

# MIDAS TOUCH



May 2017

A reservoir of  
splendid thoughts



# CONTENT

---



**MD's Voice**



**The voice of an ad. Agency**



**More feathers to our cap**





**Secrets of Marketing**



**Let your uniqueness speak**



**Creative Echoes**





# MD'S VOICE

Dear Friend,

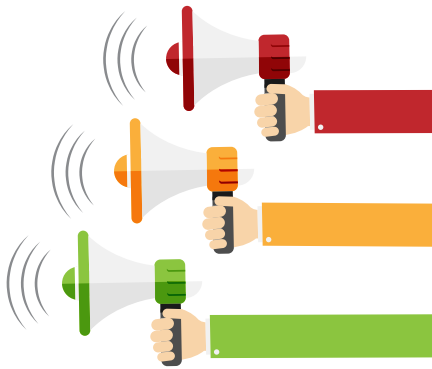
For many of us who grew up in the India of yore, the Vicco jingle that plays even today at multiplexes is nothing short of a major nostalgic trip. With a ubiquitous presence in every Indian household much before international beauty brands flooded the market, Vicco is one the country's oldest beauty product manufacturers. Founded in 1952 by late Keshav Vishnu Pendharkar, the Vishnu Industrial Chemical Company, or VICCO as we came to know and love it, saw thousands of ordinary Indians become loyal patrons of the Vicco Vajradanti, Narayani, and Vicco Turmeric Ayurvedic cream. From production units in Dombivli, Nagpur and Goa, the company went on to find a firm footing in the world with a presence in developed countries of Asia, Europe, America, Africa and Australia. Combining ancient wisdom with modern technology, the company has expanded business activities into investment, trade, advertising (yes, advertising!) and education sectors as well, hence is better known as Vicco Group.

Right from its inception, the VICCO group of companies has been charting an unwavering course that has catapulted the group into international limelight. Vicco Laboratories, a group company, which has upraised the Indian Ayurveda and its nurturing, protecting and rejuvenating medicinal properties from a near eclipse due to the advent of British rule for over 200 years to the peak of world-wide recognition, has completed 65 years with a simple dream: A vision to be realised, a promise to be fulfilled. The vision is to reach out to every civilisation. The promise is to make the boons of Ayurveda available to every household. The flagship Vicco turmeric cream, for example, was targeted at the young Indian woman, soon to be married. Associating the turmeric cream with the natural Ayurvedic goodness of 'Haldi' - an essential part of every Indian wedding - helped Vicco brand itself not as a cosmetic brand, but one that developed natural alternatives based on indigenous knowledge. Vicco Turmeric, synonymous with its yellow colour and strong aroma of sandalwood was a hit in the country and even found its way to international markets. Hence, the jingle, 'Vicco Turmeric, nahin cosmetic...'. As the first of its kind in a market dominated by the conventional 'snow' creams, it wasn't immediately familiar. Customers were apprehensive that the turmeric might leave a yellow colour on their face. Special efforts were made to send salespersons with mirrors to apply the cream on the retailer's face and bust the myth. Packed with the goodness of natural ingredients and marketed through advertisements whose jingles reverberate in our ears 50 years later, Vicco found immense success in the Indian and

international market. However, in the face of glamorous positioning of newer brands from HUL, Himalaya, Emami, and others, did face an uphill task in retaining its share in the pie, especially in the late 1980s and early 90s, but Gajanan Pendharkar, Chairman of Vicco Laboratories, revived the brand by pioneering the idea of sponsoring television shows in India. The brand was also among the first to put its advertisements in video cassettes, a novel move in the days when movies were viewed on video cassettes and widely distributed internationally. Today, although, Vicco has diversified into producing sun-screen lotions, shaving creams and herbal face washes, and there are many, probably, more desirable beauty care options, Vicco will still remain the first among equals in the Indian system of natural medicines for beauty that claim to 'Go Natural'.

**Madan Singla**  
Managing Director





# THE VOICE OF AN AD. AGENCY

## THE ESSENTIAL ROLE OF CLIENT SERVICING

---

Client servicing plays a crucial role in the success of any advertising agency. It is made up of a host of skills which include the ability to comprehend and analyse situations and people; the skill to hear the unsaid; a tireless passion for the brand the agency is dealing with; an influence over the entire process of creativity. And, of course, the talent to provide an advisory role to the client partners, whilst knowing the difference between what a client wants and what a client needs.



As a recent development, the industry has now incorporated the relatively new role of project management, which lifts the pressure from the client servicing team, and at the same time ensures that there's a part of the team focused solely on delivering brilliant creatives.

However, in the evolving scenario and the transformatory role of the marketing world, client servicing now operates in a new context – a world of swift, unpredictable change. This is a scenario where clients are concerned not with one knockout piece of content but an 'always on' conversation, and a world which frequently throws up new technologies. It's a scenario of many unknowns.

In such a scenario, it is very important for the client servicing professionals to keep learning new skills and become an expert in marketing across media: broadcast, print, eDMs, events, social media and data analytics.

**Anurag Giri**  
Delhi



# MORE FEATHERS TO OUR CAP







Albert Einstein once said, "Creativity is intelligence having fun." And we, at D-Crypt Mumbai, follow the same mantra to serve our clients with innovative ideas and creative executions. Here, every day is a day to stay inspired, work hard and be absolutely proud of the work we produce. It feels extremely complete when this hard-work gets paid off in the form of an award.

It all begins with the first edition of "Best Social Media Brands". It's believed there were over 25 categories and 130 entries that were shortlisted. With talent pouring in from every corner of the country, the second largest bank in India, Bank of Baroda won the Silver award for Best Social Media Bank, Financial Services and Insurance (Bank) Brand. And guess who handles the social media platforms for Bank of Baroda? You guessed it right, it's us D-Crypt Mumbai. With this win, we have added another feather to our cap of achievements.

We take care of Bank of Baroda's online presence in the most creative way possible with innovative campaigns using state-of-the-art technology. Various engagement activities and updates about our banking products and services have garnered potential customers. This achievement has motivated us to work hard and be more productive.

**Shruti Acharya**  
Mumbai

## **Straight from the heart of IOCL**

Hi Rahul,

This is to place on record the excellent job done by you and your team on the Chairman's AV in such a short time.

The execution was professional and the changes which were required at the last moment were also done on time.

Please convey our appreciation to all the members of your team who were involved in making of this AV, and specially to Rupesh for getting totally involved in the same.

Keep up the good work in the future.

Suresh N. Iyer, Chief CC Manager,  
Indian Oil Corporation Ltd.,  
Western Region, Mumbai  
022-26722326



# SECRETS OF MARKETING

## 6 STRATEGIES SMART BRANDS USE TO SATISFY AND RETAIN THEIR CUSTOMERS

---

Customers are primarily concerned about two things: your product quality and good communication. What are you doing to up your game?

Smart brands know that customers are the lifeblood of their business. Customers, in fact, are the core reason you can open up shop (whether that means online or brick and mortar) every day and generate a profit. But while convincing first-time customers to come sample your products or services is a coup, nothing is better than getting a new customer who becomes a regular, and finally, a brand loyalist. If you're a restaurant owner, for instance, it is not just enough that you cook awesome meals. That in itself could get you a couple of visitors and first-time customers. But to make these customers come back to your restaurant, you may also have to offer an incentive for returning, as well as cultivate consistency in your kitchen and even go as far as convincing customers to join a mailing list. So, what strategies in general help entrepreneurs to engage, satisfy and retain customers? These six steps below will help:

### 1. Sell convenience.

Customers like comfort and accessibility. So, your brand has to continually find innovative ways to make your products and services available and accessible to customers on the go. Take a look at Starbucks, the coffee giant. It continually ups its game, with innovative ways to ensure customer comfort. For instance, its Mobile Order & Pay feature in its app fairly screams "ease." That strategy alone is worth paying a few extra bucks for and likely to ensure brand loyalty.

### 2. Pre-engage with your prospects.

No matter how focused your online marketing efforts are, or how fine-tuned your website, today's prospects rarely fill out forms or order services after getting their first impression. The noise is just too big; too much else is going on; too little time has gone by during that first visit, to build trust.

### 3. Get personal.

Know your customers on a personal level. Humanize your brand; let customers relate and interact with it like it's a person. Get to know what matters to them. Send them messages on important dates like birthdays. Send them emails and newsletters and start those communications with their first names. For long-term customers, send personalized and branded materials to continually place your brand into their personal space; sustain their top-of-mind awareness. This can also inspire referrals to friends and family to experience your brand.

### 4. Let your corporate social responsibility be impactful.

Find needs that people are interested in filling, and try to fill those needs. TOMS has mastered the art of this strategy with its "one for one" campaign, where every pair of shoes sold translates to another pair being given to charity or someone in need. TOMS has given away over 60 million pairs of new shoes and converted new customers into brand loyalists. This social impact angle is definitely a welcome development and one everyone wishes more brands would adopt.

### 5. Implement customer feedback.

Feedback should be taken seriously and implemented as much as the business can manage. Once feedback has been implemented, communicate with customers that you listened to them and as a result, added the new, suggested feature, or eliminated an old one. Understandably, customers like to feel they are getting the best deal available; and delivering a premium product at a great price with expert technical support is our way of doing that. Then there are companies like Nike that have totally rocked the customer feedback feature. Nike created a separate Twitter account, @NikeSupport, just for responding to customer inquiries and issues. The company's Nike Support is dedicated to all things customer service, making it easier for customers to reach out when they have a problem or a question they want answered. The company's support staff is also quick to respond.

### 6. Create amazing experiences.

Continuously create out-of-this world experiences that are unique to you. These could be in-store, at trade shows, at global or local events or through product interaction. A company that does this well is Coca-Cola. Coca-Cola has continuously shown this through campaigns like its campus-friendly twist, where a Coca-Cola bottle can be opened only by the matching bottle of a friend, and its unwrap a gift bottle program, where many people got Christmas bowties from their Coca-Cola bottles.

In conclusion, your customers are primarily concerned about two things: your product quality and good communication. If your brand can offer a top-notch product while holding things together at the social media interactive level, as well as the social impact one, you won't have a loyalty problem.



**Saunil Arora**  
Ahmedabad

# LET YOUR UNIQUENESS SPEAK

## REINVENTING USP

Many brands failed to remain in the market or retain their market share as their USP couldn't find a sync with the market trends or their brands could not pull the customers for a longer period of time. The USP is designed keeping in view of the current market trends and the choice of end users. In 80s there was an era of Indian Companies who played a dominant role and enjoyed a good market share due to lack of competition.





A two / three wheeler company ran a campaign for many years that fuelled pride in a brand that was Indian. The USP maintained was that the brand was Indian.

In 1984, another company entered the market under collaboration with a Japanese giant offering motorcycles and scooters with Japanese technology. The USP maintained was technology.

This was a major change in the two wheeler category which was earlier dominated by a company which took pride of being an Indian brand. The company which sold brand with USP as technology went on to become largest manufacturer of two wheelers in India. The reinvention of USP was essential as the market needs changes on account of change of choices of the end users and changing market scenario.

A low cost detergent was a successful brand with popular lines like 'Doodh jaisi safedi... It created a wave in the rural market capitalizing on the low price detergents and toilet soaps. But a MNC brand continued to reinvent USP for all markets and always remained ahead with strong recall value.

In the circumstances of a fast changing market, USP plays an important role and it's necessary to evolve or change USP according to conditions.

**Ramkrishna Bankapur**  
Pune



# CREATIVE ECHOES

One word for TRUST, TRANSPARENCY, COMMITMENT, HONESTY, HAND HOLDING....

**MAHARERA**  
is the MASTERKEY for your every housing problem



पलटें व घर खरेदी करण्यापूर्वी प्रकल्प महाराष्ट्र शासनाचे महरेरा वा लोगो व नोंदणी क्रमांक तपासा आजच [www.maharera.gov.in](http://www.maharera.gov.in) पर लॉग ऑन करा

महरेराचे निशाण खऱ्या घराचे प्रमाण

१ मे २०१७  
महाराष्ट्र दिनाच्या शुभेच्छा

आता वा सर्व अडथळीवर टोमार हात. कारत १ मे २०१७ महाराष्ट्र विधानसभेने महाराष्ट्र घराण संघट (विनिमय व विकास) अधिनियम २०१६ (MAHARERA) लागू होणार आहे. या अंतर्गत घराण संघट नियमक अधिकृतपणे पध्दान करण्यात येणार आहे. ज्याद्वारे सर्व स्वरुपी ६० दिवसाच्या आत निघारण करणे संभवकारक आहे.

ह्या अडथळीवर टोमार हात

- कार्टे अति विरलकर मये गडड
- कन्टेन्स निऊन गही
- सॉलिन कार्टेन
- सक निघारण करीर
- ओरी निऊन गही

वेबसाइट: [www.maharera.gov.in](http://www.maharera.gov.in)



Save more time to do what you love

Delhi Tourism

दिल्ली सरकार  
एक ही सरकार

The best option for every function!



The Auditorium in Dilli Haat, Janakpuri is the ideal venue for conferences, annual day celebrations, fashion shows, and religious or social functions

- 800 seating capacity
- LED lighting
- Visual system
- Two dormitories of 80 beds
- Barrier free building
- State-of-the-art acoustics, stage lighting, motorised curtains

For bookings, contact  
Call: 011-25612181 | e-mail: [dhpdelhitourism@gmail.com](mailto:dhpdelhitourism@gmail.com) | [www.facebook.com/delhitourism](http://www.facebook.com/delhitourism) | [www.delhitourism.gov.in](http://www.delhitourism.gov.in)

YOUR DREAM VACATION AWAITS!



Baroda Holiday Saving Recurring Deposit Account

HONDA

आप माँ को देखें

You carry our hearts with you,  
why not a helmet?

HAPPY  
**Mother's**  
DAY!

Genuine Accessories

Honda is **TECHNOLOGY**

भारतीय बैंक  
Indian Bank

Thank and wish your mom with a beautiful message and a picture of you two.

Impressive messages will stand a chance to surprise their mothers with a gift from Indian Bank.

#ToMomWithLove

Make  
The Train Journey Special  
With  
**Quality Food**  
Delivered On Your Berth  
through e-catering

Now passengers traveling in trains with or without pantry car passing through stations can order their food online from big food chain companies.

IRCTC has started e-catering service exclusively for passengers traveling in trains where they can book preferred meal through following modes

**Indian Railways**  
www.indianrailways.gov.in  
Follow us on:

- On-line, the website address is [www.ecatering.irctc.co.in](http://www.ecatering.irctc.co.in)
- Through mobile app, 'food on track' which can be downloaded on Android/iOS phones.
- By making a call on 1323.
- Through SMS, by typing MEAL and sending to 139.

भारतीय बैंक  
Indian Bank

REDECORATE  
AND  
RENOVATE  
YOUR  
HOUSE WITH  
**IB HOME  
ENRICH LOAN**

#YourOwnBank

LIC MUTUAL FUND

Hint: A charge incurred when an investor sells and investment prematurely

**T X E I O L D A**

□ □ □ □ □ □ □ □

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

LIC MUTUAL FUND

HAPPINESS IS...  
A GOOD SAVING  
IN THE FUTURE.

Mutual Fund investments are subject to market risks, read all scheme related documents carefully.

We eagerly await your views  
and suggestions on the makeover  
of Midas Touch at  
[mumbai@goldmineltd.com](mailto:mumbai@goldmineltd.com)

 Find us on  
**Facebook** /Goldmine Advertising



**Head office: Mumbai**

**Ahmedabad | Bangalore | Baroda | Chennai | Delhi | Goa | Hyderabad | Kolkata  
Lucknow | Nagpur | Pune | Trivandrum**