



Dear all,

Hope the new financial year has got off to a great start for all of you! In my last column I had shared with you that the entire Madison PR team was going to be at our Annual Review and offsite for a few days. In Panchgani, over three days of presentations, discussions and deliberations, the team enthusiastically agreed to have "Let's Excelerate" as our theme for 2007-08. As you would have guessed, "Excelerate" indicates our goal for 07-08 i.e. to Excel in all we do and Accelerate growth.

We are undertaking several initiatives to make Creativity our Key Differentiator. Special programmes and workshops are being conducted on a regular basis to stimulate 'Out-of-the-box' thinking. Many more ideas are being discussed towards this goal. We are sure all these efforts will translate into highly effective and impactful campaigns for all our clients moving ahead. I'm happy to share that 07-08 has got off to a flying start for us with six new account wins and two Awards – For P&G's 'Shiksha' CRM campaign being rated the best "Live, Learn and Thrive" Campaign globally and, from Godrej Lifespace for contributing significantly to achievement of their Marketing goals in 06-07! We are looking forward to many achievements in the coming months.

Cheers,

**CEO, Madison PR**

#### New Client Wins

AOL  
Hotspot  
IIT Bombay  
Temptation Foods  
Titan Fastrack  
Wella

## HOT & HAPPENING

### Walking the Ramp

The brainchild of Mrs. Maureen Wadia, the Gladrags Mega Model & Manhunt Contest is a one-of-its-kind pageant & the first unisex contest in the world. Apart from physical good looks, all contestants need to embody style & charisma that reflects from within.

Held over a period of four months starting with zonal selections in major cities across the country, the contest culminated in a grand finale in Mumbai.

Madison PR created focus for the following stages:

- ▶ Publicizing winners of the zonal rounds
- ▶ Showcasing international training on board 'Star Cruise Libra' & at the exotic Andaman & Nicobar Islands at a special preview in Mumbai
- ▶ Leveraging 'behind-the-scenes' activities
- ▶ Coverage of the Mega Finale in Mumbai with national media

With the 'Lakme Fashion Week' & 'Femina Miss India' happening simultaneously in the same week, it was a challenge to create a big buzz

about the contest. Rising to the occasion, the team, as usual, used its positive influence with the media, inviting them to witness the future of Indian modeling, guided by renowned model maker Mrs. Maureen Wadia herself. Additionally, journalists were also encouraged to speak with finalists from their respective regions, resulting in additional regional media exposure.

Capturing the 'behind-the-scenes' activities with national TV Channels and lifestyle publications that showed the models undergoing rigorous training in physical exercise, make-up, dance & diction, added to the hype and interest for the event.

The pre-event PR activities created enough buzz and interest that drew media in large numbers to the Grand Finale. Furthermore, an exclusive backstage shot of the contestants was captured by NDTV 24x7 - India's leading English Channel. The result: excellent visual coverage across the country in the top National & Regional media.

**Kais Rahimtulla, General Manager, Madison PR:** "Gladrags was a challenging experience that gave us a whole lot of new learnings as we had to manage the participants & the press at the same time."



## VF Goes Global

VF Ltd., a growing FMCG company, wanted to capitalize on its latest international acquisitions: Colgate Plant in Kansas City, USA and Teo Corp at Milton, Ontario, Canada. These, in turn, would strengthen its position in the personal care segment.

The PR strategy we adopted was to leverage these acquisitions with their aggressive growth and expansion plans, all within a short span of two months through:

- ▶ 1:1 interviews with key business media on growth plans after acquisition
- ▶ Press release dissemination to key media

The plan was divided into four phases emphasizing key messages in order of priority:

**Phase 1:** Focusing on the VF's increasing international presence & its enhanced

capability to cater to the US market during the process of acquiring the Colgate Plant in Kansas.

**Phase 2:** Stressing on its foray into manufacturing a range of underarm, deodorant & antiperspirant sticks and pain relief sticks by acquiring Teo Corp in Ontario, Canada.

**Phase 3:** Highlighting its milestone of completing the acquisition of the Colgate Plant, Kansas City for Rs. 100 crore.

**Phase 4:** Setting up of strategic 1:1 interactions with key business media on VF's future growth plans & its aim to strengthen its international presence with other such acquisitions.

This strategic plan resulted in 145 quality media exposures in all leading national publications & national magazines across the metros and small towns & successfully profiled VF as an aggressively growing FMCG company.

**Mr. Piyush Jindal, Senior Vice President, Personal Care Division:** "Good work! I like the quality of coverage in the newspapers."

**Karen Peters, Senior Account Executive, Madison PR:** "The objective of the initiative was to build a strong corporate image of VF Ltd. as a rapidly growing Indian company with global reach with its key stakeholders. This initiative has played a key role in achieving this objective."





**Sonia Sarin**  
Senior Executive  
New Delhi

A chirographer by impulse & artistic in nature, Sonia has a creative streak. When not at office, you'll find her at home engrossed in the kitchen, creating scrumptious meals for the family. An avid music lover, old Hindi songs & old movies are what she gets high on. Articulate and meticulous in her work, Sonia is known for her reliability & steadfastness in holding the Madison flag high in Delhi. A vivid and expressive individual born on the Capricorn-Aquarius cusp, Sonia generates excitement wherever she goes, capturing the hearts of her admirers.



**Shefali Mehta**  
Account Executive  
Mumbai

Switch on the music & you will have Shefali on the dance floor. A workaholic by nature, Shef's, as she's fondly called, is vibrant & energetic. A cleanliness freak, her desk & work reflect her 'no nonsense' personality that even comes across in her choice of books - *Tuesdays with Morrie* being one of her favorites. Constantly thinking of ways & means to add value to the organization, Shef's is a 'forward' freak, sending messages on how to improve both personal & professional lives. Her love for long walks & nature is evident from her passion for trekking. If not PR, she would have had been a teacher. Her philosophy in life is: If you wish for something hard enough, destiny conspires to give it to you!



**Pooja Das**  
Account Executive  
Mumbai

A silent companion always working in the background, Pooja has an intriguing character. Calm, strong & serene, she is the backbone of her team, always there to pick the pieces to complete the picture & how...with a smile. A typical Taurean, she is happy when surrounded by nature. When not in office you will find this shopalcoholic roaming in the shopping malls in Mumbai. Picture perfect & elegant, she has a lot of friends because of the positive aura she exudes. With a keen eye for design, one of her interests is 'Interior Designing'. Her new home is testimony to her creativity and love for colors.

**Kal, Aaj aur Kal**

Where targets were set & objectives defined, where projections were made & road maps chalked. Yes! The annual offsite at Panchgani was grueling & demanding but despite all that, the young & energetic team had great fun & camaraderie through the three days. The offsite set the tone for the coming year with the launch of the theme for the year 2007-2008 – **Let's Excelerate**.

**Kem Cho India**

Call them travelers or business people, squabbling to bargain at every point of purchase, you can easily identify them! Yes they are the Gujaratis, India's second largest traveling community after the Bengalis.

The general perception of Gujaratis, of being a business community, is now undergoing change. Today, you will find that the Gujaratis are not averse to seeking careers out of the family business.

The characteristics of the people from the four major cities are as varied as the regions they hail from. For example, Ahmedabadis are known for their conservativeness, Suratians are known as generous & go getters, Rajkotians are a happy-go-lucky lot while the Kutchis are very tightfisted. Appeasing to these sentiments are the key to success of any campaign being held in the state.

Despite their conservative attitude, Gujaratis are not averse to accepting change. A testimony to that is the McDonald's case study. It's a well-known fact that the Gujaratis are strict vegetarians, so when McDonald's was opening its first outlet in Surat, they were skeptical if the non-veg menu would go down well with the community. But, all their apprehensions were set aside when the outlet, which had both the veg. & the non-veg menu, did very good business. This encouraged McDonald's to launch another outlet in the same year in Baroda. Thus, reinforcing the fact that the Gujaratis keep up with the changing times.

The Gujaratis are generally happy people & love to celebrate festivals and hence it could be used to one's advantage to leverage your PR and Marketing objectives. The launch of Krishna Mehta's range of backless choli's during Navratri, in collaboration with Kaya Skin Clinic was very well received. The song & dance launch at the festival was very much appreciated, creating the required buzz & greatly benefiting both products. Diwali & Uttarayan (kite flying) can also be used as platforms to launch products or services.



Ahmedabad is home to several esteemed educational institutions like the IIMs, NIDs, DAs, MICAs, etc. that have contributed to a major shift in attitude, making the city a laboratory for industry and innovations. It is also one of the key markets for pilot projects in the retail sector. Several mega malls including Pantaloons, Big Bazaar, Star India Bazaar & multiplexes first ventured into Ahmedabad before spreading their wings across the country.

Rajkot differs from other parts of state. The summer heat can rise to 45° C. making it very difficult for one to work in the afternoons. It is the only city in the state, where people take a siesta from 1:00 pm to 4:00 pm & hence, it is more viable to do events either in the morning or evening.

Today, Gujarat has emerged as one of the most progressive and developing states of the country and every organization vies for a piece of the action!

Courtesy: Vipul Shukla  
Madison PR Associate, Gujarat

