

MIDAS TOUCH

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「MD'S VOICE」



Dear Friend,

A respected brand image is a builder's most valuable asset. The business of building and selling real estate can be a constant, never-ending struggle against incredible market odds. In the final analysis, it is a builder's name that inspires confidence and sells his projects. He also establishes his reputation by a long-standing presence on the property market. This matters a lot, because there is a high dropout rate among builders who cannot deliver consistently or are not equal to the fierce competitiveness of the market. Branding is an effective way to facilitate the growth of business, a good brand in the real estate sector also gets you a better price over your competitor which in turn leads to higher profits. Branding also positions the development justifying price premiums and helps in projecting a lifestyle to the potential buyer. At Goldmine, we feel that brand building in the real estate sector is

important as it's not only about the identity you create but the strategic insights that ensure a unique positioning, guaranteeing stand out in a crowded market. Which is why, we take great care and passion in creating unique positioning for House of Hiranandani, one of our most prestigious clients. We have not just helped them redesign their brand principle but also helped them deliver a better brand experience. As their communication partner we are poised to generate new and innovative ideas for the brand. Our passion has earned us and House of Hiranandani wide praise and acclaim, and we are on our way to take the brand and the agency to new heights of success.

Madan Singla,
Managing Director



POSITIVELY DIFFERENT MARKETING



BRAND AMBASSADOR – THE ADVANTAGE OF AN UNPAID ENDORSER

No one would have imagined that Baba Ramdev as a promoter and ambassador of Patanjali, company founded by him & Acharya Balkrishna, would make the FMCG companies run for their money in India. If Baba Ramdev had been a brand ambassador for some other company, it would not have helped the company as it's now helping Patanjali. A long term vision of Baba Ramdev to bring Patanjali to this stage today. Having established in 2006, it is now giving a tough competition to MNCs. But, a lot of hard work has gone into this. Firstly, the concept of educating people on Yoga through TV channels every day early morning has helped Baba Ramdev to establish a strong connect with the viewers of the channel. It then generated a lot of word of mouth publicity and it was a yoga wave all over. Many yoga experts started reaching out to the people by offering yoga classes. Slowly, the Yoga effect started giving results and the young generation got attracted towards Yoga. Most of the remedies were communicated through the TV programs. But now, the remedies are offered through the products, thereby putting a seal of trust by Baba Ramdev himself. And guess what! The products are good, liked and used

by the consumers and that too with repeat orders. Most importantly, it was a wise move to capture the tooth paste segment, which is mostly catered to by the manjan category. The ayurveda based toothpaste was an instant hit with those users, which was being unsuccessfully tapped by MNCs since long time. Moreover pricing also played an important role. The distribution mechanism has been smartly used through a prominent retail chain. Patanjali stand alone store has become a good business opportunity for aspiring entrepreneurs. As long as the quality and pricing is maintained, Patanjali is here to stay for a long time. It also signals about the space for new entrants in the market, redefining the market size and moreover the money isn't going out of the country due to its Swadeshi business model. A perfect example of a brand ambassador who is committed to its brand and the good point is that it doesn't need any celebrity for endorsement.

Ramkrishna Bankapur,
Pune

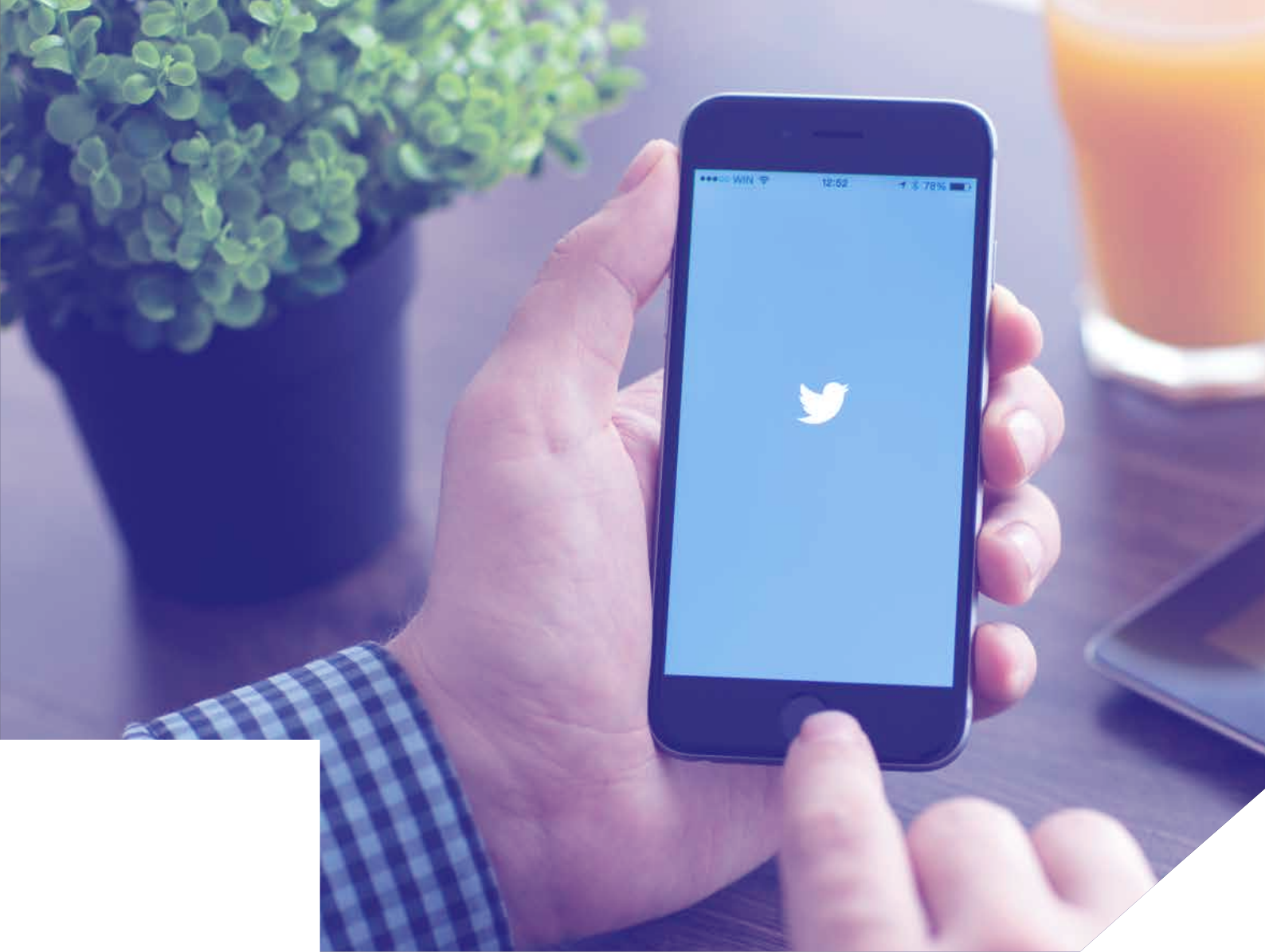
DIGITAL TO MOBILE

TRANSFORMING DIGITAL ADVERTISING WITH MOBILE ADS

The digital world of advertising has seen a lot of its ups and downs. But every now and then, there comes an unique or new trend which somehow gets merged in the world of advertising and snowballs to become something big. Today, a mobile has become one of the fundamental things in one's possession. A core component in the daily

necessities of life, mobile has become the primary source of information for a consumer. It's no secret that there's a huge disparity between the duration of time people spend on their smartphones than on any other technological or traditional mediums. This major difference has helped the era of mobile advertising to grow quite substantially.





Mobile advertising focuses on a certain and specific demographic set of people who are identified from their set of personal, shopping or display preferences. The corresponding consumer data greatly helps in categorising the individuals according to their preferences. Add to that the benefits of high speed mobile internet such as 4G networks, people and brands are more closely connected than ever. It is safe to say that mobile advertising is much more efficient than a web-based online advertising and has become the abode for brands to showcase their true potential. According to the latest reports and trends,

mobile advertising is not just growing rapidly but also booming exponentially than any other forms. Brands are adapting to the mobile-optimized ad formats for a far more wider reach. More and more number of businesses are learning to effectively use the mobile platform. Capturing a consumer's attention while they are engrossed on their smartphones while in a Metro or an auto, makes the brand much more prone to interaction. Whichever you look, the trend of mobile advertising is on a rise and the numbers are expected to rise more with the emergence of new businesses.

Kartik Kotian,
Mumbai

GOLDMINE BOOSTS BIHAR TOURISM

EXHIBITION OF BIHAR TOURISM ORGANISED AT BANGKOK



AN INTERIOR VIEW OF THE PAVILION WITH VISITORS INTERACTING

The Delhi Branch successfully organized the participation of Bihar Tourism in the 19th Thai International Travel Fair – (TITF#19) held at Queen Sirikit National Convention Center, Bangkok, Thailand from 14.07 2016 to 17.07. 2016. The exhibition was organized by NCC Exhibition Organisers, Bangkok and the whole exhibition area consisted of more than 1000 stalls. The participant profile included travel agents, tourism sector, airlines sector

and product selling etc. The exhibition, organized in an area of 36 sq.mt. bare space involved conceptualizing and designing of the pavilion, designing and printing of exhibits , other allied works and coordination with the organisers. The pavilion gave an overview of the places of tourist importance in Bihar and the exhibits evinced keen interest among the approximate 700 number of visitors to the pavilion and helped them to understand the tourism

potential of Bihar. Most of the visitors gathered information about Gaya, Buddha Circuit and other important tourist and heritage places in Bihar. All the visitors were amazed by the ancient and rich cultural heri-

tage of Bihar and expressed their desire to visit Bihar. Important visitors to the pavilion included Senior Officials of Tourism from Thailand and India, travel agents and tourists from various countries.

SHRI MANOJ K SHARMA, DIRECTOR (PR), DELHI BRANCH, FELICITATED

Shri Manoj K Sharma, Director (PR), Goldmine, Delhi Branch has been adjudged as the Best P.R. Person of the year 2015-16 at the Realty Fact Awards (Asia Pacific 2016) held recently at Radisson Hotel, New Delhi. The award was presented to Shri Manoj K Sharma for his outstanding contribution towards the cause of Public Relations by Prof. Dr. P.S.N. Rao, Chairman, Delhi Urban Arts

Commission (DUAC), Ministry of Urban Development, Govt. of India at the glittering function, which witnessed the best of the best from the Realty Sector coming together on a single platform. Among other clients like PFRDA, the Delhi branch has carried out extensive PR work for New Okhla Industrial Development Authority (NOIDA).



SHRI MANOJ K SHARMA (CENTRE) RECEIVING THE AWARD

ADVERTISING INSIGHTS

WORTH OF CREATIVENESS IN ADVERTISING

The advertising industry has practiced vivacious changes in terms of Knowledge development, Medium, more approaches to entice customers and on Creativity over the last numerous decades. Advertising itself is a

creative procedure. It is the outcome of long term planning and hard work on the part of the copy writer & creative director who prepares & shapes the final copy of advertisement.



CORE OF ADVERTISING: CREATIVITY

Advertising nowadays has altered in many ways; it has become more creative, this has inflated the brand value. There is adequate evidence that value for a brand will be shaped through creativity. A fruitful & great creative

idea can give brands the required push to realize new heights. It is very important that with creativity involved in advertising it should not forget its simple agenda –of informing, convincing, and selling.

Creative advertising needs to be intelligent, sharp, imaginative to the point and tremendously catchy. It must motivate people to purchase advertised product. The message and plea made should be able to

make positive impact on the consumers. With time the advertising strategies are shifting but should not leave question mark on the sustainability of creativity and also not to overlook consumer's intelligence

THE AD'S TRIUMPH

There are plentiful features which play role in determining whether advertisement travel healthily or goes off-colour. Marketers need to test several markets to get a full understanding of an ad's likely efficiency, but it develops similarly vital to understand what it takes to beat the odds and craft a truly Creative Advertising. Most brands in the same group deliver more or less the same useful benefits and answer the same needs of the consumers. With so many products on the market having the same utility, the only way to position a product, service, or company contrarily from anything else in the same group is through creative development in advertising. Today traditional advertising is losing its sheen. The biggest problem with traditional media is that consumers today have lots of choice for ad avoidance. The fragmentation is very high and there is very less scope of customized message for all. The creativity in advertising could never exist in

isolation without a background. The success of final product fully rest on on understanding and the relevance of message it aims to convey. Advertising business includes people & creative advertising is one that trades through people's hard work, and appropriate market demand. If you form the healthy environment for creative people with right kind of required information, they can sincerely build great & saleable advertising. Advertising people bond together as a 'team' not as individual, Therefore, creative advertising that truly sells in the market and live a hard impression in mind is the result of 'team work.'

Saunil Arora,
Ahmedabad

CREATIVE ECHOES



OUR INDIA. OUR STORY.
YOUR CELEBRATION.

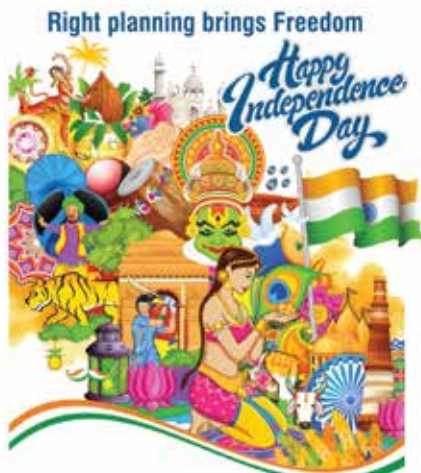
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