

IMPACT

2018
THE WISHLIST
 INDUSTRY HONCHOS RING IN THE NEW YEAR WITH RESOLUTIONS AND EXPECTATIONS

Sunil Lulla
MV Shreyams Kumar
MK Anand
Vikram Sakhuja
Kunal Jeswani
Sam Balsara
Anupriya Acharya
Ashish Bhasin
Ranjeet Kate
I Venkat
Lara Balsara
Mitrajit Bhattacharya
Kartik Kalla
Kashyap Vadapalli
Tarun Katial
Deepika Sabharwal Tewari
Rajat Khurana
Siddhartha Roy
Pradeep Dwivedi
Avinash Pandey
Brian Tellis
Arun Iyer
Satbir Singh
Rajeev Raja
Sumanto Chattopadhyay

CMO FEATURE

WHY HUAWEI PICKED DIGITAL OVER TV

SUHAIL TARIQ
Huawei Devices Business



UNWIND

'MY COMMUTE TO WORK IS ALSO MY DAILY WORKOUT'

ISHMEET SINGH
Country Manager, Mattel

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2018



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FOR ADVERTISING & SPONSORSHIPS CONTACT ;

North & East - Saurabh Trivedi : +919899046074 : E-mail - saurabh@pitaara.tv

West & South - Zeenat Chola : +919769974571 : E-mail - zeenatc@pitaara.tv

MAY 2018 BE YOUR BEST YEAR EVER!

Happy New Year, adworld! This very first issue of 2018 brings good tidings in the form of resolutions and expectations that our industry's bigwigs have shared with us. What better time than the advent of the New Year to get a fresh start on life, and make fresh promises to oneself in the form of resolutions!

A common refrain in the wishlist is spending more time with family – makes us wonder about the work-life balance in the industry and whether it tilts too much towards work! Travel, losing weight, going Digital, winning new business, giving one's best (not in that order, though) are on top of the agenda for many. However, along with making New Year resolutions, breaking them has become customary too. It is estimated that 80% of New Year resolutions fail by February. Still, researchers say that you should go ahead and make a New Year resolution. Turn the pages to read what a cross-section of industry denizens have to say about their resolutions for and expectations from 2018.

While so many of us fail to stick to our resolutions, there are a few like **Ishmeet Singh, Country Manager, Mattel** who

stand out like a beacon of hope. Despite a demanding job, Singh has turned his passion for cycling into his daily workout – he cycles to and back from work! Not only does he make sure that he finds enough time for himself to keep up the cycle commute, he also completes his daily quota of walking 10,000 steps. In addition, he makes sure that his team members maintain a good work-life balance and they walk 10,000 steps too! There's motivation and more in this week's Unwind.

While most parts of 2017 saw hordes of mobile manufactures fill up prime time slots with Television ads featuring prominent brand ambassadors, Chinese telecommunications equipment and services company Huawei chose to go on a different path. They decided to focus more on giving their customers an experience to remember and invested in it, rather than putting their monies into a lot of TVCs, like their competitors.

Suhail Tariq, CMO, Huawei Devices Business, talks to us

about the strategies that the brand is employing to move closer to its dream of securing a place among the top three phone brands in the next three years.

We sign off by wishing all our readers a very happy and successful New Year! May 2018 be your best year ever!



PUBLISHER & EDITOR-IN-CHIEF

Annurag Batra
abatra@exchange4media.com

EDITORIAL DIRECTOR

Amit Agnihotri

DIRECTOR

Nawal Ahuja
nahuja@exchange4media.com

EDITOR

Srabana Lahiri
srabana@exchange4media.com

NEWS TEAM

Simran Sabherwal | *Special Correspondent*
simran.sabherwal@exchange4media.com

Neeta Nair | *Senior Correspondent*
neeta.nair@exchange4media.com

Samparita Banerjee | *Senior Correspondent*
samparita.banerjee@exchange4media.com

Christina Moniz | *Senior Correspondent*
Christina.moniz@exchange4media.com

Dipali Banka | *Editorial Contributor*
dipali.banka@exchange4media.com

Allan Dsouza | *Trainee Correspondent*
allan.dsouza@exchange4media.com

SENIOR ART DIRECTOR

Shamsad Shaikh
shamsad@exchange4media.com

Surya Prakash | *Senior Designer*

Abhijit Kelkar | *Senior Designer*

PHOTOGRAPHY

Ashish Chawla (Mumbai)
Suresh Gola (Delhi)
Vilas Kalgutker (Mumbai)

SALES TEAM

NATIONAL HEAD- SALES
Runa Sinha | 09810497903
runa.sinha@exchange4media.com

Anoop Nautiyal | 08130824948
anoop.nautiyal@exchange4media.com
Gaurav Vadhera | 09818189504
gaurav.vadhera@exchange4media.com

REGIONAL MANAGER - SALES & BD, WEST

Ashish Kudalkar | 09820541742
ashish.kudalkar@exchange4media.com

Rohit Dave | 09870701056
rohit.dave@exchange4media.com

Dhwani Dave | 9987032732
dhwani.dave@exchange4media.com

Pooja Panchal | 09930013689
pooja.panchal@exchange4media.com

GM-SOUTH & VP, SPL PROJECTS

Sneha Walke | 09845541143
sneha@exchange4media.com

Prashant Kulkarni | 09886138249
prashant.kulkarni@exchange4media.com

Barun Deka | 097385 53913
barun.deka@exchange4media.com

CIRCULATION & SUBSCRIPTION

Anandan Nair | 09819445200
anair@exchange4media.com

EDITORIAL, SALES & CIRCULATION

DELHI OFFICE
B-20, Sector 57, Noida-201301
Tel: (0120) 4007700

MUMBAI OFFICE:
3/301 Kakad Bhavan, 3rd Floor, 11th Street,
Opp Gaiety Galaxy Cinema,
Bandra (W), Mumbai 400 050.
Tel: (022) 66206000

BENGALURU OFFICE:
18, 3rd B Cross, Domlur II Stage,
Bangalore 560071

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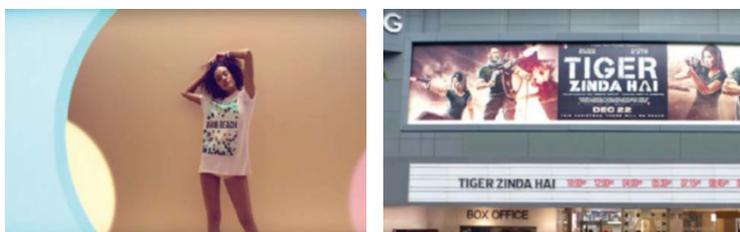
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MONEYCONTROL, FREE PRESS JOURNAL ORGANIZE 'INDIA'S ROAD AHEAD' CONFERENCE



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CO-POWERED BY



TOP HEAD HONCHOS TO DISCUSS IF DIGITAL IS THE NEW TRADITIONAL



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AirAsia (India) Limited



ASHISH BHASIN
Dentsu Aegis Network



V CHANDRAMOULI
Pidilite Industries Ltd



RAJ NAYAK
Viacom18



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Prateek Goyal: prateek.goyal@exchange4media.com | +91 9769124432

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For more information on the event, please contact
Amisha Shah: +91 9979972990 | amisha.shah@exchange4media.com
Sanyogeeta Chore: +91 9167473770 | sanyogeeta.chore@exchange4media.com
For sponsorship opportunities, please contact
Runa Sinha (National Business Head): +91 9810497903 | runa.sinha@exchange4media.com
Sneha Walke (VP Special Projects & South Head): +91 9845541143 | sneha@exchange4media.com
Ashish Kudalkar (Regional Manager West - Sales & Business Development):
+91 9820541742 | ashish.kudalkar@exchange4media.com



Richard Masters, Managing Director, Premier League with actor Ranveer Singh who is the new brand ambassador for the League. Singh will help promote it to fans in India and globally

AD & ACCOUNT

Initiative retains Rs 800-crore media account of Reckitt Benckiser

Reckitt Benckiser has retained IPG's Mediabrands' Initiative as its media agency for the fifth time in a row. The agency had initially bagged the account in 2013 from Zenith. The account size is pegged to be over Rs 800 crore.



Crosshairs Comm bags PR duties for Little Tags & Pretty Secrets

Crosshairs Communication, the Delhi-based Public Relations and Social Media agency has bagged two new accounts-- Little Tags and Pretty Secrets. They will also handle the social media presence for the brands.



TheSmallBigIdea wins social media mandate of Zee Classic

Zee Classic has handed over its social media mandate to TheSmallBigIdea. Running parallel to the channel proposition 'Woh Zamaana Kare Deewana', the agency will be responsible for presenting evergreen stories through social content.



STORY OF THE WEEK

RELIANCE JIO TO BUY RCOM'S WIRELESS ASSETS



Mukesh Ambani's Reliance Jio Infocomm Limited (RJIL), in an all cash deal, to acquire wireless infrastructure assets of Anil Ambani's Reliance Communications (RCOM) and its affiliates. A definitive agreement was signed after Reliance Jio emerged as the successful bidder post a two-stage process. Reliance Jio will acquire towers, optic fiber cable network or OFC, 4G Spectrum from RCom. RCOM said, "The deal consideration comprises primarily of cash payment and includes transfer of deferred spectrum installments payable to the Department of Telecommunication. The proceeds of the monetization of this cash, will be used solely for pre-payment of debt to its lenders." Market circles are pegging the deal size at roughly Rs 24,000 crore. However the acquisition is subject to receipt of requisite approvals from governmental and regulatory authorities. The shares of Reliance Communications surged nearly 35 per cent to Rs. 41.77 on Friday post announcement

Nucleus bags the PR mandate for AutoNebula

AutoNebula, India's first start-up incubator and accelerator that is focused on 'Connected Transport' has awarded its PR mandate to Nucleus Public Relations in India, as they launch in the country.



INDUSTRY

Vodafone to launch VoLTE services in January, 2018

Vodafone is all set to launch 4G VoLTE services in January 2018 which will be available across India, starting with Mumbai. With 4G VoLTE services coming in, the telecom operator says its users will be able to make HD quality voice calls along with faster call set up time.



Nivea Men and Real Madrid roll out worldwide partnership

Nivea Men and 12-time UEFA Champions League winner Real Madrid Football Club, have announced their global association in over 70 countries. The brands started their partnership in Spain in 2013 and have now taken it further by signing a five year contract.



SUNBURN FESTIVAL KICKS OFF IN STYLE IN PUNE



High octane performances by Dimitri Vegas and Like Mike, DJ Snake, Clean Bandits, Martin Garrix, Afrojack and KSHMR took the Ola Sunburn Festival, 2017 to newer heights. For the first time the festival was streamed live on Tata Sky Mobile App, bringing the biggest EDM extravaganza to small screens.

THIS NEW YEAR OLA AND AIB CAME TOGETHER TO SPREAD THE MESSAGE OF 'DON'T DRINK AND DRIVE'



Kamala Mill fire tragedy disrupts operations at Times Network

Fire tragedy at a restaurant in Kamala Mill Compound near Times Television Network's office in Mumbai disrupted operations across its channels ET Now and Mirror Now. After operating from a makeshift studio temporarily the channels have resumed operations. All employees were evacuated safely.



ASCI pulls up HUL, Uber, Dabur etc for misleading ads

Advertising Standards Council of India has upheld complaints against 200 misleading advertisements including those of Hindustan Unilever, Dabur India, Uber India, Hindustan Petroleum, Usha International and Indian Oil.



tweets

A SNEAK PEEK AT WHAT THE INDUSTRY IS TWITTER-ING ABOUT

Dhunji S. Wadia @dhunji
#TigerZindaHaih He's shirtless again. Inspired by a true story where nurses were rescued by Indian and Pakistani agents. The way Katrina ate the strawberry, Slice will soon launch a new drink. The biggest role is played by C P Plus CCTV cameras (Of Uperwala sab dekh raha hai fame)

Partho Dasgupta @parthodasgupta
Correct :-) - Media and marketing professionals most vacation deprived: Expedia Report 2017

Ajay Gahlaut @meajay
The Hyundai i20 had the tagline 'Uber Cool'. I wonder after the coming of Uber, if that tagline is cool anymore.

Bobby Pawar @FRIEDFOODBRAIN
What were the gaou-rakshaks doing when people were stealing fodder from the mouths of cows? #FodderScam

Anand Narasimhan @AnchorAnandN
Fire rages next to @TimesNow office in Mumbai. At Mojo bar. All safe so far. Power cut... transmission down.

PEOPLE

Gautam Thakar is the new Star Sports CEO



Star Sports gets new CEO, Gautam Thakar who is expected to join Star India in mid January, 2018. Thakar was previously working with Revolution LLC as executive in residence in Washington DC.

Avinash Joshi joins Dentsu Webchutney



Dentsu Webchutney has appointed Avinash Joshi as Vice President and Head of Social Advocacy. Joshi joins the agency to set up and lead Dentsu Webchutney's Social Advocacy vertical.

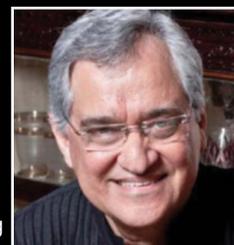
Sahara Media Group appoints Alok Nair as CCO



Alok Nair has been appointed as the Chief commercial officer of Sahara Media Group India. Nair joins Sahara post an independent consultancy stint, prior to which he was EVP and business head at Bloomberg TV.

Veteran adman Anvar Alikhan passes away

Anvar Alikhan who had recently retired as Senior VP and strategy consultant at JWT Mindset passed away after suffering from a lung infection. He was 66



and has played key roles at agencies like Ogilvy & Mather, Contract and JWT. Apart from being well known for his work for brands like Taj and Raymond, he was also a renowned writer and a historian.

SUHAIL TARIQ | HUAWEI DEVICES BUSINESS

WHY HUAWEI PICKED DIGITAL OVER TV

At a time when phone companies are using brand ambassadors and flooding prime time spots with TVCs, Chinese telecommunications equipment and services company Huawei prefers to engage with the consumer by creating an experience for them. **Suhail Tariq, CMO, Huawei Devices Business,** tells us why no ads blitzkrieg on TV can help achieve that for the brand

BY NEETA NAIR

PROFILE

Suhail Tariq is the Chief Marketing Officer, Huawei Devices Business. He has more than 17 years of experience in brand reputation management, including traditional and new age media outreach, and has played a pivotal role in spearheading marketing communications of leading brands. In his earlier role, Tariq was associated with General Motors India for more than eight years as General Manager.



Q] Why did Huawei tie up with Rannvijay Singh's Squadrran for the Honor 7X and why not a television show like Roadies?

I have zero experience in mobile technology, but I am fairly proud that I have a very strong understanding of the consumer. Unlike cars, mobile is bought by everyone and I realized that people, while they do consider the RAM and memory of the device, don't buy phones just for that. They are looking at a connect with the brand too. We decided to call our campaign 'Max your view' through which we communicated the features of the phone interestingly. And for that, we tapped Rannvijay's Squadrran which features tasks that are doable yet with their own twist of difficulty, so they were bound to test the phone's camera, great gaming experience, screen and battery life differently. I believe Digital is the best way to connect with millennials.

Q] This is perhaps one of the first phones being projected in an adventure space through an adventure web series.

There is no denying that it's an interesting space to be in. The TG that we are talking to are millennials who are into gaming, travel and adventure and if this is what they want to

do, this probably is the best way to go out and communicate it to them. So, if my consumer is able to connect with this kind of a lifestyle, the job of communicating with them becomes much easier.

Q] Most phones have this one feature that they try and highlight like Oppo and front camera. What is the USP of Honor?

While we are not keen on highlighting just one feature, if we absolutely had to then it would be the dual camera. Honor as a brand stands for the legacy of dual cameras. Apple started it this year but our first phone with dual camera came in 2015. Today, we are running photo workshops for people who want to experiment with the pro mode of the smartphone camera because more often we don't carry the DSLR everywhere we go. What do I do when a great shot presents itself? Simple-- use an Honor phone. So while dual camera is a legacy for the brand, as far as this phone is concerned it has to be the edge-to-edge display in the budget category that stands out.

Q] What is the marketing mix for the campaign?

It's dominated by PR and Digital. We have used mass media but that's only tactical. A lot of



MARKETING TIP

If you think 'out of the box', you will be out of the game. I'd rather stick to the rules of the game. So be within the box and be consistent, yet innovative.



ABOUT THE BRAND

Honor is a leading smartphone e-brand under the Huawei Group. In line with its slogan, 'For the Brave', the brand was created to meet the needs of Digital natives through Internet-optimized products that offer superior user experiences, inspire action, foster creativity and empower the young to achieve their dreams. In doing this, Honor has taken adequate steps needed to usher in the latest technologies and innovations for its customers.

FACTS

CREATIVE AGENCY: **LEO BURNETT**
 MEDIA AGENCY: **MOTIVATOR**
 BTL AGENCY NAME: **VIBGYOR**
 DIGITAL AGENCY: **MOTIVATOR**

brands in the category use brand ambassadors, we call them influencers. Rannvijay is an influencer in the territory we want to operate in. I believe when a brand talks about a great camera like an Oppo, one should also build an experience around it. If I gave you a great device but didn't tell you how to create an experience, it's going to be a challenge. Every weekend, we invite enthusiasts across 4-5 cities and teach them the tricks of photography. For example, we may take them to a beach in Chennai first thing in the morning and ask them if they would like to learn about low light photography. So instead of banking only on the selfie as a brand, we are creating an experience. And I have created a pool of people which comes back and keeps sharing the rare experience that they have had with the phone. No amount of mass media usage will get me that.

Q] So you are not spending on Television at all?

The entire campaign is a mix of PR and Digital, about 80%-90% of which includes social media and influencer marketing. Resources are not an issue. Our belief is that we haven't tapped the market really well and what I mean by that is that there is a sizeable population that we need to engage with. 'Widening reach' is not a target for me. For example, I put a million dollars to reach out to the people through Television, but have I created meaningful engagement with them? No. So, this campaign that we are trying to build is an attempt to create an experience. It's

not that we haven't tried Television advertising - we did it for Honor 8; but we just feel Digital works better.

Q] What is the current market-share for Huawei phones in India and what is the target?

We want to be among the top three phone brands in the next three years.

Q] How important is India as a market for the brand?

China is our headquarters and beyond that India is one of the markets that will drive growth for us. In fact, India is not a country for us, it is a region, it's the size of the penetrable market that we are looking at right now. That's how important India is for us. We have a 'glocal' approach, i.e., you behave like a global brand with the nuances of a local. So, the kind of products that we launch may have slightly different configuration but we will curate it, the way the audience wants it.

Q] How did you add an Indian touch to Huawei's Honor 7X?

The Indian audience is very price sensitive. So, while I may be giving you a great product if I don't give it to you in the price that you are looking for, I will face a challenge. So, when we launched this product, we said it's at a global best price we are offering in India. The phone was available for 30% less when compared to what we sell it for in the rest of the world.

Q] What are the strong growth areas for you within the 'India region', as you put it?

Kerala is one. The digital barriers were much less down South, because the literacy rate was high. So, South - comprising Chennai, Bangalore, Kochi - is a key market for us driving growth and Delhi comes next.

Q] What are the upcoming features or products from the Huawei stable that can be game-changers for the brand?

Next month, we are coming up with a new phone which will be thoroughly based on artificial intelligence. One interesting feature which will make it a big hit in India is the translator. You won't have to be online and yet will get translation on the go. So if you are travelling in a country as diverse as India and do not understand a particular language, your phone will provide you with instant translation of multiple preset languages. It has got an in-built Microsoft translator feature. Also, there was a time when a phone was launched globally, and came to India after 2-3 months. We will turn that around completely.

@ **FEEDBACK** neeta.nair@exchange4media.com

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WITH RESOLUTIONS AND
EXPECTATIONS**



My resolution is to cope well with the emerging VUCA (Volatile, Uncertain, Complex and Ambiguous) world. Personally, I want to continue to enjoy life and my newfound status as grandfather the second time over.

SAM BALSARA
Chairman & Managing Director,
Madison World

At Grey, we worked closer and better with agencies across the WPP group, leveraging skills, expertise and winning businesses in 2017. As an agency, we got stronger with a great team. For 2018, I plan to continue to use my energy and vitality to bring fruitful purpose and plentiful happiness to everything

I do, everyday.

SUNIL LULLA

Chairman and MD,
Grey Group



The year 2018 will be a year of remonetization, the Bharat story will continue to play out well for the Print segment with language newspapers driving growth in viewership and advertising. My resolution is to put in more hard work in developing our organization; I plan to work on this every day of the year.

MV SHREYAMS KUMAR

Joint Managing Director,
Mathrubhumi Group



I don't make New Year resolutions as I prefer working to three-year plans. As part of that in 2018, I am hoping to catch up on some lost speed in terms of growth in the last year. Besides that, the big agenda point for 2018 and beyond is Digital transition of our brands.

MK ANAND

MD & CEO,
Times Network



The year 2018 is going to be when India will establish itself as a stable economic giant. I expect buoyancy and growth in business. My resolution is to make sure that 2018 is another record growth year for us. We have been outstripping the market growth three times over for four years in a row and we want to continue doing that.

ASHISH BHASIN

Chairman & CEO South Asia,
Dentsu Aegis Network



The best thing about 2017 was that it absorbed all the residual effects of demonetization and even took the GST impact in its stride. Hence it has paved way for more upbeat expectations in 2018 and beyond. On a personal front, I aim to wander more in 2018.

**ANUPRIYA
ACHARYA**

CEO-India,
Publicis Media



I have one very important resolution for 2018, which is, I will take at least two significant holidays in the year - one for myself, to go diving, and the other with my family, and I am hoping to get at least a couple of weeks off for each one.

**KUNAL
JESWANI**

CEO, Ogilvy & Mather India



I had planned a complete digital transformation of our business, but it is taking longer than planned due to rapid evolution of technology, as well as business priorities. I am now quite confident of rolling it out in early 2018.

**PRADEEP
DWIVEDI**

CEO, Sakal Media Group



I wish to make 2018 as the year of record, reflection, review and revision. Great ideas are abundant, but it's what we decide to do with them that counts. So, in the New Year, I will maintain a compendium in which I plan to chronicle my personal and professional thoughts and ideas.

KASHYAP VADAPALLI

CMO, Pepperfry



In 2018, I promise to be more disciplined about everything I do – exercise, prioritizing and taking care of my health.

VIKRAM SAKHUJA

Group CEO, Media & OOH,
Madison
Communications



My resolution is to scale up the business via massive brand awareness and consumer engagement. On the personal side, one resolution I have diligently made for the past few years is to run every day. Running a full marathon has been a dream of mine, which I hope to turn into a reality in 2018, beginning with the Tokyo marathon.

RAJAT KHURANA

MD, ASICS India Pvt. Ltd



I don't make New Year resolutions. On weekdays, a missionary zeal takes over me to set out and deliver my best. On weekends and other off days, I have my inspired moments to pursue my passion and spend time with my family.

RAHUL JHAMB

Brand Head, Forever 21,
Aditya Birla Fashion
and Retail Ltd



With four State elections in 2018 and the General Election slated for 2019, 2018 will be a big year for the news genre. It will also test our talent and create innovation in our resources. I am hopeful that the advertising industry will gain tremendously from the news genre as consumption of news content will increase on both OTT and C&S platforms.

AVINASH PANDEY

COO, ABP News Network



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My resolution for 2018 will be more sports and eating right. I play Badminton regularly and I hope to increase the frequency of that. I am also keen on learning coding. In fact, I have even reached out to my friend Kunal Shah, Founder of FreeCharge, asking for a few recommendations on whom to learn coding from. Learning to code will help me interact better with my brother-in-law, a software engineer. I often don't understand the technical terms he throws at me, so coding it is for 2018.

ARUN IYER

Chairman and CCO,
Lowe Lintas



My New Year resolution for 2018 is to achieve work, life and health balance, and excellence at work.

DEEPIKA SABHARWAL TEWARI

Associate Vice President -
Marketing, Tanishq



Having made and broken scores of New Year resolutions, I'm a tad wary of making more. Just last year, I had set myself the task of reading a book every week and hitting the gym daily. A year later, I've read perhaps five books and visited the gym for about as many days. But it's that time of the year and newer resolutions must be made. Otherwise, the only thing we may break could be whisky glasses on dance floors. The first one is to repair at least one that I broke from last year: reading a book every week. I've a stack of about 10 to start with. Must travel more. So the second one is taken care of, work and kids' exams permitting. Workwise, to do less admin work and more creative work. Having turned entrepreneur, I was too busy to meet people the last couple of years. I plan to meet more this year, which might make me busier. I'll have less butter with my paranthas in 2018. Or run 5 km for every spoonful. You know, I'm breaking this one on Day 1.

And most importantly, not make any resolutions for 2019!

SATBIR SINGH

Founder & Chief Creative
Officer, Thinkstr



I plan to connect more with myself, and come up with newer ideas, newer methods, newer approaches...

TARUN KATIAL
CEO, BIG FM



I always wanted to go trekking and camping up in the hills - I will definitely plan to do that in 2018. More time with family is going to be my big resolution.

SIDDHARTHA ROY
CEO, Hungama.com



My resolution will be to go back to the basics, to focus on the strengths of Print, aggressively evangelise core unique deliveries of a No.1 newspaper like Vijay Karnataka. We will also aim at adding Print adjacents like On-Ground & Digital and provide better returns to marketing campaigns of advertisers.

RANJEET KATE
CEO, Vijay Karnataka



My New Year resolution would be all about more music, more fun, more friends, and more business. The one thing I am looking forward to in 2018 is monetizing my passion for music to the maximum. I want to create a whole new ecosystem of music, and use the power of music to transform the world, connect brands to consumers, or even just share music with people, and connect them through it.

RAJEEV RAJA
Co-Founder,
BrandMusiq



In 2018, I will read more (novels, not social media posts), act more and, of course, win more -- not just awards but, in keeping with my new role, new businesses too!

**SUMANTO
CHATTOPADHYAY**

Chairman & CCO,
Soho Square



Personally, I have to get back to exercising and lose all the excess weight I have gained over the last two years. I have got a big target of weight loss! Professionally, I want to be more focused.

LARA BALSARA

Executive Director,
Madison World



Anything will be better than 2017, and that's the best thing about 2018. My New Year resolution is to produce a movie.

**MITRAJIT
BHATTACHARYA**

President & Publisher,
Chitralakha Group



I'm not too much of a New Year resolution person, but there are a couple of things that I want to see happening in 2018. I want to indulge in a bit of musical theatre and also give life to a book I'm hoping to write... #chasethatdream

BRIAN TELLIS

CEO, Fountainhead-MKTG



In 2018, I aim to meet a new client and supplier every week.

MANDEEP MALHOTRA

Founding Partner & CEO,
The Social Street



The one thing I do plan to do in 2018 is relish every single day, live in the moment and not wish time away. It's easy to get so caught up in your life that you forget to enjoy it. And what a shame to do that when you're living the dream!

MALINI AGARWAL

Founder & Creative Director,
MissMalini Entertainment



We are looking forward to launching IRS after a gap of four years.

I VENKAT

Director, Eenadu



Apart from getting eight pack abs, my resolution is spending more time with family because I missed out on that in 2017. For me, 2018 will be all about fitness, travel and family on the personal front. On the professional front, it will be about achieving really good benchmarks for Radio City, not just in the Indian context but also globally.

KARTIK KALLA

EVP & National Programming
Head, Radio City



'MY COMMUTE TO WORK IS ALSO MY DAILY WORKOUT'

Ishmeet Singh may have a demanding job, but that does not prevent him from pursuing his passion - cycling. He tells us how he cycles all the way to his office and to good health, and how he inspires his team to maintain a good work-life balance and walk 10,000 steps each day



ISHMEET SINGH

Country Manager, Mattel

WORKING OUT = FEEL GOOD

Running an organization is a lot like running a marathon. You need high energy levels for that, and so, fitness has to be a priority for anyone in a leadership role. Exercise can also be a great stress-buster, and makes you feel energized and refreshed. When you run a marathon or participate in a sport, you feel good about yourself. For example, I have been running the half marathon every year in Mumbai for the past six years, and it is very fulfilling.

CYCLING MY WAY TO FITNESS

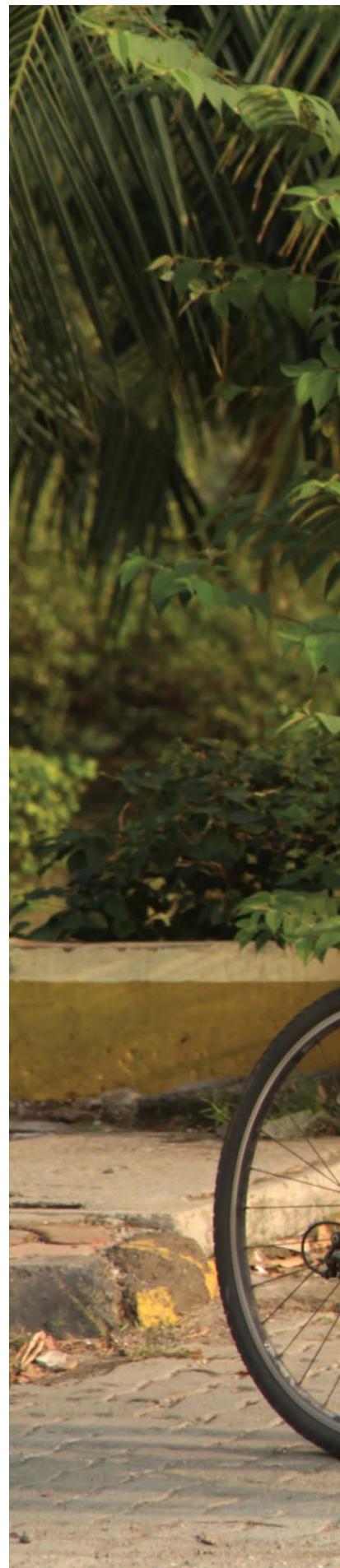
My passion is cycling, and so I cycle to and from the office daily, at least four days a week. I begin my morning with about 20 to 30 minutes of yoga, after which I cycle from my residence in Parel to our office in Bandra Kurla Complex. That's a 10-kilometre distance that I can easily cover in 20 minutes. I get into office early so I have plenty of time to shower and eat breakfast, and then get an early start to the day. This routine works very well for me because my workout is the commute to work! I don't face the challenge of finding time. In the evenings, I try to leave the office by 6 pm every day, mostly not only so I can get home without the usual traffic but also because I want everyone in the office to leave on time as well. I always tell my staff that there is nothing more important than making time for yourself and you can only do that with a good work-life balance. My other target is 10,000 steps

daily, for which I use my pedometer. I encourage everyone in the office to measure their steps and reach at least 10,000 steps a day. On days when I am not cycling, I play a bit of golf. On Sundays, I usually cycle with my group of friends to either Alibaug or Thane, and we end the trip with a good breakfast of *kheema pao*. We try to cover at least 100 kilometres on Sundays.

MODERATION IS THE KEY

As I get older, I realize the need to balance my meals and my food intake. The foods that I have cut down on are red meats and deep fried foods. I try to ensure that I eat a salad for at least one meal, five days in the week. I usually have a heavy breakfast, a light lunch and a lighter dinner. When I travel on work, however, it is usually great for me because that is when I can enjoy a good, buffet breakfast at the hotel and then keep the rest of my meals light. For me, the key is moderation and balance of protein, carbs and fat in my diet. To avoid unhealthy snacking during the day, I sometimes use chewing gum. Chewing gum is my saviour from temptations! However, my weakness in food is *kheema pao*. That is red meat and it's not really good, but I enjoy it usually on the weekend after a good bit of cycling. Sometimes, I drink a glass of wine at the end of the day and on rare occasions, I indulge a bit and drink some Jack Daniels.

RIDE INTO THE NEW YEAR
 WITH YOUR FITNESS GOALS.





MY FITNESS MANTRA

Whatever your fitness routine is, it has to be a regular habit and not a chore. Make it a part of your daily lifestyle as it is far more enriching when it becomes a part of your daily routine.

FOOD I EAT PRE AND POST WORKOUT

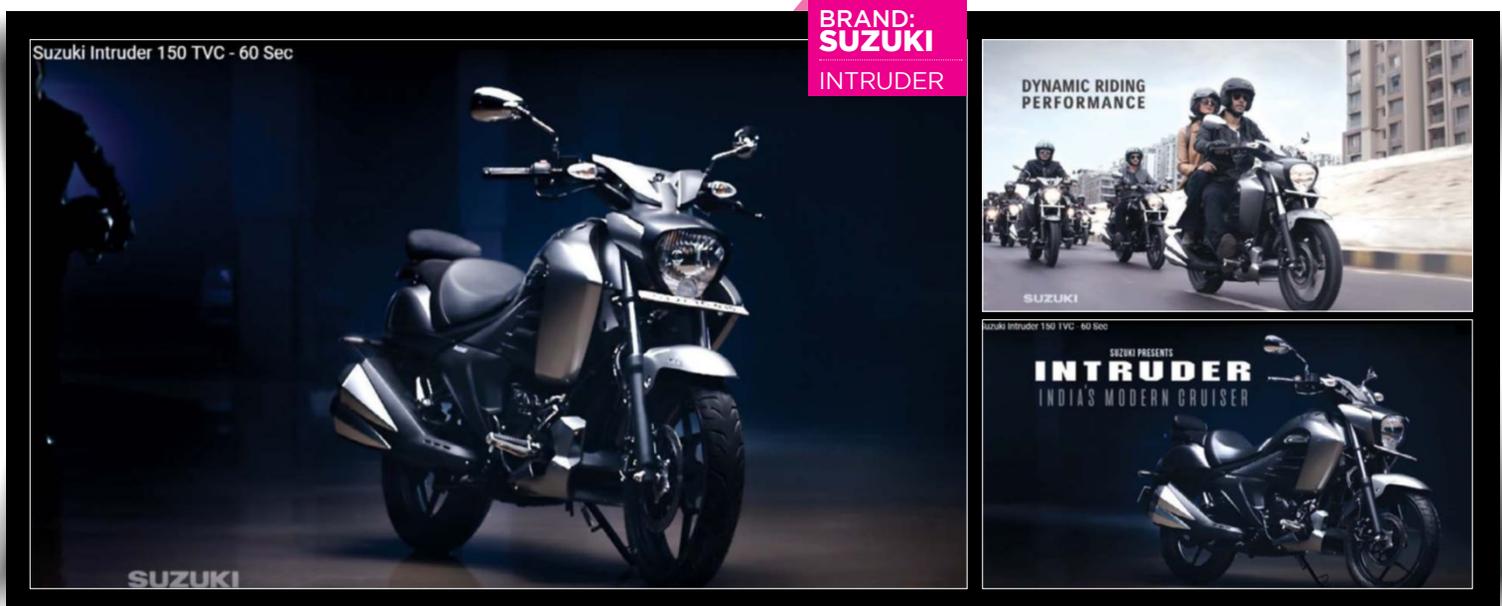
I don't eat anything before cycling, but I have a breakfast with muesli, banana and papaya after I get to office in the morning. In the evenings, I have an early dinner once I get home. I try to keep my dinner between 6:30 and 8:30 pm.

THREE THINGS I CAN'T DO WITHOUT

- 1. Cycling to work daily
- 2. Yoga - the 'surya namaskar' is a fantastic exercise for the body
- 3. My pedometer to measure the 10,000 steps daily

(As told to Christina Moniz)





AGENCY



Intruder with its cult design and efficient performance promises to change the urban riders' on-road experience. And hence it is 'India's Modern Cruiser'. And the TV

Commercial is an ode to the daring urban youth of modern India, who are fearless and are up for any challenge, not being a rebel (fast & furious).

Sanjib Kumar Dey

CEO, K&L Arms

CLIENT



For Intruder, our objective was to challenge the existing notions attached to what a typical cruiser should be, both in terms of its design and performance;

by offering customers a new approach that was a blend of premium appeal and distinctive style. The campaign reflects the same attitude that one would associate with an intruder rider.

Sajeew Rajasekharan

EVP, Sales and Marketing, SMIPL

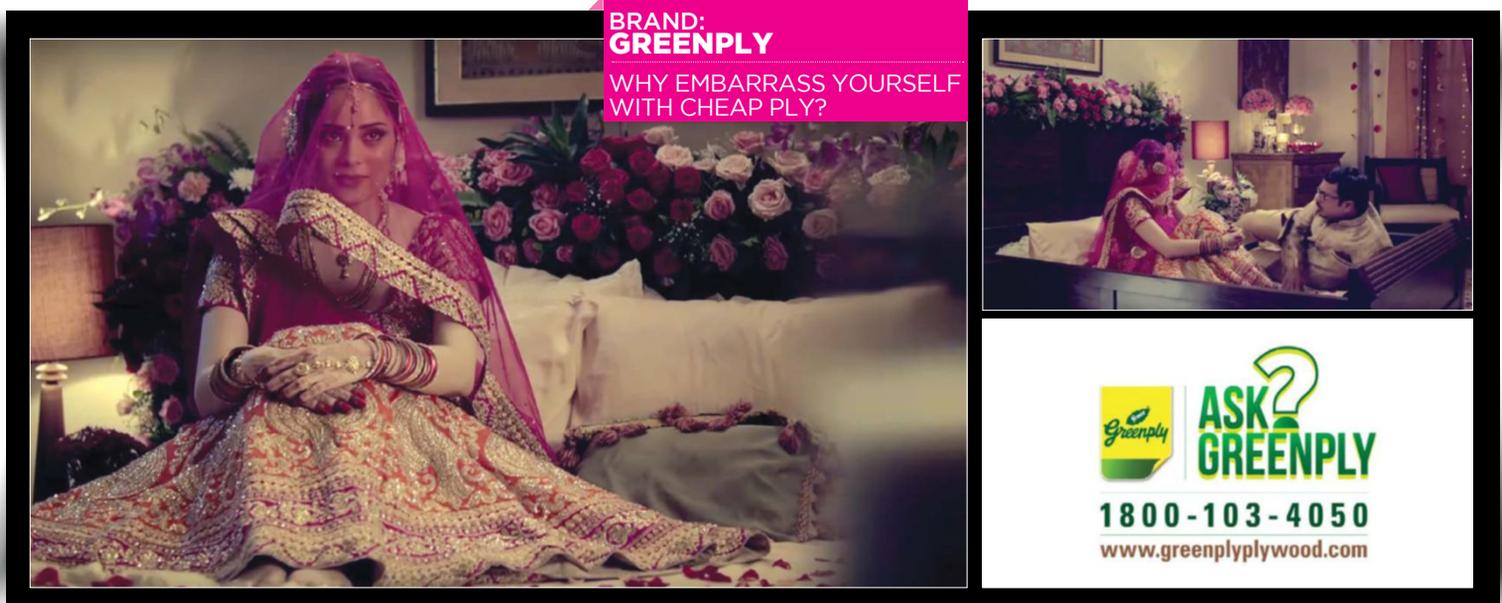
CREDITS

CREATIVE AGENCY:
K&L ARMS

CEO:
SANJIB KUMAR DEY

DIRECTOR:
JON GWYTHYER

PRODUCTION HOUSE:
FINGERPRINT FILMS



AGENCY



The aim of this campaign is to make our consumers aware of the perils of compromising on the quality of plywood. We want to arrest the customer's attention

with the help of facts and humour. I believe we have created communication that will provoke customers to think.

Sujoy Roy

Managing Partner (Creative), Ogilvy Kolkata

CLIENT



Greenply strives to make consumers aware of plywood's importance, so that they can identify their needs and prioritise their investments. We have introduced the Ask.

Greenply platform to provide our customers with relevant information on plywood. All they need to do is ask Greenply.

Kamal K Mishra

Associate VP & Head of Marketing, Greenply Industries Limited

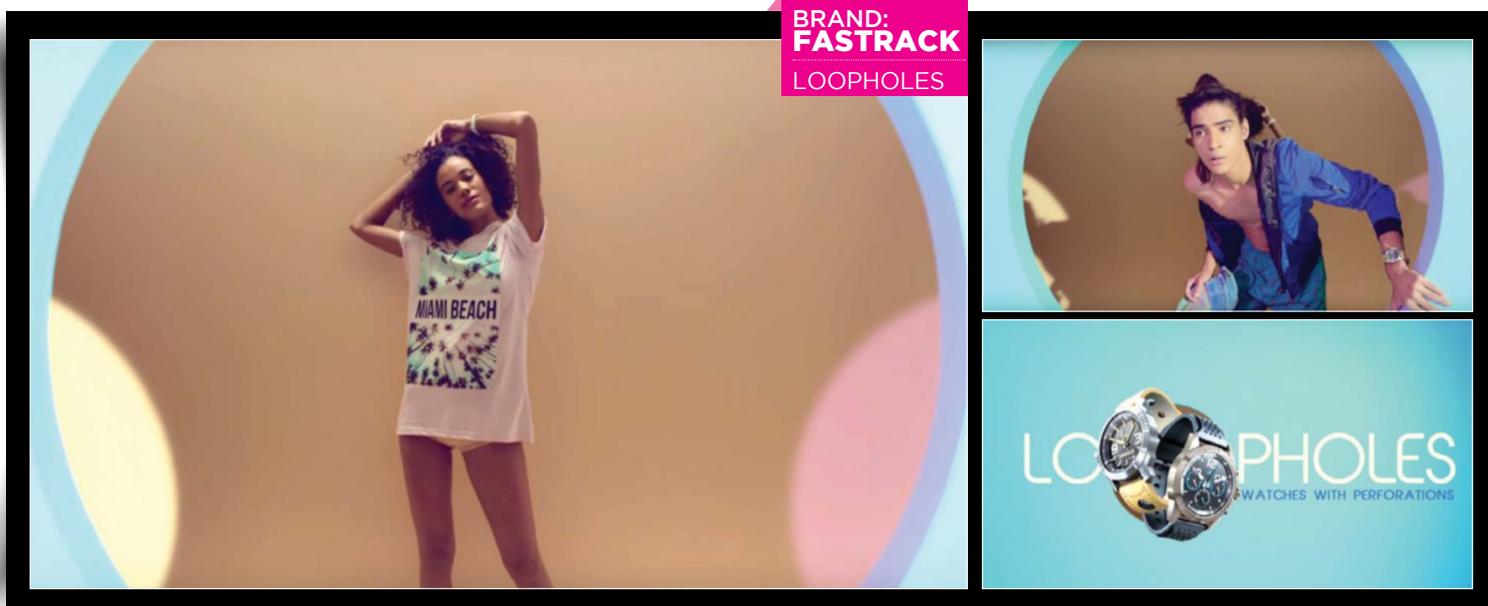
CREDITS

CREATIVE AGENCY:
OGILVY & MATHER

CREATIVE TEAM:
SUKESH NAYAK, SUJOY ROY, DHRUV MOOKERJI, ANGAD SINGH, PARTHA PAL

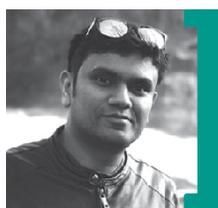
PRODUCTION HOUSE:
JAMIC FILMS

DIRECTOR:
NIKHIL RAO



BRAND:
FASTRACK
LOOPHOLES

AGENCY



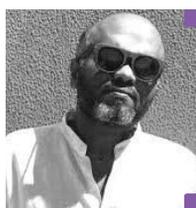
The campaign highlights the 'holes/ perforations' on the watches and adds a quirky and fashion forward touch which depicts how the consumer is on the

look out to get out of sticky situations by finding out loopholes. The collection has 36 Watches sporting various functions like day date feature and multifunction feature, split equally between guys and girls.

Ayushman Chirnewala

Head of Marketing - Fastrack

CLIENT



Sometimes, the product itself can lead to an idea. In this case, it was the perforated design pattern of the watches. The typography we created for 'Loopholes'

also became the escape route for all our characters. After all, every situation has a loophole. You can get away if you spot them.

Shiv Parameswaran

Executive Creative Director - Lowe Lintas Bangalore

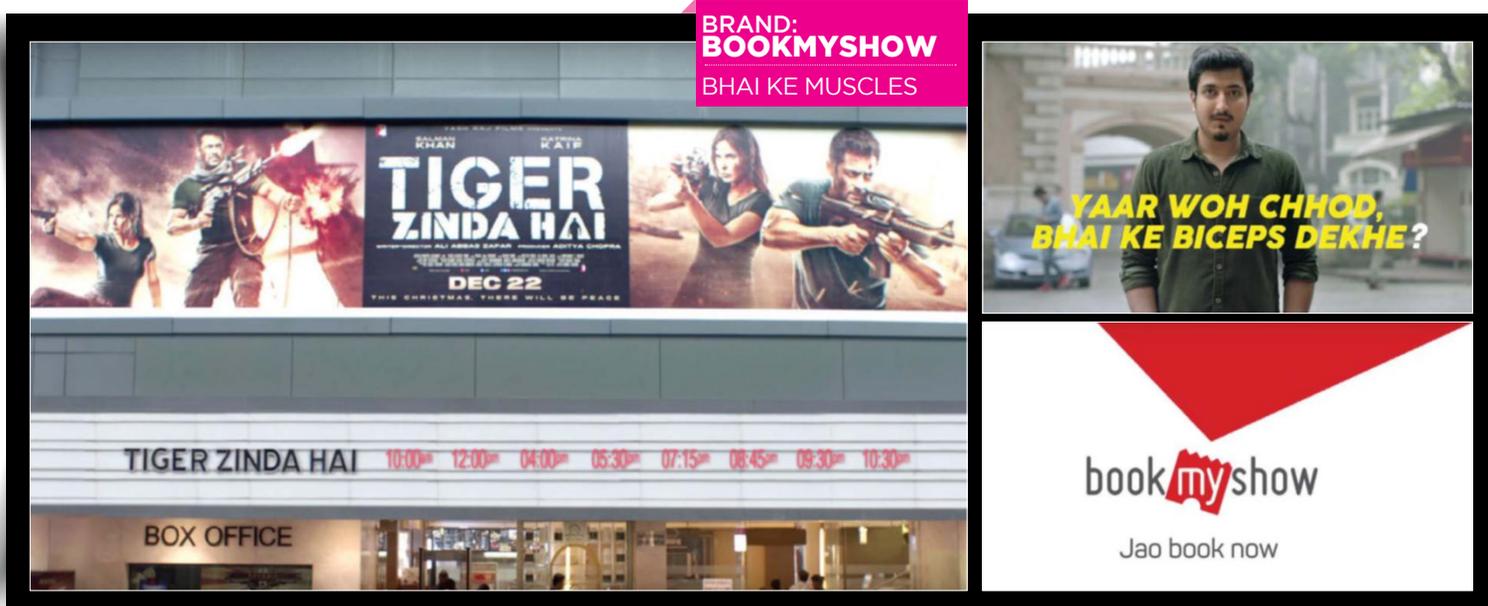
CREDITS

CREATIVE AGENCY:
LOWE LINTAS

CREATIVE TEAM:
RAJESH RAMASWAMY,
SHIV PARAMESWARAN,
ARJUN KUMAR, SHREYA
TRIVEDI, ISHITA MISRA

PRODUCTION HOUSE:
TWISM

DIRECTOR:
PRASAD NAIK



BRAND:
BOOKMYSHOW
BHAII KE MUSCLES

AGENCY



We have managed to tell a fun story in a memorable, modern and stark way. As a brand that lives in the world of entertainment, an ad for Book My Show, must also be, first and

foremost, entertaining. This film, conceived of and written by Sapna and Yohan is simple, funny and celebrates both the fans and the movie really very well.

Russell Barrett

Chief Creative Officer & Managing Partner, BBH India

CLIENT



When we decided to use television as a medium to bring on board new users on BookMyShow, we wanted to come up with a simple film that would resonate with many of

us. Conceptualised by BBH India, our ad film has been specifically timed with the release of Tiger Zinda Hai to capture the hype and existing awareness and excitement around the film.

Marzdi Kalianiwala

VP- Marketing and Business Intelligence, BookMyShow

CREDITS

CREATIVE AGENCY:
BBH INDIA

CCO AND MANAGING
PARTNER:
RUSSELL BARRETT

PRODUCTION HOUSE:
EARLY MAN FILM

DIRECTOR:
ABHINAV PRATIMAN

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#OOHawards

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Key Highlights of #OOHawards 2018

- Opportunity to meet PAN India Regional Agencies from OOH Industry.
- Separate Award Categories for Regional Agencies.
- Networking Opportunity with more than 300 Industry Experts.
- Keynote, Special Address & Interactive Panel Discussions by Industry Leaders.

Broad Award Categories:

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- 3) Strategic Planning & Effectiveness in OOH Media
- 4) Creative Awards
- 5) Synergy



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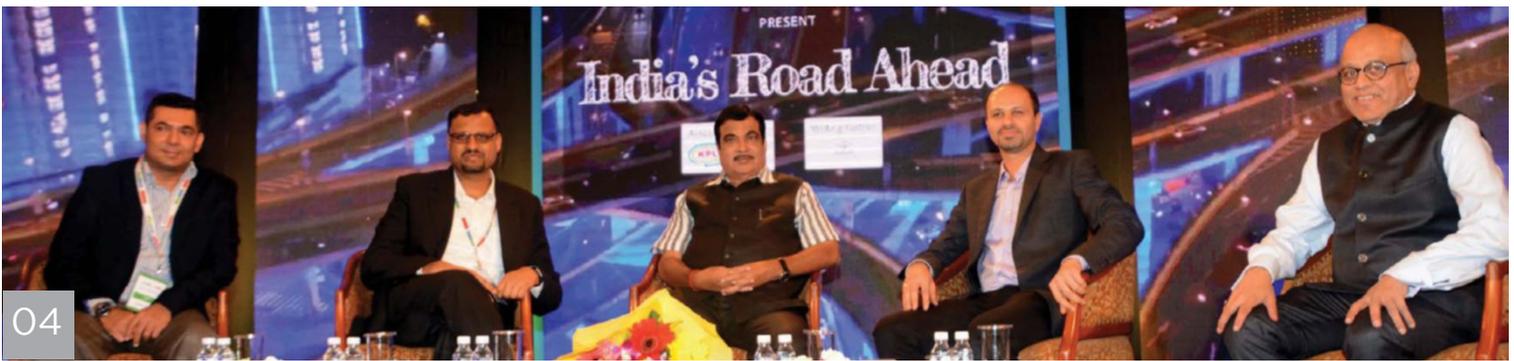
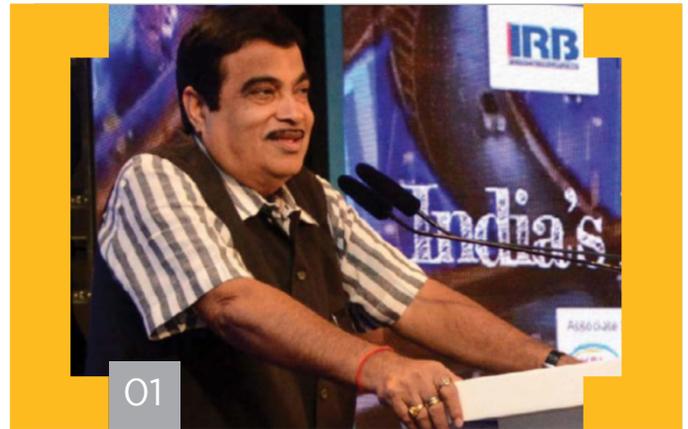
Priyanka Singh | priyanka.singh@exchange4media.com | +91 9810839486
Rahul Bhaduri | rahul.bhaduri@exchange4media.com | +91 7838237004
Gagandeep Kapani | gagandeep.kapani@exchange4media.com | +91 9871550553

For Partnerships, Please Contact:

Runa Sinha - National Business Head | runa.sinha@exchange4media.com | +91 9810497903
Ashish Kudalkar - Regional Manager West – Sales & Business Development | ashish.kudalkar@exchange4media.com | +91 9820541742
Sneha Walke - VP Special Projects & South Head | sneha@exchange4media.com | +91 9845541143

MONEYCONTROL, FREE PRESS JOURNAL ORGANIZE 'INDIA'S ROAD AHEAD' CONFERENCE

Moneycontrol and Free Press Journal organized a conference titled 'India's Road Ahead' recently in Mumbai. An address by Manish Maheshwari, CEO, Network 18 Digital, was followed by a presentation from Free Press Journal's Consulting Editor, R N Bhaskar at the event. The keynote address was delivered by Nitin Gadkari, Minister for Road Transport & Highways, Shipping and Water Resources, River Development & Ganga Rejuvenation, Government of India.



- 01** Union Minister for Road Transport and Highways, Nitin Gadkari
- 02** Manish Maheshwari of Network18 digital
- 03** Rajat Gupta of McKinsey, Sudhir Hoshing of IRB, RN Bhaskar of Free Press Journal, Indrajit Banerjee of Afcons and Anil Taneja of IAMCL
- 04** Gautam Shelar of Moneycontrol, Manish Maheshwari, Nitin Gadkari with Abhishek Karnani and Ashok Karnani of Free Press Journal
- 05** Indranil Pan of IDFC Bank, CP Joshi of PWD Maharashtra, Santosh Nair of Moneycontrol and Kiran Kurundkar of MSRDC
- 06** RN Bhaskar
- 07** Business journalist Sucheta Dalal
- 08** Rajat Gupta

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Runa Sinha (National Business Head): runa.sinha@exchange4media.com | +91 9810497903
Sneha Walke (VP Special Projects & South Head): sneha@exchange4media.com | +91 9845541143
Ashish Kudalkar (Regional Manager West - Sales & Business Development):
ashish.kudalkar@exchange4media.com | +91 9820541742

SPN'S ENGLISH CLUSTER SPREADS FESTIVE JOY WITH CHRISTMAS CELEBRATIONS

Adding to the festive fervour this December, the channels from SPN's English Cluster - Sony BBC Earth, AXN, Sony PIX and Sony Le PLEX HD - stormed the offices of media outlets across five cities - Mumbai, Delhi, Bangalore, Hyderabad and Kerala - to celebrate Christmas and New Year in an innovative way. The **English Cluster** visited the offices of Starcom, Lodestar, Group M, Hathway, Sun Direct, Madison, Zenith Optimedia etc to spread joy, cheer, love and laughs with an array of entertaining activities ranging from Christmas tree decoration contest to carol singing with Santa



Aaditya, Vivek and Nandini Dias - CEP Lodestar



Aparna, Manuj, Abhishek and Hema Malik, COO, Lodestar - Delhi with the winning Team



With Arshad, Vice President, South Sales, Sony English Channels



At Group M-Gurgaon



Rakhi Punjabi and Anand Kamani, All India Sales Head, Hathway Cable & Datacom Ltd



Sangeet Nigam, VP & Regional Business Head Cable & Broadband-South-Hathway Cable & Datacom Ltd



ZO Media Group



THE GASTRONOMICS OF SUCCESS...

BY SHASHANK SURANA

VP, New Product Development, DS Group

As British novelist Jasper Fforde said, “In the creative industries, there are few things more exciting than a zinger - a thought, idea, line, plot device - anything really, that just totally works in a fundamentally new and fresh way. It’s like a uniquely lovely melody or a new taste idea in cooking; something special, something new and something wonderful.”

My tryst with cooking started when I was a student in Birmingham in the UK. Bored of eating fast food every day, my yearning for home-cooked food took me to the kitchen. It brought out what I thought never existed in me - an inner chef. I was already exposed to many international cuisines and started experimenting with a combination of flavours, balance of taste and a lot of interesting food fusions, which yielded surprising and sometimes very pleasant results.

The saying, ‘Variety is the spice of life’ was no more a bookish line to me. I sliced and diced away recipes and altered flavours to get to the depth in taste from the food and ingredients.

Over time, as I joined the professional world, I realized that fusion cooking and large companies have a lot in common, especially in the FMCG sector. They both have to keep evolving and constantly reinvent their products to create something new and exciting to break the cycle of monotony and to generate interest.

A dynamic executive is not one who never makes mistakes, but one who takes on challenges with patience and perseverance like a good chef, who aims for a perfect dish even if he needs to start off from scratch. Both are non-compromising in their offering and for both, the consumer/customer satisfaction is most important.

In some cases, chefs take extreme measures to please the customer and that has actually

resulted in new recipes. French fries were discovered after a chef cut his potatoes really thin and twice fried them with a good measure of salt to satisfy guests, who sent back his earlier plate of fried potatoes for being soggy and bland. Innovation in the business for the discerning customers follows the same principle and this helps companies to cut down failure in a rapidly evolving world.

My fervour for cooking has also helped to understand flavour combinations that are pleasing on palates, which have been effectively utilized to create new products in the Food & beverages category,



especially confectionaries. Brainstorming and working with like-minded people who believe in creating flavours for a spectrum of demanding customers is the key to working in a division that thrives on new ideas. At our ‘New Product Development’ division, we explore new ideas, new research, new methodologies and new products. Two years back, we launched a new product in the hard boiled candy segment that crossed the Rs 300 crore sales mark in just two years of its launch to become the market leader. This is one of the many ways in which we measure success. Like a seasoned chef, who is constantly evolving his food to suit evolving palates, we thrive on our ability to chart nimble strategies that change with the times.

Passion is the secret ingredient of success. When an individual does what he loves to do, his happiness quotient is high and the success multiplies. Professionals, like seasoned chefs, are not only focused and motivated, but also practise the art of calculated risk-taking. Our life is a fusion of success and failures. We have to learn from our failures and move ahead in life to achieve success along with contentment and satisfaction.

@ **FEEDBACK** shashank.surana@dsgroup.com

QUICK QUIZ

1. Which agency has bagged the media duties for Kraft Heinz?

- a. Lodestar UM
- b. Starcom
- c. Maxus
- d. Carat

2. Which online food delivery firm has been acquired by Ola?

- a. Swiggy
- b. Zomato
- c. foodpanda
- d. Scootsy

3. What is the name of the electric car to be launched soon by Jaguar Land Rover?

- a. I-Pace
- b. Electric
- c. Bolt EV
- d. Ioniq

4. In how many languages is Voot Regional Originals produced?

- a. Three
- b. Four
- c. Five
- d. Six

5. Which ad topped YouTube’s most watched ads of 2017?

- a. Center Fresh - Chalihawaamasni
- b. LG Astronaut Brand TVC Ad film
- c. Bingo – Original Style
- d. Goibibo – Meet Deepika Padukone’s New BFF!

6. Which agency is behind Britannia’s latest Nutrichoice TVC?

- a. DDB Mudra
- b. BBDO
- c. Lowe Lintas
- d. Creativeland Asia

7. Identify this person



- a. Louise Roug
- b. Arianna Huffington
- c. Tamara Ingram
- d. Lydia Polgreen

[This quiz is about the previous issue of IMPACT. Send your answers to impact@exchange4media.com along with your full postal address and phone number. Answers and name of winner will be announced on www.impactonnet.com on Wednesday.]



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