



Dear all,

As we bring you the second issue of 'Insight', I would like to touch upon three

significant happenings of the past two months.

◆ Madison PR has been doing an increasing number of activities in smaller cities (beyond the top 10 -12 markets). We see this trend becoming stronger as we move ahead, because of the huge potential these markets are showing to marketers.

◆ We have received very positive feedback on Insight from many. On behalf of the entire team I would like to thank you all for sharing your feedback. We look forward to your continued inputs to make Insight even more interesting & relevant.

◆ Mumbai has had more than its fair share of disasters (Blasts and Floods) in recent weeks. These have not only resulted in a huge loss of life and resources, but also left all of us disheartened and disappointed.

I hope the coming Festive Season beginning with 'Ganesh Chaturthi' will bring back Confidence, Cheer and Prosperity for all of us.

Best wishes,

**CEO, Madison PR**

## HOT & HAPPENING

### MPR drives maximum enrolments to educational programs offered by IGI and Dale Carnegie Training

International Gemological Institute (IGI) is the world's largest independent laboratory for testing & grading gemstones & fine jewelry. Apart from Certification, IGI also conducts International Educational programs for industry professionals & students in India. IGI introduced its 'Professional Jewelry Design Program', but initial efforts (sans PR) did not meet with the anticipated response.

Similarly, Dale Carnegie Training (DCT) is a global provider of locally delivered training in leadership, sales, interpersonal & communications skills essential to improving the performance of individuals, teams, & organizations. DCT was launching a new program called 'GenNext' targeted at students aged 14-21 years to help them develop a positive outlook on life, goal-setting, confidence-building, & management of stress & peer pressure.

The PR objectives for both clients were to create awareness & interest about both the programs, & drive enrolment among undergraduate, graduate, post-graduate students, & industry professionals.

Counseling each organization into timing the Courses & PR Activity appropriately, and a tactical News Media Plan that included feature exposures on the career opportunities that each presented, was followed by targeted impressions in consumer dailies, & educational supplements, driving enrolments up from 40% prior to PR support, to 100% when supported by planned PR activity.

**Shraddha Chopra, Executive - Brand Development, IGI-India:** "PR has been a very effective tool to ensure enrollments from undergraduate, graduate, post-graduate students for the Jewelry Design Program and other programs offered by IGI. We have received a tremendous response to the program."

**Shifali Mehta, Account Executive, Madison PR:** "One of the biggest successes was DCT's GenNext PR program, which focused on building & sustaining key news media relationship, that generated a tremendous response in the form of queries & enrollments."



**Artistic Dreams:** Students learning the finer art of jewelry designing at IGI

## Building the "Fly Smart, Low-Cost, High Quality" GoAir Brand through innovative communication campaigns

Airfare almost at the price of a second-class train ticket? Who would have thought that this would be possible a decade ago?

The dynamics have changed with the open sky policy & entry of a few private players who took existing players head on. Then came low cost carriers who promised to make flying a reality for those who only dreamed it. Volumes drove business & the market exploded into a price war akin to the cola wars of the 90's.

GoAir was the second low cost carrier to be launched in India after Air Deccan. The promise of the airline was simple, "High quality service at low cost" which was a promise that not too many Indian minds would easily accept.

The challenge posed was to educate masses and move the perception from "Low Cost = Low Quality" to "Low Cost = Smart". PR became a vital communication tool for its

high credibility vs advertising. Similar to the beauty business, the high profile airline business needs to stay top of mind with imagery larger than actual size. This was the model for Virgin Atlantic's rise vs British Airways, & higher than revenue-relative SOV (Share of Voice) became a key element of our strategy.

Every initiative from new routes; to marketing promos; to tie-ups; to in-flight shopping; to internal alliances to personnel has flooded the national & regional news pipelines helping keep GoAir top of mind & double its market share up from 3% to 6%.

**Raj Halve, Chief Commercial Officer, GoAir:** "In the very dynamic domestic aviation industry, PR plays a vital role in communicating with various stakeholders. GoAir and Madison PR have worked together very effectively in handling the intense focus the media gives this sector."



**GoAnnounces:** Mr. Jeh Wadia, MD - GoAir at a press conference

**Manish Bidwai - Madison PR Associate, Rest of Maharashtra:** "With tremendous competition among the Low-Cost Carriers, GoAir demands a greater focus to get the message delivered. GoAir news is always interesting because of their constant innovation & therefore newspapers are more receptive to their releases."



*(Welcome, please enter and take a seat!)*



**Saritha Prem,  
Senior PR Executive,  
Mumbai**

This South Indian Beauty enjoys listening to the heartfelt & melodious songs of Kishore & M Rafi. She is fascinated by Ancient Indian

Culture & is always on a quest to uncover the mysteries of the past. Has a flair for languages & can speak five languages fluently. Completely believes in "Living in the Moment" by following her favourite quote 'Improve your present & what follows will be better' from her most cherished book - The Alchemist.



**Saisangeeta Issrani,  
Account Manager,  
Mumbai**

This fiery Sagittarian keeps her energy levels on a high with regular training at the gym, swimming & shopping! A trained classical singer,

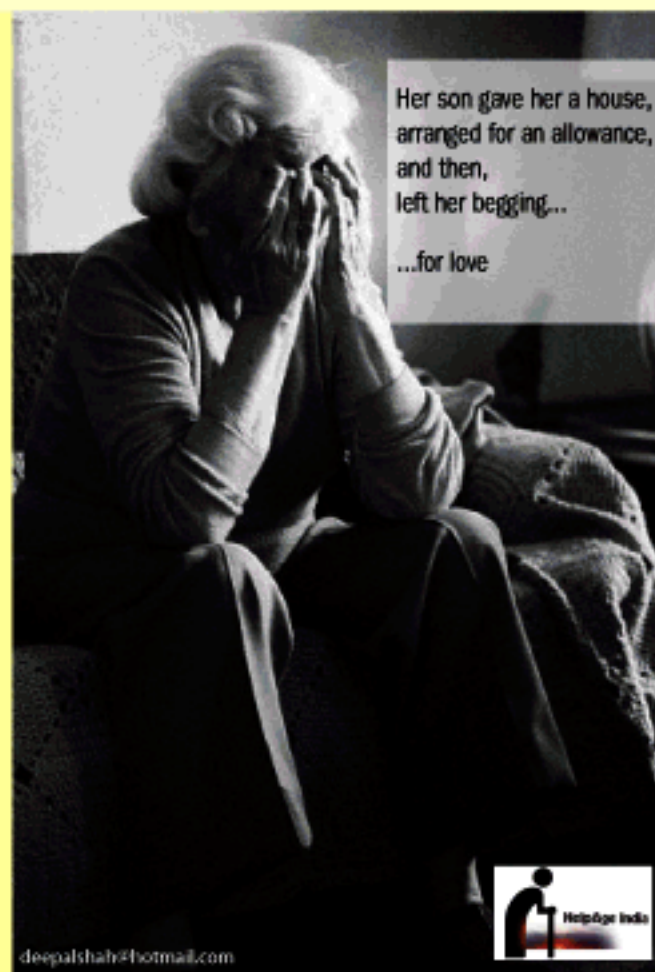
she loves to keep the melody in her life by singing along to the tunes of her favorite artiste, Jagjit Singh. She believes that there are no short cuts to success & hard work always pays in the end.



**Anil Kirtane,  
Creative Director,  
Creative Cell**

This fella with salt & pepper hair is an industry veteran. An art director who has seen & done it all. If you are looking to engage on topics

ranging from philosophy to fish, Anil has a story for each. Time permitting, Anil likes to trek, but on weekends, he loves to sit alone with legs crossed & eyes wide shut. When someone gives a real good brief, his creative juices start flowing, because he believes that the quality of output always depends on the quality of input. He's inspired by the pristine glory of nature & his biggest joy comes from observing children. His favorite quote: "Resistance to reality is suffering. Pain is part of life, suffering is optional."



Her son gave her a house,  
arranged for an allowance,  
and then,  
left her begging...  
...for love

**Creativity Rules!**

DNA - Mumbai's #2 English Daily, recently invited entries for Public Service Ads on how we can make Mumbai better. The entries covered various walks of life and reflected the city's creative streak & yearning for better living.

Madison PR's Deepal Shah's entry for HelpAge India was amongst the shortlisted ads in the competition. Deepal strongly believes in this social cause & he hopes people recognise the lifetime contribution made by their parents, & encourages you to be there for them when they need you.



deepalshah@hotmail.com

Think: every evening spent flying box kites or strolling Marina beach. Think: India's highest paid actor-Rajnikant. Think: Filter kaapi or delicious idli sambar. Think: the cradle of Dravidian culture known for its unique language, customs & architecture comprising magnificent temples with towering gopurams (gateways), intricate rock carvings, evocative music, & classical dances.

By now am sure you are thinking of the traditionally rich Tamilian community – largely conservative & religious, inhabiting a land where cultural influences continue to flourish.

Below captures a few insights into Tamilians.

◆ **Cultural Pride:** Tamilians take pride in their rich cultural heritage. Companies that acknowledge this rich heritage & tailor their offerings to suit local tastes will succeed. E.g. Goodricke Tea launched a strong Assam dust-based brand exclusively for southern India because south Indian tea-drinkers prefer a strong cup of tea. P&G Beauty's Pantene Lively Clean shampoo does well in Tamil Nadu since it has been created specially for heavy oil users in South India.

◆ **Value Seekers:** Higher media penetration & literacy levels have made Tamilians brand conscious but they are unwilling to splurge on brands. E.g. The phenomenal rise of discount chain Subhiksha, which discounts MRPs by 10% vis-à-vis 'Great shopping experience providers' Food World or Health & Glow.

◆ **Traditional, Conservative & Modest Outlook:** Less boastful of their achievements, Tamilians believe in simple living & high thinking. Their weddings are less extravagant affairs in comparison to other communities. Outrageous comments & visually provocative pictures are often attacked, resulting in boycott of the brands they promote.

◆ **Focused on Healthy Living:** Tamilians believe in holistic living & go the extra mile to acquire products that enhance overall well-being. Thus, nutritional supplements, health beverages like Horlicks & Bournvita do well. Companies giving products a "health" spin stand to gain.

◆ **Respect for Mother tongue:** Tamilians feel strongly towards their language. Marketers must know that Tamilians are uncomfortable with Hindi concepts, communication & situations alien to them. E.g. Chevrolet Optra's ad featuring Karva Chauth, which is common practice in the rest of India, meant little to Chennai, notwithstanding the *Dilwale Dulhania Le Jayenge* of this world.

◆ **Obsession with Cinema & Stars:** Rajnikant is so popular that directors hesitate making movies in which he dies for fear that distraught audiences will torch the cinema hall. Most Companies have found the use of South Indian Film stars to promote brands beneficial. E.g. Airtel's use of Madhavan to endorse its pre-paid cellular card-Magic. However, some Bollywood stars transcend the language divide. E.g. Preity Zinta, but only due to her endorsing TVS (a Tamil-born brand).

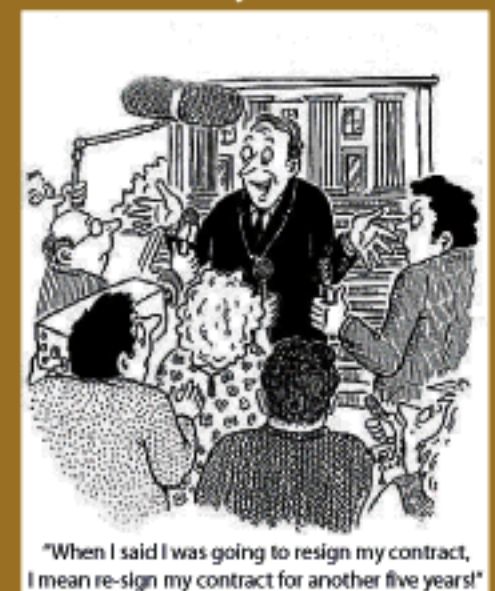
◆ **Urban vs. Rural:** Due to lower incomes, Tamilians living in the small towns are even more value-conscious. Hence, Companies that adapt their offerings in these markets often succeed. E.g. WF Limited's launch of JO range of soaps in mini-packs enriched with Glycerine priced at Rs. 5/-, & Chik's shampoo sachets are a few examples.

In conclusion, as with the rest of the country, Tamilian community is evolving-perceptibly & imperceptibly. The challenge for Companies is to strike the right chord with Tamilians & make the right connect with them for their brands, & hopefully the above has provided some "Insight".

**Aduta tavanai kanumvareke nandri namaskaram**  
*(Until we meet next time, thank you & bye)*

**Courtesy: Ve Ve Prabhu**  
Madison PR Associate, Tamil Nadu

*On a lighter note*



"When I said I was going to resign my contract, I mean re-sign my contract for another five years!"