

BRAND EQUITY

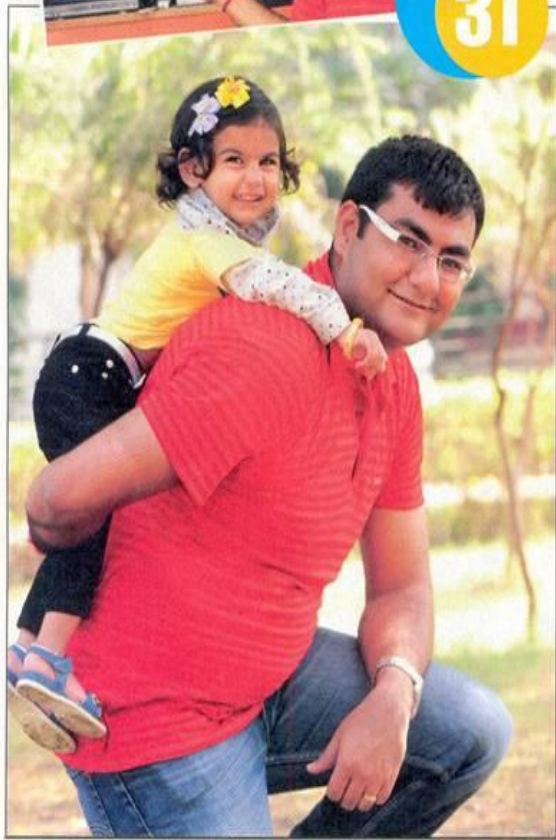
MEDIA'S VALUED PLAY

sameer kapoor

DEPUTY GENERAL MANAGER,
MADISON COMMUNICATION, Delhi



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monaz k
todywalla

DEPUTY GM,
MADISON MEDIA,
Mumbai

WORK EX:
Lodestar

WORK EX: Universal McCann, OMS (unit of Mudra)

Sameer Kapoor is a compulsive 'couch potato' and even if he reaches home at midnight, needs his daily dose of TV. Hindi soaps are on his must watch list and he spends a lot of his free time on them, "I keep track of all stories / eliminations / gossips on all lead GEC soaps and reality shows. So even when I am in office I know what Pratigya or Archana or Ammaji are upto," he says. This interest in the medium makes him dole out free advice to channel sales people when they come to get his point of view on the prospects of a new show / property that they are launching.

He's been with Madison since 2004 and has worked on Hyundai, GM and Airtel. He's been handling Airtel for the last four years and loves the "hyper competitive nature of the telecom category. Working on Airtel demands being ahead of others by length. All action happens at lightning speed. Be it putting campaigns on air at a four hour notice to pulling out campaigns at even lesser notice! Working on Airtel has improved my buying skills, given me learnings to manage a large team, provide solutions across media to varied client queries, set up industry leading processes and work out media formats for rural audiences," says Kapoor.

He has won an Abby Gold for Best use of Sponsorship on Bigg Boss. But the two projects close to his heart are the 'Barriers Break when People Talk' campaign for Airtel done on *The Times of India* front page against the backdrop of the famous Harbhajan-Symonds 'monkeygate' scandal. And the 'Airtel Bol Baby Bol' campaign on Star One, which received excellent response from Airtel subscribers.

This hyperactive telecom buyer, has an equally active 21-month old daughter vying for his time, "these days I finish off office work quickly to spend time with my daughter. We have dinner together, read her favourite Dora stories, play, I dress her for the night, then we go out for a quick five minute drive and finally let 9XM the music channel help me put her to sleep," he smiles.

BOSS TALK: Punitha Arumugam, CEO, Madison Media

"Sameer to me, is Mr Non Flappable — put him under the toughest and most stressful situations and he will handle it with such surety, patience and aplomb that you wonder what the stress was about anyway! A great asset in an "always under fire" industry like ours. Sameer behaved like a leader long before he became one on our largest AOR — Airtel. For someone so young, his ability to carry a team and lead them in the right direction without any flamboyance, continues to amaze me even after six years of working with him."

Monaz handles brands like Marico, Bharati Axa and Cadbury among others. Some of her noteworthy projects have been the children's video created for Bournvita along with Disney TV and a digital initiative done with MTV for Bournvita. Todywalla was also part of Saffola's campaign for the World Heart Day last year — where five radio stations went silent for an hour's time and the only sound that was heard on them was heartbeat. Her awards kitty includes an Emvie for Saffola and Bournvita. The latter campaign also won a Young Achiever's Award from The Ad Club of Bombay.

For Todywalla advertising was a thought-out career choice. After college, she studied communication from NMIMS and joined Lodestar. In the seven years that she spent with the agency she learnt the ropes of the trade from some of the best people in the business like Malika Arjun Das and Apurva Purohit among others. Madison, she says, has given her the freedom to do things beyond the brief, "I love the freedom here to ideate, think and execute." It is what made her and the team try unique things like blocking radio stations for an hour. Punitha Arumugam, CEO, Madison Media calls her 'Ms Enthusiasm'. "Her biggest strength is her ability to listen (which very few do), quickly grasp another's point of view, and convincingly mount her own arguments for or against it. The benefit — the shortest and the most fruitful time management, in all meetings with her," says Arumugam.

When not thinking out-of-the-box, she is pacifying her 7-month old baby's tantrums — be it playing with her or talking to her, Todywalla ensures that her child doesn't feel deprived of her attention. Besides spending time with family, she's a big foodie, "Eating out is integral to my family and friends circle. We are always planning our next joint," she chuckles.