

Theme:
BRAND PR

Q1 - 2008

Insight

The Quarterly
Newsletter

MADISON
PUBLIC RELATIONS
Your Image Is Our Reputation

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TURNING HEADS & SHOULDERS

The global re-launch of **'The New Era Head & Shoulders'** saw **Procter & Gamble** unveil the glamorous **Kareena Kapoor** as its new **Brand Ambassador**. H&S in a chic new avatar, with its sleek curvy bottle and splashes of modern white and premium colours, promises consumers not just dandruff free hair, but also a **'Scalp Like New'**.

Along with Kareena Kapoor, South Indian superstar **Shreya** of **'Sivaji'** fame was also designated as the new **Brand Ambassador** to communicate **Head & Shoulders'** benefits to South India.

Senior P&G Scientist **Alison Roughley** joined Kareena on stage to unveil the **New Era Pack** of **Head & Shoulders**. With a refreshingly new palette of colours, the **H&S Look** is visually appealing and aesthetically pleasing.

Head & Shoulders knows the importance of looking good, especially when one is in the spotlight. To woo India's youth, H&S created and launched a music album produced by **Saregama India Ltd.**, which through rhymes & tunes showed how to **'fearlessly get close to loved ones'**. The **Head & Shoulders 'Bedhadak Badhaa Nazdikiyan'** music album has for the first-time ever, featured **Kareena Kapoor** in a music video, exclusively for the brand.

This fresh, upbeat song cut across all target segments and was aimed especially at the youth. The music was meant to resonate with every

young boy or girl in love, who wants to get close, but doesn't know how to! The music was brought to life visually by **Sangeeth Sivan**, who delivered an audio-visual feast for the audience in the form of the music video.

With the launch of this album **Head & Shoulders** further strengthened its youth-friendly image with its new brand message **'Fearless to get close'**.



Head & Shoulders is not only the number one anti-dandruff shampoo but also a **US\$ 1 billion brand**. It is the leader in more than 100 countries across the world and an average 1,000 users are trying **Head & Shoulders** every second across the globe. Ever since its launch in 1997, Indian consumers have loved **Head & Shoulders**, making it India's largest selling anti-dandruff shampoo with a market share of 46 per cent.

Commenting on her new role as the **Brand Ambassador** of **The New Era Head & Shoulders**, Bollywood superstar **Kareena Kapoor** said, "In today's modern world, I believe that good looks make a good impression, not only for celebrities, but for every one. And that's when having great healthy hair and confidence becomes even more important. I trust and love only **Head & Shoulders**, which looks even cooler in its new fantastic look, as it gives me great confidence and allows me to 'fearlessly get close' to who I want, anytime, anywhere!"



The launch along with the exclusive release of the music album gave us **insight** into many new elements that I perceive will be essential to brands and campaigns in the future.

- **Fiero Fernandes**
Account Executive
(P&G Team)

Dear all,



2008 has got off to a flying start with many exciting happenings – the launch of **Nano** – the revolutionary Rs. one lakh car that virtually took the world by storm, the success of **Taare Zameen Par** –

Aamir Khan's well-made movie with an important message, film stars and corporates getting into the **Indian Premier League Cricket** sponsorship in a big way, the record breaking over-subscription of **Reliance Power IPO** and subsequent announcement of bonus shares and many other such notable achievements.

Madison PR too has been working to make **Insight** – our e-newsletter more contemporary and interesting. We have added new features to **Insight** and given it a new look and feel! This year each issue will have a theme and we are kicking off the inaugural issue of the year with **Brand PR** as the focus.



We are delighted that **Mr. Piyush Jindal, Senior Vice-President, Personal Care, VVF Ltd.** has contributed a piece for this issue. We plan to have inputs of several other industry experts in the coming issues. Each issue of **Insight** will be based on one aspect of **PR** and how we have leveraged it to advantage for our clients, along with expert comments and views.

We hope you like the new look **Insight** and look forward to your feedback and suggestions.

Wishing you a very successful year ahead!

Veena

CEO, Madison PR

GUEST COLUMN



Mr. Piyush Jindal
Senior Vice-President
Personal Care
VVF Ltd.

Is **Brand PR** distinct from Corporate PR? Apparently obvious, but many in senior positions too tend to view the two as distinct needs. Hence, one at the cost of the other. My experience has been that the corporate is clearly also a brand in all its meaning; as are products and services. One should not approach the two as either/or. To share an experience:

VVF as an organization was quite an unknown, though its soap brands like **DOY** had widespread awareness. Lately, we realized that conventional drivers (launches and co-ordination with advertising) for brand awareness and PR ran up against the question of "Who is the manufacturer? What does VVF stand for?"

While it was important to shed our staid image and the attitude that our-core-clientele anyway-knows-us, there was complacency in the belief that growth is anyway coming.

We embarked on corporate PR after redoing logo and many other things. Of course, there had to be a reason to talk business to Press and that was provided by our purchase of Colgate's plant in Kansas, USA. This helped business clientele and journalists know VVF better.

Product and its brand PR worked much better then.

I'd like to share another experience of (product) brand PR: leveraging the target consumer/ market to deliver brand rather than the usual approach of brand-delivered-to-consumer via PR.

The context was **ENAMOR** premium lingerie, launched in 2002, targeted at the "urbanite with a mind-set of a working woman". Rather than gather press at an exclusive fashion show, hoping they and that would communicate brand values, we created an event exclusive to the target market. In Bangalore, ENAMOR reserved a pub for a 'women-only- evening'.

The fact that women can let their hair down and enjoy an evening without a male companion, that too on being invited separately on their own identity in that city, said a lot. This event got word-of-mouth and press coverage like never before. It also added power to the outdoor and press advertising, which can never saturate a city/ go unnoticed in isolation.

The moral is: **If you have a good story, don't ignore its power and undersell. Use PR well.**

SUSTAINED PR FOR IGI



International Gemological Institute is the World's largest independent laboratory for testing and grading gemstones and fine jewelry. I.G.I. started its laboratory in Mumbai (India) on November 1999.

PR has played a vital role to create awareness of diamond certification among consumers & traders and build the image of IGI as a reliable authority on diamond certification through various communication platforms and planned strategic initiatives:

- Articles on I.G.I Certification
- Qualitative editorial exposure on IGI services
- Presence in Industry Articles
- Speaker Opportunities
- 1 on 1s with the MD – Mr. Tehmasp Printer
- Promotion of the IGI School of Gemology via educational articles
- Publicising the IGI Mobile Laboratory (grading of diamond jewelry on site) every time it certifies a jewelry showroom in a new city
- Advertorials with the trade media supplements targeting jewelers

Through ongoing PR initiatives, IGI over the period of nine years has grown into a team of 200 qualified professionals and four laboratories across the country.

IGI flags off gem-testing lab in Kolkata



'क्यालिटी की ज्वेलरी देंगे'



In PR, '**Spin**' is a term signifying a heavily biased portrayal in one's own favor of an event or situation. While traditional public relations may also rely on creative presentation of the facts, "spin" often, though not always, implies disingenuous, deceptive and/or highly manipulative tactics. Politicians are often accused of spin by their political opponents.

Because of the frequent association between "spin" and press conferences, the room in which these take place is sometimes described as a "**Spin Room**". A group of people who develop spin may be referred to as "**Spin Doctors**" who engage in "**Spin Doctoring**" for the person or group that hired them.



WE GEL WELL

Brylcreem which leads the hair-styling gel market recently developed a new advertising campaign with Brand Ambassador and youth style icon **MS Dhoni** in a completely new avatar. The campaign's tagline is 'Style Is For Everyone' and it effectively communicates that hairstyling for youth is an expression of their attitude and personality. The film captures the ambience of Ranchi, Dhoni's hometown and impactfully brings out the message of style for each one.

The Ad Campaign was leveraged for media exposure through :

- Exclusive sharing of behind-the-scenes on Dhoni's new look by stylist Sapna Bhavnani, her bytes as well as his, along with the TVC to key television channels
- Bytes from Godrej Spokesperson Mr. Tarun Arora, VP, Marketing, on the strategy behind the TVC
- Print exposure across the country via press release dissemination with five frames from the TVC
- Online exposure on brand messaging and positioning
- Select 1:1 interactions with Tarun Arora



The above activity resulted in substantial branded exposure on national news and lifestyle channels and print and online media.

How PR helps to build brands.....

Product / Service Launches



Godrej Refrigerators



MTDC
Mumbai Museum Tour Bus

Doy Kids Soap
VVF a manufacturer of personal care products, has re-launched its Doy Kids Soap. The soap in this range is exclusively for children because it comes in vibrant colours with attractive animal graphics. The soap. A unique colour space has been created for each soap. A special free colouring kit comes with each soap. Priced at Rs. 16 per pack, it is available at all retail outlets.

New formula
VVF Ltd has re-launched its Doy Kids Soap. The soap in this range is exclusively for children because it comes in vibrant colours with attractive animal graphics. The soap. A unique colour space has been created for each soap. It has now added a teddy bear shape to the range. It is priced at Rs 16 per pack.

VVF Ltd.
Doy Soaps

Leveraging of Ad Campaigns



Vicks 'Doll Commercial' Exposure

Localized Coverage Of Events

Britannia's Tiger in mid-day meal

IS REPORTER
Hyderabad, 18 March

Britannia Industries, Hyderabad-based, has announced that it will provide its Tiger brand fortified biscuits to schools in the state as a mid-day meal supplement. The biscuits, which are fortified with iron and other nutrients, will be provided to each child twice a week. The biscuits are also being provided to children in the state as a mid-day meal supplement. The biscuits are also being provided to children in the state as a mid-day meal supplement.

This is the first initiative of a larger national programme, which is proposed to be taken across the country by Britannia in partnership with like-minded organisations.

"We provide egg and biscuits in the mid-day meal, but the iron fortified biscuits will strengthen the nutrition value of the meal," says M. N. Srinivasan, CEO of Britannia Industries.

Britannia Tiger Gain (Hyderabad) Business Standard & The Hindu Business Line coverage

Midday meal gets 'healthier' for AP kids

Hyderabad, March 18: The state government has decided to provide fortified biscuits to school children in Andhra Pradesh. The biscuits, which are fortified with iron and other nutrients, will be provided to each child twice a week. The biscuits are also being provided to children in the state as a mid-day meal supplement. The biscuits are also being provided to children in the state as a mid-day meal supplement.

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Sustained Brand PR



WELLA



FASTRACK



GODREJ LIFESPACE

Cause Related Marketing



P&G - Shiksha



LANXESS India Pvt. Ltd.