

**PRESS RELEASE***For immediate release***Madison Media adopts new positioning:**

**Mumbai, October 3, 2011:** Madison Media has recently announced its new brand positioning: **iEngine** to better encapsulate to clients what it is seeking to do and to enable Madisonites to internalize what is their task in terms of delivery to clients. To start with, the word *Engine* denotes going forward and growth and this is what Madison aspires to help all its clients achieve. An *Engine* is also a perfect mechanical marvel of precision, with a million parts working in unison and firing perfectly without any misses so that all fuel is used optimally without any wastage or pollution, but generating clean, strong power to enable a forward thrust.

An ideal media organization should be a BRAINS TRUST. The focus therefore is to standardize and automate as many of routine processes as possible and request our clients to accept standardized formats and processes so that a Planner's time is freed up to think about what to do, so that that the Client's brand can make a bigger impact in the market place and grow. On the BRAINS TRUST front, the focus is to

encourage teams to meet internally as often as possible in brain storming sessions and infuse DIVERSITY in teams.

The **i** in **iEngine** stands for different things like :

investment,

insights,

innovation,

invention,

inspiration,

immersion,

impact,

implementation,

intelligence etc...

The Madison Media teams in consultation with their clients will choose what “i” they will focus on during the year, depending on the state of the brand in its life cycle or overall company priorities.

Says **Mr. Sam Balsara, CMD, Madison World**, *“The new positioning will help Madison Media better deliver to its clients what they are looking for by focusing internally on one aspect more than anything else”*.

Says **Ms. Punitha Arumugam, Group CEO, Madison Media**, *“We did not want to specify what the “i” should stand for. It could stand for any one of ten things and can stand for different things at different points of time for the same client. The beauty of the concept is that it offers flexibility without losing focus and seeks client alignment and a buy-in at the beginning of the year so both brand and*

*agency media teams work towards achieving the same objective. It also enables us to recognize and adapt and respond to clients' changing needs year on year".*

### **ALL CLIENTS DO NOT NEED THE SAME “i”**

The concept recognizes that while all clients want all the “i’s”, for a given period they need one “i” more than any other, so while Madison Media offers all these “i’s”, it will be defining one focus “i” for every client in conjunction with the client. So for one client the agency could be the **INNOVATION ENGINE**, whereas for another the **INVESTMENT ENGINE**.

### **CLIENT’S NEEDS CHANGE AND EVOLVE YEAR ON YEAR**

As a company evolves, its needs change. Or the environment makes it necessary to focus on a particular aspect. (Eg : when the economy was on a downturn two years back and most clients were wanting better **investment** efficiencies as the single most important “i” from a media agency), in the next year depending on market /brand situation, the core need may evolve, to say **Insights Engine** so as to enable him to differentiate the brand from competition. So for Year 1 for this client Madison Media will be the **INVESTMENT ENGINE**, but in Year 2 it will be the **INSIGHTS ENGINE**.

This does not mean, the agency will stop being the other i’s to any client, it will continue to deliver all the “i’s”, but focus on one “i” more.

To make the teams work towards the identified “i” for that client, the agency is in the process of developing an **i SCORE** – every document/work that the team sends to its clients will have an “i” score on a scale of 1-5, for example, if we have

decided on one client that INNOVATION ENGINE is what we will be in 2012 , then every plan / buy/ strategy work that goes to the client, from that agency team will carry an “I”NNOVATION SCORE thereby ensuring that there is focus on INNOVATION in the Plan/Buy/Strategy.

Madison Media Group is India’s foremost media agency handling media planning and buying for blue chip clients including Airtel, Godrej, Kraft Foods, ITC, General Motors, Marico, McDonald’s TVS, Britannia, Procter & Gamble, Asian Paints, Tata Tea, Pidilite, Shriram Transport Finance, Levis, SpiceJet, Axis Bank, Domino’s, Bharti Axa, MaxNewyork Life Insurance, Tata Salt, Acer, Dish TV, Imagine TV, Times Television Network, Indian Oil and many others. The gross billing of Madison Media is Rs. 3000 crores.

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