



MIDAS

TOUCH

November 2017

A confluence of creative Ideas



Content



MD's Voice

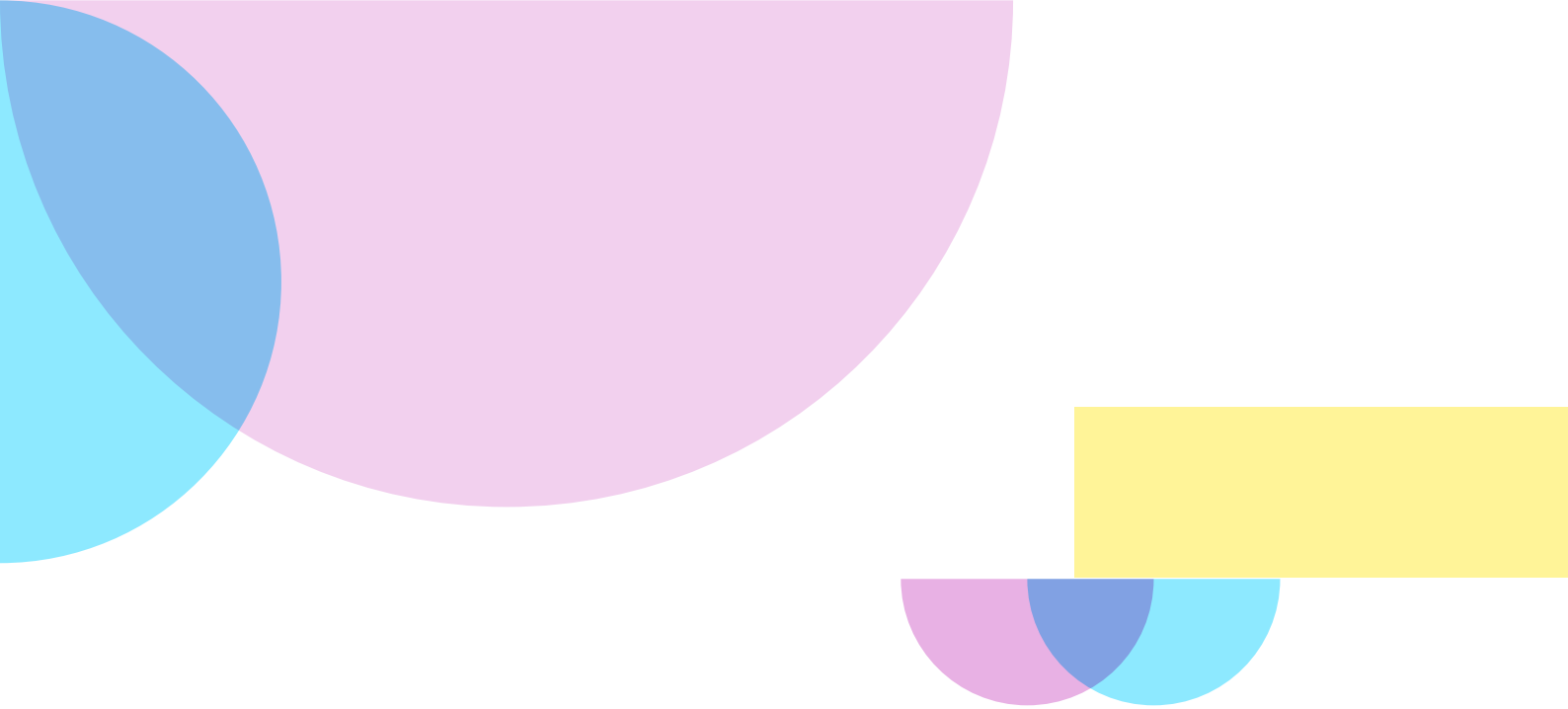


**Capitalizing on
customer emotion**



Back on wheels





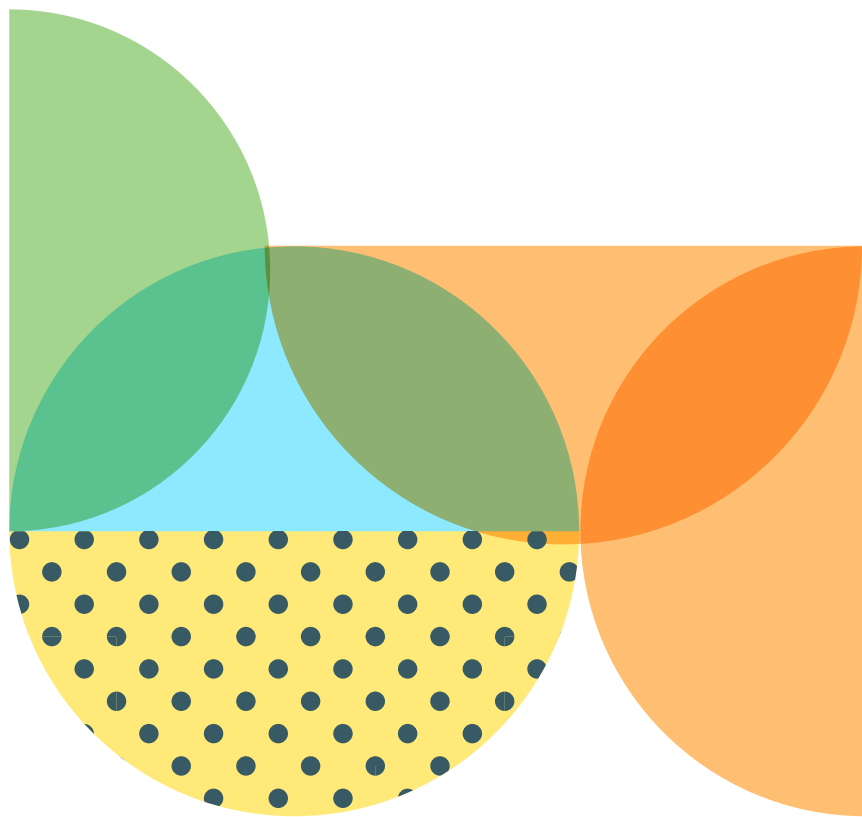
The first step in an advertising agency



Where advertising will go next



Creative Echoes






MD's voice

Dear Friend,

Intra-city travel has always been a curse for many, especially in crowded cities like Mumbai and Bengaluru. In some cities, local trains emerge as an alternative but the inconvenience of travelling by these trains is disgusting and despicable. Bumper-to-bumper traffic can crush the spirit out of anyone who desires to drive their own vehicle in the city. What's worse, finding a cab during peak hours is quite a feat. If you find a cabbie who has agreed to go to a destination, you should consider yourself lucky.

To revolutionize the way India travels, Ola Cabs - a taxi service started in 2010 by Bhavish Aggarwal and Ankit Bhati in Mumbai has come to be seen as the solution to the city's transport woes, given its convenience, efficiency and, most importantly, the big relief from daily arguments and haggling with auto/cab drivers. With the growing startup ecosystem in India, there are some Indian entrepreneurs who have turned the tide in their favour and built successful companies. One such brilliant example is Bhavish Aggarwal. He is considered as one of the most influential entrepreneurs in India. He is responsible for the success of Ola Cabs, which has now become over Rs. 5,000 crore startup. Bhavish inspires a fleet of entrepreneurs who want to make it big by starting their own business. In just seven years, such is the prolific growth of Ola Cabs that you can avail the taxi service through their website or mobile app in over 100 cities across India, effortlessly and reach your destination hassle-free.



The amazing part of Ola Cabs is its business model. It's a simple concept. Instead of buying and renting out their own cars, Ola Cabs partnered with a number of taxi drivers. They also added a touch of modern technology to the whole set up, where people can book cars at short notice through their mobile app. Almost 40,000 cabs across the country are linked to Ola. In Spanish, Hola translates to 'Hello' hence the name Ola probably to indicate that their services are as easy and friendly as that, just like saying a 'hello'.

Today, Ola is India's largest ride-hailing app with about 60% market share in India. In the cab aggregator space, Ola is the biggest competitor to Uber in India. Uber is a global player, but Ola is giving tough competition to the company in India. Further, Ola Cabs has also ventured into collaborating with autos, with the launch of OlaAuto. You can now find an auto on demand, using their app. As the rate of vehicle ownership in India is as low as 41 per 1000 people and with the nation ranked at 128th worldwide, Bhavish believes that there is an opportunity for the population to bypass automobile ownership altogether, and rely on booking services like Ola Cabs. "India has a population of more than 1.2 billion, so I think there is enough to keep us busy," says Bhavish.

It doesn't take a genius to figure why cab aggregators are so popular in cities with the black and yellow

taxis, simply because taxis and autos refuse to do what they are supposed to do, and that is to commute. From rigged meters to unwillingness to go 'short distances' or any distance for that matter, black and yellow taxis/autos have literally driven commuters into the arms of cab aggregators like Ola or Uber. French writer Victor Hugo once remarked: "You can resist an invading army; you cannot resist an idea whose time has come." Truly Ola underlines just that.

Madan Singla
Managing Director



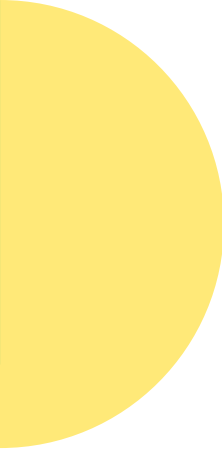


Capitalizing on customer emotion

DRIVING BRAND GROWTH WITH CONSUMER EMOTION

Technology today has outpaced us in so many levels. Almost every single brand and business is vying to attain the spotlight in today's era of digital space. With a focus on providing seamless services and an emotional experience that a customer craves, digital advertising has become an obsession, tapping into it for understanding the needs of a consumer and implementing it effectively.

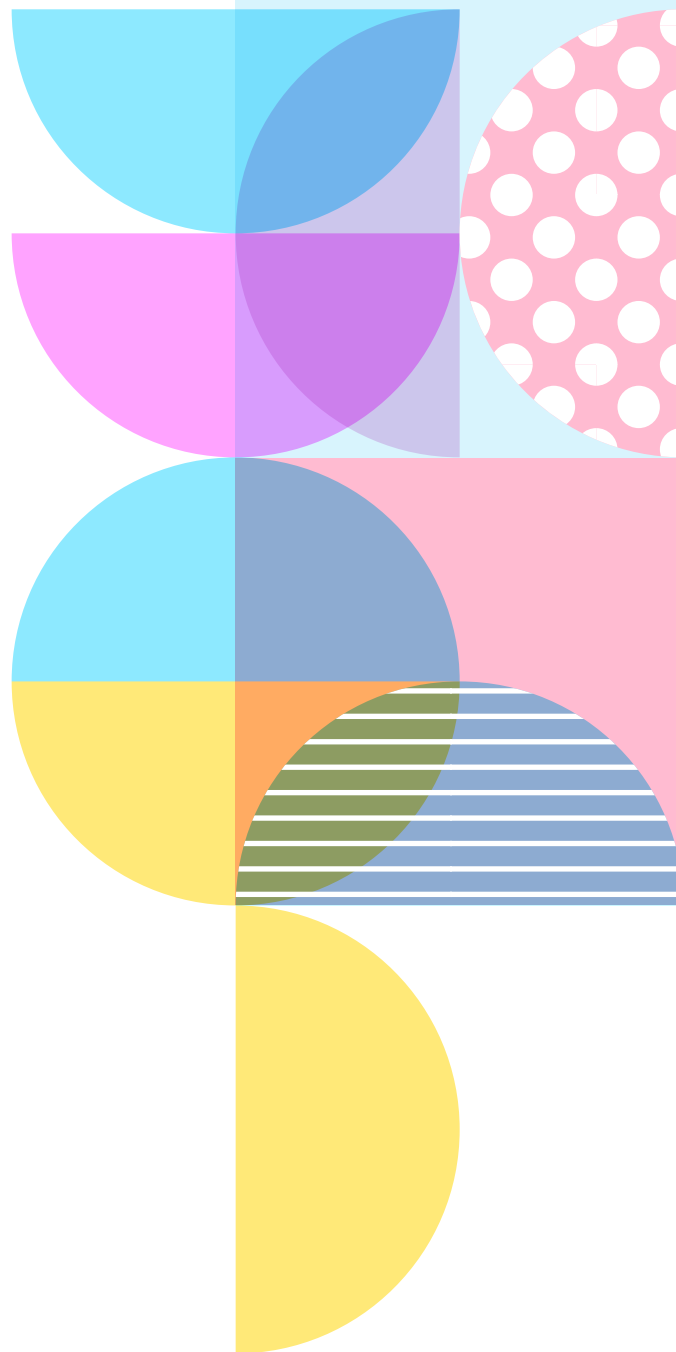




Brands today are evolving at a breakneck pace. Digital advertising has almost reached every nook and corner of the world. So what next? According to the market predictions, consumer experience will be an integral factor for brands to grow. More and more technology is being deployed to enhance the consumer experience. The decision-based marketing needs to be created for a brand's growth-focused landscape. Understanding customer emotion is the key which can cozy up the current and prospective consumers towards a particular brand.

Modern strategies and innovative solutions have helped transform overall business into integrated technology and service requirements. Driving growth requires strategically well-laid plan that puts the spotlight on the customer satisfaction. With a focus on making a customer-based decision-making impact, brands need to strategise their campaigns and execute it effectively. Creating a large-scale innovation effort for today's millennials is a lucrative segment and brands need to tap into this segment for supplementing new heights.

Kartik Kotian
Mumbai





Back on wheels

TRENDY ONCE AGAIN - SCOOTERS ARE BACK

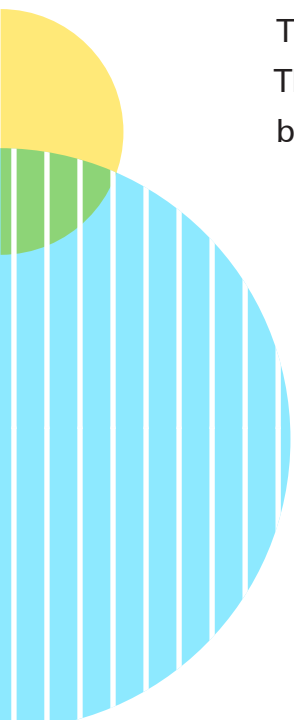
The two wheeler segment expanded in September 2017 with 19.65 lac two wheelers were sold this year compared to 17.92 lacs sold during Sep 2016. Few companies are registering a double digit growth; however this growth is primarily on account of the sale of scooters!

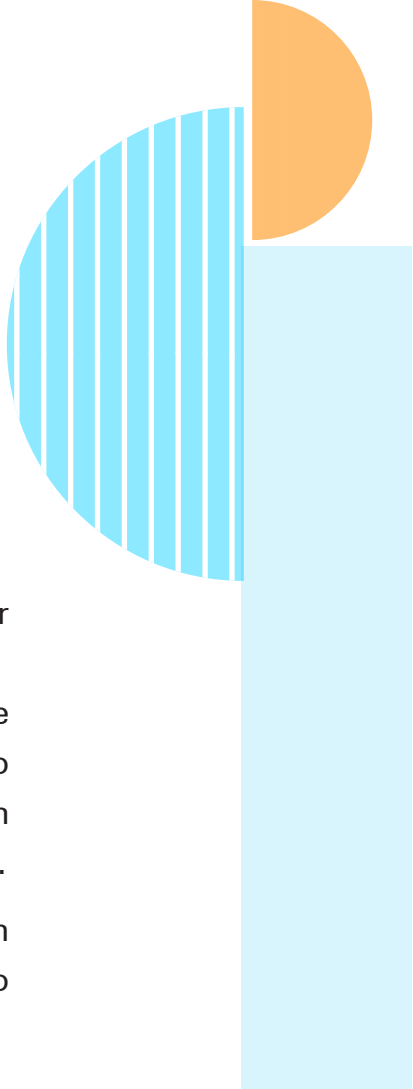
There is growing demand for non-g geared vehicles in rural India and the acceptance level of non-g geared over geared is increasing. Many motorcycle owners are switching over to scooters for convenience in high density urban traffic.

In states like Kerala, Goa, Himachal Pradesh, Chandigarh, Manipur & Mizoram, the scooter riders are higher compared to motorcycles.

More than half of the non gear volumes came from Honda Motorcycle and Scooter India (HMSI) in the last five years, followed by Hero Motocorp and TVS.

The improving road infrastructure and increase in the number of women buyers have increased the numbers of scooter sales. Many industry



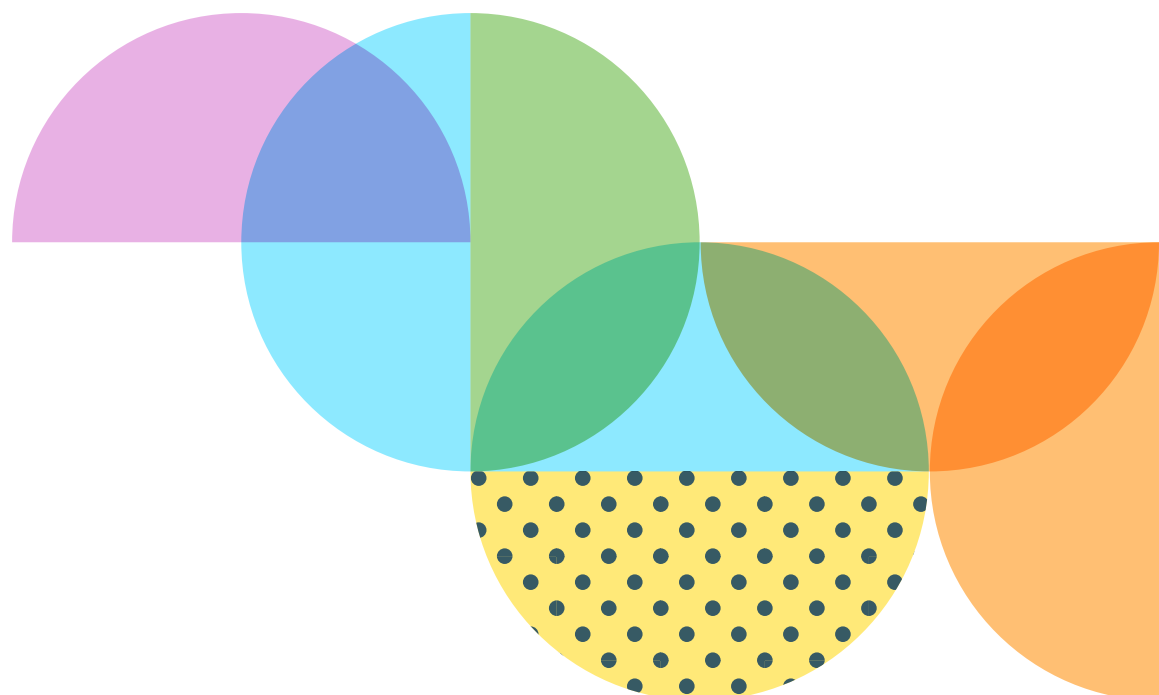


forerunners feel that in the next five years the segment will account for 50% of the two wheeler market.

Beside this, there are still lacs of motorcycle users in the market who have not changed for more than 7-8 years. It is a huge reservoir for two wheeler companies to create an exchange market conditions for non geared scooters and increase the base of scooter and motorcycle users.

These market conditions are forcing companies to improve the R&D in scooters and its advantage for new and existing two wheelers to upgrade.


Ramkrishna Bankapur
Pune





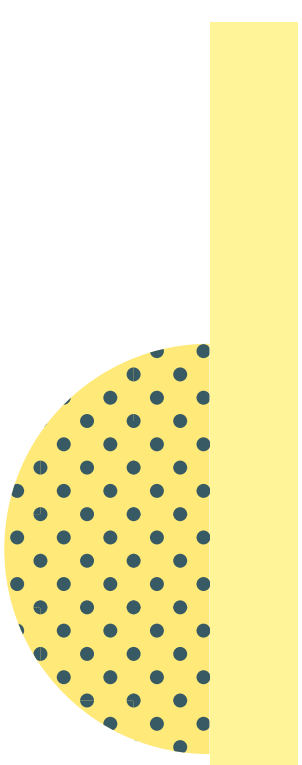
The first step in an advertising agency

A BRIEF THAT'S BIG ON IMPORTANCE



A creative brief is an initial document, created to provide a point of reference to work for the entire creative process. It tells creatives what the clients need and details out the more technical aspects that they may not have thought of. It's a document that can be referred back to at all times and ensures that all the parties involved are adhering to agreed-upon outcomes and objectives of what is required.

Needless to say its importance can't be highlighted enough.



It ensures accountability for the client and the agency. It provides measurements for evaluation, justification for concepts and most importantly, insights that can't be achieved through reviewing a set of data. Some call it a map, that gives directions to ensure we stay on-course with the goals and objectives for our clients. It's also a double check. It's easy for the creatives to go from one starting point and get carried off on one tangent after another. Having a creative brief keeps them on target, ensuring efforts are not wasted.

It helps bring clarity to the business problem and whom it impacts. We might discover the client needs more than just an "ad campaign" or a singular deliverable. So suffice to say that the creative brief isn't just input ... it's insight.

Anurag Giri
Delhi



Where advertising will go next

**NO INDUSTRY WORKS HARDER
AT BEING LAZY.**

Anyone who's ever failed to close a pop-up knows that advertising today is more about interruption and intrusion than compelling narratives or a good laugh. We don't add value. If anything, we often take it away. But all that's going to change. Because it has to. Because it's harder than ever to hold anyone's attention for longer than a split second. Because mergers run across our industry. Because over the past fifteen years, many of those who get paid to practice what's considered the third-least-ethical profession in the country have gotten cynical in our thinking. In fact, no industry works harder at being lazy.

It's time advertising executives got the memo.



THE STRONGEST STORY WINS

Name the strongest man in Asia. I bet the first image that comes to mind is the Hulk or Superman. Not Manoj Chopra, who he is ranking World's 14th Strongest Man and is a Guinness Book of World Records holder and the only real person in this paragraph. That's because no one gives a shit about Derek. Only the strongmen with the strongest narratives stand the test of time.

It's not rocket science: The best ads tell great stories. They look and feel like the content you're already consuming. They invite you in. They make you laugh. They teach you something. They also sell. The ingredients for great advertising haven't changed since the Mad Men era: Brands win if their advertising is relevant and people like it.

In the past, the size of an agency mattered. Big brands wouldn't even look at ad agencies unless they carried a big stick. But now, many clients are craving for fresh thinking and output and finding them with smaller, more nimble agencies that are throwing themselves into uncharted waters to find new ways of doing things. Panic buttons are being pressed at every legacy company around the world, and unless the Goliaths (like, say, the newly formed Publicis Omnicom Group) invest in research and development that will reinvent their business, they're going to continue trafficking in dead-end, middle-of-the-road output. Now, a huge number of clients are happy with that approach, but they're fast becoming a minority. Creativity is a game changer. That's true of society, in advertising and in life. It's the daydreamers that change things, and today the little guys have the best chance of reaping the rewards.

FIGURE OUT MOBILE. NOW.

Your cell phone never leaves your side. It knows more about you than your parents combined. Pretty soon, it'll read your mind. It's the Holy Grail for advertisers: a portable screen you can buy things on. Funnily enough, mobile advertising right now is the lowest common denominator. It's intrusive and downright awful 99.9 percent of the time. No one has figured out how to advertise on mobile in a way that doesn't make you throw up in your mouth.

We need to figure this out, the sooner the better. The first brand that can purpose-build great stories for mobile, that can target in a relevant but noncreepy way and understand that it's the individual that matters, not the algorithm, is the first brand to win mobile and, possibly, the future.



Nancy Singla
Ahmedabad

Creative Echoes

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Abraham Lincoln

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