

## **PERCEPT MEDIA**

Percept Media is the media planning, evaluation and buying agency of Percept Limited. Percept offers media solutions to clients in new-age as well as traditional media. It has a dedicated multi-city intranet network which helps the centralized planning and buying process with the capability to 'execute & activate' at a localized level. The strong IT based network not only enables a bottom up planning approach, instead of the traditional top down models, but also provide a unique media service delivery platform through its micro-marketing infrastructure. This ensures reduced national and regional response time apart from increased speed and efficiency for clients.

Percept Media offers a four-point agenda of transparency, agency alliances, consolidation, and true 360-degree communication. The key focus of Percept Media is to provide clearly audited transactions for the clients to increase transparency and bring in a fair and level playing field in the media business.

Geared to meet the current and emerging market needs, Percept Media offers turnkey solutions in contemporary & conventional media, Out of Home, Below the Line, Activation, Retail, Rural, Experiential Marketing and Digital media.

In the year 2013 Percept Media received the International Standards Organization (ISO) Certification from Transpacific Certifications Limited for its Quality Management System. Percept Media joined forces with leading independent media agencies across 40 countries to form a new global media agency network entitled "Local Planet" in 2016.

Transparency is a major issue in the industry and Percept Media strives to bring in as much transparency as possible in all transactions. Media buying and execution benchmarks / metrics are mutually agreed upon between Percept Media and all its clients beforehand. Post-campaign audits are tracked to confirm adherence to the agreed benchmarks and metrics, thereby ensuring true transparency in the media buying process.

### **Clients**

- Future Group
- BSNL
- Panasonic
- Canon
- DLF
- Sahara

**Awards & Accolades**

- Percept Media bags the Bronze Award for Best Use of Radio for Long term effectiveness for Future Group's Big Bazaar Mahabachat Campaign at the Exchange4media Golden Mikes Award - Radio Advertising Awards 2014
- Percept Media bags 2 Awards at the Exchange4media Golden Mikes Awards - Radio Advertising Awards 2012
  - Best Use of Radio for Long term effectiveness – SILVER – for Future Group, FBB-ROCC
  - Best Use of Multiple Radio Stations – BRONZE – for Future Group – FBB- RJ Style O Meter
- Percept Media bags 2 Awards at the Exchange4media Golden Mikes Awards - Radio Advertising Awards 2011
  - Best On-Ground Promotion for a Client (for multiple Stations) – SILVER - for Future Group, FBB:RJ Cricket Day
  - Best Use of Sponsorship – BRONZE - for Future Group, Big Bazaar : Family No. 1
- Percept Media bags 7 Awards at the Exchange4media Radio Advertising Awards (ERAA) 2010
  - Media Agency of the Year
  - Advertiser of the Year
  - Best Brand Integration on Radio (Retail) – GOLD - for Fashion@BigBazaar - RJ Style O Meter, Future Group
  - Best On Ground Activation for a client (Retail) – GOLD - for Fashion@BigBazaar- RJ Style O Meter, Future Group
  - Best Use of Radio in a Media Plan – SILVER - for Fashion@BigBazaar- RJ Style O Meter, Future Group
  - Best Brand Integration on Radio (Retail) – SILVER - for Pantaloons 3 Idiots, Future Group
  - Campaign of the Year – SILVER - for Future Shopping Festival

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For more information, please visit <http://www.perceptmedia.in>

**About Percept Limited**

Founded in 1984, Percept Limited, an Entertainment, Media and Communications company, is at an enviable leadership position today, with a team of over 700 people and 42 offices in India and the Middle East and a capitalized billings of INR 17.26 billion (FY'16).

Percept companies construct tailor-made content, assets and solutions that deliver in both local and international markets and services millions of clients and consumers across the globe.

Percept operates in 2 core business domains:

- **Percept One – Marketing Communication Services** – this encompasses 3 Strategic Business Units:
  - **Creative Services** – Advertising, Brand Marketing Consultancy & Communications, Corporate Identity, Strategy, Creative, Design & Packaging, and Integrated Marketing Communication Consultancy services
  - **Media Services** – Media Planning & Buying; Out-of-Home Media; Retail Media; Rural Media; and Digital Media
  - **Other Marcom Services** – Brand Activations & Promotions; Incentives, Conferences & Exhibitions Management; Event Management & Marketing; Public & Media Relations, and Social Media Marketing
- **Content and Intellectual Properties** – this comprises 2 Strategic Business Units:
  - **Filmed Content** – Ad Films; Television and Movie Content Production, Aggregation, Distribution & Marketing
  - **Live Entertainment** – Intellectual Properties in the Entertainment, Sports and Media domain

For more information, please visit [www.perceptindia.in](http://www.perceptindia.in)

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