



e-newsletter of percept holdings



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Hanuman traces the growth path



There are more than a dozen animation feature films on the drawing boards of Indian production houses, including two sequels of 'Hanuman'. Hanuman, one of the heroes of the Ramayana, and one among the many gods in the Hindu pantheon, has emerged the god in the making for the Indian animation industry. Now, Hanuman is ready for a makeover. No longer will he be swinging from trees like Mowgli, the hero of Jungle Book; instead, he is poised to become a superhero in his next avatar.

Two sequels, Hanuman Returns (releasing in November) and Hanuman 3 (slated for 2009), will project him as an action hero. "We want Hanuman to be a global superhero like a Spiderman or Superman," says Preet Bedi, CEO, PPC.

Rajshri ties up with Percept, Adlabs & Eros

Rajshri Pictures Pvt. Ltd., the distribution company of the famous Rajshri empire (owned by the Barjatya family), has tied up with three corporates for the C.P. Berar circuit. Under the tie-up, Rajshri will release the films acquired by the three companies for distribution in C.P. Berar. The three corporates who have assigned Rajshri their films are PPC, Adlabs and Eros Multimedia. Rajshri is known for its honest dealings, which is why the three biggies have collaborated with it.

LG takes on the mantle of Golf Sponsorship



LG Electronics, the leading consumer durable player, has taken on the mantle of sponsorship for the Indian Golf Union's National Amateur Tour for the next three years. The LG Indian Amateur Golf Tour will touch 11 cities incorporating 13 events, making it a nation-wide tour. The LG Indian Amateur Golf Tour will see an elite band of partners. Leading event management company Tiger Sports Marketing will be managing the Tour while Times of India have come on board as the Associate Sponsors. CNN which is the Official News Channel is also the Hole-in-one Sponsor. CNN will be giving away a brand new Taylormade Golf Set to the first golfer to ace the designated par-3 hole at every event. Ten Sports is the 'Official Sports Channel' while Pepsi and Gatorade are the official beverage partners. International apparel company Kappa will be the Official Styling Partner.

Percept to pump in Rs 5 billion for movie biz



Percept Picture Company (PPC) is planning to invest Rs 5 billion over three years in the movie business. The company has already lined up 17 projects and has tied up with different directors to widen the slate. "We intend to invest Rs 2 billion in the next 12 months and Rs 5 billion over three years. We have 17 films lined up, starting with the release of MP3," says Percept Holdings Joint Managing Director, Shailendra Singh.

Tour de India: PDM Sports to give a boost to cycling: CFI signs a 3 year deal with PDM Sports



PDM Sports, the sports marketing and management firm of Percept Holdings, has tied up with the Cycling Federation of India (CFI) to market cycling as a sport. PDM Sports and CFI have signed a three-year deal as its sole and exclusive marketing partner. The size of the business that has fallen into PDM Sports' lap is worth approximately a crore of INR. Roland Landers, COO, PDM Sports, says, "It is a great honour to be associated with a body like the CFI. This deal stands as a testimony to our commitment to the field of sports and contribution to create awareness about cycling as a premium sport. We have been informally associated with CFI for around two years now; we look forward to taking this relationship further and reinforce CFI's faith in us and our services with the three-year contract."

Canon India hires Percept HakuHodo as ad agency

Percept/H Canon India Pvt. Ltd., a subsidiary of Canon Singapore Pte. Ltd., has roped in advertising agency, Percept HakuHodo, in order to handle advertising campaigns for the Mumbai market. Canon India already has a tie-up with Dentsu for handling advertising campaigns for the Delhi market, Canon India will look at capturing more of the photo printing market and increase penetration in the laser printing space.

Sanjay Chhel to direct film after five years for PPC

Writer turned Director, Sanjay Chhel is all set to make a come back after a gap of five years. He has announced a romantic comedy tentatively titled Khanna and Patel. This film will be produced by Percept Picture Company. Chhel had directed Sanjay Dutt and Urmila starrer Khoobsurat (1999) followed by Kyaa Dil Ne Kaha (2002) which starred Tusshar Kapoor and Esha Deol.



P9 Integrated introduces furniture line Godrej Interio & Spinz in the movie space in Jhoom Barabar Jhoom

P9 With the mushrooming of multiplexes and new media, Bollywood is extracting mileage through brand associations in the form of integrated campaigns and ground activities. Godrej Interio's range of office and kitchen furniture and Spinz deodorant from the Cavin Kare range will dance to the tune of Yash Raj Films' latest, Jhoom Barabar Jhoom (JBJ).

JBJ marks Godrej Interio's first ever association with Bollywood which has always used traditional media for communication. Godrej Interio is conducting an on screen activity for two weeks in leading metros all over India. The company will showcase its television commercial in theatres, displaying products showcasing its features, advantages and benefits.

In the foyers of Fame Adlabs, Andheri and IMAX, Wadala, Godrej Interio will depict a Kitchen and an office setup which will be a replica of the furniture sets, showcased in the TVC. A 6X6 feet wall set-up will display pictures of an old kitchen and an office setup before the movie starts and promoters inside the theatres will interact with patrons and invite them to come and draw graffiti on the pictures. Promoters will invite patrons again during the interval and demonstrate the various aspects of the furniture. DGM Cinema Activation Abhijeet Thakar says, "Godrej Interio has till now used only traditional media for communication. Since it's a big-budget film from Yashraj, we're expecting maximum footfalls in the multiplexes."

Spinz Deodorant Promotion



Godrej Interio Promotion



Barabar Jhoom on the platform. Patrons visiting the multiplex for the movie will be encouraged to match steps with the dancers. The patrons who match the steps best would be given Spinz gift hampers.

Simultaneously, sampling of Spinz in the restrooms would also be carried out in order to create a touch and feel experience.

P9 launches film publicity design vertical

P9 Integrated has announced the launch of its film publicity design vertical. The new division that will offer promo designing and website designing services for feature films has been set up with an aim to complete the 360-degree offering from P9 Integrated. This new vertical will be headed by Rupesh Jain and Paras Kanani. They will be reporting to Navin Shah, CEO, P9 Integrated. "At P9, we always wanted to provide the film producers a complete 360-degree offering under a single roof. With this division in place, the offering is now complete," observed Jain, Business Head, Film Publicity Design, P9 Integrated.

P9 Integrated associates ITC's Candyman with 'Shrek 3'

Banking on the animated ogre's popularity with younger audiences, ITC Foods' 'Candyman' range of confectioneries targeted at kids, has associated themselves with Dreamworks Animation's latest offering Shrek 3. P9 Integrated, a 360 degree film marketing company, has conceptualized and executed the entire association by integrating both the brands. P9 has recently worked on Spiderman 3 as well. P9 Integrated Deputy General Manager, Branding Entertainment, Tejaswini Aparanji says, "Shrek 3 has always been a successful franchise in India and a huge hit with the kids, we are happy to be associated with an blockbuster like it in India and are confident that CandyMan, will be able to carve an interesting niche for itself after being associated with Shrek 3."

P9 Cinema Activation appointed AOR for Baskin-Robbins

Baskin-Robbins has appointed P9 Cinema Activation as their 'Agency of Record' (AOR) for cinema and multiplex activation in India for a year. It's a renewable contract, which is an understanding that associates P9 and Baskin-Robbins for a year long deal with reference to any cinema related activity in India. Commenting on this association and the benefits, Abhijeet Thakar, Deputy GM, Cinema & Multiplex Activation, P9, said, "The benefits that the client while it does cinema are like rates in value adds and exposure to premiere. It would also help the client in getting tie-ups with number of multiplexes in order that Baskin-Robbins get a beneficial on speed buying and exhibition cost as well. In this way it will increase in visibility at the multiplex level where Baskin-Robbins is not present as of now. It will also get the benefits of customised idea from us." In the past, Baskin-Robbins along with P9 has executed activities in the multiplex and cinema space as an effective platform to reach to their audience. During the 'Spiderman 3' release, Baskin-Robbins launched three exclusive flavours - Spiderman, Sandman and Green Goblin, wherein anyone who buys any of these flavours will win Spider comic books. They also did on-screen advertising as co-branded TVC for the film. Spiderman and Baskin-Robbins standees were also showcased in various multiplexes all over the country. Meanwhile, it's been a year since P9 Integrated set up the Cinema and Multiplex Activation cell to cater to the untapped market of retail activation. Speaking on the experience so far, Thakar said, "It's been a year of existence and we have worked across various categories and markets. So, what we are doing is not only adding value to the brand but also adding value to the consumer. We are creating a different experience altogether at this domain." Starting with their first activation in 2006, P9 executed an innovative activity for Zoom TV. They then included their execution into co-branded on-ground activation with ICI Dulux - Inspira and 'Salaam-e-Ishq' followed by Asian Paints and 'Eklavya'. Other activities that followed were for Zee TV, Baskin-Robbins, Ceat, ITC - Candyman, Cavin Kare - Spinz and Godrej - Interio. In the coming months, P9 Cinema Activation plans out execution with the eagerly awaited 'Harry Potter and the Order of the Phoenix', 'Cash' and 'Chak de India'.

PERCEPT-O-SPEAK

By Bob D'silva



Bob D'silva, Creative Director,
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AMO

The Future of Creativity in Advertising

To ask me to write about the future of creativity in advertising is much like getting a child molester to extol the virtues of juvenile abuse. The difference is, I will never stop asking myself each evening: "Bob, were you...er, creative today?"

In actual fact, the aforementioned query is an effective self-motivational tool that has helped me stay on top in the creative business. Much as our business has been subjected to the ravages of change, a lot remains the same. Strategies are still conceived in massage parlours and clubs. Copy is still written in WCs and coffee shops. Brands are still built on big ideas.

Ah, big ideas! Now how does that connect with the future of creativity in advertising? To the uninitiated, creativity has always been the domain of the creative department. Of guys in old T-shirts and dirty jeans. Of skilled writers and frustrated poets. Of fine artists and disillusioned painters. Well... it is good to be uninitiated and naïve. Because in my lifetime, I have seen more creativity coming out of non-creative people than a lot of senior creative talents!

Meanwhile, I am just trying to imagine life without creativity: No industry seminars. No creative workshops. And brrrrr... no award functions. I really don't think anyone questions the importance of creativity. It's a given.

Advertising has evolved and so has creativity. From the Lalitaji of the 80's to the 'daag acche hain' of today. From out-of-home (hoardings and posters) to electronic media of the 90's... I could just go on. Communication has changed and how! Partly due to globalization. Partly due to our changing tastes - welcoming and embracing the western trends. The soft drink that was boycotted by Indians is back with added fizz.

The 'customer is king' is not a cliché, it is a bloody reality. And if we do not continue to lure and entertain our customer with some real creative thinking, he/she will become someone else's customer. Contrary to popular thinking, the customer has more intelligence than we credit him with. Besides, he is more demanding and fussy.



The market is bursting with brands... all shouting aloud trying to catch the consumer's eye. In this survival-of-the-frilliest scenario, you innovate and update only to find two days later that most brands in the category are following in your footsteps.

This get-noticed-or-die situation demands creativity. Advertising without creativity would just fizzle out. You need to catch the consumer at every point possible. On the streets, at home, while shopping, while traveling, in the loo, in bed with his neighbour's wife. You need to get right there. And creativity is what will get you there. Creativity not only in terms of how beautiful your ads are, but creativity in a whole lot of brand related activities. You've got to have a creative out-of-home plan, a creative Direct Marketing (DM) exercise, a creatively thought-out promotion, a creatively conceptualized event.

But I firmly believe that creativity for the sake of creativity is an absolute crime. The young creatives of today are all starry eyed about the creative label. They have only awards on their minds, not the brand. While creativity takes center stage, the brand is relegated to the wings. Everyone remembers Balbir Pasha. It was creative for sure. But did it convey the take-home message? Yes... no... maybe! If you want to judge a creative ad for its effectiveness follow this exercise. Step 1: Think of an ad. Step 2: Try remembering the brand/product. Step 3: Have you gone ahead and purchased the product or has the ad compelled you to contemplate purchasing the product. Now then, that's one ad that deserves praise.

Creativity is by no means the end. It is the means to achieve that end. In advertising, the process of creativity, besides the ability to make interesting and original solutions, has another dimension - that of relevance. Relevance separates good advertising ideas that do justice to the brand from those which are nothing more than an indulgence in self-expression. Great advertising ideas are therefore not just original and interesting, they are relevant and impactful.

The next few years would witness an unprecedented flow of brands in the market. Retail branding would take over and command prime importance. The consumers though, would be in a much better position to choose and to reject. Your brand needs to hold ground and stand tall.

That's when vision, innovation and dynamics in a brand play a pivotal role to keep the brand ahead of competition.

The future of creativity in advertising will still depend heavily on good old innovation and dynamism. We'll need to invent, re-invent and re-re-invent, till the consumers sit up and take notice. Just like an obsessed lover finding different and innovative means to convince the love of his life till she accepts the proposal. The only difference is the girl will stick longer. Don't let up! Tomorrow's another day. And you've got to keep your consumer. And as I said earlier, you need to follow your consumer, wherever he goes. Confront him at places he'd least expect. Remember to do it in style. Do it creatively.

Times have changed, yes. Clients have begun to work in agency offices and former colleagues are now clients. The future for creativity in advertising has only just started looking up. And I see no future for non-creative people in this business.

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