

Lending A Helping Hand Launch of Shiksha 2008

Empowering consumers to lead social change via simple brand choices

In 2005, **Procter & Gamble (P&G)** launched **Shiksha** - a cause-related marketing program with NGO - **CRY** to enable underprivileged children to receive their right to education. In 2008, as Shiksha entered its fourth year, the objective was to re-excite consumers and make Shiksha '08 bigger and better than 2007.

The PR Strategy revolved around:

- (1) Leveraging beneficiaries' endorsements and benefits of how Shiksha 2007 changed lives;
- (2) Involving a wider range of credible influencers;
- (3) Creating an exciting launch event to sustain interest; and
- (4) Creating interesting content that can be leveraged with a news media partner.



Leg I

Shiksha 2008 was launched in Mumbai with two prominent celebrity supporters - **Ms. Sharmila Tagore** and **Kajol** and it highlighted the positive impact of Shiksha projects across the country, by supporting **67,000+ children** in **435 villages** in 2007 and the call to consumers to support Shiksha 2008.



At the Mumbai event, the Shiksha Slogan '**Padhega India, Tabhi Toh Badhega India**' was creatively brought out with the Key spokespersons and celebrities coming together to construct the Map of India with building blocks on stage, symbolizing solidarity among all.

In Chennai, leading actress **Ramya Krishnan** and danseuse **Anita Ratnam** signed their support on the Shiksha Map and held hands high in solidarity as a sign of commitment to the cause.

Leg II

Madison PR created exclusive content with leading celebrities and Shiksha Supporters - **Saif Ali Khan, Kareena Kapoor, Dia Mirza** and **Celina Jaitley** and initiated a one week media tie-up with India's leading Hindi News Channel - **Aaj Tak** to air news stories, tickers and promos on Shiksha 2008.

The campaign has thus far generated unpaid endorsements from over 20 national influencers, much buzz among shoppers and widespread media exposure.



Dear all,



Our second issue of **Insight** this year focuses on **Corporate PR** and some of our recent work in this area. Whether it is projecting corporate strategy, financial performance, HR practices, crisis management or CSR initiatives, the way they are handled has a huge impact on the overall image and reputation of an organization.

Planned and sustained PR brings huge rewards along with enhancing reputation, drawing talented and capable employees to the organization and minimising damage in a crisis. It also gives an 'Industry Leader' status to senior spokespersons of the organization. But for this to happen, there needs to be a regular flow of newsworthy information to the PR Consultancy on the **Six C's** of any Corporate - Competence, Competitiveness, Credibility, Corporate Governance, Concern for Stakeholders and Capital Efficiency.

CORPORATE PR

THE BUILDING BLOCKS
OF CORPORATE IMAGE-BUILDING

Communication has always been of critical importance to the success of companies and corporate reputation is one of a company's most valuable and enduring assets. Corporate Brands like Tata, Godrej, Britannia, Infosys and P&G command respect and admiration because of their professional approach to Corporate PR. These brands have thus carved a niche for themselves in each of their dynamic industries.

Corporate PR raises awareness of the organisation and builds corporate reputation i.e. the way an organization is perceived by customers, suppliers and other important groups. After all, **"The public is the only critic whose opinion is worth anything at all"**.

Veena

CEO, Madison PR

BREWING THE RIGHT BLEND



For almost three years now, **Café Coffee Day** has been engaged in employing differently abled individuals as **Brewmasters** at their retail outlets.

When the NGO '**Enable India**' had approached CCD for recruiting differently abled candidates, they decided to conduct a pilot initiative by hiring a batch of 10 hearing impaired candidates as 'Brewmasters' in Bangalore. The pilot was a huge success and today CCD has over 53 such Brewmasters working across their outlets in Mumbai, New



Delhi, Bangalore, Kolkata and Hyderabad. Though the Company had been associated with the initiative for sometime, they were reluctant to speak about it, not wanting to take away from the noble cause.

When Café Coffee Day informed Madison PR about the initiative, we used the opportunity to showcase Café Coffee Day as an employer of choice, by encouraging both, the organization and the NGO 'Enable India', to share this initiative with the media. This has resulted in excellent media exposure in all key publications and has gone a long way in building positive equity for Café Coffee Day.

NGO, café help a silent brewmaster say it with coffee



Enable India is a non-profit organization that helps differently abled individuals to become self-reliant. The organization has been instrumental in helping Café Coffee Day to employ hearing impaired individuals as Brewmasters. The initiative has been a success, with over 53 Brewmasters now working across CCD outlets in Mumbai, New Delhi, Bangalore, Kolkata and Hyderabad.

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- Mahabhraman -

Public-Private Participation that can change Corporate Image



Maharashtra Tourism Development Corporation (MTDC) has recently announced an innovative public-private participation scheme - '**Mahabhraman**', to promote tourism in an unique way in Maharashtra. Innovative tour operators, agri-tourism entities, resort owners, NGOs and other groups that try to promote tourism in the State by giving a unique experience to tourists, can register themselves as partners in this scheme.

The initiative was announced by the Tourism Minister at a Press Conference in Mumbai. **Madison PR** is now playing a key role in facilitating sustained PR by organizing media familiarization tours for partners of the Mahabhraman Scheme. Foreign and domestic tourists have shown interest to travel across the length and breadth of Maharashtra, to discover the life-style of its people, their customs and traditions. Many tourists look for unusual/offbeat places and experiences and Madison PR is getting media to visit/experience such places and cover them.

Some enterprising farmers and groups, as well as NGOs are experimenting with novel and unique concepts of tourism, highlighting the multifaceted character of Maharashtra. For example, at Baramati, **Krishi Vikas Pratishtha** has developed a unique project where a tourist can have a holiday living on a farm, close to nature. To bring such farmers, small entrepreneurs and NGOs together and to give them one platform having the backing of the State Govt., gave birth to the concept of Mahabhraman.

Through Mahabhraman, the Govt. wants to acknowledge the efforts of various players and such service providers and would work for their marketing and publicity to strengthen and popularize their products. With the publicity generated by Madison PR, several entrepreneurs have applied to MTDC to become part of the Mahabhraman Scheme.



EXECUTIVE PROFILING



Ms. Vinita Bali, MD, Britannia, featured in Hindu Business Line - Brand Line



Mr. George Menezes, COO (Appliance Division), Godrej & Boyce Manufacturing Co. Ltd., featured in Pitch



Ms. Pallavi Jha, CMD, Dale Carnegie Training, featured in Mid-Day - Zing!

A FAB FAM. TRIP

INTO THE AMAZING FUTURISTIC WORLD OF DIGITAL CINEMA



Real Image Media Technologies (RIMT) is India's leading developer and provider of Digital Media Technology in the film, video and audio domain. All around the world, the movie industry is moving into digital cinema production, distribution and screening. The quality is far superior than the celluloid versions and the entire distribution operation is very fast and practical to manage.

Madison PR invited key media from Mumbai for a **FAM (Familiarization) trip** to visit RIMT's main digital centre in Chennai. At RIMT's advanced DTS screening theater, the guests were given an enjoyable presentation on the various aspects of the digital cinema industry – which is the future of cinema. This was followed by a digital screening of select movie clips to get an actual experience of the superior technology.

While there is a lot being written about **cinema**, people are not fully aware of the enhanced entertainment experience provided by digital cinema. Instead of just talking to the media about the contribution of Real Image Media Technologies to the world entertainment markets, we decided to first give the media an **insight** into the technologies and RIMT's capabilities in this space.



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A significant aspect of the visit was RIMT's presentation on their **fight against movie piracy** in India. Real Image has recently incorporated an advanced system of Forensic Watermarking which can help identify the source at which a digital movie may have been pirated.

All in all, it was a very enjoyable and enlightening experience for both the media and the Madison PR team, who saw and understood things about digital content they had never imagined before.

THE BUILDING BLOCKS OF CORPORATE IMAGE - BUILDING

- Management Strategy
- HR Policies
- Manufacturing & Quality Systems
- Technical Strengths
- Performance
- Executive Profiling
- Crisis Management
- CSR Initiatives
- Corporate Events
- Media Training

WHY JUNIORS GET BLAMED FOR THE BOSS'S FAUX PAS

Just as a young executive was leaving the office, he found the CEO standing in front of a **shredder** with a piece of paper in his hand.

"Listen," said the CEO, "This is a very sensitive and important document here, and my secretary has gone for the night. Can you make this thing work?"

"Certainly," said the young executive. He turned the machine on, inserted the paper, and pressed the start button.

"Excellent, excellent!" said the CEO as his paper disappeared inside the machine. "I just need one copy."

JOKE

MADISON
PUBLIC RELATIONS



Glimpses from Madison PR's Annual Review 2008 on the theme '**Excel & Exceed Expectation**' held at Empower Camp in Kolad, Maharashtra.

SNAPSHOTS

