

exchange 4 media INDIA

PR & CORPORATE COMMUNICATIONS 2013 CONFERENCE

exchange 4 media

INDIA PR & CORPORATE COMMUNICATIONS AWARDS 2013





India PR and Corporate Communications Conference & Awards 2013

exchange4media hosted the 4th edition of India PR and Corporate Communications Conference and Awards 2013 on the 28th of May at Leela Kempinski, Gurgaon. It was a platform to meet, connect and most importantly communicate for all the PR professionals, Corporate Communication heads, the delegates from different walks and the aspiring professionals as well. With four panels ranging over a wide discussion about Social Media, its structure and effect on our present times; along with an array of assorted speakers who stand best in their field of choice and having the very well known names down the Conference, sharing their views and experiences was what made the IPRCC conference stand out. The events highlight was the representation from the best in the industry of Public Relations and Corporate Communications, who put forth the larger picture that scales outside the realms of perceptions alone. Alongside Clients from a wide spectrum of businesses including the emerging sectors in finance, healthcare and education voiced their expectations for the industry to hear.

e4m IPRCCA 2013 is the path breaking initiative which salutes and recognizes the contribution of PR Consultancies and Corporate Communications. The 'India PR & Corporate Communications' Awards 2013' being the most extensive and exhaustive awards to recognize the contribution and success of the PR Industry was an evening full of glamour in all its realms. With 4 categories and 23 sub-categories, the night was one full of anticipation of the participants and the crowd.

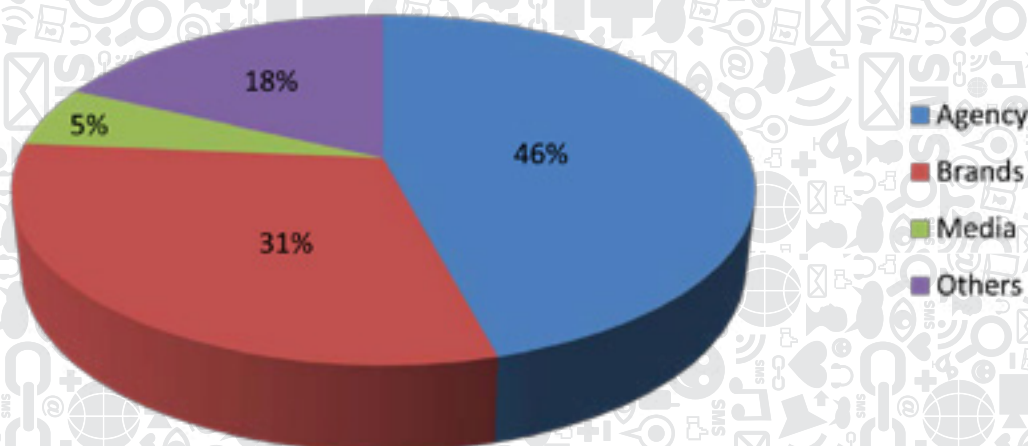


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MORE THAN 200 DELEGATES

- 20:20 MSL
- Aditya Birla Group
- Aim High Consulting
- Aircel
- Appolo Munich
- Avantha
- BD India
- Beam Global
- Bharti Airtel Limited
- Birla Sun Life Insurance
- Candour Communications
- Centum Learning
- Chone & Wolfe India
- Clea Public Relations
- CNC - Communications & Network Consulting AG
- Coco-Cola
- Corporate Voice | Weber Shand wick
- Da Vinci Media GMBH
- Deloitte Touche Tohmatsu India Private Limited
- Discovery
- ebay India
- Ericsson India
- ESPN STAR Sports India
- fleishman.com
- Flipkart.com
- Ford India
- Foxymoron
- Genesis
- Genesis Burson- Marsteller
- HDFC Life
- Hyatt
- Ideosphere
- Image management
- Impact Research & Measurement
- Insecticides India Ltd
- Integral PR
- IPAN
- Leprosy Mission
- Luminous Power Technologies
- Madison PR
- Mahindra & Mahindra
- Marico
- Max India
- Mc'donalds
- Media Mantra
- MONSANTO INDIA LTD.
- MSL India
- Mutual PR
- Nestle
- NIIT Limited
- Ogilvy & Mather
- Omkar Realtors & Developers pvt ltd
- Peepul Consulting
- Penn Schoen Berland
- Pepsico Ltd
- Percept Profile
- PR Pundit
- Public Relations
- PwC India
- Quick Relations
- Rice Communications Pvt Ltd
- SAIL
- Sharp
- SocialWavelength.com
- Speranza Communications
- Story
- TAM Media Research
- Team Work Communications Pvt Ltd
- Text 100
- The Practice
- Tirupati Chapters
- Usha International
- Value 360
- Wagner Estrom Worldwide
- ZEE Entertainment



PR AND COMMUNICATIONS EXPERTS ASSOCIATED WITH IPRCCC/A 2013

- ANUP JAIN
- ARCHANA JAIN
- ARTI LUNIYA
- ASEEM SOOD
- ASHWANI SINGLA
- ATUL AHLUWALIA
- DEEPA DEY
- DEEPA M THOMAS
- DEEPAK JOLLY
- DEEPTIE SETHI
- DHRUBAJYOTI GAYAN
- DILIP CHERIAN
- DR SANJAYA BARU
- HAREESH TIBREWALA
- IRFAN KHAN
- KARTHIK SRINIVASAN
- KAVITA DUTTA
- KUNAL KISHORE
- LV KRISHNAN
- MADAN BAHAL
- MEENU HANDA
- NANDITA LAKSHMANAN
- NARAYANAN MADHAVAN
- NIKHIL DEY
- PARESH CHAUDHARY
- PK KHURANA
- PRADEEP WADHWA
- PRATEEK CHATTERJEE
- PREMA SAGAR
- RADHIKA SHAPOORJEE
- RAJIV BAKSHI
- RATHINDRA BASU
- ROMA BALWANI
- SANJAY MEHTA
- SEEMA AHUJA
- SENJAM RAJ SEKHAR
- SHARIF RANGNEKAR
- SHRAVANI DANG
- SHREYASI SING/H
- SONYA MADEIRA STAMP
- SUNAYNA MALIK
- VIRAJ CHOUHAN

OUR ELITE COMPETITORS FOR THE IPRCC AWARDS 2013

- 20:20 MSL
- ADFACTORS PUBLIC RELATIONS
- AIM HIGH CONSULTING
- ASIANET COMMUNICATIONS LTD
- AVANTHA GROUP
- AVIAN MEDIA
- BIRLA SUNLIFE INSURANCE
- BRAND WAVE COMMUNICATIONS
- CLEA PUBLIC RELATIONS
- COCA-COLA INDIA PVT LTD
- COHN & WOLFE
- CORPORATE VICE WEBER SHAND WICK
- DISCOVERY NETWORKS ASIA-PACIFIC
- DISNEY UTV
- DTA CONSULTING
- EDELMAN
- EULOGY MEDIA INDIA
- GENESIS BURSON-MARSTELLER
- HANMER MS&L INDIA
- HDFC LIFE
- IDEOSPHERE CONSULTING PVT LTD
- INTEGRAL PR
- KAIVALYA COMMUNICATIONS
- KRETA GLOBAL DIGITAL MEDIA SERVICES PVT LTD
- MADISON PR
- MAHINDRA & MAHINDRA LTD
- MICROSOFT
- MOTILAL OSWAL FINANCIAL SERVICES LTD
- NIIT LTD
- NTPC LTD
- OMKAR REALTORS & DEVELOPERS PVT LTD
- PERFECT RELATIONS PVT LTD
- PR PUNDIT
- PR SOCIETY OF INDIA
- PR WORKS
- PRCIMS
- PRININDIA
- PROCTER AND GAMBLE
- RAHEJA DEVELOPERS LTD
- SAHARA INDIA PARIVAR
- SAIL
- SIX DEGREES
- SOCIAL WAVELENGTH
- TATA POWER DELHI DISTRIBUTION LTD
- TEAMWORK COMMUNICATION SOLUTIONS PVT. LTD.
- TEXT100
- THE PRACTICE
- UTV MOTION PICTURES- KAI PO CHE TEAM
- VALUE360
- WAGGONER EDSTROM WORLD WIDE



IPRCCC 2013

SESSIONS & PANELISTS



SESSION-1: Can PR be a holistic communication platform?

Is Holistic communication and PR an oxymoron? Have PR Agencies missed the bus as new media communicators? Increasingly clients are looking at targeting relevant audiences through the social media. As a result agencies are loosing accounts to social firms. The new media has changed expectations of the clients and the communicators.

Senjam Raj Sekhar

Director –Communications & Brand
Vedanta Group



SESSION CHAIRPERSON

PANELISTS:



Arti Lunya

▶ Exec Director (CAD)
& CCA, SAIL



Prema Sagar

▶ Principal & Founder
Burson Marsteller



Radhika Shapoorjee

▶ President, South-Asia- IPAN
Hill+Knowlton Strategies



Rajeev Bakshi

▶ Vice President - Marketing,
Discovery Networks Asia-Pacific

SPECIAL ADDRESS & INTERACTIVE SESSION:

Public Policy- Threat or advantage? Social media-attracting a new democracy.



Mr. Dilip Cherien
Consulting Partner
Perfect Relations



Narayanan Madhavan
Senior editor
Hindustan Times

SESSION-2: PR- Put Your Money Where Your Mouth Is

Do the PR Agencies have what it takes in terms of talent acquisition, skill enhancement, training, transformation of personnel and building internal capabilities.

PANELISTS:



Deeptie Sethi
Head of Corporate Communications,
Ford India

Mr Karthik Srinivasan
National lead social
Ogilvy & Mather



SESSION CHAIRPERSON



Paresh Choudhary
CEO, Madison PR



Madan Bahal
Managing Director,
Adfactors PR



Sonya Madeira
Managing Partner- Rice
Communications Pte Ltd

SESSION-3: Does PR have what it takes to embrace the new digital order?

Getting PR in shape- Technology, Analytics & Measurement indices to reshape PR. Investing in tools to do the same. Understanding the various touch points and addressing issues with integrated CRM etc.

Aseem Sood

Chief Executive Officer and Director
Impact Research & Measurement Pvt. Ltd.

**SESSION CHAIRPERSON****PANELISTS:****Ashwini Singla**

Chief Executive Officer
Penn Schoen Berland

**Pradeep Wadhwa**

Director, corporate
communications, PepsiCo

**Prateek Chatterjee**

Vice President, Corporate
Communications & Marketing,
NIIT Ltd

**Rathindra Basu,**

Sr. Director Corporate
Development, Corporate
Communications and EMG
ESPN STAR Sports India

**Roma Balwani**

Chief Group Communications Officer
Mahindra & Mahindra Ltd

**Sharif Rangnekar**

CEO & Director
Integral PR

SESSION-4: Social Media Opening Regional Markets

Armed with data that confirms sale of smart phones at an all time high in tier 2 cities like Patna etc. Is the social media geared to track the regional markets? What are the implications? What should or shouldn't be the strategy for building brands through PR. How would it be different/similar to tier 1 cities.

Shreyasi Singh
Managing Editor, Inc. India



SESSION CHAIRPERSON

PANELISTS:



Dhruvjyoti Gayan
MD, Candour
Communications



Hareesh Tibrewala
Social Media Strategist
Business Owner and Joint CEO
Social Wavelength.com



Kunal Kishore
Founder
Value360



Nandita Lakshmana,
Founder
The Practice

VALEDICTORY ADDRESS: Growing Trend of 'New Media' - Friend Or Foe To Our Market?

He began his career as a journalist in 1957 as a newspaper reporter. Later he held positions such as Chief Reporter, Senior Correspondent, Assistant Editor and Resident Editor. Worked for Press Trust of India (PTI), Hindustan Times, New Delhi; Link & Patriot, New Delhi, Current Weekly, Bombay; South Wales Echo, Cardiff (U.K.) Sunday Times, London and Indian Express, New Delhi.

Irfan Khan
Chairman, Sampark, Communications and
Public Relations



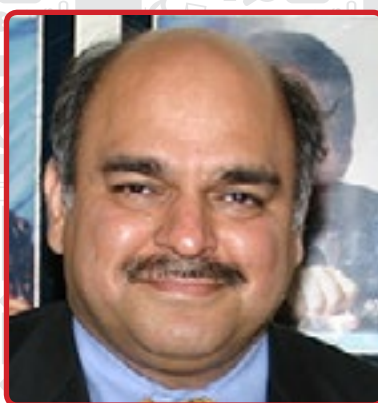
VALEDICTORY ADDRESS

INTERACTIVE SESSION: New Media & New Markets

INTERACTIVE SESSION:



Mr. Irfan Khan
Chairman, Sampark
and Public Relations



Deepak Jolly
Vice President, Public Affairs &
Communications
Communications, Coca-Cola



IPRCCA 2013

AWARD CATEGORIES



1 Campaign

101. Issues Management or Crisis Management

To recognize for the most effective management of an issue or crisis by a consultancy or in-house team or a combination of both. The objective, strategy and method deployed should be clearly set out.

102. Public Affairs

To recognize the most effective use of PR to change or enlist political or public opinion utilizing either lobbying or broader grassroots public affairs tactics including media and online relations.

103. Most innovative use of Social Media

To recognize the campaigns where the focus of activity was digital in nature. This includes PR led viral campaigns and social media campaigns on Twitter, facebook, MY Space, YouTube etc.

104. Integrated Campaign

To recognize campaigns in which Public Relations played a pivotal role and motivator alongside other disciplines such as advertising, promotions, digital, social media, consumer engagement etc. At least 3 of such disciplines or channels should have been used.

105. Continuous Campaign

A campaign which is running from last (3yrs).

2 Product & Promotion

201. Entertainment, sports and lifestyle sector

This category is open to specialist campaigns including fashion, sports, arts, music PR recognizing the huge growth in this area of PR.

202. Healthcare & Pharmaceutical

To recognize the work or one-off projects undertaken by or on behalf of a pharmaceutical company relating to ethical use of drugs.

203. Financial Services Sector

To recognize the most effective ongoing business or consumer campaign or one-off project undertaken by or on behalf of company operating in the financial services. (banking, mortgages, insurance, life insurance) etc.

204. Technology

To recognize the most effective ongoing business or consumer campaign or on-off project taken by or on behalf of a company operating specifically in technology sector (e.g. telecom, computers, dotcom)

205. Best use of PR by a Brand

To recognize the public relations work that has played in a central role in brand strategy, positioning and messaging.

206. Best Celebrity PR or PR used for individual image perception

3 Corporate & Public

301. Public Sector

To recognize the most effective campaign or communications programme carried out by government departments, local authorities, and public sector agencies and bodies.

302. CSR & Not-for-profit

To recognize the most effective campaign or work for or by charity, voluntary, not for profit organization or a most effective CSR campaign/Social responsibility campaign.

303. Internal Communications

To recognize the how ongoing strategic communication or a significant project have engaged internal stakeholders such as managers, employees and trade unions.

304. Best use of PR by a corporate

To recognize the best ongoing or one-off campaign on behalf of a corporate brand or organization.



WINNING CASE STUDIES



CATEGORY: CAMPAIGN

Sub Category: Issues Management or Crisis Management

Top Three Entries:

- Steel Authority of India Limited- 'Modernization of SAIL IISCO Steel Plant'
- Integral PR- 'Dettol Antiseptic Crisis Campaign'
- Birla Sun Life Insurance- 'Even Gods Can Feel Insecure'

Winning Campaign: Birla Sun Life Insurance- 'Even Gods Can Feel Insecure'

CASE STUDY: 'Even Gods Can Feel Insecure'

THE CHALLENGE

As we all know, for Indians, cricket is a religion and cricketers their demi-gods. So, when in Birla Sun Life Insurance's (BSLI) campaign their brand ambassador, the mega star cricketer Yuvraj Singh, spoke of his illness, which soon thereafter got diagnosed as cancer, the cricket crazy nation, along with esteemed media and who's who of social media reacted with massive furor and censure. BSLI was hit by an unprecedented corporate crisis that not only shook the roots of the life insurance giant, but also its distinguished and legendary parent, the Aditya Birla Group. With accusations of being an insensitive and exploitative brand, the company's reputation and equity, nurtured over generations, were clearly at stake. And there was growing demand for the campaign to be withdrawn. The brand was pushed into a corner, to choose between what was right for the brand and customer, versus the rising emotions and outrage of a massive fan base and the nation. To add to this, there was growing loss of confidence amongst the key stakeholders, including the employees, customers and channel partners. In these challenges a public relations campaign not only allowed the company to douse a colossal public infurcation, but also gave the brand prodigious strength to stand for what it believed in. Through this campaign, mass India, today realizes that even "Gods" could feel insecure and therefore the relevance of life insurance in their own lives.

CLARITY OF GOALS

In India, the insurance industry is at an inflection point. Despite the presence of 24 leading brands, collectively representing one of the largest ad spend categories, across decades, in an industry existent for over 55 years, but still only managing a penetration of a mere 17% of ever growing household savings. BSLI, in its endeavour to address the problem of low perceived customer relevance, chose to be an agent provocateur, in this non-differentiated category. It chose to associate with celebrated Indian cricketer Yuvraj Singh since 2009, not only because as a player he has had an enviable track record, but also because he is a man known to have always risen from the ashes like a proverbial phoenix, overcoming the ups and downs in his life. Being a perfect fit for the brand, with his candid style, he continued to inspire masses to live through the highs and lows of their lives with confidence and financial preparedness. Since 2009 his professional life made him our 'philosophy endorser' rather than a mere brand ambassador.

FOR OUR BRAND THE MESSAGE AND OUR PHILOSOPHY ARE PARAMOUNT

While respecting the public sentiment, we decided that as long as our intention was good, conscience was clean and Yuvraj and his family had given their consent for relaying the ad, criticisms would not pull us down. Yuvraj was all the more determined to share his story so that others could learn and benefit from it. We decided to continue with the campaign.

CLARITY OF INSIGHTS AND CREATIVITY

In April 2011, Team India answered the prayers of an entire nation by bringing home the Cricket World Cup after 28 long years and Yuvraj was recognised as the Player-of-the Tournament. And still, Yuvraj regretted that he did not even have time to celebrate this historic success, as he soon got busy with the forthcoming IPL tournament. Further, as luck would have it, Yuvraj, the man with the stupendous record of 6 sixes in an over, was forbidden from playing the tournament due to an injury and later due to his health concerns. From this one real emotion shared by Yuvraj, emerged BSLI's new campaign. The strong insight truly inspired us to take this successful and thought provoking idea forward. Shot between September and November 2011, Yuvraj once again spoke from the heart, in his own words, sharing his real emotions for a campaign that went live on January 31, 2012. As providence would have it, a week later BSLI and the entire nation awoke to read and be shocked by the headlines in every newspaper that announced the diagnosis of

this 31 year old with the dreaded disease, cancer, and his impending treatment in the USA. Within hours and days, over top 10 national and every regional TV and also the print media began writing against our campaign and brand (over 70 clips), and over a million conversations on social media reacting with scathing criticism, blaming the brand for being opportunistic and calling us heartless, and ruthless.

As a Public Relations function it was imperative for us to manage and orchestrate all internal and external communications in such a way that it helped us create a favourable point-of-view among all key stakeholders.



- **Employees, Customers, Distribution Partners and Shareholders**

A formidable challenge for us was to transmit coherence, credibility and ethic to our 15,000 strong employees, 2.5 million customers, over 0.5 million distribution partners and shareholders. We reiterated our mission to remain a thought provoking brand in this undifferentiated category consistently through emails, polls, town halls, meets and digital media with our key internal stakeholders.

- **External Public Relations**

Mainline media – We communicated our brand message through active media engagement, be it through interviews or authored write ups. Soon sections of media actually came forth to laud BSLI and Yuvraj as a combination and advertising industry stalwarts and thought-leaders came out in open support of our campaign and stance. While other brands deserted him, our continued support was being recognized as our strength of character.

- **Social Media**

We had to let the high emotions expressed in the social media air itself, while then gently channelizing the conversations among the million fans to the fact that it wasn't the brand exploiting Yuvraj, but supporting him to spread his message. The man who actually was fighting his ailment tweeted from the US amid his treatment that the BSLI campaign was no longer just an ad but the story of his life!

- **Alignment between strategy & Execution**

Finally, Yuvraj, fought his way through cancer and September 2012 saw a launch of a fresh campaign that spoke about his come-back to the cricket field and more importantly, to life. His triumph against the uncertainty of life reinforced the brand message; to be prepared to face life's challenges confidently, rather than have to ask fate "Why me?" With the new campaign the brand was lauded by one and all for having brought to life the relevance of this low engagement category. BSLI also partnered television channel Colors and the YouWeCan Foundation through a three-part series: 'Zindagi Abhi Baaki Hai,' allowing Yuvraj's story to touch many more lives.

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

The results of our crisis management campaign:

- Positive editorial valued at – over INR 2 crores
- Positive social media conversations - Over 3 million
- Brand scores - Moved from 32% to 35% ; Consideration scores & perception scores - moved 25% to 30%
- PR rankings – Moved from no. 6 to no. 2 (Source - Eikona/TAM)
- Business ranking - moved from no. 7 to no. 5.
- Market share – Increased to 6.3% against an average of 5.8% through the previous months
- Also won - 2 Golds at the Abby's (Integrated and Branded Content categories)

COVERING NOTE

As a brand we have been recognized for showing the way in how best use a Brand Ambassador and winning back the hearts of all our key stakeholders from a crisis that could have damaged our brand and business for life.

CATEGORY: CAMPAIGN

Sub Category: Public Affairs

Top Two Entries:

- PR Pundit Public Relations Pvt. Ltd.- 'Nirmal Bharat Yatra'
- Asianet Communications Ltd- 'Nak (Ningalkkum Aakam Kodeeswaran) One Crore Win'

Winning Campaign: PR Pundit Public Relations Pvt. Ltd.- 'Nirmal Bharat Yatra'

CASE STUDY: 'Nirmal Bharat Yatra'

THE CHALLENGE

India faces a sanitation and hygiene crisis. With over 638 million people living without sanitation, India has the most people living without toilets in the world. It is the undisputed leader in world diarrhea rankings where more than 1,000 children die from preventable diarrhea every day. These are shocking figures – and are entirely preventable! The main cause for this daily tragedy is rampant open defecation and poor hand hygiene. The economic cost is also a staggering 6.4% of GDP.

Hence, the challenge was to reach out to millions of Indians including adults and children, who were uninformed about the basics of hygiene and sanitation. The problem was deep rooted in the interiors of India and speaking to people in their own language was imperative. Effective behavioral change towards sanitation and hygiene was to be accomplished.

CLARITY OF GOALS

The clear cut goal of the Yatra was to harness the positive power of fun, games and super stars to tackle the persisting taboos related to sanitation and hygiene, raise the profile of sanitation and hygiene among target groups, and finally, get these neglected issues into the spotlight of mainstream mass media.

We wanted to make the Nirmal Bharat Yatra an extremely uplifting event, where people engaged with the issues of sanitation and hygiene in a playful and positive carnival-style atmosphere, instead of the normal queues of shame.

The Yatra laid down the following goals for itself:

- Reach at least 88.5 million people with sanitation messaging through local, regional, national and international media, at least 82.5 million of whom live in India
- 100,000 total attendees at the carnival event in the towns and villages
- 30,000 children trained in appropriate hand-washing and sanitation behavior at schools using fun and innovative sports-based games
- 200 teachers and 1,500 pupils trained to continue the WASH United educational program after the event's conclusion
- Beyond the numbers, the Yatra was to shine a light on the issue of Menstrual Hygiene Management, a topic surrounded by silence and taboo, it is now recognized as vital in achieving equity and dignity for women and was accorded the space it deserves at the event.

CLARITY OF INSIGHTS AND CREATIVITY

India is the world's open defecation capital, with 626 million Indians practicing open defecation. The Nirmal Bharat Yatra (NBY) was aimed to bring about change in behaviour towards sanitation. Organised by WASH United and Quicksand in collaboration with the Indian Government's Nirmal Bharat Abhiyan, the Yatra harnessed the passion for cricket, Bollywood-style entertainment and interactive games to reach more than 100 million Indians with crucial hand-washing and sanitation information and train school children in good handwashing behaviour along the nearly 2,000 km route that took the Yatra from Maharashtra to Bihar over 50 days, travelling through five states of India.

An entirely new set of exciting interactive educational games, communication material, and WASH events were developed. These materials took inspiration from products, cultural paradigms, & symbols that have proven extremely effective in creating excitement among people in the Indian context. In addition to this a 'Toilets are Beautiful' social media campaign was mounted to raise awareness in Urban India.

The PR strategy

- Used the power of media to generate wide spread awareness for the universal need for sanitation and hygiene
- Mounted a robust, multi-media campaign to gain strategic editorial share of voice to influence commitment to change
 - Engaged target audience at the rational and emotional level
 - Solicited editorial share of voice to influence audience mindshare on the cause and the campaign
 - Projected Wash United and Quicksand as champions of the cause
 - Raised momentum and relevance of NBY in the audience ecosystem

ALIGNMENT BETWEEN STRATEGY & EXECUTION

Kick started conversation on the importance of sanitation and hygiene by sharing statistics with key opinion leaders in the media and advocacy by government officials and renowned personalities.

High decibel flag off for the Nirmal Bharat Yatra (NBY) on September 28, 2012, with the Minister for Drinking Water & Sanitation, the sanitation ambassador, Bollywood actress Vidya Balan, and key partners. The event was attended by all relevant media and helped aid awareness and understanding of the campaign.

Exploited multiple facets of the campaign at every stage, e.g. photo releases on Global Handwashing Day celebrations at Indore, burning of the diarrhea demon on Dusshera in Gwalior and World Toilet Day activities.

NBY came to an end on World Toilet Day - November 19, in Bettiah, Bihar; a place credited with the start of Mahatma Gandhi's non-violence movement. Gandhiji was the earliest advocate of sanitation in India and this was flagged in the media to evoke his vision for action and change for sanitation and hygiene.

Supported over 50 days of NBY with a well-defined media outreach programme both at the local and the national level. 'Toilets are Beautiful' social media campaign was mounted to raise awareness in Urban India to get 6.26 million people (as many people who do not have access to a toilet) to like the NBY Facebook page. Media exposure helped spread the message further to millions.

Measurable results (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

Never before in India, or indeed the world, have so many people come together to campaign for water, sanitation and hygiene in a single, coordinated, travelling manifestation. 160,000 people attended; 8,414 children trained; 149 schools covered, 96,000 prizes awarded and over 500 articles written about this unique campaign.

The messages of NBY reached 250 million people through print media and on ground activation, far exceeding its target of 100 million. Over 600 million people reached through television alone.

All the press coverage spoke positively of NBY

- Khaleej Times, New York Times, Mint, Hindustan Times and other key national titles spotlighted the issue; Economic Times joined the carnival and reported on the experience
- The Yatra and the issue received complete support from the leading language media in each state

Prominent mentions of the organisers helped funding and set the stage for future projects

- State of Bihar announced provision of sanitary napkins at a nominal cost in 10 rural districts as a result of media attention on menstrual health and hygiene among women
- WASH United's presentation on NBY at the "National Consultation" of state ministers and other government officials in charge of sanitation and hygiene has awakened a number of other States on this issue and they have started initial conversations to bring the Yatra to their States.

COVERING NOTE

In short, the Yatra was an innovative approach to outreach, advocacy, and education that could serve as a model for efforts in other contexts.



CATEGORY: CAMPAIGN

Sub Category: Most innovative use of Social Media

Top Three Entries:

- Social Wavelength- 'Reliance Tweet-A-Tab'
- Corporate Voice Weber Shandwick- 'WIFW Tweeting a-la-mode'
- Kreata Global Digital Media Services- 'Forest Hero'

Winning Campaign: PR Social Wavelength- 'Reliance Tweet-A-Tab'

CASE STUDY: 'Reliance Tweet-A-Tab'

THE CHALLENGE

Clutter

Reliance 3G Tab V9A fell among the 'Clutter of Products' in the tablet market, at the price point that they had introduced their product. With the likes of companies like iBall, Swipe, MicroMax launching their products at a similar range, positioning the Reliance 3G tab V9A uniquely and reach out to their TG in an interesting manner was the need of the hour. Despite being the late entrants in this segment they wanted to go all out and create a huge buzz to stand out amongst influencers and consumers alike.

Not a high end lifestyle product

The tab wasn't particularly a high end lifestyle product e.g. an iPad. Yet with its utility benefits it certainly deserved to get more conversation across digital platforms and that to roll over to the mainstream audience and vice-a-versa to impact sales. It was important to create a buzz and essentially drive people to get conversing and spread the message across their social media channels.

Engaging the conversation through crowd sourced medium

Having said that, crowd sourcing in itself was a big challenge as getting the conversation going for 5 days in various cities in turn resulting in a huge buzz all around the country consistently was something that we had to achieve. To create brand visibility through crowd sourced conversations across digital and social platforms as opposed just broadcasting our message across digital mediums via banner advertising from.

Digital to On-Ground Translation

Another objective of engaging consumer passion to translate into them being on ground truly demonstrating how far they could go to get the product and that would also help position the campaign uniquely in a never been done before manner for this kind of a product.

No Media Buy Support

There wasn't any media buy support for the campaign in terms of purchasing FB/Banner advertisement.

CLARITY OF GOALS

Now, targeting strategy was certainly a major consideration factor especially since the challenges involved were pertaining to a certain level of audience who already were exposed to a clutter of similar products. This played an important part on how we created a ripple effect in terms of conversations across the country on digital platforms. Also helped us translate it across various portals throughout social media. The targeting needed to be such that the overall integration across various platforms happens in an effective manner. The market was largely north western and Eastern regions of India as the 3G circles being these. We, as an agency decided five key cities that would span the length and the breadth of the campaign. After much consideration we zeroed in on :-

Mumbai, Kolkata, Delhi, Indore and Chandigarh on basis of:

1. Importance of the city in terms of number of people.
2. The propensity to purchase this product at this price point

3. Age group being 18-40
4. Tier 1 and Tier 2 cities.
5. Sec A, B+, B
6. Essentially technology savvy audience and aspiring towards owning a tab.

CLARITY OF INSIGHTS AND CREATIVITY

Strategy

Our target audience was digitally savvy. Hence we decided to take the action to social media. With a combined strength of around 60 Million on Facebook and Twitter, we knew our TG was amongst them. We leveraged cross platform integration to create a buzz across Facebook, Twitter while taking support of Google maps and YouTube to amplify our communication to make the activity much better.

The Big Idea

The Big Idea came from integrating multiple social networks to create a buzz on Facebook, Twitter and to set a trend of continuous conversations over 5 days on these platforms. A major chunk of our target audience was from Facebook with our fans being 900,000. Through market research we analyzed that the major chunk of our TG lied within Tier 1 and Tier 2 cities from the north western and eastern regions of India. And we finally zeroed in on we chose Mumbai, Kolkata, Indore, Delhi and Chandigarh so that we span across our target audience in both the tiers.

ALIGNMENT BETWEEN STRATEGY & EXECUTION

The Plan

The plan was to leverage the existing 900,000 users and the rest who joined in during the campaign to interact with us on twitter and converse about the product on twitter and facebook. The key was to crowd source conversations across digital platforms to get brand visibility for the product. This is what the user had to do:

To Like the facebook page which ensured fresh assets were being built.

- After which the application allowed him to directly login to a twitter from where he was encouraged to tweet as much as he can.
- He was asked 'How far would he go to get the #Reliance3Gtab<cityname>' and the conversations revolved around that.
- Accordingly on the application, after a select number of tweets (e.g. 1000) the Google map kept zooming in and finally after thousands of tweets and 100% zoom in the location was revealed. The first person reaching the location was awarded the Reliance 3G Tab
- To keep the momentum going, we ran quizzes on twitter about the city and certain aspects of the product. This further ensured the product / brand hashtag was visible to everyone for continued periods of more than 5-6 hours for 5 days whenever one logged on to twitter in that city as well as India.
- Using YouTube we leveraged that buzz and created more excitement by adding the videos of the users at location daily.
- To ensure our online efforts had an on ground connect as well we had to ensure that people don't just sit at a computer but also use their mobile phones and be on the move to try and identify where the secret location of the Reliance3G Tablet and physically go there to collect their reward. There was a flurry of people who came in to collect their reward.
- The people around were also curious as to what was going on and the word spread on ground creating lot of buzz there as well.

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

One of the most important result for the brand through this campaign was an amazing amount of brand visibility and brand recall it got across digital platforms especially facebook and twitter. It was the mad rush that created crowdsourced conversations that determined the make or break of the idea. Our objective, 'to create a unique engagement and generate conversations across for the 'not so high end lifestyle product' and yet create excitement', was a huge success.

Why we think this campaign was a huge success?

- We achieved brand visibility of around 35 hours with the hashtag #Reliance3Gtab trending all across twitter in India over a period of 5 days.
- This meant that brand visibility was consistently maintained to a potential base of 15 million that use twitter in India.
- We engaged over 1 lakh 15thousand users across all digital platforms one-one.
- We received over 15000 tweets in 5 days.
- Our total reach was over 3.4 Million.

- Our total impressions was over 9.7 Million across twitter and facebook with a penetration of 16%.
- The total outreach was over 13.5 Million across both twitter and facebook which meant the penetration was around 22.5%
- Total contributors were 3315 which meant they were our potential leads.

While the primary objective was of course to create a huge buzz across various digital platforms and break the clutter amongst the various tablets in the market. This activity helped us achieve these primary objectives especially with the brand visibility and overall crowdsourcing of conversations, it also meant that we created a potential lead base of 3315 users who engaged and interacted directly with us on Facebook application and allowed us to give access to their contact details which the brand can further use for various marketing purposes.

COVERING NOTE

With a reach of millions and participation of thousands there was immense brand visibility, brand recall & potential leads being created. Breaking the clutter amongst all the competitive products this digital engagement campaign uniquely positioned the brand amongst competition. All this without Media Buy Support!



CATEGORY: CAMPAIGN

Sub Category: Integrated Campaign

Top Four Entries:

- Perfect Relations- 'Mediker's Journey from Lice Negative to Life Posit'
- The PRactice- 'Integrated campaign undertaken for GRE'
- Coca-Cola India- 'Coke Studio@MTV'
- Sahara India Pariwar- 'Launch of 9 Sahara City Homes Project and 1 Sahara'

Winning Campaign: Perfect Relations- 'Mediker's Journey from Lice Negative to Life Posit'

CASE STUDY: 'Mediker's Journey from Lice Negative to Life Posit'

THE CHALLENGE

The biggest hair problem faced by young girls is lice; Rural India has 72% Lice suffering girls. 1 in 3 lice sufferers live in UP, MP and Bihar. Mediker is a 40-year heritage Brand that is synonymous with Anti-Lice Treatment. Mediker is the Category Leader; yet, it has a penetration less than 5%, a big opportunity.

4 CHALLENGES:

LICE CATEGORY CHALLENGES:

1. EMBARRASSMENT: There is stigma, as lice reflect poorly on Mom's upkeep of daughters: it is so embarrassing, one cannot even talk about. An un-spoken problem remains un-resolved.
2. SOCIAL STIGMA: Girls suffer ridicule & isolation, in addition to physical irritation. Some Moms even instruct daughters to keep away from lice-suffering kids.

BRAND CHALLENGES:

1. SAFETY: The biggest barrier: Mediker perceived as too strong: "if product 'kills' lice, is it safe for my daughter to use?"
2. BRAND VALUE PROPOSITION: At Rs 5 for Trial Sachet, Brand is 5 times costlier to normal shampoo; Moms hence resort to the painful, inexpensive lice comb.

The PR Challenges:

- We wanted – not a PR Activity – but a scalable, replicable, economical PR Model through which the Brand could be in the limelight, every month in these Markets.
- The Reality: Lice as a topic are written about in the media occasionally. Past PR work on Mediker has also been very successful around Category building on heightening awareness and concern about lice and its negative implications on kids' routine (using Brand Research Studies, Health Missions, etc). But, while this kind of work is high-impact, any publication would write about it utmost once a year. By their very nature, the category building work was not geared up for consistent PR month after month, as the Media looks for freshness of news and insight.
- The challenge was to craft a PR thought for Mediker that would evoke consistent interest from the media, in the process, inspiring the Media to take it to consumers.
- In addition, the Brand has no brand ambassador / celebrity spokesperson / well-known personality to catch media eyeballs. Hence the PR thought had to be a strong one that media will catch on to and write about.

CLARITY OF GOALS

BRAND'S CAMPAIGN OBJECTIVES:

1. To Create Conversations; 2. Build Equity: Safety, Trust, & Recommendation; 3. Business: 25% growth in Trials for Brand
- Translated PR Goals: To create a PR Model that would be scalable, replicable and create sustained conversations, inspiring the Media's interest all-year Round.

PR would have three roles in the campaign:

- Celebrate smartness of kids, with the kid RJ and her mom as the face of the Brand
- Evoke more Moms to encourage their daughters to showcase their smartness by participating in programme
- Compel more moms and kids listen to the programme on AIR

Hence, create sustained buzz and conversations across the 3 markets.

CLARITY OF INSIGHTS AND CREATIVITY

Insights:

Brand Status: Mediker, last year, was on a journey of transition. Mediker traditionally spoke a clinical language on the functional benefit of painless lice removal. This resulted in it being seen as clinical and cold. Our own past history had conspired against us! Result: Moms saw Mediker as not relevant to them; one they would use only as a last resort, when there is a “lot of lice”. However, caring moms never let daughters have “lot-of-lice”; they would remove lice at first instance using the lice comb. Lice never reached “lot-of-lice”, enough for the Brand to be used. The Brand was caught in a vicious cycle, leading to lesser trials, and even after trials, very occasional usage.

The Shift: This shift to start evaluating and trying the Brand at early lice incidence, required the Brand to be humanised, making it warm and relevant to moms at first instance of lice.

The Brand shifted the lens from lice negative (painless lice removal) to life positive, by asking the question, “What happens when my daughter does not have lice?” The concept: “Things come easily to smart kids, and they are not left scratching their heads.”

The Concept was arrived at a Mom-Kid-Lice Problem sweet spot: 1. MOMS: Desire daughters’ success; Mom enables success, and removes any disablers such as lice; 2. KIDS: Success today, unlike few years back, is not just equal to “good in studies”; kids want to be smart all-rounders, who use their unique skills – be it dance, music, dramatics, etc; 3. CATEGORY CONNECT: Lice cause physical irritation, leading to lack of concentration on studies/ other activities, becoming a barrier to succeed.

Creativity:

CELEBRATING SMARTNESS: Mediker would celebrate smartness of kids, in the process humanising the Brand.

The Hindi articulation of the Concept was “Pyaar se suljhaye, sar na khujlaye”. This was rooted at functionality, and still built the life space: “Pyaar se suljhaye” – Painless lice removal; “Sar na khujlaye” has 2 meanings: Direct meaning: scratching heads due to lice; figurative meaning: being smart & not being confused.

Rural audience led to a media challenge; hence, to celebrate smartness, an Eco-system was created around Radio to engineer conversations at 3 levels. The integrated Campaign has 4 pillars: Radio, Mobile Phones + Toll Free Number, School Programme, PR.

THE HEART OF THE CAMPAIGN: Mediker, in partnership with All India Radio and SHARP (School Health Annual Report Programme), a renowned NGO, created the “Smart Kalakaar Ki Khoj Mission” for kids. Kids could come live on All India Radio, as the RJ of a Show for 1 Week.

- We tied up with 22 stations, creating a 15 minute Advertiser Funded Programme, airing 3 times a week on AIR.
- Kids could call a toll-free number & share how they found a smart solution to an everyday problem of theirs: Example: smartly buying a gift for their sibling at the last minute.
- The selected girl would become a kid RJ on this show for one week & be broadcast across all 3 states.
- The programme aired – and continues to air every week – since February 2012.

CONVERSATIONS AND WORD OF MOUTH: The programme needed to create conversations around the unspoken, embarrassing problem of lice removal. Word of Mouth would humanise the Brand, and bring it closer to Moms. It was critical to build and sustain the conversations all-year round

ALIGNMENT BETWEEN STRATEGY & EXECUTION

Strategy:

- The PR Insight: The Media has a soft corner when Rural kids from lower economic strata, especially girls, get an opportunity to “make it big” in any field. Media is open and consider such stories as “inspirational” to their readers.
- The PR Strategy: Every Month, the Media would be inspired by showcasing the smartness of kids: of girls who have just “made it big” by going live on All India Radio, as RJs.

The Execution:

- Every month, Mediker would invite the selected “smart girls” to record at a Recording Studio in the state capitals – Patna, Bhopal and Lucknow. On the day of the recording, the kids would first experience the recording; post that, they would be invited to a school in the City, where they would be the “Real hero” of an Event conducted in front of the Media. The school was a choice made to bring alive the programme for the media.
- At the event, we also invited the smart RJ’s Mom and Teachers to share their experience and appreciate the initiative, adding more credibility to Mediker’s Mission.
- We invited Regional media to bring the smart girl to the forefront, inspiring more such Moms & Daughters to participate. The Media celebrated this smartness.
- This girl’s story – along with the PR – was then taken to more schools inspiring many more kids to participate. Our tie-up with renowned NGO, SHARP added more credibility to reach out schools, encouraging more smart girls to come forward.
- The response by kids and parents has been humongous and the AIR calls have seen a constant upswing. Measurable results (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioural change, help in sales etc.)

BRAND OBJECTIVES FROM CAMPAIGN:**1. CREATING CONVERSATIONS:**

- a) Brand received over 5 Lac calls in a year: an AIR Record.
- b) Average call duration on toll-free number was 64 seconds: a reflection of high engagement levels.
- c) Over 65 Rural Girls have gone live till date as RJs. Programme crosses 175 episodes, sustaining the conversations.
- d) 55% of mothers, who participated, spoke about Mediker’s initiative & lice problem to friend /relative.

(Source: Independent Research)

2. BUSINESS: BUILDING TRIALS:

- a) Since campaign, Mediker Trial Sachet has grown 68% in region vs targeted 25%.

(Source: Industry Standard Retail Audit)

- b) 80% of Moms who participated in the campaign or spoke about it to someone tried Mediker for the first time, building trials.

(Source: Independent Research)

3. BUILD EQUITY:

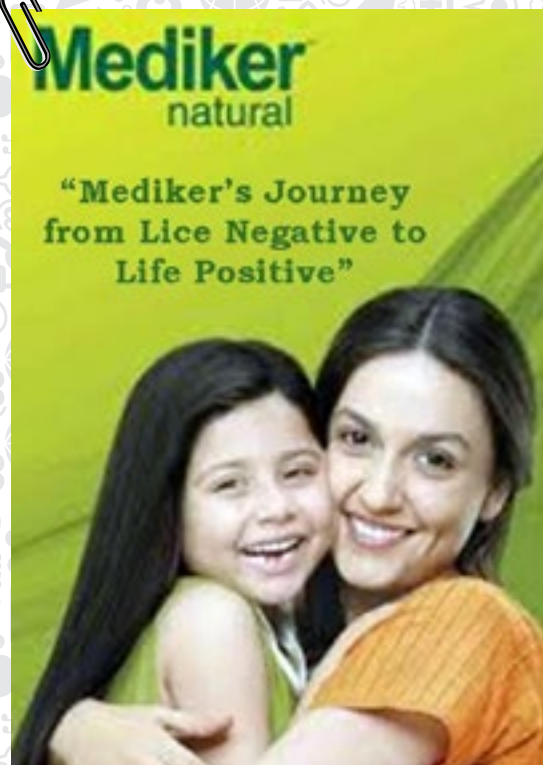
- a) Audience perception on Safety moved up significantly as a ‘Brand safe to use’ from 33% to 78% (between over all State average vs audience which listened to Campaign).

- b) Trust scores moved up from 36% to 77%. Recommendation scores from 38% to 85%.

(Source: Independent Research)

RESULTS FROM PR GOALS:

- Messaging on 3 PR Tasks: 1. Celebration of the Kid: 100% of the Coverage centred around Kid RJ, reinforcing that the PR Model has found resonance and inspiration with the Media.
- Inspiring Participation: Over 80% of coverage included the Toll Free Number, inspiring more kids to participate. Calls have tended to increase in weeks immediately after PR Events.
- Over 75% of the coverage prominently mentioned AIR Programming slots, compelling more moms to listen.
- Repeatability: The PR Model has been repeatable: successfully executed in all 3 States – multiple number of times.
- Scalability: The Model is scalable – Media’s interest in the Campaign has continued unabated, reflected in the consistent and repeated coverage across markets.
- Presence of large, key publications have ensured reaching out to our right TG.
- Consistent coverage in all key markets including Patna, Muzaffarpur, Bhopal, Varanasi and is still an ongoing activity.
- Received PR Value of over Rs 1.39 Crores between Feb 2012 – March 2013



CATEGORY: CAMPAIGN

Sub Category: Continuous Campaign (3yrs)

Top Three Entries:

- Coca-Cola India Pvt. Ltd- 'Support My School Campaign'
- NIIT Ltd.- 'Driving PR for NIIT University'
- Aim High Consulting- 'Packing a Punch'

Winning Campaign: Coca-Cola India Pvt. Ltd- 'Support My School Campaign'

CASE STUDY: 'Support My School Campaign'

THE CHALLENGE

The "Support My School" (SMS) Campaign is directed towards improving the water and sanitation related infrastructure in government schools. This campaign not only has the direct benefit of harvesting rainwater, provision of clean drinking water for children, well-functioning toilets, etc. but also has the longer term effect in terms of attracting and retaining larger numbers of children (especially girls) to schools.

Coca-Cola in its quest to bring in positive change and set an example launched the Support My School (SMS) Public Service Campaign in association with NDTV network, UN-Habitat, CAF, Sulabh International, The Pearson Foundation and Tata Teleservices in 2011.

The initiative has been implemented in close collaboration with grassroot NGOs, as well as local village communities. The program began in 2010, and has completed 103 schools in the first round. We hope to take this initiative further and reach a 1000 school mark in the next 2 years.

It is an Integrated campaign as it incorporates all disciplines such as advertising, promotions, social media through one of the **largest network channels- NDTV. We have consumer engagements with our consumers like Bharti Wall-Mart, Mc. Donald's, Reliance Industries and others.** For example Mc Donald's set up Eye check up camps in the SMS Schools, Reliance Foundation helped, support and revitalized 20 schools under the SMS Campaign. Thus our consumers were whole heartedly involved in the public Service Campaign for the noble cause. There are over 80 partners now as part of Campaign, which is truly a big success.

The Challenge

India has been grappling with severe issues of retention of children in schools. In rural India the child is subjected to social pressures like early marriage, early child birth, taking care of siblings etc. When a child struggles through these issues and still manages to come to school, the unwelcoming state of school discourages him to attend school. Studies have revealed that lack of basic amenities like toilets, access to water and basic infrastructure create an unwelcoming and non-conducive environment in schools, leading to high rates of absenteeism, which finally result into children dropping out of school completely.

It is estimated that 50% of rural schools in India have non-functional or no toilets. As the girl enters adolescence, she is forced to drop out of schools due to lack of proper, separate toilets for girls in rural schools. Such unwelcoming situations lead accelerated drop out in schools. It is the girl child who is affected more by the lack of such infrastructure. Lack of sanitation especially for girl child in rural schools has been known to be seen as affront to her dignity and safety and is rated as one of the biggest deterrents for child in rural area to attend school.

It is estimated that 1 in 3 children drop out by 5th grade and 1 in 2 by 8th grade. Taking off from this situation, Coca-Cola India launched Support My School (SMS) campaign.

The campaign tackles this grim situation by revitalizing government schools in rural and semi-rural areas. The interventions have halted this decline to an extent. Several schools have shown reversal of numbers with more and more students coming back to school.

CLARITY OF GOALS

Support My School (SMS) is a public private partnership to empower underprivileged sections of society by providing the necessary water and sanitation facilities along with the basic infrastructure required in schools. The campaign helps in creating mass awareness on social issues, such as lack of basic facilities not provided to most school children in rural and semi urban areas.

The objectives of this campaign are:

- Build mass awareness on importance of Education, and what ails our schools
- Engage communities and schools in finding solutions themselves
- Bring all stakeholders on a common platform
- Reach out at least 100 million people every year
- To raise pledge worth of INR 500 million from all stakeholders and masses to support the schools by 2015
- And most importantly to assist at least 1000 schools in semi-urban and rural areas by 2015 on following parameters:
 - Providing playgrounds and sports equipment
 - Improved access to drinking water
 - Sanitation facility for girls and boys
 - Rainwater harvesting structures
 - Developing the environment

Coca-Cola and NDTV raised over INR 135 million through a media-led fund raising campaign and assisted 350 schools and approximately 1, 50,000 children through this campaign. This brings pledge raised to 200 million in the last 3 years.

CLARITY OF INSIGHTS AND CREATIVITY

This Campaign broke clutter on television by being one of its kind, which involved a reputed network like NDTV, a well-meaning Coca-Cola and India's icon Sachin Tendulkar, who has ruled the heart of every Indian for over two decades and over 50 other partners. Support My School (SMS) campaign is the first ever assignment taken by Sachin on girl child education and school drop outs

- Compliments Coca-Cola's initiative on Live Positively and a healthy active lifestyle
- Connecting with core of India: Global Brands, Local operations: Reflecting Indian DNA of Coca-Cola in India
- Ripple effect: To create model schools in strategic locations across India and to create a ripple effect around schools nearby, thus leading a far bigger impact that possible.
- The outreach and the multi-media campaign is one of its kind, which took the message to a larger audience and offer them an opportunity to participate in a one of its kind campaign
- Brings together multiple stakeholders of Coca-Cola India such as local community, government, NGOs and citizen in general
- With a 360 degree campaign, the entire advertising aimed to touch 10 million people through online, TV, OOH, mobile and other media properties. Such a huge engagement with audience through an advertising campaign will be a unique and powerful statement.
- Connects NGOs, Government, Corporate, Public, Academicians on a common platform
- Walk the Talk: not only builds awareness but also show REAL work in 350 schools
- Engage communities and schools in finding solutions themselves
- The messaging of the campaign reflects the value of Coca-Cola namely Well-being, Portfolio, Communities and Environment; and at Public Affairs & Communication, we make a strategic impact on each of these pillars to further build and enhance the Reputation of Coca-Cola India

The campaign that began with Coca-Cola India, NDTV and UN-Habitat soon expanded to include more strategic partners. The partners on board brought in their unique expertise and network to the campaign.

ALIGNMENT BETWEEN STRATEGY & EXECUTION

The SMS Programme is in sync with Coca-Cola's efforts to ensure community wellbeing by provision of water and ensuring basic hygiene in communities.

There are thousands of schools, which lack basic amenities leading to a drastic fall in attendance and also quality of education being imparted. These amenities are essential in running and maintaining a school. Coca-Cola in its quest to bring in positive change and set an example has launched SUPPORT MY SCHOOL (SMS) Public Service Campaign in association with NDTV network and UNHABITAT, CAF, Sulabh International, Pearson Foundation and TATA Teleservices.

The SMS Campaign was well executed with more than 200 schools revamped under this programme. There were regular meetings with all corporate partners as well as the implementing partners on execution of the Campaign, to align all stakeholders with the strategy and approach of SMS.

Regular joint visits were conducted with the corporate partners, implementing NGO's and grass root implementing partners to have clear implementation and execution guidelines

Regular top to top meetings as well as the implementing team meetings and feedback from the grassroots/ground/feild level were organised to ensure the implementation of SMS in sync with the decided objectives and timelines

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

IMPACT ON COMMUNITY:

- 100 schools already revitalized and work in another 100 schools underway. In all over 350 schools by 2013
- More than 80,000 children receive access to better sanitation, water, playing and other facilities and in all over 150,000 children to benefit by end of 2013
- In several schools enrolment figures show upward trend and also children's attendance data.
- Panchayat District Education Officers, Local elected officials, Teachers, Parents and Community members engaged across country.
- Thousands of individual donors, over 50 Corporate donors and Bottlers have contributed and joined Support My School (SMS) campaign

ENVIRONMENTAL IMPACTS

First 100 schools saw:

- Set up 100 Rainwater Harvesting structures
- Planted over 11,200 trees
- These interventions have helped drive awareness about conserving water and environment in the schools
- Similar actions will come up in 1000 schools

OTHER IMPACTS:

With a unique 12 hour Telethon reaching millions of people and the overall activation plan reaching upwards of 50 million people till date. We have also launched an active PR campaign through tie-ups, partners and rural activation we have received over 200 articles generating EAV of upwards of \$1 Million in one day and over \$4 million through the year.

IPSOS STUDY:

Following IPSOS study shows a 12% increase in the parameter 'is a responsible company' and a whopping 33% increase in 'Care for Planet and Environment' in 2012. Support My School being a flagship sustainability campaign, played a leading role in helping shape favorable opinion from range of stakeholders.

Some of the Awards Won by Support My School (SMS) Campaign:

- Public Affairs Asia- Gold Standard award (Singapore)
- World CSR Day Award- Best public Service Campaign
- Exchange4Media- Best use of PR for Social Cause (Agency)
- PRCI- Bronze Award
- Shortlisted for Asian CSR AWARDS
- Received favorable reviews from CII ITC Sustainability Awards evaluation committee
- Jhundpur Government School has received recognition for 'Best Middle School for Infrastructure' in Sonapat District (Haryana)
- Nominated for Festival of Media award
- Received Silver in Abby Award(Goa fest)



CATEGORY: Product & Promotion

Sub Category: Entertainment, sports and lifestyle sector

Top Three Entries:

- Clea Public Relations - 'Blender's Pride Fashion Tour'
- Discovery Networks Asia-Pacific (South Asia) - 'Animal Planet's Yeh Mera India'
- Discovery Networks Asia-Pacific (South Asia) - 'TLC - What Not To Wear: India'

Winning Campaign: Discovery Networks Asia-Pacific (South Asia) - 'Animal Planet's Yeh Mera India'

CASE STUDY: 'Animal Planet's Yeh Mera India'

THE CHALLENGE

One of the fastest growing audience groups on television is between the age group of 18-30 years. It is also the most attractive audience set for advertisers. Animal Planet enjoys universal viewership, but in order to increase viewership amongst youth, it needed to create a special product and then publicize it using specialized routes.

Animal Planet launched a month long programme band dedicated to Indian wildlife 'Yeh Mera India' which aired every night at 8 pm from August 15th, 2012 to 15th September, 2012.

Looking at 15th August and its national appeal, the channel packaged programming dedicated to Indian wildlife under the programme brand name Yeh Mera India. This was then launched through a multi-lingual animal anthem on 15th August. With Indian wildlife at its core, the anthem was sung in Hindi, Bengali and Tamil. The anthem created national sensation and was publicized through Indian press and it went viral on social media for over one month.

Low Cost, Maximum Impact – The biggest challenge of the initiative was to generate maximum bang at minimum spends and least time.

CLARITY OF GOALS

- Increase viewer ratings during the prime time at 9 pm.
- To build an annual tent pole which enhances brand reputation and commands premium advertising rates.
- Create awareness about Animal Planet's special programming initiative dedicated to Indian wildlife.
- Focus on Hindi print media in states like Uttar Pradesh, Madhya Pradesh and Gujarat – these markets contribute high on the channel's viewership.

CLARITY OF INSIGHTS AND CREATIVITY

The main target audience for the campaign was youth between age group 18-30 years. Key target markets were the Hindi Speaking Markets (HSM) which contributes nearly 60% to the channel's viewership.

- Clutter Breaking – The communication had to ensure that it was clutter breaking yet does not deviate from the core brand values. August 15th being Independence Day had enough and more messages riding on it across industries and thus it was a huge task for the PR to stand out their message and drive it through.
- Targeted PR approach to leverage popularity of Shaan, Monali and Mathangi – renowned singers, who connect well with youth.

ALIGNMENT BETWEEN STRATEGY & EXECUTION

Print Media

- Animal Anthem – The PR campaign was launched by sending the animal anthem to media along with the press release.
- Celebrity endorsement message videos were shared with the press. This multiplied the identification with

the Yeh Mera India theme.

- Telephonic interactions with the anthem singers – Shaan, Monali and Mathangi with Indian media across various cities in the country to generate maximum mileage.
- Press Release dissemination across 25 cities in 10 languages.
- Feature stories on diverse and rich wildlife of India.

Radio

- In-studio interviews with singer Mathangi and composer Leslie Lewis were organized to support Animal Planet's programming initiative. The singers shared their experience of producing the anthem with radio listeners.

Social Media

- A dedicated YouTube channel was launched for the Yeh Mera India Animal Anthem. Utilising the organic route, the video got more than 50,000 views in less than 4 weeks. An endorsement of the youth of the country appreciating the universal language of music.
- Using the reach and potency of Twitter, Animal Planet began its own twitter initiative. Daily tweets were made to all relevant influencers and connoisseurs of animal kingdom. Celebrities, socialites and prominent members of the press recognized Yeh Mera India as a phenomenal animal anthem and a great platform.
- Youth got the opportunity to participate and win contests based on knowledge of the Indian wild through twitter. Animal Planet merchandise was sent to winners across the country. A reach of over 1 million was achieved within the Twitter community.

Reaching Out Influencers

- Special DVDs with programme episodes and animal anthem were sent to wildlife enthusiasts and key wildlife trusts to gain their interest towards Animal Planet's initiative.

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

Yeh Mera India garnered over 300 press articles across India – in print, online and radio -worth USD 0.24 million (source: Agency Research)

- Animal Planet's channel share amongst the youth audience rose by 51% during the 4 weeks of the campaign as compared with the previous entire year's performance at the same hour.

(Source: TAM, CS 15-34, All India, 2000-2059 Hrs, Wk 1-32 versus Wk 33-36 2012)

- Animal Planet's Channel Share amongst the youth audience in 8 metros jumped up by 107% during the 4 weeks of the campaign as compared with the previous entire year's performance at the same hour.

(Source: TAM, CS 15-34, 8 Metros, 2000-2059 Hrs, Wk 1-32 versus Wk 33-36 2012)

- YouTube link of the Animal Planet anthem got a total of 50,905 views within a span of 4 weeks.
- Twitter initiative of Animal Planet reached a twitter community of 1 million people.
- The press coverage generated immense response on the initiative and set apart the brand.



CATEGORY: Product & Promotion

Sub Category: Financial Services Sector

Top Four Entries:

- Genesis Burson-Marsteller- 'Sherpa Coach & Guide'
- Aim High Consulting- 'Let's Talk Money'
- Motilal Oswal Financial Services Ltd.- 'Motilal Oswal Financial Services Ltd. – Knowledge'
- HDFC LIFE- 'Driving financial freedom for Indian Urban Women'

Winning Campaign: HDFC LIFE- 'Driving financial freedom for Indian Urban Women'

CASE STUDY: 'Driving financial freedom for Indian Urban Women'

THE CHALLENGE

Owning select customer segments and product categories is one of key strategic initiative of HDFC Life. It identified a key customer segment – Urban Women (25-40years).

Contribution of women to economic activity in India has seen a significant rise over the last decade. In spite of the substantial socio-economic advances, most of them are however, less prepared in managing personal finances mainly due to lack of involvement in financial matters and knowledge of financial products. Empirical evidence suggests women have fewer working years and lesser time to save compared to their male counterparts. This is because of the traditional roles that women play in Indian society that leads to disruptions at certain stages in their careers. This leads to less time in workforce and sometimes, unfortunately, lower incomes. Apart from the lower lifetime earning potential, women outlive men in India. These years have their costs; the resources must last longer to cover them. Also, women's genetic and biological makeup makes them vulnerable to medical and health situations that are unique. These are compelling reasons for women to focus on financial planning.

HDFC Life planned to launch a customized product for women. But the question was do we pitch the product directly to a segment that has low financial awareness? And if we want to raise awareness, do we have valid data in place? Lack of customer research in personal finance is a big challenge. Moreover, most women rely on male counterparts, for financial decision.

Shoe string budget was a key challenge.

CLARITY OF GOALS

In 2010, HDFC Life conducted a qualitative research in association with Nielsen to understand the saving patterns of urban women. In 2011, HDFC Life undertook another survey (HDFC Life ValueNotes Life Freedom Index) in association with ValueNotes to gather key insights into the current state of financial planning among urban women. The key

insights were:

- Women attach high emotional quotient to savings and investment; they see finance as a means to ensure self-reliance, safety and security, independence, and assurance of support to their families.
- Sense of financial planning, sufficiency and adequacy are not well founded due to poor financial awareness.
- Consider accidents and illness as the most important unexpected event in the financial planning and management. In expected events, child's education tops the list followed by health expenses.

The insights led to the overarching plan i.e. design a product that addresses these needs, raise awareness through an integrated communication, while expressing HDFC Life's brand values, thought leadership, and commitment to the segment. The objective was to own urban women category by driving awareness about the importance of financial planning and how HDFC Life Smart Woman Plan fits their needs, utilize the first mover experience, position HDFC Life as the pioneer in the urban women segment by showcasing expertise and product, and increase share of women policyholders in the company's customer base.

The target audience was primarily working Urban Women (25-40years) and Tier 1 and 2 cities. Secondary – Customers and Channel Partners were media: all publications print, electronic, online and interactive platforms (TV, radio and Internet).



HDFC Standard Life to roll out more products for women

CLARITY OF INSIGHTS AND CREATIVITY

In 2012, HDFC Life undertook a financial independence drive among urban women with a threefold objective - educate, engage, and purchase. HDFC Life took the first step towards creating such a product category in the life insurance sector. The key communications messages to be highlighted were,

- Unique risks faces by women,
- Need of an assured mode of investment that can continue despite life stage disruptions
- if she is financially free to take care of her short, medium, and long term life stage needs, she can create several occasions of happiness in her family
- Her financial independence will let her be a stakeholder in the family decision making process.

Educate: 80% of the company's total employee strength (14,000) are sales staff to distribute products through 475 branches. As they are the key touch points for customers, it was critical to educate them (apart from the mandatory product training) on the emerging urban women segment and their needs. The Product – Smart Women – addressed critical illness related to women such as pregnancy complications, cancer etc. These issues are very sensitive and need to be addressed with maturity while pitching the product. Above all, educating the media, who are the key conduit, was also essential. The aim was that product is pitched right and correct information published/aired.

Engage and Purchase: Create visibility & conversations and leverage on the initial push given by mainline media to create a community of women online, build conversations and facilitate online purchase of the product.

ALIGNMENT BETWEEN STRATEGY & EXECUTION

Sow seeds: Life Freedom Index Women report launched on March 7, 2012, with Aishwarya Dhanush as special guest sharing her mantra of financial planning! Company sales staff divided into 9 groups and trained. Robust internal communications to educate non-sales staff!

Exclusive articles in print; online chat sessions in myiris.com and rediff.com! Joint promotions of report findings; ValueNotes leveraged its portal www.valuenotes.com. Rochelle Maria Rao, Femina Miss India International 2012, unveiled Smart Woman plan on June 22, 2012 in Mumbai! Product review, authored articles in July and August!

Engagement and relationship: TV and radio campaigns from Sept 13-Oct 15, 2012. Experiential campaign, 'Model of Happiness' showcased real stories of women, who have showered happiness to their loved ones, because of financial freedom. 5-week on-ground campaign (22nd Sep-23rd Oct), across 8 malls & 5 corporate parks conducted. 1500 videos and 2500 stories collected from Bangalore, Delhi, Mumbai and Pune. Best video selected in December and winner felicitated with a trophy. Email database utilized to create e-mailer campaign for product. Strip ads placed in ET Wealth, Outlook Money, Money Today, Femina and Women's special report in Mint.

Digital campaign 'Smart Is You' launched in October, 2012.

Dedicated facebook.com/smartisyou offered tips and advice to women on managing money, polls, contests and other interactive activities. Traffic generated through referrals from women employees. Facebook took engaged fans to the next level of purchase through a microsite – www.smartisyou.com. Informative articles populated, also served as discussion forum. Facebook live stream & YouTube videos embedded for social connectivity.

Our Bureau

Kolkata, July 24

HDFC Standard Life Insurance plans to launch products targeted at the youth and for people in the age group of over 45 years. The company also plans to roll out products catering to the needs of women customers.

According to Mr Sanjay Tripathy, Executive Vice-President, Marketing and Direct Channels, HDFC Standard Life, the company has already applied to the Insurance Regulatory and Development Authority for its pension product.

The company has announced the launch of

Smart Women – its first offering for women customers – on the unit-linked plan platform.

"Under this plan we are primarily catering to the investment needs of women. Depending on the success of this product, we also plan to roll-out products catering to the pension, protection and savings needs of women," Mr Tripathy said here on Tuesday.

Online sales, which currently account for about 3-4 per cent of the company's total sales, will increase to 10 per cent in 2013-14, he said.

shobha.roy@thehindu.co.in

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

- HDFC Life Smart Woman Plan voted 'Product of the Year 2013' under Life Insurance Category on a 100% face-to-face independent survey done by Nielsen across 18,000 consumers in 23 markets in India.
- Touched more than 1 million working urban women across key target cities, which helped in amplifying the message to a larger audience. A community of more than 1,43,715 fans created on facebook.com/smartisyou to build conversations around smart financial planning for women.' This community is growing each day.
- Created a new category of life insurance – Women's Plans. 29.3% growth in female customer base during March, 12-Feb, 13 vis-à-vis same period last year for the company. Amongst women segment, most of the key brand measure (awareness, consideration, ad recall, imagery) moved significantly in upward direction. Significant increase in perceived image as a 'company with innovative product' amongst women segment!
- Financial independence drive among women was the largest focused communication for (a single customer segment) in HDFC Life's history. It reached 15 states across East, West, North, and South of India through 41 days of editorial presence (non-paid) in both TV and print with close to 300 articles, 1025 seconds of TV coverage in 40 publications. PR spends were Rs 15lakh.
- HDFC Life achieved leadership in 'urban women' segment, became only brand in 2012 in personal finance space to receive maximum editorial coverage for women product (only product to receive exclusive coverage on TV).

COVERING NOTE: HDFC Life's PR effort in sustaining a financial drive movement among women continues in 2013!

CATEGORY: Product & Promotion

Sub Category: Technology

Top Six Entries:

- Genesis Burson-Marsteller- 'Keep Groovin'
- 20:20 MSL- 'The perfect human memory extension'
- Genesis Burson-Marsteller- 'Made of Imagination'
- Text100 India- 'Samsung Galaxy SIII launch'
- Text100 Global Communications- 'Vserv.mobi PR Campaign'
- Text100- 'Launch of Lenovo IdeaPad Yoga'

Winning Campaign: 20:20 MSL- 'The perfect human memory extension'

CASE STUDY: 'The perfect human memory extension'

THE CHALLENGE

Evernote is a multi-platform web and mobile application that helps people take and access notes and related information across various devices. The company tasked the agency with creating brand salience for the company and the application in India. However, Evernote faced with several internal and external challenges.

Internally, there wasn't an India office, an India employee, and not even a partnership that could potentially boost user numbers. Externally, app downloads in the productivity category did not see warm user response compared to categories such as games and entertainment. Also, with more than 1,200,000 apps in iOS and Android alone, the space for showcasing app differentiation was challenging. In addition, some extremely popular apps were stealing the limelight owing to strategic partnerships with handset manufacturers and network service providers. Evernote had to somehow break through the clutter and be perceived as an app that could effectively help improve daily life. In order to do this, we knew we had to craft a creative, holistic campaign that would become indispensable to users, and ultimately lead to a greater user base in India.

CLARITY OF GOALS

Taking on board our insights and user understanding, we set the following objectives:

- Strengthen the corporate image and build a face for the brand in India
- Increase the Evernote India user base by at least 100%
- Convert the loyal user base into premium (paying) users, keeping in mind the business impact

With these goals, we embarked on an elevated strategy of showcasing Evernote as the perfect human memory extension. Further, the task was to:

- Build a strong corporate image: Evernote's products such as Clearly, Web Clipper, Skitch were also showcased and integrated with the master Evernote product. This was underpinned by the narration of the corporate story of the brand, to drive recognition and understanding amongst all key stakeholders.
- Generate awareness of the application and communicate its utility to non-techies: In order to surpass our 100% target, we knew we had to engage all smartphone users, not just those that are tech savvy. This strategy would enable us to do just that and become a much needed element of a young, urbanite's life who is mostly on the go - something that will help them remember thing. We focused on daily events such as shopping lists, cricket scores and large scale events such as weddings to show how Evernote can come to a person's aid.
- To drive engagement with techies: To reach India's young urbanites, we had to stay 'real' and 'relevant', and execute a holistic campaign through social media, experiential and traditional media in order to engage effectively with them.

CLARITY OF INSIGHTS AND CREATIVITY

In order to craft an effective strategy for Evernote in India, the demographics and psychographics of the market were analyzed. Out of the several targeted stakeholder interactions, one vital finding was that people didn't pay any attention to the company, behind the small 2x2 centimeter app on their phones. In addition, people don't download an app for its mechanical benefit; they download it for the intangible benefit they receive after downloading it. We also evaluated the market according to the smartphone density of its population. The overall smartphone population in India, according to Nielsen is 27million. The smartphone market density was heavily skewed towards the youth in metropolitan cities.

Therefore, we knew we had to target youth in metropolitan cities in order to drive our user base. To do this, we had to strike an emotional chord with them, in a way that helped them understand the utility of the app, and the company behind the app.

The agency thereby had to adopt a holistic communications approach that connected with different stakeholders through engaging conversations and ultimately lead to a greater user base in India.



ALIGNMENT BETWEEN STRATEGY & EXECUTION

Build a strong corporate image:

- Large format corporate stories were targeted to showcase the growth trajectory of Evernote globally and in India.
- Speaker opportunities like the Nasscom EmergeOut Conclave were also leveraged to establish Evernote's thought leadership in the tech and start-up ecosystem. Guest sessions at management schools (Amity University) were also secured. Factors like smartphone density, multi-gadget environment, mobile lifestyle were key while shortlisting the business schools.

Generate awareness of the application and communicate its utility to non-techies:

- User meet ups were organized that served as a platform to engage with the audience. User stories were further leveraged for content enrichment in the online space, besides traditional media stories. For example, the agency identified a person who planned his complete marriage using Evernote.
- To provide more traction to the Evernote Food app, a food bloggers meet up was organized. Besides spokesperson engagement, every course of meal served, was accompanied with tips to use the app.
- The agency also leveraged Evernote's task management capability to showcase its utility for students, mothers, cricket lovers (how Evernote can be used to save your T20 IPL schedule), artists etc.
- Social media activation and engagement integrated the approach. Contests were held on Facebook and Twitter for sustaining engagement. Special emphasis was also laid on content creation, in the form of posters and videos.

To drive engagement with techies:

- The tech media and blogger community was targeted to successfully position Evernote as a 'top app' or a 'must have app'.
- Engagement with web and mobile developers was also initiated to attract them to participate in a global developer competition, Evernote DevCup, hosted by Evernote. This was done via meet ups, newsletters and capturing video testimonials from developers, and leveraging the same.

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

Building a face for the brand in India

- Evernote was awarded the prestigious Cloud app of the year for 2012, by Stuff magazine India, a leading consumer tech magazine in the country
- In terms of media outreach, secured a total of 400 unique media stories, excluding press release coverage, across leading mainlines, financials and consumer technology press, in newspapers, magazines, TV, online and blogs
 - 300% increase in media stories secured for the brand, on a year on year basis
 - 20 stories talking about the brand Evernote and the corporate journey

Increased user base

- Driven purely by integrated communications efforts (and no marketing spends), Evernote's user base in India grew by 186% from 350,000 (Feb 2012) to 1 million users (Feb 2013)
- Social media activation, driven by all organic activity, helped grow the social media follower base by 300%
- In terms of media outreach,
 - 100 unique stories appeared reviewing Evernote products and 250 unique feature stories capturing the utility of Evernote
 - The Economic Times covered Evernote 10 times, giving a visibility in excess of 6million (circulation)
 - Top Indian technology television shows, Gadget Guru appearing in NDTV Profit and NDTV Good Times, covered Evernote, giving it a VI of 1.3million

Increase in premium (paying) users

- Premium user base of Evernote in India grew to match the global average of 5% (approx.)
- In terms of media outreach, Lifestyle publications showcased how Evernote can be used by women, moms, professionals, journalists, for writers, students, travel, foodies and so on.

CATEGORY: Corporate & Public

Sub Category: CSR & Not-for-profit

Top Three Entries:

- Corporate Voice Weber Shandwick- 'P&G: Moms for Playgrounds'
- Perfect Relations.- 'Chhotte Kadam Pragati Ki Aur'
- Madison Communications Pvt. Ltd- 'Wake Up Clean Up Bengaluru'

Winning Campaign: 'Corporate Voice Weber Shandwick- 'P&G: Moms for Playgrounds'

CASE STUDY: 'P&G: Moms for Playgrounds'

THE CHALLENGE

Procter & Gamble entered a unique worldwide campaign in 2012 titled "Thank you, Mom", leveraging its sponsorship of the London Olympics, thereby going beyond just building awareness for its consumer products, but to also put the spotlight on P&G, the corporate brand. The campaign was very well received globally. However, given the fact that Olympics have limited popularity in India, P&G India needed an extension which would ignite the magic in India, and drive similar values. The challenge was to create a locally relevant campaign which would deeply engage the company's core audience –mothers but also fit in seamlessly with the global campaign. The campaign needed to bring out the role of P&G beyond its products by supporting moms in something that positively impacted the lives of their family. The campaign eventually needed to give Indian mothers an activation opportunity they would believe in and support whole heartedly.

CLARITY OF GOALS

The overarching campaign goal was to strengthen the equity of P&G as a responsible corporate citizen, in line with the objective of strengthening the brand, behind its successful products. More specifically, the objective for this particular campaign was to establish connect for P&G as a brand committed to the happiness of moms the world over. A resultant objective was to have a positive impact on the sales of participating product brands viz Olay, Gillette, Duracell, Tide, Oral B, Pantene and Ariel. PR was specifically tasked to achieve media attention by promoting public interest and generate a minimum of 200 million media impressions.

CLARITY OF INSIGHTS AND CREATIVITY

An earlier research carried out by P&G had brought to life the fact that moms were most worried about their kid's health. A key insight showed that rapid urbanization and shrinking open spaces in cities, is forcing children to stay in the confines of their homes, leading to sedentary lifestyle issues. This was a latent concern among mothers, waiting to be ignited. At the same time the news was full of the London Olympics and India's low chances of winning a respectable number of medals due to the lack of sports infrastructure in the country. This led us to get moms everywhere to rally for more open spaces and playgrounds for their children. Thus was born the "Moms for Playgrounds" campaign. A key creative route was the appointment of India's ace women boxer Mary Kom as the brand ambassador for the campaign, and her reinvention from an Olympian to a mother of twins. This provided a strong strategic lever to the campaign. At a time when media was clamoring to project Kom as an Olympic bronze medal winner and a fighter, agency was striving to project her as a concerned mother. Kom, having grown in the hinterlands, credibly underlined the role of open playgrounds in identification of latent sports talent among children.

ALIGNMENT BETWEEN STRATEGY & EXECUTION

The successful execution framework for the campaign stood firmly on the following pillars:

1. Mary Kom as the campaign ambassador: Olympic medalist Mary Kom was roped in her avatar as a mother. She called on all mothers to demand space for their children.
2. Silent March on National Sports Day (August 29): To launch the campaign, Kom led a silent march, as moms demanded outdoor space for their children. She was supported by mothers from all walks of life. Media throughout reiterated the need for more playgrounds, or risk losing an entire generation to inactivity. Agency managed to get Kom to pen the lead editorial on National Sports Day in India's top English Daily- Times of India, to strongly drive home the campaign messages.

3. Built on Olympic fervour by uniting P&G with mothers of Olympians, who gave their best wishes to the Indian team and shared stories of raising globally-competitive athletes, many of whom lived in towns with open spaces – unheard of in India's overflowing cities.
4. Campaigning got support from celebrity mothers: Moms like Mandira Bedi (sports anchor), Suchitra Pillai (model and actress), Rajeshwari Sachdeva (TV actress) supported the campaign, and wished their kids to stay healthy through an active lifestyle.
5. For a prime photo-op, celebrity moms wrote their wishes on Chinese lanterns and released them into the night sky.
6. As a gesture of its commitment to the movement, P&G in association with Round Table India Foundation announced support to build 50 playgrounds across India.

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

With more coverage than any campaign in P&G India's history – 2,025 million earned impressions across print (436 clippings), TV (36) and online (112) – the campaign led to quantifiable increased brand awareness. Comparing before and after the campaign: • Corporate equity grew across familiarity (19), favorability (21) and trust (28) • Purchase intent across P&G brands increased 28% (specific sales increases are confidential) • Brand association with P&G was up for 11 of 12 brands The pledge for playgrounds has also seen remarkable progress in becoming a reality: Out of the 50 playgrounds committed, 24 playgrounds in nine states are set to be completed by June 2013.



CATEGORY: Corporate & Public

Sub Category: Internal Communications

Top Three Entries:

- Aim High Consulting- 'Smiles To Go Before We Sleep'
- Tata Power Delhi Distribution Limited.- 'Aap Tak'
- NTPC Limited- 'An Environment Friendly Initiative'

Winning Campaign: Aim High Consulting- 'Smiles To Go Before We Sleep'

CASE STUDY: 'Smiles To Go Before We Sleep'

THE CHALLENGE

We were greeted with staid white walls on our first visit to the Flipkart office. Flipkart was facing rapid expansion and employee numbers had grown from a few hundred to nearly seven thousand in a short period of time. This meant that thousands of employees at multiple office-sites were walking into unbranded office-spaces with an ascetic starkness that had no place being there.

- The Brief: "Decorate the workspace."
- The Challenge: Engage a fast-growing workforce while aesthetically decorating the office.

At Aim High Consulting, we believe that a company's internal branding is crucial to the morale of its workforce and that it goes a long way in shaping the culture of the company. We gladly welcomed the challenge to decorate the Flipkart offices with branding that would help the young, fast-growing company bridge the internal communication gap.

CLARITY OF GOALS

Our goal was to engage the young workforce at Flipkart without losing sight of the need to aesthetically decorate the office-space. Our priority was to get 'Flipsters' to imbibe the attitude that drove Flipkart; an attitude that reflects customer satisfaction above everything else. The task was to figure out how to communicate this to each and every employee at Flipkart.

CLARITY OF INSIGHTS AND CREATIVITY

With the goals in mind, we used 'words of wisdom', flipped around into catchy, humorous and relevant lines that resonated with the young workforce and creative use of workspaces to solve the absence of a formal internal communication channel.

We knew for a fact that the message did not need to be yelled off the roof tops. It could be communicated quietly and it would still be understood by the people who needed to hear it. Anything distracting and expirable was a strict no, no. We selected a medium that could stand the test of time: not mailers, not posters, events or off-sites but glass panels and work-spaces.

Some of the flip-quotes are:

- "To shop is human, to shop online is divine."
- "The journey of 1000 miles begins with a single click."
- "We have promises to keep and smiles to go before we sleep."
- "There are no short clicks to success."

The flip-quotes were customized to suit the different departments of Flipkart in order to increase the relevance and effectiveness of the exercise. For example, the flip-quote for the Customer servicing team was, "A call in time saves nine," and the one for the Tech team was, "The code to success is always under construction".

ALIGNMENT BETWEEN STRATEGY & EXECUTION

The campaign took off in two phases:

- **Flip-quotes**

For the first phase of our internal branding exercise, we concentrated on words and minimal design that supplemented the content. We struck upon the idea of 'flip-quotes', essentially puns on quotes derived from old proverbs that each employee could easily relate to. Each flip-quote was unique – communicating a pioneering approach towards customer satisfaction and what Flipkart stands for today – qualitatively and ethically.

The second leg of the campaign focused on inspiring the young workforce using words of legends like Mohd. Ali and Ayrton Senna. The objective was to get the employees to wake up each day and think that they were doing something worthwhile. The quotes were placed in key areas with maximum visibility and footfall so that no one missed out on the messages.

- **Creative use of spaces**

In the second phase of the campaign we turned little known places and majorly unappreciated objects such as fire extinguishers, door handles, etc. into something visually unforgettable. This was an exercise in creative use of spaces in a fun way. We went back with clean cut designs that transformed the areas phenomenally. The mundane fire extinguisher was now a rocket engine, an oxygen cylinder and more. This was done using comic characters and once the designs were up, there was barely anything else that one could notice. Through this exercise we could successfully bring in elements of fun, humor and intelligence with a 'Flipkart connect' to it.

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

The results of the campaign have been trend-setting to say the least. We have seen unprecedented success in creating interesting, inspiring workspaces, a highly motivated workforce and a brand that is now synonymous with customer satisfaction.

- **Internal communications case study:** Our work for Flipkart has shown how internal branding can be made hard-hitting and effective, if we move away from the tried and tested newsletters, mailers or motivational quotes that become obsolete a few months after creation.
- **Inspired workspace:** Through our fresh approach suited to the young workforce, we managed to create a motivated atmosphere that added to the experience of working at the largest e-commerce company in the country, and illustrate the best ways for a company to communicate its values and thinking.



CATEGORY: Corporate & Public

Sub Category: Best use of PR by a corporate

Top Three Entries:

- Coca-Cola India Pvt. Ltd- 'Support My School Campaign'
- Corporate Voice Weber Shandwick - 'Moms for Playgrounds'
- Omkar Realtors & Developers Pvt Ltd- 'Omkar Realtors & Developers'

WINNING CAMPAIGN: Omkar Realtors & Developers Pvt ltd- 'Omkar Realtors & Developers'

CASE STUDY: 'Omkar Realtors & Developers'

THE CHALLENGE

To create an organized PR programme which connects and impacts the key stakeholders in Mumbai's Slum Rehabilitation space namely slum dwellers, NGOs, RTI activists, state government authorities and the funding community.

The Slum Rehabilitation Scheme (SRS) initiated by Maharashtra Government under the aegis of Slum Rehabilitation Authority (SRA) impacts approx 40 per cent of the Mumbai's population which resides in slums.

The prime challenge in implementing this scheme has been four-fold:

- Trust deficit between slum dwellers and developers community
- Lack of any serious interest from the funding institutions
- Negative perception of the business in all quarters
- Leading realty players shunning the slum redevelopment space owing to lot of ground-level roadblocks.

CLARITY OF GOALS

- To bridge the trust deficit with slum dwellers with a PR programme focused on creating awareness and relationship management.
- Creating a positive perception of Slum Redevelopment business amongst financial institutions
- Highlighting the success stories and positive transformation brought about by the scheme in media viz a viz life- transforming experience of slum dwellers and contribution towards boosting Mumbai's infrastructure.
- Omkar Realtors is looking at rehabilitating approx. 1.5 lakh slum dwellers by 2017 in Mumbai. Currently it has rehabilitated approx. 15,000 slum dwellers and work is in progress as far another 25,000 slum dwellers are concerned.

CLARITY OF INSIGHTS AND CREATIVITY

- The PR programme based on experience and understanding created a 100-member strong Relationship Management team to strengthen the company's PR amongst various stakeholders in slum pockets which were keen on implementing the SRS scheme. The team, part of the Property Affairs Department of Omkar Realtors, partnered specific group/number of slum dwellers forging a trustworthy and emotional bond to guide them through all stages of redevelopment. The average duration of SRS model encompassing all stages till the possession of free houses can range from 3-5 years. Our relationship managers are extended family members of the slum community /stakeholders and impactful brand ambassadors by default.
- The PR programme includes a customized communication plan at two levels;
 - Workshop on Empowering the slum dwellers and key stakeholders on their rights.
 - Workshop on Educating the slum dwellers on handling maintenance of apartments/buildings and how to embrace a new social life
- The PR plan worked on communicating the positive developments in this space to the Indian and foreign media, relevance of the model viz a viz development of Mumbai city, showcasing the model's success in important forums organized by leading private bodies such as FICCI and state government events.

ALIGNMENT BETWEEN STRATEGY & EXECUTION

Omkar Realtors today enjoys tremendous goodwill and the leadership position in the slum redevelopment space. Local state governments, foreign governments and government bodies have acknowledged and sought the company's advice and expertise in replicating the redevelopment model.

The company has a 500-member strong professional workforce with 14 departments and leading subject experts. The company has an open-door policy on the PR front maintaining an in-depth flow of information to the media through industry/subject experts.

All the Head of Departments (HOD's) and the company board are part of the strategy whereby the ground level executions of all PR activities are handled primarily by the internal teams. All PR developments are shared amongst employees via internal communication.

While the Media Relations is a centralized function, all PR programmes at the ground level are decentralized functions.

MEASURABLE RESULTS (Both Qualitative & Quantitative-Relevant media exposure which is not paid for, Impact on behavioral change, help in sales etc.)

• Relevant Media exposure:

1. Jan - Dec 2012- Approx 100 plus reports highlighting Omkar's SRS initiative in leading print media, electronic media and online media. This includes profiles, columns, quotes, panel discussions and feature articles. Leading media includes TOI, ET, FE, BS, Mint, Mumbai Mirror, HT, Indian Express, DNA, Midday, Maharashtra Times, Navbharat Times, and Forbes amongst many others.

• Impact on behavioral change:

1. The journey from unhygienic living conditions to standard houses with amenities has majorly impacted the behavioral pattern of the slum dwellers in areas of health, education, marriages, job profiles and social status.

• Sales:

1. While the SRS scheme does not entail any sales as it is a free housing scheme introduced by state government, the company's free sale portion on the redeveloped land parcels across Mumbai has received excellent sales response over the years. This is primarily due to the factors that organized and good quality redevelopment implemented by the company has resulted in creating a very healthy surrounding in specific locations. The company's track record and goodwill in timely execution of SRA projects has also boosted the sale of free sale portion.
2. The company had the privilege of receiving Private Equity funding of Rs 550 crore in the last 18-month period from leading PE funds namely Indiareit and Red Fort Capital.
3. The company is currently working closely with its construction partner Larsen & Toubro for all its rehab projects in Mumbai.



exchange **4** media

INDIA PR & CORPORATE COMMUNICATIONS AWARDS

2 0 1 3

Overall Excellence

People & Agencies



Category-1: 'Young Consultancy of the Year'

Criteria: To recognize the work done by the PR agency. The agency should not be in existence for more than 24 months as on 31st March 2013.

Nominations:

6

Six Degrees

Ideosphere

Ideosphere Consulting Pvt. Ltd.

cohn&wolfe

Cohn and Wolfe

Winning Nomination: None

“To identify a young start up as an example of something which has put in a great effort in the PR industry. Unfortunately the kind of elements we had, the nominations we had, did not satisfy these. So this year the jury has not given an award for it but the jury does feel and would like to encourage the young and new start-ups in the industry to come forward and must share their thoughts, share their works and as the eco-system grows, the industry grows there will be many examples for the jury to award it in the years to come.”



Pranjal Sharma

Editorial & Knowledge Advisor,
Columnist, BusinessWorld

Category-2: 'Specialist Consultancy of the Year'

Criteria: To recognize the work done by the PR agency and specialist division with a PR consultancy whose business is concentrated on a specific sector, whether an industry sector, a market segment or a PR discipline.

Nominations:



Adfactors Public relations



DTA Consulting



Teamwork Communication Solutions Pvt Ltd.



Aim High Consulting

Winning Nomination: 'Teamwork Communication Solutions Pvt Ltd.'

"While in the case of PR works we found that they are doing excellent work in specialized categories, while rendering their services to artists, design houses, which is a very difficult category. The Jury felt that Teamwork Communication have an edge over the others."



PK Khurana
CMD

QuikRelations Private Limited



Category-3: 'Young PR Professional of the Year'

Criteria: To recognize PR professionals in agency and in house team, who are under the age of 30 years. Nominations sent by employers and to recognize the PR agency which have carried out innovative campaigns for the client.

Nominees:



Shrey Khetarpal, Partner Associate; Genesis Burson-Marsteller



Aakash Aggarwal, Associate; Genesis Burson- Marsteller



Priya Mathew, PR Consultant; Aim High Consulting



Deepansh Agarwal, Consultant; Aim High Consulting



Aniruddha Atul Bhagwat, Director; Ideosphere Consulting



NB Harshavardhan Reddy, Secretary; Public Relations Society of India – Tirupati Chapter



Amardeep Singh Tiwana, Branch Head; Adfactors PR (Chandigarh)

Winning Nominee: 'Priya Mathew, PR Consultant; Aim High Consulting'



"While in the case of PR works we found that they are doing excellent work in specialized categories, while rendering their services to artists, design houses, which is a very difficult category. The Jury felt that Teamwork Communication have an edge over the others."



Archana Jain
Founder & Managing Director
PR Pundit

Category-4: 'In House Team of the Year'

Criteria: Open to any in-house team within the private and corporate sector, local government, government agencies, health authorities, trade unions and trade bodies as well within NGOs, charities or other not-for profit organizations.

Nominations:



Mahindra & Mahindra Ltd. Group Communications



HDFC Life



Kai Po Che Team



Procter and Gamble Team



Microsoft Team



Avantha Group

Winning Nomination: 'HDFC Life'

"They took the whole premise of Urban woman, demanding and wanting more financial independence and being able to now make their own financial decisions, having entered the workforce in large numbers. So they designed and worked on segmenting a product which was basically around a woman's financial independence and were able to re-position themselves in the market place much ahead of every one else."



Anup Jain
Sr Director, Strategic Projects
Pizza Hut India



Category-5: 'Small PR Agency of the Year (Turnover less than Rs. 5 crore)'

Criteria: To recognize the small PR agency of the year in terms of the turnover, financial growth, clientele list, staff retention and PR innovation.

Nominations:



Kaivalya Communications



Brand Wave Communication



Eulogy! (Media) India



Aim High Consulting



Prinindia

Winning Nomination: 'Aim High Consulting'

"They have very interesting set of clients, catering to Flipkart very beautifully and their client retention and staff retention is very good. They have an interesting mix of whatever they have been doing, they have been pitching very good."



▼
Kavita Datta
Managing Partner
Mutual pr



Category-6: 'PR Professional of the Year'

Criteria: To recognize the outstanding professional performance made by an individual or a contribution to the professional development and standings of the industry as a whole.

Nominees:



Madan Bahal, Managing Director, Adfactors Pr



Abhijit Sarkar, Head, Corporate Communications, Sahara India Pariwar & Director, Sahara Adventure Sports Ltd



Sharif D Rangnekar, CEO & Director at Integral PR



Devdarshan Chakraborty, Director, PRCIMS



Nandita Lakshmanan, Founder and CEO, The Practice



Jaideep Shergill, CEO, Hammer MS&L India



Robert Holdheim, Managing Director, India, Edelman



Atul Ahluwalia, President, India, Corporate Voice Weber Shandwick

Winning Nominee: 'Sharif D Rangnekar, CEO & Director at Integral PR'



"This was one award where actually the jury decided to vote and after the vote I would say the person who came out was Sharif Rangnekar. Heartiest Congratulations to him, He has done a great job at contributing to the industry."

Deepak Jolly

VP, Public Affairs & Communications
Coca-Cola India and South West Asia

Category-7: 'PR Agency of the Year'

Criteria: The set out criteria for the category are:

- Multi- Location activities.
- A minimum of Twenty (20) Clients, Client acquisition.
- A Substantial increase in business from the last financial year (Growth over last year from 1st Feb 2012 to 31st March 2013)
- Talent retention, Talent acquisition by the firm.
- Case Study of choice to be submitted.
- Shining moments
- Peer evaluation
- Employees feedback

Nominations:

Adfactors Public Relations

Integral PR Services Private Limited

Perfect Relations

Avian Media

Madison Pr

Genesis-BM PR

IPAN Hill+Knowlton Strategies

Corporate Voice Weber Shandwick

20:20 MSL

Value 360 Communications



Winning Nomination: 'MADISON PR'

Category-8: 'Life time Achivement Award (Nominations only)'

Criteria: This award is established to honour the stalwart who has contributed to the emergence & growth of the PR & Corporate Communications Industry in India.

Winning Nominee: 'Mr. Irfan Khan'



"It was an unanimous, absolutely no debate or discussion on that, because I think Irfan Khan is truly an institution. He is a professional whose as old as the modern communication industry, he has been working close to fifty years now and how many people are there who would have worked close to fifty years in communication, in PR and his stint in Hindustan Unilever literally shaped the way communications are done today. So I think that is one award which is truly deserved for the pioneer of the Indian Communication Industry."



Senjam Raj Sekhar
Director - Communications & Brand,
Vedanta Group

"PR is a mix of journalism, psychology, and lawyering - it's an ever-changing and always interesting landscape."

- Ronn Torossian

Thank You

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