

McDowell Indian Derby 2007



PR Campaign
January 22 – February 6, 2007

Objectives

- To leverage The McDowell Indian Derby as one of the of the most premier and happening derby's / events on the events on the social calendar in India, held in Mumbai Mumbai
- To re-enforce the strong & positive link between McDowell & the racing circle thus highlighting the brand the brand proposition of Black Dog

Target Audience

- Racing Enthusiasts
- Men 18+, SEC ABC
- Women 18+, SEC ABC
- Kids
- People from all walks of life

PR Strategy

- Pre-Derby press conference to announce the McDowell McDowell Indian Derby Weekend 2007 presented by presented by Black Dog
- Pre-Derby stories capturing different dimensions of dimensions of excitement - horse racing, the jockeys, jockeys, participants, fashion & lifestyle and record prize record prize money of Rs. One crore
- Create unique photo opportunity for the target media media

Leg 1: Announcement of McDowell Indian Derby Weekend 2007

Key Message

- Announcement of The McDowell Indian Derby 2007 to 2007 to be held in Mumbai on Feb 3 - 4, 2007
- Black Dog is the title sponsor for Year 2007 and McDowell has sponsored the Indian Derby for the last 20 the last 20 years

PR Maximization

- Semi-Exclusives with Dr. Vijay Mallya, Chairman, UB Chairman, UB Group
- Photo opportunities with Dr. Vijay Mallya
 - Unveiling the special commemorative edition of Black Dog Black Dog 12 Year Old Scotch Whisky for the McDowell McDowell Indian Derby 2007.
 - Mercedes Benz, the richest prize to be given away at the at the Indian Derby

Announcement of the McDowell Indian Derby 2007



**Dr. Vijay
Mallya
unveiling the
Limited
Edition of
the Black
Dog 12 Year
Old Scotch
Whisky at
the Press
Conference**

**Dr. Vijay
Mallya
posing
besides
Mercedes
Benz, the
richest
prize to be
given away
at Indian
Derby**



Leg 2: Pre-Derby Stories

Key Messages

- To demystify racing sport that it's not 'gambling' but a good but a good clean sport that is full of fun and excitement. excitement.
- To build a strong association of McDowell with horse racing horse racing and position the McDowell Indian Derby 2007, Derby 2007, as the most fun filled weekend in the horse horse racing calendar

PR Maximization

- **Lifestyle Stories/Feature Articles**

Who's who to be present at the Derby

What's exciting at this Derby / Spectacular Do's at previous at previous Derby's

Special outfits worn by the celebrities

Designers to predict the dress code for this derby season season

Images of celebrities with their favorite horses at the RWITC the RWITC

Leg 2: Pre-Derby Stories

PR Maximization

- **Lifestyle Stories/Feature Articles**

Talk to different age groups for their views about the Derby
the Derby

Photo shoots with International carnival performers
performers

- **Derby Related Stories:**

Exclusive stories with the leading Jockeys

Favorites to win the Derby

Prize Money

Leg 3: Derby Weekend (3rd – 4th Feb, 2007)

Key Messages

- McDowell Indian Derby 2007 – India's Most Prestigious Prestigious and Fashionable Weekend

PR Maximization

- Semi – Exclusives with Celebrities attending the Derby Derby
- Photo Opp's with the Winner Jockey, Samba Dancers, Dancers, Celebrities & International Cocktail Jockeys Jockeys
- Indian Derby 2007 vis-à-vis last year's Derby
- Attendance at the Derby
- Pre Derby Party hosted by Dr. Mallya

Derby Weekend (3rd – 4th February 2007)

Stilt Walkers from Australia enthralled the visitors



Illias, the International Cocktail Jockey in the act at the McDowell Indian Derby 2007



Samba Dancers from Brazil left the spectators spell bound at the McDowell Indian Derby 2007

Derby Weekend (3rd – 4th February 2007)



Kiddies at their best




Huge crowd to be a part of the spectacular McDowell Indian Derby 2007




Who's Who at the McDowell Indian Derby 2007


Media Invitation



INDIA'S ONLY FASHION WEEKEND
3rd - 4th February 2007



*Hints of victory.
Frenzied competition.
The crowning of spirit.*



Also known as The McDowell Indian Derby.
India's most prestigious race. India's hottest event.

*Black Dog invites you to witness a weekend where hearts race faster than horses.
Featuring the blue riband race of the season - The McDowell Indian Derby.
A race that truly defines the sporting spirit of thoroughbreds.
And this year, The McDowell Indian Derby
brings with it an awe-inspiring purse of Rs. 1 crore!*

*So come witness the action on February 3rd and 4th at the Mahalaxmi Race Course, Mumbai.
Races start at 1pm*

*It's not just India's most prestigious and fashionable weekend.
But India's most fun weekend too!*

Featured Races on Saturday, Feb 3

- The 'Antiquity Blue - Indulge!' Trophy
- The 'Signature - Success is Good Fun' Trophy
- The 'Royal Challenge - Forever Young' Cup

Featured Races on Sunday, Feb 4

- The McDowell Indian Derby
- The Black Dog Heritage Cup
- The Black Dog Centenary Trophy
- The United Spirits Challenger Trophy

* Conditions Apply

Highlights of the McDowell Indian Derby 2007

- The McDowell Indian Derby 2007 was one of the the most talked about events in Mumbai's Fashion Fashion Calendar
- The McDowell Indian Derby 2007 witnessed record record number of attendees from all walks of life life
- For the first time the common man was as much as a much as a part of the racing circle, as the elite elite
- Every excitement at the McDowell Indian Derby 2007 Derby 2007 was featured on front pages of leading leading dailies and garnered live primetime coverage coverage on shows across leading TV Channels Channels
- The McDowell Indian Derby 2007 was captured across captured across every media in Mumbai

Feedback from Unites Spirits

- ‘ We are happy with the work Madison PR has done has done for the McDowell Indian Derby this year. this year. They have successfully been able to able to create hype and coverage in the media media before and after the event positioning the positioning the Derby as a Carnival weekend of weekend of Racing and fun.’

- Sanjay Roy, GM Marketing, United Spirits

PR Results Evaluation

QUANTITATIVE REPORT

No. of Exposures

- TV = 40.41 Mins via 20 channels
- Press = 143 Exposures (2 Magazines, 20 websites, 121 dailies)

Reach = 10.9 crores in Mumbai

PR Value = Rs. 15.91 crores

QUALITATIVE REPORT

Key Message / Benefit Delivery

- 100% exposures captured KM#1 of McDowell Indian Derby 2007
- 84% exposures captured KM#2 – Brand Positioning of Black Dog

Visuals / Photos

- 89% of exposures carried the McDowell Indian Derby Weekend pictures

Efficiency of McDowell Indian Derby 2007

ROI = 1:50 (Rs.50 worth of credible media space for every Re.1 spent)