

HotStuff

A newsletter from DDB Mudra Group - Issue 2, 2012



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Madhukar Kamath

Group CEO & Managing Director
DDB Mudra Group

2012 - The First Quarter

The January - March quarter of 2012 proved a busy and exciting one. It saw Mudra successfully start up in its new avatar as the DDB Mudra Group on the completion of the first hundred days of the acquisition by Omnicom.

We achieved both back-end and front-end integration with the DDB Worldwide Group and unveiled our new brand identity at a media round table on 28 February 2012. Effective 1 March, the change in identity was apparent everywhere - from letterheads, visiting cards, email IDs and sign offs to exterior and interior signage. In the digital space, we launched a new website, a new Facebook page and a new Twitter identity.

We adopted a new rationalised organisation structure and the DDB Mudra Group now comprises three agency networks, six specialist agencies and eleven strategic business units which offer their expertise under four disciplines (Media, OOH, Retail and Experiential). We operate out of our offices in fifteen leading cities and are represented in more than twenty other locations, giving us a comprehensive presence across the length and breadth of the country. Our scope of services run the gamut through Advertising, Media Planning & Buying, Digital & New Media, Data-driven Marketing, Health & Lifestyle, OOH, Retail Design and Visual Merchandising, Navigation Solutions, Experiential Marketing (Promotions, Events, Rural), Trade Marketing, Youth Marketing, Localisation Pre-Media Services, Content Creation, Strategy and Design Consultancy.

We further strengthened our top management team by making several senior level appointments. We brought in Sonal Dabral as Chairman and Chief Creative Officer of the DDB Mudra Group and appointed N P Sathyamurthy as President, DDB MudraMax to head the media business nationally. We strengthened the team in Delhi with the appointment of Vandana Das as President, DDB Mudra Group and in Mumbai brought on board Louella Rebello as Executive Creative Director, DDB Mudra and Rohit Samarth as Senior Vice President, DDB MudraMax.

In this short space of time, we have brought into the country two major global brands. TracyLocke, one of the world's most awarded shopper marketing agencies has entered Asia for the first time. Water, our Strategic Branding & Design Consultancy has now become a part of Interbrand, the world's leading brand consultancy. Talks are already underway with other Omnicom/DDB entities and we fully intend to keep this pot on the boil.

At the end of March, DDB Asia Pacific demonstrated the significance that India holds in its network by hosting the first ever Asia Pacific summit of the DDB Worldwide Group in Mumbai. As Chuck Brymer, President and CEO of DDB Worldwide put it when he addressed the gathering, "We want to be part of India in a very big way. We have a strong stake and India represents one of our best buys. We will combine our creative strengths and grow and learn from each other." Almost one hundred delegates from more than twelve countries attended a

very successful two-day gathering of creative minds from the DDB Asia Pacific Region. Needless to say, the interactions, networking and two-way learning, we got out of this summit were unique and unparalleled.

On the Awards front, we continued to enjoy a bull-run picking up the OOH Agency of the Year for the second year running, leading the Indian tally at AdFest 2012 with nine metals and some significant wins at REMMY. Our OD team continued to win plaudits in the HR arena.

We produced some excellent work for our clients and some of the samples are featured in this issue. We also succeeded in attracting new clients and added several exciting new brands to our roster.

They say 'well begun is half done'. We believe that we have begun 2012 truly well.

**Word of mouth
is the best
medium of all.**

BILL BERNBACH *Said*



Chuck Brymer, President & CEO, DDB Worldwide

An Interview with Chuck Brymer

How important is India in the context of future growth of DDB Worldwide? What is the magnitude of growth envisaged both globally and of India?

India is a key priority market for us. For the last five to six years, DDB has been investing significant resources into the Asia Pacific region. We have opened offices in Guangzhou and Beijing in China. We have acquired new talent, won new business. We recently established a creative hub in Shanghai. The addition of India will simply add to this momentum. Our ability to grow APAC will be that much better.

India's importance to DDB is twofold. First, it represents a critical market in terms of its size, growth, and the desire for our multinational clients to succeed here. Second, we expect our colleagues in India to share incredible creativity and learnings that we can apply throughout our entire network. Suffice it to say that India is strategically very important and now that we have DDB Mudra Group in place, we are well positioned to succeed.

We will utilise India as a creative resource for all our offices around the world. We are already moving in that direction with DDB Mudra's Chief Creative Officer

Sonal Dabral on our Global Creative Council. The council has creative chiefs from 10 to 12 markets. The acquisition of a majority stake is not just about DDB buying another company. It is about what we can learn from Mudra. We have two to three different pieces of work at the moment for which we have asked India's support in our endeavour to develop global campaigns. Volkswagen, for instance, is serviced by us in 31 different markets besides India. We will use Indian ideas to support Volkswagen across the globe. Incredible ideas are coming from India, Brazil, China and Australia.

Are all your brands represented in India? If not which ones have still to make a presence?

DDB Worldwide is present in five main areas - Advertising which accounts for 70% of our global turnover, CRM, Brand Design and Identity, Sales Promotion & Shopper Marketing and Production. Under these five disciplines, we have many specialised businesses, some of which are region-specific. What we plan to do is proactively contact our Indian clients and better understand their needs, so that we can bring our incredible resources to help realise their business strategies and goals.

Which are some of the major clients that are beginning to focus more on India now?

DDB Worldwide has a strong and impressive global client base including Wrigley's, Mars, McDonald's, Exxon Mobil, Unilever, VW, PepsiCo and J&J. Most of our major clients are either already in India or looking at India for improving their growth and development. DDB Mudra already services VW and J&J and some parts of McDonald's. We expect more global businesses to move to India and at the same time, we look forward to DDB Mudra Group introducing Indian brands to the rest of the world. We already have a few on our radar.

We have been communicating our specialty as "best-in-class global with best-in-class local". What is the best-in-class global that DDB brings to the partnership?

DDB's ability to deliver incredible creative solutions across industries and communications media is a well-established fact. Further, our proprietary approach of Social Creativity links human behaviour to business insights and culminates in communications that help our clients' business grow.



On almost every measure, DDB is recognised as a global force in business creativity and communications. This is now rooted deeper in analytics and return-on-investment metrics.

Why did DDB senior management meet in Mumbai in the last week of March?

The meeting was a regional summit of the Asia Pacific region. It was a very important way to facilitate two-way learning and one that we planned specifically following the formation of the DDB Mudra Group.

The DDB Mudra Group has much to offer our regional, and indeed global, teams and we were keen to get all of us together to immediately start to bond and collaborate. There are many systems here that we can take back to our own offices.

Additionally, DDB Worldwide and our strong Asia Pacific network has best practices and many success stories coming out of the likes of markets like Australia, New Zealand, Singapore, China and Japan.

The learnings and knowledge imparted by this summit will ensure that DDB Mudra Group is well armed to deliver an enhanced service to our clients based here.

Why did you decide to retain the Mudra brand?

The Mudra brand enjoys a high brand equity in India and a rich heritage of entrepreneurial excellence. We wanted to unlock the value of this brand and leverage it in India and that is why we maintained the brand as part of the Group identity.

DDB Mudra Group as the brand suggests is thus positioned as a combination of best-in-class local and best-in-class global creativity and expertise. Under the DDB Mudra Group, we have three agency networks, viz., DDB Mudra, DDB MudraMax and Mudra.

DDB recently announced that it has established a Global Creative Hub headed by Amir Kassaei. Can we expect more of the same here?

The Global Creative Hub in Shanghai is expected to be one of a few hubs that has been established to drive creative product to our global clients based in China.

Many of our multinational clients have become accustomed to world-class creative and the hub will ensure we deliver what our clients have come to expect from us. There's no reason why we wouldn't look at establishing a similar hub elsewhere in the future.

What are your expectations from DDB Mudra Group?

Our relationship goes back a long way. Over time, we have pushed each other to be valuable partners and that is what has brought us to a more complete union in our business operations.

I expect that we will continue to push each other and that we will never ultimately be satisfied unless our clients are consistently delighted with our work and our results.

What else of global significance is happening at DDB Worldwide just now?

DDB continues its investments and focus on being the leader in the Asia-Pacific market. That will only benefit the DDB Mudra Group and its clients.

Further, we have put pressure across all our markets on our creative product. Along with our Global Chief Creative Officer, Amir Kassaei, I am pushing our people to test their talents and bring not only innovation in advertising and communications but in business strategy as well.

If we are to be true business partners with our clients, we need to understand every aspect of their business and the markets in which they compete.

Social Creativity

The DDB Group has always believed that 'creativity is the most powerful force in business.' We use creativity to develop ideas that people want to play with, participate in, and pass on. These are ideas people want to share. Ideas that connect people with people, not just people with brands. Innovative, game-changing ideas. Ideas that change people's behaviour. Ideas that appeal on an emotional level, not a rational one. We call this Social Creativity.

Social Creativity starts with taking a classic advertising brief and turning it on its head. It makes participation a central part of the idea and as a result gives people a deeper sense of connection and ownership, so that they can become advocates of the brand rather than just consumers.

Going from account planning to behaviour planning

Social Creativity means that we no longer just focus on communicating a simple product message but on actually changing people's behaviour. Asking people to do things differently, as well as think differently. To do this effectively, we need to understand

- what drives behaviour

Our planners have begun to take new learnings from the explosion of new research and insights coming from neuroscience and behavioural economics and weave them into a clear and compelling point of view about why people behave as they do. What is really going on inside the brain.

- people from the outside in

In a digital world, everything we do leaves a trail of data. Estimates vary, but many people believe the amount of data in the world is doubling at roughly every two years. With the help of RAPP and Tribal DDB, we are in a position to dig into customer data, econometrics, digital and social data to find out what people are really doing. Just take Walmart - in one hour, it creates 167 times more data from customer

transactions than is taken up by all the books in America's Library of Congress!

What's exciting is that we can now find out what people are saying about categories, brands and communications through social media. It can lead to brilliant new insights which can set us aside from our competitors who are largely still stuck in the world of focus groups.

Our best ideas appeal to us on an emotional level

Most of the ideas we felt worked best were emotional. And yet, most clients still like rational ads and believe that people are rational creatures who weigh up the benefits and then go out and buy the product.



Fortunately, the latest thinking from neuroscience and behavioural economics reinforces that we are more Homer Simpson than Spock. Indeed, the Nobel prize winner Daniel Kahneman believes as much as 95% of all cognitive activity is likely to be of the automatic, instinctive, associative, emotional type.

The rational bit of the brain - the conscious linear, calculating part which can think through consequences into the future, only accounts for about 5% of cognitive activity.

In fact, Tim Ambler from London Business School suggests that the old model of 'think-feel-do' is wrong.

He suggests that we are more likely to feel something, then take action and perhaps post-rationalise our behaviour afterwards.

Rational arguments do not drive changes in behaviour. Emotion does. Agencies of the future will need to have a clear point of view and scientific evidence to reopen the debate with clients about how advertising and communications work (and as a result how testing works).

The bottom line is that entertaining, emotional stuff works. And that is one of the reasons why DDB in the UK has just signed a deal with Goldsmiths University to have a scientist in residence, as part of the DDB Brain Lab and has begun sharing learnings on its blog from the beginning of the new academic year.

Ideas people want to share

Bill Bernbach once said, 'Word of mouth is the best medium of all.' And then, Bob Scarpelli coined the phrase 'Talk Value'.

Both of them are still spot on. The insight hasn't changed. But thanks to new media, we can share things not just talk about them. We should be aiming for ideas with Share Value which, in turn, builds on Talk Value.

Now, we can share anything with anyone anywhere in the world online. Social media has overtaken porn as the No.1 activity on the web.

We share more than 1.5 million pieces of content daily on Facebook, etc., etc., etc. As we've already said, people are the most important media. It's time to go against the received wisdom - forget 360 and go for 6 degrees instead.

And, it's clear that you can create a 6 degree effect around anything, from an ad to a promotion to an event, so long as your idea is sufficiently entertaining, useful or innovative (and ideally all three).

Here are two outstanding examples that illustrate our Social Creativity approach.

Telstra & Cabbie-Oke

Telstra was viewed as a fuddy-duddy, boring brand by the eighteen to twenty-five year olds. The challenge : to reconnect and start a new conversation with young Australians and be seen as culturally relevant for the first time.

To achieve this, DDB Group Sydney created a medium of their own by custom designing and building ten fully 'pimped-out' Cabbie-Oke cabs which promised an experience for the youth of Sydney and Melbourne which was entertaining, useful and a little surprising.

Cabbie-Oke, a culture mash between karaoke and free weekend cab rides consists of a fleet of attention-grabbing blue and pink Cabbie-Oke cabs which are pressed into service on the



streets of Sydney and Melbourne on Friday and Saturday nights. They are rolling karaoke rooms, complete with disco lighting, crazy songs, a dance floor and video cameras to record the fun. Cabbie-Oke cabs offer youngsters a free cab ride - all they have to do is take a breath and belt out a tune for their free ride home (or to the next party).

For added fun, the 'bands' (performers in cabs name their band) have their videos uploaded to the Cabbie-Oke YouTube channel and every week limited edition Cabbie-Oke Xbox 360s are given away for the best



performances that join the 'Cream of Cabbie-Oke'. People who vote on cabbieoke.com.au get a chance to win a Nokia E71.

So far, there has been a great response to Cabbie-Oke, with some 65+ videos that can be viewed on cabbieoke.com.au featuring a whole heap of very enthusiastic performers. Both bands and video voters are able to enter competitions to win great weekly prizes. For the first time, young people are happy to be associated with the brand.

Brita FilterForGood

If laid end to end, the amount of plastic water bottles Americans use each year, it would travel from the earth to the moon and back ten times. Americans use around 50 billion plastic water bottles every year. And, only recycle one in five. This is obviously a huge problem for the environment.

And, unfortunately the more bottled water Americans consume, the less likely they are to buy Brita pitchers, faucet mouths and filters. Instead of standing by and watching the damage being done to the environment and their business, Brita decided to do something about it.

They needed to convert at least some of these 250 million+ bottled water to drinkers of filtered Brita water. They wanted to make them break the habit of reaching for the bottle by convincing them to drink responsibly. Brita started by creating a website FilterForGood.com where consumers could pledge to stop drinking bottled water. To help them

fulfil that pledge, Brita and Nalgene sent people who signed up, a FilterForGood reusable bottle.

A fanpage was also created on Facebook to recruit even more people and at key retailers they packaged FilterForGood bottles with Brita products. They expanded their message by partnering with Josh Dorfman, the lazy environmentalist who counselled people on making small changes that will result in big environmental impact.

Next, they launched a TV campaign to show people how the short amount of time they spend drinking from a plastic water bottle equates to the eternity that bottle will spend in a landfill.

A partnership with the TV show The Biggest Loser helped create sustainable change and reached consumers on a personal level. In addition, Brita had a strong presence at Sundance to encourage people to go bottled water free. And, they partnered with Award winning country band Lady Antebellum.



While they may not be able to convert all 250 million to live responsibly, the FilterForGood campaign is a step in the right direction.

For the first time in a decade, a little water filtration company was able to direct the conversation about water online. And, begin to change people's approach for the good of their business and more importantly for the environment.

DDB's Global Creative Hub in Shanghai

DDB Worldwide has announced that Amir Kassaei, Chief Creative Officer, will be establishing DDB's global creative hub in Shanghai. A move reinforcing DDB's ongoing commitment and investment into the Asian region, it is believed to be the first time a global, Madison Avenue agency has its creative hub in China.

This move complements John Zeigler's, Chairman & CEO of DDB Group Asia Pacific, India & Japan, relocation to Singapore in December, 2011. Patrick Rona, former President of Europe, Middle East and Africa (EMEA) for Tribal DDB Worldwide and Chief Digital Officer for DDB Group EMEA, now Tribal DDB Asia Pacific's new President and Chief Digital Officer for DDB Group Asia Pacific, also moved to Singapore in January of this year.

John Zeigler said, "We're very honoured to have our global creative hub in Asia. World-class brands are moving here and they deserve the world-class creatives they have become accustomed to. Amir, with our top creative talent across the region, will deliver just this. I'm sure of it." "DDB Group Asia Pacific now has three core regional hubs - Hong Kong, Singapore and Shanghai. Amir's move makes China the centrepiece for our global creative work."

Chuck Brymer, CEO, DDB Worldwide, said, "This is one of the most significant moves we have made in the history of DDB. The world as we know it is changing and our industry's growth

market is now without doubt the Asian region. Move over New York, London, Paris. Hello Shanghai, Mumbai, Singapore. With this in mind, there's no better time to set up our creative powerhouse in China."

Appointed DDB Worldwide Chief Creative Officer in February 2011, Amir is one of the most lauded creatives in the world. Amir and his teams are the recipients of more than 2,000 national and international awards, including 40 Cannes Lions in the past five years.

Amir was named The Big Won Report's 'Top Chief Creative Officer' in 2009 and has been selected as The Big Won's 'Top 3 Chief Creative Officers' for each of the last three years.

In 2003, Amir joined DDB as Chief Creative Officer and Associate Partner of DDB Germany, where he quickly helped reshape the agency. As the youngest DDB Chief Creative Officer in Europe, he transformed it into one of the most creative and successful agencies in Germany.

Under Amir's leadership, DDB Germany has also been ranked as the most awarded German agency in the Gunn Report. During his tenure at DDB Germany, Amir founded and established Tribal DDB Germany as a modern, multichannel agency.

Amir has worked on an impressive range of the world's major brands, including Allianz, Apple, Adidas, Bosch, Coca-Cola, McDonald's, Nike, Reebok and Volkswagen.



Amir likes to say
"Impossible is not a fact. It's an opinion." He firmly believes that if one has passion, will and courage, one can change the world for the better. Of our business, he says, "It has never been just about advertising. Our business is marketing products, companies and relevant services - and one of our vehicles is advertising."

DDB NZ takes Fairfax AdMedia Supreme Agency of the Year title.



On 20 February 2012, DDB New Zealand was named the 2012 Fairfax AdMedia Supreme Agency of the Year, at a function held in Auckland in association with the Communications Agencies Association of New Zealand.

DDB NZ also won the Advertising Agency of the Year award - for the second time running - and Group CEO Sandy Moore won the CEO of the Year award - also for the second time.

"This was an exceptional performance," the judges said. "DDB is the most considered, disciplined, consistent and buttoned-down shop in town."



The Rookie of the Year went to Scott Milat of DDB Group. He was chosen because he demonstrated leadership qualities that led the panel to believe he has real potential to be part of an agency senior management team. He showed the right balance between spark and professionalism.

Crowning Laurels

DDB Group Asia Pacific was crowned Network Agency of the Year at AdFest 2012 in Thailand in March 2012. The Asia Pacific Advertising Festival aka AdFest is the most established and respected advertising festival in Asia Pacific and 2012 marked the fifteenth year of this event.

In keeping with the relentless pace of change that is transforming our region and the world, AdFest 2012 was billed as "Fast Forward 2012 - hold on to your seats, it will be a great ride!" And from all accounts, it was a thrilling ride for DDB Asia Pacific.

This was the second consecutive year that DDB Asia Pacific has been handed the prestigious award. With a final tally of 43 awards and 35 finalists, the network dominated the awards show. Combine this with being the Network of the Year at Spikes Asia for the past two years and it is clear that DDB Asia Pacific is unequivocally the most creative agency network in the region.

John Zeigler, Chairman & CEO of DDB Group Asia Pacific, India & Japan said, "The recognition we received at AdFest is phenomenal. Winning 43 medals is a record haul for us."



That our medals are spread across many of our markets and across many categories also show the breadth and depth of our network capabilities."

Best in Show awards were given to DDB Auckland's 'Believe' for Steinlager (Promo Lotus) and DDB China Group's 'The Keyboard of Isolation' for Family Care for Grassroots Community (Outdoor Lotus).

Meanwhile, Gold awards were handed to DDB Auckland's '60 Things in 60 Seconds' for MySKY (Film Lotus); DDB Mudra Group's 'Corruption' for Rotary Club (Print Craft Lotus); and DDB Group Singapore's 'Tree Rings' for Wildlife Presentation (Print Craft Lotus).

During the festival, The Intercontinental Advertising Cup was also announced. In this competition, only shortlisted entries from participating regional festivals (ADC*E, Golden Drum, AdFest and FIAP) gain exclusive right to enter. DDB Group Melbourne received two awards this year - Best in Household for its campaign for Cussons, 'Dirty Dishes', and Best in One-to-One for Reach 'Open Book' project.



John Zeigler, Chairman & CEO, DDB Group Asia Pacific, India & Japan and Madhukar Kamath, Group CEO & Managing Director, DDB Mudra Group unveiled the new brand, colours and organisation structure of the DDB Mudra Group on 28 February 2012.

Mudra, the challenger brand of Indian advertising was acquired by Omnicom at the end of 2011 and has now become part of the DDB Worldwide Group - the most creative, awarded and influential agency network of the world. Renamed as DDB Mudra Group, the network in India has adopted a new structure, brand identity, colours and architecture.

Together the Group's offerings represent the best of global and the best of local competencies straddling the entire spectrum of Branding & Communications Solutions ranging from Strategic Branding, Advertising for Behavioural Change, Marketing Services aligned across OOH, Media, Retail & Experience, Interactive & Direct Solutions, Specialist Verticals to finally the Localisation & Production stream.

Advertising major Mudra restructures after Omnicom acquisition

- Hindu Business Line

DDB Mudra gets New Identity

- Economic Times

Interbrand merges its Indian operations with Water

- Businessworld



DDB Mudra Group launches TracyLocke in India

Water - a part of Global Interbrand Network

DDB Mudra Group announced on 28 February that Water, its Strategic Branding & Design Consultancy will join the Interbrand Network and will represent Interbrand in India. Interbrand is the world's leading brand consultancy creating and managing brands as valuable business assets. It is arguably the most respected name in brand consulting and works with some of the biggest brands globally, including P&G, BMW, British Airways, McDonald's, Intel, Xerox, AT&T, Samsung & Wrigley's. Some of the popular brands recently named and created by Interbrand include Wii, Bravia, Prozac and Viagra, to name a few.

Interbrand started in 1974 when the world still thought of brands as just another word for logo. It has changed the world's view of branding and brand management by creating and managing brands as valuable business assets. With nearly 40 offices across the globe, Interbrand is now the world's largest brand consultancy. It brings together a diverse range of insightful thinkers making the business both rigorously analytical and highly creative. Given its broad geographical presence, Interbrand offers more people, more disciplines, and more knowledge tailored to its clients.

Interbrand creates and manages brand value by making the brand central to the business' strategic aims. It is not interested in simply being the world's biggest brand consultancy but wants to be the most valued.

As part of the global Interbrand Network, Water will continue to be headed by Ashish Mishra, its

Chief Strategist & Head since inception, a few years back. The agency is no stranger to Interbrand and in fact Ashish Mishra has worked closely with Interbrand on some of its projects in India. According to Madhukar, Group CEO & Managing Director, DDB Mudra Group, "We are very excited that the best in India is teaming up with the best in the world in order to provide best-in-class business solutions to our clients in India."

Said Jez Frampton, Global Chief Executive Officer, Interbrand in a media interview, "What we're now going to be doing is working with Ashish and the team to make sure they deliver an experience to clients, not just in the way that they work with



them, but in terms of the products, consulting tools, the way that we think about creativity. So that when clients walk through the door when it's called Interbrand, they get the same experience they would get anywhere else in the world. One of the things we want to concentrate on now with Ashish and Water is actually to build a strong local team so that we can service both local and international clients. As far as our market is concerned, I'm approaching our work in India with the same degree of interest and personal contribution, as we are in other emerging markets like China and Brazil. It's an important market for us and we see it as part of our growth in the future. I'm hoping for great things."

Said Simon Bailey, CEO EMEA & LatAm, Interbrand, "I join Jez Frampton, Global CEO, Interbrand in extending a warm welcome to the team and in conveying our excitement at the prospect of accelerating the growth of Interbrand in India. This is an extremely positive development and Jez and I both see a bright future ahead."

TracyLocke

launched in India with DDB Mudra Group

On 28 February 2012, DDB Mudra Group announced the entry into India of TracyLocke, one of the world's most awarded shopper marketing agencies. TracyLocke was formed as a partnership in 1913 and thus has been in existence for almost one hundred years.

It is a part of the DDB Worldwide Network and hence will fit into the DDB Mudra Group and will work closely with MudraMax, India's leading integrated engagement and experiential marketing agency.

TracyLocke specialises in brand generated retail (physical and digital) marketing programmes designed to drive retail sales. Its focus lies in driving equal value for both the manufacturer of the brand and for the retailer.

John Zeigler, Chairman & CEO of DDB Group Asia Pacific, India & Japan said, "TracyLocke brings vital shopper insight and great creativity into our future. TracyLocke is one of the world's leading shopper marketing agencies having led the industry in both the US and Europe. The launch in India is its entry into Asia - providing vast opportunities for the entire DDB Group Asia Pacific."

For TracyLocke, India is the perfect gateway into the Asia market. According to Jim Sexton, Global Chief Marketing Officer of TracyLocke, "Once we saw

the level of retail expertise and comprehensive knowledge of the Indian consumer and shopper at DDB MudraMax, we knew we had the perfect fit. We look forward to delivering to our clients a unique brand of shopper marketing relevant to each segment of the Indian market. Additionally, we hope to share proprietary marketing tools that we can take from India to the rest of the world."

TracyLocke India will be managed by Pratap Bose, Chief Operating Officer DDB Mudra Group.



Pratap Bose
Chief Operating Officer, DDB Mudra Group

Said Pratap, "The entry of TracyLocke complements the DDB MudraMax "feet-on-the-street" strengths and given our huge footprint in India, I believe that the TracyLocke India model will certainly add huge value to both our global and retail brands."

TracyLocke's roster of clients include some of the best brands in the world such as HP, T-Mobile, Starbucks, Johnson & Johnson, Gatorade, Tropicana, PepsiCo, Samsung and Unilever's Lipton.

The Shopper Marketing Difference

Research shows real differences between what consumers enter a store or website to buy and what they actually purchase.

That's because there's a vast difference between consumer marketing and shopper marketing. Consumer marketing focuses on creating emotional bonds with brands irrespective of where a person is on their path to purchase. Shopper Marketing lives closer to the moment when consumers become shoppers and are ready to buy products.

In an environment where shoppers have split second choice at the retail shelf, our job is to present the attributes of brands in a way that reinforces the emotion of the advertising message while creating confidence that this brand and product are the right choice for their needs today.

The dynamics of our constantly evolving marketplace makes Shopper Marketing an exciting new practice that is beginning to gain ground throughout India.



Jim Sexton
Global CMO, TracyLocke

New Faces at DDB Mudra Group

The DDB Mudra Group has strengthened its people resources and senior talent pool with several new faces.

Sonal

Sonal Dabral came on board on 1 March as the Chairman and Chief Creative Officer of the DDB Mudra Group. A graduate of the National School of Design (NID), Sonal began his career in Lintas, Delhi. After a brief stint in Mudra Delhi, he went on to have an extremely successful career at Ogilvy in Mumbai, Malaysia and Singapore.



Sonal has more than two decades of experience on leading brands like Audi, Fiat, Tata Safari, Dove, Le Sancy, Unilever Foods, Pond's, Lakme, Panadol, Cadburys, Asian Paints, Fevicol, Virgin Mobile, Tata AIG, Prudential, GE, Nestle's Maggi and Milo, DBS, Remy Martin, Colgate, Pizza Hut, Sony, Coca-Cola, DHL, etc.

Louella

Louella Rebello is Executive Creative Director at DDB Mudra. She has joined the Group from Ogilvy India where she served as Senior Creative Director and worked on some of Ogilvy's best brands. Louella has over 14 years of experience in advertising.

A post-graduate in Social Communications Media from Sophia Polytechnic, she has worked at Pressman Advertising and Marketing, Triton Communications and Bates India. She joined Ogilvy India in 2003 as creative supervisor and moved up the ranks to Senior Creative Director.



She has an infectious enthusiasm and great energy, and has done some pathbreaking work in the automobile, financial, and FMCG categories. Louella loves backpacking and seeing unknown places through the eyes of a local, volunteering for animal welfare, reading books that don't necessarily come recommended and listening to world music.

Vandana

Vandana Das is the President of DDB Mudra responsible for building both the DDB Mudra and Mudra brands in Delhi. A post-graduate in Psychology and Business Administration, she has more than two decades of experience including more than fifteen years at Ogilvy. She is credited with the significant growth that Ogilvy Delhi enjoyed in the last few years.



Besides successfully turning around many brands of Dabur across the hair care, skin care, oral care and home care categories, she launched the hugely successful Maruti-Zen-Estillo-Little box campaign. She played a significant role in the transformation of Limca from an uninspiring brand to a very refreshing drink for youth. Vandana likes to travel and has explored many new destinations. She loves cooking and is always ready to churn up a meal for family, friends and colleagues.

Sathyamurthy

Sathyamurthy N P has joined as President, DDB MudraMax in Mumbai and heads the media business nationally. Sathya has a Master's degree in Zoology and 24 years of professional experience. He has worked with Heinz India, Cadila, Mudra Communications, Ogilvy and Mather, Euro RSCG and Carat Media Services. He also served as Director General, Media Research Users Council (MRUC) for three years and helped bring out syndicated research products such as the Indian Research



Survey (IRS), Indian Listenership Track (ILT), and the New Consumer Classification System. His last stint was with Lintas Media Group as COO and CEO of Karishma Initiative. Some of the prestigious clients that Sathya has worked with include Tata Capital, Castrol, BPCL, Union Bank, Unit Trust of India, Bajaj Auto, Bajaj Electricals, Philips, Jyothy Labs, HLL, Paras, Samsonite, Adidas, Reebok, Lakme, Dove, Pond's and Dhara.

A proud father of a 14-year old daughter Nandini, Sathya likes music, the Internet, Bible reading and exercising.

Rohit

Rohit Samarth has joined DDB MudraMax as Senior Vice President. He heads the operations of Terra, its rural marketing agency. He comes from Percept Out of Home, where he was the business head of its rural vertical responsible for all its communication and marketing strategies. With more than 25 years of experience in the industry, Samarth has had the opportunity to work with some of the largest and the most recognised brands in the country. He started his career with Nestle India, and later worked with various other companies like Media Workshop India, Amar Ujala Prakashan, India Infrastructure Publishing, UCP Integrated Marketing Solutions, and Federation of Indian Chambers of Commerce and Industry (FICCI) and Linterland.

A graduate in Economics from Mumbai University, he has completed advanced diploma in media buying and planning from the Mudra Institute of Communications, Ahmedabad.



Sonal on DDB's Global Creative Council



At the invitation of Amir Kassaei, the Global Chief Creative Officer of DDB WW, Sonal Dabral, Chairman and CCO DDB Mudra Group is serving on the Global Creative Council of DDB. In the Asia-Pacific region, he is the Co-Chair for the Regional Creative Council with Amir Kassaei. Sonal shares with us his experience at the council meeting held earlier this year in Miami.

"DDB network is arguably the most creative network in the world today.

Our work on major brands like Volkswagen, Harvey Nichols, Skittles, to name a few, is sweeping awards at all the major award shows across the world. It was therefore, an honour for me to be invited to co-chair the Regional Creative Council and to also serve on the Global Creative Council of DDB network. Just a week after joining the network, I was off to Miami for my very first Global Creative Council meeting. The timing of the meeting in a way was fortuitous as it expedited my induction into the network.

The meeting held at DDB's spanking new office in Miami was hosted and chaired by our worldwide creative chief Amir Kassaei. It was quite involving, enjoyable and very rewarding. Council members presented top notch new work from their respective regions. DDB network has done great at all major award shows but going by the work I saw at the Miami meet, this year is going to be one of the best years for our network. Here are some I really liked.

- Very clever and funny, Poo WiFi idea from DDB Mexico for Terra.
- DDB San Francisco's hilarious work for Clorox.
- A smart and insightful film from DDB London for Harvey Nichols.
- DDB New Zealand's Steinlager Beer 'We Believe' campaign, a powerful piece of work.

With Amir leading and steering it, the day-long meeting was intense yet thoroughly enjoyable. Besides critiquing the work, the council discussed what we have been doing right and where we can improve as a network.

It was also inspiring to meet DDB's legendary creative leaders Keith Reinhard and Bob Scarpelli."

Doing Jury Duty

Pratap@Cannes

Cannes Lions International Festival of Creativity 2012 has selected Pratap Bose, COO, DDB Mudra Group to participate on the jury of the Promo & Activation Lions category.

Sonal@CLIO

Sonal Dabral has been selected by CLIO as a member of the jury on Films. The CLIO Awards is one of the world's most recognised awards competitions for advertising, design and communications. To this day, CLIO's iconic statue is the most widely recognised and coveted symbol of the industry's creative accomplishments.

DDBMudraGroup@Abbies

Sonal also did jury duty for the Abbies, as the jury chairperson for the Outdoor Advertising panel. In addition, Deepak Singh, Anand Karir, Vipul Thakkar and Aman Mannan performed jury duties for the Print/Print Craft, Interactive, Film and Radio panels respectively. Those who served on the Media Panels were Aneil Deepak, Samir Khanna, Rahul Karwa and Mandeep Malhotra.

Pratap on OOH panel

Pratap Bose COO, DDB Mudra Group participated as a panellist in a session **OOH in India - The Innovation Imperative** at the FICCI Frames 2012 convention. In his presentation titled 'OOH that ooh!', Pratap said, "Brave clients are important for innovation. Unfortunately, in India, there aren't many. Plastering 100 hoardings across the city is not going to get your client anywhere." He gave examples of DDB Mudra's very brave client, Volkswagen and the OOH innovation that DDB Mudra Group executed for it in India.



Who let the car out?



DDB Mudra at BULLSEYE

The Regional Executive Creative Council touched down in Seoul to judge the best work from across the region at BULLSEYE.

Led by Amir and a team of executive creative directors from Asia and Pacific, BULLSEYE is all about great work and there was lots of it on show. World-class work which will be entered into Cannes and other international award shows.

This time around there were more than 60 entries from across the region and at the end of the two days, the council judged on the best, coming up with a list of the top 12, which included DDB Mudra Group's Volkswagen Passat, 'Double Dog/Kid/Old Lady' campaign.

So what's the story behind the bright yellow Beetle parked in solitary splendour on the Mudra House lawns?

This is no ordinary Beetle. It is an exceptional art-piece of Volkswagen's most iconic and beloved product, the Beetle designed by DDB MudraMax and created wholly out of scrap by Haribabu Natesan, the Mumbai-based artist who works entirely with the medium of scrap to create large-scale intricate sculptures that bring life to otherwise lifeless, discarded objects.

It took the team 15 days to put together a real sized Beetle using some 2805 pieces of redundant objects collected from various Think Blue clean-up drives undertaken by Volkswagen at different locations. The full-fledged piece consists of 800 cold drink crowns, 60 motherboards, 200 bottle necks, hard disks, computer key boards, CD's, speakers, audio cassettes, beer cans, barbecue sticks, a flat screen monitor, telecom wires, typewriters, pens and other scrap metals.

Hari dismantled each object and segregated it by shape. "I see all objects as forms," the artist explained in an interview with the Asian Age newspaper, "so my mind is always open to thinking 'I can'. For the 'Think Blue' Beetle I have used old speakers for the headlights, a mouse for the indicator light. For the wheel caps, we sourced old gramophone records. The function (of the discarded object) isn't important, I work according to the form." Interestingly, Hari uses the Indian religious concept of 'mukti', the liberation from the cycle of reincarnation, as a metaphor for his craft. While at the same time reusing and readapting physical materials, Hari notes, "What I do is give the material mukti. The material I use remains art forever (at a conceptual level) and is not recycled again."

The display formed part of the Volkswagen brand's communication campaign based on its global philosophy of sustainable technologies - Think Blue. The installation is the best embodiment of the iconic brand and the worthy cause it champions. It was first displayed at the Delhi airport from 1-12 January 2012 during the Auto Expo and then relocated to Mumbai and exhibited at Mahim Causeway and subsequently at the Kala Ghoda Festival, before it found its way to our front lawn. So where is its final destination? An art museum in Germany, HotStuff is told.



New York Lottery | Yeah, that kind of rich | New York

The New York Lottery is North America's largest and most profitable lottery, contributing over \$3 billion in fiscal year 2010-2011 to help support education in New York State. DDB New York helped it launch a campaign for the New York Lottery's Powerball game called "Yeah, that kind of rich." Featuring the copy points, "The starting jackpots are doubled, the possibilities are endless," the campaign raises awareness about the recent changes made to the game, including the potential for exponentially higher winnings as a result of consumers paying \$2 rather than \$1 for a ticket.

Apart from three TVCs, the "Yeah, that kind of rich" campaign features four OOH/print executions titled "Airplane", "Tunnel", "Aquarium" and "Helicopter" portraying the decadent possibilities for Powerball winners who reap the benefits of the larger jackpot.



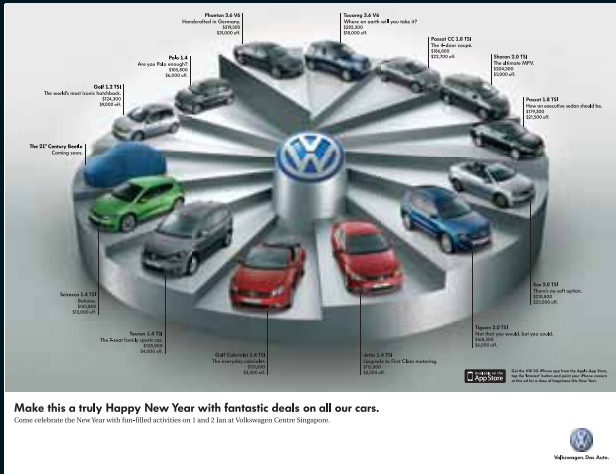
Steinlager | We Believe | New Zealand

Steinlager's We Believe campaign was launched in the lead up to the Rugby World Cup in New Zealand. Steinlager released a limited run of the White can, first introduced in 1981 and discontinued in 1992, to build historic connection with the first Rugby World Cup held in 1987. The can was positioned as a lucky charm to a nation that was desperate for another win. The TVC told the story of a man saving his can from the first World Cup. Print and online encouraged all to do the same. A Facebook original mantle piece was created where fans could save one for the winner. Within the first month, the beer had shot to No.1 can and was perceived as a sponsor despite not being an official one. Importantly, it polled twice as high as Heinekens who paid five million pounds to become official sponsors. As the nation had the biggest night of its life, it was one drink being consumed over all others with 4 million cans sold by the end of the campaign.



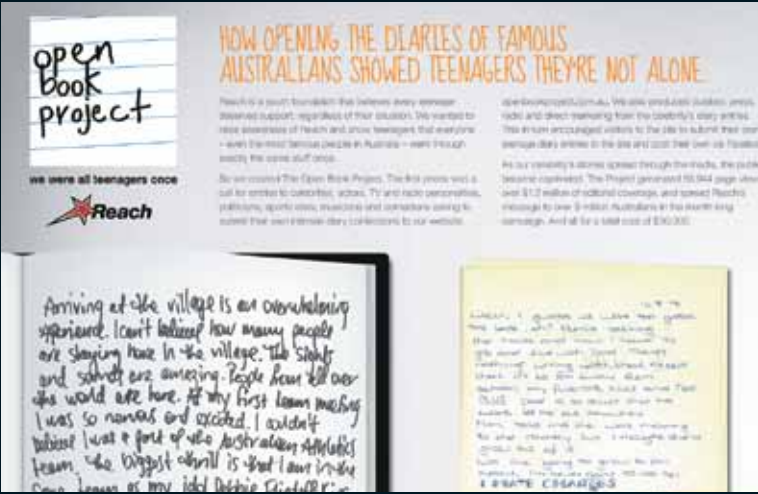
Save Palawan Movement | Say no to Mining | Manila

The "No to Mining in Palawan" movement aims at putting an end to mining activities in Palawan, known as the Philippines' last ecological frontier. These ads delivered a strong message to the Philippine and Palawan governments so that they would finally say no to mining in Palawan and help protect one of the Philippines' last remaining treasures.



Volkswagen | First Interactive Press Ad | Singapore

As a New Year's resolution, Volkswagen wanted to drive up people's happiness index. So they prepared fantastic deals on all their cars. And, an augmented reality surprise with their VW SG iPhone app which they launched with Singapore's first augmented reality newspaper ad! The advertisement, which was published in The Straits Times, allowed readers to discover a whole range of Volkswagen models via an augmented reality app on their Apple iOS devices. Readers who caught the ad on New Year's Day were able to unlock the augmented reality surprise via the VW SG iPhone app's "Interact" function which gave the consumer access to a mini showroom enabling him/her to explore model features and book a test drive with just one touch.



Reach | The Open Book Project | Melbourne

The Open Book Project was created to raise awareness for Reach and show teenagers that everyone - even the most famous people in Australia - went through exactly the same stuff once. The Project called for entries from celebrities, TV and radio personalities, politicians, actors, sports stars, musicians and comedians asking them to submit their own intimate diary confessions online at the openbookproject.com.au. This stimulated and created conversations online, specifically on Facebook. Allowing people to physically and emotionally engage and submit their own teenage diary entries to our site and their Facebook page. As the celebrity's stories spread through the media, the public became captivated. The Project generated 59,944 page views, over \$1.2 million of editorial coverage, and spread Reach's message to over 9 million Australians in the month long campaign. And all for a total cost of \$30,000.



Philips | Obsessed with Sound | Amsterdam

Philips believes every single detail in music is important and should be heard. Its "Obsessed with Sound" is an interactive music experience that shows off the brand's audio range. To hear every detail, Philips collaborated with the Grammy award winning Metropole Orchestra and recorded a specially composed orchestra piece in 55 different music tracks and created an interactive music video. Singling out a musician gives one access to their musical tendencies, background and personal Twitter and blog feeds. There's also a contest that challenges entrants to create their own compositions with the winning tracks to be played by the Metropole Orchestra and recorded in a music video by YouTube producer Steve Lillywhite.



Levi's | Korean National Ballet | Korea

Tribal DDB has developed a campaign for Levi's to promote its new line of jeans 'Stretch to Fit' to the Korean market. The agency used the beauty and movement of ballet to give the ultimate demonstration of the stretchability of the Stretch to Fit jeans. In the ad, a male and a female ballet dancer from the Korean National Ballet decked out in Levi's new jeans pair up to do a pas de deux on the streets of Seoul. Each part of Seoul features a different outfit that matches the respective scenery. The dancers' extreme jumps, splits, and leg extensions ideally demonstrate the stretchability of the denim material - as flexible as a dancer. An interactive site was also developed where users can explore the different outfits displayed, meet the ballet dancers, and challenge themselves to their ballet knowledge.



Volkswagen | Winter Adjusted Offer | Stockholm

The Swedish winter, one of the harshest on the planet, demands a car capable of dealing with it. The Passat 4MOTION is a German car that is adjusted for Swedish winters. To tell people about this, the winter adjusted offer for a winter adjusted car was invented and the car plus offer was placed on a standard billboard, in the middle of a frozen Swedish lake. Once the ice broke and the billboard sank, the offer was over. The offer was communicated through several media channels. It was streamed live on the campaign hub site and used as the call to action in other media. From TV to print ads on the weather pages to banners which referred to the ice depth at which the offer would end. And, to social media where people were asked to guess when the offer would sink and to share that guess or challenge friends through Facebook and Twitter. 3002 people ordered the 4MOTION car - an increase of 38% compared with the same period in the previous year.



Origin's Energy | Sustainability Drive | Melbourne

Origin, Australia's No. 1 green energy provider wanted to educate Australians on how to save on energy and bills by encouraging entry to Origin's ATL Sustainability Drive (SD) campaign, whilst also positioning Origin in a favourable light during the height of the NSW power acquisition. The campaign encouraged Australians to rally together with their neighbours for a chance to win a share in up to \$1million in sustainable energy solutions for their street. They called for neighbours to get together and show how they were already working to live more sustainably. The four most inspiring streets would then be transformed with a million dollars' worth of energy-efficient technology and 100% green power. Origin hoped 6000 streets would register. They got 36,576. They thought 600 would produce finished films. In fact, 8950 told their stories. Nearly \$6.5 million worth of free media coverage was generated. And Origin's brand preference hit an all-time high of 27%.



Harvey Nichols | Walk of Shame | London

The campaign features scenes of a variety of dishevelled women wearing short, figure-hugging dresses heading home after a one-night stand. And then comes the tagline: "Avoid the walk of shame this season." A radiant woman in a comparatively classy frock strolls home to a tony building and opens the front door. Apparently that's what shopping at Harvey Nichols will do for you. The TVC which also encouraged women viewers to share their "#walkofshame" stories on Twitter, stirred up quite a lot of controversy with complaints that it was offensive and stereotyped women.



Apollo Munich Health Insurance | Snowfall in Chennai

To launch OptimaRESTORE, an ‘unbelievable’ health insurance product, an equally incredible event was conceptualised by DDB MudraMax which gave the people of Chennai their first ever experience of ‘Snowfall in Chennai.’ Branded balloons sporting the words ‘Snowfall in Chennai’ and radio were used to drive the pre-event hype and invite people in large numbers to the event. A maze structure allowed people to explore their way to the main event where a snow machine threw imitation snow around an igloo! For most of them, this was the first time in their lives they had experienced snow. They lapped it up in large numbers and also took the experience home in their mobiles and cameras to share with others. To round off the snowfall effect, the audience was encouraged to ‘ski’ with the help of a motion sensing game played on a large screen.



Wrigley’s | Boomer

Boomer, Wrigley’s flagship brand in India, is the market leader in the bubblegum category. In the last few years, the brand witnessed a decline in sales figures. This was primarily because of two major factors - low brand appeal due to Boomer’s outdated imagery and competitor brands introducing new and exciting variants. The task at hand was to give the brand an image makeover - to make the brand appealing and smart/cool for urban kids, at the same time aspirational/acceptable to rural kids. While retaining the values of heroism that Boomer embodies, we needed to give it a playful twist to make it cooler and more today. The TVC showcases how with Boomer and Boomer, one can make light of any challenge that might come one’s way.



Women’s Plan | Joint life Plan | Wealth Plans | Life Plans |

Insurance is the subject matter of solicitation

LIC | Women’s Campaign

In India, life insurance is widely perceived to be a financial product meant only for males. This notion is held mainly because men are seen as the breadwinners of the family and hence loss of life of the male can significantly impact their well-being. This perception still prevails despite the fact that with changing times, women are also contributing significantly to the financial well-being of the family. As the market leader, LIC felt responsible to take a lead in helping women realise the increased need for insuring their own lives. Taking this insight into consideration, LIC launched this novel campaign that aims to dispel the fallacious belief that women are not worthy of insurance. The campaign explores a new space, tries to expand the life insurance market as a whole and reaffirms LIC’s position as the undisputed leader in the category.

Teacher

Provider

Role Model

Mother

IF SHE'S NOT
WORTH INSURING,
WHO IS?



LIC

भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

www.licindia.in

Health Plans | Pension Plans



Idea Cellular | The Roadies

To promote Idea Cellular's association with MTV Roadies and the special Roadies VAS pack, we created a digital engagement which let users do the one thing they couldn't on the actual show - payback. Through a Facebook app, 'Karara Jawaab' on the Idea Cellular Facebook page, users could post a message or video giving a better response than previous Roadies hopefuls for Raghu and Rajiv. Once the message was approved, they immediately received a surprise video message on their wall from Raghu and Rajiv themselves. In the video, the user was challenged to take them on in person by downloading the Roadies VAS pack. A few days later, the user received another video message from Raghu and Rajiv with a more personalised reply based on what the user wrote.



Big Bazaar | The Great Exchange

On 26 January 2006, the nation woke-up to a clarion call from Big Bazaar, one that led lakhs of people to its stores across the country. Huge queues formed and there was not a square inch of space to stand. So huge was the influx, the outlets had to shut down till the police intervened. For the first time customers experienced a one of its kind shopping euphoria. And, to ensure that they did not turn away disappointed customers, Big Bazaar extended the offer by two more days. Since then, every Republic Day, Big Bazaar has been celebrating the Sabse Saaste Din. Though other retailers have joined in, people still remember Big Bazaar for it. This year too (2012), the main objective was to bring back the queues, the excitement, the best offers, the celebrations thereby resulting in customer satisfaction. And riding on the legacy of Sabse Saaste Din the message was obvious - 'Phir Aagaya, Big Bazaar ka Sabse Saaste 5 Din'. The message was delivered through high impact TVC's (eight), print ads, radio, in-store branding, localised on ground activations and sales previews across cities. The result - overall Big Bazaar achieved its set target and in some cities set new benchmarks. Another feather in Big Bazaar's hat.

25 seconds mein
traffic jam khule na khule
bandh naak zaroor khulegi



Nasivion

Khole bandh naak pyar se



Merck India | Nasivion

Thanks to its superior molecule Oxymetazoline, Nasivion was one of the major players in the doctor prescribed nasal decongestant market. To arrest stagnation, it was necessary for it to go directly to consumers. Consumer research revealed that when the nose is blocked the sufferer feels trapped and desperate for instant relief. Nasivion could provide this relief in 25 seconds. Strategically placed hoardings at major traffic blocks reminded people of a blocked nose and its solution. A nationwide print campaign referred in a tongue in cheek manner to all things that make people breathless. Nasivion saw a 40% growth in internal sales compared to the previous year. In Mumbai, where the hoarding campaign was released, Nasivion grew by 97.4% outperforming the average category growth of 48%.



Volkswagen | Think Blue

A multimedia campaign outlined Volkswagen’s evolution as a responsible brand leveraging the ‘Think Blue’ philosophy. An exceptional art-piece of the iconic Beetle created wholly out of scrap was displayed at the Delhi T3 airport terminal. It was accompanied by a running AV on the Think Blue philosophy and the making of the Beetle, a digital set up which connected the location live to Volkswagen’s microsite and pages on Facebook. Cameramen were at hand to capture pictures of passers-by and give them away in custom-made ‘Think Blue’ photo jackets as mementos. There was also an information kiosk on the heritage of Volkswagen and Think Blue. Other initiatives included garbage collection drives where the trash collected was mounted in cases on billboards, ‘Fence branding’ and wrapping of a Delhi Metro train with the ‘Think Blue’ story.



Jaypee Cement | Wall Moments

Jaypee Group has always been in the forefront of nation building activities creating world-class infrastructure and power projects that ensure the economic prosperity and energy security of India. The 3rd largest cement producer in the country, it has executed several landmark projects including the largest concrete dam in India, the largest concrete expressway, the F1 track, etc. DDB Mudra chose to highlight the brand’s promise of ‘Andar se solid’ in an interesting, engaging and visually arresting manner to the consumers, by exploring the special place that a wall enjoys in our lives. We all have had our share of ‘wall moments’ - be it a young girl leaning against a wall dreamily reading a love letter; a father measuring his child’s height on the wall; a young man putting up a Rocky poster on the wall and so on. The TVC captures these engaging, nostalgic experiences with a series of sequences that flow seamlessly, one through the other. The TVC was supported by print, outdoor and cinema.



McDowell's | No.1 spirit of leadership

McDowell’s No.1 is a leading brand of whiskey in India where drinking whiskey is seen as a sign of achievement. The brand targets youngsters who have big dreams and work towards achieving them. Based on the insight that ‘in today’s world, successful leaders are those who think and act unconventionally’, the brand stands for the ‘No.1 spirit of leadership’ and beckons the leader in each one of us. Dhoni symbolises the ability to think and lead differently and winning the World Cup marked the victory of unconventional leadership. The TVC, narrated by Dhoni is a grand mix of stunning visuals and graphics.



Volkswagen | An offer so special

Volkswagen India wanted to create consumer intrigue and excitement around its once-in-a-lifetime offer on the Volkswagen Polo and Vento. It used the insight that Parsis in India are known for their attention to detail and for the deep passion they have for their automobiles. The creative idea read - ‘An offer so special, you’ll come back for it. Even if you have to travel over lifetimes!’ Set in India of the 1970s, it’s the story of a Parsi gentleman who, typically, is so obsessed with his long owned Volkswagen Polo, he lovingly wipes away even the slightest blemish on his beloved car with a characteristic ‘tsk,tsk’. Time passes and so does the Parsi gentleman. His son now married with a baby, buys a new Polo, and as they drive out there’s a pleasant surprise in store for them.

Category	Agency	Campaign	Brand	Award
Press Lotus	DDB Mudra Group	York Blackout/Armenian Internet shutdown	Coffee Gold	Silver
	DDB Mudra Group	OLD LADY	Passat	Bronze
Outdoor Lotus	DDB Mudra Group	Cleanoscope	Rotaract Club	Bronze
	DDB Mudra Group	Jumbled Conspiracy: Torture Room/Bed Room/Locker Room	Stedfast	Silver
	DDB Mudra Group	Jumbled Conspiracy: Bed Room	Stedfast	Bronze
	DDB Mudra Group	Jumbled Conspiracy: Torture Room	Stedfast	Bronze
	DDB Mudra Group	Jumbled Conspiracy: Locker Room	Stedfast	Bronze
Direct Lotus	DDB Mudra Group	Disappearing Discounts	Lass Natural Cosmetics	Silver
Print Craft Lotus	DDB Mudra Group	Corruption: Root out corruption 1/2/3	Rotaract Club	Bronze



DDB Mudra Group leads Indian tally at AdFest 2012

The 15th Asia Pacific Advertising Festival, more affectionately known as AdFest 2012, announced the winners in Press, Outdoor, Cyber, Direct, Promo, Design, Print Craft and Film Craft on 19 March at Pattaya, Thailand.

DDB Mudra Group led the Indian tally with 9 metals including 3 silver and 6 bronze.

DDB MudraMax sweeps the stakes

The exchange4media and network2media OOH Conference and Awards for Outdoor Advertising and Digital Signage 2012 were given away in the presence of the who's who of India's OOH industry in Delhi on 16 March 2012.

With a total tally of 2 gold and 9 silver, DDB MudraMax was adjudged OOH Agency of the Year and Volkswagen was declared OOH Advertiser of the Year, while the Volkswagen Think Blue campaign walked away with Outdoor Campaign of the Year. Details of awards won by DDB MudraMax are alongside.



Category	Award	Client	Campaign
Innovative Use of Existing Medium	Silver	Birla Sunlife Insurance	Broken Lift
	Silver	Birla Sunlife Insurance	Grand Theft
Best/Innovative Brand Fit Within Existing Media	Silver	Volkswagen	Volkswagen Ugliest Billboard
Most Innovative Use of Indoor Media in a Point-Of-Purchase Environment	Silver	World Gold Council	WGC - In The Lion's Den
Best Outdoor Plan - Strategy	Silver	Titan	Titan Belts and Wallets
Creative Award - Entertainment and Media	Silver	HBO	Hangover Double Vision
	Gold	Volkswagen	Volkswagen Think Blue - Ugliest Billboard
Creative Award - Automobiles	Silver	Volkswagen	Volkswagen Think Blue - Zebra Crossing
	Gold	Volkswagen	Volkswagen Think Blue - Ugliest Billboard
Creative Awards - Public Service/ Corporate Social Responsibility	Gold	Volkswagen	Volkswagen Think Blue - Ugliest Billboard
	Silver	World Gold Council	WSG - ScrapTV Screensaver Conveyor Belt
Creative Awards - Others	Silver	World Gold Council	WSG - ScrapTV Screensaver Conveyor Belt
	Silver	Titan Industries	Titan Belts and Wallets



Ajit Menon receives Rashtriya Udyog Ratna Award

Ajit Menon received the Rashtriya Udyog Ratna Award on 31 January 2012 at an awards ceremony in Mumbai during their national seminar on "Individual Achievements, Intellectual Excellence & National Development."

The Rashtriya Udyog Ratna and Quality Brands Awards is an initiative of Quality Brands India. The awards aim at honouring and felicitating successful and innovative businessmen and suppliers who have made great contributions for the development of micro, small and medium industries in India.

Ajit's name was recommended by the Advisory Board of National Education & Human Resource Development Organisation (NEHRDO).



The Super Achiever Award from Star News

Rita Verma has been awarded 'The Super Achiever Award' by the HR Leadership awards forum of Star News, on 16 February 2012 in Mumbai. Star News a leader in its category honours leading organisations and HR practitioners in their drive for impactful human capital strategies.

Olive Crown Awards

The second Olive Crown Awards conducted by the India chapter of the International Advertising Association (IAA-IC) was held in Mumbai on 3 March 2012. The award recognises responsible communication by advertising agencies and corporate houses and celebrates excellence in communicating sustainability. DDB MudraMax and Mediacom were jointly awarded a Gold Crown in the OOH category for Volkswagen's Think Blue campaign. DDB MudraMax and Mediacom won a Silver Crown for the Volkswagen - Think Blue campaign in the Campaign of the Year category.



DDB MudraMax wins at Remmy

The sixth Remmy (Recruitment & Marketing) Awards, an initiative by Ascent, honoured advertisements that have carved a niche for themselves in the area of recruitment advertising.

DDB MudraMax was declared the first runner-up for its client Skol Breweries in the categories Best Art Direction, Best Copy and Best Headline.

The awards were received by Mandeep Malhotra, President, DDB MudraMax





KAMATH & HIS CRACK TEAM

Financial Express - Brand Wagon
13 March 2012



Louella Rebello is executive creative director of DDB

Financial Express - Brand Wagon
10 January 2012

Bates' loss, DDB Mudra's gain

If you try calling Sonal Dabral, you'd be greeted by a caller tune which goes something like this - "The person you are trying to urgently reach is having a tender coconut, standing on the beach. He is having a good time, just leave him alone." The reality must be quite the contrary though for Dabral, who prepares to take over his new role as the chairman and chief creative officer of the advertising and media group, DDB Mudra.

Dabral, who started his advertising career in 1987 with Lintas Media, Delhi, made a high



Sonal Dabral

Business Standard
6 March 2012

'It is not uncommon for rival agencies to work together'

CHUCK BRYMER, president and chief executive officer of DDB Worldwide, was in India for the DDB Asia-Pacific Summit in Mumbai between March 26 and 28. A packed schedule notwithstanding, he held his first town-hall-style meeting, also taking time out to sightsee. He takes home the belief that India can add to the momentum in operations in Asia-Pacific. Excerpts from an interview with Vivant Susan Pinto:

How does it feel to be in India since the stake hike? (His network upped its stake from 10 per cent to 51 per cent in long-time partner, Mudra, last year)

We are proud of putting our businesses together here. Both DDB and Mudra have an amazing creative reputation. We have been working together for many years now. The transition therefore, from minority to majority shareholder feels natural. This is also an important step for us since India is a key priority market for us. For the last five to six years, DDB has been investing significant resources into the Asia-Pacific region. We have opened offices in Guangzhou and Beijing in China. We have acquired new talent, won new business. We recently established a creative centre in Shanghai. The addition of India will simply add to this momentum. Our ability to grow APAC will be that much more better.

Will India emerge as a hub for your operations—something that you have done with China in recent months?
We will utilise India as a creative resource for all our offices around the world. We are already moving in that direction

is about what we can learn from Mudra. We have two to three different pieces of work at the moment for which we have asked India's support in our endeavour to develop global campaigns. Volkswagen, for instance, is serviced by us in 31 different markets besides India. We will use Indian ideas to support Volkswagen across the globe. Some of the best ideas are coming from India, Brazil, China and Australia.

What about increasing your stake in DDB Mudra? Are you looking to do that soon given that global networks prefer to have full control of their local operations?

We are looking at that, but have not set a timeline for that at the moment. We are happy with the stake we currently have and will evaluate further investment in the future.

You opted to retain the Mudra name post the acquisition. What was the reason for that?
Mudra has a great name in the marketplace. It is well-established and has a wonderful reputation for creativity. To diminish that by changing its name to DDB is not our style. Our style is collaboration. DDB Mudra is a powerful combination.

Recently, your parent Omnicom stepped into first-of-its-kind joint venture with rival IPG to manage General Motors' Chevy brand. The JV was between Omnicom's Goodby Silverstein & Partners and IPG's McCann-Ericsson. Now that the precedent has been set, are you open to the prospect of DDB working in similar alliances?

While a joint venture is a first, it is not uncommon for rival agencies to be working together. O



CHUCK BRYMER
President and CEO,
DDB Worldwide



Business Standard
30 March 2012

Vandana Das to join DDB Mudra Group as President

Economic Times
7 February 2012



Mandeep Malhotra is president of Mudra Max

MANDEEP Malhotra has been elevated as president and head of Mudra Max. He will be in-charge of the Mudra Max offerings comprising experiential businesses (Kidstuff, Celsius, Terra and Concrea) and the retail cluster which include (Prime Retail, Prime Consult, Prime Wayfinding, Multiplier and Pratham). Malhotra will handle these added responsibilities in addition to his current role as head of out-of-home (OOH) and will report to Pratap Bose.

Financial Express
- Brand Wagon
10 January 2012

DDB Health & Lifestyle wins awards

Our News Bureau
Mumbai

DDB Health & Lifestyle has won an array of awards including the Rx Club Awards, Clin Healthcare Awards and the New York Festival Awards also known as Global Healthcare Awards. The awards were presented at a ceremony, which was held at Metropolitan Pavillion in New York City.

DDB Health & Lifestyle won the Rx Club Awards 2011, New York for its campaign.



Express Pharma
1-15 January 2012

Key appointments made at Mudra Max

Mandeep Malhotra has been elevated as president and head for Mudra Max. He will handle these added responsibilities in addition to his current role as head of OOH and will report to Pratap Bose, chief operating officer, Mudra Group.

Commenting on the elevation, Bose said, "Over the last three years, Mandeep has done a commendable job in driving the growth and profitability of our OOH businesses and also in creating the finest outdoor team in the country. That apart, his charm, confidence and 'never say die' spirit has been extremely endearing and infectious, which has always been his biggest asset."

In another development, Mudra Max brought in NP Sathiyamurthy as head of its media offering. Sathiyamurthy comes from Lintas Media Group, where he was chief operating officer and chief executive officer for Karidima Initiative.

On this move, Bose said, "I have worked with Sathya before and we share a special relationship. With all his grey hairs, he will be a great asset to our media offering within Mudra Max."

Sathiyamurthy concluded, "I see him leading the strategic thinking, key client relationships and playing an important role in our experiential and engagement offerings."




Campaign India
13 January 2012

Counter Point

A tale of two cultures

Over there 'The Academy Award' was a threat. Here, it was a threat to the status quo. DDB's marketing partner Southside Kamath is a firm believer in creative excellence being rewarded but also feels there's something more to the story of awards.

I definitely believe awards matter. If you genuinely do great work, it doesn't matter how many times you're nominated and how often you win. But what I really enjoyed about the award system, many creative people are looking at award winning work as different from the work they should be doing for their clients. It's like a creation of a parallel culture around the real world.

From institutionalised: Simply put, awards are a reward system. The person who performs who doesn't want to live with it, you are not a creative. As for switching to the 'other' side, awards are a reward system, but we are not a reward system. At Mudra, we have a global vision. We identify people who take on jobs to replace leaders, active officers, or a few others. We need to find solutions, growth, and opportunities.



Economic Times - Brand Equity
4 April 2012

Investing in an ethical corporate culture

"THE CEO HAS TO INSPIRE THE RIGHT POLICIES, REVIEW THEM FROM TIME TO TIME AND COMMUNICATE THEM EFFECTIVE"

ROHITH KAMATH

One of the high-visibility and influential marketing services, media and communications industry accounts for a disproportionate role in the country's economic landscape. It is a sector that has become a hotbed of corruption, discipline, work with a posture of communication and much of the cutting edge of digital technology. It is a sector that has become a hotbed of corruption, discipline, work with a posture of communication and much of the cutting edge of digital technology. It is a sector that has become a hotbed of corruption, discipline, work with a posture of communication and much of the cutting edge of digital technology.

INDIA WINS 27 METALS AT ADFEST, PATTAYA

NO KIDDING. NO WORRIES.

India brought home 27 metals that include 2 golds, 11 silvers and 13 bronzes at the 15th Asia Pacific Advertising Festival, commonly known as Adfest, held in Pattaya, Thailand. DDB Mudra emerged as the winner from India with nine metals in total including three silvers and six bronzes. Leo Burnett followed with six metals including one gold, one silver and three bronzes.

Asian Age
22 March 2012

From 360° to 360°

Ravi Balakrishnan

For years, advertising agencies have dogged the concept of 360° degree communications — of tracking consumers wherever they are and inundating them with chaperoned relevant messages. One ad chief who has stopped drinking the 360° Kool-Aid is Chuck Brymer of DDB. As president and CEO of one of the world's most consistently awarded creative agencies, Brymer is in the process of moving his agency away from the carpet bombing of consumers with ad messages via a thousand different media. He says, "It is important to go from 360° to 6°. I want to get to your connections. I want to engage you in a way that inspires you to communicate with your 6° (friends of friends, family and acquaintances)."

His conviction in the new way is so great that he's joined the group of ad CEOs turned authors with his book, *The Nature of Marketing: Marketing in the Now as well as the Herd*. Part of the inspiration came from a documentary showing a school of fish turning at the same time. Brymer says, "It dawned on me that the swarming mentality is very consistent with the internet. We tend to follow people and do what others are doing. Technology that changed the way we work, live and play has created a new mechanism for consumers and a new way for us to communicate."

DDB's founder Bill Bernbach once famously said "Word of mouth is the best medium of all." What Brymer and his team are trying to generate is "word of mouth on steroids" — something that could potentially reach a million people overnight. Brymer says, "In the old days, the big ate the small. In the knowledge-based economy the fast eats the slow."

Brymer claims this has a direct effect on his agency's work. For instance Volkswagen's multiple award winning Fun Theory campaign saw DDB work at extracting fun from mundane activities like taking the stairs instead of an escalator or recycling. This was done by transforming the stairs into a giant playable piano, and the act of recycling bottles being turned into a game with points. He says, "Back then it was about sending a message and that was the end of it. Now the message not only connects you to the brand but to your friends. If I can create a message you can pass on, participate in and play with, I've got a deeper engagement opportunity." Brymer claims that the body of work from DDB as a whole looks radically different today compared to four or five years ago.

It's led DDB to look further afield when it comes to hiring people for the agency. It now welcomes those with a background in technology, software or gaming. In some cases, according to Brymer, the technology is the idea. Speaking of how closely it is welded to the way the agency



Economic Times - Brand Equity
11 April 2012



"Mudra has 3 entries in the Guinness World Records - a dental check-up event for Wrigley's, putting up a flex-mounted billboard in record time for Colours and an activation for Neutrogena sunblock."

Madhukar Kamath
Group CEO & Managing Director
DDB Mudra Group



"China is a major luxury goods market of a value of US\$ 6.5 billion. On any given day there are as many as 190 million online shoppers in China."

Dick Van Motman
President & CEO
DDB Greater China Group



"An outstanding example of the value of being part of the DDB Network is Telstra, a local brand which benefited from our access to the skills of an international business."

Marty O'Halloran
Chairman & CEO
Australia & New Zealand



"Hindustan Unilever is as focussed on doing good as it is on doing well."

Nitin Paranjpe
CEO & Managing Director
Hindustan Unilever Limited
EVP, South Asia Unilever



"We are constantly hunting for value and examining ways in which we can respond to an increasingly engaged consumer in the way he or she values."

Carlo Marsh
Managing Director
DDB Group Japan

"Compass, an independent customer satisfaction survey gave DDB MudraMax a score of 4/5."

Pratap Bose
COO
DDB Mudra Group



"Starhub Music Moodbox is a social brand which effectively demonstrates the importance of marrying technology and creativity for success."

David Tang
President & CEO
DDB Group Singapore



Tarpa - DDB Asia Pacific Summit



"Creativity is our pedigree and our greatest strength."
Chuck Brymer
President and CEO
DDB Worldwide



"The retailer is our customer and there are 25 big ones in the USA whom we service."
Jim Sexton
Global CMO
TracyLocke



Asia Pacific Summit

Branded as Tarpa - a celebration of ideas, the DDB Asia Pacific Summit held from 26 - 28 March in Mumbai was by all accounts a thumping success.

To the three P's that are basic to the DDB Worldwide vocabulary, the DDB Mudra Group sought to add a fourth - Pizzaz! Everything about the conference bespoke both style and substance - from the warm welcome in eighteen Indian languages by the DDB Mudra Group team to the close when 98 delegates from 12 countries decked out in elegant Indian outfits for a gala evening. Word on the streets has it that John Z actually grew a beard for the occasion so that he could more easily pass for a legendary Indian raja graciously welcoming his guests to the gala dinner!

Day 1 went from China 3.0 and Lessons from the Pacific to several sessions that explored the future of Agency Engagement and tactical solutions such as Think Like the Navy, Act like the Pirates. An excellent case study on The Unilever Experience in connecting with India provided several useful insights and relevance from a client stand point.

Day 2 highlighted the Importance of Asia to our Success and was followed by several sessions devoted to digital topics such as The new needs of a data led world where Analytics redefine Everything. Social Creativity was touched upon and The Tao of Shopping was unlocked before delegates were given a Digital Byte out of McDonald's. They came. They saw. They were conquered. But let the pictures do the talking...



"TrackmyMac is an app which you download to your cell which enables you to scan your Big Mac Box and track details about all the ingredients."

Andrew Knott
Vice President Digital
McDonald's Corporation



"The future is technology and sometimes we need to repackage ourselves as a technology start-up in order to qualify for a pitch."

Jeff Cheong
Managing Director & ECD
Tribal DDB Singapore



"Digital is dead. Long live digital. Creativity is still the most powerful force but we need to think holistically across all consumer touch points and find new ways in which to engage."

Patrick Rona
President, APAC
Tribal DDB Worldwide

Chief Digital Officer
DDB Group, APAC

"Out of 63 Lions won by DDB in Cannes, 24 Lions have come out of the Asia Pacific region. Second only to DDB Europe. That says a lot about the importance of this region for DDB."

John Zeigler
Chairman & CEO
DDB Group Asia Pacific
India & Japan





Ashish Mishra
Chief Strategist & Head
Water

Shrugging off the Loyalty Cross

To understand loyalties in love, it's important to size up why we love in the first place. Well, people have loved for different reasons - out of devotion, out of duty, to fulfil social expectations, carry out familial responsibilities, feel part of a region or community, or quite simply because they were supposed to.

Likewise brands we loved were guided by the dominant expectations and moods of the times, guaranteeing quality assurance during industrialisation, symbolising lifestyles when prosperity grew, and advocating bottom line when tough times loomed. As we evolve into individualistic societies, our self gains prominence and leads to a new definition of love. We now simply love things, people or brands, that make us feel good about ourselves. Period.

What matters most today about love, to men and, increasingly to women as well, is a state of feeling good about themselves. Love is chosen, not thrust as an ownership and obligation in exchange for social and financial security or even a familial arrangement of beneficial convenience.

Is it surprising then that we have growing instances of celebrities as well as common people moving from one partner to another? Any wonder then that the world celebrated the current state of broken relationships all over, by instituting 'A Museum of Broken Relationships' in London recently?

People are trying out relationships before committing. 'Playing the field' and 'living in' is normal. And when the pre-tested relationships too run into snags, the new lot feels free to move on.

Quite similarly, Brands today can no longer expect loyalties simply because they provide a security or trust of quality, durability, lifestyle, value or even the formulaic emotional pay off to the customer. Let's examine why.

There is unprecedented choice today so that it seems only natural to experiment. Especially when such values are being made fashionable in media. It may have bemused us to see the gen Y training to be 'Superstuds', at the unabashed schools of flirting showing as a primetime programme. On a lighter note there are wannabe youth car brands like 'A Star' espousing new principles of 'love' by hiding a lover in the boot of a hatchback (!), as a back up (stepney) in case your regular lover signed off early in the night!

What's more, it's not just mindless variety. There's an increasing customisation and personalisation too questioning the commitment to a need brand mismatch. It is the 'create it for yourself' era. The 'you age'. And doesn't it make it irresistible to have not just immense choice but the choices competing to appeal to your personal sensibilities?

The temptation doesn't stop here. Significantly, there's yet another clinching draw that at least the progressive brands have begun to use, to make us feel good about ourselves - Resolving our Conflicts. Scooty resolves the restrictions on teen girls, HDFC Standard Life assuages the financial dependence and loss of pride of elderly, ICICI Pru attempted to soothe the overworked nerves by advocating early retirement, Dirt is Good takes a stance against

hyperparenting, Lifebuoy's 'ab kya darna' perhaps addresses children's confinement, and Nano lyrically encourages the struggling middle class ambitions.

As a matter of fact, much like the playful couple of Nano rediscovering the joy of singing in the rain, the brands that sustain loyalty are the ones that earn it through sustained excitement, trust and respect. And among the three, it's the excitement that really provides the preferential appeal to the new age moods and mindsets.

The big question is: "Is Loyalty all that it's made out to be?" In a way, isn't it tolerating the "bad", the "inefficient"? By that logic, doesn't that mean, Loyalty is anti-evolution? Could that be the mistake brands are making today? Hoping for loyalty from consumers? Trying to be a wife, instead of a lover?

The glaring example of Nokia vs Apple comes to mind. No surprises then about which of the two has declined from its absolutely dominant share, and which one is the more valuable company in the world today? The Sunday Supplement of the nation's leading daily recently carried an account of a simple housewife who after being taken for granted by her chauvinistic husband, found a true companion and happiness post years of marital suffering, and went for the relationship with very little guilt.

I wonder how long would it be before the same woman will move on from her mother's brand if she can derive a greater brand experience and connect elsewhere? I also wonder if she can really be faulted for doing so, in the latter case as well as the former.



Venkat Mallik
President - India
Tribal DDB & RAPP

The Advertising Industry's U Turn

Ask any self-respecting client that question and the answer today is bound to be 'No' or 'Not at the moment' or 'I think we have more than enough already' or 'We don't have the time to meet more of them - in fact don't know how to manage the ones we have on board well enough.' And, they certainly don't need just another me too advertising agency.

Disaggregation or rather disintegration of the all encompassing advertising agency model into multiple small parts with different specialisations has meant the proliferation of a lot of little shops for strategy, brand, design, digital, DM, creative services et al, each fulfilling a small part of the overall whole for building a successful marketing programme. Each such entity specialises in something but does everything.

Advertising agencies then allowed clients and others to reposition them as makers of ad films or one time press ad campaigns rather than partners who add continuous value to building the client's brand and business. Couple that with the 'Do your part and get out' attitude and we have low perceived value-add, low partnership value and consequently, lower and lower earnings.

The advertising agency had knocked itself off the seat on the business board because it stopped being a strong external partner of the unique kind that a client could reach out to for marketing counsel and advice on how to build the brand and business. The pursuit of creative services as opposed to creative business solutions, in fact, turned it into a fairly inconsequential marketing support partner.

The renewed complexity of the MARCOM business provides advertising agencies with 'Yet another chance' to make it back to the reckoning and to move up the value chain.

To build a successful brand in today's context needs a lot more doing than earlier because there are a lot more avenues to touch people. So we need mass advertising, we need brand design, we need a digital programme, we need activation, we need a PR plan, we need CRM, we need media planning, we need social media, we need employees to live the brand, we need retail front faces aligned to the brand, we need on-brand customer service and so on.

Clients are beginning to find the complexity too much to deal with and are increasingly requesting us to present a single window offering which handles the multiple entities in the back end. This presents a significant opportunity to advertising groups to bring back the value-add.

The advertising agency group is the only one with this unique bundle of services and honest to goodness on-ground implementation capability and experience. Like they say, an inch of experience is better than hundreds of feet of theory. A lot of other consultants without the on-ground implementation experience cannot compete with the unique combination of strategy and experience that advertising groups bring in.

Additionally, the increasing focus on ROMI (Return on Marketing Investment)

coupled with the growth of digital and the growth of marketing technology are helping the cause significantly. Clients need the support of an advertising group with skills and capabilities in these areas combined with the ability to translate those into marketing communication initiatives.

The birth of new forms of research and the growing understanding that the earlier opinion research methodologies often led to fallacious conclusions is one more area where advertising groups can help drive change and new thinking.

A lot is going to depend on how advertising agencies as a whole use the opportunities that this new age of marketing presents. But if they use this period well, they could very easily regain their seat in the boardroom. And many will probably stop being 'yet another advertising agency'. Here is wishing all of us tenacity to stay the course and the right dose of luck.

Advertising doesn't create a product advantage. It can only convey it.

BILL BERNBACH *Said*



Pratap Bose
COO
DDB Mudra Group

Targeting the Mobile-friendly Rural Consumer

The rural consumer is more exposed and aware now than he has ever been in the history of India. He also has more choices and more brands trying to fit into his mind space. Becoming increasingly important for brands looking for fresh growth beyond urban India’s market penetration, especially in the larger towns and cities, rural consumers are no longer a simple target to woo, as their exposures and growing awareness have made them more discerning than earlier. At the same time, their aspirations for consuming branded and more sophisticated products make them very attractive for brands.

The two paradigm shifts that have affected rural consumer behaviour are rooted in urbanisation and the advent of the mobile phone. Urbanisation has changed the credentials of the influencer. Earlier, influence was a function of designation or social status; in the last few years, villagers who have either studied or worked in larger cities are seen as the trendsetters. Living and studying with their urban counterparts translates into increased exposure across all facets ranging from everyday product choices to financial instruments.

Mobile phones have given the rural consumer more than just mere connectivity. The device is their gateway to information and entertainment. Chinese phones are very successful in the rural markets because they are equipped with technology to play songs and cameras to capture

pictures, adding to which most handsets are stylishly designed. The mobile phone is the villager’s ‘remote control’ to the world and is helping him find daily mandi rates, as well as control water pumps from the comfort of his house. We need to prepare for the next generation of digital natives from the villages of India.

Since a majority of our country still lives in rural India, rural marketing cannot be very different from mainstream marketing; the same principles apply. Today, rural marketing is not just a media challenge - the message and communication design is critical. Yes, ‘value proposition’ is still very critical in the rural areas and sometimes price and SKUs need to be designed price-backwards, but aesthetics are important as well. If a company is manufacturing to target the mass market, what the rural consumer thinks of its brand is key to its success or failure.

Brands have realised that while ‘share of desire’ is more important than share of pocket even in the rural markets, communication from most brands is focused on the feel-good factor. Many brands are now focusing their energies into influencer and network marketing to target the wary rural consumer. Communication parameters have shifted from communicating the generic benefit of progress to multiple attribute reassurance.

The mediums traditionally used for targeting the rural consumer still hold good because most of them are focused around congregation. The challenge today’s marketing managers face is how use those mediums differently to create conversation. A brand needs to look at the channel and succinctly outline the role that it plays in the idea.

Marketers need to work out how they can drive retail advocacy, or run programmes in melas and market places that people remember. Mobile phones, transit points and the like are all important mediums. Brands need to work at making the messages relevant to the channel.

Rural activation needs to provide novel experiences to be remembered. Generic, run-of-the-mill activations may meet tactical objectives but will fail to leave a brand imprint on the rural consumer’s mind. Products and SKUs may be value for money but they cannot be cheap, as social status is of great importance.

The retailer is a key influencer as he provides the interface with the company and on many occasions, also the finance (credit) and assurance. The rural consumers trust people, not companies. As a result, networks and influencers are of great importance. Share of desire is greater than share of pocket.



Brandon Cheung
Regional Digital Strategy Director
Tribal DDB Asia Pacific

Business Opportunity of the Social Web Movement

We talk a lot about the opportunity for social media to transcend the world of advertising and PR into a broader business context. In the industry, we've coined the term social business just to frame the value of social behaviour and technology beyond the media itself.

But more often than not, social business doesn't pass the elevator pitch test. People don't fully grasp the concept. We're still stuck in a cloud of buzzwords like 'viral video', 'buzz marketing' and 'influencer outreach'.

And while I love a good viral video campaign as much as anyone else, I think we're missing the bigger business opportunity of the social web movement.

At the heart of every business is a strategic supply chain setup, and this is where the most critical business value can be gained, or lost.

Using the analogy of a casino, your supply chain is at the high stakes poker table, and your Facebook fan page is at the slot machines by the front door.

Think about where you're playing most of your chips. So, while social media has primarily been defined as a buzz marketing tool, it's time we start considering how it can take on a bigger role to support, protect, and improve your existing supply chain setup.

The business case for social supply chains has arrived.

Adjusting to Transparency

Supply chains require a delicate balance between risk and reward.

On one hand, you want to be secretive about your suppliers to keep your competitors away, and you also want to hide any problems before they go public.

On the other hand, you're constantly being pressured by investors, auditors, environmental activists and customers to be more transparent about your business practices and partners.

Social media has only further accelerated the speed and scale associated with this pressure.

For example:

Apple just released a disclosure report about all of its suppliers, setting a new standard of compliance for its supply chain and a new precedent of transparency of its multibillion dollar operation.

McDonald's cut off one of its largest fresh egg suppliers after seeing video evidence of the farm's unacceptable animal treatment practices.

P&G's has started to implement programmes like Control Tower and Distributor Connect to be more transparent and efficient with distribution and retail partners.

Never before has it been more important to have an open and honest policy about your business suppliers and how it relates to your product and service.

The social media world is watching you in real time and doing so with a very discerning eye.

Know that you'll be quickly criticised for your mistakes and know that you'll need to be equally quick in responding.

It's an uncomfortable first step that even the biggest brands are beginning to take.

Turning the Tables

But social media's impact on your supply chain isn't simply about managing potential compliance disasters.

If you embrace the open culture that social media enables, there's the potential to collaborate with your discerning audience and turn some of them into co-owners of your supply chain.

Customer collaboration in the supply chain isn't a new concept.

The original innovators in this space were successful because they believed in their customers as essential inputs to their supply chain, and not just end points of sale.

For example:

NikeiD.com and Threadless.com are famous for inviting customers to create their own designs and share the profits of those sales.

Kickstarter.com and Kiva.org are famous for inviting customers to contribute ideas, and more importantly, enabling other customers to fund those ideas.

By giving co-ownership to elements of the supply chain - e.g. design or funding - these brands were able to not only inspire advocacy from customers but also proactively prevent criticism of their supplier practices.

After all, it's harder to critique a product that you had a hand in creating.

The Radical Thinkers

Fast forward to now. We're at the crossroads of two huge themes in the social supply chain management - transparency and collaboration.

The promise of the future looks bright when you consider some of the innovative business models that have recently hit the market:

Warbyparker.com is an eyewear company. It takes a transparent approach to its supply chain management and shows how its reduction of "the middle man" translates into direct savings for the customer.

Any customer that investigates the costs behind their designer glasses will eventually stumble upon the fact that Warbyparker.com can get you the same quality eyewear for much cheaper and delivered directly to your home.

Honestby.com is a luxury fashion brand. It takes supply chain transparency to a whole new level, giving you every detail of the manufacturing process that goes into each garment it sells.

It believes that complete transparency not only shows its sustainable supplier practices, but also gives customers an

understanding of what goes into the price of its clothing, including its profit margins!

Plukka.com is a designer jewellery store, founded by Hong Kong entrepreneur Joanne Ooi.

It applies the social elements of the group-buying model straight into the manufacturing process of designer jewellery.

Basically, if you don't buy it, Plukka won't make it. And the more people that buy an item, the lower the price becomes for every one.

This is another case of passing costs savings in the supply chain back to the end customers.

By only manufacturing what is purchased, Plukka essentially holds very low inventory risk on high-priced jewellery items.

Only time will tell how many industries will get disrupted by socialised supply chain practices as consumers begin to see a better way to evaluate a company's product.

Designer jewellery and fashion may already be on the verge of radical change.

What we've learned so far is that there's great value in consumer trust for your brand. But that trust must be earned and it will be tested.

So, the first step is to be open and honest about your own supply chain.

Is it ready to stand up to the speed and scale of social media? Can you find ways to embrace the opportunity and create new value for, or with, your customers? Does your supply chain represent the same brand promise you communicate in advertising?

It would be wise to answer these questions before your competition or customers beat you to it.

Properly practiced, creativity must result in greater sales more economically achieved. Properly practiced, creativity can lift your claims out of the swamp of sameness and make them accepted, believed, persuasive, urgent.

BILL BERNBACH *Said*



Elena Weinstein
Communications Associate
DDB Worldwide, New York

HBR cites DDB for Viral Ad Successes

In an article titled, "The New Science of Viral Ads: Five techniques can help companies make commercials that people will watch and share," by Thales Teixeira, Assistant Professor at Harvard Business School in the March 2012 issue of Harvard Business Review, DDB's iconic work for Bud Light received two shout-outs for successfully leveraging strategies to catapult a campaign to going viral.

The article delineates five obstacles marketers face and then poses a solution to these problems.

Below are some snippets from the piece:

Prominent branding puts off viewers

Utilise "brand pulsing" that unobtrusively weaves the brand image throughout the ad

Experiments have shown that this can increase viewership by as much as 20%. A good question to ask when conceiving an ad is: If I removed the brand image, would the content still be intrinsically interesting? If the answer is yes, viewers are more likely to keep watching.

People get bored right away

Create joy or surprise right away

To maximise viewership, it's important to generate at least one of these responses early on. Traditionally, though, advertisers have

constructed narratives that escalate toward a dramatic climax or a surprise ending.

Such commercials may have worked on TV decades ago, but today's online viewers need to be hooked in the opening seconds. DDB's Bud Light "Swear Jar" ad opens up a jar that workers must pay into as a penalty for profanity. One employee immediately curses because he knows the money will be used to buy Bud Light.

People watch for a while, then stop

Build an emotional roller coaster

Viewers are more likely to continue watching a video ad if they experience emotional ups and downs.

The "Swear Jar" video makes skilful use of the roller coaster technique. The opening scene, which sets up the ad's conceit, lasts just 15 seconds.

The remainder of the 60-second spot consists of seven scenes with bleeped-out profanities, each conveying its own surprise and humour.

People like an ad but won't share it

Surprise but don't shock

Even though people may enjoy an ad themselves, they won't always send it to others.

In particular, though shock may get people to watch an ad privately, it often works against their desire to share the spot.

DDB's Bud Light "Clothing Drive" ad has an office worker promoting a charity drive by offering a Bud Light for every article of used clothing donated.

The characters respond by removing clothes they're wearing and the scenes that ensue contain increasing amounts of nudity. However, it was not widely shared. The nudity was too shocking.

People still won't share the ad

Target the viewers who will

Even when an ad has been perfectly tailored to go viral, only a subset of those who watch it will share it.

Research shows, there are two attributes of people who frequently share ads: Extroversion and egocentricity. In many cases, egocentric people are inclined to share because they are looking to increase their social status.

As viewers gain increasing control over which ads they sit through, advertisers will have to become more consumer-centric. They'll need to think harder about the value a video offers to the viewer, instead of considering primarily how well the video serves the brand.

The result will be ads that are both more effective and more enjoyable.



Hitchhike with a Like

Tribal DDB Amsterdam has launched ‘Hitchhike with a Like’, a new fully interactive online gaming experience for Volkswagen, featuring the third generation of the legendary Beetle car - 21st century Beetle. Produced in close collaboration with Facebook, the campaign is a true innovation in the field of social media gaming worldwide.

The idea is to allow Facebook fans that ‘liked’ the game to virtually hitchhike to the greatest cities in Europe, getting picked up by different Beetle drivers. The game is accessible, easy to play and fun. Cities featured are carefully chosen hubs known for cultural and musical events, or considered design or architectural icons in Europe. There are 64 various characters driving 64 uniquely designed Beetle cars. Each of the 256 different rides bring surprising stories and outcomes. There are opportunities to earn extra points, unlock prizes and discover originally composed music tracks.

Music is central to this campaign, determining the ‘driving the spirit’ as each ride has its own soundtrack reflecting the characteristics of the Beetle driver. The game is intuitive, aiming at the short initial attention span of the user and requiring the best of play interaction design. Each and every detail of the game is carefully designed - even the ‘hitchhike/Facebook thumb’ takes on five different forms.

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