns and Gold Coast have convention bureaus set up to handle the requirements of the MICE segment from across the globe.

**Abu Dhabi opens destination promotion office in India**

Abu Dhabi now has a destination representation office to serve the high potential Indian market. The Abu Dhabi Tourism & Culture Authority (TCA Abu Dhabi) move comes as India is identified as holding out huge potential for the destination being less than three hours flying time from most Indian centres. There are 124 flights a week linking nine Indian destinations with Abu Dhabi International Airport.

From January to the end of November last year some 125,180 Indian guests stayed in Abu Dhabi’s hotels - a 30% increase on the first 11 months of 2011.

**Nepal Tourism Board conducts Sales Mission in South India**

Nepal Tourism Board (NTB) recently conducted the Nepal Sales Mission 2013 in Madurai on Jan. 8 and in Trichy on Jan. 9. In an effort to attract pilgrimage tourists from South India, NTB recently organised road shows in Madurai and Trichy.

Rohini Prasad Khanal, Senior Officer - Marketing & Promotion, NTB, said: “The objective of the road shows was to facilitate mutual growth in the tourism sector. In 2012, Nepal received 164,680 tourists from India by air. Nepal has always been popular with Indians as a recreational, shopping and pilgrimage destination.”

**South African Tourism promotes itself by organizing 10th roadshow in India**

The four-city roadshow is taking place across Mumbai, Hyderabad, Bengaluru and New Delhi. India is among the top five tourism source markets for SA with 79,306 Indian tourists to SA from January to September in 2012. Through this four-city roadshow, South African Tourism aims to build inbound tourism from India which has grown to become one of the core markets for SA.

Hanneli Slabber, Country Manager, South African Tourism India, said “The multi-city roadshow is organized each year to showcase the varied experiences that SA has to offer as a holiday destination and to present innovative, latest products and services to the Indian market. Over the years, it has proven to be an effective platform for the partners from India and SA to interact and cultivate business opportunities.”

**Korean Tourism Organization promotes Korea as MICE and tourist destination**

Korea is targeting a big slice in the growing MICE industry. Ranked eighth in the number of meetings and conventions by the Union of International Associations in 2011, the government plans to boost the country as one of the top five convention destinations in the world, to enhance the number of inbound tourists to Korea including the Indian corporate industry.

The destination will be promoted through roadshows along with advertisements, joint promotions, trade shows and familiarization trips on a pan-India basis. A total of 42 festivals have been designated as 2013 culture tourism festivals.”

**Events**

**WOW returns for 5th edition**

EVENTFAQS’ WOW Awards, a platform established in acknowledgement of the rising importance of the live brand experiences industry, is returning with its fifth edition and will take place in April.

**CRY Corporate Responsibility Summit**

It was held in Mumbai on Jan.11 at J.W. Marriott. The NGO brought together key voices on the corporate responsibility debate in order to build greater convergence between the stakeholders. UBM India, a media and marketing organization catering to B2B markets was hired to manage the event.

**Percept celebrates 29 years**

The 29th anniversary celebrations on Jan. 2 offered a platform for the entire Percept Group to come together and acknowledge the exceptional contributions made by all Percept employees over the past year. There were brunches, parties, speeches, contests, etc. The theme was ‘The Incredibles’ and the Percept E-Yearbook 2013 was also launched on the occasion.

**The 5th International IPR Conference concludes**

It took place at The Lalit Ashok Hotel in Bangalore from Jan. 23 to 30. Organised by Kolkata-based IP firm, ITAG, a subsidiary of TCI finance where Gati, the logistic giant, has a significant stake, it was steered by about 340 speakers from as many as 30 countries. Titled ‘IPR, the powerhouse of tomorrow’ the conference dealt with specific technology in various industries. The objective was to create an overall awareness among the policy makers and attorneys in India.

**Sundance Film festival 2013 concludes**

The festival which took place from Jan. 17 to 27 took place at Park City in Utah. It brings the most original storytellers together for its annual program of dramatic and documentary films, shorts, performances, panel discussions, etc. It was sponsored by HP, Acura and others.
**Venues**

**Hilton Hotels & Resorts opens first leisure property in India**

Spread across 320 acres in the Western Ghats and a short drive from Mumbai and Pune, Hilton Shillim Estate Retreat & Spa features among the largest spa facilities in Asia along with extensive dining and recreational options.

The retreat also presents an exclusive location for intimate corporate meetings, business events, social gatherings and private receptions, with a provision to accommodate up to 100 people in a range of settings. Modern technology and the full range of business services are available including high speed internet access, video conferencing, etc.

**The Accor Group of Hotels opens new Novotel hotel in UAE**

The new 224-room Novotel Abu Dhabi Gate aims to fill a need for quality, internationally-known, mid-scale accommodation for business and leisure travellers in Abu Dhabi with its spacious, modular-design guestrooms, balanced cuisine, meeting facilities, attentive staff, dedicated children’s areas and rejuvenating wellness facilities.

Christophe Landais, MD, Accor Middle East, said, “It is well-positioned to cater to business travellers attending exhibitions and events at the nearby Abu Dhabi National Exhibition Centre. All meeting rooms offer free internet connection.”

**Event gallery Ave 29 opens in Mumbai**

Ave 29 is a 2000 sq.ft versatile event gallery space which provides a platform to showcase the diverse elements inherent to the city. Ave 29 plans to host and produce a variety of interactive and experiential marketing events, ranging from pop-ups, wine and food tastings, edutainment seminars and workshops to contemporary exhibits and more.

Ave 29’s Managing Partners, Pia Shivdasani and Atmika Didwania said: “This multi-purpose loft can be booked on an hourly, daily or weekly basis. With large glass windows, wooden floors and a kitchenette, the space can be designed, decorated and tailored to suit any brand’s individual preferences and accommodate any and all specificities. For third party events, the host of services provided includes valet, catering, décor, ambiance, design collaterals, marketing, personal relations, logistics and production.”

**Marquee to replace Sydney exhibition centre**

Infrastructure NSW recently announced that a 25,000 square metre ‘fully enclosed and fully serviced marquee-style structure’ would accommodate events displaced from the Sydney Convention and Exhibition Centre at the end of 2013, when construction begins on the $1 billion venue at Darling Harbour. The event and equipment hire company Pages led the winning bid to finance, build and operate the marquee.

Tim Parker, Project Director, Infrastructure NSW said: “The venue would almost replicate Darling Harbour’s present 27,000 sqm at the same cost to the NSW government. Previously, we asked tenderers for 15,000 sq m of enclosed space, with the extra 10,000 sq m to be available on a temporary basis for the larger shows.”

**India’s biggest exhibition/convention center to come up at GIFT city**

Construction of a new exhibition center at Gujarat International Finance Tec-City (GIFT) city kicked off on Jan. 10. Gujarat Chief Minister Narendra Modi visited GIFT city to inaugurate first two commercial buildings here and will also lay stone for a new exhibition center at some distance away.

R.K. Jha, Director, Gujarat International Finance Tec-City Co. Ltd. said: “The exhibition center will come up over an area of 1,40,000 sqm. It will be constructed in two phases. The GIFT city exhibition center will be the biggest in India, almost double the size of current biggest venue, Pragati Maidan, which is standing over 70,000 sqm land.”

**Developments**

**GPJ to manage Alfresco’s event marketing account**

George P. Johnson India will focus on expanding and leveraging the presence of the brand across the sub-continent. It won the business deal because of its experience in results-driven experiential marketing campaigns.

**SALT Experiential Marketing enters industry**

SALT has officially set out to make its mark with Hemant Dahiya, former COO of G2 Rams leading the way forward. Dahiya aims to carve a niche. SALT, in its first month of inception has bagged clients like TATA Motors and Hero MotoCorp.

**Shivajee Das joins TIC as Executive Creative Director**

He left Wizcraft International Entertainment, where he was in charge of Communication Strategy. At TIC, Shivajee will be primarily working towards building IPs for TIC and support communication strategy for Key Accounts.

**Percept Sports & Entertainment bags Dalmia Cement’s account**

After winning the mandate to handle Dalmia Cement’s account for its forthcoming activities, Percept Activ was taken on board to manage the launch event of Dalmia Cement’s arrival in North East markets on Jan. 12.

**Prabhakar Mundkur gets promoted to Executive Director of Percept/H**

He joined Percept/H in 2005 and will continue to spearhead the agency’s initiatives on key national businesses such as Toyota, Hero, Canon, FedEx and Sahara while he continues to oversee the company from a board perspective and steer the organization to the next level.
“‘SAY NO To Sab Chalta Hai’ is aimed at empowering the end consumer to explore new possibilities”

Merck Limited (formerly E. Merck Limited) was set up in India as Merck’s first Asian subsidiary in 1967. The company operates both its pharmaceuticals and chemicals businesses in the country. Merck India recently announced the launch of its socio-marketing campaign ‘SAY NO To Sab Chalta Hai’, which aims to change the lax attitude that people have towards unsafe and low quality products. Siddhartha Sengupta, Regional Head Asia, Performance Materials (Decoratives) and Country Head India, Performance Materials, Merck Limited [India], tells us a little more about the campaign.

Could you elaborate on the idea behind the ‘SAY No To Sab Chalta Hai’ campaign and how it came about?

Siddhartha Sengupta, Regional Head Asia, Performance Materials (Decoratives) and Country Head India, Performance Materials, Merck Limited [India].

‘SAY NO To Sab Chalta Hai’ is a consumer awakening campaign initiated by the Performance Materials division of Merck India. It is aimed at empowering the end consumer to explore new possibilities and challenge convention. This is a first-of-its-kind campaign in India and its objective is to inspire people to ask for products that make life better, safer and more enriching.

The idea for the campaign germinated from the realisation that despite the increasing number of products and services flooding the market, the Indian consumers have very limited options before them. They more or less accept whatever is offered to them without question. Yes, they want more, but thanks to their innate ‘Sab Chalta Hai’ mindset, which permeates each and every aspect of their lives, they fail to ask for what is best for them. Hence, this campaign seeks to awaken the Indian consumers out of their stupor and encourage them to challenge status quo.

The campaign will highlight issues like the use of low quality ingredients in beauty products (cosmetics, skin care and personal care) as well as hazardous chemicals in plastic products such as buttons and toys, while also raising awareness around the growing market for counterfeit products. The campaign is also designed to enlighten consumers about the various unique possibilities in design and colour effects for automotive and interior paints, cosmetics, packaging, etc., to help consumers demand superior products.
and make better choices.

Why use on-ground / BTL as a medium to promote the cause? Why did you feel that the use of a flash mob related competition would be most effective?
India's youth are its tomorrow and form the core target audience for this campaign. We have thus designed this consumer awakening campaign specifically for the youth, as we believe that they would be the best channel to propagate our campaign messages. The reason we have also chosen to take the innovative 'flash mob' route is because it will enable us to involve large numbers of college students across the country and make them the voices of this campaign. Through these flash mobs, college students are urged to create awareness about unsafe and low quality products and inspire consumers to demand what is rightfully theirs — good quality products that make life better, safer and more enriching. This is why we chose to use the on-ground or BTL to promote our campaign.

What is the number of people who are expected to be engaged with this activity? What kind of locations will be used for the flash mobs e.g. malls or other public places?
To flag off this campaign, we partnered with the Western Railways to host flash mobs with college groups across 11 prime railway stations in Mumbai. These flash mobs received an overwhelming response from consumers and provided a great impetus to propel the campaign forward in more cities. This was carried out as part of Phase One.

As a part of Phase Two, we will partner with colleges across 25 cities in the country to participate in this flash mob contest. Groups of students from different colleges will be urged to organize flash mobs in their social milieu and highlight a cause from the list mentioned on the website.

The winning team would be awarded a grand cash prize of 2,00,000 rupees, while those in the second and third places stand to win 1,50,000 and 75,000 rupees, respectively. Additionally, there are three consolation prizes of 25,000 rupees each.

The winning teams will also have an opportunity to partner with renowned independent experts from the fields of either design or spaces or allure (beauty) categories, to develop a product that stands for quality and authenticity.

Will you be targeting rural areas as well? If yes, then how will the approach be different as compared to the urban market?
As a part of Phase Two, we will partner with colleges across 25 cities in the country to participate in a flash mob contest. Besides the metro cities, we would be reaching out to colleges in other Tier 2 and Tier 3 cities as well. Groups of students from different colleges will be urged to organize flash mobs in their social milieu and highlight a cause from the list mentioned on the website. This contest is open to college students from any part of the country, which also includes the rural areas.

What other media is the campaign being promoted through? Are there any media partners to support these promotional activities?
The main communication channels for the 'SAY NO To Sab Chalta Hai' campaign are on-ground college activation, digital and PR. While on-ground college activation is the strongest element of this consumer awakening campaign, we have also created a unique digital platform, www.isayno.in, where college students can express their solidarity towards the campaign by uploading flash mob videos. These flash mob videos will then be judged by our expert panel. In addition to the contest videos, visitors on the website will get to interact with many experts who have given their support to the campaign. Some of the key experts who have extended their support are Manthili Katam, Ojas Rajani, Jawed Habib, Manoj Kothari and Suhasini Paul, to name a few. We are also leveraging other social media platforms, including Youtube, Facebook and Twitter, to drive wider awareness and participation. In terms of bringing in media partners to support these promotional activities, we have not roped in any at this point.

What is your take on the adoption of more experiential activities that develop a direct brand connect with the target audience?
Merck India is the first company in the pigments space that has taken a digital leap and adopted the experiential consumer engagement approach to reach out to the end consumer. What can also be termed, 'participative branding'. We manufacture and market pigments, actives and functional fillers, and technically support our partners to develop products which are at par with international standards for the Indian consumer. Consequently, there isn’t a direct interface between our products and the end consumer. That is the reason why we have endeavoured to reach out to them to educate them about the importance of these ingredients in the products that they use and thus help them take better informed purchase decisions.

For example, the Indian market today is flooded with counterfeit products across various sectors such as electronic items, automotive components, consumer durables, pharmaceuticals, herbal medicine and cosmetics. This not only hurts the integrity of the legitimate brand, but also puts the health of consumers who use these counterfeit products at risk. Brands now clutter the media with such grand claims, confusing consumers across the board as to where actual value for money lies.

We have chosen the experiential route, as we believe it provides us the maximum opportunities for interaction and exposure to the end consumer. 'Project effexX' is our effort in ingredient branding, which was launched last year. It is a first-of-its-kind co-creation platform in the world of design, spaces and allure (beauty). Since then, Project effexX has been helping professionals enhance their understanding of global trends and movements, and unleash new concepts and possibilities in the consumer product development space. We also participate in a host of relevant seminars and exhibitions through the year, to reach out to varied sets of consumers and allow them to interact and experience our concepts and products.
Lot has changed and lot will, not only for the Clients’ but also for people and organizations working in the Experiential Marketing Industry. Globalization and technology advancement is shaping the way we perceive and see things today like never before. This has a profound impact on marketing, because technology changes the way marketing managers, their agencies, and the people working in these agencies do their job. Future advances in marketing are likely to build from advances in technology, relating it to improvements in communicating, storing, and processing information about customers and their consumption pattern.

Strategies, tactics, and operational processes that just a decade ago reigned supreme, now look a little out of sync, when viewed through today’s brand perspective. Rapid advances in technology, the Internet revolution, the social media, the digital platforms, the smart devices and ever blurring boundaries of global market place & local geographies have improved certain things while throwing new challenges at brand marketers. So, barring certain sectors targeting the rural audiences, the impact of the changing marketing landscape has evolved the way a brand is marketed today.

As the line between traditional ATL and BTL agencies have started blurring, marketers have started looking for more robust agencies that could rise up the “value chain” and be more integrated in its approach. Agencies that could deliver the brand experience to the target audience through innovative and effective “Go to market plan”, one that would make brand proposition unique, effective, measurable, and tangible through clutter busting brand experiences, delivered real time across multiple platforms.

Also, what has changed over time is Stakeholders’ Equilibrium - People that matter, their approach, thoughts and adaptability... be it a Client, their Agencies, or the
people who work in these agencies. Clients today are looking for agencies which can grow up the value chain from being a vendor to a marketing partner, who understands their brand and provides “Value for money” solutions rather than rack-listed services. An agency which clearly understands that every brand proposition is unique and the days of “one size fits all” services are gone.

And though this is easier said than done, what is required by the agencies is consciousness of the fact, that at the heart of the stakeholders’ equilibrium lie the most important stakeholders-vendors, partners and people who work in these agencies.

When Suppliers are paid on time and are treated as an integral part of the agency, they replicate the same passion in delivering the brand promise and go that extra mile much beyond their “call of duty”. The same benchmark can be used on the internal team who churn out innovative ideas, create concepts, creatives and execute them on ground for the clients.

To be the best of the best in shifting marketing dynamics, an agency needs to hire and retain talent, who have the right amount of passion, attitude and attribute to deliver and grow as they climb the career ladder within the organization. This will only be possible if we understand and adapt to the best practices from other industry verticals.

For doing this we do not have to look far. Our clients have set the best benchmark.

The need of the hour is to customize the better practices to serve the purpose of an experiential marketing agency. Making the employee a true stakeholder by on time payment of salaries, ESIC, provident funds, organizational transparency ensuring that the agency performance and employee performance is aligned is the first step. Also, long serving employees could be rewarded through additional perks, bonuses, or something like ESOP making them a partner in the true sense.

Agencies should also actively embrace responsibility for the impact of their activities on the environment and society at large. Corporate social responsibility is a very well-known concept in the present day world. In fact, corporate giants today are very conversant with corporate social responsibility or corporate sustainability. Ethical business practices act as a positive catalyst in hastening the process of corporate success via motivating the employees and creating an underlying system committing to improve community well-being through discretionary business practices and contributions of corporate resources. However, it is not to be treated as charity but as the core business strategy of an organization, where people are motivated not only to garner profit but for the larger goodness of the planet that we inhabit. This abundance in mind-set helps in creating a society where everyone is a winner.

At the heart of NeoNiche lies such resolve. We live by our DNA of “Ideas, Innovation and Insight”. Any campaign that we work on, we try to bring our ideas to the table coupled with an out of the box thinking mind-set. This has helped us in proposing and executing innovative solutions, be it a “Silent Theatre Conference” or a “Blue casted experience zone” in an event. For all our clients we try to act as a trusted adviser, building our insights into any campaign in MIS recommendations.

When one enters the NeoNiche Office, the first thing to be seen is a board with our “Mission Statement”. When each day “NeoKnights” walk into the office our mission board is what greets them–

“We aspire to be the most ‘Respected’, ‘Caring’ and ‘Innovative’ Experiential Marketing Company in the world. It is our firm belief, that if we pursue respect, care & innovate, then we will not short-change our Clients, we will care for our colleagues, their families & the society in general, treat our partners with respect & understanding and will never violate the law of the land in whichever Country we operate in. It is our conviction that such pursuit towards growth will create an environment of trust, harmony & excellence - the pillars which will lead to constant Innovations for our Clients.”

This statement is not just a mere coinage of words but a constant reminder of who we are and what we aspire to be.

To quote Charles Robert Darwin the famous naturalist - “It is not the strongest of the species that survive, or the most intelligent, but the one most responsive to change”. I for one, strongly believe that this is as true of agencies, as it is about species.

We do live in exciting times, where things change within a blink of an eye. What keeps all of us who are a part of an exciting discipline called marketing on the go, is our undying passion, that adventurous streak, our affinity for challenges and that gush of adrenaline when it all falls together...Those “moments of truth”, knowledge of a work well done and we all are ready for the next challenge....aren’t we?

(The author is the Founder & Managing Director of NeoNiche Integrated Solutions Pvt. Ltd., an experiential marketing agency. For more information visit www.neonicheintegrated.com )
Experiential Marketing today is taking an increasingly important role in the overall marketing strategies of brands. What is the role of experiential marketing in Standard Chartered’s marketing plan?

Going back to basics, what is now called experiential marketing has really been around forever. Consumers are really looking for experiences rather than just bald product benefits or features. I have had a background in FMCG marketing in Unilever, Colgate and P&G, which was before I got into banking. I can tell you that whether it comes to marketing a soap, a cosmetic, a health product or even a credit card, the fact of the matter is that the consumer is not buying the physical product or service, but is really buying the emotional experience that he or she gets out of using that product or service. So in that context, my belief is that what is now called experiential marketing by people has been around forever, always has been an integral part of the marketing mix and should continue in that path.

I believe you cannot force the customer to change his lifestyle to just experience an event of yours, so you have to interrupt him in something he already does. So today if he’s going to a shopping mall to shop, have a good day out with his family, or see a movie in a multiplex, if I can interrupt that journey with a pleasurable experience which talks about products and services which are broadly in the financial space, that is true experiential marketing.

At Standard Chartered, we have completely decentralized the planning of these activities. I feel it is difficult for any large organization to really be planning centrally in a head office. So what we have done is we have given the broad guidelines, after which point our local heads decide what really resonates with their target markets and do the right thing. The role we can fulfill is to disseminate those ideas really fast so that everyone is learning from each other. Everybody is creating new ideas, and whatever works and whatever doesn’t is shared with everyone.

What is the approximate percentage of the overall marketing budget assigned to BTL activities? How has this increased in the last five years? What will the future growth of this investment look like?
It is difficult to put a ratio on the traditional ATL-BTL split. When one really looks at it, what would you call an experience you have online? Would you call it advertising or would you call it BTL? If you were to specify that by BTL you mean activities that directly touch the customer physically, we do a lot of what we call micromarketing at important branch locations where consumers can come together to celebrate something, to get some information on products or services, to attend some investment seminar etc. To me all this is experiential marketing. So if I take that physical definition, I would say over 50% of our budget would easily be spent on these kinds of experiences. I feel a lot of online activities that we do today, whether it is Social Media or some other online media, is highly experiential in nature as well. However when it comes down to it, I feel the real test of a marketing budget’s efficacy is if I could almost come to the extent of saying that 100% of my marketing budget consists of experiential marketing.

What are the various formats of BTL marketing used by Standard Chartered? What are the most prominent BTL / experiential properties initiated / associated to the brand? And what further plans are in the pipeline?

As I’ve explained, the Marathon has been a great property for us and we have stayed with it. It is truly experiential marketing for the Standard Chartered brand, because if our brand position is here for good, what better way of showcasing that than to have tens of thousands of people getting together, cheering, and running for multiple causes. It’s not just a few causes that the bank may have like a ‘Seeing is Believing’ or any other of our social or CSR activities. The format is so interesting that there are people with hundreds of causes raising crores of rupees, and they are all experiencing it in an envelope which is the Mumbai Marathon. I think this is the ultimate example of a big event which has phenomenal length in my mind as a marketing opportunity to expand much beyond what it is even today.

What is the brand connect between Standard Chartered and the Mumbai Marathon? What brand visibility and brand opportunities does it provide to Standard Chartered and how has the 10 year association with Mumbai Marathon helped Standard Chartered as a brand?

I feel we have really benefitted from the marathon’s growth, which fortunately has synchronized with the growth seen in the health, wellbeing, and fitness revolution that is sweeping every part of the world. What we have done is as we learn from each marathon, each succeeding one is becoming bigger than the one before it. This year for example we did some very interesting things in the social media space and engaged the consumers well before the marathon started and continued with it even after the marathon ended. The engagement was done in terms of interesting content and tie ups with organizations which could provide services around the health and fitness area. We had a very interesting property called the ‘India Food Explorer’ which has got about 800,000 fans. We have put it up solely for the benefit of people, many of whom may not be Standard Chartered customers, to say how the right kind of food and the right kinds of exercise can really help the overall well being of individuals and family. So I think it is almost impossible to quantify the precise impact of the marathon itself in isolation on the brand. However I think the sum total of everything we’re doing is looking very good from a brand health point of view because we do track our metrics globally, and clearly I can see that trend which is on an upswing where people are relating to it at a more intimate level, rather than just an awareness one.

With many marathon properties coming up in India, how is the Mumbai Marathon still differentiating itself? How does Standard Chartered work with the organisers of the property to ensure each year has something new / better to offer?

Every year there is something new that we add based on our collective experience of past years. We also learn from what is happening overseas, from marathons happening in other parts of the world. Standard Chartered itself sponsors nine other marathons around the world in countries such as Singapore, Hong Kong, Dubai etc. and the learning from each one of them is phenomenal. We just pool the combined learning together, and as Global Marketing Head, I make sure that all the learning that we have got is always available to all of us and we use that every year to do something unique and better.

Has Standard Chartered undertaken any rural BTL initiatives? How would the BTL approach in a rural setting be different from the BTL approach used in an Urban one?

Some of the activities or causes that we champion, one of which I have mentioned earlier, is called ‘Seeing is Believing’. This is a global CSR initiative that we have been championing now for close to 10 years. Basically the charity’s objective is to cure curable blindness in developing markets around the world. We do camps for public individuals who have nothing to do with our customer or target market. The camps we put up are in collaboration with local reputed eye surgeons to check people’s eyes. If they have blindness which is curable, we do any surgery that is needed free of cost. If spectacles for sight correction or any medicines are needed, we provide them free of cost as well. The most recent camp I can think of is for the people in and around Chhindwara in Madhya Pradesh. Essentially we did a free eye camp where a very famous eye surgeon from Nagpur came out with his team to Chhindwara. We had hundreds of people queuing up from the early morning because it opened at about 10 o’clock, and I know what happened as I was physically present. It was so uplifting to see these huge numbers of people who had no hope of getting their eyesight corrected, and we could actually see them going out, and in some cases it was as simple as providing them with a pair of glasses which allowed them to see properly. We have done camps in Africa, in Asia, in the Middle East etc., and in my opinion that is a very apt representation of what we can do in economically underdeveloped areas of cities or rural areas.
“Clients who work with us see tremendous value in our Strategy, Creative and Event production services.”

George P Johnson (GPJ) India, is the Indian subsidiary of GPJ WW, Ad Age’s No. 1 ranked event marketing agency. The year 2012 marked many milestones for the agency including the celebration of 10 years of its presence in India. During this time, GPJ has built a strong reputation for its world class execution and award winning creative and sound strategic thinking. In conversation with Rasheed Sait, Vice President and Managing Director, George P. Johnson Experiential Marketing India, ExM gets an insight on the agency’s growth strategy this far and what the plans for the next year will be.

2012 has been an exceptional year for GPJ India as far as developments go. For one, the accolades and acknowledgement of the agency and its work have been the most this year. What according to you has lead to this development?

The year 2012 has been spectacular for GPJ India. Normally we don’t participate in...
many awards but I am happy to report that every forum we participated in last year, we came back with an award. We picked up Gold and Bronze for innovation and creative excellence at the Big Bang awards, Silver for the best B2B event in Asia Pacific at the Marketing Events awards and the ultimate recognition which had the entire GPJ India team jumping with joy i.e. South Asia Specialist Agency of the Year 2012 by Campaign Asia Pacific.

One of the main reasons we received these accolades, thats going in our favour, is the quality of work we have been consistently producing over the years. The second reason as part of our brand building strategy is that we decided to start showcasing our innovative and creative work.

We plan to keep up the momentum that has already been built. Participating in more award forums and showcasing work is definitely on the cards in 2013.

What has been the growth / expansion strategy for the agency?
As part of our growth strategy in India, we called out and executed a number of new initiatives in 2012. We expanded our Mumbai operations and invested in a full service facility in India’s business capital. We set up a global strategy and analytics HUB in Bangalore – a team that works with GPJ’s global strategy and planning team based in EMEA and US. We also grew our new business team significantly.

What has led to the expansion in the team size?
New services like Audience marketing, Analytics, Digital and Mumbai / Bangalore expansion has led to doubling headcount and increasing team size in 2012. Currently we are 130+ staff across 5 offices in 3 cities.

What has been the business development strategy for the agency?
We hired senior new business development teams with a focus on “hunting”. This new business strategy fetched GPJ India 23 new clients in 2012 including Yahoo, Herbal Life, Toyota, MWV, Eaton, Kirloskar, Vodaphone, Flipkart, Sanovi, Mindtree, Motorola, Alfresco, etc. Thanks to these and other initiatives, we grew GPJ India by 51% in 2012 vis a vis 2011.

Is there a focus on specific industries or formats of BTL?
We work with all verticals and industries including Telecom, Auto, IT, Pharma, FMCG, Healthcare, etc. In terms of formats we produce all types of live, face to face engagement. This includes conferences, seminars, offsites, multicity road shows, mall promotions, tradeshows, and exhibits.

Beyond growth in team size and client portfolio, the agency has also incorporated newer services. What is the objective behind this, How will this enhance the growth for the company?
Clients who work with us see tremendous value in our Strategy, Creative and Event production services. At the same time clients continue to push us to offer complimentary services since they like to work with one agency for all their experience marketing needs. In recent times GPJ India launched new services like Audience marketing, Digital and Analytics. This is also part of our vision of becoming an agency that drive results through “unique live and online experiences”. We are expecting these new services to give us a 20% growth next year.

What are the future plans for growth? Please elaborate giving reason for these developments?
In 2013 we are looking to continue investments in the India market. Our first priority is to expand our Delhi office either through acquisition or hiring senior talent from the industry. We see tremendous potential in the digital space and will continue to look for opportunities to grow our digital and creative capability in India.

What are the unique initiatives taken up by the agency to harness a better working environment while also stimulating innovative ideas within its organization?
Last year we conducted an employee engagement survey across our 30+ offices globally. “Social Support” came up as the biggest reason for employees to stay connected and engaged with the company. The result at GPJ India too was exactly the same. This is testimony to the various initiatives the company has put in place over the years. We have been in this business now for 99 years and we understand more than anybody else how tough and demanding the business of events can be. So we ensure our staff feels supported through various initiatives that we undertake.

The other reason why people come to work for GPJ is the quality of work they get to produce here. We are constantly innovating, pushing the creative envelope and adopting new technology.
The Need of the Hour!

Meetings, Incentives, Conferences and Exhibitions have assumed a crucial role in today’s time, which is witnessing a burgeoning growth in all industries be it FMCG, Electronics, IT, Insurance and even Pharmaceuticals. In fact, the year gone by is testament to this, with takers from across the country, ready to cash in on the advantages that MICE programs provide, in incentivising and motivating their stakeholder networks.
So what happens then in a country, where the markets are spreading out from the saturated urban segments to low penetration rural areas and tier II, III cities and townships? How will a brand continue to deal with these dynamic situations and uphold its brand identity, parity and communications amongst a diverse stakeholder network? The answer is simple. A well conceived distribution network and brand recognition will play even more significant roles than ever before in determining market share and profitability. In order to sustain this cycle, brands will need to come up with suitable measures that will help nurture their networks to give better results. One such route is the adoption of ‘Reward and Recognition’; others involve motivation and training programmes. All are means to reach the result of a stronger, more knowledgeable, and not to mention loyal network.

This is where the role of MICE comes in, especially when we focus on the consumer durable industry which is at a stage of realizing its full potential in the Indian market. Though the formal and performance based rewards and recognition programmes are still imperative to drive the success of an entity, MICE based incentive strategies are equally, if not more, crucial.

Sharing a similar perspective on R&R’s importance during the constant growth of the industry and distribution networks, Manish Sharma, Managing Director, Consumer Product Division at Panasonic India said: “The market for consumer durables is moving towards a stage where it could soon be defined ‘as broad as it can be reached’. The importance of good appraisals and reward systems has grown and it should be put in place to reward the right partner performance. Regional distributors will enhance Panasonic’s ability to reach local markets and smaller businesses by utilizing their specialized dealer networks and regional contacts. Because regional distributors are able to focus on more customer-centric service, they are also able to introduce new markets and potential customers to Panasonic’s products. Long term orientation should be the key to assessing all channel partners.”

Kazutada Kobayashi, President and CEO, Canon India believes that rewards and recognitions not only maintain a constant level of enthusiasm but they also acknowledge efforts and accomplishments and strive to make the organization a great place to work. He said: “Our Reward and Recognition program recognizes individuals who go beyond their jobs and leave behind a mark of excellence. A thoughtful process for indentifying the form of reward is followed since rewards are most effective when they are meaningful to the individual. People are people, and it’s a fact that people perform better when they know their work is appreciated and rewarded. High levels of performance by a motivated workforce induce the growth of the industry.”

Also sharing his view with ExM was Asim Warsi, Vice President, Samsung Mobile who said: “Over the years Reward and Recognition in the consumer durable industry has assumed great importance than what was observed before. With market dissemination and increase in channel partners, an organization has to go beyond the regular incentive program and indulge in something that showcases genuine appreciation. At Samsung, our MICE initiatives are not just company events but an attempt to display our efforts that go beyond cash and other such rewards. Through these programs, we create inter-personal relationships and a level of bonding which is achieved through personal interactions.”

Mission International

With the evolution of the industry and economy at large, it is safe to say that the incentive programs too have evolved from the crude generic forms that were employed

Manish Sharma
MD – Consumer Product Division, Panasonic India Pvt. Ltd.

“The market for consumer durables is moving towards a stage where it could soon be defined ‘as broad as it can be reached’.”

Kazutada Kobayashi
President and CEO, Canon India

“People are people, and it’s a fact that people perform better when they know their work is appreciated and rewarded.”
Companies are implementing programs that are more targeted and relevant to the sales and marketing forces while scrutinizing the effectiveness of the said programs to reach the winning combinations.

Shedding some light on the recent trends in incentive programs, Anshu Bagai, Marketing Director, Tupperware India said: "A robust, relevant and effective rewards program is the key to success in the direct selling industry. Over the years, the value of various types of rewards has changed. Exclusivity is an important factor in developing reward programs. Tupperware in this sense is a unique company. It’s not only a nation-wide direct selling distribution network, but it is also run entirely and exclusively by women. The rewards and recognitions help them find motivation to do more. Being recognized for one’s achievements is a wonderfully encouraging phenomenon. Particularly in case of the Indian society where all the efforts of a homemaker tend to be taken for granted by the family; the recognitions they receive can be emotionally uplifting."

In India, going out of the country for a vacation or experience is still a recent phenomenon. At a time where white goods and other known incentives have become common place commodities, travelling abroad plays the role of a very enticing incentive. When companies organize these incentive based trips, it is the overall experience that makes it special. People travel as individuals and come back as friends. With the hoards of adverts shouting out loud about the new hot spots, upcoming destinations, better travel connectivity and increase in recreational options, it is not a surprise that companies are leaning towards international trips.

A company like Panasonic organizes at least 10-15 conferences and dealer engagement activities where it takes its channel partners to destinations like Singapore, Thailand, Hong Kong, Europe, Russia, US, Japan and Dubai. During these visits, Panasonic stresses on engagement activities between company employees and dealers to help enhance the team experiences and relationships.

International visits have become a favourite these days since these trips not only offer more interpersonal interactions but also a deep understanding of the channel partner’s needs and behavioural patterns. In a way these prove to be a great platform for studying the clients in order to create personalized and customized opportunities.

Warsi believes in organizing these events in a fashion where they don’t just come off as mere holiday trips that are part of the incentive process. At Samsung, a policy that is observed at the off-sites, meets and conferences is to put the right personnel with the right audience. The events, when accompanied and guided, help build enormous trust in the company as well as add that additional touch of personalization. "These small endeavours work wonders for the Indian audience especially since they are driven by emotions primarily. Such thoughtful gestures take the company a long way ahead." said Warsi.

Canon follows a specifically designed incentive program which ensures an unbiased performance rewards system for the employees, dealers, distributors and premium partners. Based on the achievement of their annual targets, they are rewarded with international trips and other incentives. The company also takes employees to visit its head quarters in Japan and arranges for onsite factory visits for a better understanding of the technology.

Old Is Gold

Another point to be noted is the participation of senior representatives. Many MICE activities require active involvement of the senior employees. When present, the employees add a sense of seriousness to the event. These assets of the company help enrich the level of content transmitted and shared during the event making it more authentic and reliable. Dealers, distributors and other channel partners appreciate interacting with the senior management which gives them a certain degree of importance and respect.

The flip side to this coin is the fact that not all events can expect the presence of the dignitaries. This does not mean that the nature of the event is of lesser significance. While conducting MICE initiatives, the nature, meaning and objective of the event must be well conveyed when such a situation arrives. Be it a gathering for internal or external consumers, concerned personnel of the company that are directly connected to the cause must show their level of support. The involvement of senior management at such events makes these events even more motivating and encouraging.
MICE makes it possible!
An organizer initiates a MICE activity for a number of reasons. When a company looks at MICE events for channel partners, the objectives should be of primary concern while building an event. The purpose could be for networking, launching a product, disseminating product information, doing company reviews, adaptation of new skills, etc. Each event when chalked out needs to be crafted in a separate manner. While planning these activities, the next consideration should be the audience and the reason why the chosen set of people would like to attend and partake in the event.

For example, Dealer education is one of the important areas Panasonic works towards. The company organizes factory visits in Malaysia and Japan which help the partners to know more about the company, products and the technology behind them.

Another example would be of product launches and introductions that are organized by Samsung. The company focuses on transmitting the right information in a way that is grasped by all the key stakeholders involved so that the main objective of the event is attained unanimously. All those involved in the final chain of distribution are present at the venue. The retail partners along with distribution partners and dealers are assembled together for collective interaction and better comprehension.

Giving us more information on other aspects to look out for, Bagai explained: “One of the most important things to consider is the location of the event or conference. The place you choose, particularly in a country as vast and varied as India, must be one that entices all stakeholders equally. Once the location has been finalized, finding the correct accommodation is an important factor in the overall experience of the event. At Tupperware when we plan an event, the following things are considered must haves - new product launches, relevant and new training modules, recognitions to deserving winners and entertainment that is truly memorable. Apart from these, another must have is that at least one of the above should be what we call ‘A TYBA factor’ – something that ‘Takes Your Breath Away’. This is an important factor at all Tupperware events that leaves our partners with fond memories of the event and the motivation to be recognized again.”

Speaking about incentivizing work forces through MICE events, Kobayashi of Canon India said: “We consider people as our key resource and believe that this resource will enable us to make the giant leap that we are planning for. We believe in working with a team who grows with us and we provide them with opportunities of development, invigorating environment and rewards. Canon has a set of annual events which are planned for well in advance. These annual events allow us to set a platform to identify the achievers to be rewarded. Be it for our employees, distributors or dealers, achieving the targets is a key criterion. Our employee engagement club – ‘High Five’ comprising a cross functional team provides a platform to interact and bond with each other. Events are held all across India and could range from all day events like family day to Diwali mela, movie shows, jam sessions, picnics, year-end party and sports events amongst others.”

The MICE agents!
While zeroing in on MICE events, a lot goes into understanding the different parameters. This is not valid just for the organizers but also for the event managers. Event agencies come across a plethora of challenges since the activities now are extremely varied as far as participants go. Precise communications, perfection, flexibility, location specific challenges, dynamic audience groups, etc. are factors that need to be considered. With the wide spread of the brand web that has engulfed rural areas as well, agencies involved in MICE activities need to integrate their efforts and transform them accordingly into
So what are those challenges that need to be crossed while managing MICE engagements? Roshan Abbas, Managing Director, Encompass answered: “With brands now focusing their integration efforts towards smaller towns and rural areas, due to saturation in metros and grade A, B towns, the challenge has become even greater. The communication platforms, which we are so used to engaging with, will not generate similar enthusiasm in small towns. Technology and logistical limitations restrict the imagination. To address the challenges, one must first understand their audience. What is it that would catch their attention, draw focus and inspire experience? Experiences must be created to engage and connect at a more emotive level and at the same time not lose functional significance. Communication has to be more focused, creating the feeling of personal attention and directly addressing the needs and wants.”

Presenting another interesting perspective on the MICE challenges was Sanjeev Pasricha, Managing Director and CEO, CS Direkt Group of Companies, who said: “In the Business of MICE, you cannot afford to be bound by geographic divides or the urban-rural tussle. In fact, rural is the new hot spot of talent and we have to cater to them, touch them and make them feel the warmth, and the passion that the brand wants them to feel. We, as an agency, take it solely upon ourselves to strategize and reach every individual wherever he may be. This is made possible by our extensive and connected network of agents and associates. We plan and implement those plans in such a way that the communication, reaches the target audience in a manner they can understand and comprehend.”

Giving us an overview of the process adopted, Pasricha said: “Our approach starts with an intensive research and recce, by virtue of which we are able to precisely map the audience and gather information about them. This is followed by the creative process of transforming a message into an experience that the audience can live through and be a part of. Sometimes it even involves holding special classes on International travel do’s and don’ts, etiquettes etc. Finally, we put everything together and execute the plan but with always a contingency plan in place and taking into consideration various macro and micro parameters that may or may not affect the final plan.”

Each participant of the MICE initiatives must be well catered to irrespective of any diversity in the audience. For this, Encompass finds out the individual characteristics of the audience digging right into their most basic qualities and scripts experiences that will attend to them individually at one touch point, if not more, through the engagement.

Abbas said: “Creating team focused engagements has always proven successful. This gives individuals from diverse cultures, regions a chance to engage within groups and form a collective bond, sharing experiences that go beyond mere brand association. Recognition is another important factor. Recognition on a public platform of each individual’s association and contribution goes a long way in making one feel important and part of the experience. Taking feedback and suggestions on initiatives to improve future engagements is also a key element.”

Highlighting the other measures that can be undertaken, Pasricha added: “CS Direkt ensures that the message is created in a fashion that our target audience can understand and comprehend. The itinerary of the program should be friendly and relaxed, rather than a hurried tour that may put off our audience. A well crafted communication pattern that actually talks to them and not just any run of the mill content is a must. The event should include an element of aspiration that will provoke the audience to make that effort, take that risk and go for the kill! And lastly an honest and measured follow up that actually measures the ROI and benefit derived takes the entire experience a long way!”

At the end of the day, a MICE initiative turns out to be what the company and the involved agency makes it out to be and the opportunities that it brings along. MICE requires both the organizations and agencies alike to meet, create, implement and further the cause of progress.

Know more and partake in the discussion about ‘brands in the MICE-Age’ at MaxiMICE 2013. A leadership conclave that will deliberate corporate stakeholder marketing strategies and highlight the increasing role of MICE programmes in brands achieving their desired goals. MaxiMICE 2013 is a one of a kind initiative by EVENTFAQS and is in its fifth edition currently. This year the conference is being presented in partnership with Meetings and Exhibitions Hong Kong (MEHK) and will take place at the Oberoi, Gurgaon on February 13, 2013.
Stakeholder marketing 2.0...

EVENTFAQS, along with principal partner Meetings & Exhibitions Hong Kong (MEHK), proudly presents the fifth edition of MaxiMICE.

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With so many festivals taking place, how does your festival aim to differentiate itself from the others?

By Dharm Patel

 Apart from partnering with various festivals like Sunburn, Storm, Bloc Party, etc., some of which are quite unique, we have our own festival called Supernova. Supernova is a boutique festival which may not cater to thousands but less, almost a niche crowd. With three different stages the vibes are different everywhere. Attendees can choose whatever music they like across three stages, making it easily accessible, convenient and suitable. The best part is that it’s not too crowded, which is just what attendees want. Most gigs and festivals are packed, so even big fans may not end up going for them. We want people who are open to experimenting and listening to acts beyond house music.

While programming Bloc Party, we got different acts like Opuio, who plays glitch, which is a genre that’s barely known. We partner with festivals keeping in mind the vision for the same. Most of them have become long-term. We plan everything with a vision to grow dance music scene in India massively.

Arnold Wilson
Manager - Marketing, Business Development and Operations, Submerge Entertainment

The idea of our initiative - MTV Bloc Party is multifold. Whenever any concert ends, people are always left wanting more. So to keep the party going with an after-party, was the idea. We wanted to make this Bombay’s longest party, being 20 hours long over two days. Once we finish outdoor, we move indoor, due to restrictions.

Many festivals have after-parties, but not not many have multiple after-parties at different venues which are not only near the main venue, but also close to each other, making it convenient for everyone. We see so many festivals coming up nowadays but many of them take place out of town. It’s not practical for people staying in Mumbai to visit a place like Goa so often. So, we aim to transform the city of Mumbai itself, by giving Mumbai its own festival which is convenient for the citizens and on the same scale.

Aditya Swamy
Executive Vice President and Business Head, MTV India
Storm is distinctive in being a camp-out destination festival, against one of the most beautiful natural backdrops, Coorg. It offers an experience unlike any other with an overnight stay at the festival campsite, the unique experience of being one with nature and enjoying the destination - Coorg in its entire splendor.

At the Storm festival, the experience goes beyond music to the enjoyment of the location itself. Our food court, for instance, served authentic Coorg cuisine, which was also a big hit last year. We also showcased and retailed products with a difference - recycled, ethnic, traditional and unique, and as well as spices and coffee from the region.

Sunburn is so much more than a music festival. The fans come for the experience. The best people to ask, are the DJs. While taking interviews during the festival this time, Albin Myers said that this was, by far, the best musical experience that he has ever had as a DJ. Along with a roll out of major merchandising plans, Sunburn is looking to re-enforce its positioning in the lifestyle space with cafés, bars and clubs across key metros in India.

We are the only company that has successfully run its own indigenous IP Sunburn for the last six years, which has also been a commercial case study for the Indian live entertainment market. We also launched Windsong to promote alternate, original Indian live music.

We also have the much awaited Fly Music Festival to be held this February. Fly will for the very first time bring to you the biggest and most legendary names in the world of live music entertainment. Among them are American music legends - The Doors, reggae bands like The Wailers (Bob Marley’s band), Limp Bizkit, etc.
ExM looks at Gold-award-winning campaigns at this year’s Rural Marketing Association of India Awards (RMAI), providing an overview of winning BTL initiatives.

The Rural Marketing Association of India Awards culminated on January 18 in New Delhi. Organized by Rural Marketing Association of India, the objective of the award ceremony was to recognise and reward successful case studies in rural marketing. The fourth edition was attended by 250 participants with corporate, media, consultancy and implementation backgrounds. The platform received 123 different entries spread across 17 categories where a total of 78 awards were given out. The winners were selected by a five member jury comprising Santosh Desai, MD & CEO, Future Brands Limited; Sunil Alagh, Founder & Chairman, SKA Advisors; Prof. Neelamegham, President, NIILM Centre for Management Studies; Govindraj Ethiraj, Founder, Ping Digital Broadcast and ex-Founder-Editor in Chief of Bloomberg TV India, and; Pankaj Thapliyal, Business head, Vodafone Essar.

The bi-annual event saw Impact Communications bag the most number of awards which amounted to 16 wins. Following suit were Event Crafter and RC&M with 7 awards each and Tata Steel Ltd. with 6. Impact Communications, Event Crafter and Dun & Bradstreet surfaced as winners that won the maximum Golds with a win of 4 each. Close behind was Tata Steel and Ayurvet, which took away 2 Golds each. Agencies that also won Gold at the awards ceremony were RC&M, Ogilvy, Candid Marketing, ITC, Future Learning, DDB Mudra, Publicis Capital, HLL PPT, and ING Life Insurance. ExM outlines gold-winning campaigns which won for their experiential and BTL initiatives.

### Entry Title: Ab Roshni Se Seencho Desh Ki Buniyad

**Category 1:** Creative Awards for Best Short Film - Durables | **Entrant:** Harikrit Films  
**Category 2:** On ground / Event Marketing - Durables | **Entrant:** Dun & Bradstreet Information Service & Escorts Ltd.

This campaign sought to highlight the new built-in inverter facility of Farmtrac and Powertrac’s tractors. The challenge was not just to create awareness and educate consumers about the product, but to facilitate this shift in their lives. Though this innovation has immense promise, the brand faced the challenge of addressing the human tendency to resist change. The communication had to make them sit up and notice the product, get involved and eventually accept it.

Recognising how hard it is to convince rural consumers to buy a new product by just praising it, and knowing that their purchase behaviour is strongly influenced by fellow farmers’ experience or by a reputed person in the village, D&B developed a film which was showed as part of the campaign. The short film comprised of testimonials of inverter tractors users and beneficiaries (family members).

The same campaign had an on-ground element which also won a Gold award. To link this with the main communication and to keep the positioning in mind, D&B developed the concept “Pappu Pass Ho Gaya”. Since Nukkad is one of the most effective ways of communication at village and Haat level, a skit was designed to communicate the advantages of the product. A fictional plot was conceptualized in which a child who couldn’t study after sunset due to power cuts had failed in his exam. Suddenly news broke out that Pappu had passed with flying colours, and it was gradually revealed that he is able to study in the light brought by the revolutionary Inverter Tractor from Escorts Ltd.
Entry Title: Airtel Lakshya

**Categories:** On ground / Event Marketing – Service | Best use of Sales Promotion – Service | Low Cost / Small Budget Initiatives / Promotions – Define Sales And Budget - Service | **Entrant:** Event Crafter & Airtel Rajasthan

Airtel Rajasthan has been among the best performing circles for the brand and its customer loyalty has remained unmatched, with the brand doing exceedingly well in all zones of Rajasthan. To ensure its position remains unchallenged and in order to leverage the preferential consideration of consumers, Airtel needed to encompass the entire region. Except for low utilization and low extraction villages and rural sites in the GIS towns, the brand had everything going for it so far.

The objective of this initiative was to generate a penetration level so minute that even the lowest possible extraction points were well covered. The immediate goal of the campaign was to generate instant SIM activations. It also sought to create maximum brand presence and to capture maximum market share within 3 months. While achieving these goals, the aim was to keep the activity mode in a format that was scalable, low cost and really quick in encompassing the target universe. The campaign sought to leverage the brand and gain SOP in remote Rajasthan.

Through motorbike promotions for Airtel Lakshya, the initiative turned the one-to-all communication format for rural promotion into a one-to-one promotional format. The campaign covered 1200 villages of Rajasthan in a period of just 90 days. This resulted in generating around 1,06,000 new SIM activations for Airtel. The incremental sales through the activity registered by the brand within the quarter rose by 17%. This campaign in a way revolutionized the way rural promotions were perceived and approached.

Entry Title: Condom Social Marketing

**Category:** Best Use Of Traditional Congregation Mela/Fair/Haat – Existing Event by A Brand Or Services - Service | **Entrant:** Hindustan Latex Family Planning Promotion Trust

Various activities were implemented under NACO – Condom Social Marketing project from 1st July 2011 to 30th March 2012 with support of UPSACS and NACO. It was implemented in 5 High Prevalence Districts, 52 High Fertility Districts and 1 Trans Shipment Location (TSL)/Targeted Intervention (TI) District of Uttar Pradesh.

Under the project various mid-media activities, brand promotional activities as well as sales promotional activities were undertaken. Folk shows by a troupe for condom promotion were undertaken especially in high risk areas. Mobile vans were also used which had interactive games, counselling sessions, audio announcements, merchandising and skit shows to reach the brand message to the target audience. Under the project, Folk Media campaigns were conducted in the selected project districts for promotion of condom usage. Stalls were put up at Haats in rural areas of target districts to create awareness among villagers on family planning. To target the general population and also the most vulnerable population a special focus activity – Magic show was conducted in target districts to create awareness. These magic shows were carried out by Magic Troop on branded van with our approved artwork along with sound system.
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Entry Title: Dabur Swasthya Chetna Abhiyan

Category: On ground / Event Marketing - FMCG | Entrant: Impact Communications & Dabur India Ltd.

Targeting rural consumers in Bihar (6 Districts) & UP (2 Districts), the objective of this campaign was to strengthen the leadership position of Dabur Chyawanprash in its two priority markets of UP & Bihar by building relevance for the brand as the Natural Immunity Booster. One of the major tasks was to identify a common theme that brings the whole community under its fold while integrating it with the brand’s core proposition as the natural immunity booster.

Ravi Kishen, who is also Dabur Chyawanprash’s brand ambassador was thus roped in as the ambassador for the initiative giving the rural consumers a once in a lifetime opportunity to “meet & greet” Kishen and become immunity ambassadors of the brand along with him. Movie screenings & songs of popular Ravi Kishen movies were thus shown to the TG. Free health check ups were also organized with qualified doctors educating the TG. Branded vans with on board qualified doctors went from village to village conducting the engagement activities and free basic health check-ups. The activity had 4 elements: free health check-ups, engagement activities, movie screening, and spot sales and enrolment to “Meet & Greet Ravi Kishen”. The campaign culminated in a two day event in Patna where 30 lucky winners met Kishen.

Entry Title: Oreo Togetherness Mela

Category: Best integrated initiative using ATL/BTL – FMCG | Entrant: Mondelez International & Candid Marketing

Oreo was launched in India in March 2011. Internationally, the brand stands for family bonding moments, and the brand wanted to establish the same in India. The year 2011 saw the Togetherness Bus moving across metros, spreading the brand message of family bonding. Oreo aimed at winning the hearts of consumers residing in smaller towns across India in 2012. Site restrictions prevented taking the Oreo Bus to smaller towns, hence the activity was replicated using smaller vehicles. ‘Mela’ or fair was conceptualized keeping in mind the flavour of interior India. Therefore, the Oreo Togetherness Mela (OTM)- a togetherness movement was launched. The objectives were to connect with consumers in smaller towns and spread the brand message, and to create avenues for consumers in smaller towns for spending some quality time together with their children. Kids and parents were engaged through Twist, Lick, and Dunk games. The campaign also captured parent-kid fun moments, allowing them take back memories in a branded Oreo jacket. Oreo Goodie Bags, Oreo activity sheets and Oreo stickers were also given out.

The activity covered over 550 towns all over the Western, Southern and parts of Eastern region of India. Around 3 lakh (Rs.4) packs of Oreo were sampled during the activity.
The biggest challenge for Tata Shaktee brand was to identify the right medium of communication which was not only cost-effective but also caught the undivided attention of the target consumers. With the aim to finding an effective vehicle to educate customers about the various product attributes and benefits of using Tata Shaktee, it was pertinent to explore options which could be associated with certain basic needs of the rural people. It is with this objective that crop awareness programs were executed in various locations in Maharashtra. These vehicles are extremely cost effective and create a high impact on the audience.

A total of 3 such crop awareness programs were conducted in and around the marathawada region, namely in the districts of Aurangabad and Jalgaon in 2011. Jatra Campaign was one such activity that was highly relevant for eastern India viz West Bengal, Orissa and Assam. Jatra is a very popular form of entertainment in the Eastern states of Orissa, West Bengal and Assam. Each Jatra venue attracts a captive audience ranging from 10000 to 15000 people depending in the location. The attributes of the product and the brand are skillfully embedded in the context of the script which are delivered by the actors. To bring home the brand message other promotions include venue branding, chair branding, hoardings, newspaper ads, mobile van promotions cobranded with the jatra titles. A total of around 1500 farmers have participated in the 3 programs. Local dealers take active participation in the campaign. The success of the campaign can be judged from the number of farmers and customers who are influenced this campaign and turn up at the local dealer outlets with enquiries leading to sales.

The Mahindra Samriddhi India Agri Awards is a platform which recognised purposeful contributions made by individual farmers and institutions in the field of agriculture by using integrated mediums to create a large scale drive. The event is conducted in partnership with Zee TV on an annual basis. This is the third year of these awards. The initiative is one of a kind and brings together large numbers of people associated with progressive agri on a common platform. A 360 degree approach was used which created a nationwide effect and reached every nook and corner of the villages. All mediums were effectively employed.

For the complete list of winners of the RMAI Corporate Awards 2013, please log on to www.eventfaqs.com
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Exclusively managed by
Hero Hockey India League to help bring back the glory of the sport

The tournament will see five teams consisting of top hockey players from India and around the world compete for the prestigious trophy

By Karan Sinroja

Hero Hockey India League (HHIL) is a professional league tournament for field hockey in India, conceptualized and organised by Hockey India. The tournament, which is sanctioned by the International Hockey Federation (FIH), will see five franchisee-based teams consisting of top hockey players from India and around the world compete against each other for the prestigious trophy. The first and inaugural season of HHIL which will take place in the five cities of the different franchisee teams, started on Jan. 14 and will go on till Feb. 10.

The HHIL is a truly global league with players from as many as 11 countries and with the tournament seeing participation from as many as 53 Olympians. The first edition will see participation from five teams namely Uttar Pradesh Wizards, Jaypee Punjab Warriors, Delhi Waveriders, Mumbai Magicians and Ranchi Rhinos. The five teams boast of the world’s best 120 players, with each team consisting of 14 Indian and 10 foreign players. A total of 34 matches will be played across 24 match days on a home and away basis. These 34 matches will take place across five franchisee cities namely Delhi, Mumbai, Lucknow, Jalandhar and Ranchi.

Hockey India League (HIL) signed a multi-year title sponsorship deal with the world’s largest two-wheeler manufacturer Hero MotoCorp for the title sponsor of the tournament, making it the Hero Hockey India League.

Commenting on the sponsorship deal with Hero MotoCorp, Narinder Batra, Secretary General of Hockey India and Chairman of Hockey India League said: “We are delighted to have Hero MotoCorp as the title sponsor of the Hockey India League. Hero Group and particularly its MD and CEO Pawan Munjal have always been great well-wishers of Indian hockey and they have supported many initiatives of Hockey India in the past few years. Hockey India League thanks Hero MotoCorp for coming on board to become our partner for a long and joyful journey.”

Pawan Munjal, Managing Director and Chief Executive Officer, Hero MotoCorp Ltd., added his comments by saying: “Hockey holds a special place in our hearts and we are pleased to partner with Hockey India League. I am sure that the initiative taken by Hockey India to start this league will go a long way in developing the game and bring back its old glory”.

Panel of experts and presenters at the inauguration
HHIL also roped in telecommunications services company Bharti Airtel as the associate sponsor for the event. According to Bharti Airtel, they have always patronised sports in India and are also committed to supporting and enhancing the sporting heritage of India.

Star Sports will be the Broadcast Partner for the hockey league and will be telecasting all matches live. The sports broadcaster also unveiled former Indian cricketer and Member of Parliament Navjot Singh Sidhu as the brand ambassador of the league. The inaugural edition of the league will be broadcast with Hindi commentary on STAR Sports which will broadcast 31 matches. Two matches will be broadcast on ESPN while one match is scheduled on ESPN HD. A total of 22 matches will be broadcast in English commentary on STAR Cricket. There will also be a 30 minute highlights capsule for each match a day after the airing of the last match. Live streaming of all the matches would be available on Youtube as well.

Aloke Malik, Managing Director, ESPN Software India Pvt. Ltd., said, “As official broadcasters, we will showcase hockey in a completely new avatar. It will be a TV experience relevant to India’s young sports audience. We will have HD production supported by new camera angles for sharper imagery. We will support the telecast with vibrant color stories to sustain viewer interest through the league. For providing our viewers with a sharp, incisive and engaging view of the game both in Hindi and English language, we have put in place an illustrious panel of experts as well.”

On the marketing front, Malik added, “We have launched a high decibel 360 degree marketing campaign to promote HHIL across various communication platforms with the core theme as ‘Ladoh Toh Aise’, or ‘Fight Like this’. We have tried to capture the aggressive and positive attitude required to fight leveraging on speed and physicality of hockey in our campaign. To make it happen, we flew in celebrated ad-film director Nick Livesey from England who has shot hockey in an iconic new way.

Advertising agency McCann Erickson India led by Prasoon Joshi and his team have been involved in conceptualizing this hi-decibel ad campaign.”

The HHIL Trophy was unveiled on Jan. 13 by Pawan Munjal and Narinder Batra, at The Lalit in New Delhi. Pawan Munjal announced the ‘Hero Player of the Tournament’ award of 25 lakh rupees, which will be given to the best player of the HHIL, while Narinder Batra announced that the ‘Upcoming Player of the Tournament’ will receive Gurdeep (Pony) Singh Chadhka Award of 20 Lakh rupees. The other awards include a Fair Play Award, an award given to the best goal scorer in every match who will receive ‘Hero Goal of the Match Award’ of 25,000 rupees, and ‘The Man of the Match Award’ given by the local franchise where the winner will get 25,000 rupees. To make the league more interesting, a special prize was announced for the spectators also. Five spectators will be chosen from the match and will be given a chance to participate in the penalty shoot-out against the goalkeeper of the home team during the break to win Airtel Golden Goal Award of 10,000 rupees each.

According to data shared by research agency TAM, HHIL started with a bang with the telecast of the first six matches of the league having been watched by an impressive 1.46 crore Indians. According to some, this is easily the best result achieved by any hockey league ever in the country. World Series hockey at the end of week one had clocked a reach of 0.63 crore Indians, the full tournament reach of recently concluded 2012 Men’s Hockey Champions Trophy was 0.58 crore Indians, I-league clocked an average weekly reach of 0.06 crore Indians, while a high profile multi-nation tournament like UEFA EURO 2012 garnered a reach of only 0.85 crore Indians for the first six matches.

Coming to the performances at the tournament, before the tournament opener on Jan. 14, a laser show lit up the Delhi sky and the spectators witnessed a special performance from figure skaters Alifya and Yuri and daredevil stunts of Jeenea.

The opening ceremony for Uttar Pradesh Wizards’ first match at its home ground took place on Jan. 19 at Dhyan Chand Stadium. The opening ceremony saw a performance by Bollywood sensation Katrina Kaif, Nargis Fakhri and Shaimak Davar’s Troupe. There was also a series of special performance by Bollywood artists. Apart from this all matches will have a DJ, an emcee interacting with the audience, fireworks, and a post match presentation for man of the match, best goal of the match etc.

The HHIL provides a number of opportunities for the sport of hockey nationally and internationally. The league is a tool to help bring back the glory that the sport of hockey once had, and will even help in creating an alternate revenue stream for players. The important thing however is that Indian hockey players will get the opportunity to train and play alongside and against the best players in the world.
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<thead>
<tr>
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<th>PRODUCTION &amp; FABRICATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Watchout</td>
<td>• Décor</td>
</tr>
<tr>
<td>• Video Mapping</td>
<td>• Stage Set designing</td>
</tr>
<tr>
<td>• HD Projector</td>
<td>• Backdrop</td>
</tr>
<tr>
<td>• Sound</td>
<td>• Branding</td>
</tr>
<tr>
<td>• Lights</td>
<td>• Signages</td>
</tr>
<tr>
<td>• Laser</td>
<td>• Backlit Branding</td>
</tr>
<tr>
<td>• LED Wall</td>
<td></td>
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<tr>
<td>• Voting Pad</td>
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Live From The Console goes to South Goa as December destination

The festival is an initiative by Day 1 (Sony Music Independent) and Oranjuice Entertainment.

By Dharm Patel

Live From The Console at Rowson’s Reserve Smooth Spaces - Mumbai’s new music curating crew - took the essence of an intimate gig setting and the music discovery spirit to Goa. The event was spread over two days - Dec. 29 and 30. It was a no frills, laid back, friendly two day scene with music at its heart amidst the sun and sand. The festival featured local acts who have all performed at the iconic Mehboob Studios in Mumbai at different editions of Live From The Console (LFTC).

The Indie idea

The idea was to simply present new music by fresh talent in a cool environment and watch like-minded people collectively enjoy a good gig without stepping into a club scenario. LFTC was established as an Indian indie night that was limited to Mumbai by event promoters Oranjuice and Sony Music. The event was conceptualised to give people a venue where they could come and discover new acts, while also enjoying a few established acts. The idea was to give bands a new, alternative platform to showcase their music and fans to discover it. This was the first year with the LFTC festival. Prior to this Goa edition, there were 18 mid-size gigs in Mumbai through the year. This was the first outdoor festival under this banner. There were about 4,600 attendees over the two days of the festival.

Sony Music and Oranjuice Entertainment both believe in the talent and spirit of this music space and together decided to promote a platform that would be a launch pad of sorts for young aspiring musicians to showcase their music, interact with and gather fans, and most importantly get a chance to play live on a stage in front of a real audience. Sony and Oranjuice found the ideal partnership in LFTC while looking to promote the indie music scene in India.
Sony Music had always wanted to showcase the acclaimed LFTC to music fans in the rest of India. A two day outdoor festival in Goa during the holiday season in December was the best way to do this. This festival was different from what fans had experienced before. LFTC kept the essence of its Mumbai editions with no frills, no VIP sections and pure music as its core.

“Typically, independent music requires the three Es - Encouragement, Enhancement, and Exhibition. Sony Music has the knowledge and skill to Encourage and Enhance, Oranjuice knew how to create Exhibition.”

Sony Music had always wanted to showcase the acclaimed LFTC to music fans in the rest of India. A two day outdoor festival in Goa during the holiday season in December was the best way to do this. This festival was different from what fans had experienced before. LFTC kept the essence of its Mumbai editions with no frills, no VIP sections and pure music as its core.

Stars of the Show

The first day focused on Indie rock and pop genres whereas the second day featured slots for singers, songwriters and reggae acts. Dec. 29 saw bands and artists like: The Colour Compound, Nikhil D’Souza, Peter Cat Recording Co, Sky Rabbit, Cults and Awtomation. Dec. 30 saw bands and artists like: Alisha Pais, Siddharth Basrur, Joe Purdy, Tough On Tobacco, Dub Mafia, Dubblestandart and Julian Marley & The Uprising. LFTC had made arrangements for not more than 5,000 people. The music and the fact that it was organized in South Goa was a filter for people who were really interested to show up. There were shuttle buses organized from various points in the city to hop on and attend the festival. Tickets were priced at Rs 2,500 for one-day and Rs 3,000 for two-days.

Commenting on how this festival was different from the others, Roncon said: “With the rise in the independent music business, LFTC bridges the gap between the independent artist and fans. LFTC puts music in the centre and has really evolved into India’s favourite music discovery platform. Another differentiation is the choice of venues. The LFTC gigs in Mumbai took place at Mehboob Studio which was used in the 60’s and 70’s to record Bollywood soundtracks and boasts of having some seriously good acoustics. This edition of the festival saw a paradigm shift in location from the crowded North Goa to a picturesque setting in South Goa.”

The main sponsor was Rowson’s Reserve Smooth Spaces (RRSS), whose prime role was finance and media. RRSS is all about providing a platform to original and experimental forms of entertainment in an easy-going setting. The associate sponsor was 9XO and co-sponsors were Budweiser NA, Mahindra Quanto and Vespa.
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**Program Schedule for 2013**

<table>
<thead>
<tr>
<th>City</th>
<th>Venue</th>
<th>Hi-Impact Leadership</th>
<th>Master Selling Skills &amp; Customer Service Excellence</th>
<th>Public Speaking &amp; Presentation Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mumbai</td>
<td>The Lalit, Andheri (E)</td>
<td>6, 7, 8 February</td>
<td>9 &amp; 10 February</td>
<td>11 &amp; 12 February</td>
</tr>
<tr>
<td>Chennai</td>
<td>Radisson Blu</td>
<td>13, 14, 15 March</td>
<td>16 &amp; 17 March</td>
<td>18 &amp; 19 March</td>
</tr>
<tr>
<td>Delhi</td>
<td>Eros Hilton Hotel Nehru Place</td>
<td>15, 16, 17 May</td>
<td>18 &amp; 19 May</td>
<td>20 &amp; 21 May</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>Radisson Blu</td>
<td>19, 20, 21 June</td>
<td>22 &amp; 23 June</td>
<td>24 &amp; 25 June</td>
</tr>
<tr>
<td>Bangalore</td>
<td>ITC Windsor</td>
<td>4, 5, 6 September</td>
<td>7 &amp; 8 September</td>
<td>9 &amp; 10 September</td>
</tr>
</tbody>
</table>

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Aircel successfully executes flash mob to promote its Pocket Internet Games card

The flash mobs engaged around 80,000 people on-ground, while a video shot on the flash mobs reached close to 56,000 views online.

By Karan Sinroja

Flash mobs as a marketing medium are effective due to a number of reasons including their unique nature, the characteristic of surprise that they provide which attracts a lot of attention, and their potential for creativity. They have started being used a lot more lately by brands or companies to send out a certain message or promote a certain product, service or cause. This is exactly what was done by the mobile service provider Aircel. In an effort to further popularise their new Aircel Pocket Internet Games card, Aircel decided to activate the brand, through the use of flash mobs, amongst a high potential, young audience on Dec. 2 at Express Avenue Mall in Chennai. They did two flash mobs, one on boxing and the other on football, which was experienced by a large number of viewers at the mall.

There was a reason behind the two sports, boxing and football, which were chosen to be portrayed in the flash mobs. Research was done on the top 10 games that were downloaded on the Aircel Pocket Internet Games card. Of those ten, the most downloaded games included Fifa, Boxing, Alice in Wonderland and Pirates of the Caribbean to name a few. From the list of the top ten games, it was decided that boxing and football would be the two games that would get the most amount of excitement when portrayed in a flash mob.

The original plan to promote the Aircel Pocket Internet Games card didn’t involve a flash mob. DDB MudraMax, the agency on board for the conceptualization and execution of this activity, initially planned to create and execute a live billboard, which would showcase a pre-planned, and pre practiced boxing match that involved real people. This plan, however, didn’t come into fruition as there were number of permission issues that restricted
The football flash mob was similar in nature. A player appeared in a red jersey expertly juggling the football on the sound system of the mall and was joined by others who imitated the lead footballer. Another man appeared in a blue jersey and took the ball from the players and challenged them to a game. He was later joined by other members of the blue team and small goal posts were set up. A friendly match ensued between the two teams and at the end of the match the Aircel promoters came forward with placards and the large banners once again dropped down from the third floor of the mall with the message of ‘Aircel Limitless Gaming.’

Gunjan Arora, Group Director, Brand Communications, DDB MudraMax, commented: “We wanted to get the video to viral which we were able to achieve in the way of 56,000 views. There were more than three to four mediums that led the video to viral.”

The flash mobs were rehearsed a day prior to their execution in a studio. According to Gunjan Arora, Group Director, Brand Communications, DDB MudraMax, although the rehearsals were easy and posed no problem, they were unsure about how the flash mob would pan out when executed at the mall. She said the biggest challenge was to be able to push people aside and make space for the flash mob. Both the boxing and football flash mobs required space and it wasn’t possible to pre-plan that as the activity was supposed to take people by surprise. She further added that when the two drop downs were rolled out, a lot of people were trying to push them aside because they were blocking their view.

The two flash mobs were carried out at Express Avenue Mall in Chennai, as it was the only mall that could provide numbers as well as the space required for the activity. Commenting on the amount of people that the flash mob engaged, Arora said: “We had conducted six rounds of flash mobs, three for boxing and three for football. Although we had shot only one video, we conducted the six rounds between 12 and 8 p.m. There were more than a lakh people at the mall that day. So we can easily say that we got about 80,000 viewers across the six rounds.”

In addition to the purpose of the flash mobs to engage a large number of people at Express Avenue Mall in Chennai, they were also carried out in order to record a flash mob video, and upload it on the internet in a bid that it would viral. The video that was shot was uploaded on Youtube and Aircel India’s page for this purpose and received a large number of view. Commenting on this, Arora said: “We wanted to get the video to viral which we were able to achieve in the way of 56,000 views. There were more than three to four mediums that led the video to viral. In fact we had put it up on one link, the client had put it up on a separate link, and even the boys who had done the flash mob had put the video up. The video ended up on four different URLs and together it has done its numbers. Aircel is very Chennai centric and in that market it really did well and I feel it achieved its purpose of increasing demand for the Aircel Games card.”

With the concept of flash mobs being new, exciting and engaging, it would seem that they have become an effective marketing technique to promote a product or service in a public space. It even offers the possibility of a strong link up with the internet, what with the possibility of flash mobs being videotaped live and uploaded on the internet to viral.
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One ticket, multiple parties - MTV Bloc Party

The two-day party saw sundown parties by the beach and after parties across the street.

By Dharm Patel

MTV hosted the first ever Bloc Party in India when the Juhu block in Mumbai transformed into a happening party destination. It took place on Jan. 18 and 19 at Juhu Hotel, which was the 'Central Bloc'. This bloc saw performances at the beer arena and sundown parties by the beach. The party was programmed by Submerge Entertainment whereas the event was executed by Fountainhead Promotions & Events. Attendees needed just one ticket for entry to the bloc over the two days. This ticket would also let them pass into the after-parties which took place across the 'Night Bloc'.

Over 20 electronic dance music (EDM) DJs performed along with chosen indie music bands and live acts. These gigs took place along the shore of the Arabian Sea on the lawns of the hotel. Attendees could unwind with a chilled out beer-arena experience right by the beach and watch the sun set while grooving to live music.

Speaking about the initiative, Aditya Swamy, EVP and Business Head, MTV India said: "Mumbai is always hungry for new experiences. It’s a city whose mantra is work hard, party harder. We wanted to create something that gives the people what they want. With over 20 hours of non-stop partying the Bloc Party is something every party animal in Mumbai has dreamed about. The party didn’t end with your New Year’s Eve celebration as the MTV Bloc Party converted Juhu into one big celebration. It was a party in the
One ticket, multiple parties - MTV Bloc Party

Let the parties begin...

Headlining was the young Swedish DJ/producer Alesso, who is ranked at 20 worldwide and was also named as the EDM artist to watch out for by MTV International. The other headlining act was German producer/DJ Deniz Koyu. Other artists performing at the event were Opiuo, Simon Dunmore, Jean Elan, Shovell, Cosmo Klein, Matthew Charles, Pearl, Vandana, Arjun Vagale, BREED, Lost Stories, Nawed Khan, Brute Force, Anish Sood, AFM, Reji, Willy, Kumar Swamy, Pramod Sippy, Jez Pereira, Sagar, Sky Rabbits, and Goddess Gagged. The event was hosted by MTV’s very own VJ and DJ Nikhil Chinapa, who also performed.

Commenting on the music, Swamy said: “The EDM scene in India is booming. We wanted to bring young, hot, international artists. Our lineup has the right balance since some are very popular whereas the others are still growing. Opiuo was a unique act, he’s an artist who plays glitch - a genre not too well known. Glitch is a groovy mix of hip-hop and dance music. The different genres involved in the fest made for interesting acts. During the day we played live, indie, percussion, glitch, etc. and ended the night with house music. So, we had a perfect blend with all genres. Each act came with a customized audio visual display.”

The gates opened on Friday at 5pm at the Central Bloc, which played house throughout till 8pm, when Deniz Koyu took over. His two hour set left people wanting more, so the party spilled out of the lawns and moved to the Night Bloc. On Saturday, gates re-opened at 2pm at the Central Bloc. It was an afternoon with good food, great music, different kinds of beer and the sea breeze, amongst other things. The indie music bands and live acts took place then. This slowly transitioned into the sundown party which started at 5pm.

Aditya Swamy
Executive VP and Business Head, MTV India

“With over 20 hours of non-stop partying the Bloc Party is something every party animal in Mumbai has dreamed about. The party converted Juhu into one big celebration. It was a party in the heart of the city. Mumbai is always hungry for new experiences.”

heart of the city. So there was no need to make travel plans, no long drives, no booking hotels.”

Jean Elan behind the decks with singer Cosmo Klein

Jean Elan

German DJ/producer Deniz Koyu

Aditya Swamy

Aditya Swamy

Executive VP and Business Head, MTV India

4 February 2013, EXPERIENTIAL MARKETING 51
Swedish talent Alesso then took to the stage at 8pm, playing a brilliant set to make sure his performance was the highlight of the party. Party goers were accessorized with funky branded hats, glasses, lights, ties, badges, key chains, etc.

The Night Bloc consisted of three clubs and lounges - Enigma (JW Marriot Hotel), Beach Comber (Hotel Sun N Sand) and Gadda Da Vida (Hotel Novotel). These gigs saw international DJs and India’s top EDM artists play different genres of electronic music. The MTV Bloc Party wrist-band allowed party hoppers access to all the clubs across the Night Bloc and club hop with MTV’s hop-on-hop-off Bloc Party cabs that ferried them across venues to ensure a seamless party transition. The venues were close to each other, which made it easy for attendees to go party-hopping through the night.

Commenting on the venue, Swamy said: “Juhu was chosen since it’s like home to the entertainment industry, full of young people, a buzzing nightlife scene, Juhu is a unique mix of urban life and natural beauty of Mumbai, given the fact that the beach is synonymous with Juhu. A perfect reflection of what is popularly referred to as the maximum city. Bombay is the party capital and what better way to salute the spirit of the city and its culture by throwing the longest party ever in one of the coolest blocks in the city.”

Spread the word, there’s a party on the bloc!

The sponsors and partners involved were Miller, Tata Nano, Eristoff, Coca Cola, PVR Cinemas, The Pint Room, Tab Cab, Cafe Coffee Day, Book My Show and Tarana Design Studio. They supported and also marketed the initiative. MTV wanted to take their branding and visibility beyond boring and make it interactive and relevant. To heighten the buzz, MTV engaged in a series of interactive marketing campaigns to bring alive the different facets of the party. While the MTV Bloc Party ‘dancing pyramid’ was the core of the social media initiative, the essence of the beer arena was reflected in exclusive events. There were also artist introduction videos across the media and the pre-parties across night clubs to create the buzz.

The pyramids were strategically placed across the city and were present at various young hangouts – cafes, malls, multiplexes, cabs, buses, restaurants, magazines, wine shops and even across the streets. MTV announced an interactive contest on social media that urged the fans to spot the pyramids. Winners got merchandise and other freebies. Special branding association across 50 Café Coffee Day outlets helped target youth and a similar association was formed with several leading PVR cinemas in the city to create buzz amongst movie buffs. MTV also had its party branding across cabs and buses. AC buses which ferried across high value city areas like Marine Drive, Colaba, Worli, Prabhadevi, Lokhandwala, etc. also ran exclusive promos of the event. Invites were also distributed. Chasing the party hearts of the city, MTV also activated prime night clubs with specially lit installations.

MTV held an initiative where they looked for two of the most crazy fans of headliners Alesso and Deniz Koysi, who were given chance to host the Backstage Video Diaries.
along with Nikhil Chinapa. The winners of this contest got to capture, record and document all the backstage action and host it along with Chinapa. The videos were shared on MTV’s social media platform, reaching out to millions of fans.

Speaking about the marketing initiatives, Swamy said: “Mumbai is a commercial city and the party hub of the country so it makes sense to undertake such an initiative. Over the years, people have evolved and through this marketing campaign we are trying to connect with this audience. The marketing campaign is largely driven by social and digital media and supported by other media platforms such as radio, print, OOH, television, etc.”

**Programming for the Youth**

Arnold Wilson, Manager - Marketing, Business Development and Operations, Submerge Entertainment said: “We’ve worked with MTV a lot in the past, so we have a long standing relation with them. We had been discussing the festival since quite a while and are glad it finally materialized. We’re even happier to see the response we got. We officially programmed it over the two days, keeping in mind the market, location, etc. We thought from MTV’s perspective and helped them build the festival. We helped MTV close deals with the venues. Since we’ve worked with Storm, Sunburn, etc., we have a lot of experience.”

Adding further, Wilson said: “We also got Shovell who performed live on percussion. We planned hard to make sure the setting was perfect. Known as the ‘Drum Warrior’ he dresses up in tribal clothes and applies face paint. We made sure he played during sunset next to the beach, to give the required effect. All this is planned to give just the output we want. We take care of the timings, making sure the music suits to it, along with the overall setting. This time we went one step ahead by programming the night parties and different genres. The after parties across three venues had different artists playing different genres like house, techno, progressive, drum ‘n’ bass, dubstep, etc. This way people could choose whatever genre they wanted and head to the venue accordingly.”

Speaking about the property and how the channel intends on sustaining it over the years, Swamy said: “A brand’s value comes through long-term initiatives. Roadies is a ten-year old MTV property which is globally popular. We believe in having our own platforms. Building these platforms means building the brand, so it’s a great investment for brands. Consumers consume brands, not its products. We want to take Bloc Party to multiple cities, making it a calendar event as well. We may take it to ‘youth’ cities like Pune or Manipal since it has many institutes and hence students.”

Arnold Wilson
Manager - Marketing, Business Development and Operations, Submerge Entertainment

“We officially programmed it over the two days, keeping in mind the market, location, etc. We thought from MTV’s perspective and helped them build the festival. We helped MTV close deals with the venues.”

A few of the funky elements used to add to the decor of the venue
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Marks & Spencer
Fashion Night
Marks and Spencer, in association with IMG Reliance, hosted the Aircel Chennai Open 2013 fashion extravaganza as the ‘Official Fashion Show Partner’. The inaugural night of the tennis tournament saw the presence of 200 personalities from the world of fashion and sports.

RLife LIVE
Renaissance Mumbai Convention Centre Hotel launched its new entertainment property RLife LIVE, at its hotel premises on Jan. 12 in order to provide its customers and local patrons an exclusive musical, art and culinary experience. INvision Entertainment Pvt. Ltd. was appointed to manage the launch event.
JW Marriott relaunches Enigma

The event, which took place on Jan. 11, was hosted by the hotel in conjunction with Krishika Lulla. The launch witnessed a gathering of 300 people along with famous celebrities and socialites who offered their full support. INvision Entertainment Pvt. Ltd. was roped in to manage the launch event for Marriott.
Glitterati 2013

The New Year party, organized by Aamby Valley City saw performances by Mika Singh, Parineeti Chopra, Arjun Kapoor and Anjana Sukhani as they danced to popular Bollywood numbers.

Golf Premier League

The press conference and auction event of the Golf Premier League, a brainchild of pro golfer Shiv Kapur and Neeraj Sareen, a former top-flight amateur golfer took place in Mumbai on Jan. 18. The event is being promoted and produced by Sportsmantra and Ignite Infotainment.
Groove Temple Live in Goa 2013

The new concert series took place on Jan. 3 and Jan. 4 at Hilltop, Vagator, in Goa. An initiative by Groove Temple Entertainment, which also executed the event, aimed to redefine contemporary Indian music for generations to come. The event saw almost 2,000 people on each day.
Zee Cine Awards 2013
The show took place on Jan. 6 at Yash Raj Studios. Cineyug executed the event which was hosted by Abhishek Bachchan and Ritesh Deshmukh. There were performances by Shahrukh Khan with Katrina Kaif, Anushka Sharma, Deepika Padukone among many others.

The Worli Festival
Presented by Bombay Realty and hosted by Shree Sankalp Pratishthan in association with The Times of India, The Worli Festival took place from Jan. 25 to 27. The festival was managed by Oak’s Management Consultancy Pvt. Ltd. and was spread across the Worli Sea face promenade which had three stages.
Kamla Pasand MAX Stardust Awards
In a bid to bring the best of Bollywood entertainment under one roof, Max organized the 11th Kamla Pasand MAX Stardust Awards ceremony on Jan. 26 at MMRDA Grounds, Mumbai. The event was hosted by Ayushman Khurana and Pareeniti Chopra and saw noted personalities of the film fraternity in attendance.
HHM Events
Positions:
Asst. Manager - Business Development and Client Servicing
Telemarketing Candidates - Executives
Production and operations - Executive / Asst. Manager
Creative designer - Executive
Location: Mumbai
Mail CV at shwetas@hhmevents.com

Pentagon Events & Activations Pvt. Ltd.
Positions:
Manager - Client Servicing
Manager - Operations
Deputy Manager - Operations
Manager - Response Management
Graphic Designer / Visualiser
Web Designer / Developer
Location: Mumbai
Mail CV at careers@pentagonactivation.com

R2S Events Inc
Positions:
Manager - Business Development - Corporate / Social Events (4 Nos)
Manager Sales & Client Servicing - Social Events (6 positions)
Manager Sales & Client Servicing - Corporate Events (8 positions)
Manager operations - Events (4 positions)
Graphic Designer / Visualiser - Events (3 positions)
Location: New Delhi & Mumbai
Mail CV at atul.kumar@r2sonline.com

Vibgyor Brand Services Pvt. Ltd.
Positions:
Executive Operations
General Manager Operations
Visualiser
Manager Operations
Executive BD
Manager BD
Location: Mumbai
Mail CV at hr@vibgyor.in

NeoNiche Integrated Solutions Pvt. Ltd.
Positions:
Manager - Client Servicing
Manager - Operations
Deputy Manager - Operations
Manager - Response Management
Graphic Designer / Visualiser
Web Designer / Developer
Location: Mumbai
Mail CV at hrd@neonicheintegrated.com

TIC - The Innuendo Communication
Positions:
Account Director
Associate Account Director
Manager Marketing
Assistant Manager Marketing
Visualiser
Business Head Marketing
Location: New Delhi
Mail CV at gargi@tic-india.com

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ENTRY DEADLINE: February 15, 2013 (uptil midnight)
Nightclub at The LaLiT New Delhi

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