



Dear all,

August heralded the onset of the season of festivals with Parsi New Year & Raksha Bandhan followed by Janmashtami, the beginning of the month of Ramzan, and then the Mt.

Mary Fair in Bandra. We have just bid goodbye to Lord Ganesha after eleven days of festivity and celebration all across the country. Besides creating an atmosphere of piety and togetherness, the one thing that strikes me is the Innovation that is being brought into the celebrations and also the way people are being reached out to.

From traditional Rakhis tied lovingly by a sister to a brother, to gold and diamond studded ones exchanged on the Internet across continents; from simple homemade Modaks to an exotic range of multi-coloured, multi-flavoured Modaks; from Plaster of Paris Ganeshas to eco-friendly ones made out of mud, there has been huge innovation to appeal to the changing tastes & lifestyles of Indian consumers. In addition, communication too has been stepped up reaching the consumer at different touch-points.

I was surprised to receive a mailer from a food store in Bandra by courier, interestingly announcing the whole exotic range of over 50 types of Modaks that were being launched for this year's Ganesh festival a week before Ganesh Chaturthi. The mailer was followed up by an SMS two days before Ganesh Chaturthi. Who would have thought that a small retail outlet would go into such aggressive personalized communication? It didn't matter if there spelling and grammatical mistakes in the mailer. It did its job and got people to the store! This store realizes the value of building loyalty and has created a data-base of all homes to whom they deliver orders round the year. On Diwali and New Year, Greeting Cards are sent to this data-base.

I think its great news that even small businesses realize the power of communication and interacting with consumers one on one. With Dassera and Diwali round the corner, we can only expect to see more exciting offerings in the market place and we are not complaining!

Wishing you a joyous festive season with lots of FUN!!

Enjoy!

CEO, Madison PR

HOT & HAPPENING

The Innovative Path-breaking launch of Olay Total Effects

*Olay's purpose is to enhance all that is beautiful in a woman because...
... looking beautiful is one thing, but feeling beautiful is everything*

Olay the No.1 skincare brand in the world's fashion capitals, launched Olay Total Effects to help fight the 7 signs of skin aging and give women in India visibly younger looking skin. The grand Olay Total Effects launch with Sushmita Sen as Brand Ambassador and Dr. Colin D'Silva, Principal Scientist, P&G Beauty, sharing the unique technology, was the culmination of over six months of preparation and several stages of campaign development. The objective of the six-phase campaign build-up was to make some of India's best known "real, yet discerning women" from diverse fields of fashion, beauty, Bollywood and fitness into passionate Olay Total Effects users and believers.



The six-phase activity included:

(i) Building P&G Beauty Equity among India's Top Beauty Influencers from diverse fields and setting ground for future brand associations; (ii) Signing on India's Top Beauty Expert Dilshad Pastakia as P&G Beauty Ambassador; (iii) Sampling Olay TE with Celebrities; (iv) Transformation – From Influencers to Passionate Olay TE Believers; (v) Launch and Sampling for Beauty Editors; and (vi) Media Launch

India's Passionate Olay Total Effects Ambassadors

- o Dilshad Pastakia, Leading Hair Stylist
- o Coleen Khan Alfonso, Leading Beauty Expert
- o Tisca Chopra, Actor & TV Anchor
- o Shikha Sharma, Health & Wellness Expert
- o Roopa Purshothaman, Economist & Head of Research Future Capital Holdings
- o Anita Dongre, Fashion Designer



This is what they had to say!

Gaurav Gupta, Assistant Brand Manager - Olay, P&G (AAI): Congratulations on the fantastic results on the Olay launch and coverage received. Great to see that coverage is on our key messages and that almost all leading media have covered it. Clearly, the strong early results that we are seeing on off take, have been possible in part due to the extra-ordinary results that the team has achieved... The results, have come after a lot of hard work put in by the team in the MDO, Dr. Colin and from Madison, our PR agency. Do join me in congratulating the team on the fantastic results.

Tisca Chopra, Actor & Olay TE Ambassador: Being an Olay woman has been an absolute wonderful experience! The execution from the start to the launch has been flawless and it has been a delight working closely with the team.

Vaishali Madan, Account Executive, Madison PR: Working on the launch of Olay TE has been my most challenging project till date. The learning and the experience has been fantastic and its great to see all our effort bear fruit.



Latika Srivastava
Account Executive
Mumbai

This "Assomiya suali" (Assamese Girl) is best described as practical, prudent, ambitious, disciplined and humorous.

A chirpy young girl who has a passion for dancing - give her any music and her foot starts tapping and her body moving. She loves adventure and is ever ready to backpack and travel around the world. A true Capricornian by nature, she believes in teamwork and is here to prove herself in PR. Watching movies, reading & cooking is what keeps her busy on weekends.



Vaishali Madan
Account Executive
Mumbai

Graduated in World Politics & International History from the London School of Economics this hardworking youngster is never short of energy. Libran by birth, believes that 'work is fun' and

has decided that PR is the place to be.

An excellent cook (yes truly...one should try some her Punjabi dishes). An avid reader of history, politics, she also loves Bollywood movies- one can hear her humming some unusual Hindi songs during lunch break. So it not surprising that music is the soul of her life.

On a lighter note...

A public relations consultant and his client were walking to a meeting one day when they saw a small child being attacked by a fierce Rottweiler. Without hesitating, the client rushed forward, grabbed the dog with his bare hands and wrestled it to the ground.

After several bloody and terrifying minutes of a life and death struggle, the client managed to kill the beast and thus rescue the child. As he lay on the ground, bleeding and gasping for breath, unable to talk, a passing journalist jumped out of a car and ran over to them to ask what had happened.

"What a story!" he said when told the details. "Local hero saves child".

"If I can just correct you there," the public relations consultant interrupted, "I am Mr Smith's spokesman, and I should alert you to the fact that Mr Smith is just visiting this area."

"Well, that's fine, too," said the journalist. "Visitor risks life to save child. So, what does Mr Smith do?"

"As a matter of a fact," the consultant explained, "he is the chairman of a major listed company".

The headline next day read: "CORPORATE FAT CAT STRANGLES FAMILY PET"



It is not enough that a man has clearness of vision, and reliance on sincerity, he must also have the art of expression, or he will remain obscure.

George H. Lewes



Wella Professionals the premier name in professional hair cosmetics organized the Annual Wella Professionals Trend Vision Awards that encourage creativity throughout the industry, helps promote new talent and discover the next big thing in hairdressing.

This is the fifth year of the International Trend Vision Awards globally and is one of the most prestigious competition for young stylists on an international platform. It has been introduced in India for the first time this year

Madison PR was entrusted to launch Trend Vision awards in India for the first time.

Professional hair color brands known in the market are advertised widely and mostly celebrity driven. While Wella is an internationally established brand that has taken hairdressing to a different level, the challenge was to create awareness of the brand without using celebrities

A four-phase approach was adopted for the launch of Trend Vision India.

MPR leveraged hairstylists by inviting media to the National Creative Seminars in Mumbai, Bangalore, Kolkata, Chennai and Delhi to announce the launch of Wella Trend Vision Award '07 in India. The creative stylists conducted live demonstrations of the four Mega Lifestyle Trend Visions looks of 2007. Key messages were disseminated via press releases to the other key markets.

MPR organized select media briefings in key markets where International hairstylist, Stephan Zenz brought alive his creative interpretation of the four mega Lifestyle Trends of Trend Vision 2007

Thirdly a select media briefing in Mumbai was organized to announce the Regional Finalists of the Trend Vision Award '07 along with a huge photo display of all the entries over an exclusive wine and cheese get together with Mumbai's top Hair Stylists.



Trendsetter & Bollywood Star – Suchitra Pillai, leading Fashion Designer - Lascelles Symons & International Wella Trend Vision Award Winner 2006 Aurelio Ramos De Oliveira (Portugal) were the three Judges of the photo-entry round. Aurelio demonstrated his creative talent by creating live Trend Vision Mega Hairstyle on Suchitra Pillai

Finally a big bang launch announcement was done at which the seventeen talented young National Finalists battled for the coveted Wella Trend Vision India Award '07 in Mumbai.

Wella got quality media exposure with hairstylists & consumers and established as a trend setter in the hair cosmetic industry across the four phases.

Coverage on all the four phases was received from various print media & electronic including NDTV, Aaj Tak, DD, Hindustan times, Telegraph, Deccan Herald, DNA amongst others.

Kamran Siddiqui - Marketing Manager – Wella India Haircosmetics Pvt. Ltd.

"It is our constant endeavour to upgrade the level of hairdressing in India as well as our image in the market and promote upcoming talent from India on an international platform, and Trend Vision is the step forward in that endeavour and I think Madison has partnered us very well in this."