

FACTORS THAT ARE 'CRITICAL' FOR MEDIA DECISION MAKING

MEDIA DELIVERY 54%

HOW IS THE DELIVERY [GOOD DEAL, GOOD RATES, VALUE-ADDS]?

PROFESSIONALISM 48%

HOW PROFESSIONAL [ETHICAL, TRANSPARENT, STICKS TO COMMITMENTS] IS THE ORGANISATION?

SERVICING ABILITY 38%

IS THE ORGANISATION QUICK TO RESPOND AND IS IT EASILY ACCESSIBLE?

INNOVATION 23%

IS THE BRAND INNOVATIVE WITH CUSTOMISED SOLUTIONS [ENSURING MAXIMUM VISIBILITY TO MY BRAND]?

SALES TEAM'S KNOWLEDGE 21%

DOES THE SALES TEAM UNDERSTAND THE MEDIA ENVIRONMENT AND ADVERTISER/ BRAND NEEDS?

RELATIONSHIP 8%

HOW IS MY RELATIONSHIP WITH THE ORGANISATION [MUTUAL TRUST, COMFORT LEVEL]?

WHAT DECIDES THE FATE OF ₹ 25,000 CRORE MEDIA SPENDS

By **Dhaleta Surender Kumar**

The economy is back in the fast lane, and so are the spends on media. There are about Rs 25,000 crore at stake and the media decision makers would decide how this money would be spent. So how do they decide where to put their money? Last year, we introduced the Pitch Media BrandOmeter, which tries to gauge the perception of media planners and buyers about media brands and what factors influence their plan.

The preliminary interactions showed that primarily there were six different parameters that could influence media decision making – Media Delivery, Professionalism, Servicing Ability, Innovation, Sales Team Knowledge, and Relation-

ship. While, the study took the view point of the media decision makers - how they weighed these parameters, it also rated the media brands - across Television, Print & Radio platforms - on these parameters.

Buoyed by the success of the study and the feedback – that Pitch BrandOmeter is a currency to evaluate media brands qualitatively, we have expanded the sample size - up from 125 last year to 303 this year. We have also taken the first step to move beyond Delhi and Mumbai and go regional. Hence, Bengaluru was included in the survey this year.

One may ask the rationale behind such a study, when there are tools like the TAM for television, RAM for radio and IRS, NRS and ABC for print, to make a media plan. These

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tools may throw quantitative feedback, however, it's not always the numbers the media decision makers go by. According to Ashish Bhasin, Chairman India & CEO South East Asia, Aegis Media and Director, Posterscope – APAC, "All media decision makers have plethora of data available to them. But the big challenge that they really face is to relate these numbers to their observations, judgment and assessment of the compatibility of the media with the brand's task. Media managers need to focus on being flexible, brand oriented and innovative, as after a point, numbers matter lesser than the connect that the communication is finally able to make with the target audience."

Our survey and the talks with various stakeholders, just reveals that Media Delivery is given. But can media brands give the advertisers any innovations to break the clutter? Is the sales team of the media brand knowledgeable enough to understand the clients' needs; do they understand their geography enough? These all questions finally decide where the media planner is going to bet the advertisers' money.

Media Delivery

According to media decision makers, media delivery is the basic hygiene factor to determine a media plan. Of all the six parameters, it is the only parameter that is quantifiable, which can be explained as the reach of the medium to a particular set of audience and at what cost. So how good the deal is, in terms of the reach (number of people it reaches out to in a particular geography) and right audience? Does it offer good rates and are there any value adds? These are some questions media decision makers ask? Are we getting a good ROI?

Vikram Sahuja, CEO - South Asia, GroupM says, "At its most basic, ROI should be in terms of delivering against the promised cost of reaching a consumer (CPT). At its most optimum, ROI should be measured in its most classical form of growth in profits for every \$ of media spent. The challenge lies in our opportunistic media market today looking at increasing or reducing the absolute rate based on demand-supply pressures rather than agreeing on a particular CPT. Let's at least get to this first base before even discussing how we can deliver the classical ROI."

According to P Narayananamoorthy, Strategic Communication Consultant, the biggest problem in measuring ROI on media investments is the definition of metrics, which has



two aspects. The first is that each medium has its own metrics. "TV has GRPs, print has R/F (reach and frequency), internet uses metrics such as impressions, click throughs, etc. And each one is not compatible with another. Therefore, measuring a campaign delivery poses a challenging problem," he says.

Worse still, all these are just media metrics and not related to brand performance. Therefore, they are not ROI measures. How do we define ROI for a brand? "Each brand works with a different definition. Sales can be considered an effective ROI measure, but even this is fraught with problems.

What generated sales? Just media activity, halo effects, festivals, promotions, other marketing activities? Maybe, a medium was used for building awareness. Therefore, it would be unfair to measure its ROI in sales terms. And the problems continue," he says, adding, "There needs to be a consensus on this issue. But currently, it is being brushed under the carpet in India!"

Coming back to the survey, it just reiterates the importance of Media Delivery. With 54 per cent of the respondents calling it as a 'Critical' factor, it has emerged as the most important parameter for media decision makers to decide the media plan. Last year, it was 'Critical' to 60 per cent of the respondents. In fact, it wasn't that 'Important' too, this year.

According to Bhavna Jha, Associate VP, TME (Delhi), while clients are keen to put money on the best performing channel, they aren't contented with numbers alone. They are looking to engage people as well. "Which means, you are bringing a qualitative factor to your numbers. The definition of delivery has been evolving and is becoming holistic. What is that little extra bit, the media house will do, will make the difference," she says.

It is this extra bit that probably has Sun TV down on most of the parameters. While it has the numbers on its side, it rates poorly on parameters like Relationship. In fact, Sun doesn't have its office in cities like Mumbai and Delhi, say media experts in unison. So why does Udaya TV, a part of the Sun Network, rank high in the regional TV space. The answer lies with the respondents in Bengaluru, a fresh addition to our survey.

During the slowdown, while media decision makers were looking only for numbers; or conceding to Relationships, this year, they are looking for a quality audience too. They want

to know the content as well and decide if the advertiser's product find salience with the content. "Relevance of content plays a very important role when the perception of the planners comes into play. Delivery has to be both in terms of numbers and content," says Saurabh Tyagi, Executive Director, Starcom Worldwide. He rues the fact that there isn't any content measurement tool in the current measuring systems. His demand may not be out of place, if we consider the fact that unlike news, where viewers choose channels, the GEC (General Entertainment Channels) genre is consumed on basis of programmes.

Content also holds importance, when the numbers are equal for media brands. It further boils down to rates too. "This is especially the case if the channels being advertised on are substitutable. However, when the channels offer distinctive opportunities and cannot be substituted, it is important to take a look at other parameters closely," says T Gangadhar, Managing Director, MEC

Professionalism

And the second most Critical factor after Media Delivery is 'Professionalism'. Himanka Das, COO, Karishma Initiative, names ethics, transparency and clear communication as the three pillars of Professionalism.

While Media Delivery tracks effectiveness of the media brands, Servicing Ability, Sales Team Knowledge, Innovation and Relationship are people driven. Professionalism, meanwhile, is a 'processes' driven parameter that asks questions: How professional the media brand is? Does it maintain ethical standards? Does the brand stick to commitments?

These questions cannot be individualistic in nature. Saurabh Tyagi, Executive Director, Starcom Worldwide, says, "Companies have gone beyond individuals. They have created a system and you can't deal with an individual alone. It goes through the processes."

Media decision makers are getting tougher, and would like to associate with brands that are quite Professional in their approach. Forty eight per cent of the respondents rate the parameter to be Critical. The fact that last year only 43 per cent found the parameter to be Critical, reveals that Professionalism is high on their agenda.

Not surprisingly, brands like Business Standard, The Hindu and Star Plus score high on this parameter.

Lapses on the parameter could occur when there is no

coordination between two teams in an organisation. For example, if the programming team decides to change the time of the programme at the last minute or decides to go clean (without advertisements) to gain GRPs and fails to inform the sales person. Another example that media decision makers give is of spots being dropped at the last minute. "Spots often get dropped during peak seasons, when some other advertiser offers a better rate. And Radio is the biggest defaulter on this part," says Suresh Shah, Vice President - Investment, Allied Media, adding, "If you are big spender throughout the year, then may be you can control the rate in the peak seasons."

Not only media decision makers but advertisers too complain often about their ads being dropped at the last moment. Here too, the processes of a media brand are questioned

again. Amit Tiwari, General Manager, Country Head Media, Philips India, says, "Process is what makes you more worried. Sometimes, you have to put in a lot of effort to just ensure that the creative is actually carried until it goes to print."

Servicing Ability

Media, unlike other industries is evaluated on a daily basis and from content to content. Eventually, the salience and satisfaction that a brand enjoys with the end-consumer (be it the advertisers or the viewers/readers/listeners) is directly proportional to the servicing ability of the media brand. This ability can be defined as the ability to deliver solutions and living on promises. Is the organisation quick to respond and is it easily accessible?

And Servicing Ability is a direct fall out of the processes of an organisation. If we look at the charts (inside) closely, majority of the brands that are the toppers in their genre on the Professionalism chart, are the toppers on the Servicing Ability table too.

This year, Servicing Ability is the third most 'Critical' parameter for media planners and buyers, while choosing a media brand. Thirty eight per cent of the respondents as against only 26 per cent last year, find 'Servicing Ability' to be a 'Critical' factor. Last year, 'Innovation' was the third most 'Critical'.

According to Sumeet Pahwa, DGM - Media, Tata DoCoMo, "Serviceability is emerging as an important factor as the number of media brands has grown fast. The ability to deliver a solution attracts us the most. If your media partner is



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Pitch held two round table conferences - in Delhi and Mumbai to seek the feedback of media planners on the Pitch Media BrandOmeter report

Delhi



(L-R) Sumeet Pahwa, DGM - Media, Tata DoCoMo; Mohit Joshi, Executive Director, North, MPG; Amit Tiwari, General Manager, Country Head Media, Philips India; Bhavna Jha, Associate VP, TME (Delhi); Anindya Ray, General Manager, Lodestar UM; Amit Agnihotri, Editor, Pitch; and Abhishek Jain, Vice President, Lintas Media Group

Mumbai



Front row (L-R): Shailesh Velandy, Vice President, Mudra Max; Saurabh Tyagi, Executive Director, Starcom Worldwide; Suresh Shah, Vice President - Investment, Allied Media. Back row (L-R): Amit Agnihotri, Editor, Pitch; Manoj Malkani, Vice President, MPG; Vidyadhar Kale, Head of Vodafone, Maxus; and Himanka Das, COO, Karishma Initiative

providing solutions and ROI - both at the same time, nothing beats it."

Add to that accountability. Vidyadhar Kale, Head of Vodafone, Maxus, says, "Servicing is the bread and butter of any media company. However, accountability of the media houses is missing, at times. They never come with a concrete presentation that can tell us how far they have achieved our clients' targets."

He also feels that since the economy is back on track, the focus is off delivery. "Recession over, I want softer pampering too done. Hence, we can see the focus on servicing ability on the rise."

Innovation

Another question that media decision makers ask is: Is the brand innovative, and does it offer customised solutions, ensuring maximum visibility to my brand? Innovation, a much used, and somewhat abused word in the industry, is sought after by media planners, as they look for value and differentiation, especially in a cluttered media environment. Innovation is about engaging the consumers in a different way altogether. Thus innovations are a function of this need and play an important role.

According to Abhishek Jain, Vice President, Lintas Media Group, "Innovation plays a very important role right from the time you go for a pitch. Innovation breaks the clutter amongst the number of media brands and options we have."

The parameter has gone down on the preference of media decision makers. Only 23 per cent of the respondents, as against 38 per cent, last year, find it to be critical. Pahwa of Tata DoCoMo tries to solve the riddle. "No denying that innovation is important, but the basis has to be the Servicing Ability of the brand," he says.

If not Critical, Innovation is still 'Important' for 68 per cent of the respondents, as against 57 per cent, last year. Brands like Times of India, Star Plus, Dainik Jagran and Big FM score high on the parameter. Most of these organisations have specialised verticals like the Times Activations (of The Times of India group), Jagran Solutions of Jagran and Big Live of Big FM, that help create innovative ideas for clients.

The recent Volkswagen innovation in Times of India (TOI), is one example - how an innovation can have an impact. "Though it took five months for TOI to work and execute the recent talking newspaper creative for Volkswagen. But then it had a huge impact on sales as well," says Jain.

However, there is a consensus among media decision makers that something offered repeatedly, isn't any more an 'Innovation'. Anindya Ray, General Manager, Lodestar UM, says, "Innovation is something that is going to make fun with my consumers. My view is that the jackets and likes are done to death. I would rather call the jacket an impact, rather than innovation."

Also, at times, innovation comes as a strategy from the

agency's end, rather than from the media brand owner. For example, FMCG products, which need round the year advertising, but even greater visibility towards the end and the beginning of a month. Agencies sometimes decide to advertise during those critical weeks rather than throughout the month. But this is not an innovative solution that the brand owner has helped the agency reach. However, Kale defends the trend by saying that media houses by default are not in the business of bringing innovation. "They are there for content generation and making money and probably get the proper yield for the given time or space. Newspapers, for example, never do it for the sake of innovation, but because they make money out of it. And they could charge a premium for that innovation," he says.

At the same time, he supports the view that media planners and media owners need to work together to find innovative solutions. "Clients are becoming open to innovation and they are even ready to pay a premium for that. If we work closely with the media houses, we may probably come with many more innovative ideas that could sound more meaningful than what we play on today. You have an idea and you pay the price, they will do the right thing for you," he says.

Innovations truly deliver value to a brand only when there is a fit with the channel environment and the context and when the innovation has a reason for existence. It would however, be futile to think that each brand or media platform can innovate with equal vigour and effectiveness.

Sales Team's Knowledge

The sales team is the face of the brand and the first point of contact between the brand and its clients and media planners. Instead of focusing on just 'striking a deal', media brands are beginning to move towards 'providing viable solutions' and 'creating value' for their clients.

The question - Does the sales team understand the media environment and advertiser/brand needs? - is quite important for media decision makers.

In fact 73 per cent of the respondents in the survey, find the parameter to be an 'Important' factor, up from 68 per cent last year. Also, the number of respondents calling it 'Critical' too has gone up from 14 per cent to 21 per cent.

Media planners and buyers, today, just don't expect numbers from a sales team. There are two dimensions to the

parameter (Sales Team's Knowledge) – knowledge of their medium, as well as knowledge of the advertisers' business. The parameter plays a great role, particularly if the numbers (TAM/IRS/RAM) are low for the media brand.

"Media house's knowledge about the advertisers is very important. If a media house doesn't understand my clients' category, I wouldn't be able to take the discussion forward. They should be capable of talking in the advertisers' language as well," says Jha of TME.

"We also do a lot of homework before we approach them and they should reciprocate in a similar manner," she adds.

Media decision makers are united in pointing out that there is a talent crunch in the industry, especially in the sales division. One of the things that media owners are not leveraging on is the understanding of consumers. For example, senior

people in the sales team may have an understanding of today's youth, but then a young team member might understand the needs and demands of this segment better. "The knowledge of the medium or understanding of sales team about their medium is not getting translated to the agencies. If it does happen, it is an added advantage for all the parties," says Kale.

Relationship

How is my relationship with the organisation (mutual trust, comfort level)? Would I take the deal forward on the basis of relationship? The parameter asks these questions. There are no two questions but it that maintaining a warm relationship definitely helps. Explaining things becomes a lot easier if the media planners and managers enjoy a good relationship.

Relationship, however is a 'Critical' factor only for eight per cent of the respondents. They wouldn't take the deal forward, merely on relationship. At times, sales executives approach the planners, without any plan and try and get a leeway on basis of relationships. With so much money at stake, all stakeholders agree that cordial relationships will perhaps only help a brand get an audience with greater ease; but given today's regime of ROIs, it is not possible to sell only on the basis of relationships. "Yes, we respect the relationship and understand the target of the media houses. But then we think twice before spending on them," says Das, adding, "Relationship can't be the only reason to spend on a particular brand. We are also accountable on what we spend and how we spend our clients' money."

If not Critical, Relationship, is yet 'Important' for 72 per cent



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of the respondents. ROI apart, relationships help in exchange of ideas and a better understanding of the medium and the clients' demands. Says Jha, "A good relationship is important for both of us (planners/buyers and the media owners). Even if we are not doing a business with them, we exactly know what they are going to do and avail a chance to associate again with their initiatives. Also, we get to exchange our experiences and knowledge to develop better understanding."

At times relationships also help in getting a spot, particularly in the peak season. This however, can both make or mar relationships. Tyagi gives an example of Times of India, where there is a fight every second day for the front and second page. "I don't think they are wrong somewhere. If you go to them with a particular skew to a season, they get a particular opportunity of making money out of it. But finally they lose out on good relationship," he says. But he is quick to add, "But then vice-versa is equally true. You will also be ruthless to them, tomorrow, if there is a slag. You won't be that lenient to them."

In Relationship, one needs to know where to draw a line and work in the interest of the brand. It is also critical that the stakeholders are honest in their approach to their partners.

The Way Ahead

Eventually, it is a mix of parameters that works in making the right decisions, as according to Joshi, "When you are driven by the numbers only, professionalism goes for a toss. And when you maintain a relationship, innovation goes for a toss. You have to strike a balance with all."

According to Jha, the agencies and the media managers need to work closely. "There should be efforts from both the sides. They should also understand the need of the brands," she says.

In the following pages, we'll delve deeper into each genre, and take a view of the media owners too, what they do to achieve their goals and where do they think they can improve.

But before we move on, here's how Prashant Pandey, CEO, Radio Mirchi, reacts to the study. He feels that the ultimate proof of any relationship is in terms of the actual business transactions that happen between media owners and media agencies, and it would be unfair to ask the buyers to rate the sellers when one of the biggest considerations in this business is the pricing charged by sellers? "Would it be fair to ask media sellers to rate buyers? And if that was done, don't you think that sellers would be influenced by the kind of pricing they get from buyers?" he says.

Moving ahead, we at Pitch have plans to take the survey to Kolkata and Chennai, next year, and increase the sample size. ■

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METHODOLOGY

The study was conducted in three stages:

Qualitative: Several in-depth interviews were conducted among media planners/buyers and advertisers to understand the parameters they consider while selecting media for their plan.

Quantitative: Basis the findings from the qualitative study, a structured questionnaire was designed. The questionnaire was pre-tested among two target respondents. Based on the feedback, the questionnaire was fine-tuned and a quantitative study was conducted.

The survey was conducted among media planners/buyers and advertisers who have more than two years of work experience in their profession.

The survey was then hosted on exchange4media.com, India's leading media portal. The online questionnaire had two sections - Section-I, the screening section enabled us to screen the eligible respondents. Section-II - The main interview section. One third of the total sample was achieved 'online'.

The remaining interviews were conducted face-to-face with the target respondents in Delhi, Mumbai and Bengaluru. The data collection work was carried out in April, May and June of this year. In total, 303 media decision makers were surveyed in the three cities.

Post Survey Round Table Conferences: Two round table conferences were held in Delhi and Mumbai with key media decision makers to validate the outcome of the survey.

Scale Used for Measuring Expectations

The media decision makers were asked to rate the six parameters as Critical (I would definitely select the media brand that performs better on this); Important (I would probably select the media brand that performs better on this score); Not so Important (I would consider many other aspects and not just this one before choosing a media brand); and Irrelevant (This parameter is irrelevant to me and it doesn't matter to me how media brands are performing on this parameter). ■

CAN THE IDIOT BOX BECOME INTELLIGENT?



By **Dhaleta Surender Kumar**

Of the Rs 25,000 crore media spends, nearly 47 per cent share is commanded by TV. The medium has overtaken print in the last couple of years. And if that was not enough, in 2010, according to TAM AdEx data, television revenues grew by 25 per cent. Not the kind of growth story that any other medium can claim. At the same time, no other media platform is as fragmented as TV, given the genres and micro-genres that have emerged with media owners' attempts to find niche audiences.

Television has had a good year but Pitch Media Brand0meter report

throws some surprises. The medium hasn't gained due respectability in the eyes of the media decision makers. Considering there can be no competition between genres, we have segregated the survey accordingly. However, for the sake of comparisons of platforms, TV tells a sad story. A maximum absolute score that any TV channel could get is 722, and that too from an unlikely quarter - the Special Interest - by Pogo. Even Radio has got an absolute score more than TV - 726 by Radio City. Of course, the maximum was from print - 745 from Hindustan Times. More so, four more brands from print are ahead of Pogo.

If we take the average score of TV channels, the figure stands at 641, much below than Newspapers, which is at 687. Radio gets the maximum - an average score of 696. It would be unfair to compare averages, since 50 TV brands were under scrutiny, while only 22 for print and 11 for radio. Let's look at the numbers the other way around. Out of the 50 TV channels surveyed, only three brands could get an absolute score higher than 700. In comparison, for print, 10 brands of the 22 surveyed, have scored an absolute of more than 700. Radio on percentage terms, competes with print, where five of the eleven brands have a total of over 700.

Team Knowledge, Nickelodeon has scored the highest for TV with 122 points. Meanwhile, there are four print brands, and two radio brands ahead it. The highest score any GEC could get on the parameter is 113 by Zee TV.

TV channels seem to be going into the complacency mode as far as gaining knowledge about their domain and the advertisers' domain is concerned. It is one parameter, where TV channels have scored poorly.

The picture the numbers paint isn't a rosy one for TV. While TV commands the highest share in the ad pie, the big question is that would it be able to sustain it? The media decision makers certainly seem to have more respect for other mediums and are even considering the older medium - radio, which has seen a resurgence with the advent of FM. So where are the TV brand managers faltering? Let's analyse each genre separately in the following pages. ■

TV (The toppers across genres)

Media decision makers have a special liking for the Special Interest Channels

| Brands | Genre | Absolute Score |
|---|------------------|----------------|
|  | Special Interest | 722 |
|  | Hindi News | 691 |
|  | English News | 682 |
|  | Hindi GECs | 680 |
|  | Hindi Movies | 670 |
|  | Regional | 663 |

On Media Delivery, Neo Cricket and Pogo score the highest with 137. Here too print is ahead of them, where Dainik Jagran, Patrika and Navbharat Times, all have higher scores than Neo Cricket and Pogo. While on Innovation, Pogo with 134 points is far ahead of Mint and Big FM, the leaders on the parameter of their respective platforms. But then Pogo is an exception as the second highest scorer for Innovation for TV is Cartoon Network, way behind at 114. amongst the GECs, the biggest scorer is Star Plus with 92 points. There are 20 media brands between Pogo and Star Plus, and all from Special Interest or News space.

On Servicing Ability, all the platforms seem to be at par. On Sales

SPECIFICS OF THE GENERAL

Hindi GECs have managed to improve their Overall scores. However, they are nowhere close to the performance of Special Interest channels

By Pallavi Srivastava

s far as getting marketers' attention is concerned, the Hindi GEC (General Entertainment Channels) category has been the luckiest on the idiot box thanks to their high reach. But, when it comes to perception in the eyes of the media buyers/planners, as according to the Pitch Media BrandOmega 2019, Hindi and English News channels have a higher Overall score than GECs. Even the absolute score of the no 1 player in the GEC category is lower than that of English News, Hindi News and Special Interest category. This might be a hint to the category that there is a lot of scope for improvement on the parameters that really matter to their clients.

Star shines brighter, as Colors fades

After regaining its leadership in terms of TVRs, Star Plus has also gained leadership in the eyes of media buyers and advertisers. Star Plus has emerged as the leader Overall, with an absolute score of 680, replacing last year's topper - Colors.

Reacting to the honour showered by the media decision makers on to Star

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NEWSPAPER SECTION. RADIO SECTION IS EXCLUDED

TV - Hindi GECs

A correction of perception for Colors



| Brands | Rank | | Score | |
|---|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
|  | 1 | 2 | 680 | 679 |
|  | 2 | 1 | 661 | 699 |
|  | 3 | 3 | 636 | 607 |
|  | 3 | 4 | 636 | 582 |
|  | 5 | 5 | 622 | 494 |

Plus, Anupam Vasudev, EVP, Marketing & Communications, Star India, says, "The rejuvenation and restatement of enhanced brand values has helped cement Star Plus' position as an innovator amongst the media fraternity. The validation coming from our viewers in the form of increased viewership has been further reiterated by the media fraternity."

Interestingly, the numbers tell a different tale. While Star Plus seems to be consistent with its performance and has gained only a single point, there seems to be a perception correction about Colors,



"Innovation should strictly match internal benchmarks in terms of branding exercises with content"

Anupam Vasudev

EVP, Marketing & Communications, Star India

which has not only slipped to the second position, but has tanked 38 points from its Overall score of 699, last year.

But when it comes to Media Delivery, there aren't any see-saws in the rankings. In spite of losing points, Colors still is the leader on the parameter. In fact, Star Plus too has lost points but not as heavily as

Media Delivery

The toppers seem to be losing focus on delivery

| Brands | Rank | | Score | |
|-----------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Colors | 1 | 1 | 129 | 152 |
| Star Plus | 2 | 2 | 128 | 138 |
| Zee TV | 3 | 3 | 116 | 116 |
| Sony Entertainment TV | 4 | 4 | 117 | 100 |
| NDTV Imagine | 5 | 5 | 113 | 78 |

Professionalism

Can Colors match the high standards it set?

| Brands | Rank | | Score | |
|-----------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Star Plus | 1 | 2 | 126 | 121 |
| Colors | 2 | 1 | 119 | 128 |
| Zee TV | 3 | 4 | 119 | 102 |
| NDTV Imagine | 4 | 5 | 113 | 96 |
| Sony Entertainment TV | 5 | 3 | 112 | 112 |

Colors. The latter is down from 152 to 129. Star Plus, which lost 10 points is close on the heels of Colors with 128 points. Also, Media Delivery is the only parameter where Colors is ranked No 1 this year as against four parameters (Media Delivery, Professionalism, Sales Team Knowledge and Relationship) in 2009.

Apart from Media Delivery, the channel's scores have fallen on three more parameters: Professionalism, Innovation and Relationship.

Meanwhile, Star Plus comes across as a topper on three parameters – Professionalism, Innovation and Servicing Ability. Vasudev informs that the process of innovations at Star Plus is client focused. "We work on understanding the client's objective from a certain campaign. Basis their communication and requirements we offer solutions from a plethora of options available at our end. From road blocks, to customised vignettes and strategically placed bumpers to visual

Innovation

The GECs can get more creative

| Brands | Rank | | Score | |
|-----------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Star Plus | 1 | 1 | 92 | 101 |
| Colors | 2 | 1 | 90 | 101 |
| Sony Entertainment TV | 3 | 3 | 88 | 84 |
| NDTV Imagine | 4 | 4 | 84 | 71 |
| Zee TV | 5 | 5 | 71 | 65 |

Servicing Ability

Well served

| Brands | Rank | | Score | |
|-----------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Star Plus | 1 | 1 | 121 | 112 |
| Colors | 2 | 3 | 112 | 99 |
| Sony Entertainment TV | 3 | 2 | 108 | 103 |
| NDTV Imagine | 4 | 5 | 107 | 85 |
| Zee TV | 5 | 4 | 105 | 98 |

animated branding - the list goes on," he adds.

The channel, according to him, however, is careful that the innovations strictly match the internal benchmarks, in terms of quality and interference of commercials or branding exercises with content. "It seems necessary because an overkill would not only disturb our content but also work adversely with the branding exercises, since the effort is to provide a seamless experience. We have leaned

towards the digital space aggressively and our focus is on innovations in all forms of media," he adds.

On Professionalism, Star Plus has gained five points to clock 126. Kevin Vaz, President, Sales, Star India, says, "The Star sales team has always been lauded for its professionalism. While there is always a sense of urgency and precision to service the campaigns as per the clients' desire, we keep all information and statuses about the campaigns transparent and updated

with our clients and their agencies."

Meanwhile, Colors has lost seven points to be at 119 and down to No 2.

The climbers

Managing to up its score from 607 to 636, Zee TV does no damage to its rank. Sony, gaining 14 points, has emerged as a challenger brand to tie up with Zee TV. The two channels tie-up again in the Sales Team Knowledge parameter. Sony here moves



"Engaging with media planners/buyers through innovative activities is necessary to catch their attention"

Danish Khan

Marketing Head, Sony Entertainment TV

up three ranks to top the table. The channel also is a leader on the Relationship parameter.

Talking about the B2B activities that Sony does to engage the fraternity (media planners/buyers/advertisers), Danish Khan, Marketing Head, Sony says, "At the time of the launch of KBC we launched an online game specially for the media planners and buyers. More recently, to create the buzz for our new show Krishenabn Khakhrawala, we distributed special

khakhra packets among this community. We keep doing such innovative activities to catch the attention of this fraternity."

The improvements across all parameters - on Media Delivery it has improved on its score by 17 points to score 117 and is at third position - are quite encouraging for the channel. On Servicing Ability, while Sony has gained seven points, it still slips down to the bottom of the table (to No 5 from No 4).

The biggest gainer on the Overall score is Imagine, which upped its Overall score by 128 points. Unfortunately, it still is at the bottom of the table at No 5. On other parameters too, it has managed to improve its score but has been unsuccessful in moving beyond the fourth position.

All eyes

Surprisingly, while all advertisers prefer to GECs, as it provides a holistic audience, Overall scores for the genre are comparatively lower than HNal News or even platforms like Newspapers and Radio.

There is certainly room for improvement and particularly on Innovation, where the highest any GEC has managed to get is 92, and going down to 83. This in comparison to Special Interest is a small number when a channel like Pogo has got a highest of 132. In fact, newspapers and radio are considered to be more innovative, which have got a maximum of 120 (Mint and Big FM). ■

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Sales Team's Knowledge

Improved IQ

| Brands | Rank | | Score | |
|-----------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Zee TV | | 3 | 113 | 97 |
| Sony Entertainment TV | 1 | 4 | 113 | 95 |
| Star Plus | 3 | 2 | 111 | 104 |
| Colors | 4 | 1 | 110 | 108 |
| NDTV Imagine | 4 | 5 | 110 | 84 |

Relationship

A course for relationship management required

| Brands | Rank | | Score | |
|-----------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Sony Entertainment TV | 1 | 4 | 102 | 96 |
| Colors | 2 | 1 | 101 | 115 |
| Star Plus | 3 | 2 | 101 | 108 |
| Zee TV | 2 | 3 | 96 | 104 |
| NDTV Imagine | 5 | 5 | 95 | 87 |

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CAMERA, ROLLING, ACTION!

The strong base of loyal audience coupled with one time acquisition cost of movies, enables Hindi Movies to offer the advertisers both numbers and deals

By **Ashish Jha**

With a horde of TV channels offering varied deals to advertisers, Hindi Movies channels are where marketers land up for a cost-effective option. Product categories like FMCG and consumer durables find the platform lucrative for its huge hold on Indian housewives, who are the prime decision makers on the purchase of monthly household items.

The one-time acquisition cost of movies also enables the Hindi movie channels to offer one of the most attractive prices to the clients in comparison to the GECs and news channels which mostly depend on ever-new contents and feeds.

According to the Pitch Media Brandometer, Set Max remains the leader with an absolute score of 670 in the Hindi Movie space. Max is a leader across all parameters, barring Innovation. It has lost points in Relationship too. With an absolute score of 634, the No 2 position Overall is being jointly held by UTV Movies and Star Gold.

TV - Hindi Movies

A good collection at the box-office



| Brands | Rank | | Score | |
|---|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
|  MAX | 1 | 1 | 670 | 639 |
|  UTV MOVIES | 2 | 4 | 634 | 515 |
|  STAR GOLD | 3 | 3 | 634 | 567 |
|  ZEE CINEMA | 4 | 2 | 618 | 619 |

*ARTICLE NOT WRITTEN BY SURENDER.. RETAINED HERE FOR CONTINUITY OF REPORT.
CONTINUITY OF REPORT CONTINUES IN NEWSPAPER SECTION. RADIO SECTION IS EXCLUDED*

RESPECT FOR THE WRITTEN WORD

By **Dhaleta Surender Kumar**

ILL a couple of years ago, Print commanded the largest share of the ad pie, which TV has taken over. This year, it is expected to command a 40 per cent share in the Rs 25,000 crore worth ad pie, far behind TV, which has grown to 47 per cent. Coupled with that, the cynics have for long been debating if newspapers will die and will be overtaken by TV and internet.

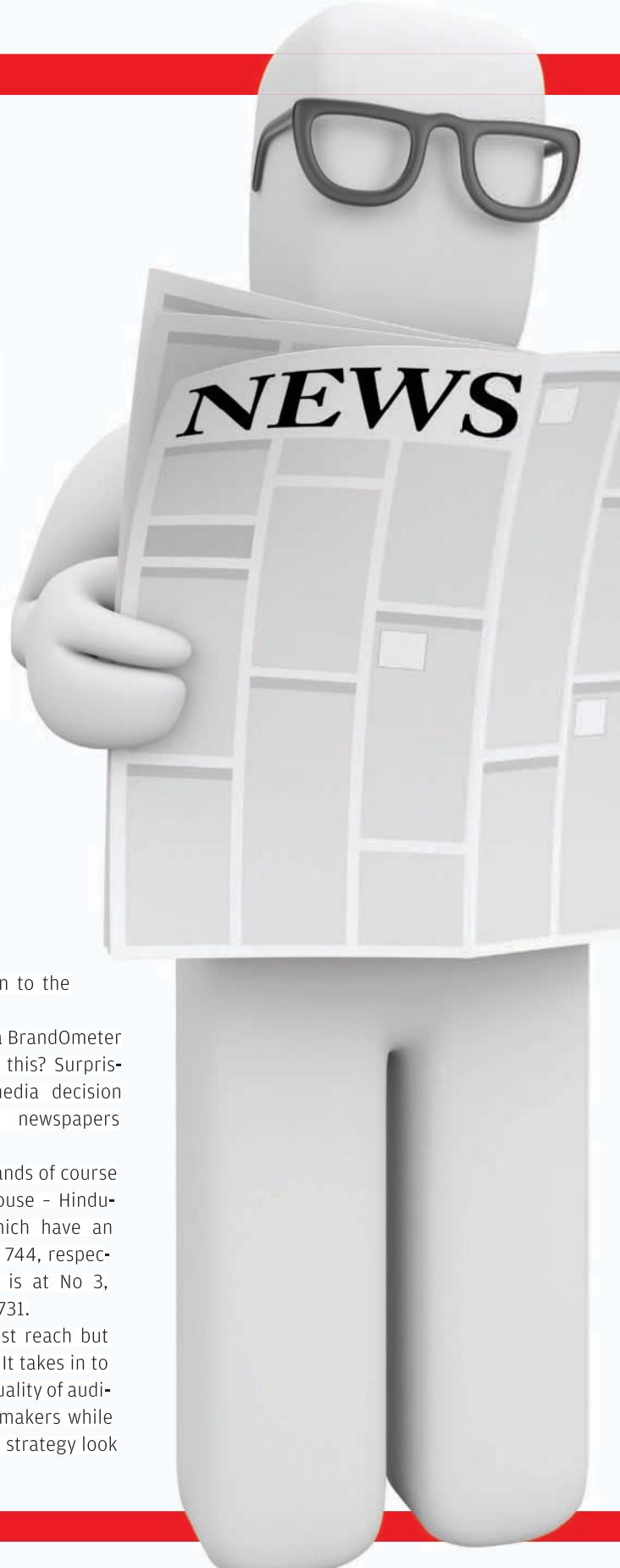
That seems unlikely as internet penetration in India is still low as compared to TV and print and it has a long way to go. Internet with close to 10 crore users in India has a far catching up to do with newspapers, which has about 35 crore readers. TV, meanwhile, has about

50 crore viewers glued on to the screen.

So, does the Pitch Media BrandOmeter 2010 study agree with all this? Surprisingly, given a choice, media decision makers would prefer newspapers over TV.

The best performing brands of course are from the HT Media house - Hindustan Times and Mint, which have an absolute score of 745 and 744, respectively. Business Standard is at No 3, with an absolute score of 731.

TV may have the highest reach but then ROI is not just reach. It takes in to account the cost and the quality of audience too. Media decision makers while planning a communication strategy look



at factors beyond delivery - whether the brand is professional enough and will it find synergy with the advertiser; and if the brand can deliver the promises and

is it capable of offering solutions. More so, if the media brand understands the client well?

Newspapers score better than TV on most of the six parameters. On Media Delivery too, three newspapers - Dainik Jagran, Patrika and Navbharat Times have performed better than the best performing TV channel - Neo Sports, which got an absolute score of 137.

Meanwhile, Dainik Jagran commanded the highest across platforms - 142; Patrika - 139 and Navbharat Times - 138. Interestingly, none of them is an English newspaper, which tend to command a premium in rates. Amongst English newspapers, Hindustan Times and Mint top the Media Delivery chart with 136 points each.

However, on Professionalism, it's the English newspapers and English Business newspapers that command respect more than Hindi. The Hindu leads the chart for newspapers, with 135 points, followed by Business Standard at 134 and Navbharat Times with 132 points.

On Innovation, Hindi newspapers take a severe beating. The highest score for Hindi newspapers is 109 by Dainik Jagran and Hindustan. There is one English Business newspaper - Mint with 120 points and two English newspapers - Times of India (119) and DNA (112) - ahead of Dainik Jagran and Hindustan.

As compared to TV, newspapers yet have to cover a long way, as Pogo the highest scorer for TV on Innovation is about 12 points ahead of Mint.

It's Sales Team's Knowledge, where newspapers manage to take a massive lead than TV. The reason could be the hyper-local nature of newspapers - content and advertising. Newspapers are in better position than most of the TV channels to understand their audience and advertisers better. While for TV, Nickelodeon commands the highest points - 122 on the parameter; the print leader - Business Standard with 130 points is far ahead of it. In fact there are three newspapers that are ahead of Nickelodeon. Surprisingly, when the Hindi newspapers are expected to have a better knowledge of the local markets - their business and advertisers' business, it is the English and English Business newspapers that have an edge here. Amar Ujala scores the highest on

the parameter, getting 121 points. There are four English/Business newspapers ahead of it - Business Standard (130), Mint (127), Hindustan Times (123) and Mid-Day (122). The second best for Hindi newspapers on Sales Team Knowledge is 113 by Navbharat Times. There are four English newspapers between Amar Ujala and Navbharat Times.

On Relationship too, newspapers tend to keep the agencies in good humour as compared to TV. Hindustan Times scores the best with 116 points, followed by Business Standard (114). The highest for a TV brand is 113 by Zee News. Amongst Hindi newspapers, Amar Ujala is the highest scorer on the parameter with 108 points.

Overall, newspapers have performed better than TV. Let's break up the newspapers into three genres - Hindi, English and English Business and see how they've performed. ■

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Newspapers

HT and Mint seem to be far ahead of the Hindi topper

| Brands | Genre | Absolute score |
|-----------------------|-----------------------------|----------------|
| hindustantimes | English Newspapers | 745 |
| mint | English Business Newspapers | 744 |
| दैनिक जागरण | Hindi Newspapers | 724 |

FAR AHEAD OF OTHERS

When it comes to impressing media decision makers, English Newspapers are not just ahead of their Hindi cousins but outshine TV too

By **Dhaleta Surender Kumar**

English press has always managed to get more attention than their Hindi cousins, as far as media decision making is concerned. They command a premium on spot rates as compared to other languages. While, the pages had thinned out during the slowdown, English press is back in action. On Pitch Media BrandOmeter too, English press gets scores more than Hindi GECs. It is at par with Special Interest channels and any other platform that comes closer to it is Radio.

Hindustan Times: Lonely at top

On absolute scores in the English newspapers category, the leader last year was Hindustan Times. This year, it has only consolidated its position garnering an absolute score of 745, far ahead from the No 2 - Mid Day, which managed a total of 723.

Reacting to the study, Shantanu Bhanja, Vice President (Marketing), HT Media,

says, "We are really happy that Pitch has initiated the BrandOmeter study. While we have been continuously taking feedback from our clients and advertisers, the Pitch study ensures that we are able to get an objective and independent measure, and are also able to benchmark ourselves with others."

HT, in fact can be called as the leader amongst media brands and across platforms as 745 is the highest score, any media brand has managed to get. It also is a leader on four of the six parameters, i.e. Media Delivery, Servicing Ability, Sales Team's Knowledge and Relationship.

"When one tops the table on 4 out of 6 parameters, and some of them by a significant margin, there is clearly something going very right in the way that our Media vehicles are delivering, and the way that our Media Marketing teams have been performing," adds Rajeev Beotra, Business Head (Media Marketing), HT Media.

The other two, Innovation and Profes-

sionalism have been left for Times of India (TOI) and The Hindu respectively. Obviously, the talking ad of Volkswagen, in TOI has caught the attention of the media decision makers. TOI managed to jump up two places with a score of 119, as against 113 last year. HT meanwhile, which had garnered 120 points on the parameter last year, only could gather 109 points this year, slipping down to No 3, from No 2.

"Given the results, the only area that we possibly see scope for improvement is the perception of Innovation. The reason we say that it's a perception is that there are many examples of truly outstanding innovations done by Hindustan Times, and we have even been winning awards for it," says Bhanja.

He adds that HT has enough learnings from its daily consumer panels and researches that the reader today is "actually irritated" with the so-called 'innovations' that "overly disrupt reading experience". "Therefore, we always work with our customers and with brand teams to clearly balance the need of the advertiser to stand out with the need to not drive the reader up the wall," he says.

On Servicing Ability, HT, retained the No 1 spot and it managed to add eight more

points to take up its tally to 129. Beotra is of the feeling that no team can claim to meet 100 per cent deadlines. "But we strive to provide industry-leading service. If there are misses, they are usually because 'servicing' in today's context is often an iterative process with innovations and several last-minute plan changes."

Mid-Day: A massive leap

Mid-Day is a newspaper that has not only managed to survive as an afternooner but also competes with other mainline dailies. Amongst English newspapers, the brand,



"There is scope for improvement in our perception of Innovation by media planners"

Shantanu Bhanja
 VP(Marketing), HT Media

with an absolute score of 723, up from 644 last year, has managed to beat the likes of Times of India to take the No 2 spot. The Times of India, which is static at No 3 managed to up its score from 680 to 719.

The brand has improved its score and ranking on all parameters, except Innovation, where it has fallen down to the No 4 spot from being the No 1. The score has seen a dip from 128 to 107 on the parameter.

English Newspapers

The good times for Hindustan Times

| Brands | Rank | | Score | |
|---------------------------|-----------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| hindustantimes | 1 | 1 | 745 | 702 |
| Mid DAY | 2 | 3 | 723 | 644 |
| THE TIMES OF INDIA | 3 | 2 | 719 | 680 |
| DNA | 4 | 6 | 707 | 594 |
| DECCAN Chronicle | 5 | 5 | 695 | 622 |
| THE HINDU | 5 | 4 | 695 | 642 |
| MUMBAI MIRROR | 7 | NA | 688 | NA |
| DECCAN HERALD | 8 | NA | 648 | NA |
| The Tribune | 9 | NA | 646 | NA |
| The Telegraph | 10 | 2 | 634 | 688 |
| The Indian EXPRESS | 11 | 8 | 626 | 512 |

Media Delivery

Gain some, lose some

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Hindustan Times | 1 | 3 | 136 | 141 |
| The Times Of India | 2 | 1 | 132 | 148 |
| Deccan Chronicle | 3 | 5 | 131 | 129 |
| Mid-Day | 3 | 6 | 131 | 109 |
| Mumbai Mirror | 5 | NA | 128 | NA |
| DNA | 6 | 7 | 126 | 106 |
| The Hindu | 7 | 2 | 125 | 142 |
| The Tribune | 8 | NA | 124 | NA |
| The Telegraph | 8 | 4 | 124 | 137 |
| Indian Express | 10 | 8 | 116 | 96 |
| Deccan Herald | 11 | NA | 113 | NA |

Professionalism

The Hindu is ahead of Times

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| The Hindu | 1 | 3 | 135 | 117 |
| Hindustan Times | 2 | 2 | 132 | 120 |
| Mid-Day | 3 | 5 | 131 | 111 |
| Deccan Chronicle | 4 | 7 | 130 | 104 |
| The Times Of India | 5 | 1 | 129 | 121 |
| DNA | 6 | 6 | 128 | 108 |
| Mumbai Mirror | 7 | NA | 126 | NA |
| The Telegraph | 8 | 3 | 119 | 117 |
| Deccan Herald | 8 | NA | 119 | NA |
| Indian Express | 10 | 8 | 115 | 94 |
| The Tribune | 11 | NA | 114 | NA |

The fall on the parameter is surprising since Mid-Day has been one of the few newspapers known for innovation. It was the first newspaper in India to integrate QR Code Technology. QR (Quick Response) code technology that allows the readers to read their copy of Mid-Day as well as view



“Missed deadlines are usually because ‘servicing’ is often an iterative process”

Rajeev Beotra

Business Head (Media Marketing), HT Media

audio-visual linked file to the key stories on their cell phones. Readers can point their GPRS-enabled phones and capture the QR Code printed next to the stories, and straight go to the audio-visual link, without typing any URL. For its 31st anniversary issue, Mid-Day had a four-page 3D impact jacket on it. The issue contained 3D vision glasses, to help readers view content in 3D.

Reacting to the study, Manajit Ghoshal, MD & CEO, Mid-Day Infomedia, says, “It’s a great initiative by an external party - Pitch magazine. The fact that it provides feedback and response from media planners and buyers, allows media owners to believe in this report and based on findings, take corrective measures to improve the brand performance in the six parameters

and also brand perception."

On Media Delivery, Mid-Day garnered a score of 109 last year and was perched at the sixth position. This year, its score on Media Delivery stands at 131, improving its rank by two positions.

Ghoshal isn't contented with just that and sees scope for more improvement. "There is scope for improvement on all parameters. Last year we were at No 4 Overall, and this year we are No 2; and we believe in raising the bar year on year," he says.

Another parameter, where Mid-Day scores high is Relationship, where it stands at the No 2 spot, behind Hindustan Times, moving up two positions. Mid-Day keeps doing many events to maintain a healthy relationship with its clients and keep its TG engaged. "We connect with the Young Urban Mobile Professionals across India and thus our B2C and B2B audiences most of the time overlap and remain the same. Even an executive at GroupM is our reader and so is an executive at Cadbury India. TG engagement has been the heart of all action at Mid-Day as we strongly believe in delivering the brand experience first hand," says Ghoshal.

Some of the events that Mid-Day organises in the B2B space include Mid-Day Bollywood Lunch Contest (where Mid-Day gets celebrities for lunch in the winners' offices), Mid-Day Happy Hours at Work, and The Mid-Day Trophy (horse racing). "We get a dedicated enclosure at the race course for our esteemed guests and clientele. At this enclosure, our sales team gets a great opportunity to play host and network with their clients and agency folks in a perfect out-of-office relaxed atmosphere," Ghoshal explains.

Going down on delivery

Interestingly, 'English newspapers' seems to be the only genre that has seen a fall in its scores on Media Delivery. Last year, while the highest score was 148, garnered by Times of India, this year, the highest is 136, garnered by Hindustan Times. The

Innovation

The 'talking' newspaper speaks for itself

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| The Times Of India | 1 | 3 | 119 | 113 |
| DNA | 2 | 6 | 112 | 95 |
| Hindustan Times | 3 | 2 | 109 | 120 |
| Mid-Day | 4 | 1 | 107 | 128 |
| Mumbai Mirror | 5 | NA | 106 | NA |
| The Tribune | 6 | NA | 99 | NA |
| The Hindu | 7 | 7 | 98 | 87 |
| Deccan Chronicle | 8 | 4 | 97 | 100 |
| Deccan Herald | 9 | NA | 92 | NA |
| The Telegraph | 10 | 5 | 91 | 99 |
| Indian Express | 11 | 8 | 88 | 71 |

Servicing Ability

Promises have been kept

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Hindustan Times | 1 | 1 | 129 | 121 |
| Deccan Chronicle | 2 | 6 | 128 | 100 |
| DNA | 3 | 4 | 124 | 105 |
| Mid-Day | 3 | 4 | 124 | 105 |
| The Hindu | 5 | 3 | 122 | 111 |
| The Times Of India | 6 | 7 | 118 | 99 |
| Deccan Herald | 7 | NA | 115 | NA |
| The Tribune | 8 | NA | 114 | NA |
| Mumbai Mirror | 9 | NA | 112 | NA |
| The Telegraph | 10 | 2 | 111 | 113 |
| Indian Express | 11 | 8 | 108 | 89 |

Sales Team's Knowledge

Scoring high on the GK test

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Hindustan Times | 1 | 2 | 123 | 102 |
| Mid-Day | 2 | 5 | 122 | 94 |
| Mumbai Mirror | 3 | NA | 120 | NA |
| The Times Of India | 4 | 3 | 118 | 98 |
| DNA | 5 | 6 | 115 | 92 |
| The Hindu | 6 | 4 | 115 | 98 |
| Deccan Chronicle | 7 | 7 | 113 | 90 |
| Deccan Herald | 8 | NA | 109 | NA |
| The Telegraph | 9 | 1 | 105 | 119 |
| Indian Express | 10 | 8 | 104 | 75 |
| The Tribune | 11 | NA | 99 | NA |

Relationship

The graph goes up, as The Telegraph goes down

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Hindustan Times | 1 | 3 | 116 | 99 |
| Mid-Day | 2 | 4 | 107 | 96 |
| The Times Of India | 3 | 2 | 105 | 101 |
| DNA | 4 | 7 | 103 | 88 |
| Deccan Herald | 5 | NA | 101 | NA |
| The Hindu | 6 | 6 | 100 | 89 |
| Deccan Chronicle | 7 | 5 | 98 | 90 |
| Mumbai Mirror | 8 | NA | 96 | NA |
| Indian Express | 9 | 8 | 95 | 87 |
| The Tribune | 9 | NA | 95 | NA |
| The Telegraph | 11 | 1 | 86 | 102 |

score is lesser than what it managed to garner last year (141), and had put it on the third spot. The three English newspapers that have seen a rise of their score on the parameter are Mid-Day, Deccan Chronicle and DNA.

The sad story of the genre is of The Telegraph, which has fallen down to the No 10 position from No 2 last year, in the Overall rankings table. It has lost scores across all paramets barring Professionalism, where it managed to add two points to its last year's score of 117. But here too,



“Engaging the target audience has been the heart of all action at Mid-Day”

Manajit Ghoshal
MD & CEO, Mid-Day

it has fallen in the rankings from the No 3 position to No 8.

There are three new entrants in the survey - Mumbai Mirror, Deccan herald and The Tribune, perched at No 7, 8 and 9 respectively.

In the next section, we explore how Business English newspapers fare in the eyes of media planners and buyers. We segregated them from English newspapers as they have a different set of readers, advertisers and competition. ■

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ON THE RISE

Hindi Newspapers are still behind their fair cousin, but the good news is that their report-card displays better grades this time and a thumbs up from the media decision makers

By **Dhaleta Surender Kumar**

The year for Hindi press has been good so far, with all the IRS and AdEx numbers on its side. It is in fact attracting new advertising categories to its fold. As per AdEx data, while educational institutions still remain the top most advertisers, cellular phones and internet services - B2C & online shopping categories are the two new entrants in the top 10 advertising categories list for Hindi publications. On the Pitch Media BrandOmeter front too, the score card for Hindi newspapers is an encouraging one. While there have been displacements in positions in the Pitch Media BrandOmeter survey 2010, but overall, Hindi newspapers have managed to better their score since last year. The heroes obviously are Dainik Jagran and Rajasthan Patrika.

Dainik Jagran: Coming from behind
 Jagran, which was at the No 3 spot, on the Overall chart last year, has topped the chart this time, riding high on Media Delivery, Innovation and Relationship. It managed to up its Overall score from 636 in 2009 to 724 in 2010.

Basant Rathore, Vice President - Strategy, Business Development & Brand Management, Dainik Jagran, credits the jump to his sales team. "Other than advertising and sponsorships of key properties targeted at B2B, the major task has been accomplished by all our ad sales people across all markets. They are the real people who engage advertisers and the media fraternity - they are in constant touch all the time and whatever results one sees is credited to the hard work put in by the team," he says.

On Media Delivery, the leader managed to add 11 points to its last year's score of 131, to move up to the No 1 spot, from No 2. In spite of an activation wing - Jagran Solutions, which independently offers innovative solutions to clients, Dainik Jagran was quite low on Innovation, where it was perched at the No 5 spot. However, this year it has been able to beat the competition and emerge as the topper on the table. Media decision makers, last year were also of the opinion that Dainik Jagran is poor at maintaining Relationships. This year there is a change of heart, and Jagran has moved up to the No 2 spot from No 6.

It added 16 significant points to better its last year's score of 88.

While Jagran may have fallen on the rankings table on other parameters, that certainly is not an indicator of its poor performance, as it has managed to up its past year's score on other parameters too. It simply means that other brands performed better on other parameters this year. "We believe that we continue to learn everyday. However well one might perform, there is always room for improvement. We believe that it is important to learn from every moment of truth - from every interaction with the fraternity and the marketing community," says Rathore.

Patrika: Close on heels

At No 2 spot this year is Rajasthan Patrika, which has made a significant jump from the No 6 spot last year, when it had got an Overall score of 610. This year it has managed to better its score by 106 points.

Reacting to the findings of the study, Arvind Kalia, National Head Marketing, Patrika Group, says, "I greatly commend the effort by Pitch to push the standards of the industry by encouraging and quantifying brand equity of media brands. It is certainly a wonderful idea. Pitch should be applauded for the initiative."

Adds Saurabh Bhandari, AGM, Marketing, Patrika, "In a highly competitive market, even the best is not enough. There is always a scope for improvement. It is indeed an enormous experience to learn that the fraternity appreciated us.



Hindi Newspapers

Patrika's foray into MP has paid dividends

| Brands | Rank | | Score | |
|--------------------|----------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| दैनिक जागरण | 1 | 3 | 724 | 636 |
| पात्रिका | 2 | 6 | 716 | 610 |
| नव भारत | 3 | 4 | 705 | 633 |
| अमरउजाला | 4 | 2 | 703 | 638 |
| हिन्दुस्तान | 5 | 5 | 689 | 631 |
| दैनिक भारकर | 6 | 1 | 660 | 639 |
| पंजाब केसरी | 7 | 7 | 556 | 489 |

It is a great source of motivation to our sales team."

Patrika not only managed to up its score on all parameters but has managed to up its rank too across parameters. On Media Delivery, Innovation and Sales Team's Knowledge, the brand has managed to move up three ranks. Patrika has been a front runner in establishing a knowledge sharing system for its sales team - experimenting with a 'Mentoring System'

wherein juniors are placed under the care of their seniors on a long term basis, who actively mentor them. Titles like 'Product Champions' and 'Territory Champions' are conferred from time to time to encourage talent. "Newspaper space selling is a complex business, if you want to be effective in your delivery and offer true value to your customers' every advertising Rupee. Here, as anywhere else, knowledge is fundamental to smart selling - be it of the



"Newspaper space selling is a complex business and knowledge plays a key role in this"

Arvind Kalia
National Head Marketing, Patrika Group

Product itself, customer's marketing needs and objective, dynamic socio-economic business environment or even one's own set of skills," elucidates Kalia.

Media decision makers, have yet again put faith in Patrika, as far as Servicing Ability is concerned. It not only has managed to up its score from 115 to 131, but improved its rank from No 2 to No 1.

According to Bhandari, client servicing is a very important aspect for Patrika. "We have been working at evolving systems for internal feedback and client response management. We are always keen to keep a close track of the stakeholders valuable feedback on various aspects. It is an ongoing process, which we seek to keep improving," he says.

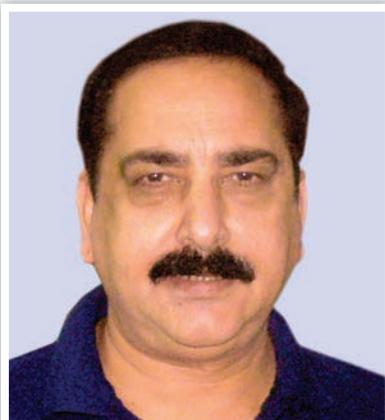
That seems to have had an affect on the Relationship rankings of the brand, where it has moved up from the No 4 spot to No 3, adding 11 points to its last year's score of 90. "Instead of flat communications, Patrika's in-house Brandcell endeavours to build our activity on experiencing the brand and through interaction & engage-

ment. Some of our activations such as 'Fun Boxing Matches' held in Agency offices, brings out the aggressive stance of the brand," says Kalia.

Amar Ujala: Improving its knowledge

Amar Ujala, managed to up its Overall score 638 last year to 703. Though, Dainik Jagran and Patrika managed to perform better, the Overall ranking of Amar Ujala has gone down from No 2 (last year to No 4. The brand is just two points behind the No 3 - Navbharat Times, which has performed exceptionally well on Media Delivery, improving its rank on the Parameter from No 7 to No 3.

Amar Ujala while remains the preferred brand for Relationship, it also has improved on the score of its Sales Team's Knowledge, where it has moved up from the No 5 spot to No 1, adding 37 points to its last year's score of 84. According to Sunil Mutreja, President, Marketing, Amar Ujala, the brand very often holds training



"Emphasis is on understanding clients' needs and offering customised solutions"

Sunil Mutreja
 President, Marketing, Amar Ujala

Media Delivery

The Hindi heartland delivers better

| Brands | Rank | | Score | |
|-------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Dainik Jagran | 1 | 2 | 142 | 131 |
| Rajasthan Patrika | 2 | 5 | 139 | 123 |
| Navbharat Times | 3 | 7 | 138 | 117 |
| Amar Ujala | 4 | 4 | 131 | 127 |
| Hindustan | 5 | 3 | 129 | 131 |
| Dainik Bhaskar | 6 | 1 | 121 | 135 |
| Punjab Kesari | 7 | 6 | 111 | 120 |

Professionalism

No major shakes here

| Brands | Rank | | Score | |
|-------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Navbharat Times | 1 | 1 | 132 | 116 |
| Dainik Jagran | 2 | 2 | 130 | 114 |
| Amar Ujala | 3 | 3 | 129 | 108 |
| Rajasthan Patrika | 4 | 5 | 127 | 102 |
| Hindustan | 5 | 5 | 121 | 102 |
| Dainik Bhaskar | 6 | 4 | 118 | 105 |
| Punjab Kesari | 7 | 7 | 103 | 77 |

Innovation

Little help from specialised verticals

| Brands | Rank | | Score | |
|-------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Dainik Jagran | 1 | 5 | 109 | 98 |
| Hindustan | 1 | 3 | 109 | 99 |
| Rajasthan Patrika | 3 | 6 | 107 | 93 |
| Dainik Bhaskar | 4 | 2 | 103 | 104 |
| Navbharat Times | 5 | 3 | 100 | 99 |
| Amar Ujala | 6 | 1 | 90 | 109 |
| Punjab Kesari | 7 | 7 | 77 | 83 |



Servicing Ability

Hindi serves better than English

| Brands | Rank | | Score | |
|-------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Rajasthan Patrika | 1 | 2 | 131 | 115 |
| Dainik Jagran | 2 | 1 | 126 | 116 |
| Navbharat Times | 2 | 3 | 126 | 111 |
| Amar Ujala | 4 | 5 | 125 | 109 |
| Hindustan | 5 | 4 | 120 | 110 |
| Dainik Bhaskar | 6 | 6 | 110 | 106 |
| Punjab Kesari | 7 | 7 | 94 | 73 |

Sales Team's Knowledge

The Amar Ujala gets brighter

| Brands | Rank | | Score | |
|-------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Amar Ujala | 1 | 5 | 121 | 84 |
| Navbharat Times | 2 | 1 | 113 | 99 |
| Rajasthan Patrika | 3 | 6 | 111 | 81 |
| Dainik Jagran | 3 | 3 | 111 | 89 |
| Hindustan | 5 | 3 | 109 | 89 |
| Dainik Bhaskar | 5 | 2 | 109 | 95 |
| Punjab Kesari | 7 | 7 | 88 | 73 |

Relationship

Jagran improves relations

| Brands | Rank | | Score | |
|-------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Amar Ujala | 1 | 1 | 108 | 102 |
| Dainik Jagran | 2 | 6 | 106 | 88 |
| Rajasthan Patrika | 3 | 4 | 101 | 90 |
| Hindustan | 4 | 2 | 100 | 100 |
| Dainik Bhaskar | 5 | 3 | 99 | 94 |
| Navbharat Times | 6 | 5 | 94 | 89 |
| Punjab Kesari | 7 | 7 | 80 | 67 |

workshops for its Sales Team, by inviting faculties from MICA and IIMS. "We do appear to be media solution providers rather than media sellers, that's why our media sales department is known as Media Solutions Department," says Mutreja, adding, "We give a lot of emphasis on understanding our clients' needs and then relate it to your product rather than merely selling our media. We have not had any problem in suggesting to reduce the media spend in some of the markets."

Dainik Bhaskar: The great slide

Dainik Bhaskar while has increased its overall score from 639 last year to 660 this year, it has dropped in the Overall ranking from No 1 to No 6. The drop has come largely due to its fall on Media Delivery, where its score has dropped from 135 to 121. Here too it has dropped on the ranking table from No 1 to No 6.

On Professionalism, it has managed to up its score from 105 to 118, but it has slumped on the rankings from No 4 to No 6.

Another parameter, where Dainik Bhaskar has lost points is Innovation, where the score has gone down from 104 to 103.

Can it beat English?

Hindustan, with two new editions - Baireilly & Gorakhpur (both Uttar Pradesh) and an IPO, has remained stable in the eyes of media decision makers. Like Dainik Bhaskar, it too as fallen on rankings, largely because other players have done better. Meanwhile, Punjab Kesari is static at the bottom of the chart.

However, the big question is will Hindi press be able to overtake English? In our survey too, English is the preferred medium for media decision makers. Most of the English newspapers have got an absolute score more than Hindi newspapers. In fact Hindustan Times comes across as the most preferred brand across brands, genres, and platforms. In the next section, let's delve more into the English press. ■

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IN PINK HEALTH

As compared to any other genre of newspapers, English Business newspapers have performed better than others on all parameters

By **Dhaleta Surender Kumar**

The English Business newspapers space has a distinct audience, advertisers and competition as compared to regular English dailies and hence deserves to be analysed separately. There are only a handful of business newspapers that have a far and wide reach. Mint, the business newspaper from the HT Media stable was launched in February 2007, and in nearly four years it has added 5 more editions and has wowed all - the readers, as well as the media decision makers.

Mint: Minting all round praise

Coming from the HT Media stable, it is not surprising that Mint has managed to retain the No 1 spot in the Overall rankings table with 744 points. It is also ahead of other dailies, only behind Hindustan Times, which managed to get an overall score of 745.

Mint has managed to top the table across three of the six parameters, namely on - Media Delivery, Innovation and Servicing Ability. The No 2 on the Overall rankings table - Business Standard tops the charts of the other three parameters. On

Media Delivery, Mint managed to score a high of 136, equal to its cousin - Hindustan Times. In the business newspapers space, the No 2 is nine points behind.

On Innovation, Mint scored a whopping 120 points, 20 points ahead of the No 2 - The Economic Times, and in fact one

point ahead of the leader in the English dailies - The Times of India. Mint claims to have customised solutions to a reach of even a handful of readers. "At Mint we are very nimble and innovate with the offerings that we have. We have a wide gamut of innovations on offer. We can customise our innovations by channels," says Vivek Khanna, Business Head - Mint & Head - Strategic Partnerships, HT Media, adding, "So if a client wants to reach out to only frequent flyers at the airports we can offer him a solution, or if a client wants to target a few thousand decision makers in a city we can help them too with an offering."



Business Newspapers

The bulls certainly are at work

| Brands | Rank | | Score | |
|---------------------------|----------|----------|------------|------------|
| | 2010 | 2009 | 2010 | 2009 |
| mint | 1 | 1 | 744 | 743 |
| Business Standard | 2 | 3 | 731 | 614 |
| THE ECONOMIC TIMES | 3 | 2 | 676 | 657 |



Media Delivery

The Times' slipping

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Mint | 1 | 2 | 136 | 128 |
| Business Standard | 2 | 3 | 127 | 109 |
| The Economic Times | 3 | 1 | 126 | 131 |

Professionalism

One area where Mint needs to work hard

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Business Standard | 1 | 3 | 134 | 111 |
| The Economic Times | 2 | 2 | 130 | 127 |
| Mint | 3 | 1 | 126 | 144 |

Innovation

Can business news be creative?

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Mint | 1 | 1 | 120 | 115 |
| The Economic Times | 2 | 3 | 100 | 95 |
| Business Standard | 3 | 2 | 96 | 111 |

In spite of a slew of B2B activities to engage the fraternity, Mint has fallen from the No 1 position to No 2. It has also lost two points on the parameter to last year's score of 107. According to Khanna, Mint has had a full line up of initiatives in the B2B space to engage both agencies and clients, like Mint Money, a new section on Markets and Investing. "As part of this

campaign, we also did an agency activation where we went to key media agencies in Delhi and Mumbai. The activity conducted inside agencies involved agency personnel to participate in a Mint Money Quiz where some of the questions were in that day's paper. So participants got a first hand feel of the new offering from our side."

Besides, Mint also is a heavy advertiser



"At Mint we are very nimble and have a wide gamut of innovations to offer"

Vivek Khanna

Business Head - Mint

in trade media and keeps conducting CRM programmes to engage its key advertisers.

On the Sales Team Knowledge front, Mint has fallen to the No 2 position, not because it has performed badly, but Business Standard, the leader, has performed exceptionally well here. While Mint managed to improve its score by 11 points clocking 127 this year, Business Standard, took a giant leap from 91 to 130, on the parameter.

Business Standard: Setting high standards

Meanwhile, Business Standard gained 117 points to improve its Overall Score to 731 to take the second spot and push The Economic Times (ET) to the third position.

On Sales Team's Knowledge Business Standard gained 39 points to move from the third spot to No 1. Similarly, on Professionalism too, the business daily upped its score from 111 to 134, and as a result moved up two positions to top the chart. "We strive to meet our commitments with all our clients. Clients, therefore, have been extremely

happy with the professional manner in which we deal with them and service their requirements," says Arun S Natesh, Head - Marketing, Business Standard.

Innovation is the only parameter where Business Standard is at the bottom of the chart. Natesh doesn't find it surprising that the business daily scores low on innovation. In the same breath though he sees it as an area of improvement as well. "Business Standard is strong paper editorially and will not be swayed by commercial considerations. You won't find us letting advertisers take over the masthead of the paper, for instance, in the name of innovation. Nor would you find us having an ad running through a news item, again



"Business Standard will not be swayed by commercial considerations"

Arun S Natesh

Head - Marketing, Business Standard

in the name of innovation. We believe that the reader comes first and anything that is distracting will not find space," he says.

Room for improvement

Surprisingly, Economic Times, while improved its Overall score from 657 to 676, it has slipped down to the third position from

Servicing Ability

Setting high Standards for servicing

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Mint | 1 | 1 | 131 | 133 |
| Business Standard | 2 | 3 | 129 | 99 |
| The Economic Times | 3 | 2 | 119 | 109 |

Sales Team's Knowledge

Well informed

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Business Standard | 1 | 3 | 130 | 91 |
| Mint | 2 | 1 | 127 | 116 |
| The Economic Times | 3 | 2 | 109 | 99 |

Relationship

Beyond Standard relationships

| Brands | Rank | | Score | |
|--------------------|------|------|-------|------|
| | 2010 | 2009 | 2010 | 2009 |
| Business Standard | 1 | 3 | 114 | 94 |
| Mint | 2 | 1 | 105 | 107 |
| The Economic Times | 3 | 2 | 91 | 96 |

being No 2, last year. The loss on score is majorly on Media Delivery and Relationship, where it has lost five points each.

Meanwhile, Natesh of Business Standard has some suggestions for the improvement of the survey. "I would look at the survey as a useful report, which will help us understand client expectations and formulate our response to the needs of the market,"

he says, adding, "However, at the same time, we would like to see a larger sample size and in more cities because the dynamics that work in some of the smaller markets could be different from what applies to large markets like Mumbai, Delhi and Bengaluru. But overall, the move from a 125 sample to 300+ this year, is a step in the right direction." ■

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