



Dear all,

In the past three months, we have had huge celebrations across the country and in Mumbai too. From Ganesh Chaturthi to Diwali, every festival has brought fun, cheer and togetherness. On the Economic front too, there's been a lot to cheer – GDP growth, corporate performance, infrastructure development, have all been spiralling upwards, adding to the overall optimism. 2006 has also been the year of the Global Indian takeover with several Indian companies acquiring foreign companies. At an individual level too, Indian CEOs have been doing spectacularly well in the Global arena, getting nominated to International Boards.

I was at a corporate event to launch a Women's Leadership Initiative recently and was happy to see that a larger number of professionally managed organizations are bringing in more women into their workforce and undertaking initiatives to help them realize their aspirations. Today, we have a large number of women in senior positions both in the private and the public sectors. There is hardly a business discipline or community activity that does not have a woman at the helm. And they are all producing outstanding results. This, to me, is one more BIG reason to celebrate as we reach the close of 2006.

Incidentally, at Madison too, 50% of our Business Heads are women!

Cheers,

CEO, Madison PR



HOT & HAPPENING

MPR highlights the drive-in experience at McDonald's First Drive-Thru Location in Pune

McDonald's is the world's leading food service retailer with more than 31,000 restaurants in 118 countries serving 50 million customers each day. Celebrating 10 years of leadership in food service retailing in India, McDonald's, today, has a network of 100 restaurants across the country, with its first restaurant launched way back in 1996. It has retained the No. 1 position for the third consecutive year in the latest 'Business World Most Respected Companies of India' survey in the food retailing industry.

One of the most popular formats abroad, McDonald's recently launched its first 'Drive-Thru' restaurant uniquely suited for today's 'on-the-go' consumer at Aundh, Pune. The PR objective was to create awareness & buzz about Pune's first 'Drive-Thru' restaurant as Puneites had never experienced the convenience of sitting & ordering from their cars without actually having to go to the restaurant.

To build on the unique drive-in experience & highlight the hassle free & speedy ordering process, MPR recommended a very simple & cost-effective strategy. We recommended that Mr. Amit Jatia, MD & JV Partner, McDonald's India (West & South) launch the outlet with the first 'Drive-thru' demonstration & place an order for the media to see how easy & convenient it is. Additionally, we invited the media to a personal 'Drive-thru' so that they could place an order themselves & see the uniqueness of this format. Mr. Jatia also shared his insights into the 'Drive-Thru' & why the need for one in Pune.

This very simple but unique launch was very well received by the media & resulted in qualitative media coverage highlighting the convenient hassle free ordering process at the new outlet.

Amit Jatia, MD & JV Partner, McDonald's India (West & South): "Madison has always been supportive of the McDonald's brand through their hard work & dedication. The proactive attitude of the team is very impressive."

Manish Bidwai, MadisonPR Associate, Pune: "The media responded very positively to the welcoming attitude of Mr. Jatia. It is always a pleasure to work with the McDonald's team because of their infectious enthusiasm."



Mr. Amit Jatia at the launch of McDonald's Drive-Thru in Pune

World Speak

"Public Relations has shifted from a traditional, print-oriented emphasis to that of a multi-faceted marketing discipline. PR used to mean writing, media relations and special events. Now there are no limits; it may be direct mail or a presentation to Congress. There isn't anything under the marketing umbrella we aren't capable of doing. We never say 'that's not our job'. If it's part of the marketing mix, it's our job."

Laura Bennett, President - Bennett & Company

Growing the Organisation from Within

"The role of an organization is to create value, communicate value & deliver value"

- Philip Kotler

The future of any organisation depends not only on the value of its products & services, but also on the value it provides to its own employees & critically, the value that employees can provide to its business. Corporations are slowly awakening to the power of internal communications as one of the most critical tools for employee engagement & empowerment.

Internal communications includes all communication within an organization. Effective internal communication, "downward, upward or horizontal", is vital to addressing organisational concerns & are widely acknowledged to increase job satisfaction, safety, productivity, profits, & decrease absenteeism, while fostering a strong culture.

Internal Communications may be an informal or formal function with the company's PR or HR department assessing the company's culture & applying or developing tools that best engage employee ideas, concerns, & drive growth.

Common tools include the intranet, open forums, meetings, conference calls, newsletters, e-mails, blogs, surveys, poster campaigns, etc.

The most effective internal communication processes worldwide are:

- Adoption of actionable strategies
- Selection of the optimal communication vehicles
- Implementation of procedures that prevent information overload
- Overcoming of budget limitations & technological restrictions
- Soliciting employee feedback & measuring success

However, communication tools in themselves are not enough. Values of trust, openness, respect & recognition are critical to ensure

newsletters do not become lunch mats. When strong cultures are matched with relevant internal communications programs, employees become ambassadors of the company.

To meet this growing need for internal communications, MPR & its newly launched Creative Cell work with numerous clients to create effective internal communications campaigns & tools to engage employees & help take productivity to the next level.

A few e.g.'s...

Writer Corporation: Writer Corporation is one of India's biggest business simplifying solutions firms that provides relocation, warehousing, information management, cash management services, etc. With 50 facilities & over 2000 + employees across India, Writer collaborated with MPR to re-design its monthly employee newsletter - Communiqué to ensure that all employees across its seven divisions are consistently informed about important corporate news & internal activities. Feedback from employees has been positive & a marked percentage feel more "In the Loop" leading to higher productivity & intra-department knowledge sharing.

GoAir: GoAir is a "smart cost" carrier promoted by the Wadia Group with scheduled services to 13 cities in India. GoAir worked with MPR to launch a 16-page informative monthly newsletter - GoConnect to inform, engage & empower employees located all across the country. MPR created a colorful, fun & lively e-newsletter that reflects the GoAir spirit & personality as visible in its bright Pink, Blue & Green Airbuses. Content includes interactive columns on company news, employee birthdays, appointment announcements & aviation anecdotes. Employees have found the fun & vibrant newsletters to be an expression of their work persona & numerous feel that it has made them a part of "One Big Family".

SPLIT PERSONALITY



Shakun Sharma
Senior Account Executive
Mumbai

A true Punjabi at heart, she loves good food, good music & the good life. Artistically inclined, she plays the guitar, paints pottery & enjoys writing poetry.

This uber cool chick has been voted as the most stylish dresser at MPR & apart from Public Relations, fashion is her second love. Friendly & fun-loving, Shaks often spends her weekends catching up with friends & can be spotted shopping at the trendiest malls.

Not one to back down from a fight, her feisty spirit and 'Never Say Die' attitude gets her through the toughest days. As she often says, "If you wanna life, then live it Queensize!"



Andrew Fernandes
Client Group Manager
Mumbai

Known as "The Fixer" - in a completely good way that is. You have a problem night or day, Andrew is always there to help you find the way. Maybe this quality comes from his strong belief that a little

help goes a long way.

Apart from being the Good Samaritan, like most Catholic boys, he is a sports fanatic who often plays professional hockey & football, pool & badminton in corporate leagues. He is a foodie in constant search of the ultimate culinary delight & can recommend some of the best restaurants in Mumbai to suit each one's taste.

Known for having a good time, most weekends he is out painting the town red with friends & boogeying the night away.



Will the real Lola Kutty please stand up!

A Cracker of a Time!

Madisonites across India celebrated Diwali with Manthan 2006 - a cultural exchange program. MPR added that special spark with "Bol Daal" - a Bollywood themed mimicry competition. Andrew Fernandes won the competition for his impersonation of Jaaved Jaafrey's character in Salaam Namaste with Rachita Ravindran as the runner-up.

Additionally, MPRites showcased their creativity by decorating each other's cubicles in their own unique way - epitomising teamwork and a spirit of togetherness. Sam Balsara joined in the celebrations with Lara Balsara and Natasha Baisiwala, the HR Head. He adjudged Anil Kirtane and Deepal Shah, who had decorated the cubicle with a kindergarten theme, as the winners.



Eggactly!!