

Madison Media adopts new positioning:



Madison Media has recently announced its new brand positioning: **iEngine** to better encapsulate what it will deliver to each of its clients individually and to ensure that each Madisonite focuses on individual client expectations.

The *Engine* in iEngine:

To start with, the word *Engine* denotes moving forward and growth. An *Engine* is a perfect mechanical marvel of precision, with a million parts working in unison and firing perfectly without any misses. This ensures that all the fuel is used optimally without any wastage or pollution, while generating clean and strong power to enable a forward thrust. Hence, the word *Engine* in this new positioning reflects how Madison Media will be seamlessly integrating all its parts to move forward to achieve growth for clients.

Madison Media is focusing aggressively to standardize and automate as many of the routine processes to enable Madisonites to focus on the “thinking” rather than the “doing” on a client’s business. To enable and aid fresh thinking, Madison Media is focusing on infusing DIVERSITY in its teams with functional skills like account planning, consumer insights, qualitative research, creative, programming expertise etc

The “i” in iEngine

The “i” in **iEngine** stands for all the “i’s” that the client seeks from a Media Agency Partner, be it Investment, Insights, Innovation, Inspiration, Impact, Intelligence, Invention

The Madison Media team in consultation with each of their clients will choose that one “i” which the client wants to focus on emphatically during the year, basis the client’s stated priorities.

While all clients want all the “i’s”, one client may need one particular “i” more than another “i” to meet its business objective. Hence for one client “Madison Media– the iEngine” would be “Madison Media - the innovation engine” whereas for another client it would be “Madison Media – the investment engine”.

The same client will also need different “i’s” at different points in time. For example, when the economy was on a downturn two years back, a client wanted better investment efficiencies as the single most important “i” from a media agency. However, the same client in the following year due to market /brand situations, shifted their focus from investment to insights. So for this client, Madison Media will move from being “Madison Media - the investment engine” in one year to becoming “Madison Media - the insights engine” the following year”.

The new positioning of **iEngine** hence enables Madison Media’s delivery to constantly evolve and be discontinuous within a client and across clients; it helps to define different “i’s” for different clients and different “i’s” for the same client based on changing and evolving individual client needs.

iEngine in action:

To make the teams work towards the identified “i” for that client, the agency is in the process of developing an **iScore** – every document/work that the team sends to its clients will have an “i” score on a scale of 1-5. For example, if Madison Media is to be the innovation engine for a client in 2012, then every strategy / plan / buy/ that goes to the client will carry an “i”nnovation score thereby ensuring that there is focus on innovation in every work - big or small - that is done on the client. This does not mean, the agency will stop being the other “i” to the client, it will continue to deliver all the “i’s”, but will focus more on one “i”.