

**PRESS RELEASE***For immediate release***Madison Media is the first Media agency to bring home not one but two Cannes Media Lions**

**Mumbai, June 28, 2006:** It is for the first time that a media agency has scored at Cannes and brought home not one but two Media Lions. The Agency: Madison Media. There were 1,466 entries for Media Lions this year from all around the world. In the final tally, for the first time Madison Media has brought home two Media Lions, making it the first media agency ever to have won the Media Lion. No other agency from any part of the world has won more than two Media Lions.

Says, Sam Balsara, Chairman & Managing Director, Madison Communications Private Limited, *“We are delighted that India’s first media agency is also the first media agency to have brought home not one but two media lions. Madison Media won the two lions in two disparate categories Television and New Media”*.

Says, Punitha Arumugam, Madison Media Group CEO, *“We have won in two categories which are at either end of the spectrum. It’s heartening that we have won in the extremely competitive TV category, where competition is severest and is today, the main stay of advertisers. At the other end, we have won another category which is rapidly emerging, Internet / New Media and it is wonderful to know that our thinking in new media is cutting edge enough to be recognized as outstanding by over 20 of the world’s most accomplished Media professionals, serving as Jurors”*.

The entry that won Madison a Media Lion in the Internet / New Media category is that for Cadbury Dairy Milk. This was a mobile campaign undertaken by Madison Media in association with Reliance Mobile who offered students who had appeared for 10<sup>th</sup> and 12<sup>th</sup> standard exams, results on the mobile. All that a student had to do is SMS his/her exam number and he/she would immediately get the result along with the marks. And if the student had passed he/she got a message, “*Pappu pass ho gaya, kuch meetha ho jaye, Cadbury’s Dairy Milk*”. According to Madison this is an outstanding example of how, by providing a stimulus at a specific time/opportunity, you can increase the probability of a sale. It’s also an outstanding example of a media idea helping to further the Brand Equity of the brand.

Madison Media won the other Media Lion for Procter & Gamble’s Whisper Choice in the television category. In this campaign, Madison tied-up with Doordarshan to run an essay contest, on an All-India basis, under which Mothers were invited to write about the choices that they would like to give their daughters and an on-ground event saw the winning mothers being felicitated by their daughters and also featured celebrity mother-daughter teams. The on-ground event was televised on National Doordarshan. Whisper Choice (a late entrant in the highly competitive mid-priced sanitary napkin segment) built a strong bond with mother-daughter through this nationally orchestrated campaign. The event provided a rare opportunity for the much ignored Indian mother to be recognized and also promoted the concept that Mothers need to provide the right choice as much to their daughters as they do to their sons.

- Encl.: 1. Pictorial representation of Cadbury’s Dairy Milk Entry  
2. Pictorial representation of Procter & Gamble’s Whisper Choice Entry