



How to connect to audiences in today's world

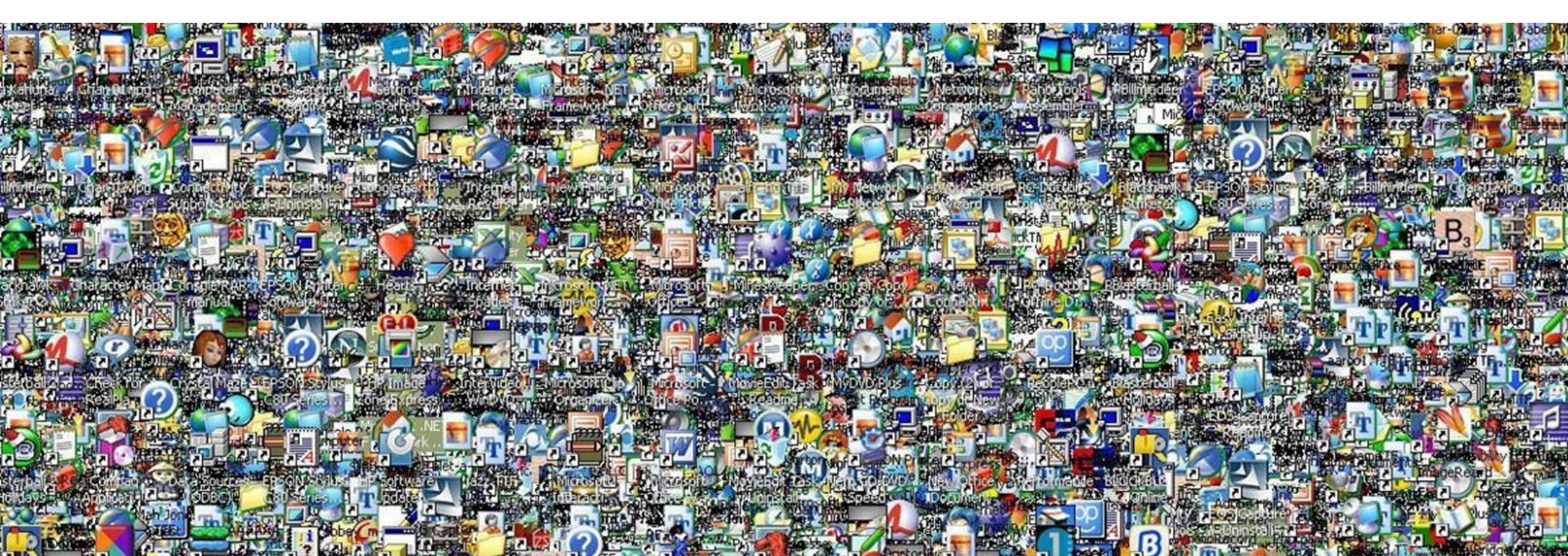
SAM BALSARA

CII International Brand Summit, Chennai

September 20-21, 2019



Average attention span for the notoriously ill-focused goldfish is NINE seconds but according to a new study, people now lose concentration after EIGHT seconds



In these days of high clutter, even being heard is quite a task




But...few have managed to connect well!



**Taste
The Thunder**

 www.facebook.com/thumsupfan

 "Thums Up" is the registered trademark of the Coca-Cola Company. "Thums Up" Contains no fruit. "Thums Up" Contains added flavor.



asianpaints

Har **Ghar**
Kucch Kehta
Hai



MADISON

How did they do it? Can there be
a method to the madness?

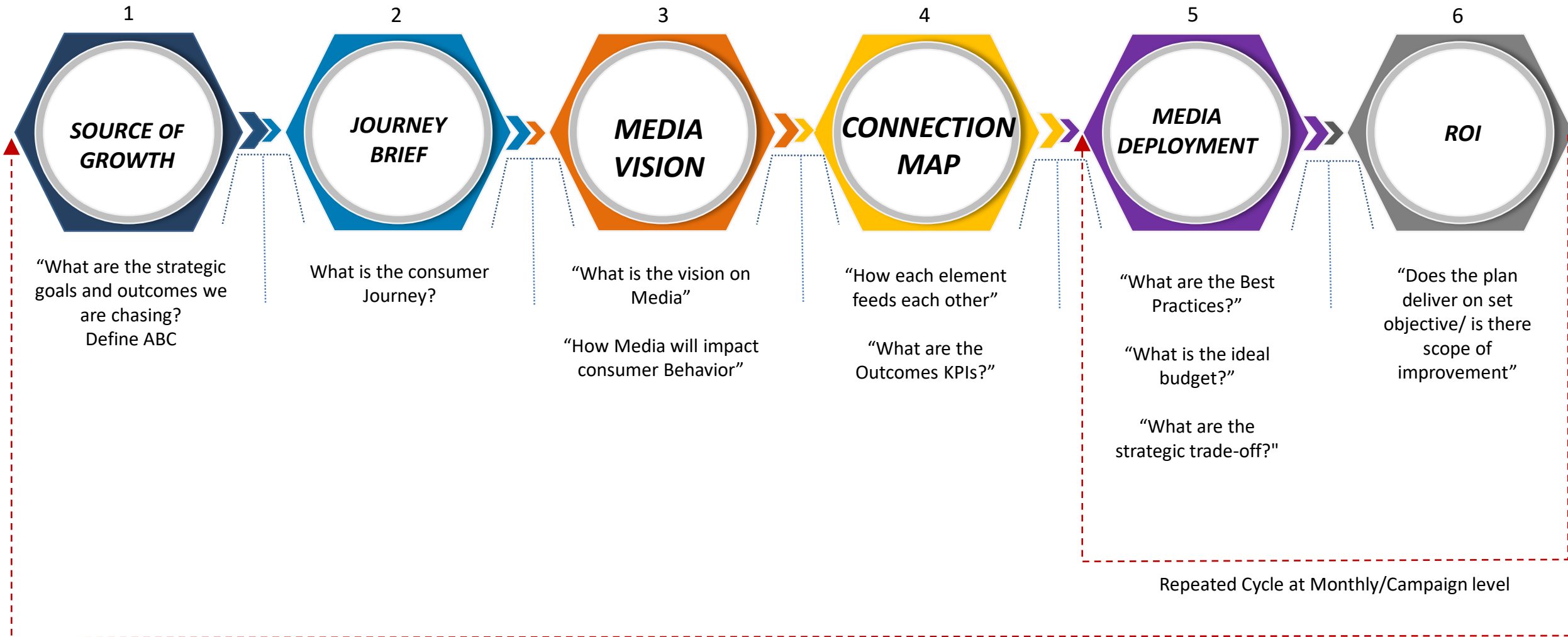
We studied our own processes and that of other leading marketers



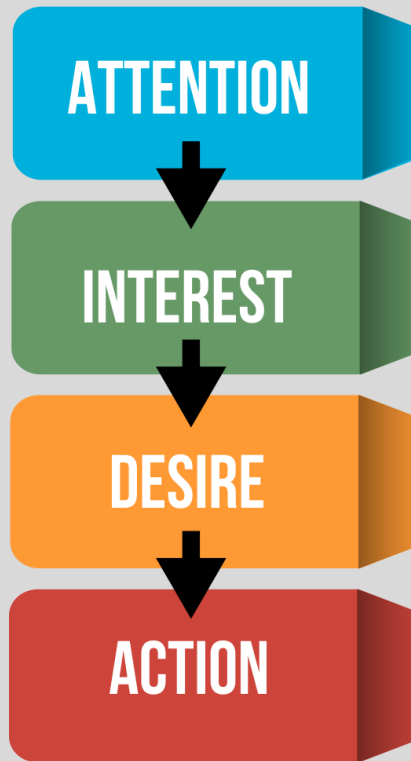
Communication planning processes of P&G, Unilever, GSK, Castrol and many other marquee marketers

OUTCOMES PLANNING

MADISON'S PLANNING PHILOSOPHY IS DRIVEN BY BRAND OUTCOMES



Reboot Every Year (Annual Plans)

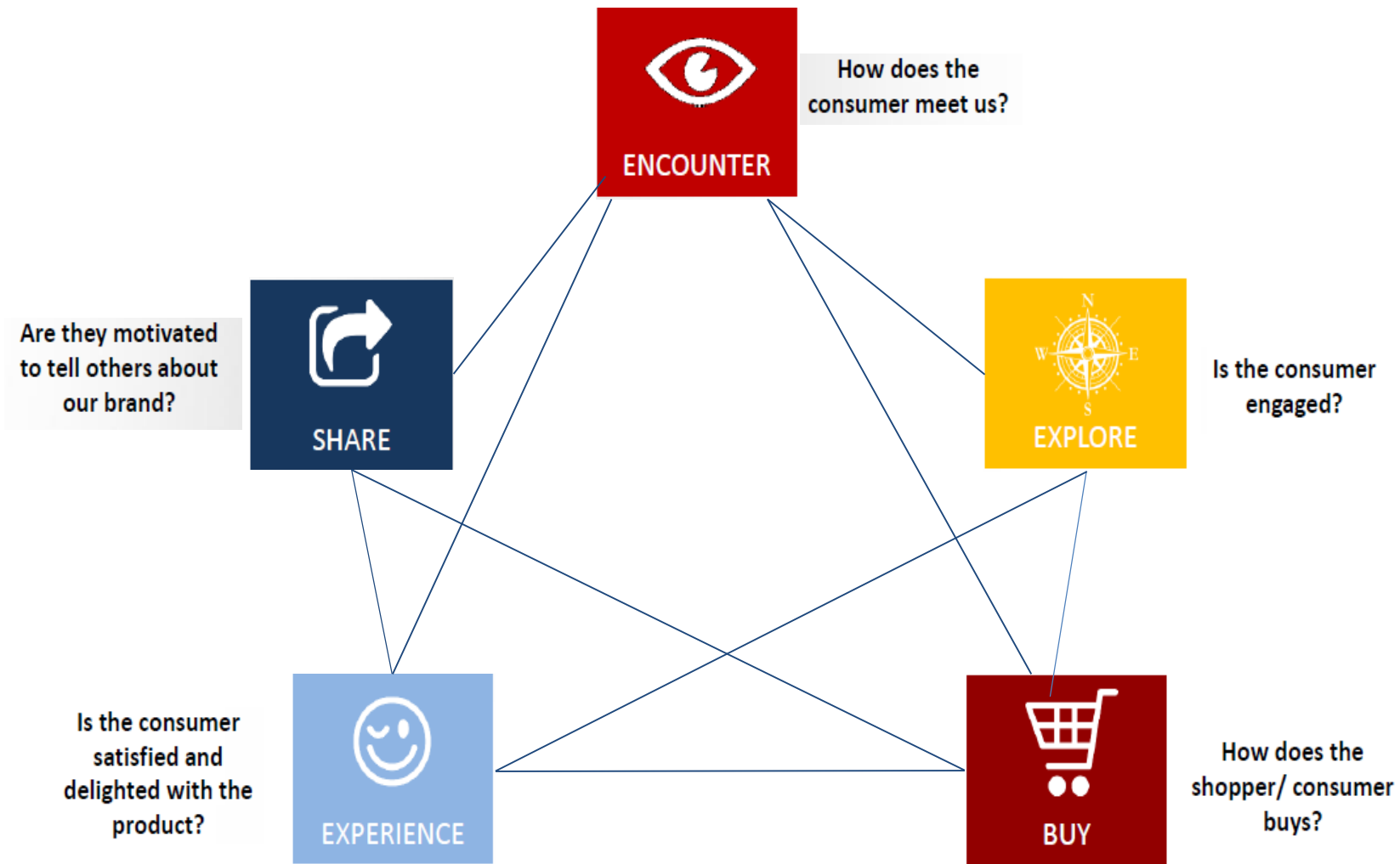


Traditional Customer Lifecycle

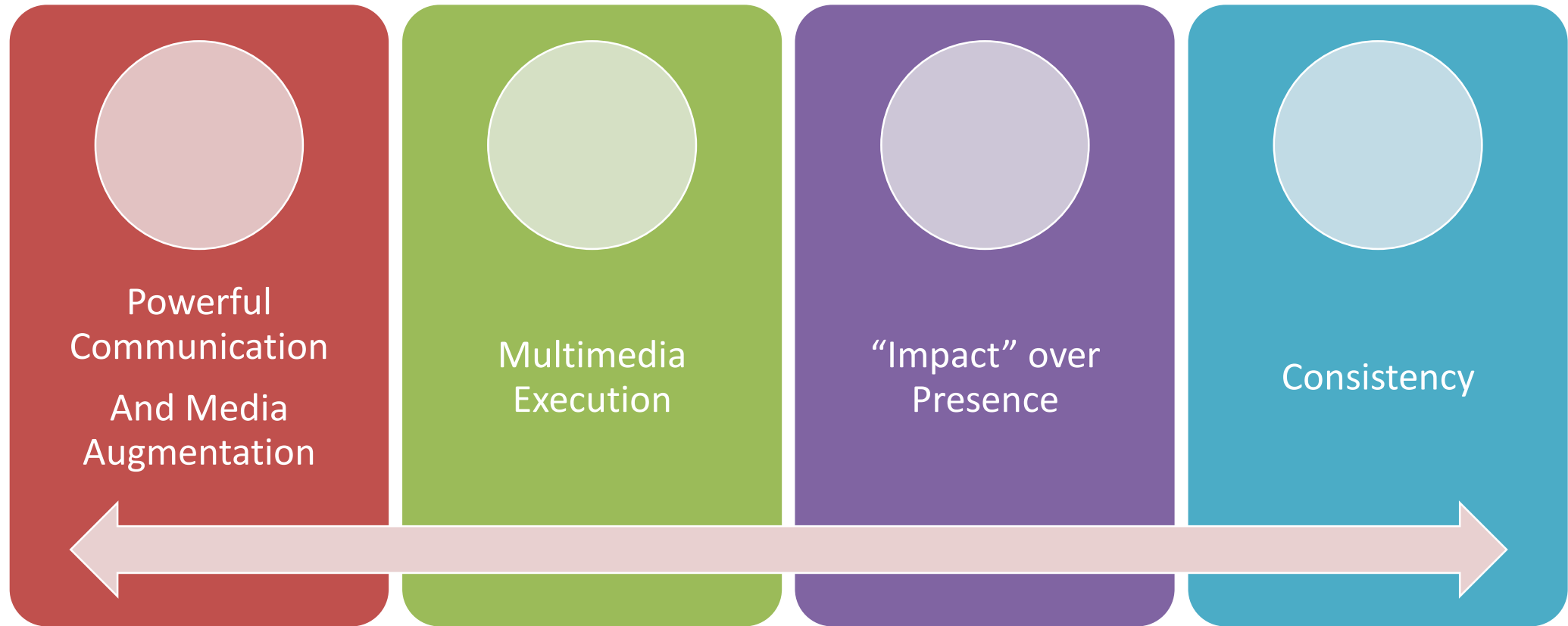


Digital Customer Lifecycle

Media task has to change, From just being “seen” to being “engaged, to buy, to experience and to express”



Ingredients for consumer connect



#1 : Powerful Communication Platform

Examples:



→ Increase frequency of consumption
By appropriating Mithai moments



→ Endear with stories of every home



→ Making a cooking oil, good for heart



[Video](#)



[Video](#)

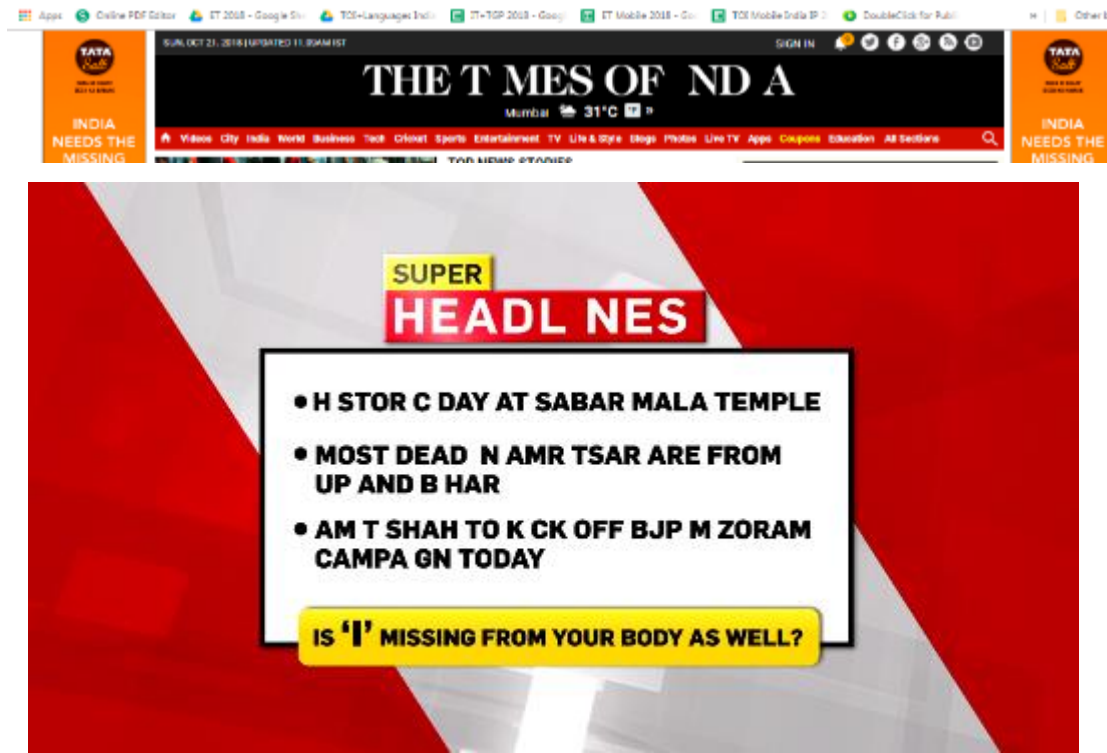


How Content Integration connects with Audience
([video](#))



[\(video\)](#)

On Global Iodine Day, we made the 'I' go missing across news platforms



MADISON

#2 Multimedia is 2X to 5X more effective

Control Market [TV ONLY]

	<u>Pre</u>	<u>Post</u>	<u>Index</u>
Ad Salience	4	6	150
Brand Salience	15	28	187
ITP	5	22	440

TEST Market [MULTIMEDIA]

	<u>Pre</u>	<u>Post</u>	<u>Index</u>	
	3	25	833	5x More Effective
	10	45	450	2.5x More Effective
	4	30	750	1.7x More Effective

The findings are based on proprietary research conducted for a large FMCG brand

Madison Media had conducted Pre and Post studies across different categories . Control market had TV as sole media, while test market had multimedia stimulus

- Multimedia plan is atleast twice as effective as TV alone plan
- It was observed that 'lift owing to multi-media plan' was highest when creative execution had high synergy and was conceived and developed at the same time

Raymond Technostretch - One Message across media



Multimedia for small towns

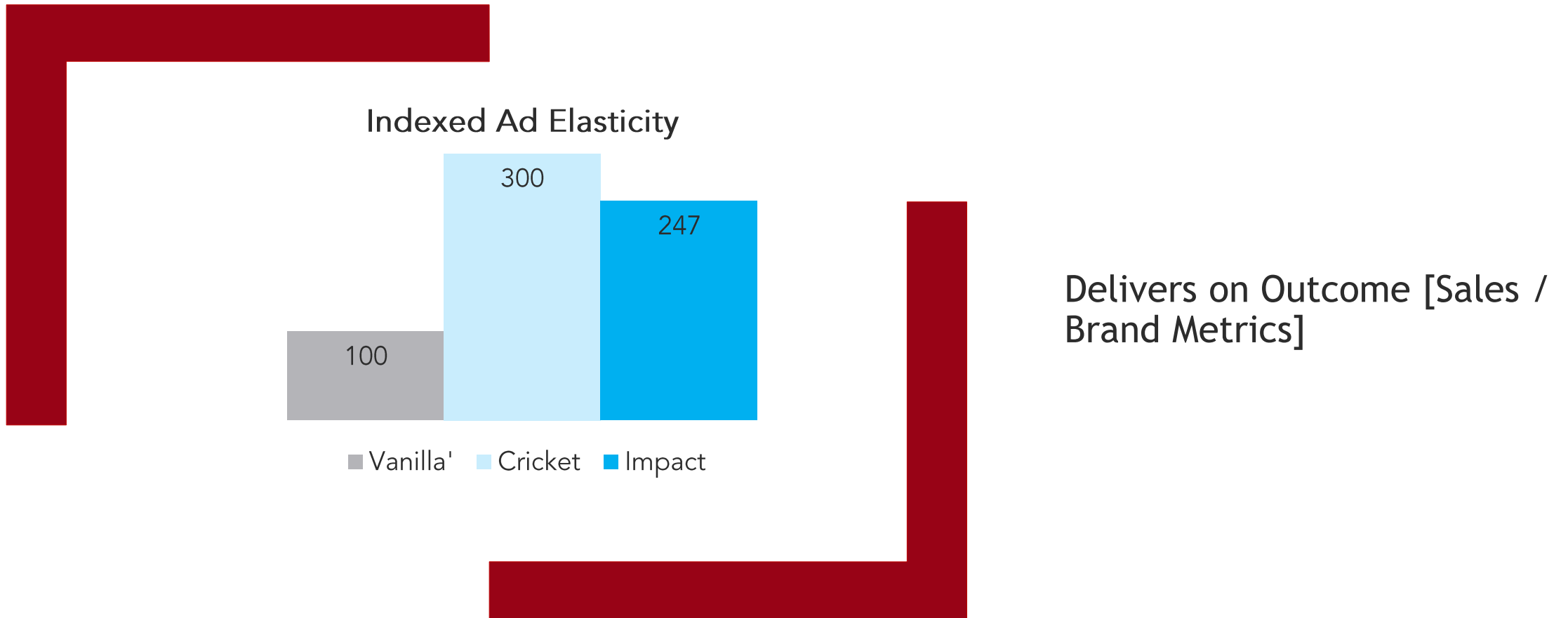


For Goodnight GreenShakti, we partnered with Radio City, on-air and on-ground to build awareness & consideration for the GK Green Shakti Coil Rs10 pack in Bhojpur, UP.

#3 Impact Works

Audience connection is difficult if only efficiency [CPRP] is the focus

Used well, the premium we pay for impact, more than pays back



Source: Modelling outputs of media mix models developed by Madison Business Analytics

Launching TVS Jupiter in Big Boss helped connect with North Indian Audiences



A task was given to the BIG BOSS show inmates named-Zyada Ka Fayda, in which the team had to somehow accommodate themselves on the TVS Jupiter scooter.

Dealers reported that Walk-Ins improved with consumers asking for “Big Boss Wallah Scooter”

The best tackle is nothing else but a very strong bond

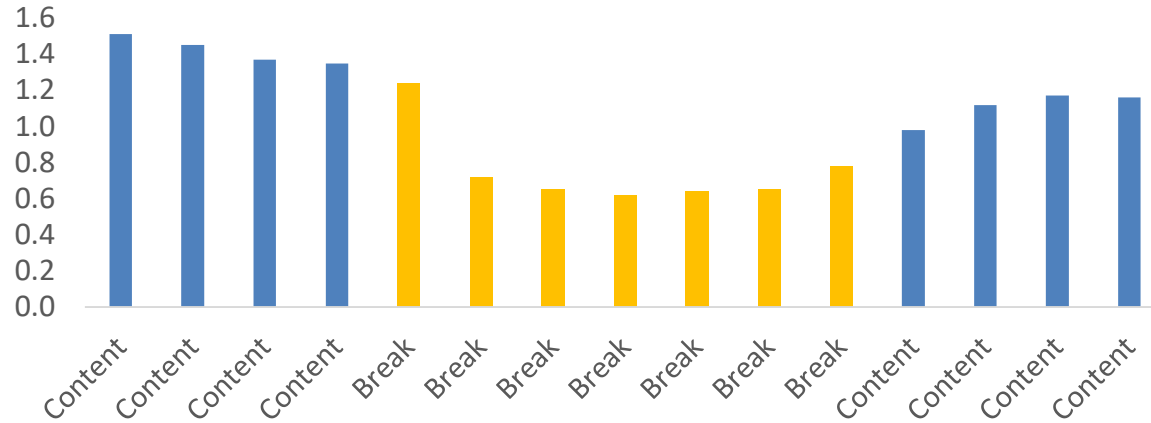


The advertisement features a white plastic bucket of Fevicol SH Synthetic Resin Adhesive on the left, set against a blue background. The bucket has a black handle and a label with two elephants and the text 'FEVICOL SH SYNTHETIC RESIN ADHESIVE'. To the right is a photograph of a kabaddi match in progress, showing players in yellow and green uniforms on a purple court. A 'STAR SPORTS' logo is visible in the top right corner of the photo. At the bottom of the advertisement, a dark blue banner contains the text 'FEVICOL KI PAKAD. CHHOOTEGI NAHI.' in white, bold, sans-serif font.

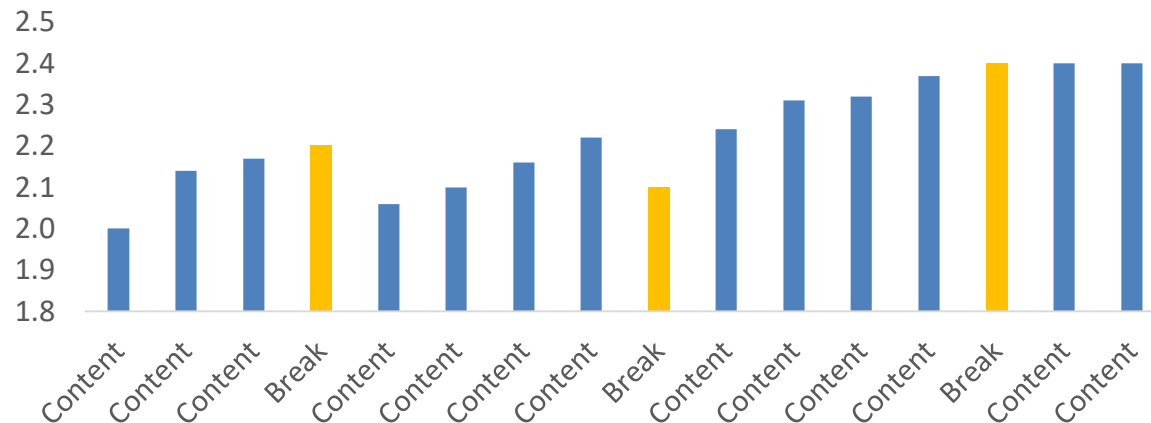
Fevicol integration in
Pro Kabaddi League

Cricket wins on Lower Ad Avoidance

Any Programme – Minute by Minute

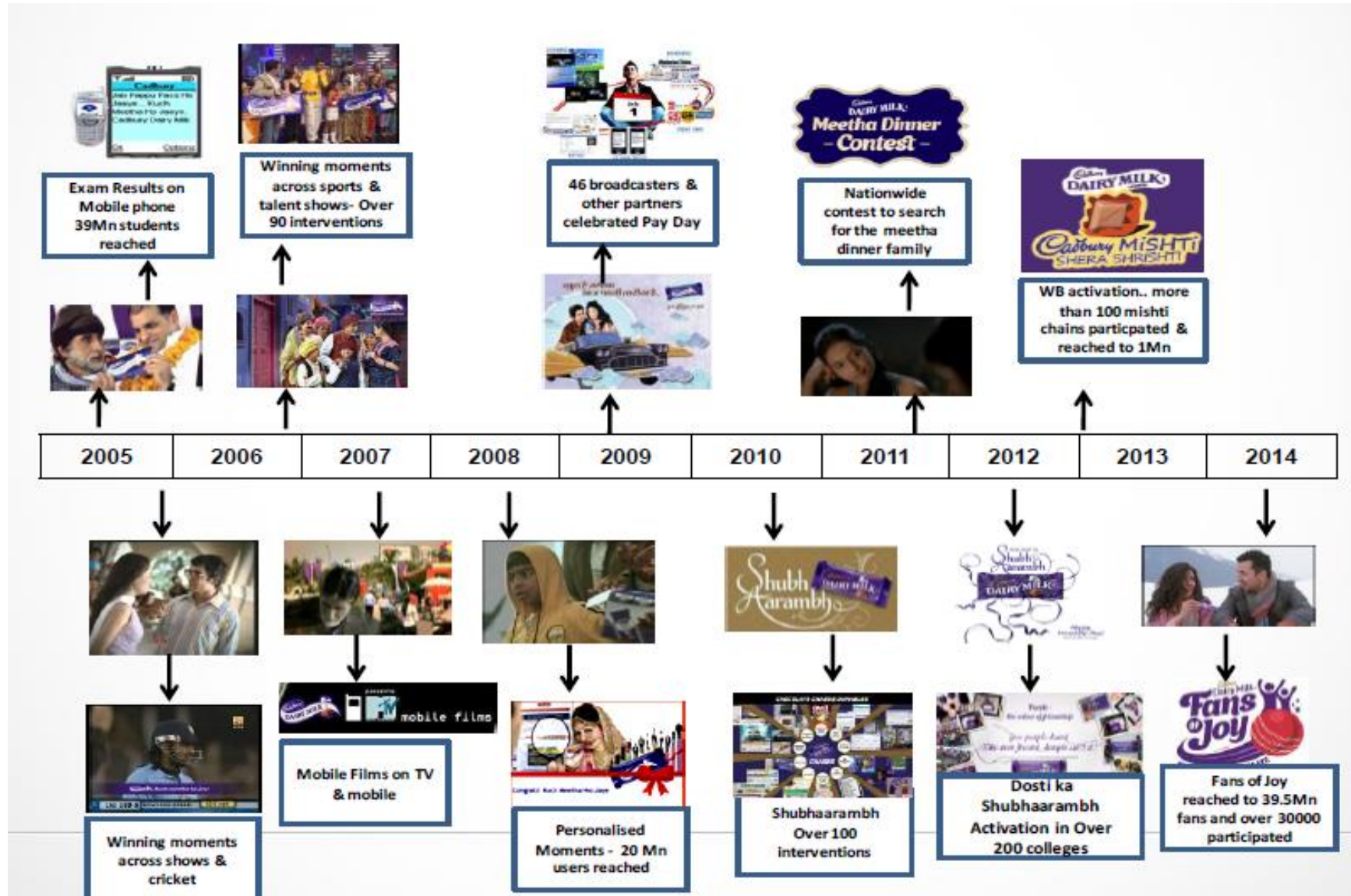


IPL – Cricket – Minute by Minute

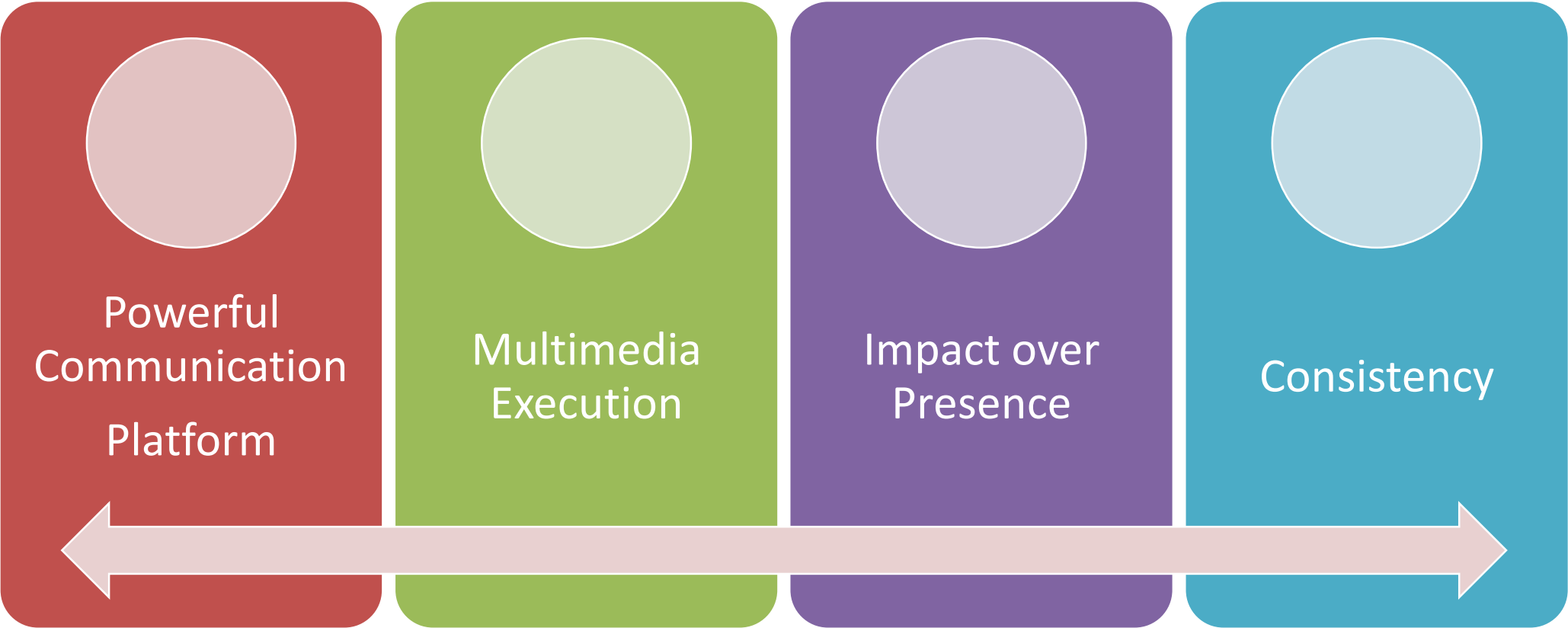


- Ad Avoidance on cricket almost non-existent due to short breaks
- Better reach amongst engaged Audience
- Cricket though expensive on CPRP basis, wins on effectiveness

#4 Consistency - It is a long haul game



4 levers for Consumer Connect





**Connecting with Audience ...Difficult
But immensely rewarding**