



e-newsletter of percept holdings



### Table of Contents

- In the News ..... 2
- Awards & Accolades ..... 3
- Percept-O-Speak ..... 4



## Percept to invest Rs 300 cr for growth

Percept Picture Company (PPC), the content and motion picture arm of the Rs 1,600 crore Percept Holdings, is looking at integrating its operations by entering newer areas of the businesses.



Harindra Singh, Vice-Chairman and Managing Director, Percept Holdings, said the company would look at taking on strategic partners who would contribute specific skill sets as well as funds for the expansion plans. Mr. Singh said that the company would invest about Rs 300 crore in its expansion plans, most of which would be raised by offloading equity to strategic partners.

## Percept Holdings gears up for the retail rub-off

With India emerging as one of the highest retailing destinations - with about 12 million stores, and a market size of about \$2.6 billion in terms of retail marketing - communication companies like Percept Holdings are obviously eyeing a piece of the action. Said Mr Harindra Singh, Vice-Chairman and Managing Director, Percept Holdings, "Last year, we did about Rs 1,600-Rs 1,700 crore in terms of capitalised billings, which is likely to grow to Rs 2,500 crore this year. We have a projection to cross \$1 billion by 2010. This year itself, we are investing about Rs 300 crore across all businesses. The focus area this year will be content and media planning and buying. We've been planning to launch this retail division since last year. But we could not do it because of the disagreement with Aegis. But now, since we have a 100% holding over Posterscope, we thought of floating the retail business as well."

## 'Super Achiever's Awards' to felicitate significant contributions made by business leaders



In a bid to recognize and felicitate the significant contributions made by business leaders towards the growth and success of their organizations, PDM International announced the first Super

Achievers Awards in Dubai, which was held on Feb 21, 2007 at the Centrepoint Auditorium, Mall of the Emirates.

This award ceremony was organized in collaboration with 'Fun and Joy at Work', which is a specialist corporate training and knowledge management company founded by the visionary teacher and training guru, Dr. R. L. Bhatia and will be conducted annually in the UAE.

## PDM India launches 3rd consecutive 'Good Luck India' World Cup Campaign

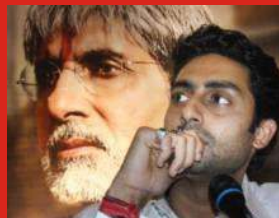
PDM India launched its 3rd consecutive 'Good Luck Campaign' along with Microsoft's X-Box, to wish luck to the Indian cricket team for the biggest extravaganza in cricket-World Cup 2007.

A larger than life Xbox 360 console started its voyage from Victoria Memorial and traveled to various parts of the city for cricket lovers to wish Indian Cricket team good luck for the World Cup ahead. This campaign is a critical element of run-up to the soon-to-be launched Xbox 360 exclusive gaming title for India, 'Yuvraj Singh International Cricket 2007'.

## John Abraham signs PPC's Aashayein

Percept Picture Company has announced that John Abraham will star in its forthcoming production 'Aashayein', to be directed by Nagesh Kukunoor. This was announced in the presence of Nagesh Kukunoor, John Abraham and Mr Shailendra Singh. 'Aashayein' is the story of a compulsive gambler Rahul, who discovers new meanings of fortune and life through a dramatic turn of events.

## 'Amitabh Bachchan - Abhishek Bachchan are Johnny Walkers



You have adored the father-son duo of Amitabh Bachchan and Abhishek Bachchan and you have always wanted more of them. So here they are again being cast together for their chemistry in Johnny Walker. The film will be a joint venture between Amitabh's AB Corps (the new Avtaar of ABCL) and Percept Picture Company.

## Amit Ray, ex-Director, Vibrant Advertising (RIL's AOR), has joined Percept Media as Director, Strategy.

Amit Ray had been with Vibrant Advertising (RIL's AOR) for a year and has, in the past, worked with advertising agencies such as Lowe, Tara Sinha Associates (now McCann-Erickson) and Clarion (now Bates Enterprise).

Said Mr Ray, "I am delighted to be a part of the Percept family. The media opportunities that are existing are immense, and Percept's vision for the Media business is truly commendable. Together, we will be able to provide committed, professional value services to our clients at optimum rates."

Percept Holdings launched "PERCEPT MEDIA", on the back of the 'all cash' deal to buy back all of Aegis Group plc shareholdings in PDM India and Posterscope India the consolidated annual billings of which is in excess of US\$ 150 million. Percept has acquired "Allied Media" for traditional media services. With current annual volumes, Percept Media should rank amongst the top-5 media agencies in India apart from being amongst the top-2 independent Indian media agencies.

Percept Media is geared to current and emerging market needs through its unique 360\* media service delivery, Micro-Marketing infrastructure & capability, Ethical & Transparent media buying through third party buying audit and IT based systems & network (under development).

## AMO has its ammunitions stocked, moves ahead with processes and systems

AMO Communications, set up in 2000, has been working on clients like Mahindra & Mahindra, Nissan and Godrej Aadhara, to name a few. Speaking about the agency and its philosophy, Elvis Dias, MD, AMO Communications, said, "We are an agency that believes in processes and systems, which is something advertising agencies never do." According to Dias, advertising is "salesmanship in print, radio, television and any other medium that will be identified from time to time".



"AMO Communications was set up with a view of putting together some models in my mind, which I wanted to introduce to the advertising world, which were not practiced, not from an external point of view, but from an internal point of view." He also believes that the agency would create some kind of a difference, not from a quantitative perspective, but from a qualitative perspective. "We are already a Rs 80-100 crore agency now and we aim to take it to around Rs 300 crore by the year 2010. We also believe that we have already identified the emerging category and we are working towards that for establishing ourselves before anyone else," he further said.



# AWARDS & ACCOLADES



## AMO Communications sweeps Brand Equity's 'THINK SMALL' Contest

AMO Communications made a clean sweep of Brand Equity's 'Think Small' contest to create an ad promoting the use of smaller-sized condoms. AMO bagged the first [cndm], the third [urinal] and the runner-up prizes [Mini Bat] & [Chilli] (fourth and fifth places).

When Brand Equity came up with the idea for this ad contest, the brief was a creative's dream: create a piece of public service communication, which doesn't have a single brand as a client, for a category that actually is all about selling sex. Over 70 entries flooded Brand Equity's mailboxes, from creative directors, junior copywriters, students, marketing people and designers from across the country.

The top ad was created by Rahul Mahajan, in third place was Naresh Jishnani. Runners up: in fourth place was Minoti Shetye, and in fifth place was Suneel Katarnavre.

Said Mr Elvis Dias, MD, AMO Communications, "AMO's focus on processes and systems, even in creativity pays off. AMO has a weekly output reporting system on proactive work and this polishes the creative mindset to eliminate sundry ideas and bring up working ones. I congratulate all the winners and we at AMO will continue to think big!"

**KUDOS TO TEAM AMO FOR THEIR STUPENDOUS ACHIEVEMENT AND MAKING US PROUD!**



**FIRST PRIZE - cndm**  
**ART DIRECTOR: Rahul Mahajan**  
**COPYWRITER: Lyndon Louis**



**THIRD PRIZE - Urinal**  
**ART DIRECTOR: Naresh Jishnani**  
**COPYWRITER: Ashish P Verma**



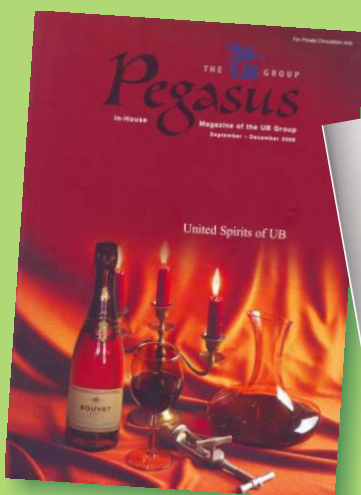
**FIFTH PRIZE - Chilli**  
**ART DIRECTOR: Suneel Katarnavre**  
**COPYWRITER: Ajitesh Verma**



**FOURTH PRIZE Mini Bat**  
**ART DIRECTOR: Minoti Shetye**

### Kudos to Imageads!

UB Group received 4 awards - courtesy the efforts of Imageads at the 46<sup>th</sup> Annual Awards of Association of Business Communicators of India (ABCI) and placed on record a special thanks to the Imageads creative team. 'Pegasus', is the in-house magazine of the UB Group.



**Pegasus copy, the in-house magazine of the UB Group**



## Mind your language!

By Prabhakar Mundkur, COO, Percept/H

With the deterioration of language and language usage, in a couple of generations we could well be back to grunting!

While the advertising industry seems to have successfully moved from the age of the Anglicized creative person to the age of the Indian creative person, which was a welcome move; what it might not have done is keep up the overall standards of literary skills in the business. Using mass market understanding as an excuse, most commercials have moved to 'tapori' phrases rather than proper language.

Somehow the advertising idiom is now abundant with clichés. Body copy is dangerously shrinking in the average advertisement (even clients don't want it!) because of the widely held belief that consumers don't read body copy. No one is quite sure how this assumption came about. Unless the researchers propagated the theory so that it would mean less work for them.

The argument for the change to fewer words, of course, is that advertising as an art form is changing, nay evolving. No other than the famous John Hegarty proclaimed that less than 2% of consumers read body copy. This two percent, he says, is the client, their marketing department, the writer, the writer's mum and the account director. Of course one shouldn't forget that Hegarty is an art director by training.

But there you are, today's creative person has so much less to write. Journalistic writing or even the much dreaded corporate brochure and even the long copy ad kept writing skills well honed for earlier generations. At least it was one of the ways of sharpening language writing skills. Today, unfortunately, people have no journalistic ambition (maybe thanks to Page 3 and the declining quality of our newspaper editorial), and the brochure as an advertising form unfortunately has become something to shun

so it is quickly passed on to a junior or to a freelancer. Two decades ago the brochure was an art form.

In defense of the overall deterioration of language, some will say that television has replaced the bookshelf as a piece of furniture in most homes. Others will tell you that communication is largely non-verbal and several countries are doing with fewer words, both in commercials as well as print. Not to mention the internet and the 'sms' as a phenomena that are dictating a more colloquial and telegraphic language idiom. So the primary argument for declining language skills they will tell you, is that people are changing and art has to imitate life. But then the corollary is also true. Art can take a lead so that life imitates art.

Another often heard defense is that the 'idea' has replaced the need to be versatile with words! It is almost as if the 'advertising idea' was suddenly born only ten years ago, just because it is being bandied around as an important part of the advertising lexicon along with other weighty words like 'insight'.

Whatever be the reason for this deterioration of language, I believe that there will be a renaissance. History tells us that every time an art has reached its nadir, its time for a renewal!

The content of this publication has been created with inputs from Percept Holdings and its Group Companies. Percept Holdings is the strategic holding company that promotes, owns and manages, a spectrum of marketing communication companies. The contents of this document may not be reproduced or circulated without prior consent from the Corporate Communications Department, Percept Holdings.

Not for sale.

Corporate Communications, Percept Holdings Pvt Ltd., P22, Raghuvanshi Estate, Senapati Bapat Marg, Lower Parel, Mumbai - 400013

Tel: +91 22 2491 8811, Fax: +91 22 24911281 Website: [www.perceptholdings.com](http://www.perceptholdings.com) Email: [corporate.communications@perceptholdings.com](mailto:corporate.communications@perceptholdings.com)