

THURSDAY, APRIL 11, 2019  
FOR PRIVATE CIRCULATION ONLY

AGENCY Reporter

**GOOAFEST** DAILY

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DAY 1

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**A FRESH NEW PERSPECTIVE FOR A BOLD NEW INDIA**

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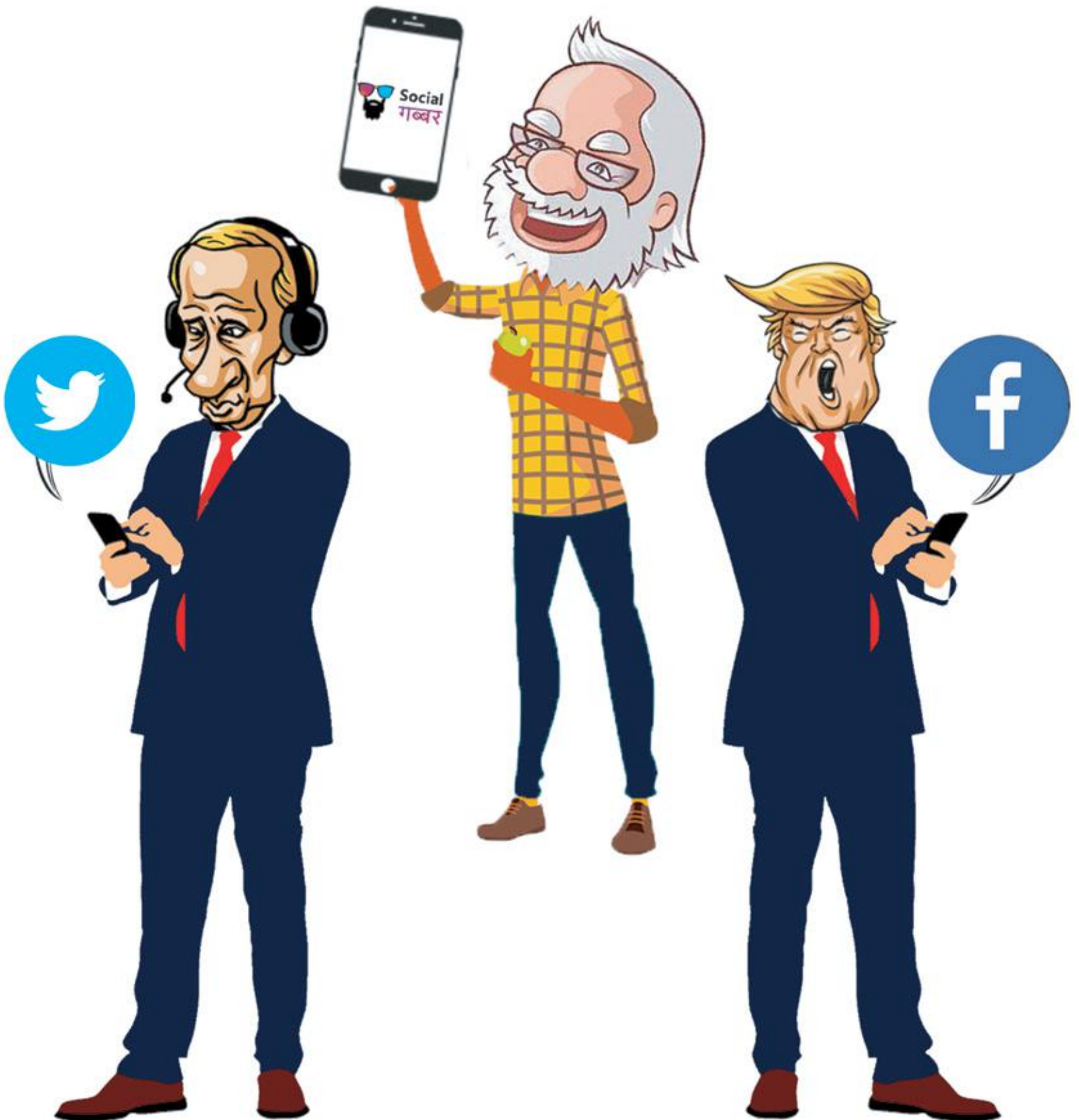


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AGENCY Reporter

# GOODAFEST DAILY

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## TEAM GOAFEST DAILY



**RAHUL PURI**  
Editor-in-Chief



**SATRAJIT SEN**  
Executive Editor



**OJASVI NATH**  
Assistant Editor



**SOUMYA SEHGAL**  
Associate Editor

### Contact Us

Suite #1614,  
16th Floor Logix City Centre,  
Sector 32, Noida,  
Uttar Pradesh- 201301  
Phone: 98917 68014

### Feedback

editor@agencyreporter.com

### Design

Vinay D.

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# GET IN ON ACTION

Until the last few years, Goa for me was all about beautiful beaches and cool breeze to stir my lazy soul. Along with a plethora of enjoyable experiences, the place offered something new each time. And for the majority of us, it has been an easy escape from our mundane work life, reviving our inner soul and getting back in action.

This time brings along a different adventure altogether. The 14<sup>th</sup> edition of Goafest is here, celebrating our magnificent industry, recognizing creative geniuses, honoring campaigns and of course, discovering ourselves. This has made me gear up for an extra dose of action by launching the first issue of Agency Reporter Goafest Daily. Phew! That escalated quickly!

The biggest advertising and media event of the year promises three days of a roller-coaster ride. Goafest is, by all means, a manifestation of 'work hard – party harder.' But make no mistake, it's not only fun and music and dance and free food and booze... the knowledge sharing sessions are just awe-inspiring. Amidst all the craziness, the event has carved its path by inviting some of the most illustrious speakers to give valuable perspectives on brand building, insights, and innovation in communication from other markets.

This three day cocktail of awards, talks, and celebration is looked forward by everyone who appreciates good work (read: truckloads of fun). The networking opportunities and mutual camaraderie help each of the attendees grow, which is why Goafest has uniquely evolved and can be called the Indian version of Cannes.

Cheers to all the times you canceled your Goa trip! I am glad you are finally here! I assure you a bag full of amazing memories, networking, friends and a lot of inspiration and reminders about why one is a part of this industry is the luggage you'll carry back for sure! And while you head off to this memorable voyage, do take out time to unearth the best restaurants and sights this Sunday (sleeping can wait), before you get in on the action in the coming week.

**RAHUL PURI**  
Editor-in-Chief



# GOAFEST: FIRST FROM THE FIRSTS

Here are some of the prominent people from our industry reliving their first Goafest experience. Nostalgic much?



## Ashish Bhasin

CEO, Dentsu Aegis Network Greater South and Chairman and CEO of India

I am glad Goafest is growing so much each year. It was a great start as we have always looked up to Cannes. So, Goafest was the first time we were doing something similar in India. From what it was to what it is now, the sheer quality and scale (of production, speakers, etc.), it has grown exponentially. We have started feeling international.

“HAS SEEN THE FEST GROW EXPONENTIALLY FROM MY FIRST TIME TILL NOW



## IT WAS DIFFERENT AND GREAT FUN INDEED

The memory of the first edition of Goafest is still vivid in my mind. It was at Park Hyatt, Goa. The setting was wonderful. I was there with my wife and daughters – Tanya and Lara. The Award shows took place on the beach on the sand with winners dancing in front of the stage. It was unique as far as award shows go and uniquely Goa. Also, there was a boat ride on the Mandovi for everyone. The organizers magnanimously picked up the cost for transportation, lodging, boarding, and delegate fees for all those under 30.



## Sam Balsara

Chairman, Madison World



## Babita Baruah

Managing Partner, WPP GTB India

My first GoaFest was pretty much being in the thick of things. I was part of the team that managed the show for two years with Colvyn Harris at the helm. It was an insider's perspective and action all the way from meeting partners, venue, collaborate speaker line up, artworks, set mock ups, leading to the final awards evening. I haven't been to GoaFest for the last couple of years but I remember it with fantastic memories of people, partners and what we managed together as the industry.



FEST OF FANTASTIC MEMORIES



## A SUPER EXPERIENCE

I was working as a marketing head of a radio channel when I first went to Goafest. It was the day when it dawned on me that I really miss advertising. I felt isolated and wanted to come back. I am glad it all has changed now, with a lot of media people attending the event too. It was definitely a super experience!



## Rana Barua

Group CEO, Havas Group, India

A FRESH NEW PERSPECTIVE  
FOR A BOLD NEW INDIA



**Sidharth Rao**  
CEO & Co-founder,  
Webchutney



**THE ATMOSPHERE WAS ELECTRIC**

My first experience was before it moved to Goa. Back then, it used to be held at the Mahalakshmi Racecourse. And almost every agency participated. The atmosphere was eclectic with Ogilvy's Tata Safari campaign sweeping most awards. We first participated in 2006 and had somehow managed to get 10 people to attend.

**GOAFEST – A STAGE OF BEST THOUGHT LEADERS**



Goafest is a celebration of the industry's finest talents and creativity and a rekindling of the spirit that reminds us why we do what we do. Over the years, it has been the stage of some of the best thought leaders and disruptive thinkers. I'm sure this year will be even better.

**Abhinay Bhasin**  
Associate Director (South Asia) – Data Sciences, Dentsu Aegis Network

**Suraj Nagappa**  
VP, Isobar India

I feel that Goafest has not been able to create a concrete process in getting all the agencies across the country under one umbrella for the festival. Having said that, one should appreciate the positive experience you get at Goafest. Over the years not much has changed in terms of look of the festival and yet it seems to me that its evolving in the right direction to become the most sought after fest in more ways than one.



**ONE SHOULD APPRECIATE THE POSITIVE EXPERIENCE YOU GET AT GOAFEST**



**Vikram Sakhuja**  
Group CEO Madison Media & OOH at Madison World

My first experience was the very first Goafest where I came as a delegate with my friend Dr. Suchetan Pradhan. It was on the beach. I got into my swimming trunks, indulged in beach sports, beer, conferences, awards and all else that is Goafest. My subsequent trips have been as an organiser and rewarding but I haven't entered the sea since.



**THE EXPERIENCE IS REWARDING**



**THE KNOWLEDGE SESSIONS WERE FEW AND NOT OPEN TO ALL**

**Naresh Gupta**  
Co-founder & CSO, Bang in the Middle

I have been to just one GoaFest, way back in 2008. This was the early time when the festival was still finding its feet. There was free beer all around, and there were enough and more tipsy executives around. Also, there was rain dance organized in the hot afternoon where the entire ad industry used to be on one stage. That one Goafest that I attended, the knowledge sessions were few and not open to all. The display area where the award entries were put up were generally deserted. The bar was always crowded. The award arena was always buzzing, but not with newer ideas or new topics to discuss. It was one long holiday, and that's how it got treated.

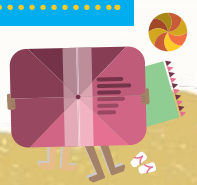


**Rajiv Dingra**  
Founder & CEO, WatConsult



**MEET THE BEST MINDS IN THE INDUSTRY**

The vibe at Goafest is one of a festival. Cheerful, celebratory and fun. And while the vibe is fun, there is immense amount of learning for anyone who attends Goafest for the first time with some really insightful talks. Networking is a bonus to the entire Goafest experience and brings together the best minds in the Advertising and Marketing industry.



# GOAFEST 2019 – WITNESS A WORLD-CLASS FESTIVAL IN CONT



Nakul Chopra, Chairman of Goafest 2019

Nakul Chopra, Chairman of Goafest 2019 is all geared up for another successful edition. He aims to establish the event as a leading knowledge sharing and networking platform.

**Agency Reporter:** How according to you has Goafest evolved over the years?

**Nakul Chopra:** Goafest is unique in the sense that it is not run by a 'for profit' organization, rather it is run by industry bodies. The evolution of Goafest has hence been an interactive process, where to the extent possible, this evolution has been driven by the feedback of the industry to us. Based on the inputs we have got, we have today developed a much tighter festival, with a vastly wider ambit of speakers and activities. Goafest today is the definitive event for the advertising and communications industry as it is a truly world class festival in both content and quality.

**AR:** What was the takeaway from last year's Goafest?

**NC:** That is more for others to say than for me. For me the takeaway was that the content was greatly appreciated, as was evident by full auditoriums for every single session.

**AR:** What are your expectations from Goafest 2019?

**NC:** Every year, we expect to put up an even better show that is attended by all in the industry and appreciated by all delegates too. The aim of the festival is to create a

ELECTION STORY  
TOLD BOLDLY

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# TRULY EVENT AND QUALITY

platform that provides inspiration, collaboration and celebration, in an equal measure.

**AR:** Undoubtedly, Goafest is the largest event in our industry. How do you think it benefits the small, mid and big agencies?

**NC:** This is a very good and pertinent question. It is a matter of pride for us that in every single edition of Goafest, the number of organizations participating and sending delegates has increased smartly. As the number of large agencies has been static for years now, all this growth comes from the medium and small agencies.

Last year, over 350 organizations sent delegates or entries to the festival. I would imagine that larger agencies have greater access to similar festivals around the world while for the small and medium organisations, Goafest provides a truly unique window to the best of our industry from around the world.

**AR:** What does Goafest have for the young and fresh blood in the industry?

**NC:** Among similar festivals around the world, Goafest is the only festival of this scale where more than 50% of the delegates are under 30. This is by design. As industry bodies, both AAI and AdClub are committed to giving back to the industry and there is no better way to do this – by investing in our future talent. From its inception to this day, Goafest provides deep discounts for the under 30 delegates. Our content, in fact, the grammar of the whole festival is curated and designed around what will inspire this young talent, what they will learn from and of course, a celebration of their work during the past year.

**AR:** How has Goafest emerged as a strong knowledge platform?

**NC:** Content is at the heart of the festival. Two key factors drive us – Goafest strives to provide a window to the latest points of view in our industry from around the world and we strive to bring content from related industries that will not only provide learning for our young delegates but inspire them too.



**THE AIM  
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AND CELEBRATION,  
IN AN EQUAL  
MEASURE**



Hence, you will see that from being an industry-centric event, we have now transformed into a much wider platform that draws speakers from allied creative industries and also from areas like sports and life that inspire us all.

**AR:** What kind of opportunity does Goafest offer to the entire M&A fraternity?

**NC:** I won't pretend that we have an M&A focus at Goafest. But I do

believe that it is a platform for it in many ways. Newer agencies or the 'new age' agencies draw attention to themselves with their work. It is three days of intensive collaboration where intending acquirers and potential targets have equal access to one another. I would believe that Goafest ignites quite a few successful M&A dialogues, along with equal dialogues on acquisition of talent.

**AR:** How do you decide upon the panels of Goafest? What parameters are kept in mind?

**NC:** We look to provide a global window to our industry. We aim to bring learning and inspiration for our young talent be it from our industry, from related industries, from fields such as sports or from life. Jaideep Gandhi has been doing an excellent job of curating the content for Goafest for quite some years now. What people should know is that his team starts the process as early as August of the previous year and it takes a lot of doing to finally assemble the panels that you see at Goafest.

**AR:** How are you driving inclusivity between publishers, marketers and agencies?

**NC:** Inclusivity among these three critical constituencies is what Goafest is about. All three constituents contribute equally to the content, participation and sponsorship. We kick off each year with the Industry Conclave that is designed for publishers and agencies to hear the voice of the marketers. We not only celebrate the work of the agencies but we also specifically celebrate the work of publishers and broadcasters. And of course, the content and platform serve all three constituents equally. **AR**



# BIG GOALS, BIGGER IMPACTS

Pratap Bose, Founding Partner and Chairman, The Social Street, talks about their monumental win at Goafest 2018 as the Creative Agency of the Year.



THE SOCIAL STREET: Creative Agency of the Year - Goafest 2018

**Agency Reporter:** You are a fairly young agency but you stood above the larger players at Goafest 2018 and won the Abbys Creative Agency of the Year. What was the feeling in the team?

**Pratap Bose:** We had a great haul last year and the year before that. We did see some surprises in 2018, like winning in PR and print categories, especially bringing home the Still Craft Agency of the Year trophy. The team showcased

some brilliant work.

To be judged as the Creative Agency of the Year by an eminent panel of 15 of the best creative minds in the country was nothing short of Wow! I remember how the team was ecstatic when our name was announced on stage and ever

**Doing good and meaningful work will always be appreciated.**

since, the spirits have remained high.

**AR:** What do you think were the key parameters that were responsible for your win?

**PB:** A combination of hard work throughout the year and smart planning for Goafest. We carefully mull over the work we wanted to enter in each category, rather than blindly entering all our work in all categories. I think that played an important role.

**AR:** What were your learnings from last year's success?

**PB:** Doing good and meaningful work will always be appreciated. But how you create a big impact, especially one that goes beyond numbers and figures, is what will eventually bring home the accolades.

**AR:** You are an inspiration to the budding agencies. Any message for them?

**PB:** Don't be afraid to set big goals, but ensure you do whatever it takes, and work your hardest to see it through till its end. And then repeat the cycle.

**AR:** Do you think Goafest is important for recognizing young talent? Why?

**PB:** Definitely. It provides a fantastic platform to highlight new thoughts and ideas and also works as a great incentive for people to compete and bring out their best. **AR**

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# THE AGE OF UGC – FUTURE IS HERE

Life's moving fast, so **Make Every Second Count** and show the world what you got!

The future of content has arrived and the future of engagement is now. TikTok through its short-form mobile videos captures the world's creativity, its passions and the moments that matter. TikTok, the go-to destination for short-form mobile videos has a vision for the Indian brands on harnessing the power of User Generated Content (UGC) in Marketing. With a whopping following and challenging User Base world wide the platform is the **'Now of Marketing' and 'Future of Brand Building'**. There is a paradigm shift in the form of expression through the age of short form videos. There is a massive transformation taking place with content creation and sharing. TikTok in India presents new rules of engagement for the volatile, Generation 'Z'.

30% of all internet activities today is creating, consuming and transferring online videos. By 2025 each individual will be creating 50 Giga-bytes of content everyday. That is impressive because this data comprises of text, images but mostly video.



**From enhancing brand engagement to winning consumer trust with UGC; TikTok addresses diverse advertising needs in sync with the Gen Z**

These follow the principle of

**“SING”**

It is critical for brands today to understand this need and present solutions for brand enhancement.

**S** HORT FORM VIDEO  
**I** NFLUENCER  
**N** ATIVE  
**C** O-CREATE

TikTok is the new way to reach, connect and engage with consumers, meet the new generation of influencers and amplify the brand.

The point of entry for a new internet user has been Content Consumption but now from about 3 months ago the first instinct of the Gen Z is towards Content Creation.

Amazingly in India 50% of videos seen on smartphone is UGC

The Gen Z spends time to record, share, interpret and transform the content. Inherently they want to 'Express Themselves'

GenZ wants to be a part of the story than just consume content which is an opportunity for brands

## PASSION DRIVES ENGAGEMENT

The challenge for brands is that user attention span doesn't last more than 10 seconds. However, users are most attentive when they do things they are passionate about. When they **CREATE**. Passion drives **ENGAGEMENT!**

TikTok offers a platform to brands to bring the users on a plane and ask them to show their brand perception. The short videos very transparently showcase the brand value of the real consumers. The brand ethos is highlighted through the messaging, dialogues, storyline and even music, actors, features and gestures that the creators use. TikTok is an interactive advertising innovation between brand and consumer.

TikTok runs on the principles of

**#CREATIVITY** → **#CONTENT** → **#SHARING**

Creativity with tools and features like filters, lenses and effects that TikTok offers, amplifies the content which is agnostic of themes and subjects. These videos created are sharable on different platforms by both creators and users. Users connect with the content as part of their nature and instinct for participation and appreciation. Short-form videos, designed for the new generation of creators, encourage users to share their passion and creative expression through TikTok. Making the most apt connection with the audience, TikTok's Hashtag Challenges have become a cult globally.

TikTok's innovative ad format the Hashtag Challenge is a chance for marketers to seek insights of the digital community, trigger more high-quality content and find out the most engaging way for branding. It is the right time for brands to start looking at UGC platforms for the wide and innovative digital advertising solutions that they bring.

## Clean & Clear's winning Marketing campaign 'UNBOTTLE APNA SWAG'

Clean & Clear Foaming Face Wash introduced a funky and colorful limited edition 'MY SWAG BOTTLES' featuring teen personalities – Fun, Babbak, Bindaas, Foodie and Padhaku. The brand's marketing campaign celebrated the varied personalities of teenage girls' and encouraged them to Unbottle Apna Swag – Express themselves as they are.

TikTok proved to be the best engaging medium for the brand as the users immediately got interacting with this innovative format to increase shareability across different platforms.

### THE IMPACT ACHIEVED IN JUST 3 DAYS WAS -

2.3 million hashtag page views

10000+ fans on brand profile

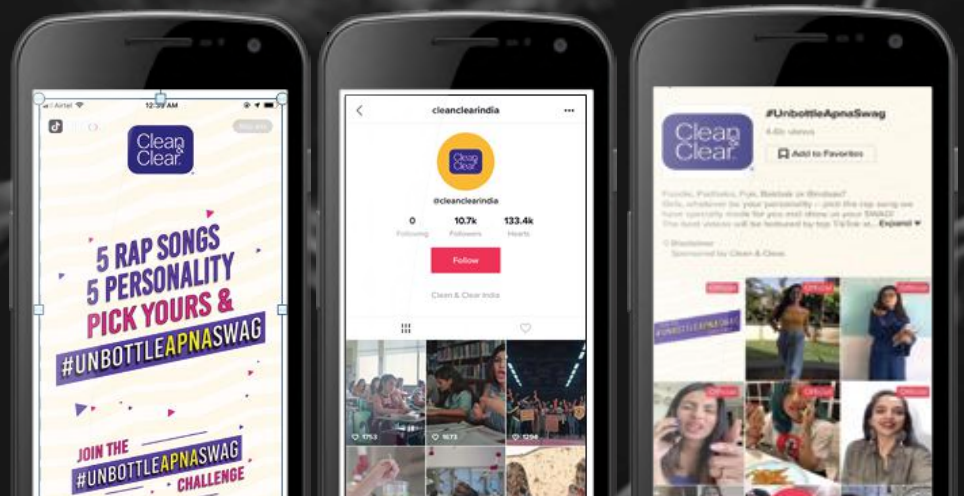
1.96 billion views

10715+ videos

Increased from 0 to 10k+ followers in 6 days

172 million Engagement on Brand

Page Views 2.4 million



# WHERE TO HEAD THIS SUNDAY AFTER GOAFEST?

I know I know... you are all geared up to paint the town red and ready to let loose for the next 3-4 days. All you crave to do is have a whale of a time at Goafest and forget all your inhibitions (and clients too). I am wrapped in the party mood too and don't wish to write any lengthy piece. But here's making the most of this space and recommending some of the best (and offbeat) things you can do in Goa this Sunday. I am sure you all must be all worn out by then and would want to head for some relaxing yet indelible activities. Have a read...



## PLAY WITH DOLPHINS

**Love offbeat? Then dolphin sighting awaits you!** It is one of the most relaxing yet spirited activities to do. Not many people are aware of this and hence, is often missed out on. FYI, the cruises usually start from Fort Aguada, Sinquerim or Panaji Jetty.



## KATAMARAN SAILING

**If you look forward to spending this Sunday amidst the water, beating the clichéd beaches, then sailing awaits you.** Given that the weather is also complimentary, you can book an evening cruise and enjoy sailing into the sea. Do add this to your list!



## TRY CRAB CATCHING

**Oh Crab, did I hear it right? Absolutely!** You can book one of the various crab catching tours at Goan Backwaters to satiate that adrenaline rush. The backwaters are serene and have no currents and thus, you can enjoy the quietude while catching crabs. As a shortcut, you can make friends with a native, tag along with him and add that extra adventure to your experience. Crabs for dinner? Sorted!



## HIRE A BICYCLE

I believe Goa is best explored on a bicycle. Bring out the wanderer in you and explore the city in the most traditional yet interesting way. Cycling is always fun and what better when hanging around with your favorite bunch of friends! Head to Miramar beach to book a tour!



## DINE ON A HOUSEBOAT

We often overlook the simple things that this place offers. And a houseboat doesn't usually come to our mind when in Goa. You can book yourself a place and dine & dance the night away in the waters of Goa, under the sky. And if you wish to stay for long, you may also book an overnight stay or day tour.

## GO KAYAKING

For all water lovers, Kayaking is the perfect way to explore and enjoy the charming creeks and sea by yourself. The activity lets you be a part of nature and crave some beautiful memories. The sight of the sun setting will too keep you in a wonder.



## TAKE A WALK AROUND SPICE PLANTATIONS

Most of us, coming from the most affluent cities, often miss out on something as interesting as taking a tour of spice plantations. If you are in the mood to walk through the aromatic fresh plantations and learn about various spices, this is a must try. Savoi plantations and Sahakar Spice Farm are the two of the most famous plantations that you can consider. *Which one are you choosing?*



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# GOOAFEST

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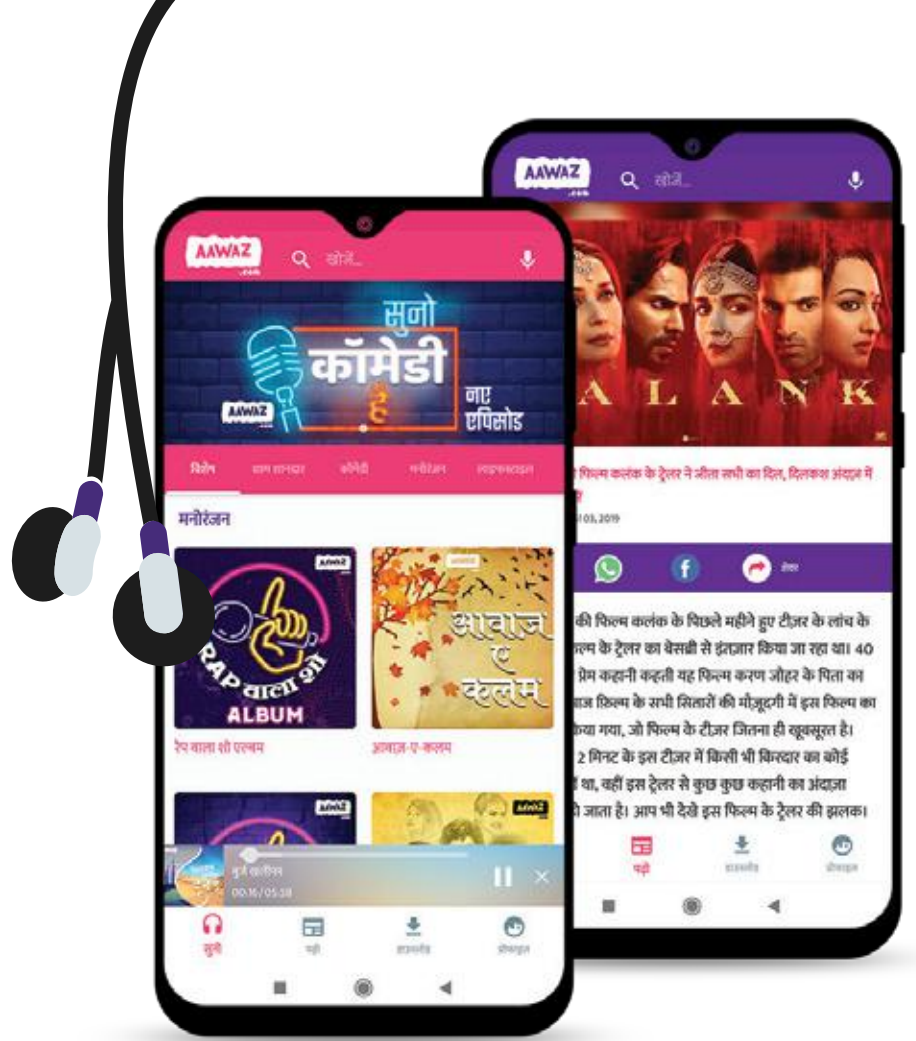
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**SATRAJIT SEN**  
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Assistant Editor



**SOUMYA SEHGAL**  
Associate Editor

### Contact Us

Suite #1614,  
16th Floor Logix City Centre,  
Sector 32, Noida,  
Uttar Pradesh- 201301  
Phone: 98917 68014

### Feedback

editor@agencyreporter.com

### Design

Vinay D.

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# GOAFEST IS SPECIAL, AND WILL ALWAYS BE!

Goa has always been special for me. As a student I always wanted a Goa trip with friends. Though this never happened, my hopes of a Goa holiday weren't drowned. Somewhere down in my heart, I had a feeling that the Goa calling is not far away.

When I started covering the advertising industry, the opportunity to be in Goa came in the form of Goafest. Goafest 2014 it was and I was representing my publication in this happening industry conclave. Goafest, thus, acquired a special place in my heart for presenting me with the opportunity to be in Goa, and thus fulfill my Goa dreams.

Now, in 2019, life has come a full circle. This is again the same Goafest, that has helped me achieve my long time dream of becoming an entrepreneur as we launched our inaugural issue of Agency Reporter Goafest Daily. Goafest again has made me realise another dream of mine and I couldn't be more thankful to the organisers of Goafest, who have helped us in every aspect of the launch. I would also like to thank our advertisers for Day 1 edition without whose help, this wouldn't have been possible.

Coming to the attractions of Day 1 at Goafest 2019, it can't get better when you kick the event off with Shaan's voice. Following this, there was a session by Dr. A. Velumani, Creator & Managing Director, Thyrocare, which became the talk of the town as he spoke about his journey of becoming an entrepreneur. The sessions by Ravi Desai - Director, Mass & Brand Marketing, Amazon, Vijay Sharma - Associate Director, Brand Marketing & Heads Digital Media, Flipkart and Achint Setia - Vice President Marketing, Myntra were equally enlightening. And as you venture out in the open area, there are exciting exhibitions by TikTok, MTV, Discovery, National Geographic, ABP News etc.

As we end Day 1 at a high, we at Agency Reporter would like to congratulate all the winners of the Media and Publisher Abbys. Please look out for your copy of Agency Reporter Goafest Daily Day 2 edition and wish us luck as we embark on a new journey.

**RAHUL PURI**  
Editor-in-Chief



# TECHNOLOGY AND TO RULE GOAFEST 2019

INTERVIEW

**Ashish Bhasin, President, Advertising Agencies Association of India (AAAI), talks about how Goafest is an ode to the industry, honoring the creative geniuses and pioneering works across brands and media houses.**

**Agency Reporter:** You have been a Goafest regular. How has the event evolved?

**Ashish Bhasin:** It has been growing year on year. In fact, it has also changed its complexion. So what used to be dominated by a few 5-7 Bombay-based agencies, now has 350+ agencies, publishers and other organizations from all over that participate. The number of participating agencies has grown enormously in the past few years. Earlier, the participation was more from Delhi, Bombay and Bangalore-based agencies. Now, it has spread out more geographically. We now witness people from all over the country, including relatively smaller cities, which is definitely a great sign.

Also, a lot of small agencies (Digital, Event & PR) mark their presence. Hence, the whole complexion of the game has got a lot more democratized, in that sense. It is no longer the purview of a few.

Additionally, since Goafest has a highly subsidized rate for under 30, the young population attending it is growing.

The other change I see is that Goafest is engaging people more digitally. So whether it is the app or



Ashish Bhasin, President, Advertising Agencies Association of India (AAAI)

**A FRESH NEW PERSPECTIVE  
FOR A BOLD NEW INDIA**

# DIGITAL



social media platforms, the whole digital engagement has significantly improved.

I am also very happy to see that there is a focus on the environment. It is our responsibility to make the world a better place. So, in the last few years, this also seems to have picked up with a green partner, and I hope it continues. It is always good to see the evolution as per changing times, particularly the digital focus.

**AR: The primary objective of Goafest was to celebrate traditional advertising. Now, with digital at its peak, you are recognizing its importance too. What are your observations on that?**

**AB:** During the day, there are sessions from eminent speakers, who are not just from advertising but allied fields too. On the festival part, sharing knowledge and celebrating excellence in creativity is the objective.

With digital agencies now becoming important, it is a natural consequence that the number of digital entries is increasing. And because digital is not just the purview of 4-5 large agencies, participation of these smaller digital agencies is growing evidently too. There are so many small agencies who send in their entries and who have their delegates attend Goafest. That's great to see from my perspective.

**AR: How do you see Goafest emerging as a strong knowledge platform?**

**AB:** Nakul Chopra (Chairman of Goafest 2019) and Jaideep Gandhi (who chairs the Knowledge Seminars) have been most instrumental with improving the event for many years now. Every year, they are building upon it.

Goafest is not just a great opportunity to learn from advertising people talking about advertising, but also to gain some fresh perspectives

from future looking people and great leaders.

So, we should always have our minds open to every aspect and not just look down a narrow road (agency-related environment in that sense). And to me, that's a big gain!

**AR: Do you feel Goafest is driving inclusivity between marketers, agencies and publishers?**

**AB:** Originally, it was purely a festival of creativity, largely entered by creative and media agencies. It has now become lot more inclusive because digital has been included, which is a reflection of today's time. The publishers and broadcasters have also started coming in. In that sense, it has definitely become more inclusive.

But I do hope it continues to be a celebration of creativity. Where

this creativity emanates from is less important (it could be an agency/publisher/marketer).

**AR: Each year, a few of the agencies remain absent from Goafest. What do you think they miss out on?**

**AB:** Yes, a few agencies do miss out on the Goafest but I particularly feel bad for their youngsters because they miss out on the opportunity to showcase their good work. On the awards part, it is a big high for the younger people to be recognized in the industry's largest award show in India.

On the festival part, particularly in the last 2-3 years, there has been a great lineup of speakers from diverse backgrounds, which the absentees miss out on, too.

Additionally, there's a lot of interaction and learning that happens during the event. Now there are workshops too. Hence, a loss particularly for the youngsters.

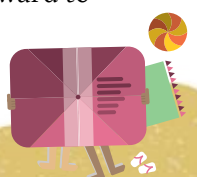
**AR: What are your expectations from Goafest 2019?**

**AB:** Given that Nakul is the Chairman, I am sure it will be bigger, better and very exciting. I think there will be more use of technology and digital this time.

Each year, Goafest has surpassed itself in terms of production values. What started off with a festival outdoors, to a small stage, to incorporating the latest trends in production, and also keeping the environment of Goa in mind, makes me look forward to the event.

I am also looking forward to seeing some of the best speakers from across fields, global and Indian, as well as witnessing some great work, because ultimately it is the celebration of creativity. It is that time of the year when the whole industry comes together at one place and interacts with each other, sharing camaraderie and goodwill. So, looking forward to that as well! **AR**

**IT IS THAT TIME WHEN THE WHOLE INDUSTRY COMES TOGETHER AT ONE PLACE AND INTERACTS WITH EACH OTHER, SHARING CAMARADERIE AND GOODWILL**



KEYNOTE ADDRESS



## LET THE SHOW BEGIN

Goafest 2019 began on a high with industry leaders such as Ashish Bhasin from DAN South Asia, Sudhanshu Vats from Viacom18 Media, Shashi Sinha from IPG Mediabrands India, Vikram Sakhujia from Madison Media, Vikram Tanna from Discovery Networks, and Nakul Chopra from Goafest Committee coming together to inaugurate the 14th edition of the festival that celebrates and honours the creativity.

Later Bhasin took the center stage and congratulated the sponsors and delegates for making the festival a huge success. Further, he appreciated the entire advertising and marketing fraternity of the country for coming together annually and making it a premium festival. Over the years, Goafest has seen interesting speakers from different countries, professions who share their journey and insights with the audiences.

Bhasin took a lot of pride in mentioning the point that Goafest receives entries from agencies present across the length and breadth of the country, which has democratized the awards. He also lauded the work presented by different agencies and how the standards of creativity have increased over the years. **AR**

# HIGHLIGHTS OF INDUSTRY CONCLAVE DAY 1

Day 1 of Goafest 2019 saw an illustrious speaker line-up, pouring in the best of their experiences and advices.



## STAY FOCUSED AND RESTLESS

**Dr. A. Velumani**

Creator & Managing Director, THYROCARE



For young entrepreneurs, it is important to understand that money is not everything. Don't look for funds first. Believe in your idea and stay patient until an investor comes to you. Also, one must come out of his comfort zone, be restless, and romance with risk.



## ALTER PLANS AS PER CHANGING TIMES

It is important for brands to remain customer-obsessed. While perceptions drove usage in earlier times, the usage drives perceptions today. Other than this, there have been changes in aspects such as measurements, CRM, competition and distribution.



**Ravi Desai**

Director, Mass & Brand Marketing, AMAZON



## CHANGE IS THE ONLY CONSTANT

**Vijay Sharma**

Associate Director, Brand Marketing & Heads Digital Media, FLIPKART



There has been a significant change in advertising over the years. The methods and platforms were simpler in earlier times. While today, brands are under a constant pressure to advertise. With inclusion of digital, the communication strategies have also changed.



## HYPER-PERSONALIZATION HAS PROS AND CONS BOTH

We are all coping up with this new shift from personalized to hyper-personalized targeting. This brings a big change in itself. Practically, not every touch point is personalisable because technology has pervaded only a few than others.

**Achint Setia**

Vice President Marketing, MYNTRA





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# METALS TALLY

## GOAFEST ABBY AWARDS 2019

### MEDIA ABBY AWARDS 2019

Sr No	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS	TOTAL POINTS
1	Mindshare	4	6	4	14	84
2	Madison Media	3	1	7	11	58
3	Initiative Media	2	1	4	7	38
4	Lodestar UM	2	1	2	5	30
5	Carat Division of Dentsu Aegis Network Co.	1	2	-	3	20
6	Signpost India Pvt. Ltd.	-	1	3	4	18
7	Dentsu Grant Pvt. Ltd.	1	-	1	2	12
8	Equinox Digital	1	-	-	1	8
9	Essence (Gurgaon)	1	-	-	1	8
10	FoxyMoron Media Solutions Pvt. Ltd	1	-	-	1	8
11	Isobar - Dentsu Aegis Network Communications	1	-	-	1	8
12	Tonic Worldwide	1	-	-	1	8
13	Yash Raj Films Pvt. Ltd.	1	-	-	1	8
14	GREY India	-	1	-	1	6
15	Wavemaker - Mumbai	-	1	-	1	6
16	Zee Entertainment	-	1	-	1	6
17	Dentsu Webchutney	-	-	1	1	4
18	Liqvd Asia	-	-	1	1	4
19	MediaCom Communications Pvt. Ltd.	-	-	1	1	4
20	Mindshare Bangladesh	-	-	1	1	4
21	Pivotroots Digital Pvt. Ltd.	-	-	1	1	4
22	STARCOM India	-	-	1	1	4
23	WATConsult	-	-	1	1	4
<b>Grand Total</b>		<b>19</b>	<b>15</b>	<b>28</b>	<b>62</b>	<b>354</b>

### PUBLISHER ABBY AWARDS 2019

Sr No	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS	TOTAL POINTS
1	Jagran Prakashan Ltd.	2	2	2	6	36
2	Bennett Coleman Co. Ltd.	-	3	2	5	26
3	D B Corp Limited	-	1	2	3	14
4	ABP ONE - ABP Pvt. Ltd.	1	-	1	2	12
5	Mathrubhumi Printing Publishing Co. Ltd.	-	2	-	2	12
6	HT Media Limited	-	-	2	2	8
7	Delhi Press	-	1	-	1	6
8	Metropolitan Media Co. Ltd. (MMCL)	-	-	1	1	4
9	THG Publishing Pvt. Ltd.	-	-	1	1	4
<b>Grand Total</b>		<b>3</b>	<b>9</b>	<b>11</b>	<b>23</b>	<b>122</b>



### GOAFEST 2019

Sees 15% Increase in Agencies Participation than Last Year

Goafest 2019 witnessed a 15% increase in agency participation in comparison to its last slot – the members of the organizing committee of Goafest enunciate during the press conference.

Ashish Bhasin, President, AAAI, says, “We are quite optimistic for this year’s event. Earlier only a few agencies used to participate. But now, be it a company or agency, no matter how big or small, are joining the bandwagon.”

Vikram Sakhuja, President, The Advertising Club shares, “Despite there being a rationalization in the categories, the entries have gone up. This is a huge thing for us.”

Shashi Sinha, AGC - chair and secretary, The Advertising Club speaks, “There are a number of good things happening this Goafest. Mainstream or real work is winning big and the number of agencies has increased.”

# ELECTION STORY TOLD BOLDLY

# THE TROPHY COLLECTORS



Team Jagran wins Publisher of the Year



Team Mindshare bags Gold Abby



Team BCCL wins Silver Publisher Abby



Team Madison bags Gold at Media Abby



Team Matrubhumi wins Silver at Publisher Abby



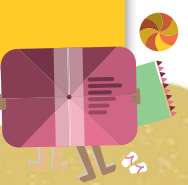
Initiative wins Gold Media Abby



Team Jagran wins Gold at Publisher Abbys



Team Lodestar wins Gold at Media Abbys



# THE EXPOSURE & SPEAKER LINE-UP AT GOAFEST IS UNPARALLELED

Rana Barua, Group CEO at Havas, India, believes Goafest to be a melting pot, which promises excitement of appreciation, fabulous speaker line-up and recognition that awards bring.

**Agency Reporter:** You have been a Goafest regular. How has the event evolved over the years?

**Rana Barua:** Yes, I have been a regular for many years and I think it has grown into a much bigger event. We have always seen encouraging bookings and packed events, with a lot of young talent from the industry attending it.

**AR:** Each year, a few of the agencies remain absent from Goafest. What do you think they miss out on?

**RB:** I am sure these agencies have their reasons for not coming, but they are missing out on the overall excitement of appreciation and recognition that awards bring. Secondly, the absentees are missing out on the fabulous speakers, sharing their experience and learnings, making it a great platform for knowledge sharing as well. I don't know where else will you get three days of such a fabulous lineup, except for Cannes.

**AR:** Why do you think small and medium agencies should be a part of this event? How are they benefitted from this?

**RB:** One, it is great in terms of exposure. If you see the speaker lineup, it is unparalleled. It is impossible to hear them in any other forum, which is a plus point for Goafest.

Second, you have exposure to so many people from various fraternities under



Rana Barua, Group CEO, Havas

one roof. People must go and experience the world outside their work.

**AR:** The primary objective of Goafest was to celebrate traditional advertising. Now, with digital at its peak, so many digital agencies mark their presence too. What are your comments on that?

**RB:** Digital agencies have gone up much higher. There is a lot of interest from everyone. We have always found a lot of participation from these agencies, in terms of awards and physical presence, which is a good sign.

**AR:** How is the entire M&A fraternity benefited from Goafest?

**RB:** It is a melting pot. What people come and see, in terms of exposure, networking with people, international trends and future plans, it gives them an overview of the whole industry. You get a first-hand experience of the big shifts and changes in the market, which even the speakers talk about.

**AR:** There has always been an illustrious speaker lineup at Goafest. Can we say that Goafest has emerged as a strong knowledge platform?

**RB:** It has, since the speakers and the themes are very strong. I have been a part of the AAAI core committee and have worked closely – our effort always has been to up the speaker and their topics. I am happy to say that zero compromises happen on the speaker lineup, which is fabulous. AAAI goes out of the way to ensure that the speakers are some of the best.

**AR:** What are your expectations from Goafest 2019?

**RB:** I look forward to all the speakers, awards and the whole celebration and of course meeting many clients and my colleagues. I have always been very excited about Goafest, and had a great experience each time. Really looking forward to it this year as well. <sup>AR</sup>

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## WORDS FROM THE TOP WINNERS

In Goafest's Media ABBY Awards 2019, Mindshare won a total of 14 metals — four gold, six silver, and four bronze. Agency reporter speaks to Amin Lakhani, Chief Operating Officer, Mindshare South Asia on their glorious win.

**Agency Reporter:** How does it feel after winning the awards at the Goafest?

**Amin Lakhani:** It feels exhilarating. I think the beginning of the year with an industry accolade from a leading metals tally is wonderful news. That's the tone for the coming year. I am very proud of the team for producing such fantastic work, which is getting recognized not only by the national media but is also being recognized at the international level. So, we are very proud of the work. The body of work is what actually is impressing upon me.

**AR:** How much do you invest in your team because this kind of recognition is an output of a very strong team?



**AL:** It is an obvious thing that people are the most important part when it comes to delivery of a media company. And that's at the heart of where Mindshare is. A lot of effort has been put in and we will continue to put the same amount in the future as well. One of the key call outs in this year is to make sure we become, through our very intensive up skilling programs, India's biggest and the most effective media company. That journey is on and we are on track to

achieve that milestone. People were, are, and will continue to remain our key priority.

**AR:** How data is playing a big role in your work?

**AL:** Data is creating a massive amount of influence. It has always been the backbone of the work that media agencies did. But now this is a world of both slow moving and fast moving. This is where Mindshare is playing its role while learning and being ahead of the curve. We are making use of the fast moving data. We are leveraging that data in order to create specific and actionable insights that we can use for our clients and provide them better solutions. If you see two of the gold metals that we have won today are actually bespoke work of data and tech. **AR**

Here's our exclusive chat with Vikram Sakhuja, Group CEO at Madison Media & OOH at Madison World, on his big win at Media ABBY Awards 2019. It takes home three golds, one silver and seven bronze.

**Agency Reporter:** Congratulations for your big win at Media Abby Awards 2019. Your team has done really well. How do you feel?

**Vikram Sakhuja:** An Abby is something which is to be coveted. I am happy we have got a good number of golds. They are always sweeter than anything else. Overall, it is very good work done by our team. I see a greater diversity of work (digital, tech, etc.). Whole lot of these things are coming in, along with some of the old conventional things. So, even if I look into my own agency right now, we



have a pretty large repertoire of work that comes out from there. So, from conventional stuff to some cutting edge content, data and tech-related stuff, it is

a good time for media people.

**AR:** How do you see clients believing in you for bold and smarter campaigns?

**VS:** At the end of the day, it got to be highly brand relevant. Boldness is important but it all starts from understanding consumers and brands. If you start with that and find a solution, that's what sells an idea and that's what gives the agencies the confidence to do something bold. So, it has to be rooted in consumer and brand, especially in these creative festivals. **AR**





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# GOOAFEST DAILY

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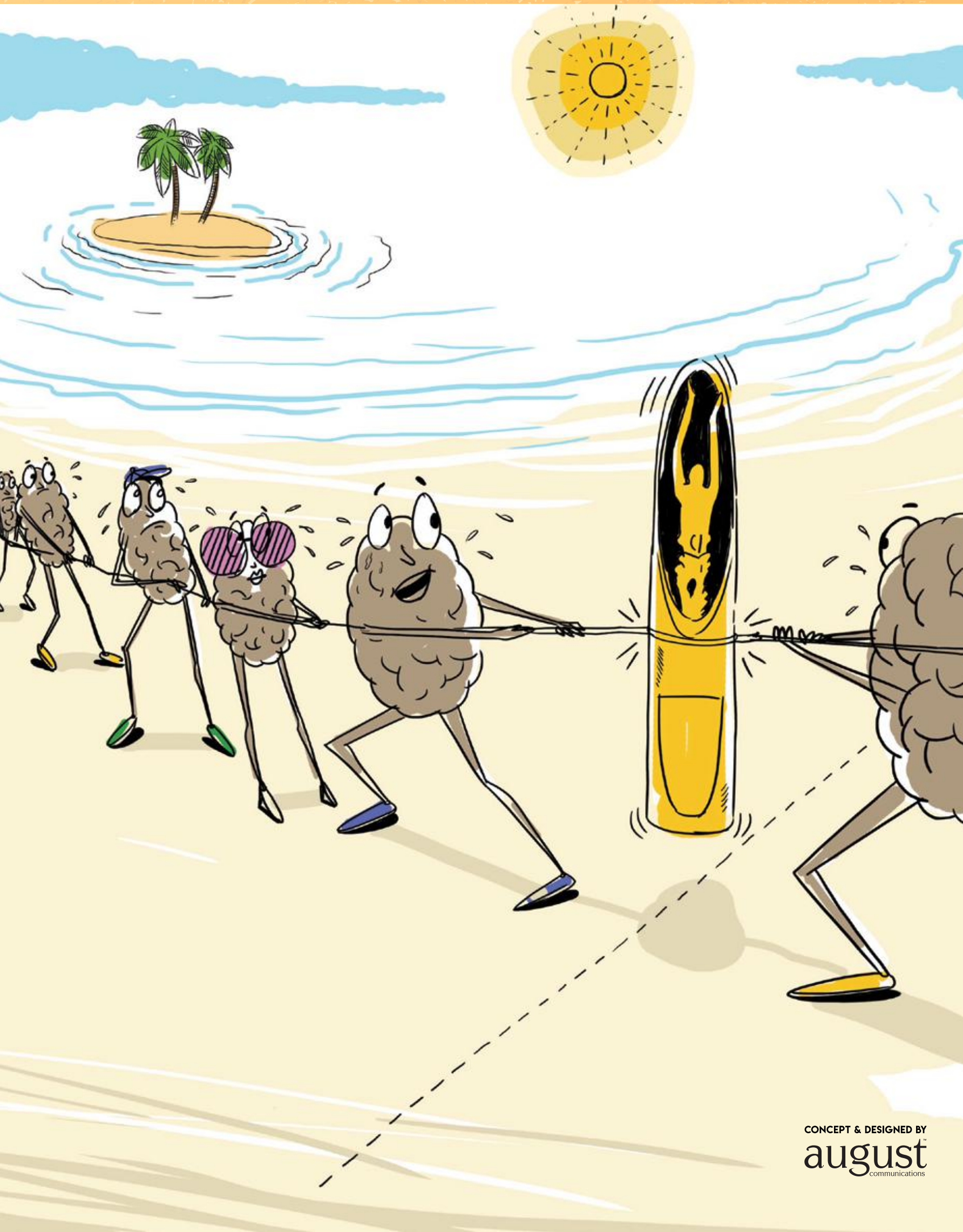
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# GOOAFEST

DAILY

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# Here's an ode to the father of advertising who was actually a woman from the middle east.

The craft of storytelling has been saving necks for a long time, or for at least 12 centuries as far as we know. It's a well documented fact that once upon a time, the brilliant Queen Shahrzad of Arabia spun long and winding tales, 1001 tales to be precise, to save her neck.

Every night, she would tell a twisted tantalising tale to her murderous husband King Shahryar who intended to kill her in the morning, but she would leave the tale unfinished at a crucial cliffhanger. The King would be forced to pardon her for yet another day, just so she could finish her tale, only to start another one. And so it went. Her storytelling kept her from turning into the next victim in a series of very sad and very dead wives. And that, we believe was the birth of Arabian Nights, or advertising as we know it to this day.

At August, we too spin tales and tell stories to bring brands to life, be it traditional or digital media. With a hat tip to Queen Shahrzad.

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## TEAM GOAFEST DAILY



**RAHUL PURI**  
Editor-in-Chief



**SATRAJIT SEN**  
Executive Editor



**OJASVI NATH**  
Assistant Editor



**SOUMYA SEHGAL**  
Associate Editor

### Contact Us

Suite #1614,  
16th Floor Logix City Centre,  
Sector 32, Noida,  
Uttar Pradesh- 201301  
Phone: 98917 68014

### Feedback

editor@agencyreporter.com

### Design

Vinay D.

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# EMBRACING THE VIM AND VIGOUR OF GOAFEST

Another day of Goafest has succeedingly passed with yet another issue of Agency Reporter's Goafest Daily. With the constant demand to deliver new prospects and generate phenomenal content, my team and I made an extra effort to blur the line between media and A&M industry through our on-point write-ups and insightful deliverables. However, when the appreciation comes from the industry itself, a torrent of emotions effuses with a faith in the work you are doing or intend to do in the immediate future. The confidence in my work solidified more when the eminent and esteemed industry personalities came forward and acknowledged the editorial work we evinced in the event.

Even though the second day of Goafest ended well, the event definitely had reverberations all around the attendees and participants, and of course, media people including me, who had been eagerly waiting for finale to happen on the last day, after the triumphant celebration on first two days. The second day was, as usual, a mega affair that began with the Knowledge Seminar by COLORS Marathi where speaker liner showed an accurate and deep understanding of the current scenario of the advertising industry globally that also motivated me to remain ethical towards the work one does.

Further speaking on being associated with this noteworthy and remarkable event, which was a stark contrast to traditional marketing environments, Goafest gave us an opportunity to arrive in the picture and make our bond stronger with this creative and sagacious industry. The industry is growing exponentially each year not only in terms of numbers but also employing considerable ingenuity. And thus, we at Agency Reporter wish to remain a prominent part of Goafest as well as the advertising and marketing industry in general for a prolonged time.

*Yetha!*

**RAHUL PURI**  
Editor-in-Chief



# WITNESS INDUSTRY'S BESPOKE TO LEARN, INSPIRE

With 2700 entries and 181 campaigns across 15 categories this year, Goafest 2019 has seen the responses go up dramatically. Shashi Sinha, Chairman of the Awards Governing Council, is all praise for the evolution of the festival and the digital game getting strong.

**Agency Reporter:** You have been closely associated with Goafest. How according to you has it evolved over the years?

**Shashi Sinha:** Goafest started in 2006 and almost every year, I have seen the festival reinvent the wheel. The idea was to create Asia's largest advertising festival brand and Goafest has managed to achieve it. To my mind, there is no other festival after Cannes Lions which has achieved this size, scale and stature. From the very inception, it has been the industry's bespoke platform to learn, inspire and grow and even after 14 years, it continues to uphold those ethos. Winning an ABBY has become the gold standard in terms of agency recognition as Goafest is the ultimate culmination of the best work that our advertising, media and marketing has to offer.

**AR:** Undoubtedly, Goafest is the largest event in our industry. How do you think it benefits the small, mid and big agencies?

**SS:** Goafest is a celebration of creativity where size of an agency does not matter. Technology has completely changed the way we used to ideate and create campaigns. Ideas have become media



**IDEAS HAVE BECOME MEDIA AGNOSTIC AND ARE DEFINITELY NOT CONFINED TO THE DOMINATION OF THE SO CALLED BIG BOYS OF ADVERTISING**

agnostic and is definitely not confined to the domination of the so called big boys of advertising. Roles have reversed and anyone can create great content. And at Goafest, we celebrate just that.

Therefore, it's a great platform to learn, inspire and grow especially for the younger talent of the industry. And I would urge not just to the advertising agencies but also to the CMOs and media companies chiefs to send their young delegation to the festival. There is no other festival like Goafest which offers such deep insight and foresight into where the industry is headed.

**AR:** With nearly 50% of the attendees under 30, what does Goafest have for the young and fresh blood in the industry?

**SS:** Goafest germinated from the idea of inspiring the younger lot and creating the next generation of leaders. Right from the registration fee, to the knowledge seminars, speakers, the design and packaging of the 3-day festival is done keeping the younger generation in mind. Our endeavor is to create the most fun and comprehensive advertising festival for the next generation of the industry.

**AR:** With an illustrious speaker line-up each year, how has Goafest emerged as a strong knowledge platform?

**SS:** Like I said, the idea of Goafest is to learn, inspire and grow. Therefore, the knowledge seminars is the heart of the festival. In the initial years, the festival was more advertising and marketing focused. But over the years, the knowledge seminars have become inclusive and we have speakers from all walks of life. Like I said, creativity is not confined to a limited few anymore and therefore, every year the Goafest committee scouts for a mixed bag of speakers who can come and inspire us with their stories. To my mind, there is no other knowledge platform like Goafest which has such a broad spectrum of leaders sharing their experience and vision. So, it's a big loss for people who are still on the fences.

**A FRESH NEW PERSPECTIVE  
FOR A BOLD NEW INDIA**

# PLATFORM & GROW

**AR:** What kind of opportunity does Goafest offer to the entire M&A fraternity?

**SS:** To showcase their work and get recognized. To discover hidden gems and newer talents. Get an insight into best work and get inspired.

**AR:** How is Goafest driving inclusivity between publishers, marketers and agencies?

**SS:** We have opened up the awards to everyone as it has been our endeavor to be more inclusive. The addition of publisher, broadcaster, branded content,

brand activation and promotion, PR and other sub categories has made the festival more wholesome and richer.

**AR:** How do you decide upon the panels of Goafest? What parameters are kept in mind?

**SS:** We have always approached and fortunately got the top minds of the advertising and marketing fraternity to be part of the jury. We have always believed that awards are as credible as the jury. Hence, we have curated a master jury comprising the best creative minds and thought leaders from the industry. Each of them are icons in their area of work.

**AR:** What do you think are the absentees missing out on?

**SS:** We got 2700 entries this year with a large number of entries from smaller agencies and from companies which I have never heard of. We shortlisted 181 campaign across 15 categories and the final jury meet happened on March 1. At the end of it, the jury was really moved to see the quality of work despite so many big agency names missing from the festival. So, I would say that on one hand all the agencies who decided to sit down missed the opportunity to showcase their work. And if they don't attend the festival, they will miss out watching some astounding work.

**AR:** What are your expectations from Goafest 2019?

**SS:** We received an overwhelming number of entries for both media and creative Abys and we have seen some path breaking work. Nakul and Jaideep have been instrumental in putting together an illustrious line up of speakers. We are looking forward to welcome and get inspired from Virender Sehwag, Pankaj Tripathi, Kalki Koechlin and Siddhant Chaturvedi. We will also have global advertising maven Gordon Bowen and boxing legend Mary Kom, creative genius Madonna Badger and authors Navi Radjou and Jaideep Prabhu, and several other stellar speakers. So it's going to be an action-packed 3 days at Goafest. **AR**



Shashi Sinha, Chairman of the Awards Governing Council



# TIKTOK

## EXPANDS THE DIGITAL MARKETING LANDSCAPE THROUGH UGC INNOVATION

2018 was a game changer for the Indian digital market, but 2019 holds more promise with burgeoning first time-internet users.

In its new avatar, Digital Marketing with the ever evolving technology is fast moving beyond the traditional. The first-time internet users have taken an immense liking for video content over images and text. According to the Zenith's Online Video Forecasts 2018 report, average time spent watching videos has continuously been increasing to 67 minutes daily, taking away the consumption time from traditional media. The new smartphone users in India are estimated to increase to about 442.5 million in another 3 years making it the 2<sup>nd</sup> largest video viewing audience, expects a 2018 report from Statista.

Today, due to rise in internet penetration, influx of cheap smartphones, and a drop in data prices, mobile has become the preferred platform for Generation Z to consume data. Hence, moving on from the traditional platforms for storytelling used by marketers, users have migrated to platforms that facilitate story creation. As we connect the dots, we realise that here lies a deep and huge opportunity for marketers. Provided they innovate!

**GEN Z DOESN'T WANT BRANDS TO TELL THEM A STORY — THEY WANT TO CREATE A STORY!**

The Gen Z has an inherent urge for appreciation through creation, participation, support or at least sharing the same thought. For brands to engage with Gen Z the marketers need to make avenues for participation in the advertising strategy.

The Gen Z is passionate about **CREATING**. **Passion drives Engagement!**

TikTok is a platform that has touched the chords of Gen Z. As a top grossing mobile app with active users globally, TikTok plugs in Creativity, Content and Sharing in one single platform.

With user-generated apps like TikTok, brands now have the opportunity to grow massive in **ONLY 15 seconds!!!**

## MAKE EVERY SECOND COUNT!

The app is home to many different niche communities that make a special bond with the consumers. These range from an expansive list of dance, beauty, sport, fitness, fashion, art, food, comedy and so on. Brands can now build creative campaigns through innovation and advertising technology available with TikTok.

- TikTok is powered by truly innovative technology including machine learning and deep learning, which is applied into the content discovery process, as well as in the creation tools including special effects and cool features, as well as stickers and other video editing tools.

- TikTok encourages creation through easy-to-use video capturing and editing and providing a direct way for creators and fans to connect. These exciting features comprise varied video recording speeds, beauty modes, on-the-go filter facial recognition and a plethora of filters/animations.

- Music is a special part of TikTok's creative DNA. For harnessing creativity TikTok offers an expansive library of officially-licensed songs. As a result, the 'Duet' feature has taken the users by the storm where they create exciting responses to a video via split-screen. There are many brands which have utilised it for maximum user engagement.

- Making an instantaneous connection with the TG, TikTok's Hashtag Challenges have achieved a massive following globally and sky rocket-ing results for brands.

## NEW DIGITAL SOLUTIONS WITH INNOVATIVE TECHNOLOGY FOR AMPLIFYING REACH

TikTok understands the marketers' need and presents solutions for brand enhancement all weaved in with the tech prowess of Short Videos. The advantages of **Brand Takeover**, **In-feed Native Video** and **the Hashtag Challenges** are among some of the solutions that TikTok presents. With these innovative digital solutions, marketers can achieve the most effective brand exposure creatively.

The mobile smartphone is the only medium that provides the advantage of a full screen vertical display where **Brand Takeover** drives home optimum digital traffic. These help advertisers to take a dominant visual position over competitors with a niche Target Group.

Meanwhile, **In-feed Native Video** allows immersive, original, and interactive ads on the platform. It ignites a ground for deeper engagement and interaction.

The original and flagship TikTok ad solution is the **Hashtag Challenge** which enables a brand to connect with users effectively and encourage the users to actually participate in brands' campaigns. This has been one key trigger that significantly increases audience engagement.

Today, the audience is fast moving from the monotonous to far more competitive and creative content. TikTok - helps one catch the train.

# METALS TALLY

## CREATIVE ABBY AWARDS - 2019

### BROADCASTER OF THE YEAR

Sr No	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS	TOTAL POINTS
1	Sony Pictures Networks India Pvt Ltd	1	3	5	9	46
2	Star India Pvt Ltd	-	3	2	5	26
3	ABP News Pvt Ltd	-	1	1	2	10
4	Disney India	-	-	2	2	8
5	Viacom 18 Media Pvt Ltd	-	-	2	2	8
6	ZEE Entertainment Enterprises Ltd	-	-	2	2	8
7	Bennett Coleman Ltd	-	-	1	1	4
8	TV 18 Broadcast Ltd	-	-	1	1	4
<b>Grand Total</b>		<b>1</b>	<b>7</b>	<b>16</b>	<b>24</b>	<b>114</b>

### STILL CRAFT SPECIALIST AGENCY OF THE YEAR

Sr No	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS	TOTAL POINTS
1	COG Digital+ Design	-	3	2	5	26
2	AutumnWinter Communications Design	-	1	4	5	22
3	FCBINDIA ADVERTISING LLP	-	2	1	3	16
4	Open Strategy and Design	-	-	2	2	8
5	Cheil India	-	-	1	1	4
6	Makani Creatives Pvt Ltd	-	-	1	1	4
<b>Grand Total</b>		<b>-</b>	<b>6</b>	<b>11</b>	<b>17</b>	<b>80</b>

### PR SPECIALIST AGENCY OF THE YEAR

Sr No	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS	TOTAL POINTS
1	Dentsu Webchutney	5	4	2	11	72
2	Value 360 Communications	-	2	1	3	16
3	FCBINDIA ADVERTISING LLP	-	1	1	2	10
4	Ignite Mudra	-	1	1	2	10
5	Cheil India	1	-	-	1	8
6	Mathrubhumi Printing Publishing Co Ltd	1	-	-	1	8
7	Tetra Pak India	1	-	-	1	8
8	Madison Communications Pvt Ltd	-	1	-	1	6
9	Mondelez India Foods Pvt Ltd	-	1	-	1	6
10	Creation: Open Minds	-	-	1	1	4
11	Frogldeas	-	-	1	1	4
12	HCL Technologies	-	-	1	1	4
13	Isobar-Dentsu Aegis Network Communications India Pvt Ltd	-	-	1	1	4
14	Kommune Brand Communications	-	-	1	1	4
15	P.R Pundit Public Relations Pvt Ltd	-	-	1	1	4
<b>Grand Total</b>		<b>8</b>	<b>10</b>	<b>11</b>	<b>29</b>	<b>168</b>

### DESIGN SPECIALIST AGENCY OF THE YEAR

Sr No	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS	TOTAL POINTS
1	COG Digital+ Design	-	5	4	9	46
2	Open Strategy and Design	1	3	3	7	38
3	AutumnWinter Communications Design	-	2	1	3	16
4	FCBINDIA ADVERTISING LLP	-	2	-	2	12
5	Umbrella Design	-	-	2	2	8
6	GREY India	-	1	-	1	6
<b>Grand Total</b>		<b>1</b>	<b>13</b>	<b>10</b>	<b>24</b>	<b>126</b>

### DIRECT SPECIALIST AGENCY OF THE YEAR

Sr No	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS	TOTAL POINTS
1	Dentsu Webchutney	2	-	1	3	20
2	Autumn Grey	2	-	-	2	16
3	Cheil India	-	1	2	3	14
4	GREY India	-	1	1	2	10
5	Bennett Coleman Co. Ltd	-	1	-	1	6
6	FCBINDIA ADVERTISING LLP	-	-	1	1	4
7	Pi Communications Pvt Ltd	-	-	1	1	4
<b>Grand Total</b>		<b>4</b>	<b>3</b>	<b>6</b>	<b>13</b>	<b>74</b>



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# WISE WORDS FROM DYNAMIC

Goafest has always been synonymous with thoughtfulness, creativity, inspiration, and growth. With a roaring start to day 1, day 2 began with equal exuberance. It kick-started with the Knowledge Seminar by COLORS Marathi. This saw an energetic speaker line-up, that have been successful disruptors in their fields, stirring nothing but motivation in each one of us. Here is what you need to take home.

**T**he day lead-off with Madonna Badger, Chief Creative Officer/Founder, Badger and Winters, raising her concerns on the

increasing objectification of women in the advertising industry today. She emphasized that we are all products of love and none should look at us as objects.

She substantiated her stand on #WomenNotObjects with a plethora of examples from the ad world, that reiterated an incorrect image of how 'normal' is defined today.

The onus of portraying what women feel like and what they can do, rather than how they look, lies completely on our shoulders. Her 3 filters (portraying women as a prop, sexualizing her body parts, and showing them as plastic) of identifying an incorrect communication message should be a takeaway for all of us.

For the brands and marketers, it is important to use the heart and brain to make decisions. She urged us to empathize, rather than being a participant of this bandwagon.

Indeed a powerful session! 



**T**he second session saw Gordon Bowen, Founder & Global Chairman, McGarryBowen, talking about the constant tussle between data being heaven or hell. In a correctly titled presentation- "Data's Inferno", he discussed if creativity can ever overrule data. With a series of ad films, he perfectly concluded how creativity is unparalleled



# ELECTION STORY TOLD BOLDLY

REPUBLIC 

# DISRUPTORS



**Gordon Bowen, Founder & Global Chairman, McGarryBowen**

and none can diminish its possibilities and power.

His message to everyone in the room to try and be creatively lead, data-driven and tech-enabled, was the biggest takeaway, adjudging creativity as the ultimate winner in the race. **AR**

**L**ast but certainly not the least was a session with Barry Wacksman, Vice Chairman & Global Chief Strategy Officer, R/GA, who began his presentation with the two most overused words of 2017- Disruption and Transformation. While disruptions bring in novel and

**P**ost these two incredible sessions was a quick confab between Bollywood actors Siddhant Chaturvedi & Kalki Koechlin, moderated by Kubra Sait. The session saw a powerful discussion on the topic of bullying and how they dealt with it. To lighten the mood, their individual struggle journeys as well as staying relevant and relatable today were also pondered upon.

Being part of the same industry but disruptors in their own significant ways, they were asked about how Bollywood propels



**Bollywood actors Kalki Koechlin, Siddhant Chaturvedi with session moderator by Kubra Sait**

objectification of women. Their common answer to that was- it is a construct that is being continued and is difficult to change. Having said that, it is an individual's fair choice in the end, since

this industry does demand glamour.

A power-packed and high on spirit session, it was a melting pot of inspiration, laughter, and learnings. **AR**



**Barry Wacksman, Vice Chairman & Global Chief Strategy Officer, R/GA**

revolutionizing changes, the natural consequence is transformation.

And to transform, he emphasized on the importance of speed. His

views and examples on how a product is being sold today (through business transformation, experience transformation and marketing transformation) were the most enlightening

thoughts of the whole session.

On being asked his views on AI, machine learning, etc., the newer trends in market being a boon or bane, he said that there is a side in the industry which is vulnerable to automation and robotics, but if you don't expand the creative opportunity of your company, then you are at a risk of becoming less relevant. More clients will go in-house.

With such eye-opening and fueling sessions, day 2 definitely did justice to the expectations from Goafest. I am sure we are all geared up for the last day of the event today. Make sure you take home nothing but the best, from the Goafest! **AR**



# SIDHARTH RAO ON DENTSU WEBCHUTNEY WINNING PR SPECIALIST AOY & DIRECT SPECIALIST AOY 2019

Here's our interview with Dentsu Webchutney's CEO and Co-founder, Sidharth Rao, post winning PR Specialist AOY & Direct Specialist AOY 2019 at Goafest

**Agency Reporter:** You have won really big at Goafest. How's the mood of the team?

**Sidharth Rao:** Goafest is a special place for us at Dentsu Webchutney. We could muster the courage of applying here only back in 2006 — it was called ABBYs and held in Mumbai back then — it was 7 years after we went into the business of building brands using digital technologies on offer. That year I think we won gold and silver in the two digital categories on offer.

Now, today was different, but let me tell you, the excitement hasn't changed one bit. People who lifted trophies for us today started off at Webchutney as junior visualizers and account managers who are now brand heads. I still see palpable excitement from all parts of the company, every year, in the run-up to applying to Goafest. It's the beginning of our year when it comes to awards, and the team is rightfully pumped at this show here. We're staying humble, as ever, I hope!

**AR:** How do you see the Goafest festival and its importance for the moral of the team?

**SR:** Goafest is incredibly important for morale. I know we like to keep the focus on creativity, but let's be real for a second. It's the time of the year when



Sidharth Rao, Dentsu Webchutney's CEO and Co-founder

brands put agencies in a review, budgets are being allocated for the next year, and new account pitching is in full swing. What Goafest does for us, is to look back at how we have grown, year-on-year. Our creative teams consider this a self-performance review for their work, and I find joy in seeing the process play out every year.

**AR:** Today, the awards are an amalgamation of creativity and data. How do you think the two are merging together?

**SR:** Creativity, plain and simple, cannot exist a world of perfect information! What data allows us to do, is to

consistently iterate in our output while looking for key signals to influence campaigns. I know it's a cliché to say that they are joined at the hip, but Google won creative marketer of the year last year at Cannes. And that's a company known for wrangling data in countless ways.

It's a part of the shift we often see when new technologies come up. Radio and TV are now considered traditional media even though they are fundamentally digital technologies — but that's perhaps because we know the rules of the game. On the internet, well, the rules are rewritten every single day, so we're lucky to thrive in a world of imperfect information where we can only survive by staying creative, by definition.

**AR:** How do you see the future of Dentsu Webchutney? Will it be a digital agency or there is more to it that you think?

**SR:** Webchutney is an agency built for change. It always has been like that. With all due respect to our peers, we do not consider ourselves a digital agency. Clients come to us for breakthrough ideas that marry the brand, the consumer, and the idea no matter which medium.

In the last 4 years, we have scaled everything from world-class media strategy and relevant influencer management to an emphasis on research and strategy. <sup>AR</sup>

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# catchup **MOMENTS**

## OF THE DAY

▶ A glimpse of the most entertaining CatchUps of the day



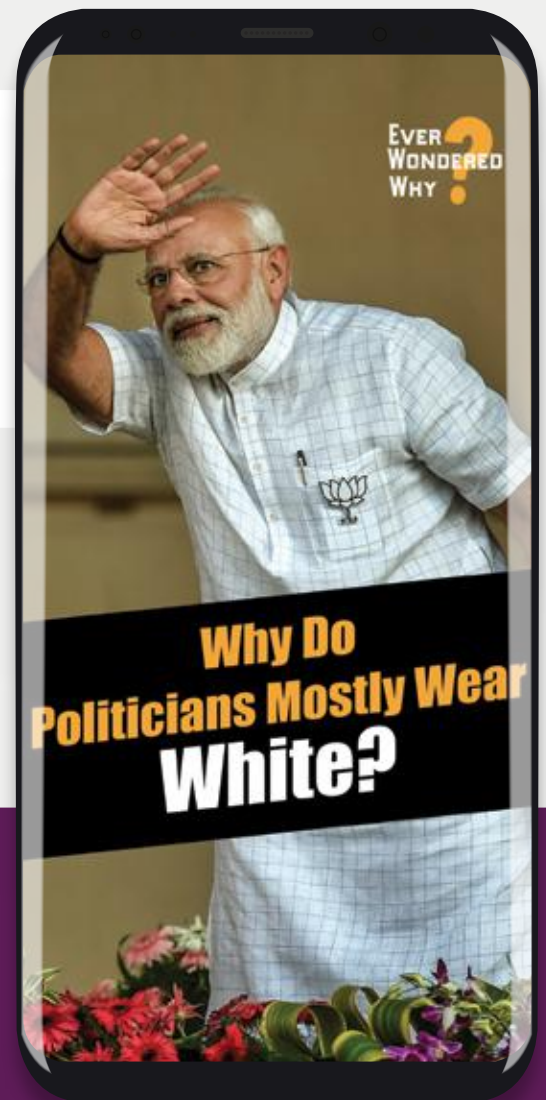
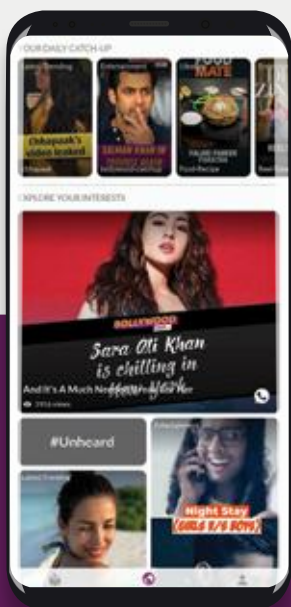


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