

Table of Contents

News-watch	2-3
Industry Bites	4
Up Close	5
Guest Article	6-7

Vol - III / Issue 9 / 2008



a Percept publication for our media fraternity





PPC makes Indian Cinema Proud at TIFF!



PPC made Indian cinema proud by creating a significant impact at the Toronto International Film Festival (TIFF) 2008 with 'Firaaq' & 'Kanchivaram'. TIFF closed the 33rd chapter of its annual celebration of cinema on September 13, fully deserving the time-worn tags of being 'bigger, brighter, better' than ever.

'Kanchivaram' was chosen for the category, 'Special Presentation - World Premiere' while 'Firaaq' was chosen and showcased in the category of 'Contemporary World Cinema - World Premiere'. Percept Films won credit for both, backing, instantly and totally, a film that is not run-of-the-mill and for recognising courage and talent.



Perspectrum wins IMC duties for Catch spices and sprinklers



Perspectrum Consultancy bagged the business of Catch spices and sprinklers. Catch spices and sprinklers come from the house of DS Group, a leading player in the FMCG sector. The size of the business is estimated to be around Rs. 4-6 crore. Perspectrum will focus on complete above the line and below the line activities for Catch.

Perspectrum will offer a complete integrated marketing campaign to help DS Group revamp the Catch brand.



Percept Knorigin appointed as online agency for Surf & Fish Internet solutions



Surf & Fish Internet Solutions has appointed Percept Knorigin as its online agency to promote Nobrokerage.in. The website directly connects property owners, buyers and tenants, thereby eliminating payment of brokerage. Direct-Connect will be the campaign theme and online search, display and e-virals will be the key channels for the promotion strategy.

IBD India wins creative duties for Panasonic 'Viera' and 'Lumix'



IBD India recently won the creative duties for two brands from the Panasonic stable - 'Viera' and 'Lumix'. IBD India approached Panasonic with a new concept for these two brands and eventually, it was finalised as the creative agency. The 'Viera' range consists of LCD and Plasma televisions, while the 'Lumix' range consists of digital cameras. The size of the business is estimated to be Rs 25 crore.



HPPL and Maruti Suzuki roll out 'The WagonR Smart Hunt' through Big FM

In a bid to promote the WagonR Duo, Maruti Suzuki India Ltd and Big FM have embarked on 'The WagonR Smart Hunt'. The month-long national activity will see individuals taking part in the contest both on-air and off-air. Conceptualised by Big FM and HakuHodo Percept, the contest is being promoted through a 360 degree initiative with OOH and on-ground activations at Café Coffee Day, Reliance Webworld and

PDM to handle opening ceremony for ICL Season 2



PDM India has bagged the mandate to organize the opening ceremony of ICL Season 2 at Hyderabad, on October 10, 2008. Organizers have appointed an internal team to handle match operations, for the entire tournament. The team from ICL will also be managing the BTL promotional activities for the event, which will be predominantly at college festivals.



Rajiv Lal joins Perspectrum Consultancy as CEO



Rajiv Lal has joined Perspectrum Consultancy as Chief Executive Officer effective Oct 1, 2008. Rajiv has completed his MBA from IIM Ahmedabad and also holds a Masters degree in Mass Communication. He has over 21 years of work experience. Prior to Percept, he was working with Euro RSCG Malaysia as Managing Director. He has also worked with companies like iCRM, Infovision group, CIMS & eMR, Purple Arc Films and People Science Institute.



Raj Raman joins Bollywood Corporation Private Limited as the MD & CEO

Raj Raman has joined Bollywood Corporation Private Limited as the Managing Director and Chief Executive Officer. Bollywood Corporation Private Limited (BCPL) is a registered Indian Company owned by Percept Limited.

Bollywood Corporation will provide a totally novel experience for a visitor and offer a unique means by which consumers can revisit Bollywood in its original grandeur and history. It promises to bring an exclusive 'touch and feel' Bollywood experience to consumers wherein they can get up and close with Bollywood by experiencing the complete 360-degree offering from the vast world of Bollywood.

PDM to handle Boomer Bubble Blowing Championship. Percept Knorigin to handle the site.



Wrigley's Boomer, one of the leading bubble gum brand in India, has planned its first ever Boomer Bubble blowing championship (B3C) in India. The event will be executed by PDM India. The Boomer Bubble Blowing Championship will give kids chance to star in a Boomer TVC and showcase their skills. A special website <http://www.boomerfunzone.com> has been created by Percept Knorigin for promotion of the event.



MTNL GSM appoints Percept/H as strategic creative partner for the GSM category



Following the 6 month term of exhaustive review of the creative, strategy and proactive approach, MTNL, one of the largest Telecom Service Providers in Mumbai, has announced a retainer with Percept/H as their strategic creative partner for the GSM category.

Earlier this year, MTNL called for a 12 agency pitch for the prestigious Rs. 15 Cr business. MTNL has unmatched technical expertise and infrastructure and caters to the customers' social and business communication requirements in the most secure and affordable way.

Percept/H bags creative duties of Everest Industries



Percept/H, a Percept-Hakuhodo company, has won the creative duties of Everest Industries Ltd, for its roofing division. The size of the business is pegged at around Rs 8-10 crore annually. The company has aggressive plans to have a national campaign for their roofing solutions. There would also be a lot of below-the-line activity, rural activation programmes and innovative communication programmes.



Percept/H bags Transport Corporation Account



Percept/H won the creative duties, worth Rs. 6-8 crore, of Transport Corporation of India Limited, following a multi-agency pitch by prominent agencies. Transport Corporation of India is India's leading Multimodal Integrated logistics and Supply Chain Solutions Provider.



Mirah Group appoints Perspectrum Consultancy for IMC solutions



Perspectrum Consultancy has won the business of Mirah Group. Perspectrum would bring in a 360-degree integrated marketing approach to assist the Group build strong working brands in their hospitality and entertainment verticals. Mirah Group is a diversified conglomerate engaged in real estate development, hospitality, entertainment, wind energy generation, computer education, textiles, corporate gifting and international trading.

MAME enters into a five year Strategic Partnership with SIM to organize T20 Canada



Media Agency Middle East (MAME), the single window media and media-business consultancy provider has entered into a strategic partnership with Sports International Marketing (SIM), a Pakistan based company, to promote and popularize cricket in Canada. SIM is the first company in Pakistan and the fourth in the World, to have organized International Cricket with its announcement of the T20 Canada 2008. Both the Companies have entered into a long term arrangement which involves organising international cricket tournaments. Pakistan, Sri Lanka, Canada and Zimbabwe will participate in this tournament. The first T20 Canada tournament is scheduled in October, 2008.





Entertainment Growth Story

PricewaterhouseCoopers (PwC) estimates that over the next five years, the Indian entertainment and media industry will grow at the rate of 18%, courtesy positive measures taken by the government. Technological advancement, collaboration and investment by many of the world's leading entertainment and media companies and the entry of large corporates in the business coupled with an increase in the disposable incomes of Indian consumers will also contribute to this growth. Globally, digital and mobile are driving the growth in the sector. Traditional media segments, however, will continue to dominate revenues, with the exception of recorded music, where digital distribution will surpass physical distribution in 2011, says the PwC report.

Branding takes the Bluetooth way



Indian firms are now using wireless technology to advertise and create brand awareness among consumers for their products. The concept is being used mainly in the out-of-home advertisement (OOH) to gain maximum benefit. Companies are now taking the help of Bluetooth technology at various public places to promote their brands, after the successful use of this technology in malls, which was used for informing consumers about the latest bargains.

Mudra launches a specialised unit on rural Marketing - Terra

On the heels of launching Water, Mudra's specialised unit for brand strategy and design consultancy, Mudra launched yet another specialised unit and this one concentrates on integrated rural solutions called 'Terra'.

OOH La La

Out-of-Home media is going places by riding piggyback on infrastructure development. All hoardings in the city are now supposed to be of a certain size and quality, and installed only at specified locations.

When all else fades out, VCs jumpcut to films

At a time when many an investor is complaining of a sore bottom line due to global slowdown, here are venture capital Film funds that are looking to give annual returns of 35% over 3-5 years. These funds are not only looking at providing the much-needed capital to creative personnel to launch a movie but are also looking at buying stake in established production houses. Since entertainment spends in recessionary periods historically show an upward trend, VC firms and private equity funds who wish to take part in the Indian media and entertainment sector growth story seem to be moving ahead with a lot of conviction.

US firms form consortium for digital entertainment content

An international and cross-industry group of more than 20 companies have formed a consortium called 'Digital Entertainment Content Ecosystem' (DECE) that will define and build a new digital media framework using industry standard. This will also enable consumers to acquire and play content across a wide range of services and devices.

Posterscope launched in India

Media conglomerate Aegis Media has launched its outdoor division, Posterscope, in India. Posterscope aims to grow from 23 offices to 32 in the first month of operations. Internationally, Posterscope is present in Europe, South Africa, the Asia Pacific and the US. In the Asia Pacific region, Posterscope is present in China, Malaysia and Taiwan.



Political advertising budget to increase by 25-30%

Amidst all-round slowdown in advertising, big-budget political advertising is set to come to the rescue of the industry. According to experts, central and state governments will increase political advertising budgets by 25-30% this fiscal. Barack Obama broke records by spending \$60 million to run more than 1,00,000 political TV ads to win presidential nomination this year. However, Percept/H CEO, Ajay Chandwani feels that even though political advertising is at a nascent stage, with the kind of investments being planned by political parties, we can expect budgets closer to that in the US.

Manmohan Shetty replaces Screwala as Guild president

At the first meeting of the Council of Management held immediately after the 54th Annual General meeting of The Film & Television Producers Guild of India Ltd on 24 September, a unanimous decision was taken to elect Manmohan Shetty as the president of the Guild.



BJN forays into film production with BJV Entertainment

BJN Group, which operates close to 30 restaurants like Firangi Paani, Angeethi, Aromas of China, amongst others, in cities like Bangalore, Hyderabad and Mumbai, has forayed into Hindi film production under the BJV Entertainment banner. It will be headed by BJV Group CEO, Rakesh Malhotra.



Malay Parekh

GM - Merchandising, P9 Integrated

Merchandising has come a long way in Bollywood with Indian filmmakers becoming business-savvy and adopting new ways of revenue generation. P2P catches up with P9 Integrated's Malay Parekh, General Manager - Merchandising, as he shares some of his insights on the industry and on the personal front.

How enriching has your experience with P9 Integrated been so far?

I have had a very enjoyable experience working at P9. The work culture is very comfortable and there are a lot of fun elements that are intertwined into our work life.

Considering the craze of Bollywood all over the world, is there scope for Indian movie merchandising and P9 to go international?

The popularity and phenomenon of Bollywood / Indian celebrities is becoming global and there is already a demand for products based on Indian movies and stars. All the tourists visiting India usually wonder if there are any stores where merchandise based on Indian movies can be available, so to put it simply, the answer to your question is yes. There is a very strong scope to go International.

What are the other merchandising facets that you believe can be explored?

Merchandising is at a very nascent stage in India and many elements from the West - like specialty stores, autographed memorabilia, etc. are still an unknown entity in India.

Is piracy hampering the organized movie merchandising market?

In India, only 4% of the retail market is organized, so, piracy is an issue which hampers the organized sales to a certain extent.

A past movie which you would have loved to work on in terms of merchandising?

Sholay! Even today, the dialogues and characters of the movie are very popular, and are giving rise to a host of merchandising opportunities.

Have you ever come across any lame merchandising?

The major problem the industry faces today is that a majority of the merchandise currently created is mostly for publicity, and no effort is made towards quality or innovation.

How would you define yourself in 3 words?

Meticulous, Patient and Passionate.

The entertainment industry is known for its odd working hours. So how do you remove time for your family? Can you share something about them?

Whatever free time is available - especially on Sundays, I try to spend with my family, which includes my wife, Urvi, and my small 11-month old daughter, Ayaana.

What is your ultimate stress buster?

Watching Movies!

What is your favourite quote?

Que Sera Sera... Whatever will be, will be...





Prabhakar Mundkur
CEO, Percept/H

Inside the Chinese Mind – Part II Social insights into consumers in China

The Collectivistic Nature of Chinese Markets

The Confucian concept of filial piety is still well and alive in China. Individual ego is less important than their natural sense of affiliation. Western markets are essentially individualistic compared to the Chinese markets in general, which tend to be collectivistic in nature. This is well known. 'Ours' works better than 'mine!' 'We' works better than 'I'. 'For my family' works better than 'for me'. This manifests itself in the emotional appeals that advertising must make in while talking to mass-market brands.

Family bonds, respect for elders, and the reluctance to challenge authority is too deeply ingrained for the Chinese to shed it overnight, even given the new changing society born from economic liberalism. The student-teacher relationship like other relationships is deep and unquestionable. In China, it is still enforced - both in the moral code and in the advertising code. An overseas commercial for a global snack food brand that I was involved with, treated the new global equation between teacher and student in a humorous way and was summarily rejected by the television authorities, which had a code for censorship of advertising. The commercial was rejected because it went against the social code of the student-teacher relationship that China would like to enforce.

This is because the hierarchies of social relationships created by Confucius are still inextricably woven into the Chinese social code. Since Confucius believed that man was by nature social and should live in groups, he conceded that relationships could only help to bring order to the world, as well as the greater cosmos.

Confucius spoke of five relationships, where the inferior person is obligated to the superior, and the inferior person must follow the direction, or emulate the behavior of the superior person. The responsibilities associated with each role are clearly defined, and a person must follow the prescription for the primary role, which he occupies. However, in some cases there may be contradictory obligations. In such cases, Confucianism allows for a process known as rectification of names, which helps to define and redefine obligations and duties by clarifying a person's responsibilities.

Since most advertising depicts relationships between any two or more people in some way or the other, the advertiser could keep in mind that depicting a relationship that breaks any of these social codes would well be unaccepted in general by consumers. Equally, the use of narcissism, because of the collectivistic nature of the market, is unlikely to work as an overriding emotion for brands.

We talk about the new found power of women in developing societies after they joined the workforce. Nobody realizes that Chinese women were always in the work force and were full earning members of any family. This has given them a larger respect within the extended family inspite of the eastern tradition of male dominance.

The Thirst for New Information

The historical deprivation of Chinese consumers from world information has also affected their behaviour in several ways. For example, the Chinese government allowed only about 10 foreign films a year during the Cultural Revolution. Until the 90s, these foreign films would be largely Indian films (most urban Chinese have a memory of seeing Indian films!). This deprivation for information has meant a more than proportionate explosion in the need for information now that they have liberalized. Even today, in spite of the explosion of television, the newspaper reading habit has still not reached the average Chinese home. More people read the daily newspaper on the streets of China. It is not surprising then that there are more computers, more internet users, more TV sets than in India or for that matter other Asian countries. In fact, all information is exploding since the official media is still strictly censored.





Lord that I may see!

One more difference between Chinese consumers and others around the world is the lack of any formal religious leanings amongst the Chinese. This is in stark contrast to India, for example, which has been built on spiritualism and religion. The absence or presence of religion affects behaviour in various ways.

In the absence of a formal religion, a concept like yin and yang, although not in the overt consciousness of the Chinese mind, is still there in their residual memory. Chinese, for example, call some foods 'heaty' (a term that in both Indian and Chinese English suggest 'heat producing' and manifested biologically as a pimple or a rash). Interestingly, in India, consumers use the same terms. The outer crust of the average 'dumpling' is yin and the inner layer is yang! This is the reason for the perception of the dumpling as a balanced food.

Yin and Yang as the ultimate representation of balance in everything in life is a useful idea for a number of categories. While doing focus groups with Chinese women on beauty products, they often talk about inner and outer beauty. Inner beauty is more important than outer beauty that is considered superficial. Ideal beauty is often a balance of inner and outer beauty, much like the balance created by yin and yang.

Conclusion

It is quite evident that the background to the markets in China is a function of a very deep and tenuous social history much like other markets in the world. The success of China as a powerful economy and an attractive market for brands belies the complexities of the deep social background and change that Chinese society is witnessing at the current moment.

Markets emulate the cyclical rhythm of nature. And the winning markets or nations are the ones that are sociologically aligned with the newest tools of creating market value. In the information age, collective efforts of networks give far better results than the individualistic protestant catholic codes of operation.

Some of the sterling qualities of the Chinese that have resulted in their new found wealth are collectivism, a learning orientation, self-discipline to stay on top of the information economy and the passion of craftsmanship. If at all they lacked in the spirit of entrepreneurship, the expatriate Chinese mind more than makes up for it.

Therefore, the success of China as a powerful economy and an attractive market for brands is deeply correlated to its deep social background, than just foreign investment figures and the favourite destination tag of world business majors.



The content of this publication has been created with inputs from Percept Companies and Divisions. Founded in 1984, Percept Limited, an entertainment, media and communications company, today, is at an enviable leadership position with a team of 1200 people and 62 offices across India and the Middle East. The contents of this document may not be reproduced or circulated without prior consent from the Corporate Communications Department, Percept Limited.

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