



a Percept publication for our media fraternity



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IN THE NEWS



P9 launches 'P9 Searchlight' for small films

Percept Holdings' film marketing company, P9 Integrated has launched a new vertical called 'P9 Searchlight' to provide tailor-made marketing solutions to the increasing breed of concept cinema and budgeted films. Highlighting the need for a dedicated division of this sort, P9 Integrated CEO Navin Shah, says, "In today's age, audience don't necessarily need big stars and exotic songs shot in scenic locales; they crave for quality and content rich films. Keeping this into account, P9 Searchlight will cater to this segment extensively to promote the cause of quality cinema and promote new talent and encourage good film making. It will also help a new breed of film makers make an advent in the film industry."



Brand Karan to pitch other brands in ads

Johar says the brand associations are a way of connecting with his audience through additional forums

 After translating his success as a director, producer and screenplay writer into a popular television talk show and brand endorsement gigs, Karan Johar is set to try his charms in print and television commercials. Johar will soon be seen in front of the camera in two television commercials for Johar, the man behind popular Hindi films such as *Kabhi Alvida Naa Kehna* and *Kuch Kuch Hota Hai*, has previously signed up as a "brand ambassador" with apparel brand Alfred Dunhill, whisky brand Chivas as well as Timond watches and ICI Dulux. The deals were managed by Percept Talent Management (PTM). Though Johar and Vinita Bangard, chief operating officer of Percept Talent, refused to talk numbers, senior executives from the firm said he was charging between Rs. 75 lakh and Rs. 1 crore a year for such umbrella brand associations. Cricketers Mahendra Singh Dhoni and Sachin Tendulkar, actors Amitabh Bachchan and Shah Rukh Khan in comparison charge between Rs. 1 crore and Rs. 1.5 crore per deal. "That's mainly because they have a wider mass appeal, whereas Johar is a niche brand, so to say," said Bangard.



Sony & P9 Integrated unveil unique marketing for Saawariya

Sony Pictures Releasing of India Ltd and P9 Integrated, a Percept Holdings company, showcased the various marketing initiatives to promote their ambitious project Saawariya, Sony Pictures Releasing of



India Ltd plans to promote and market the movie and has worked out an exclusive arrangement with P9 Integrated, a 360-degree film marketing company, to conceptualize, plan and execute exclusive and thematic branding and advertising partners for the film in a uniquely tailor-made campaign on the eve of the release with marketing tie-ups, co-branded associations, multiplex activations and merchandising. At a press meet, Navin Shah, CEO, P9 Integrated, said, "Knowing the essence of the particular film and understanding the many opportunities companies and brands can leverage from associating with it gives them more avenues for their brands and products than merely using traditional mediums. We are happy to be an exclusive marketing partner for a film made by one of the finest filmmakers in the world and will ensure a maximum return on investment for companies looking forward to associate with this film."

Perspectrum ties up with Perfect Relations for strategic PR solutions

Perspectrum has tied up with Perfect Relations (PR) to offer 360-degree solutions to their entire client base in India. The deal was signed in Delhi in September.



Perspectrum would lead this alliance and will market Percept's group companies to all the clients of Perfect Relations.

Perfect Relations is one of the biggest public relations outfit in India with a client base of more than 150 clients. Perfect Relations also has separate PR companies which specialize in key sunrise industries like Entertainment, Health Care and Infrastructure. Perspectrum will target its IMC offerings to all their clients and aim to further their business for the group companies.



'Hanuman Returns' release postponed to Dec



The release of animated flick 'Hanuman Returns' has now been postponed from 2nd November to 21st December. Percept Picture Company director distribution and IPR management Ashok Ahuja says, "Releasing 'Hanuman Returns' on 2nd November would give us just a one week run across theatres. We wanted to avoid the clash with biggies like Om Shanti Om and Saawariya, which will release on 9th November." He further adds, "At the same time it makes logical sense to release the movie during vacations only, hence 21st December was our next best choice." Now on 21st December, Adlabs' Love Story 2050 and Aamir Khan Productions' and PVR's Tare Zameen Par, which is also targeting kids, will be releasing.



Percept acquires By Design India

Percept has announced the acquisition of By Design India, a one-stop source agency for strategically sound, synergized, cutting-edge creative communication solutions. Bydesign has now merged with Imageads, a Percept Group agency, to form IBD India Pvt. Ltd.



By Design India Pvt Ltd was headed by Mr Rahul Gupta (Founder & MD) whose prime focus was to ensure the quality of the firm's creative product. He set up By Design in 1994 to deliver a better quality of service based on superior planning and creative skills, to his clients. In the last eight years, By Design has evolved into a full service cross media communication specialist.

Imageads is a fully owned subsidiary of Percept/H, with extreme focus on the entire spectrum of specialized services for the services sector financial, IT, education, insurance, hospitality and other sectors. With over 3 decades of experience and expertise in Integrated Brand Promotions, Imageads has expertise in handling the Financial Sector, the Public Sector & Service Sector. Imageads has handled over 100 Public / Rights Issues for various sectors.

Mr C D Ramachandran has retired from the post of Managing Director, Imageads, after a successful and long stint at the helm. Mr Rahul Gupta has been appointed as the Managing Director of the merged entity IBD India Pvt. Ltd.

Said Mr Rahul Gupta, MD, IBD India, "IBD has been designed to be an agent of change. Our paradigm shifting ways are reflected most strongly in our strategic planning approach and in our wide portfolio of cutting-edge creative work across categories. With Hakuodo and Percept's parentage, and the skill sets that we bring to the table, we are sure we shall be a creative force to reckon with in the industry."

The merged entity - IBD India starts off with a consolidated billing of INR 1 billion per annum. Jointly, IBD India's service forte will include agility in responsiveness to market dynamics, through modular & customized communication solutions and cost efficiency in services. The range of services includes Advertising, Promotions, Direct Marketing, Brand Identity and Interactive Media.

Percept Picture Company comes home to Siyaram's



Percept Picture Company (PPC) produced the next big Advertisement Film for Siyaram's as it signed on international model & actress - Catherine McQueen (Bond-girl), Rashmi Nigam and Siddhartha Shukla for the assignment.

PPC's Ad-Film division handled the project at a whopping budget of Rs 2 crore.

The film was directed by Raj Kaushal and extensively shot in the 'Sun City' Jodhpur, in mid-September 2007. The campaign is scheduled for a national release on all leading television channels by October 2007.

PPC had featured Boris Becker in its earlier Siyaram's campaign along with Dia Mirza. The likes of Bipasha Basu, Lara Dutta, Deepti Bhatnagar, Anupama Verma, Apurva Agnihotri, Dino Morea and Bikram Saluja have also been a part of PPC's Siyaram's campaigns in the past.

Percept to produce Ashok Pandit's next

Documentary and Hindi filmmaker Ashok Pandit, who has been lying low for a while now, has a new script up his sleeve. The film will be produced by Percept Picture Company. While not divulging much about the film, Pandit says, "Well, the script will be ready in a few days and then casting will follow. At this point, all I can say is that it will be a comedy centric subject. Percept Picture Company CEO Preet Bedi adds, "We are dealing with a lot of projects at the moment. We are in talks with Ashok Pandit as well. Once the script is decided we will look into the budget."



INDUSTRY WATCH



Outdoor media companies form association



With a view to protect the interest of the Rs 1,200 crore outdoor media industry, some leading companies have joined hands to form Indian Outdoor Advertising Association (IOAA).

A non-profit organisation, IOAA is aimed at ensuring co-operation, free and fair competition amongst agencies and deal with factors affecting the outdoor industry. The OOH industry is growing at 17 per cent CAGR and will be 10 per cent of the total ad spent by 2010.

Action outdoors as OOH Media acquires AdImpact

The out-of-home media company, OOH Media, has acquired AdImpact, an out-of-home company based in Mumbai. With this acquisition, OOH Media will be adding 500-600 screens to its already existing 3,000 in the country. OOH Media was created by Ishan Raina along with 3i, a private equity group, and Focus Media, the out-of-home TV company, in November 2006. The company has so far captured some 3,000 screens across 22 markets and 35 advertisers. It aims to expand its presence by capturing 5,000 screens by the end of 2007. Currently, the company is reaching out to 6.5 million consumers per week in the country. With the acquisition of AdImpact, the overall consumer penetration is likely to increase to 7.5 million per week.

BIG FM launches Out-Of-Home division - BIG Street

ADA Group's radio venture BIG FM has announced its foray into the out-of-home space with a new division called BIG Street. Adlabs, which is the parent company of BIG FM, now plans to look at new business opportunities beyond radio, and offer its clients a 360 degree platform. BIG Street plans to offer a wide range of out-of-home advertising platforms such as billboards, street furniture, multiplexes and malls. The company has bagged the advertising rights for displays at stations in the Delhi Metro Rail Corporations which will soon be offered to advertisers.

Advertising gurus form joint council

The leading associations of the advertising sector have formed a joint industry body under the nomenclature of Broadcast Audience Research Council (BARC), to oversee and control the TV audience measurement system in India. The Council, a not-for-profit body registered as a section 25 company with a nominal share capital, has been contributed equally by the Indian Society of Advertisers (ISA), Indian Broadcasting Foundation (IBF) and Advertising Agencies Association of India (AAAI). Mr Guha will be the first Chairman of BARC for two years. The Council will operate from an independent secretariat, located in Mumbai. The CEO will be finalised soon. The BARC will have only three members representing the three interest groups - Advertisers, Media Owners and Advertising Agencies.

K&L enters India through JV with Arms Communication

K&L Inc., a Japan-headquartered advertising agency, is stepping into India through a 50:50 joint venture with Arms Communications. The partnership has resulted in the formation of a new company, K&L Arms Communications, which shall be run independent of the operations of the agencies of the Arms Group, Arms Communications and the recently formed Arms Crestra. The new company will be headquartered in Delhi. Recently, Debashish Bose, ex - CEO, Hakuodo Percept, started a new JV with the Arms group, Arms Crestra.

Future Group to grow annual media spends to Rs 7 billion over next three years

India's Twenty20 world championship has unlocked corporate vaults. Kishore Biyani's Future Group had already signed on as title sponsor for the one day India-Australia cricket series. The parent company of retail giant Pantaloons is aggressively expanding into financial services, media, insurance and other sectors. This will also see the group's ad spends climbing to Rs 6 billion to Rs 7 billion per year over the next three years.



Prime Focus buys out UTV's post production business



Post production and special effects studio, Prime Focus is set to acquire the entire post production business of UTV Software Communications - United Studios Ltd (USL).

The deal includes equipment and business contracts from UTV. Prime Focus has been doing post production and visual effects work for both Hollywood and Hindi films. Among the notable movies it has worked on are Black, Company, Guru, Hey Baby and Chak De India. UTV promoter Ronnie Screwvala set up USL with the aim of making it South Asia's premier studio and animation complex.

Eros & Sony Pictures ink production deal

Sony Pictures Entertainment and Eros International have joined hands to co-invest in a number of Hindi films. Recently, Yash Raj Films joined hands with The Walt Disney Company to co-produce multiple animation films. Eros is the second Indian company to partner with an international company for multiple films. Sony and Eros will jointly develop, produce and acquire multiple films for the new Hindi film slate. Sony Pictures is expected to distribute some of the titles in the United States, and Eros will distribute the films in other international territories. The two companies will work jointly in India.

INDUSTRY WATCH



Dentsu India launches world's first online media trading portal

In a global first of sorts, Lastminuteinventory.com, a portal for trading of remnant media inventory, will commence online trading from September. The trading will go commercial from Diwali, later this year. Lastminuteinventory.com has been ideated, conceptualised and actualised by Dentsu India, with active knowledge inputs from Dentsu Inc, Japan. The portal is owned and run by Last Minute Media Pvt Ltd, which will operate as an independent corporate identity with arm's length relationships with its equity owners.

Future Media wins Inox's on-screen media rights

Future Media, the media company of Kishore Biyani's Future Group, has announced the acquisition of the on-screen media rights of all Inox Leisure multiplexes in the country for the next two and a half years. Future Media has won the bid, which included five interested parties, because of competitive pricing. Inox currently operates 18 multiplexes and 62 screens in 15 cities and this partnership will include all the locations along with upcoming multiplexes.

People Group enters the film production biz

The People Group, which owns companies in the Internet, mobile VAS (value added services) and entertainment sectors, is now set to venture into film production. People Pictures, the group's film entertainment arm, which also produced the non-commercial film, 'Flavors', will start with four projects in the next 18 months. The People Group, founded in 1997, has a range of entities in new media, such as Shaadi.com in the online matrimonial space, Mauj Telecom in the mobile advertising space, and Fropper.com in the social media space. The group has recently launched its real estate site, Makaan.com

A \$100 million to say 'I do'

The gentle sepia and monochromatic tones of your parents' wedding album are now a thing of the past. The staccato, but well meaning planning, that was put in by the family has been swept aside by a juggernaut industry that is showing an annual growth of 25 per cent. Sehul Shroff, Manager, PDM, Wedding Management Services, estimates the wedding industry in India to be worth between US \$100-500 million and still growing. PDM, incidentally, were behind Sahara chief Subrata Roy's sons dual wedding celebrations a couple of years ago. In a year that saw the Abhishek-Aishwarya and Liz Hurley-Arun Nayar nuptials, what does he feel about the media frenzy big ticket weddings generate? "Big business houses are okay with going to the media as they treat it as a profiling platform," Shroff reasons. Sangeeta Kuriakos, CEO, Clea PR, who handled the Priya Sachdev-Vikram Chatwal wedding adds, "There are socialites in Delhi who hire PR people and agencies to make a splash in the media. It's just getting bigger and bigger."

DVD market on the cusp of change

The DVD market in India is witnessing major change. The prices of both hardware and software has become highly competitive and a host of online rental players have emerged. But what impact will low prices have on the rental business and what pricing strategies are home video firms employing? Eyeing the potential of this sector, Reliance Entertainment, Nimbus and Percept are among the other players looking to enter the home video space with competitively priced products. Reliance is investing \$ 100 million in its home video division Bigflicks. This has both an online and an offline component.



SPECIAL FEATURE

Rise of Digital Media - By Viraj Malik



Digital Media Alliance Florida, defines Digital Media as the creative convergence of digital arts, science, technology and business for human expression, communication, social interaction and education. Video games

can be considered as a form of digital media. However, the most impacting digital media technologies are those which provide us with real time interactions and personalization characteristics - e.g. cell phones, internet, IPTV, network games.

The Internet or the World Wide Web (WWW) started as a pure communication platform in the early 90's without any fancy graphics and was confined to text based browsers with the primary use being email. But the wide-spread availability of broadband and improvements in graphics and video capabilities has brought it closer to TV today.

We already have more than 800 Million Internet users globally with 30 Million in India alone. Future growth will be influenced by cost, simplicity of operations, broadband connectivity and availability of relevant content/application.

Global Marketers have started using Digital Media platforms extensively to enhance the customer experience with their brands, create awareness and build a platform for 'Transaction'. The growth of interactive advertising continues at a torrid pace. The global Internet advertising market stood at USD 16 billion in 2006, a healthy increase from USD 12 billion in 2005. These record numbers are a solid indication that marketers are becoming increasingly comfortable with the strength, accountability and effectiveness of the interactive medium.

Digital Media for Messaging or Persuasion

The sheer nature of Digital Media like mobiles and internet often tempts a marketer to look at messaging or spamming users rather than persuading them through creative messages. I remember in the last general elections, a mobile campaign was run by one of the parties requesting for votes. I am not sure how many of you consider this as sound marketing.

India has come a long way since then and marketers have started using digital media platforms like mobile and internet for designing more persuasive campaigns and prompting users to take actions like sending SMS for voting or enrolling on their websites to participate in contests.

There are various benefits of using online and Digital Media in your brand strategy as it increases the overall effectiveness of the campaign or strategy.

It provides:

- **Reach** - customers who are otherwise not possible to reach through offline media can be targeted.
- **Call to Action** - Simplified by having SMS short code or website for follow-up.
- **Tracking/Reporting** - To check the effectiveness of a campaign.

Digital Media for Customer Experience and Engagement

There is tremendous power in Digital Media and it can help create the right customer experience. Some of the successful examples of the same include:

Transaction Engine: In India, some of the successful banks, stockbrokers and airlines have used internet, mobile and SMS to create channels to communicate with the customers and build a 24X7 connect with them. But, there is a lot of opportunity for this medium to build self service capabilities - especially in telecom, automobiles, retail and tourism industries and build additional transaction channels to create a better customer experience.

Customer Relationship & Engagement: Internet and mobiles provide an excellent channel to service and build relationship with the customers, create a community of customers, solicit their views in new product development and refinement. Customer retention and advocacy are going to be key drivers in certain industries.

Digital Media for Reach and Smart Targeting

Digital Media provides opportunities to reach out to very influential section of consumers at probably one-third the cost of traditional media. There are certain demographics like NRIs, IT users etc. where no other media can provide comparable reach and results. Some of the advertising mechanisms prevalent are search engine advertising, display advertising and direct email or SMS based marketing.

Some of the successful techniques used in Digital Media to reach target audiences include the following.

Geographical Targeting: It is possible to target certain cities, geographies only for your advertisements.

Contextual Targeting: You can target content on the internet matching the context of your brand/product. For example - if you have a real estate client in India, you could contextually target sites which have content related to cities where your client has projects.

Behavioral Targeting: This is the latest technique being used by online media planners where certain behavioral patterns of users are tracked and used to serve specific marketing messages around clients/brands.

UP CLOSE

With Abhijeet Thakkar



ABHIJEET THAKKAR

DGM, CINEMA ACTIVATION, P9 INTEGRATED

Can you describe the term 'Cinema Activation' for all our readers?

Today, the term Cinema Activation consists of a wide spectrum of advertising in the cinema and multiplex domain. Earlier, Cinema Advertising meant only On-screen Advertising (running Slides/TVC's on the large screen), however, today, we see Cinema Activation divided into On-screen Advertising, On-ground Activation and Multiplex & Cinema Branding Options. We see On-ground Activation as the next biggest thing that will hit Cinema Advertising, simply because of the fact that there is one-on-one Customer interaction.

Let's take the case in point of Spinz. We conducted an On-ground Activation, wherein patrons came to match the steps of the dancers that performed - this gave an opportunity for the customer to connect to the Brand (Spinz).

What is the future growth plan for P9's Cinema Activation cell?

Currently we are in the process of setting up a 360-degree solution in the Cinema Activation domain. The idea is not just to provide what normal cinema advertising agency would provide, but to actually team up with the rest of the verticals of P9 to bring forth a complete solutions package for our clients. A recent activity that we ran along with Fairever across 14 cities, wherein we invited Neetu Chandra to inaugurate the activation in the city of Mumbai is a prime example. We can confidently say that no other cinema advertising agency actually stretches themselves to get something different such as a 'Celebrity Angle' into Cinema Activation.

Right now, we have our offices in 3 cities (Mumbai, Delhi and Bangalore). By the end of next year, we look to set up our offices in the all top metros across the country.

It's just been over a year since inception for the P9-Cinema Activation Cell and we have been able to secure a substantially good position in the Cinema Advertising domain, and this is just the start. By 2008, we plan to be the No. 1 Cinema Advertising agency in the country. Our 2009 Vision is for P9-Cinema Activation to go international! Our vision is to get Cinema Advertising into a different domain altogether - what Zee Network did to C&S and what FM did to Radio, P9-Cinema Activation will do to Cinema Advertising.

What is the industry outlook to Cinema Activation?

At present, Cinema Advertising consists of 0.4% of the entire advertising pie of Rs 16,000 crores. The business was divided 70% towards On-screen Advertising vs. 30% Off-screen Advertising, but if you look at the split this year, there is a conscious move towards Off-screen Advertising which has scaled up to 35% vs. 65% of On-screen Advertising.

Also, nowadays, advertisers are looking at new options of media within cinemas and multiplexes - Laser projections (Gobos), 3D Signage and Projections, Gesture Screens etc.

No doubt, the total amount of investment put into these forms of advertising are substantially high as of now, but time will show us the effectiveness of this medium as compared to plain vanilla advertising within the cinema domain.

You were with Dimple Advertising prior to being with P9. Was there a specific plan in mind when you joined?

When I joined P9 last year, I was given the opportunity to start off a vertical. Being in the cinema advertising industry, I personally knew where the cinema industry was headed, basis my past experience and the global practices. Navin Shah (our CEO) gave me a platform to decide where Cinema Activation, as a vertical would stand in a year's time and it has clearly proven to be fruitful. Other cinema advertising agencies are restricted to only the multiplexes and cinemas that they have relationships with in the form of MGs. However, P9-Cinema Activation has a balanced relationship with all the leading cinemas and multiplexes across the country.

Moving out of a conventional culture to a company like Percept was one of the biggest experiences for me as a person. Moreover, the level of responsibility and the challenges that I was put forth with were too exciting to resist.

You must be a movie buff for sure?

Of course! Movie buff would be putting it mildly. Movies form a major part of my weekend activity. In a multiplex, I've watched movies back-to-back and then come home and watched movies on my DVD player!

Tell us something about your family.

My wife, Supriya, has been working with the Ministry of Finance for the last 13 years. I have one son, Rohan, who is currently studying in Standard VI in a residential school at Panchgani.

What is your idea of a relaxed evening?

Ideally, an evening out for dinner with family and friends, topped by a movie!

Your success mantra?

Always believe in yourself and never underestimate the potential of the other person. Sky is always the limit!



Brands running successfully across cinemas



pune nasik nagpur aurangabad indore bangalore

delhi mumbai



delhi

on screen advertising . on ground activations . movie specific promotions
paid previews . block bookings . movie premieres

Making your brand the bigger picture



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