

Dear All,

By the time this issue of Insight reaches you, many of you would have just come back from your summer holidays refreshed and looking forward to a good Monsoon and a brighter year for business and industry.

For almost a year now, the headlines of most business media have highlighted the slowdown in the Global and the Indian economies and its impact on various sectors of Industry, as well as people across Income Groups.

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In this issue of Insight, we share with you some examples of PR working to deliver Big results on small budgets.

Winning you a year of Big Success.

Veena Gidwani
[Signature]

CEO, Madison PR

Britannia's Bano Funtoon School Contact Program

Smart PR paves the way for smarter kids

Britannia Industries Ltd., India's market leader in the organized biscuit and bakery products segment, has been delighting Indian consumers with its range of delicious biscuits, breads, cakes, rusks and dairy products for the past nine decades.

Concept of 'Bano Funtoon'

Always close to the heart of its target audiences, of which children are a significant part, Britannia knows the importance of supporting initiatives specifically designed to excite children and develop their creative potential.

To this effect, Britannia launched an interesting School Contact Program at over 1000 schools across India, with the objective of giving kids an exciting platform to enjoy and express their creativity freely.

Britannia's fun and masti brand 'Treat', organized the Bano Funtoon School Contact Program for children between classes two and six. The carefully created program featured several invigorating games and spirited team activities which were conducted with zest.



The organizer and winner of the kids was also identified during the games. Children from classes II to VI took part in the event. The winners got Britannia Treat biscuits.



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Maximum Leverage, Minimum Costs

The school activity was an ideal PR opportunity to showcase Britannia's direct engagement with school children though value added programs.

Moving away from the conventional formal press briefing at a hotel venue, Madison PR suggested that Britannia invite a group of select media to one of the schools to witness the program first hand.

MPR selected a school in Pune. When the media arrived, they were invited to witness the activities, after which they were seated in one of the school halls for an informal chat with the school principal and Ms. Shalini Degan, Category Director, Delight and Lifestyle, Britannia.

had won prizes earlier at other schools in the city, to come to this event with their parents. The media was encouraged to interact with them as well to get a broader perspective about the value of such children engagement programs.

Results

The informal briefing inside the school and the first hand experience by the media resulted in excellent coverage for Britannia.

Café Coffee Day

Brewing Brand Equity through High Impact, Low-cost PR Strategies

Café Coffee Day (CCD) is the pioneer and largest chain of coffee cafés in India. It serves a wide range of aromatic coffee blends, cool drinks and delicious snacks to millions of young at heart customers every year.

Strategy Sessions



Leveraging Milestones



Madison PR used a holistic approach to building the equity of the brand. The key focus areas of communication included highlighting the whole new lifestyle experience, expansion of the chain, new and interesting menus, leveraging important milestones and giving a peek into what goes behind delivering this delightful experience.

Results

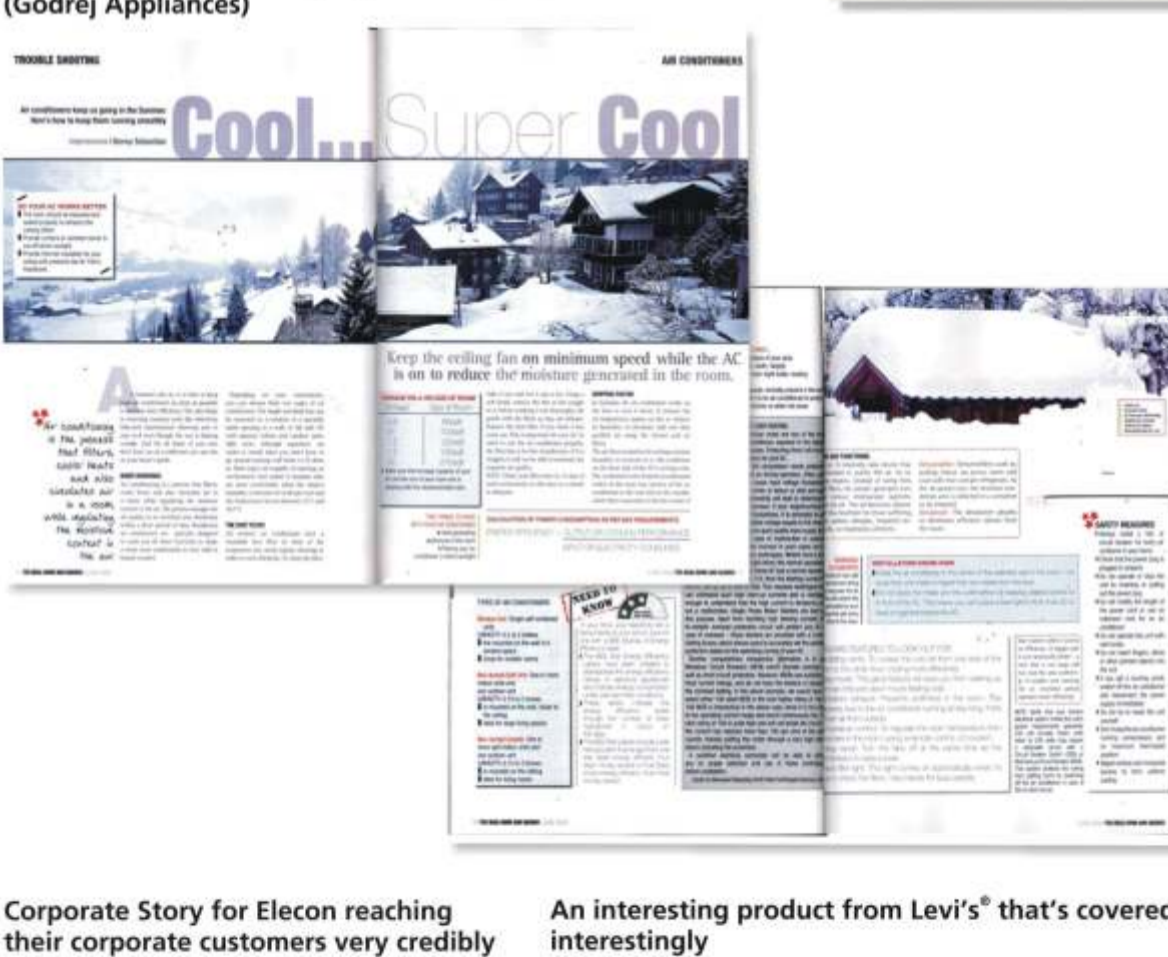
Media has supported our initiatives by covering them through interesting trend and feature stories. Today CCD has over 775 outlets across the country and enjoys a leadership position in the minds of consumers, media and industry experts.

Big Results on Small Budgets

News Features for MTDC through information notes and 1:1 interactions



ENHANCING BRAND EQUITY - Tips On Maintenance/Buying Of Air Conditioners (Godrej Appliances)



Corporate Story for Elecon reaching their corporate customers very credibly



An interesting product from Levi's® that's covered interestingly



Madison PR Offsite 09

Strategizing and fun @ Panchgani



Madison PR's annual offsite took place at Panchgani in mid May. The cool and serene environs of Panchgani provided all MPR-ites an ideal getaway from Mumbai's sweltering heat and crazy pace.

The 3-day trip was full of many strategizing sessions, a look at the year that had gone by and chalking out plans for future growth. The evenings were however totally reserved for recreational activities that offered everyone the perfect



recreational activities that offered everyone the perfect opportunity to showcase their hidden talents.