

LAW  KENNETH

The audacity of faith

campaign
India

An independent that delivers

Starting one's own agency or enterprise seems to be a foolhardy exercise — and every once in a while a start-up proves the conventional wisdom wrong.



Anant Rangaswami

I've always been fascinated by those who work in large agencies and then quit and take the plunge and turn entrepreneur.

How do these entrepreneurs believe that they can survive in a hypercompetitive market dominated by network agencies?

The challenge is compounded by the continuous increase in global alignments by brands, leaving just a small percentage of business that one could pitch for.

The non-aligned businesses worth winning, therefore, are predominantly the large Indian brands — most of which opt for the safety of the largest agencies. What is left for the entrepreneur?

Most start-ups have a creative + account manager combination; the creative has the reputation to open doors and get into pitches (or carry an account with him from the agency he has left) and the account manager looks after the business.

What happens if the entrepreneur is not a creative?

On the surface, he's asking for trouble. Chances for survival, let alone success, would seem extremely bleak.

Six years ago, I would have said Praveen Kenneth deserved to be locked up in a mental institution and certified as a nutter.

Today, with the benefit of history and hindsight, I still say he ought to be certified. He's been a nutter from the day he started Law & Kenneth, through every year Law & Kenneth has been in existence and as he gathered more driven professionals around him to create a team that wins and retains accounts that large agencies would give an arm and a leg to win.

Law & Kenneth boasts a dream basket of accounts. Consider this: Skoda, Fiamma di Wills, Vivel, Dabur Hommade, Dabur Real Activ, Dabar Honitus, Times Now, Bharti AXA, Godrej Interio.

If you're stunned, here's more. Law & Kenneth launched Essenza di Wills, Fiamma di Wills, Vivel, Godrej Interio and GO Air.

Six years old and handling a reputed car account. Handling truly national brands. Working with marketing teams to create brands from scratch. With offices at Mumbai, New Delhi and Kolkata and with a 240 member strong team.

How does Law & Kenneth manage this? We spent time talking to a number of Law & Kenneth's clients in an attempt to understand why they choose to work with Law & Kenneth. Especially since a number of the clients (ITC, Dabur, Bharti, Godrej, to name a few) work with other agencies on different brands.

The common answer? All those we spoke to do not see Law & Kenneth as an agency; they see the firm as a partner in their progress; they see Law & Kenneth as an extension of their own marketing efforts.

They see Law & Kenneth as having the same objectives that they have: the growth of their brands.

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THE RESULT OF BEING SPEECHLESS

Campaign India takes you back in time to trace the genesis of Law & Kenneth through conversations with the partners and through their clients — and it's a fascinating story

If Praveen Kenneth wasn't speechless at his NDA group discussion, he might have gone on to become a fighter pilot and Law & Kenneth might never have been born.

After coming to terms with the fact that he wouldn't ever become a fighter pilot, Kenneth entered advertising with MAA Bozell. Still, the urge to fly high remained, and Kenneth quickly joined Ogilvy & Mather at Bangalore.

Continuing to fly at supersonic speeds, he then moved to O&M, Mumbai and then to McCann Erickson.

And then he was named CEO of Publicis India — on the recommendation and advice of his former superior at McCann, Tony Hanmer, now a non-executive board director at Law & Kenneth, Kenneth was all of 29.

By now he'd been hired by Chintamani Rao, worked with Madhukar Kamath, mentored by Sorab Mistry, worked on Coke, L'Oreal, Nestle, Levers, Hewlett-Packard and Cathay Pacific.

And he wanted to fly even higher. So he called up an old friend, Andy Law, and the two decided to set up St. Luke's India operations.

Kenneth's life continued to hurtle at Mach plus speeds. In thrilling cloak-and-dagger stuff, Andy Law was outmaneuvered in the UK boardroom, forced to leave the company that he co-founded, provoked by the board's refusal to fund the Indian operations. Kenneth stayed on at St. Luke's.

Unhappy with the slow pace at St. Luke's, Kenneth spoke to Law and the two decided to set up their own agency, and Law & Kenneth was born in 2004 with Bodyshop's Anita Roddick as an investor and co-founder.

Life can never be slow with Kenneth. In keeping with Law's ambition of creating a global agency, Law & Kenneth bought an astonishing 18 offices across the world.

That's when Kenneth took a deep breath and took stock. He found that, in practice, he had to be CEO to all these offices, leaving little time to focus on the land of opportunity as far as he was concerned — India. Thus began a period of equity disinvestment in the company that he co-founded — till he had little to do with the other offices and could focus all his energies on India.

After severing ties, Kenneth astonished Adland by landing the lucrative account of the to-be-

launched ITC FMCG business. "Getting ITC was the biggest milestone. We are what we are because of, and thanks to, ITC," says Kenneth.

Both, the personal care division of ITC and Law & Kenneth, were born at the same time. "Before beginning advertising, our team and the Law & Kenneth team had to understand the space that each product operated in and devise comprehensive strategies for the proposed brands," says ITC's Sandeep Kaul.

By now, Law & Kenneth had been adequately peopled — with people who would stay. "I have an ownership-driven model; people who work can become co-owners in the company," says Kenneth.

So Anil Nair (Sr), who worked with Kenneth at McCann joined him at St. Luke's and stayed through the change into Law & Kenneth.

It was the same for Anil Nair (Jr), except for the fact that his core responsibility, too, changed from planning to heading Digital Law & Kenneth. "One thing that came across when I met Praveen and Anil (Sr) was their belief that they would try and work on what the brand wants and be media independent in finding solutions," says Nair (Jr).

"That allows us the freedom, unlike network agencies, to experiment and involve in a whole lot of new mediums."

Sandhya Srinivasan moved to St. Luke's at a time when she had virtually decided to get out of advertising after stints at Lintas and O&M. "I think for the first six months I took home less money as a partner than I did as an employee. But I was getting so much more joy because I was creating something from scratch for the first time in my life."

Charles Victor is the most recent inductee into Law & Kenneth's core team, joining from JWT in 2006. "This is what you get into. It is not the best of places, it is not the best of opportunities but what I can definitely give you is the opportunity to make it one of the best places around," is what Nair (Sr) said to Victor.

The team is a team. All of them are an integral part of Law & Kenneth — and none of the core team has left for other opportunities.

They obviously project themselves as a team and that inspires confidence in their clients. "I think the team as a whole came across as very sound, positive, warm and we felt that being a late entrant in the



Praveen Kenneth: In his early twenties, the No 2 of McCann Mumbai; by 29, he was the CEO of Publicis India; in a few years, co-founded St. Luke's; a few years later, started Law & Kenneth with Law as partner

"Before advertising, our team and the Law & Kenneth team had to understand the space that each product operated in and devise comprehensive strategies"
Sandeep Kaul, ITC

market, we needed somebody who could really spend much more time with us and I think the chemistry worked well with us across the team," says Sandeep Dasgupta on their decision to award the Bharti AXA account to Law & Kenneth.

With the team in place, Kenneth continues his visionary run. In his early days at Law & Kenneth, he identified that India and China would be the biggest markets of the future — and made his start with India. Now, Kenneth is putting considerable energy into Digital Law & Kenneth, seeing the area as one that will help brands communicate with their consumers more efficiently.

The possibilities in digital per-

haps spurred Kenneth into making Digital Law & Kenneth a separate entity — and the results are showing.

As Anil Nair (Jr) explains, "Sixty per cent of Digital Law & Kenneth revenues are only clients outside of the Law & Kenneth basket. In fact, clients like Force India, HCC, Lava-sa are digital only clients.

We are doing a project with JP Morgan, we are doing a lot of work for ITC. So fortunately the autonomy allows us to speak to a lot of other clients. We succeed because we deliver to clients what they are looking for in the digital space — guidance. By guidance, I mean that they are looking for a bit of light in the space, help in understanding this space and

strategic direction in the leveraging of what is clearly an opportunity for many brands."

The pillars of the agency, the planning function, is one area that all clients benefit from — and they do not hesitate to talk about the role that the planning function plays in their relationship with Law & Kenneth. Godrej Interio's Anil Mathur speaks effusively about the proactiveness of the agency when it comes to consumer insights, most notably with Law & Kenneth's premise that the consumer for both, the B2B and B2C ranges of Godrej Interio's products was the same. This insight led to Godrej Interio becoming, arguably, the only large brand in the world that produc-

es B2B and B2C ranges under one name. It's not a perception of the success; Mathur knows that it works. "The recall is strong and we are seeing results in sales. Consumers who are our furniture buyers for the office come back and buy Godrej Interio products for their residences. We have a process in place to ask consumers why they bought the product and we learn of numerous instances where a satisfied customer in one segment buys our product in the other. Their experience at home, causes them to buy Interio for their office, and vice versa."

Bharti AXA's Sandeep Dasgupta saw mutual trust as the starting point of a successful relationship

and senior level management involvement as a big plus. The proactivity is a bonus. Take his experience with Digital Law & Kenneth. "We do not have large budgets and Law & Kenneth are completely cognizant of that. Yet, they keep coming back to me with digital ideas, they keep trying to push me into activation. We have not taken the bet on digital as yet, but I am sure we will at some point. The digital and online space is one of the key areas of focus for us. After quite a while we have started discussions with Digital Law & Kenneth, trying to figure out what is appropriate for us in the digital space and we would be taking some kind of digital expertise from them. I see value in their understanding of social marketing, search and blogging."

Times Now's Arnab Goswami sees involvement, speed and creative as the three areas that matter. "If you look at the way they did the campaign (Always with the news), their involvement was not limited to the advertising that they created. Law & Kenneth's creative team sat with our editorial team to create the on-air promos and the audio-visual creatives and the process and the result were very satisfying."

Skoda's Thomas Kuehl also gives them full marks for their speed. "Law & Kenneth is fantastic when the pressure is high and the time available to convert the brief into a campaign is very short."

Kenneth has gathered around him a team of partners with skills that complement each other. Their core, their planning, is an area that all clients appreciate overtly. Another common refrain focuses on Law & Kenneth's involvement and investments in the non-revenue areas, including recommendations on distribution and media buying and placement.

It is the seeming omnipotence of the top management that astounds. All clients state that senior management is always available, that they meet the senior management regularly. It defies belief when Law & Kenneth has major — and satisfied — clients across the country.

Law & Kenneth has scale and reputation that would be the envy of others.

Considering Kenneth's impatience and drive, the next target must be to make Digital Law & Kenneth an entity to reckon within the new media space — and their recent acquisition of Link Labs is a clear pointer in that direction.

Tony Hanmer on Kenneth



Tony Hanmer has been a boss, a friend, a mentor and, now, a student of Praveen Kenneth's

I first met Praveen in 1994. At that time I was Regional director for South East Asia for McCann Erickson Worldwide. I was responsible for 30 offices in 17 countries, employing about 2,000 people. McCann had not been too successful in India and one of my tasks was to change that. So, early in '94 I found myself in Mumbai talking to all our staff and assessing future talent. Praveen was in his very early 20s but, in spite of this, during my meetings, he stood out from everyone else. His enthusiasm, drive and above all his natural people skills and instincts made him the right fit for the business of Communications. Praveen attended our induction course, McEd...he shone.

Praveen was soon No.2 at McCann in Mumbai but, we were not big enough for his ambitions. In 1999 I introduced him to the management of Publicis Worldwide in Paris. The outcome of the introduction was that, on his own merits, Praveen was appointed CEO of Publicis India. We remained close, although not working together — an indication of the strength of our relationship.

By this time I had left McCann and had become an independent company director. It was a natural step for Praveen to set up Law & Kenneth. We discussed at great length the great joy in the responsibility of controlling clients in an organisation you own. I had owned an agency in London for 10 years and felt qualified to continue mentoring Praveen. Praveen invited me to join Law & Kenneth on its second birthday and I was proud to accept.

During the time Praveen and I have worked together, there have been major changes in both our lives, we've supported each other. I'm proud to say that I mentored Praveen in his early years and now I am learning from him — what better kind of relationship could anybody have?

LAW & KENNETH 'A' TEAM

Who are the people at the core of finding solutions for Law & Kenneth's clients? What makes them tick and what do they think of their own organisation?



Anil Nair (Sr)

Chief executive and managing partner

Anil Nair is one of two Anil Nairs at Law & Kenneth. His seniority (in terms of date of joining the agency) allows him the privilege of being called 'Senior' by his colleagues while the other Anil is called, obviously, 'Junior'.

But that's only a name, not a salutation or a symbol of a place in the hierarchy. Nair (Sr) is a people's person; he hires well and retains the talent that runs the agency.

Nair (Sr) had more than been there and done that when he joined Kenneth at St. Luke's. "I was at that particular stage at my career where I had to take a very critical call about what I should be doing in the future. I had handled the biggest brands; Coca Cola, Sprite and Fanta. In the case of Fanta and Sprite, I was involved with the launch. In the case of Kinley, I was closely involved in the creation of the brand itself. I worked on Cathay Pacific when Cathay Pacific was at the peak, one of the best airlines in the world," says Nair (Sr).

It was at this stage that Kenneth made an offer to Nair (Sr). "Praveen and I had always been friends, he was like an elder brother; a friend who became an elder brother at some point of time. I had called him up for advice because I had a particular offer to consider. When I called him it was like destiny. It connected me to him at a point in time that he was inking a deal in Sardinia and he said that he would have called in a couple of hours, as soon as the deal was done."

Nair (Sr) believes that they were way ahead of the curve as far as the agency structure went. "Law & Kenneth actually formed accidentally six years back with a model that BBH India is talking about today, which is planners leading the process. If you look at it, of the four co-founders of the company two are planners. One is strategic planner who is now handling digital, one is handling the planning function. I spend half my time as a planner and Praveen spends his time on all aspects of the business."

The most gratifying moment for Nair (Sr) was winning and handling the ITC personal care account. "We were very active on that account, working closely with the client on the product itself, which is another strength and very unique advantage of Law & Kenneth. Every client of Law & Kenneth will say this. We spend more time on the product because once you get the product right, we can build the brand for you, if you don't get the product right we can't build the brand for you. There are hundreds of crores of media money going into making the brand likeable. If the product sucks, hundreds of crores vanish. So what we did was to work very closely with Sandeep Kaul's team at ITC in the product development and overall strategy," says Nair (Sr).

It is the deep involvement with their clients' businesses and brands that allow the furious growth that Law & Kenneth has enjoyed.

The involvement is reflected in the fact that one of the founding partners takes 'ownership' of each account. And now Nair (Sr) is no longer working on brands and launching brands for an agency he works for; he's doing it for the organisation that he co-founded with professionals of a similar disposition. He focuses on his key strength; that of being able to identify, train and retain suitable talent as Law & Kenneth continues to grow. It's not a grind working with Nair (Sr); he propounds his philosophy of 'focused fun' in the workplace.

Sandhya Srinivasan

Managing partner and planning director

"I am not promiscuous. I am quite faithful as long as I am growing and I am very clear about that. I had a seven year long stint with Lintas," says Sandhya Srinivasan. That's a great common factor in the founders of Law & Kenneth — other than Kenneth, of course; their lack of promiscuity in an industry known for it.

She obviously had some entrepreneurial leanings, though she might not have been aware of it. "I was creating something from scratch for the first time in my life. I was about 31 then, so it was great fun — very different from being an employee at a company. And the energy and fun just hasn't let down ever since," says Srinivasan.

Srinivasan, like the other founders, is grateful for the experience she gained in working for the large agencies. "I was exposed to and I worked on a wide mix of brands which hold me in good stead today."

It's the combination of working on an eclectic mix of brands at Lintas and Ogilvy and her personal pursuits of love for anthropology, cultures and science fiction which she believes, inspired her shift to planning.

Srinivasan sees brand-building as a collaborative effort between a client and her team. She cannot hide her passion for all the ITC brands, brands that the company and Law & Kenneth built from scratch. "It is fantastic working on the ITC personal care brands. Our involvement with these started with basic planning, the creation of the market entry strategy, the brand architecture and brand portfolio creation. It is only after we were comfortable with the process that we moved on to identify and communication."

How does she describe the work process at Law & Kenneth?

"It's life on the freeway, with occasional stopovers for re-fuelling. Our client partners are the engines, we are the navigators and our consumers are at the wheel. I call it a freeway because it's an open road that is creating itself as we evolve."

We thrive on concepts, co-creation, learning, re-engineering, unlearning, creativity, observation, inquisitiveness and open-mindedness. This is how we have grown. We realised this early in our life cycle and it happened by default rather than design. Our earliest brand partners with little pedigree in the category expressed the desire to create a space in the consumers' heart, in the midst of many other promising brands. We came in at that germ of an idea in someone's mind. That has become our calling card, to express how we can be useful to whomsoever engages with us.

Since we are involved in the creation of a brand's concept from scratch, there is no room for prejudices. Nothing works easier than an open mind. Nothing forments creativity like a freeway which simply lets the engine glide."

"We try very hard to resolve differences and put all the negativity and cliches that come in the way of brand planning aside, through very human perspectives. We believe it is not about the share of market, it is not about the share of wallet, it is about the share of life emotions," Srinivasan says of Law & Kenneth's approach.

That's another advantage with Law & Kenneth. All the founders are planners and at least one of the planners is a copywriter as well.

That's another reason why they come across as a team. When one knows many functions, respect comes easy.



Anil Nair (Jr)

Managing partner, digital

Anil Nair (Jr) was at Lowe when he started looking at Praveen Kenneth's new set up. He was ripe for the plucking, too. "Law & Kenneth was more interested in finding solutions rather than just creating advertising. That allows us the freedom, unlike in large agencies, to experiment and involve in a whole lot of new mediums, which is the primary reason why I joined Law & Kenneth. The period was also right because there was a shift happening. The Internet was now becoming viable thanks to the improvement in the infrastructure. I had set up a digital division at Lowe which folded up when the first dotcom boom went bust. But, by then, I had become fiercely passionate about all things digital."

Nair (Jr)'s long stint in Lintas was obviously a period of great development for him. "I spent a lot of my time in Lintas jumping through servicing and then moving into strategic planning and moving into digital, back into strategic planning, which is where, at some point, one thought of entrepreneurship. It was my experience at planning at Lintas combined with my being involved in the digital foray that helped me understand how the medium works from a brand and a planning perspective. In Digital Law & Kenneth, all solutions are rooted in a planning perspective"

Nair (Jr) has not been like the average advertising professional, jumping every few years. "I am a two agency man as of now. Genuinely I am not a flitter, partly because I am comfortable with systems and processes of agencies. I believe that's the difference that you bring to the table and not just your own personal charisma or what you do. It is important to have the discipline and processes that make one more efficient and increase the confidence that clients have in you," says Nair (Jr).

For someone who was not a 'flitter' as he calls it, Nair (Jr) took a big gamble when he joined St. Luke's. "For me, the faith was in the brand called St. Luke's. I believe it was such an endearing name that let one believe that the people who were attracted by that name would be like minded people, aligned in a sense. I wasn't proved wrong."

Nair (Jr) sees Law & Kenneth's sense of ownership as a large plus. "The emotional connect that most clients seem to have with us is spurred by the fact that we bring huge amounts of ownership to the table. It is not just the ownership of brands in its classical sense, but ownership to the extent of the client's life itself. Therefore, the equation stretches way beyond just work equations with clients. They grow into more like equations and friendships and demonstrate the fact that we really care. That's something that has been consistent. We have been lucky to get clients who also believe they work mainly for that as well," says Nair (Jr).

Another plus is their curiosity and their probing. "We are not straitjacketed and we are not scared to ask all the wrong questions. Clients appreciate and respect this. Because, over time most clients are used to collecting a set of people around them, be it their own people or be it the agency people, who are all conditioned to a predictable way of thinking," he says.

That's a view shared by most of the clients that we spoke to. The emotional and intellectual involvement of the Law & Kenneth team in their brands, in their marketing strategies, in every aspect of their business. Add to that the emotional connect, and the relationships become long-lasting and durable.

Charles Victor

National creative director

Charles Victor was working with JWT's Chennai branch before joining Law & Kenneth. "Most of my advertising life was spent in JWT; it was a large office, a large network, working on large brands with huge teams of people," he says.

He wanted to move to Mumbai, and Law & Kenneth was almost his only preference. "I intentionally wanted to move to a place that was, in a way, like me. I have always been very hungry; at least I like to think so. Law & Kenneth seemed like a place where the founders were extremely hungry themselves," Victor says.

Then came the interview with Anil Nair (Sr). "When I first met Anil Nair, we just talked for three hours. We didn't talk advertising, we didn't talk shop, we didn't talk about brands and accounts, we didn't talk about what I had worked on, my history, his history. We just talked about the way we liked to work and it seemed like both of us liked working in the same style. Then, eventually, we started talking about Law & Kenneth as well. It seemed like a place that pretty much had fire in the belly and my decision to join had been made," adds Victor.

Victor goes on about the early days. "When I actually came into Law & Kenneth I saw what they stood for. Law & Kenneth was very hungry but not greedy. Anil was very clear about the fact that there might be some businesses which might be really big businesses but the agency wouldn't want them as clients because of their profile, because it would not allow the kind of work that we wanted to work on. However, we clearly wanted to do a lot of work."

Since Victor joined only three years ago, a lot of the more difficult work had already been done. "ITC was big even when I stepped in, and they get bigger and bigger each year. For me, the ITC brands were a refreshing change. They were categories that I hadn't worked on too much in the past. I had briefly flirted with some of the personal care brands that we had in JWT and handling the ITC brands was a huge challenge. Five years ago if someone had told me you would be working on a shampoo, soap and shower gel brand, I would have looked away in disbelief. But here I am, in Law & Kenneth, working on just those!" says an amazed Victor.

Intriguingly, Victor left JWT after being in the team that walked away with wins at Cannes. "The last couple of years were pretty exciting at JWT. We picked up a Cannes Lion for Red Cross!"

It was a friend who 'sold' Law & Kenneth to Victor. "He called me and said there was this really fun agency that has established itself. He said a lot of people were making disparaging remarks about them, a lot of people saying that they were fantastic. He seemed to think that it was the kind of agency that I would want to work in. They're extremely hungry, he said, they're going after accounts, they have shaken up things in Mumbai. Why don't you just go and talk to them?"

Victor did talk to them and is now a permanent fixture at Law & Kenneth.

He loves the size of the agency. "We don't have borders here. In fact for a very long time we sat in an office that was completely open. Everybody shared the same desk space. We sat in this completely open office and if you stood at any single point in the office and looked around, you pretty much saw everybody that was in Law & Kenneth," says Victor. No wonder they come across as a team.



VIEW FROM THE OUTSIDE

What do Law & Kenneth's clients think of the agency? What made them opt for the new kid on the block? What makes them stay with the relationship?



Arnab Goswami
Editor-in-chief, Times Now

"The first thing that you want when you are a news channel is to work with an agency that has the interest and the passion for news. We found Law & Kenneth closer to news and the way we look at news, than others. The level of passion which was evident in the creative team at Law & Kenneth was another reason for us to work with them," says Goswami.

In addition, there are the quirks of media brands. "The most challenging thing for an agency in the news business is that your creatives are often delivered under great time constraints and pressure. I think they understand that. Sometimes it can be a very difficult situation for a creative agency to be in. How do you manage the time pressure and constraints that are put on you by the client? We get the ratings today, we want an ad out tomorrow, we have a big event today and want an ad out tomorrow. Law & Kenneth delivers on that demand," he adds.

Beyond the urgent tactical, there are the regular requirements. "I find them extremely proactive in the way they deal with our pressures. Sometimes they make it and sometimes they don't, but that's how you move along."

The critical aspect for all clients, not just Times Now, is the involvement of key people. They're very accessible. And they are a team. It is quite evident to me from my regular interactions that they are really a close-knit team," Goswami says.



Sandeep Kaul
CEO, Personal Care Products, ITC

Sandeep Kaul was pitch-forked into the hot seat to drive ITC's foray into the personal care products business and Law & Kenneth was on board in the conceptual stages itself. "As with all products at ITC, we invested heavily in research. Which were the categories that we should launch first? What were the opportunities, the need gaps, the consumers' expectations? We worked closely with Law & Kenneth to understand all the consumer facing concerns, while the proposed products themselves were put to research. Then came the development of the names for the product, the logos, the packaging design and finally, the communication," says Kaul.

Is it a cause for concern, when the marketing team is in Kolkata and the agency's head office is in Mumbai? "It isn't important that their head office is not in Kolkata. We use the phone and e-mail efficiently. We meet at least once a week."

To him, Law & Kenneth's contribution is significant. "To create new brands in any FMCG category is difficult. Law & Kenneth involve themselves in the strategy; they know what we have planned months ahead and are proactive with their ideas. For us, they are like a part of our marketing team."

It's not easy working with Kaul. "This foray is very important strategically for ITC, so it is natural that we are a demanding client. We talk and ensure that Law & Kenneth builds their resources to meet all our needs as we grow," says Kaul.



Thomas Kuehl
Member, board of directors (sales and marketing), Skoda India



Kuehl likes Skoda lovers, and Praveen Kenneth is one. "I think the team is very enthusiastic and it looks like they are putting a lot of effort into this Skoda account, because they are by themselves Skoda lovers. Also, they really wanted to have an automotive client in their portfolio. That is the reason, I feel, in their unbelievable dedication and the quality of their creative," says Kuehl.

Their digital capability is important to Kuehl and he is most impressed by the launch of the Skoda Fabia site for India. "It was a worldwide success. It was obviously working in India because the Super-hatch is established. It is an own segment by itself and other manufacturers are now getting into it. But it was also loved by a lot of Europeans because it had the technology part and the automotive part with some Bollywood weaved into the communication."

Virals and YouTube did wonders for the brand and we are certainly delighted with the outcome," says Kuehl.

Kuehl has no plans on even looking at another agency. "Law & Kenneth is the creative agency, the lead agency for India. We turn to them for developing communication strategies as well. Their understanding of the digital domain is significant. While the technical aspects are outsourced, Law & Kenneth is involved even in the content on the site, the search engine optimisation as well as the search engine marketing. To us, they are a one-stop solution," says Kuehl.



Anil Mathur
CEO, Godrej Interio division

Small is beautiful. Law & Kenneth were small when they bagged the Godrej Interio account. "Bigger agencies would come up with a huge strategy of spending crores of rupees to create a big bang effect and take it through. Since the category was evolving, we were also evolving; we needed someone to understand us and our whole business strategy and develop the brand strategy to fit with it."

I think that's where Law & Kenneth understood the whole equation better and we slowly built up the brand, unlike others who recommend a big bang effect in the first year with huge investments going into it," says Mathur.

Also, Law & Kenneth understood the consumer best. "One of the insights which Law & Kenneth came up with, was that the consumers of both, the office furniture and the home furniture, were the same; it was the rules which were different. When you are buying you may be the husband, you may be the father at home, you may be the decision maker, you may be the user or you may be an influencer in the B2B segment," says Mathur. "We felt that Law & Kenneth was very good in strategic planning and they did work pretty hard to understand the consumer, going through complete focus group studies," he adds.

It's been a gratifying partnership for Mathur. "We work together, we went through all the pains together; I don't think they ever felt that Godrej was merely a client and that they had to make a fortune out of the relationship. For both of us, the issue was how we make this brand successful and how do we take it to another level? It was some sort of a discovery; Godrej Interio was like the birth of a baby which was conceptualized by both of us," Mathur adds.

Their non-commercial aspect is valued by Godrej. "The fact is, for them the relationship is more important than the immediate earning from the transaction. They move away from the transaction to the relationship and that is a very strong message from the top management down the line. That keeps the bonding intact."

How satisfied are they? Would they look for other agencies? "No," says Mathur.



Sandeep Dasgupta
CEO, Bharti AXA Investment Managers

For Dasgupta, it was important that the agency that worked on the Bharti AXA business should be one that could deal with the challenge of their being a very late entrant into the market. "How do you profile us, how do you position us in the market place?" These were questions that Bharti AXA wanted answers to at the pitch stage. After the evaluation team had met seven agencies, they met Law & Kenneth.

"What appealed to us was that they had worked on a few brands which had no visibility at all and had given them respectable visibility, whether it was Skoda or some of the ITC brands. It convinced us that they were not afraid to take on a brand which had absolutely no visibility. Their track record with these brands helped us arrive at the decision," says Dasgupta.

Their accessibility and lack of hustle are positives. "They don't sell layouts. That's the best part about the agency; they don't try and push some thoughts just because the creative guy is excited by them. What they try and do is to understand, and their willingness to understand or learn is fantastic. We don't see any hesitation either on their part or our part to communicate — ever. You can even call them in the middle of the night, if you want to," says Dasgupta.

And their creative ability? "The best part is they understand subtle, soft values and try and bring them to the fore. They can give life to a soft value which is otherwise not explained well. The 'Kyon Nahi' campaign is outstanding because that's the only occasion that we have remained on TV for a five week period. People still vividly remember the campaign. It, honestly, is not one of the largest campaigns, but people remembered it for at least about four months down the line. The recall was very high," closes Dasgupta.



Of questions and learnings

HCC

ABOUT US CORE BUSINESS HCC GROUP INVESTORS VIRTUAL EXPERIENCE CENTRE CAREERS CORPORATE STEWARDSHIP MEDIA ROOM

BANDRA-WORLI SEALINK

The 4.7 km long **Bandra Worli Sealink** links the city of Mumbai with its western suburbs, and will greatly reduce travel time from the current 40 minutes to 6 minutes.

EXPERIENCE

CORE BUSINESS

HYDRO POWER WATER SOLUTIONS NUCLEAR & SPECIAL TRANSPORTATION EPC

FINANCIAL CORNER
Stay up-to-date with the latest financial facts and figures
Annual Reports...

Intraday: BSE 29-05-2009
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HCC GROUP
HCC
HCC INFRASTRUCTURE

Digital Law & Kenneth started off with a major advantage: Anil Nair (Jr), who heads the division, is not a digital professional. He's an advertising professional and has done time at major Indian agencies. He understands brands, he understands the environment that brands operate in.

And he's fascinated by the digital world. It's no surprise, then, that Digital Law & Kenneth produces work that works. Their campaign for Skoda Fabia is one that has more than delighted the client — not just in India, but even at their head office.

The range of websites created is a revelation. One for a car, one for a high-end housing project, one for a construction company and one for an F1 racing team, to name but a few.

Nair (Jr) joined Law & Kenneth as a planner. "The first digital boom and the current one are nearly the same, it was just that the infrastructure was not ready to support the boom earlier while the infrastructure is more ready to support the boom now," he says.

"When I joined Law & Kenneth, I had digital as a dream or as a memory in my head. One was also going through a

personal development as far as the Internet was concerned, which was now much bigger. Automation was another huge development that was happening. And the mobile. So you can't keep these two out of the digital space."

Almost all the brands that Law & Kenneth handle also turn to them for their digital solutions — and a few without a relationship in the advertising area also turn to them, such as Force India.

Tony Hanmer is extremely bullish on digital and sees digital as a very important thrust area for Law & Kenneth. "The next year will see us entering the digital communications business with an even greater emphasis than before. In fact, just recently, PriceWaterhouseCoopers published a report indicating that advertising revenue take up in the global spectrum had increased by 27%. Translate that to India's special conditions and you can see why the digital spectrum holds such interest for us. The conditions are now right and we are poised to be a global communications company operating out of India. Law & Kenneth will be the first Indian communications company with a global presence," he says.

It is apparent that the understanding of brands and advertising make the digital work deliver more than would have been possible by a website developer.

And their involvement does not end with the design and the template. Digital Law & Kenneth takes responsibility for the updation of content on sites, social media optimisation, viral marketing, new media development, gaming and social

networking applications should the clients require such a service.

"One of the big things that we had to ask ourselves at the outset was, why another digital agency? There was a reason why we set up the advertising agency. What is it that we would bring to the table as a digital agency that's different? The answer was simple. We understand brands and communication much better than the average digital agency. We think media

agnostic, and create solutions for clients that may result in large savings on media," says Nair (Jr).

Since digital is evolving at such a furious pace, we are approaching it from a position of questioning and of learnings.

This is the differentiator that Digital Law & Kenneth brings to the table. We are not afraid to ask questions, the "why not" questions, at a lot of levels, not just at the communication level but sometimes even at the marketing level, brand level, brand thinking level. So, clients create that slight amount of friction but that friction is very healthy. It creates an environment which shakes up things and then allows for some thinking," says Nair (Jr).

LAVASA.COM The website opens on a scenic visual and the nature theme continues to dominate as one goes further. It is an extremely informative website and contains almost everything one would want to know about the brand. The two wooden boards at two extreme ends provide interesting trivia about the brand.



FORCEINDIA.F1.COM The colourful website has an embedded Force India TV channel where one can watch videos. The website is packed with information about the team, ticker for the next race, latest F1 news and loads of downloadable stuff.

HOME PRODUCTS BEAUTY CENTRE FRIENDS OF FIAMA DI WILLS NATURE & SCIENCE FIAMA DI WILLS EXPERIENCE NEWS

Friends of Fiamadiwills

Meet Deepika Padukone, versatile Model & Actor extraordinaire. She is a **Friend of Fiamadiwills** where it's all about friendship, sharing, caring and sustainable beauty. Watch this space for more.

Deepika Padukone
Model & Actor

Click through for Friends of Fiamadiwills

BEAUTIFUL YOU. TODAY. TOMORROW.

Watch Fiamadiwills TV!

FIAMADIWILLS.COM The website features the brand portfolio, beauty centre, and 'nature and science' behind the ingredients used in their products. Users can download themed wallpapers. The Friends of Fiamadiwills social community portal currently features its brand ambassador Deepika Padukone and invites users to watch for some interesting stuff in that space.

ABOUT US TEST DRIVE REQUEST DEALER LOCATOR COMPARISON CHART

Presenting the New Skoda Fabia
The new Skoda Fabia is here. And it's designed specifically to make your life special. Experience India's first super hatch. Drive it once. Feel special forever.
Because you are special.

Feel Special

Fabia

SKODA FABIA The Skoda Fabia launch was as unexpected as it gets. This was possibly the first ever launch of an automobile online. The site, designed around the 'Feel Special' theme, let users interact with the car in much the same way as they would if they walked into a showroom. In addition, visitors were also encouraged to be part of the theme on the site - from uploading their own 'feel special' moments to telling the world about their special experience.

THE WORK 1

OBSESSED WITH QUALITY SINCE 1895

ONCE YOU'RE DONE STARING, START DISCOVERING.

10/10 **THE NEW 10 SKODALaura**

Discover a new feature almost every time you get into the new Skoda Laura. Experience the sheer power of the 1.9 and 2.0 TDI PD engines. Enjoy the convenience afforded by the 6-Speed Automatic DSG. Get at the redesigned Skoda grille, elegantly shaped headlamps and the remodelled interior. Add to that, countless impressive features and the Skoda obsession with quality that make every drive in the new Skoda Laura a 10/10 Drive.

Available in 1.8 TSI (Petrol), 1.9 and 2.0 TDI PD (Diesel). Available in Manual and Automatic Transmission.

Call 24 Hr. Helpline No. 0240 2475999. SMS 'LAURA' to 54677. Visit www.skodaindia.co.in

OBSESSED WITH QUALITY SINCE 1895

A Beginner's Guide to the Skoda Laura.

- 1 - Electronic Stability Programme
- 2 - ABS & ESP
- 3 - Tyre Pressure Monitoring
- 4 - Mirror Headlamps with Dynamic Adjustment
- 5 - Projector Headlamps
- 6 - Cruise Adaptive
- 7 - Side Airbags (Front)
- 8 - Dual Front Airbags with Pre-tensioners on Side Seats
- 9 - Three Rear Seat Belts with Pre-tensioners on Side Seats
- 10 - Height Adjustable Front Seats
- 11 - Front Seats with Headrest
- 12 - Safety Head Rests
- 13 - Two Side Child Seat Fixings on Rear Seats
- 14 - Front & Rear Fog Lamps
- 15 - Safety Warning Lights on Front Door Panels
- 16 - Rear Window Package
- 17 - Driver Side Mirror with DeMist
- 18 - Rear Window DeMist
- 19 - Central Locking Remote Control Key
- 20 - On-board Computer
- 21 - Climate Control
- 22 - Mechanical Rear Window Sunshade
- 23 - CD/MP3 Audio Player
- 24 - Integrated CD Changer
- 25 - 12 Front & Rear Speakers
- 26 - Multifunction Leather Steering wheel
- 27 - Auxiliary Audio Input in Luggage Box
- 28 - Electronically Adjustable Driver Side Mirror
- 29 - External Mirror with Memory Function
- 30 - Heated Front Seats
- 31 - Adjustable Front Armrest with Coated Storage Space
- 32 - Folding Rear Center Armrest
- 33 - Height & Reach Adjustable Steering Wheel
- 34 - Height Adjustable Front Seats
- 35 - Adjustable Luggage Support Front Seats
- 36 - Electrically Adjustable External Mirrors
- 37 - Auto Dimming Rear View Mirror
- 38 - Small Leather Package
- 39 - Leather Upholstery
- 40 - Front & Rear Parking Sensors
- 41 - Cruise Control
- 42 - Light Assistant
- 43 - Rain Sensor with Automatic Wipers
- 44 - Integrated Fog Lamp
- 45 - Rear Camera with Automatic Wipers
- 46 - Headlamp Washers
- 47 - Boarding Step in External Mirror
- 48 - Boarding Step in External Mirror
- 49 - 6-Speed DSG Engine Technology
- 50 - 6-Speed DSG Engine Technology
- 51 - 6-Speed DSG Engine Technology
- 52 - 6-Speed DSG Engine Technology
- 53 - 6-Speed DSG Engine Technology
- 54 - 6-Speed DSG Engine Technology
- 55 - 6-Speed DSG Engine Technology
- 56 - 6-Speed DSG Engine Technology
- 57 - 6-Speed DSG Engine Technology
- 58 - 6-Speed DSG Engine Technology
- 59 - 6-Speed DSG Engine Technology
- 60 - UNPARALLELED BEAUTY

SMS 'SKODA' to 54677. Call 24 Hr. Helpline No. - 0240 2475999. Available in 1.8 TSI (Petrol), 1.9 and 2.0 TDI PD (Diesel). Available in Manual and Automatic Transmission.

Skoda Laura

SKODA In the multi-laned plethora of luxury automobile advertising, Skoda has always attempted a little something different. Combining wit, humour, intelligence and subtlety in varying proportions, Skoda has created a communication niche for itself over the last few years.

THE WORK 2

Investment Idea No. 1

Can investing become a daily habit too?

Kyon nahi!

PRESENTING The first Daily SIP starting at Rs. 300*

Bharti AXA Equity Fund
An Open-ended Equity Growth Fund
Rs. 10/- per unit plus applicable entry load

*In multiples of Rs.100 thereafter. Daily SIP available for all Business Days only.

NFO closes: October 1, 2008

bharti AXA INVESTMENT MANAGERS

Bharti AXA Investment Managers' unique Daily SIP gives you the flexibility to invest everyday. A first-of-its-kind investment plan that not only reduces your risk but also helps you benefit from the ever-changing equity market.

You can also avail of the Quarterly Dividend Option and Eco Plan with Bharti AXA Equity Fund.

If you have the ambition, we'll show you the way.

bharti AXA INVESTMENT MANAGERS

BHARTI AXA INVESTMENT MANAGERS At a time when the country was wondering if it should invest at all, Bharti AXA encouraged them to do just that. A simple, yet effective, campaign that captured the essence of the company and their approach to investment in just two words.

Whatever you can dream of

Godrej Interio

From living rooms to corner cabins, there's one brand that's steadily grown in the few years since its launch. With communication that's simple and product-focused, the campaigns for Godrej Interio have always let the products do most of the talking there is to do.

Godrej Interio

GODREJ INTERIO From living rooms to corner cabins, there's one brand that's steadily grown in the few years since its launch. With communication that's simple and product-focused, the campaigns for Godrej Interio have always let the products do most of the talking there is to do.

BOMBAY DYEING

Wendell Rodricks

TIMELESS BED AND BATH CREATIONS IN WHITE

Discover a new feature almost every time you get into the new Skoda Laura. Experience the sheer power of the 1.9 and 2.0 TDI PD engines. Enjoy the convenience afforded by the 6-Speed Automatic DSG. Get at the redesigned Skoda grille, elegantly shaped headlamps and the remodelled interior. Add to that, countless impressive features and the Skoda obsession with quality that make every drive in the new Skoda Laura a 10/10 Drive.

BOMBAY DYEING John Abraham, Wendell Rodricks and Sabyasachi. Just some of the names Bombay Dyeing has brought into your bedroom over the last couple of years.

I said "No"

No to added sugar

0% added sugar

No to added colour. No to added flavour. No to added preservatives.

Have you taken a stand?

Against added Sugar

Against added Colour | Against added Flavour | Against added Preservatives

DABUR REALACTIV If the TVC got everybody on their toes last year, the print campaign this year is getting people to say 'no'. For all the right reasons, of course.

WHAT ARE THEY SAYING BUT NOT TELLING?

TIMES NOW

WHERE DO THEY GO FROM HERE?

TIMES NOW

TIMES NOW At a time when news channels are busy quoting research on viewership, Times Now decided to ask a few questions. Inspired by the spirit of the channel itself, the campaign grabbed eyeballs both in print and outdoor.

Get Silky hair with 100% more Strength.*

With the gentle and effective care of Fiamo Di Wills Silky Strong Shampoo.

With unique Cuticle Restore Technology and Oils of Macadamia Nut & Babassu.

SHAMPOOS **fiamo DI WILLS**

BEAUTIFUL YOU. TODAY, TOMORROW.

SKIN LOVES PROTEINS

6Pro

fiamo DI WILLS

BEAUTIFUL YOU. TODAY, TOMORROW.

FIAMO DI WILLS Creating quite a splash since its launch, Fiamo Di Wills has produced a fairly large body of communication in a short span of time. And the newest addition in the Fiamo Di Wills portfolio has been Deepika Padukone, appearing in both their soap and shampoo communication.

THE WORK 3



◀ **VIVEL** Hrithik Roshan, Kareena Kapoor and Trisha now have something in common – Vivel from ITC. Soaps, shampoos and filmstars all worked wonderfully in the Vivel launch and the buzz is there's much more in store to watch out for.



▲ **BIG FLIX** Big Flix makes its way into living rooms. And it promises to change the way you live your life, infusing Matrix-inspired action and SRK dance moves, this commercial was possibly as entertaining as the films it borrowed from.



▲ **ESSENZA DI WILLS & FIAMA DI WILLS** First came the launch of the prestige brand Essenza Di Wills. That set the stage for the launch of the premium offering Fiama Di Wills – a range of shampoos, soaps and shower gels. With Deepika Padukone now joining the Fiama Di Wills family, the brand continues to make waves on television and on shelves.



▲ **KITPLY** There's something about this category that gets every agency creative going and this Kitply commercial isn't far behind. A comical take on 'Ply mane Kitply', the commercial got people laughing all the way to the plywood stores.



▲ **BOMBAY DYEING** Here's what John Abraham looks like before he bares all for Bollywood.



▲ **SKODA** Pure driving pleasure meets oodles of attitude in this commercial for Skoda Laura. Simply centred around the driving experience, the commercial tells you just how you can play once you floor the Skoda pedal.



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campaign
India