

MORNING OWL



PUBLIC RELATIONS

ABOUT US

MORNING OWL is a knowledge driven public relations & brand communications agency based in India.

We help businesses and organisations evolve through compelling brand stories to make your brand famous, gain positive news visibility and connect better with audiences.

We develop understanding of your business and effectively work on strategies to help you engage with new audiences, increase your visibility, guard your reputation and drive success.

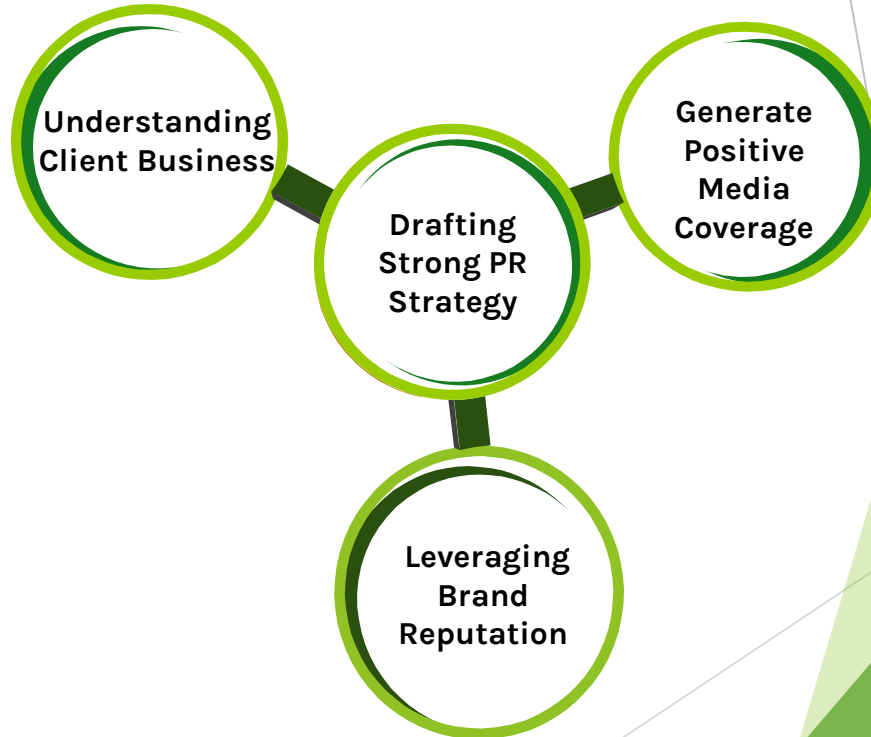
We become your partner to reach the ultimate goal of giving your brand all the recognition and popularity that it deserves.



***“ We promise to engage you with the world and
inspire world to talk about you ”***

WORK EXPERIENCE IN VARIOUS SECTORS

- Advertising
- FMCG
- Gems & Jewellery
- Government Service
- Healthcare & Hospitals
- Lifestyle Event
- NGO/Social Awareness
- Pharmaceuticals
- Service/Product Launch
- Telecom
- Leaders Profiling



EXPERTISE

- **Brand Awareness & Effective Storytelling**
- **Market Awareness & Strategic Marketing Ideas**
- **Media Relations & Massive Brand Visibility**
- **Crises Prevention & Solutions**
- **Social Media Awareness/Content Development**
- **Profiling Leaders Beyond Business**



Brand Visibility



Newspapers



Magazines



Television



Radio



Online



Regional/Local



Corporate Stories



Lifestyle Stories



Service/Product
Launch



Standalone
Interviews



Guest Column
Articles



General opinions

GOVERNMENT CAMPAIGNS

Beti Bachao Movement

Beti Bachao campaign aims to arrest the heinous thinking of female foeticide

Ministry of Women and Child Development (MWCD) has released three ad films as part of its 'Beti Bachao' campaign. The ad films have been conceptualised by Grey Group.

The 'Naming' ad film shows a young couple as they settle for dinner. The husband instructs his wife to take care of herself and their unborn child. The wife asks if he has thought of a name as yet. The father - too confidently answers that the name would be 'Raja'. The wife enquires about what he would name the child if it was a girl. The husband takes offence and doesn't entertain that possibility. He hints an abortion saying that if they find out that it is a girl, he'll look into what has to be done.

Another film depicts a doctor's clinic where a lady and her mother-in-law have arrived to get a sonography test done. Post the test, which goes well, the mother-in-law looks to find out the gender of the baby. Going further, she mentions that money shouldn't be a problem.

The scene for the third film is at a seemingly north Indian home where the men of the family are out on the porch when one of them gets a call saving the expected child is a girl. The man answering asks for the speaker to stay out at the clinic and intimates the father-to-be to ask the expectant mother to get ready to go to the clinic. The lady's husband asks her to promptly get ready. The woman is shown crying and helpless at the decision of the men of the family.

All three films end with a message of the prime minister, a bit from one of his speeches, calling out to the nation to save the girl child. The end of the films also put the decision to abort up with a decision to commit murder.

Malvika Mehra, executive vice president and national creative director, Grey Group India, said, "The inhuman practice of Female Foeticide is rampant in our country, in even so called 'urban homes'. It is shockingly par for the course that there is even an 'inkling' of the unborn child being a girl, abortion seems the only 'normal' way out. In these three films [cutting across different strata in society], we have tried to 'arrest this heinous thinking' to begin with, where the very 'matter of fact' approach to killing an unborn girl child is threatened by the fear of strong judicial action. Portrayed via handrails in the films. Sometimes nothing works better than a threat."

Dheeraj Sinha, chief strategy officer - South and South East Asia, Grey Group India said, "The loadings against the girl child have infested our culture. At a larger level, no one will say they are against having girls, after all we worship women as god. But in small ways we all indulge in behaviours that are against the girl child. A mother asking the daughter to fetch water and not the son, men using women in their abuses, mother-in-laws asking for a son of their daughter-in-laws, enuuchs blessing for a son and so on. The issue is deeply entrenched and cannot be solved with just one stimulus. Many macro-level statements have been made and have done no good. We need to chip at the micro-level behaviour for this change to take effect. One possible way is by equating the killing of a fetus with murder. It brings you face-to-face with the monstrosity of the thought. It underlines the enormity of what's being handled so casually in our society."

Indian Air Force

CAMPAIGN LOGIC

Batting for equality in the sky

IAF's new commercial inspires women to break free from traditional roles

CONCEPT SUMMARY

Going wings to a million dreams, the Indian Air Force (IAF) in its latest campaign, 'Zarda Khon Aakar' goes all out to highlight the prejudices that women continue to face and calls on all young girls to break their shackles and fly high by joining the force.

The campaign aims to attract and recruit more women. The IAF is changing the mindset of society to the extent that women are now being encouraged to become a part of the IAF's elite family. It is a story of pain and grit that sees her avoid the beaten track of taking responsibility of rearing a family or sticking to safe professional choices. The first person narrative empowers women ability to take the reigns of their own destiny. Flying fighter jets, or pilots for some, the IAF has launched the new campaign to break the age-old stereotype of what women ought to do, professional choices that they traditionally need to make. The idea is to initiate a conversation around traditional roles that women are expected to play in society and at the workplace.

The objective of the campaign is to position the IAF as a 'real-life woman' that is a 'gender' that every girl should aspire to be. The 'Zarda Khon Aakar' TVC is part of the IAF recruitment campaign - A rat above which was launched last year marking the 65th anniversary of the force - which encourages girls to join with full commitment and passion to do something extraordinary.

The most inspiring insight was that as the IAF, the service of the nation knows no gender. It means that, that is a definitive stamp of equality, coming from the Air Force - often perceived as a bastion of male-only bravado.

The campaign has been conceptualized by Grey Group India. What inspired the creative agency to come up with the idea of championing equality in the sky?

The most inspiring insight was that as the IAF, the service of the nation knows no gender. It means that, that is a definitive stamp of equality, coming from the Air Force - often perceived as a bastion of male-only bravado.

For the creative team, this became a starting point and it shaped the first person account around women pilots who are breaking an individualistic society's gender roles and job opportunities and stereotypes around the role of a pilot or an aviator. The creative agency wanted to break the traditional gender roles and stereotypes that would bring authenticity and make the film more relatable and compelling. "We think that every girl should be encouraged to join the IAF and become a part of the elite family."



IBRANK: Indian Air Force | SOURCE: TVC's crew (left/mid) | AGENCY: Grey Group India

who are bravely challenging gender stereotypes every day. They have been filmed in real time. The campaign showcases the IAF as a place where there are opportunities for both men. Be it the flight or the ground, the IAF offers a variety of job opportunities. "We think that every girl should be encouraged to join the IAF and become a part of the elite family."

Indian Army

Indian Army invites youth to country's 'most exciting workplace'



The Indian Army's recruitment drive is being supported by a nine-film ad campaign conceptualised by Grey Group.

Storytellers was the production house. Two of the films aimed to youth speaking about a massive pool of colleagues, a lifestyle of adventure, the exciting challenges one will get to face every day, the benefit of education for one's children, among other things.

that a job in the army brings with it. In luring youth to the 'Most exciting workplace', the film ends with a sign off: 'Live a life less ordinary'.

Vinod Singh, vice president and business head, Grey Group India, said, "We conducted an extensive consumer research talking to the college youth on one hand and the army officers on the other hand across the nation. We found that the current youth perception of Indian army is

starkly different from what is actually experienced by the army officers. While the youth perceives Indian Army to be only driven by combat roles with the outdated technology, the reality is that army has over 20 diverse career disciplines offering an all-round lifestyle and it's constantly modernising itself with cutting edge technology. Thus the challenge was to showcase this relatively lesser known side of the army."

Indian Air Force (Regional)

അടയാളകേന്ദ്രത്തിൽ പെൺകുട്ടികൾക്ക് പീഡനം: സർക്കാരിനും പോലീസിനും മനുഷ്യാവകാശ കമ്മീഷൻ നോട്ടീസ്

ന്യൂഡൽഹി: പട്ടണങ്ങളിലെ പെൺകുട്ടികൾക്കെതിരെ പീഡനം നടന്നുവെന്നും പെൺകുട്ടികൾക്ക് പീഡനം നടന്നുവെന്നും സർക്കാരിനും പോലീസിനും മനുഷ്യാവകാശ കമ്മീഷൻ നോട്ടീസ്. കേന്ദ്ര സർക്കാരിനും പോലീസിനും മനുഷ്യാവകാശ കമ്മീഷൻ നോട്ടീസ്. കേന്ദ്ര സർക്കാരിനും പോലീസിനും മനുഷ്യാവകാശ കമ്മീഷൻ നോട്ടീസ്.

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Indian Coast Guard

Indian Coast Guard displays 'A Different Challenge Everyday' in this ad campaign

The campaign has been conceptualized and executed by GREY group India, for the Indian Coast Guard

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As a child, your career ambition changes every day. One day, you want to be a pilot. Another day, you wish to become a sailor. Some days you want to save the turtles. On other days, you want to protect your nation. Unfortunately, by the time you grow up, you reconcile with the idea of pursuing just one interest for the rest of your life. Not the case, if you apply for a job with the Indian Coast Guard.

Conceptualized and executed by GREY group India, for the Indian Coast Guard, "A Different Challenge Everyday" talks to the aspirations of today's youth. It showcases the varied opportunities that this multi-mission organization has to offer to the youth, who are in search of a job that isn't mundane.

"From assisting fishermen and saving human lives, to guarding our countrymen and preserving marine biodiversity. The campaign aims to invite individuals who are ready to take up a new challenge at work, every day of the year," said Varun Goswami, executive creative director, GREY group India.

Ratan Desai, president-North, GREY group India said, "On our visit to the Indian Coast Guard organization, we met the officers and men of the Coast Guard team who are the ultimate heroes fighting sea challenges in the right spirit every single day. Capturing this notion in mind, we intended to create this campaign that beautifully captures the significance of the Indian Coast Guard services to the nation and exhibiting its prowess in maritime affairs"

Shot in multiple locations, over a grueling 15-day schedule, the campaign includes a 5-minute Short Film and 30-second Television. While the former is aimed at showcasing the strength and capabilities of the Indian Coast Guard, to other similar forces around the world, the television commercial is part of the recruitment drive.

Indian Navy

Indian Navy's Campaign Calls it an 'Ocean of Opportunities' for Youth

The Indian Navy has launched a multimedia campaign 'The Navy Gives You More'. The campaign aims to attract the best talent to join Indian Navy. Conceptualised and executed by Carat Communications, the campaign is launched on across platforms.

The campaign takes the theme of 'Ocean of Opportunities' to the next level. Emphasising on the influencing career choices for young men and women, the campaign comprises two 60-sec TVCs, seven 30-sec TVCs.

The videos show Navy officers getting ready for the duty with voiceover describing the driving force that drive them to join the Navy and the role they play in the country's defence along with the tangibles and intangibles they get in return. The videos conclude with a message 'The Navy Gives You More'.

Aimed at presenting Indian Navy as a career option that offers various privileges of working with cutting-edge defence technology the campaign also talks about the pride one can experience for serving the nation being a naval officer.

Commenting on the campaign, R. Ravi Shankar, National Head, Carat Communications said, "It was an absolute privilege to work on a campaign of his size and scale for the Indian Navy. The campaign is essentially about how the Navy scores favourably on every parameter that the youth of today seek in their career of choice. We used our proprietary research tools to zero in on these parameters and discussed them at length with senior officers in the Navy before translating them into creative."

To which, Kaevan Umrigar, creative head, Carat Communications, added, "We decided to keep it simple and show the Navy for what it is, and the officers for who they are. Let them speak for themselves. Our objective was simple - "rongle shade hone chahiye". When youngsters consider the armed forces, we want the Navy to be first on their list."

Swachh Bharat Mission

Swachh Bharat mission: Embrace cleanliness and embarrass offenders

Grey Group India has created a TVC that is aimed at humiliating people who don't care about public cleanliness

There are people who have no qualms about littering and throwing garbage on the streets, urinating in public and not contributing towards the social responsibility of keeping the nation clean. Prime Minister Narendra Modi, on October 2, had announced the Swachh Bharat mission to motivate citizens of India to keep the country clean from garbage and dirt. Since then, it has been a much-talked-about initiative.

In order to support the exercise and continue the momentum, Grey Group India has launched a TVC, as part of a larger campaign for the Swachh Bharat mission. The central idea of the campaign is to start embarrassing offenders for their actions and make them feel that their actions are wrong. This is the first phase of the campaign, which will be aired in 10 languages across all the major networks.

The 60-second TVC starts by showing a guy throwing a used glass on the road from his car. As he does this, people on the road start embarrassing him by applauding and staring at him. Similarly other offenders such as Mannu Aunty and Laxmi Bhabhi also become subject to embarrassment by passersby.

The campaign tries to create awareness among people, so that they are more careful about keeping the country clean. At the end, Prime Minister Modi is seen speaking about the need to keep India clean. The TVC ends with the caption 'Swachh Bharat: Ek kadam swacchta ki aur.'

INDUSTRY EXPERIENCE

Advertising & Marketing

IMPACT
Advertising & Marketing

RISE OF THE 'G' FORCE
By Anshuman Nigam

SHADES OF GREY
WHAT MAKES THE FAMILY'S EFFECTIVE AGENCY TICK, AND WHY IT IS REDEFINING ITSELF—A Q&A WITH APAC CHAIRMAN & CEO OF GILBERT GROUP, NIVRIS SINGH

CAN INDIA GO OOH LA LA?

Gems & Jewellery

Shree Ramkrishna expects rise in exports to Asian markets

Prepares to set up new facility to meet international demand

By: Diamond World News Service | Jul 2 2010 7:28PM | Reference: 5101

Shree Ramkrishna Export, a leading Indian diamond and diamond jewellery manufacturer, expects a rise in its exports to the new strong Asian markets, for which it is preparing to set up a new green field project with a 2,50,000 sq. ft state of the art manufacturing facility at Surat. The company received tremendous response at Hong Kong Jewellery & Gem Fair - June 2010, which reiterates the growth of the Hong Kong market (the gateway to the entire South East-Asian markets) as a hub for diamond jewellery business, led by China

It believes that the world diamond industry is on an upward trajectory in 2010, overcoming the economic slowdown. Also, the prices for polish diamond are high as the supply of rough remains tight. The strong demand for diamonds in Asia remains solid which further supports the price increase in market.

The company expects centres like China, India, Hong Kong and Taiwan to be the core of the set of new lead markets, with around 60 percent of its exports having traditionally come from the growing Asian countries and this year, it is witnessing an increasing demand from China and Hong Kong with a rise in online sales from this region.

Rahul Dholakia Managing Director, Shree Ramkrishna Export said, "These demands for diamond & jewellery in China including Hong Kong, would continue contributing good percentage of our exports in next 5 years as more and more couples getting married are buying diamond

Beverage & Spirits

USL set to export its branded wines

SHANANA JOSHI
New Delhi, 18 December

USL Wines, a division of United Spirits, part of the United Breweries (UB) group, is set to start exporting its brands.

USL Wines is looking at the US, Britain, Germany, Hong Kong and Singapore to export its non-premium brands, named Four Seasons and Zanti. These brands were launched earlier this year. The company also plans to expand

the presence of its premium wine, Boovee-Ladabay in the same period.

USL acquired Boovee-Ladabay, a premium French wine, 18 months earlier. A brand of Boovee-Ladabay is priced between Rs 1,800 and Rs 2,500 and is available only in the main metros in India.

For the Indian (non-premium) wines, the company has a distilling unit in Bangalore with a capacity of a million cases (12 bottles to a case) a year. USL Wines is looking

at 25-30 per cent of their produce (from here) to be exported in three years," says Abhay Kewadkar, Chief Wine Maker and head of USL Wines. The non-premium range goes by the name Four Seasons, also the name of a brand in this category. Zanti is the other. The former is being priced between Rs 425 and Rs 600 for a 750 ml bottle and the latter between Rs 275 and Rs 350 for a 750 ml bottle. The company says it's targeting the "young wine drinker."

"We are expecting about 30 per cent of USL wine revenue to come from the premium range and the remaining to come from the Four Seasons range of wines," says Kewadkar. The Indian wine market is around Rs 800-900 crore a year, with Cover Wines, Sula and Chateau Lodge dominating the market.

The overall market is growing at a compounded rate of 30-40 per cent annually. The premium range's annual sales growth is 20-25 per cent. As

alysts believe it will be an uphill task for USL to crack through this niche market in India.

Industry experts are not bullish about USL Wine overseas ventures. "The global wine market is a different case and one cannot be too optimistic about USL Wines making a mark overseas," says a senior analyst. He says the market abroad is very competitive and public USL's home-grown wines to be an uphill task.

Hospitals

71-yr-old Parkinson's patient regains dignity

Sumitra Deb Roy | New

WHAT IS DEEP BRAIN STIMULATION?

Independence Day in Delhi with Mohammed Wajid

Rehab: After being denied surgery by several doctors, he took home due to his advanced age. 71-year-old USL resident Mohammed Wajid has been doubly abandoned when all these could suggest was that he must die in a shelter for the aged. After all, his doctor had diagnosed Parkinson's disease was no longer amenable to medical treatment.

Wajid, who has been living in Orlando, US, since 12 years, could no longer remember and was completely dependent on his wife for every little activity like getting off bed or even turning while being dressed. By the time, since the past few months, he had started experiencing increasing body pain as well as severe motor fluctuations.

After several attempts, his relatives had made him aggressive and impatient, and his daughter had fled. Left with no other treatment options in the US, the family headed to India where there are no legal restrictions on a doctor to operate upon a Parkinson's disease patient beyond the age of 70.

Wajid underwent surgery in a hospital in Delhi. He had a mild stroke in Delhi, but the surgery was not done in Delhi. He had a mild stroke in Delhi, but the surgery was not done in Delhi.

Wajid's surgery was strictly done in about three hours.

The entire process is done under local anaesthesia and the patient is fully awake.

The patient does not experience either pain or discomfort during surgery.

Usually, the surgery lasts three to eight hours.

Patients can soon return to their normal life and activity.

The cost of implants for the surgery can vary between Rs 3 lakh and Rs 4.5 lakh.

As a longer operation could have more post-operative complications. According to Dr. DRS, having used electric currents to join its regular brain signals. "The surgery implants a battery-operated device in the brain, which sends an electric current to the brain. This current is used to stimulate the brain. The brain is not touched. The brain is not touched. The brain is not touched.

For some time following the surgery, a mild tremor may be seen. Dr. DRS said Wajid, as in Wajid's case. Although it is not a speech, Wajid managed to convey that he was feeling much better. He plans to fly back to the US in about 10 days.

Healthcare

Don't eat out during summer

Raghav Rao
@raoat@businessindia.com

MUMBAI When Manish Jhaveri (37) came down with fever last Monday, he popped a paracetamol tablet.

But, when the fever did not over the next few days, the Mumbai Central resident was admitted to Bhatia Hospital on April 25.

A blood test revealed that he had developed typhoid and doctors suspected Jhaveri's habit of consuming fruit juices at street stalls and the high temperature in the city might be the reasons for his ailment.

Apart from the usual dehydration and sunstroke, doctors also said that cases of gastroenteritis, jaundice, typhoid and fungal infections tend to increase during summer.

"This year, the city's water crisis is the worst in a

long time. People will be supplied water from the bottom of the lakes, which will be contaminated with bacteria. This will definitely lead to an increase in cases of jaundice," said Dr Bharat Shah, consultant physician at Sir Hurler's Hospital, Nurotandas and Jaslok Hospitals. Doctors said that the summer heat could also make food spoil faster.

"People eating in restaurants and roadside vendors risk food poisoning as the food prepared in the morning can spoil by the evening," said Dr Hemant Thakur, consultant physician at Breach Candy Hospital.

Dr K. Ravishankar of Jaiwalk Hospital said cases of migraine increase in the summer months. "Migraines are headaches triggered by environmental causes and one of the major causes is heat," said Ravishankar.

Using methi to counter diabetes



With the World Diabetes Day, people are advised to eat healthy. One such healthy food is methi. In the morning, people should eat a bowl of methi. It is a good source of fibre and protein. It also helps in lowering the blood sugar levels. Methi is a good source of iron and calcium. It also helps in improving the digestion. Methi is a good source of antioxidants. It also helps in lowering the cholesterol levels. Methi is a good source of vitamins. It also helps in improving the immune system. Methi is a good source of minerals. It also helps in improving the bone health. Methi is a good source of phytochemicals. It also helps in improving the overall health. Methi is a good source of antioxidants. It also helps in lowering the cholesterol levels. Methi is a good source of vitamins. It also helps in improving the immune system. Methi is a good source of minerals. It also helps in improving the bone health. Methi is a good source of phytochemicals. It also helps in improving the overall health.



Pharmaceuticals (Business News)

Businessmen in the News

Business India : Nov 20, 2017

Cipla, one of the largest pharmaceutical companies, has taken the initiative to educate and encourage patients suffering from Obstructive Airway Diseases (OAD) to smartly manage and control it. A mass media campaign #BerokZindagi has been launched to help establish the fact that obstructive airway diseases are not a debilitating factor. "Myth busting around inhalers and benefit education will be the prime focus of



the campaign. We aim to normalise inhalers and debunk

the misconceptions around it. Our storytelling follows an approach which will help demonstrate the fact that patients have a smarter and effective way to treat asthma," said **Nikhil Chopra**, head, India business, Cipla. The campaign has been conceptualised and executed by Grey Group India. It aims to spread the awareness that inhalers are in fact the smartest choice to combat the illness and aims to make them more socially acceptable. ♦

Telecom (Corporate)

PITCH REPORT Airtel, Vodafone launch BlackBerry Bold

NEW DELHI: The country's leading telecom service providers Bharti Airtel and Vodafone Essar, in association with the Canada-based wireless communication major Research In Motion (RIM), on Thursday launched BlackBerry Bold smartphone in India. Priced at Rs. 34,990, the BlackBerry Bold would be available by the end of this month at the authorised channels of Airtel and Vodafone nationally, the companies announced. The smartphone comes with rich multimedia capabilities.

BlackBerry makes local call

OUR CORRESPONDENT

Mumbai, Sept. 18 BlackBerry maker Research In Motion (RIM) is planning India-specific devices, for which it is planning to set up operations in the country. "We're looking at specialised solutions for the Indian market, where the pricing will be tailored to cater to the local market. We want to create a less expensive supply chain," Jim Balsillie, co-chairman of RIM, said at the launch of the BlackBerry Bold in Mumbai.

Priced at Rs. 34,990, the BlackBerry Bold supports download speeds of 3.5 megabits per second. The smartphone has a lusty black exterior with a satin chrome finished frame while its colour LCD screen has a



Balsillie in Mumbai on Thursday (Reuters)

half of our growth came from enterprise customers last year while the other half comprised the non-enterprise segment," said Balsillie. He said the recession in the US would not dampen BlackBerry sales. "Mobile phone sales in the US have been flat in the last five years, but the smart phone market has grown 50 per cent. Macro-economic factors would impact large assets such as home and car sales, but not mobile phones," he said. RIM is closely working with India's department of telecommunications (DoT) on the security features of BlackBerry Bold. RIM had met earlier DoT officials in New Delhi yesterday. The said RIM does not have any direct sales in India. The Canadian company has 16 million subscribers across 140 countries with 375

4000 resolution at 217 ppi (pixels per inch) carriers. It is trying hard to shed its 'corporate' tag and is incorporating features such as MiSpice, Facebook and iTunes into its devices. "Only

Telecom (Cover Feature)

BlackBerry Bold
Mixing business with pleasure
Page 8

India Vista
New looks and a lot more
Page 8

Big bargains...
In a price dip from
Page 12

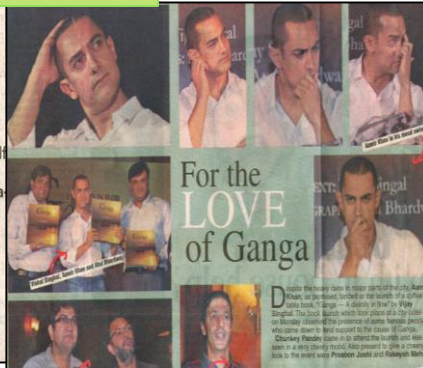
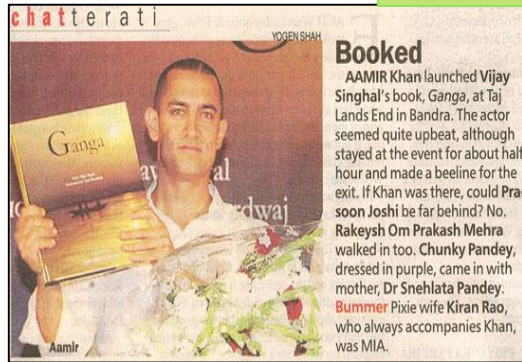
FLIP TO A BOLD NEW BEGINNING
Research In Motion aims to stay a step ahead of competition with three new BlackBerries
DAVID POGUE reviews two of them

BlackBerry Bold
Page 12

Flip
Page 12

EVENTS / LIFESTYLE

Book Launch Event



Book Launch - Author's Interview



Corporate Party Event



Celebrity Event



Fashion



NGO/SOCIAL CAUSE

Anti Dowry Campaign (NGO Akshara)



Against Illegal Hoardings (NGO Janhith Manch)

REAL PAGE 3
Monday, November 19, 2011

Shadows to Battle Eyesore

To protest against illegal hoardings, NGO Janhith Manch use political hoardings as screens for shadow art

shakers
Once a group of people gathered to protest against illegal hoardings, the group was known as 'shakers'. They used to hold up their hands and shake them in a rhythmic pattern. This was a form of protest against the hoardings that were cluttering the city's skyline. The group was active in various parts of the city, and their actions were often captured on video and shared on social media. The hoardings they targeted were often for political parties or commercial entities. The group's actions were seen as a form of civil disobedience, and they were often arrested. However, their actions also drew attention to the issue of illegal hoardings, and led to some changes in the way hoardings are regulated in the city.

ANNA UNIVERSITY CHENNAI - 600 029
Application for admission to B.Tech. in Information Technology (AI) for the year 2012-13. The exam will be held on Saturday, 5th May 2012. For more information, visit www.annauniversity.edu.

MEDICAL COMMON ENTRANCE TEST (M-CET) - 2012
EXAM DATE: SATURDAY 5th MAY 2012 (9 am to 3 pm)
For more information, visit www.mcet.in.

Breast Cancer Awareness (Mahindra Rise)

ग्रामीण भारत के महिलाएं में स्तन कैंसर के खिलाफ महिंद्रा राइज द्वारा जागरूकता अभियान

सुंदर। भारतीय बहुराष्ट्रीय कार निर्माण कंपनी महिंद्रा राइज ने स्तन कैंसर रोग के खिलाफ ग्रामीण भारत में महिलाओं के बीच जागरूकता पैदा करने के लिए सामाजिक मीडिया द्वारा एक पहल की है, जिसका नाम दिया है 'सोहा का बटुआ'।

यह केवल जागरूकता की कमी से नहीं, बल्कि यह तथ्य मिला है कि इन ग्रामीण महिलाओं के लिए चीजों की प्राथमिकता में कैंसर स्क्रीनिंग बहुत कम है। इसके अलावा इन

दूरस्थ के गांवों में मीडिया की पहुंच सीमित है, यही कारण है कि महिंद्रा राइज ने इस संदेश को फैलाने के लिए एक विकल्प नया माध्यम-परंपरिक भारतीय महिला परंपरा 'बटुआ' को चुना।

ग्रामीण भारत में महिलाएं अपने पैसे की रक्षा करने के लिए एक अनोखा अभ्यास करती हैं, जैसा कि वे अपने पर्स (बटुआ) अपने अलाव में रखती हैं। क्या यह अनोखा आदत स्तन कैंसर से बचाने में भी मदद कर सकती है? इस उद्यम पुरानी आदत को देखते हुए हमने महिलाओं को निराले के चिकित्सकों द्वारा पर्स तैयार किए, जो कि अंदर दिए गए साधारण स्तन आत्म-परीक्षा चरणों को करने के लिए अनुस्यूक के रूप में कार्य करती थे।

पर्स को तब के अनुकूल कर रहे पर मुद्रित किए गए थे और 9 किराई भारतीय लोक कला शैलियों का उपयोग करके डिजाइन किए गए थे।

MAHINDRA RISE CREATES AWARENESS AMONGST WOMEN IN RURAL INDIA AGAINST BREAST CANCER IN A SOCIAL MEDIA CAMPAIGN

May 2, 2012

Mahindra Rise, an Indian multinational car manufacturing company has taken an initiative to create awareness amongst women in rural India against the Breast Cancer disease.

The incidence of breast cancer is on the rise in rural India. This is not just by a lack of awareness but also the fact that cancer screenings are very less in the priority of things for these rural women.

Also, the reach of media is limited in these remote villages, which is why Mahindra Rise chose a completely new medium to communicate this message - A 'Batua', the traditional Indian women's purse.

Women in rural India have a unique practice when it comes to protecting their money - they keep their purses in their blouses. Can this unique habit also help protect them from breast cancer? Relying on this age-old habit, we designed purses with illustrative visuals of women checking themselves - which served as a reminder to perform the simple breast self-examination steps given inside. The purses were printed on skin-friendly cloth and designed using 9 famous Indian folk-art styles.

They were given out as a part of Mahindra Rise breast cancer/health awareness drives in Madhavpet, Bellandi, Koppada, Kalkinewadi, Sutturpet, Warbhanda among other villages in Maharashtra. These sessions were conducted with the support of CFAA - Cancer Patients Aid Association and women were taught how to perform a breast self-examination at home, before giving them the purses that serve as a reminder. The initiative will be scaled up to reach even more women in media-dark parts of the country.

Sunil Lulla, Group Chief Executive Officer, Balaji Telefilms



"I run because I enjoy it. It drives me and I drive it"

Sunil Lulla, Group Chief Executive Officer of Balaji Telefilms, is a man who has spent most of his career in the advertising industry. He has worked for some of the world's leading advertising agencies, including Ogilvy & Mather, and has held various senior positions. He is a man of many talents, including being a professional cricketer and a former member of the Indian national cricket team. He is also a passionate investor and has been involved in several successful startups. He is a man who is always looking for new challenges and opportunities. He is a man who is always looking for ways to improve himself and his organization. He is a man who is always looking for ways to make a difference in the world. He is a man who is always looking for ways to be the best. He is a man who is always looking for ways to be successful. He is a man who is always looking for ways to be happy. He is a man who is always looking for ways to be a better person. He is a man who is always looking for ways to be a better leader. He is a man who is always looking for ways to be a better father. He is a man who is always looking for ways to be a better husband. He is a man who is always looking for ways to be a better friend. He is a man who is always looking for ways to be a better citizen. He is a man who is always looking for ways to be a better human being. He is a man who is always looking for ways to be a better person. He is a man who is always looking for ways to be a better leader. He is a man who is always looking for ways to be a better father. He is a man who is always looking for ways to be a better husband. He is a man who is always looking for ways to be a better friend. He is a man who is always looking for ways to be a better citizen. He is a man who is always looking for ways to be a better human being.

Tor Myhren, Head - Marketing Communications, Apple (global) (This article was organized when he was Ex Creative Head, GREY global)

"If Something I See Pisses Me Off & Makes Me Jealous, It Usually Means It's Really Good"

Tor Myhren on taking Grey's creative department several floors down and its creative rep several ranks up

Ravi Balakrishnan

Myhren, Oprah Winfrey shrieking "You get a car, you get a car, everybody gets a car!" is little more than an internet meme fodder. And yet for her fans, the episode from 2004 in which all audience members at the Oprah Winfrey Show took home a Pontiac G6 is a landmark moment in television history. In India, those who swear by Winfrey's sartorial choices and book club recommendations believe the best personally gave away every last one of those Pontiacs. One of them that we encountered called Winfrey "The Mother Teresa of the Middle Classes," a line that's topped our list of bizarre exocisms. When we tell Tor Myhren, chief creative officer at Grey of this, he is huge. He came up with the Pontiac giveaway during his stint

at Leo Burnett, we ask him if he's a little hummed out by the promotion being a lot more famous than his creators. He says, "The idea and the work should always be what's remembered. But I think it's funny that people think Oprah gave those away. That was certainly GM, which all audience members at the Oprah Winfrey Show took home a Pontiac G6 is a landmark moment in television history. In India, those who swear by Winfrey's sartorial choices and book club recommendations believe the best personally gave away every last one of those Pontiacs. One of them that we encountered called Winfrey "The Mother Teresa of the Middle Classes," a line that's topped our list of bizarre exocisms. When we tell Tor Myhren, chief creative officer at Grey of this, he is huge. He came up with the Pontiac giveaway during his stint

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"THE WORK HAS GOTTEN BETTER, BUT I THINK IT'S GOT A WAY TO GO. WE HAVE TO SUCCEED HERE"

— Myhren at Grey India

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Thanks!

Any questions?

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