

## Dear All,

Though 2008 was a year of many highs and lows for all of us, the people of India tried to keep their spirits high through it all, by celebrating and enjoying a host of festivals with fervour and enthusiasm. For us at Madison PR, it was interesting to work with clients on creating unique initiatives and campaigns that would give clients new business opportunities and to consumers special, customized products. Our first issue of Insight in 2009, tries to capture the unique festive offerings of some of our clients and what made them so successful. As you will see from the campaigns shared, most of these were implemented on minimal budgets, but were able to capture the attention of consumers and motivate them into the action

of buying. That is the Power of PR, which enables you to leverage a good idea very cost-effectively for credible impact.

As we move into 2009, which is expected to be a difficult year for businesses in general, PR can play a vital role in maximizing exposure at minimal cost. At Madison PR, we are looking forward to working on breakthrough ideas that deliver fantastic results and help make 2009 a terrific year for all our readers.

Wishing you very successful and satisfying 2009!

Veena Gidwani

*Veena Gidwani*

CEO, Madison PR

## Cash In On The Cheer

**"It always pays to be amongst a set of people who are happy and want to celebrate"**

India is home to diverse cultures and traditions, resulting in festivals and celebrations across the year. Every festival has its own significance and provides a unique opportunity for marketers to make special offerings.

Major brands like Coca Cola, Nokia, Airtel etc. wisely use the festive period to convey their wishes in an interesting and creative way to imprint their brand image on public minds.

PR helps to quickly communicate these special messages to their consumers.

Did your brand do enough to cash in on the festive goldmine?

## 'Shubh Kaamnayein' by Britannia

Making little moments of the festive season into delightful memories

### Unique Diwali gift packs



Diwali is synonymous with gifting loved ones with gifts and loads of sweets and dry fruits. But who thought biscuits could become a tasty

and healthy Diwali gift option?

Always looking to delight its consumers and adding Zindagi Mein Life, Britannia introduced a specially designed 'Shubh Kaamnayein' range of biscuits, cookies and cakes. Each hamper was innovatively packaged and contained a delicious assortment.

To support the Shubh Kaamnayein initiative Madison Public Relations suggested a three pronged approach.

- A beautifully designed press release in colour with pictures along with hamper samples disseminated to media was well received and won a lot of appreciation.

- Arranged to distribute Britannia Shubh Kaamnayein to inmates of an Old Age Home in Chandigarh. This gesture was received well by the Chandigarh media.

- Select one on one interactions with the Marketing Head in key markets.



## IGI - Heartfelt inscriptions that worked wonders

"Don't just leave it to the diamonds to speak your emotions"

### Background

International Gemological Institute (IGI), the leading diamond, gemstone & jewelry certification laboratory in India, has an unique 'Diamond Laser Inscription System' for Jewelers and consumers in India.

With this service, consumers can personalize their diamonds by inscribing a message or an image on the diamond for their loved ones on occasions like Mother's Day, Valentine's Day etc.

### Concept for Durga Pooja

Madison PR suggested that IGI present consumers in Kolkata a once-in-a lifetime opportunity to gift an auspicious laser inscribed Durga Maa Image on all IGI certified diamonds/ diamond jewellery for Durga pooja at leading

diamond jewellery showrooms in West Bengal.

MPR targeted special festival news columns and pages to inform consumers about this special offer.

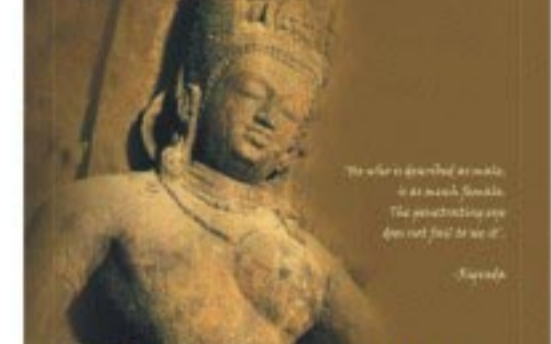


### Result

This unique idea resulted in qualitative media exposure through the various target publications. It generated excellent interest among consumers.

## MTDC - Getting people together

Presenting Maharashtra: For the Connoisseurs and the Casual On-lookers



Every year, MTDC seeks to present the countless facets of Maharashtra's rich heritage of performing arts through a series of festivals held at important cultural centers. Over

the years, these events have attained a cult status and are now eagerly awaited by lovers of Indian music, art and culture.

### Elephanta Festival 2008

- A Two Day Festival held at the Elephanta Island near Mumbai on the 15<sup>th</sup> and 16<sup>th</sup> of February 2008.
- Tabla Maestro Ustad Zakir Hussain, Renowned Dancers Ananda Shankar Jayant, Sahlu Jindal and Dr. Neena Prasad, distinguished vocalist Pandit Sanjeev Abhyankar etc. performed at this event.
- Celebrated under the stars, the festival transformed the entire island into a huge open-air auditorium and was a fitting tribute to our country's great art and musical legacy.

### Objectives of the festival

Elephanta Festival by MTDC was an attempt to bring back the golden moments of our glorious past.

By bringing art-lovers on one common platform, the festival aimed at introducing, promoting and popularizing the beauty and grandeur of Elephanta Caves to tourists all over the world.

### PR Phases

Organized a Press Conference in Mumbai to announce the details of the Festival.

Involved artists with the organizers at the Press Conference to ensure media interest.

Utilized the time period between the Press Conference and the Event to garner media interest while the special stage was constructed for the festival.

Targeted Engagement columns of the leading publications on the day of the Event.



Ensured that the key media covered the Festival and followed up for the post event coverage.

Added value to the promotional campaign through exclusive TV shows and interviews.

### Results

Our qualitative efforts to maximize media exposure for the festival help attract a lot of participation to the festival.

## Profiles

### Shailesh Kasbe



You would never see him flustered or out-of-sync. He could well be your best guide to the regional media. A self-confessed Mama's boy, charming, quiet and with a naughty twinkle ruling his eyes, Shailesh Kasbe is our man for all seasons.

Beneath that calm and cool exterior, lies a part of Shailesh that harbors meaty aspirations and a go-getter attitude that's truly reflected in his actions.

Politics is Shailesh's chosen sphere of interest. Extremely accommodating and helpful, mounting client pressures never seems to deter him from being there for you whenever you need him.

A born 'sport', Shailesh believes that life is better lived in the company of challenges and is popularly called Captain Kasbe.

### Manish Shandilya



Who says vegetarianism kills the aggression in people?

For those who still latch on to that belief our very own Manish Shandilya would be the person they deserve a run into.

Manish's deep, baritone voice often masks his tenderness and his fastidious approach towards work is the perfect masquerade for his free spiritedness.

Outside of work Manish enjoys playing sports like TT, chess and gaming and spending quality time with his family.

Manish admires Sania Mirza for her passion, Mr. Narayana Murthy for his vision and Mr. Kumar Mangalam Birla for his adherence to family values.

## 10 Great Ideas to Change the World in the Next 50 Years



IIT Bombay in association with Godrej Industries is running a mega global initiative - '10 Great Ideas to Change the World in the Next 50 Years'. It's a worldwide contest with prizes sponsored by Godrej upto Rs 50 lakhs.

Originally the contest was open to IITB alumni, staff and students but after the excellent response now it's open to anyone over the age of 18 years. Deadline for entries is 10<sup>th</sup> March, 2009.

Go on and send in your ideas, and encourage your friends and associates to do the same.

You never know, your idea could be what the future generations need!

Visit <http://10greatideas.iitb.ac.in> for further information.

## Madison PR Creative Cell turns two

Our 'CREATIVE CELL' set up two years ago is a value-added-service that caters to a large number of our PR Clients as well as independent ones.

We strive to create a distinctive image for our clients through all below the line assignments we handle for them. Shared below is a brief snapshot of our recent work.

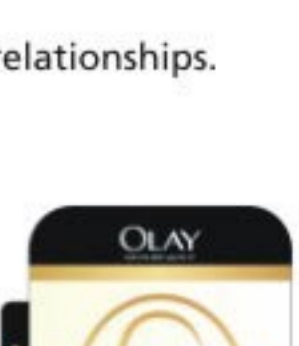
We seek to drive change, develop understanding and build strong stakeholder relationships.



Centrum Calendar 2009



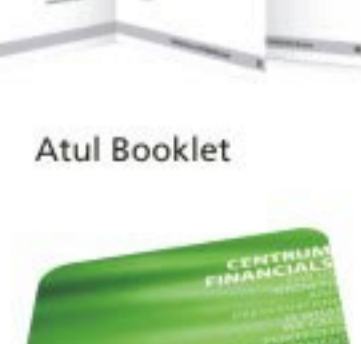
Atul Booklet



Olay Booklet



Centrum Induction Manual



Centrum PMS Brochure



VVF Corporate Brochure



Atul Exhibition Stall Design



IIT Backdrop



VVF Corporate Brochure



**GIFT OF LIFE**  
VVF HR INITIATIVE

VVF HR Initiative

No special diet, rest or medicine is required after blood donation

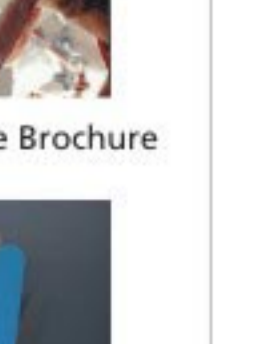
VVF HR Initiative

The blood you donate is replaced by your body within 24 to 48 hours

VVF HR Initiative

Despite all our medical advances, there is no substitute for human blood

VVF HR Initiative



TCS POP