

Dear All,

As we begin the new decade, its time to contemplate on what we can do to make it a more successful, satisfying and happier decade than the one gone by.

On the Economic Front, there seems to be positive news of a turnaround with corporates reporting better financial performance in the last quarter. All of us in the business world will have to continue to strive to bring in better efficiencies and economies, so that we can sustain and successfully overcome the pressures of a highly competitive and cost sensitive marketplace. One of the key drivers of brands doing well will be innovation, both in

product as well as delivery. We will need to delight consumers with interesting value propositions and reach them in impactful ways. Our communication strategies will need to have a creative approach to be well received by consumers. Our New Year issue of 'Insight' captures a few recent examples of product innovation and PR campaigns that leveraged the uniqueness for BIG BANG impact.

We hope you enjoy reading about them, as much as we did working on them.

Wishing you a very Successful 2010!

Veena Gidwani

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CEO



BREAKING NEWS

Madison's Dancing Queen!

Nidhi Agarwal from our Bangalore team and her partner Vimal Pradeep are back today, after stealing the show and sweeping the award for the Best Dancing Pair at the 9th Asia Pacific Salsa Open Championship 2010 in Hong Kong over the weekend. They are the first Indian pair to win the championship in 9 years.

Red Bull Speed Link



October 11, 2009 will always be remembered as the day Mumbai had its first tryst with F1. The spirit of the dynamic city of Mumbai was celebrated on the marvelous Rajiv Gandhi Sea Link, as Red Bull Racing Pilot David Coulthard zoomed down the Rajiv Gandhi Sea Link in his Red Bull Racing F1 car.

The Sunday afternoon heat did not deter the enthusiasm & passion of Mumbaikars as they made their way to Bandra Reclamation to view this historic event. The energy was high, something you would experience before the start of any Formula 1 race. Dressed in the trademark Red Bull Racing Pilot jumpsuit, David Coulthard walked out to his magnificent Red Bull Racing F1 car to give Mumbai its first taste of F1 by driving down the Sea Link. Chief Guest for the event, Commissioner of Mumbai Police, D. Sivanandan wished David the very best for the event and flagged off the Red Bull Racing F1 Car.

The unmistakable smell of rubber filled the air as the speed machine screeched leaving in its wake on the Sea Link, its first set of virgin tyre marks. The next few moments left Mumbai truly mesmerized, as they watched in awe as a blur of blue, yellow & red swiftly, yet gracefully flowed on the Rajiv Gandhi Sea Link.

To add to the Formula 1 rush, David skillfully performed some 'every young racers fantasy' 360 degree wheel spins, a thrill that people have never gotten to experience before David also blasted down his car into full view of the fans at the Bandra Reclamation, displaying his enviable skills as a driver & the awesome power of the car. You could almost hear the people egging for more as David headed back to the paddock.

Much to the delight of the people, David returned sans the F1 car waving to the crowd, thanking Mumbai for their presence and to show his appreciation for their support waving the Indian flag.



The hype & the excitement for this mega event was set in motion as Red Bull hosted week long activities around the Red Bull Speed Link event, conceptualized jointly with the Madison Team to create buzz and maximize exposure.

Red Bull Car of Cans: Kicking off with the Red Bull Car of Cans, 8 immensely talented students from the JJ School of Art, came together to make a life size replica of a Formula 1 car from Red Bull cans. Close to 2000 cans were used to make the Car, which made heads turn while on display at various malls, exciting the crowd ahead of the actual Red Bull Racing car that was due to arrive for the Big event.

Car Assembly: On October 7, 2009 Mumbai got a taste of things to come as the brilliant Team of technicians & engineers assembled the Red Bull Racing F1 car in the presence of media. It was a never before experience as the attending media got an in depth look into the actual functioning of an F1 car. The car was then sent on display at various malls in the city.

Coulthard meets Media: The man himself, David Coulthard arrived in the city on October 8, and met the Mumbai media, setting the tone for the main event. Leading to the Red Bull Speed Link, David engaged in a host of interviews & media activities to garner media focus on what would be one of the city's historic moments.

Coulthard at Amity: David also made a trip to the capital conducting a seminar at the Amity university, addressing engineering students who aspire for a F1 career, which was followed by David attending a Cricket match at the 20-20 Champions Trophy.

Car Firing: Back in Mumbai, David and the Red Bull Team fired up the car for the very first time, expressing his anticipation & excitement a day before he would become the first man to drive an F1 car on the Sea Link.

Rich in visual footage, the Red Bull Speed Link was a high impact, clutter breaking event that made it on Page 1 of The Times of India, DNA, Hindustan Times, The Asian Age and other newspapers as well as made it to prime time TV news spots.

Godrej Security Solutions

Face it : You just can't fool a Godrej Face Detection System!
Revealed: A case of 2 faces

Godrej Security Solutions (GSS) is a leading manufacturer and distributor of hi-tech 'intelligent' security systems for home, office and institutions.

Their two current message focus areas are:

- Intelligent Living - where you make sensible choices of security equipment for your needs
- Comprehensive Security Solutions - where a single security expert like GSS supplies and manages all your different security needs

Recently, to deliver these two messages and showcase some of their intelligent security systems and solutions, GSS held two press conferences in Ahmedabad and Hyderabad.

The product selected to demonstrate 'Intelligent Security' was their "Face Detection System" which can very accurately recognize & distinguish differences in human facial structure. It is very useful in places where entry access is highly restricted.



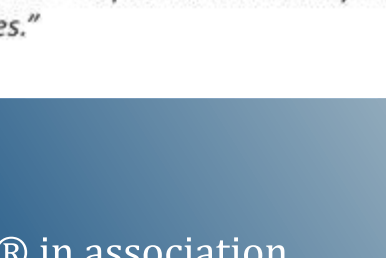
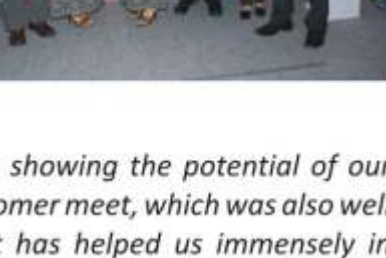
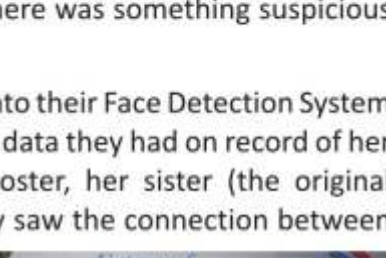
Execution Idea

Marketing Public Relations along with the Marketing Communications team of GSS developed an interesting idea to communicate the effectiveness of the system by using a pair of identical twin sisters to be a part of the press conference.

- The conference started with one of the twins playing the role of the compere and setting the tone for the program. The other twin sister was not present at this time.
- Mr. D E Byramjee, VP and Business Head, GSS, gave the audience an insight into the security scenario in the country, highlighted the need for intelligent living, and explained how people could go about it. While he was talking, the compere quietly stepped off the stage and her twin sister (dressed exactly like her), came back and replaced her on the podium.
- When the new compere spoke again, Mr. Byramjee interrupted her by saying that he felt her voice was sounding a bit different compared to a few minutes ago. While she explained that it was just a sore throat which had cleared, he felt there was something suspicious about her and wondered if she was the same person!
- To confirm his suspicions, Mr. Byramjee asked her to look into their Face Detection System which showed her facial structure to be different from the data they had on record of her sister's face. Once it became obvious she was an imposter, her sister (the original compere) came back on the stage. The audience instantly saw the connection between the product and the staged drama.

This creative demonstration of the 'intelligent products' got a lot of positive reaction from the media resulting in a large coverage with all the key messages well reported.

Mehernosh B. Pithawalla, General Manager, International Business & Marketing Communications, GSS, says, "This creative idea of using the twin girls, which emerged during a brainstorming session between Madison PR and GSS Marketing Communications, was very effective in showing the potential of our intelligent security solutions. We replicated the idea in our customer meet, which was also well appreciated. PR is a very effective and credible tool and it has helped us immensely in communicating the core proposition of our products and services."



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Bombay Times April 2009



Bombay Times April 2009

When Twinkle Unbuttoned Akshay's Jeans 100 PEOPLE WATCHED

Midday March 2009

Levi's

Creating a unique luxury segment for Levi's® in association with leading designer Tarun Tahliani

Levi's® Jeans were born in 1873 in the Gold Mines of San Francisco and have adorned Kings and Queens, been worn by Presidents and Rock-stars, inspired Artists and Poets. Last year designer Tarun Tahliani presented his exquisite vision for this icon and redefined Luxury Jeanswear for Women.

The exclusive 'Levi's®' line by Tarun Tahliani was showcased at the Lakme Fashion Week '09, the biggest platform for fashion connoisseurs & buyers in India. Followed by an after party for the who's who of the Indian fashion industry. Show stopper and front line media buzz was generated by Bollywood actor Akshay Kumar who launched the Button Fly collection by ensuring his spouse Twinkle Khanna unbuttoned him in the show.

Madison PR leveraged photographs of the exclusive collection with leading fashion & lifestyle media and got impactful coverage on the collection with the cover of Vogue India, June '09 with Shilpa Shetty wearing Levi's by Tarun Tahliani.



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Britannia

Make New Year Resolutions with Britannia

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

This year, Britannia launched NutriChoice HEALTH STARTER KIT to help its consumers not only make those difficult New Year health resolutions easier, but actually support them in doing it!

The Britannia NutriChoice HEALTH STARTER KIT pack contains the range of NutriChoice Biscuits - NutriChoice 5 Grain, NutriChoice Spice Cracker and NutriChoice Digestive, a 7 day free pre-activated Talwalkar's gym pass, a Fit sipper bottle and a comprehensive health diet chart from a diet expert. All this for just Rs 100.

With New Year around the corner, this was a perfect opportunity to leverage the initiative with the Media. Moving away from the conventional form of press briefing at a hotel venue, Madison PR organised a Press Conference in the Britannia office at Bangalore on 30th December with Neeraj Chandra, VP & COO and ace cricketer Rahul Dravid, who has been the Brand ambassador for NutriChoice. Rahul Dravid shared his mantra for health and urged media to join in to make India healthy.

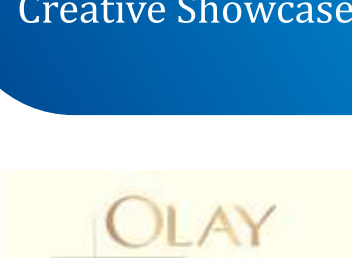


Post event, we initiated stories on Britannia's focus on health with Ms Vinita Bali, MD, Britannia & Ms Anu Narasimhan, Category Director, Health & Wellness.

Besides wide spread, quality media exposure Britannia has received a very positive response from consumers on the new innovative offering.

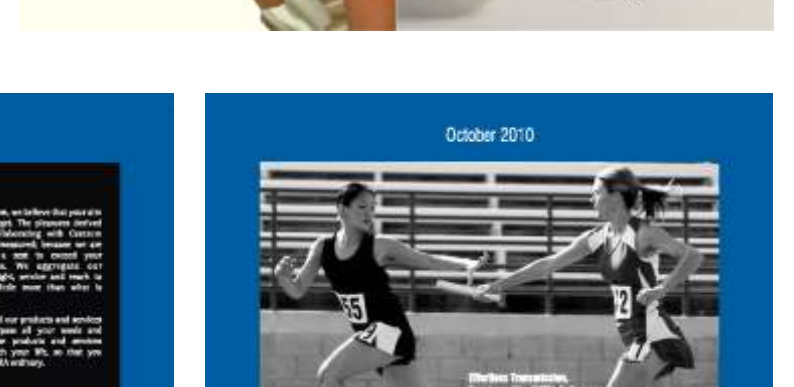
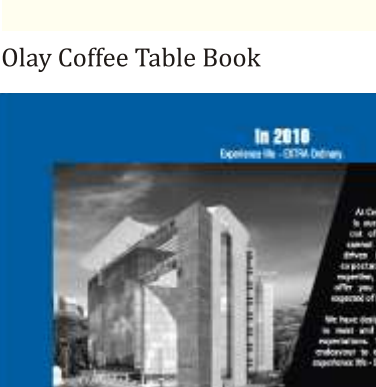
Madison PR

New Client Wins



Madison PR

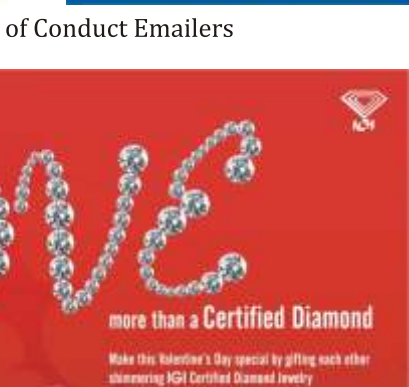
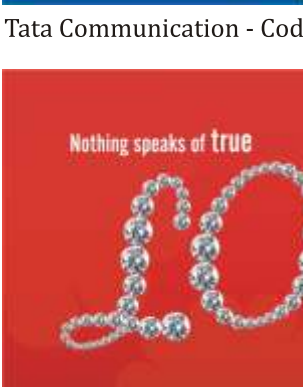
Creative Showcase



Olay Coffee Table Book



Centrum - Calendar 2010



International Gemological Institute - Shagun Valentine's Day Creatives