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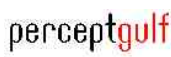


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Percept & Virgin Comics to make a super heroine out of Priyanka Chopra



Virgin Comics has joined hands with actress Priyanka Chopra to create a super heroine character that will be used in comics, live-action films, animation and games. A comic book series, featuring the character, is expected to be launched in 2008. The company has plans to develop the story across numerous platforms including animation games and theatrical live-action film. Vinita

Bangard, COO, Percept Talent Management, the agency that negotiated the relationship, said, "As entertainment continues to evolve and cater to various segments of the demographics, creating a super heroine property with Priyanka will ensure reach to its target audience and creates a buzz among readers."

Percept/H among Gold winners at Graphis Advertising Annual

Percept/H has found mention among Gold winners in Graphis Advertising Annual 2008.

Percept/H found mention for its works on The Vegetarian Society, Ghetto Bar and Peprico sauce. Graphis Advertising Annual is a collection of the year's most outstanding advertisements that are carefully selected and categorized. For Peprico, Percept/H had conceptualised the black pepper sauce as torture equipment. The ads for Vegetarian Society, used to promote vegetarianism, had a concept that each time vegetarian food was eaten, an animal was saved. This was represented with vegetables served on a plate, in the shape of animals. The ad for Ghetto Bar was for its beer festival to celebrate the Soccer World Cup. The creative therefore featured soccer players who were trying to resist the urge to use the washroom, after having gulped several draughts of beer.

Percept/H wins brokerage firm account

Prabhudas Lilladher (PL), one of India's oldest brokerage firms, has signed on Percept/H for its creative duties after a competitive pitch. The size of the account is estimated to be around Rs 5 crore.

MDLR Airlines appoints PDM as its marketing agency & Percept Profile as its PR agency

MDLR Airlines has appointed Percept D'Mark (PDM) as its experiential marketing agency, while Percept Profile has been appointed as its communications consultant. The two companies of Percept Holdings have signed a year-long deal, where they will initiate a pan-India marketing and communications space for the company.



Percept Profile bags 13 accounts in the last quarter of 2007

Percept Profile India, the public relations arm of Percept Holdings Pvt. Ltd, has recently bagged an array of accounts, across various categories like hospitality, lifestyle, corporate and media. This gain of 13 new businesses has resulted in a 30 per cent growth in the last quarter of 2007 for the agency. The new accounts gained across the agency's Mumbai, Delhi and Bangalore offices are Lucera, which is a brand of Renaissance Jewellery Ltd; suiting and shirting's brand Donear Industries Ltd; Italian designer formals brand Brioni; German apparel brand Orient Craft Ltd; ItzCash Card Limited; MDLR Airlines; Amaltas brands; ESP Consultants; Venetian Macao Resort Hotel; Gulf perfumier Ajmal Perfumes; Sai Baba Production's 'Amul Star Voice of India'; Paramount Films of India for films like 'Transformers', 'The Bourne Ultimatum', 'A Mighty Heart', 'Elizabeth-The Golden Age'; and ASA Film's 'Mumbai Salsa'.

Percept Picture Company to launch merchandise based on the super-hero



The Indian super-hero, Hanuman will soon make a dashing appearance not only on the silver screen but also in stores. Hanuman Returns, made by Percept Picture Company (PPC) and Toonz Animation India, is ready to enter the market with over 270 merchandise. The film is a sequel of the blockbuster animation movie Hanuman. The price will be in the range of Rs 20 to Rs 2,000. PPC has sold the merchandising rights at a minimum guarantee, and the company will earn 70 per cent as royalty.

360-degree promotion for HANUMAN RETURNS



Innovation, Style & Grandeur all came together at the recent launch of Percept Picture Company's HANUMAN RETURNS at the Taj

Lands End on Nov 21, 2007. As part of the 360-degree promotion and licensing programme, PPC has tied up with Future Group, Jump Games, Baskin Robbins, D'damas, Camlin, Indiatimes, Midday, Star News and a plethora of eminent brands to provide audience with nothing but the best source of entertainment options. Apart from these, Hanuman Returns would also introduce its latest range of merchandising products after the astounding success of Hanuman's merchandising campaign along with an interactive website on Hanuman Returns. The launch includes goodies like Film, Mobile Games Toys, Jewelry, Apparel, Crockery, Books, Stationary, Plastic wear etc. The launch had its dash of glam-quotient with the likes of Shailendra Singh, David Dhawan, Nagesh Kukunoor and Anurag Kashyap attending the function.







Percept to produce live action animation film - 'Jumbo'

Percept Picture Company (PPC) is making a new live-action cum animation feature film titled - 'Jumbo'. The concept is developed by Walt Disney and Percept has acquired its exploitative rights. Jumbo is a story about a baby elephant. Disney has taken the concept to various countries and PPC has acquired its exploitative rights.

Allied Media bags Rs. 20 crore media services account - wins FIHL Account

 Allied Media, the media arm of the Percept Group, has been assigned the media duties for Franchise India Holdings Ltd (FIHL), an integrated franchise solution company. The agency will provide media solutions for a 360-degree campaign, which will encompass strategic planning, media buying and implementation. The account is estimated to be in the region of Rs 20 crore.

PDM International, 7 Figures Management and Zee Sports hunt for 'The Million Dollar Arm' in India

 PDM International and 7 Figures Management have jointly launched a nationwide talent hunt for all sports enthusiasts and young men to effectively pitch and pursue an international career in the US, and attain worldwide recognition and fame. 'The Million Dollar Arm' (TMDA) is an initiative to identify, groom and mentor a talented sportsperson, and introduce him to the professional world of baseball internationally. Zee Sports has been signed on as the official electronic media partner.

Kingfisher hosts PDM's Metalfest 2007

Kingfisher tied up with Metalfest' 07' - an annual property from PDM India that aims to target a significantly large population that consumes the harder genre of music between hard rock and heavy metal.


PDM-Entertainment to bring 'Sunburn' to Goa

PDM-Entertainment announced India's first International Electronic Music festival - 'SUNBURN' - in partnership with Smirnoff, DJ Nikhil Chinappa & the Ministry of Tourism, Goa.

Sunburn Festival, Goa 2007 presented by Smirnoff is a unique entertainment property conceptualized & produced by PDM-Entertainment and Nikhil Chinappa, therein elevating the Indian Entertainment Industry to a Global Platform. The unveiling of the 'Sunburn Festival, Goa 2007' took place at the Olive bar & kitchen with a podium led by Shailendra Singh, Joint Managing Director, Percept Holdings, Asif Adil, Managing Director, Diageo India & Nikhil Chinappa, Partner & Creative Consultant Content, Sunburn.

'Sunburn Festival, Goa 2007' is a festival which will annually consolidate the best global talent (from India, Holland, Ibiza, UK, Austria, France, Finland & Australia) in India to celebrate music and foster a sense of community & harmony. An entertaining mélange; incorporating International & Indian maestros of electronic music, the 'Sunburn Festival, Goa 2007' presented by Smirnoff is a 2-day synergy of global music, dance & entertainment on the 28th & 29th of December'07 at India's premiere tourist destination GOA.

P9 Integrated inaugurates its Delhi Office

 P9 Integrated has been operational as a satellite office in Delhi since Feb 2007, but it has recently taken up an office premise at the basement of Percept House from Dec 2007. A small 'Shanti Puja' was conducted at the office premises on Dec 5, 2007.



Merry Christmas & Happy New Year



Advertisers find that grass is greener

There is a surge in popular interest in golf and advertisers are queuing up to invest in the two major golfing events that India will host in February 2008. India will host two prestigious golf tournaments in February 2008: the \$2.5 million European Tour Indian Masters and the \$2.5 million Johnnie Walker Classic. Worldwide, golf is a \$7.1 billion industry and in India, the sport, as an industry, is estimated to be growing at 30-40% annually and valued at between Rs 50-60 crore, according to Brandon de Souza, managing director of golf event management firm, Tiger Sports Marketing, which is managing the Indian Masters.

K Sera Sera raises \$25 million via GDRs



K Sera Sera Productions Ltd has raised \$25 million through issue of global depository receipts (GDRs). The amount will be

used to mainly fund movie productions. K Sera Sera will invest almost 70 per cent of the amount raised towards film production, 20 per cent for distribution and the balance for TV content production.

Compact Disc bags \$20 mn animation deal

Chandigarh-based Compact Disc India (CDI), an integrated media and entertainment company, has secured an animation outsourcing contract worth \$19.80 million from iMedia Ventures, a digital entertainment company. As part of the deal, CDI will animate a science fiction thriller film called 3000 BC.

Imax Corp inks 4 film-deal with DreamWorks Animation

Toronto-based Imax has signed a four film-deal with DreamWorks Animation SKG to release the studio's first 3D movies in its Imax 3D format.

Pyramid Saimira's subsidiary plans Rs 1.5 billion IPO for film & TV production biz

Pyramid Saimira Productions Ltd (PSPL), a subsidiary company of Pyramid Saimira Theatre Ltd, plans to float an initial public offering (IPO) to raise Rs 1.5 billion. The company will dilute 10-12 per cent equity through the IPO and the funds will be used to expand the film and TV production businesses. PSPL aims to ramp up its movie production from 13 this fiscal to 50 in FY'09.

Carving Dreams signs up 5-movie deal with Hollywood Studios International

Celebrity and brand management firm Carving Dreams Entertainment Ltd is foraying into film production. The company has entered into a deal with Los Angeles based studio Hollywood Studios International (HSI) for a slate of five movies over the next four years.

54 pc teens and young adults use mobile phones for social networking: MMA study

In order to help brands and marketers identify key market trends, mobile subscriber usage patterns, and success metrics for mobile marketing in the US, the Mobile Marketing Association (MMA) has announced the results of its third annual Mobile Attitude and Usage Study.

The study provides insights into overall consumer mobile usage by demographic group, awareness and usage of mobile phone features and services, and interest in and concerns about specific applications.



Mukta Arts inks 5-year distribution deal with Eros for Rs 730 million

Mukta Arts has inked a five-year distribution deal worth Rs. 730 million with Eros Multimedia. As per the deal, Eros will distribute three films for Mukta Arts. This includes two Subhash Ghai directed films - Yuvraaj (starring Salman Khan, Anil Kapoor, Katrina Kaif and Zayed Khan) and Black and White (starring Anil Kapoor). The third film Bombay to Bangkok (starring Shreyas Talpade) is directed by Nagesh Kukunoor.

WPP acquires majority stake in digital agency Quasar

WPP, the second largest communications group in the world, has acquired a majority stake of 75 per cent in New Delhi based digital agency Quasar Media. Quasar was formed in 2005 as part of the incubation programme at Smile Interactive Technologies Group (SITG), which provides promising start-ups with investment and mentoring.

Non-traditional media to bag bigger ad spends

Below-the-line spends will equal print & TV advertising, says a study by Lintas. By 2008, what the advertisers will spend on below-the-line activities will equal their above-the-line (traditional print and TV advertising) spends. This means that the ratio of traditional advertising versus non-traditional media such as activation, digital marketing, out-of-home advertising, events, et al, will be 50:50. The finding is a part of an in-house study conducted by Lintas Integrated Marketing Action Group (IMAG) that has eight divisions under its umbrella constituting below-the-line media. IMAG is part of the Interpublic Group ad agency Lowe in India.

Entertainment industry to touch Rs one trillion

The size of Indian media and entertainment industry is expected to more than double to Rs one trillion by 2011 if the current pace of growth continues. Hinting at bigger growth potential for Indian films, these films are viewed in over 120 countries in the world.

Endemol India to foray into event management

Television format creator and distributor Endemol's subsidiary Endemol India is all set to foray into the event management business. First to kick off under this segment is the Pogo Amazing Kids Awards in December.

Admen, thou shall not take kids for ride - Five Commandments by ASCI

- Ads should not make unsubstantiated claims
- Unless a food product has been nutritionally designed as a meal replacement, it should not be portrayed as such
- Messages in ads should accurately portray the products, in a way that is in keeping with children's ability to understand
- Ads should not show over consumption of foods & beverages. It should reflect moderation in consumption and portion sizes appropriate to occasion or situation
- Ads should not undermine the role of parental care and guidance in ensuring that children make proper food choices

Crest to unveil first animation movie in FY09

Crest Animation Studios Ltd expects to offer its first animation movie to large overseas distributors in 2008/09. The company, which has so far been creating television content for other studios and co-producing movies, is now developing its own animation movies.

Overseas markets to add 15% to box office collection

With several Bollywood movies doing great business in NRI pockets in international markets, revenue contribution from overseas markets is set to grow exponentially. According to an AT Kearney-CII report, the share of international revenues to domestic box office is expected to become 15% by 2010.



Percept-O-Speak

By Rajesh Iyer



In-film Placement

Rajesh Iyer

General Manager,
Institutional Sales, P9 Integrated



As the media consumption habits are changing rapidly due to the availability of new options, marketers are desperately looking for new and effective ways to communicate messages. In the recent past, one of the most successful communication mediums has been the placement of messages in films, television programs and other content. On the surface, it seems a very easy route to take, but is actually a very difficult area to succeed in. I take this opportunity to share with you some of the key questions that one needs to ask when evaluating a placement opportunity. Here goes...

What is the most important aspect while evaluating a film or a TV program from a placement point of view?

The most important fact is to find a film or TV show that meets a brand's marketing objectives. A relevant example is the coming together of World Space and Lage Raho Munnabhai, where the film actually needs the radio station, and the station is not a force fit into the story line. When you see a film and there's an interruption in the story to make way for a brand-plug, it immediately puts off the audience or viewer, and the placement could backfire. Hence, one has to look for a smooth integration that works for the program or film and for the brand.

How important is strategy, how important is the cast?

Strategy is critical in a successful placement exercise. It is important to be aware of the industry and keep oneself abreast of information regarding films and brands to make sure that you are always one-step ahead in the game. A few cues are given below.

- What are the films that are being finalised?
- Which cast has been finalised?
- What is the next big signing for a particular superstar?

We need to understand whether a particular actor or a TV channel or a film has something that strategically fits in with brands that our clients own. We need to continuously keep an eye on perfect matches between clients' brands and proposed films and TV programs.

Some perfect placement examples

In the Indian context, Lage Raho Munnabhai is a great example as mentioned earlier. Internationally, Hitch was a fantastic success. The character Alex Hitchens wears a green polo T-shirt, and every Lacoste shop in America was thereafter flooded with customers asking specifically for the Hitch T-shirt. An example from Television that comes to mind is when Jennifer Lopez wore Bulgari in one of her music videos. Demand for the particular rectangular watch exploded immediately after the video was launched.

Does the task end with signing a product placement deal?

Never. The placement is just the first step. Once that is done, you need to milk the opportunity for all that it is worth. This could include a promotion, partnering with the channel or the film producers for contests and special screenings, marketing tie-ups and so on.

How do you make sure you spot opportunities for placement before your competitors do?

There is no sure shot formula for this. All one can do is to consume all the news in the TV and film areas that you can lay your hands on. In addition, you need to network with people in the industry so that you hear gossip first, and you create an opportunity to have a discussion with the producers before anyone else. Most importantly, you need to be able to spot trends before anyone else does. Will a particular newcomer become a superstar? Will a particular TV program be a hit? You must constantly keep a tab on developments that will allow you to become a successful trend spotter. And that will allow your brands to benefit.

Up Close

With Kimiyoshi Muto



Kimiyoshi Muto
Managing Director, HakuHodo Percept

The HakuHodo and Percept partnership go back a long way. How has the journey been?

Yes, it has been over seven long years. And when two matured people with diverse socio cultural background get married, they obviously take time to settle down in the relationship with a deeper understanding of each other. Also, as it is true in any marriage, eventually both parties do benefit immensely. We, fortunately, are not experiencing any seven year itch in this marriage. And the relationship is only going from strength to strength. All the advertising verticals are doing exceedingly well and have produced some great volume of work produced by some equally great people.

The Indian consumer and the Indian market have changed over the years. What is the difference you find from HakuHodo's entry days in India to this day?

Well, I first visited this beautiful country seven years back. And my first request to my Indian colleagues was to experience some 'Brand - Consumer' interaction at a large forum. For instance, a large shopping mall; but it drew a blank, because there were not too many malls then. Today, after seven years, there seems to be a superfluity of malls to keep pace with growing consumerism and expectations. I think the changes that took place in the last seven years in India have been overwhelmingly fast paced. Consumers today are pampered with choices on any category. They are far more discerning & demanding. Finally the Indian Consumer is the King. We, at HakuHodo, have been actively practicing the art of Sei-katsu-Sa. It means the consumer with a heart beat. This practice has actually helped us understand & monitor the emerging Indian consumer much better.

So, the market has also undergone a huge change over the years?

Yes, it has a great deal. I have been in regular touch with the Heads of various Japanese Companies; and they have been predicting and preparing for an even higher scale of growth. I think the world today has accepted India as a Global Superpower. I also believe that like all other developed markets, the Indian woman will increasingly be a part of the final purchase decision and enjoy even more autonomy. The intriguing factor is how well one can en-cash this exponential growth and changing market dynamics. Our industry watchers will surely keep an anxious vigil on this.

How do you adapt the Japanese business models and culture in the Indian context?

Japan first experienced growth post World War - II at a very fast pace as a part of the rebuilding process. Then the market started attaining maturity. But In India, both growth and maturity came together. And that is a unique phenomenon.

In Japan, we have experienced both these symptoms as marketers, hence we can well understand the Indian developments; and is possibly the key reason why the leading Japanese brands are doing well in this market.

The Japanese business model is primarily centered around innovations that are 'consumer need' centric. Be it Consumer Electronics or Automobiles or even the service sector like Advertising. We have brought to the world state-of-the-art technology across categories and across geographical boundaries. We never offer anything to the consumer that does not cater to an *unaddressed need* of the consumer. At HakuHodo, we extend this philosophy to cater to our Clients needs better.

As I said in the beginning, Indian consumers today are discerning and demanding. Our macro policies of Innovation and Integrity will surely fetch rich dividends to this consumer psyche.

Anything that you would like to incorporate in the Indian work culture opposed to the Japanese culture or vice-versa?

The Indian culture is very diverse in nature. But the core is not very different from our culture. People here are extremely polite and respectful. Majority of new generation Indians today are service/consumer oriented. They are fully geared up to understand the clients' needs & therefore the growing consumer needs. They are also quite innovative in nature. So the blending of two cultures is not a difficult task at all.

Your role must be a dual one - having to be at Japan and India; how do you handle the pressure?

Yes indeed, it is lot of pressure. But then that is the order of the day. Every head of an organization is going through the same degree of pressure since the environment is very demanding. I am enjoying it thoroughly.

Which is the work (creatives or strategy) that has excited you the most from HakuHodo Percept or HakuHodo Japan?

Well I would like to comment on the body of work produced in India off late. The standard is very high. Any country in the world will be proud to produce such great work. I, in particular, like the Happydent commercial. Even in Japan it is rated very highly. It goes to prove that good communication can break all language / cultural barriers.

Any favorite Indian cuisine or Japanese cuisine you love?

I love Indian cuisines. My favorites have been particularly the frontier cuisine in the Bukhara restaurant in Delhi.

Any favorite place in India that you like to visit or would want to visit?

Yes. Agra. The Taj has been on my list for quite a while. But the pressure & compulsions of work-life has not allowed me so far.

Do you believe in work-life balance? What's your theory about it? Are you able to practice it?

I think it is very critical. The burn out syndrome is rampant in today's executive life. I encourage my people to take regular breaks in between. I myself play Golf or Tennis. This is also a good way to keep in touch with my clients outside office hours.

It's been a joy speaking to you. Thank you so much for your time. Anything you would like to share with our workforce at Percept?

When I first came to India about nine months back, I was amazed with the energy levels and quality of people. I am proud to be heading such a great team. Please keep up the good work. We will rock the world!



Special Feature



Creating Awareness on World Aids Day @ Percept



World AIDS Day, observed December 1 each year, is dedicated to raising awareness of the AIDS pandemic caused by the spread of HIV infection. AIDS has killed more than 25 million people, with an estimated 38.6 million people living with HIV, making it one of the most destructive epidemics in recorded history. Despite recent, improved access to treatment and care in many regions of the world, the AIDS epidemic has claimed millions of lives across the globe.

World AIDS Day is a day when people from around the world come together within a single effort. Percept did its bit to create and spread awareness about HIV. The workforce was encouraged to wear the ribbon and create awareness about this fatal virus.



The concept of a World AIDS Day originated at the 1988 World Summit of Ministers of Health on Programmes for AIDS Prevention. Since then, it has been taken up by governments, international organizations and charities around the world.

QUOTABLE QUOTES

It was great to see Corporate Communications put together a campaign for World AIDS Day on the 1st of December. Globally, the cause seems to have lost the fervor that was attached to it through the 90s, we no longer find brands (such as Benetton), designers (such as the House of Versace) or celebrities (apart from few such as Richard Gere and Ashley Judd) lending their voices to the cause. Corp Comm's efforts were subtle, and in my opinion, very effective in reminding everybody that the disease still lurks amongst us and awareness is the best weapon that we have against it.

- Tarika Singh, Percept Talent Management

The activity undertaken by Percept Holdings during Worlds Aids Day was a brilliant endeavor on your part. Such initiatives definitely help as Percept Group members get few opportunities to unite for meaningful causes.

- Deepa Doshi, Percept Profile India

The Aids campaign was very well received. It was just amazing to see not only the employees, but also the visitors with the ribbon the whole day long! Probably next time we should plan a visit to AIDS affected children for all those Perceptites who are willing to show some concern.

- Manisha Bakshi, Percept Picture Company



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