

MARCH 2021

# #fusion!st

Holi  
Issue



# Contents

Finally, colour **03**

Passion Fuels Passion **04**

Rockstar Rediffusionists **13**

Silly Point with Harsha Bhogle **16**

Fresh Brews **20**

Forced-to-be Good or the New Force of Good? **23**

Vintage Fusion **28**

Gladvertising **29**



# Finally, colour!

The festival of love.  
The festival of colours.  
The festival of spring.

Holi has many descriptions. Yet, what is clear is that, this summer, things seem to be changing. For the (much, much) better.

Yes, the cases are rising again in some parts of our country, which is unfortunate. But, we also have vaccines at hand and, this time, we're ready.

A year on, our defiance and resilience is visible and palpable. Advertising agencies are again thrumming with energy, film shoots are underway (including many of our own, to be revealed in due time), and the world is getting back on its feet. Work from home isn't the burden it used to be; working at office no longer laced with fear.

More importantly, as is evident from all the work we've seen so far and the briefs we're working on, we are reminded that creativity flourishes best when it's challenged.

It's the beginning of a brand new year, a brand new spring.

It's time for life and colour to blossom.  
Welcome to the Holi edition.

**Ananda Ray**  
- Creative Head



# Passion Fuels Passion

**Or what wildlife  
photography taught me  
about brand building.**

By  
**Nilesh Mohan Fatnaney**  
*Partner – Strategic Planning, Rediffusion.*







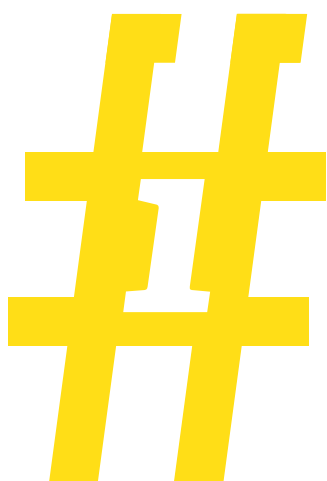
As human beings, we all are passionate about a few things or at least that is what I would like to believe. Be it reading books or listening to music or playing a sport, we all have that one thing we are crazy about and we pursue it with unrelenting zeal. The mere act of pursuing our passion and going through its motions often gives us immense satisfaction irrespective of the outcome. The smarter ones amongst us convert their passion into their profession and end up living immensely happy and satisfying lives, while the rest of us try and pursue our passions every now and then when time permits.

Fortunately for me, building strong brands is something I have been passionately pursuing for over a decade, and it was on this journey that I discovered I had a passion for photographing wildlife as well.

Shocked?

Surprised?

Initially, I was surprised too and didn't give much thought to it as I was happy doing the things I loved. It was only during a particularly difficult assignment that I was able to "connect the dots" and appreciate the striking similarities between the two. So ladies and gentlemen, buckle your seat belts and hold on to your hats as we embark on our safari through my bumpy observations.



## One thing that takes your sleep away



No-no-no. I am not referring to nightmares, snoring partners, mosquitoes, anxiety, stress or any of those unsavoury things. Instead, I am referring to that one thing that keeps you awake all night in a good way.

Be it a consumer problem that you keep thinking of or that one wildlife shot you dream about, both passions require a target to help you channelise your energies.

Also, setting a challenging target makes you feel more energised and creative while you work towards attaining it. I realised this on my unsuccessful quest to photograph the rare Red Panda in Sikkim and again on another similar failed attempt to catch a glimpse of the Snow Leopard in Ladakh. Compared to all my other trips till then, I had never felt more energised and more creative than on these two.

Try it the next time you are choosing the consumer problem your brand needs to solve and see the rush of energy and creativity in your work and that of your team's.



## No shortcuts



Be it brand building or wildlife photography, there are absolutely no shortcuts to attaining the final result. You have to go through the process and any shortcut you take could be to your or your brand's detriment.

To share a leaf out of my many misadventures, I was super





starry-eyed when I had just begun my tryst with wildlife photography. I used to almost revere some wildlife photographers for their ability to get head-on images of birds of prey flying towards them, looking all glorious with their talons out and beaks open and I ended up joining one of their expensive 'boot camps'. Here I learnt they were using baits to lure these birds who were captured from the wild and had been domesticated for this very purpose. That very moment, I lost all respect for them and their work and regretted attending their boot camp as it took away all the joy and love I felt while attempting to capture these subjects in the wild.

Similarly, on our journey to build strong brands, we may at times get enamoured by the prospect of using a renowned celebrity to build our brand quickly. However, we must realize that celebrities are brands in themselves, and they carry the risk of making mistakes that may damage your brand's reputation more than it damages theirs.

Case in point, the Nepotism triggered outrage against Alia Bhatt in August 2020 resulted in a boycott of brands she endorses like PhonePe, Garnier, MakeMyTrip while the trailer of her movie Sadak 2 became the most disliked trailer on YouTube, garnering over 12 Million thumbs-down.

Let us instead take a cue from some of the biggest global brands like Apple and Amazon who have built their equity without such short-cuts.



## Immersion is key

When you set your aspirations to photograph a certain species it pays to immerse yourself in understanding their life and environment. Learn all there is to learn about their behaviour, their sleep cycles, their breeding cycles, when they are at their absolute best during the year. Also, try and understand the natural habitat they live in, the predators or competitors they are up against, the types of trees that dominate the landscape, interesting features like lakes, rivers, abandoned palaces, etc. for you to leverage. Speak to other wildlife enthusiasts and forest guides who are interested in your subject: when was the last time someone spotted it, how frequently can one spot that subject in a particular area, does it have a defined territory it patrols or breeding ground it roosts in, how dense is its prey base, etc.





All this information will help you improve your chances of success. It will help you decide when to time your trip as per the best natural conditions, what type of gear to pack as per the terrain, at which spot you are more likely to see it, etc. Similarly, to build a strong brand, we must first immerse ourselves in understanding the lives of our consumers, their pain points, their beliefs, motivations and triggers for their behaviour. Also, a fair understanding of their society, culture and aspirations allows us to narrow down on the brand promises we should and should not make. Reading up case studies of brands solving a similar consumer problem and learning how your competitor brands are attempting to do the same will inform a lot of decisions we make down the line. Strong global brands like Nike, Colgate and Dove spend a disproportionate amount of time on understanding their consumers' lives, and the culture they share before they work on developing a solution.







#4

## It is both an art and a science

Wildlife photography is about capturing that split second when natural light and animal behaviour come together to create an emotional image. Sounds easy, isn't it?

However the real beauty lies in the fact that none of us can dictate how Mother Nature should behave at any given moment, we cannot set the weather as per our liking, nor can we choose the intensity of the cloud cover, or the angle of the sun's rays, nor can we instruct any of the wild animals to pose in a certain way or to do a particular thing.

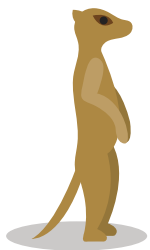
What we could and often do is attempt to master the science of photography i.e. nail the holy trinity of exposure, shutter speed and ISO as per the ambient light. Choose the right camera lens for the job. Stabilise it using a bean-bag or tripod. Use a remote shutter release to reduce vibration due to mirror slap. Post this, we dabble with the art of photography. i.e. using the rules of



composition to pre-frame our shot, positioning ourselves in a manner that allows for the best possible foreground, background and optimal amount of habitat around our subject, deciding to either zoom in or zoom out depending on what we are trying to highlight.

After all this, when we review our day's work, we often curse ourselves for either not removing the lens cap or not holding our breath to counter the adrenaline rush while taking the shot or for zooming in too close and butchering the subject or for blowing out the highlights due to improper metering. I hold the dubious distinction of doing all these and some more, which I feel too embarrassed to admit in public.

Similarly, brand building is both a science as well as an art. While the must-haves like consumer problem, relevant brand promise, functional benefit, emotional benefit, brand messaging, brand values, collaterals, font, logo, tagline, etc. are critical building blocks and belong to the science of brand building, in knowing how, when and how much to play up a particular brand asset in relation to the other lies the art of brand building.







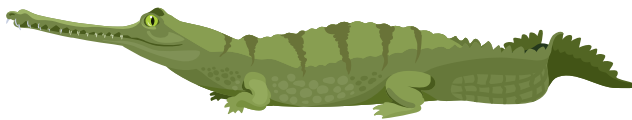
# #5

## Patience is the key to success

Wildlife photography is 1% Inspiration and 99% Perspiration – quite literally. Other than the excitement of capturing your most sought after subject and spending days, weeks and, sometimes, even months reading up and planning your trip, what you end up doing 99% of the time is just waiting. Once you reach your desired spot and pre-compose your frame to the best of your abilities, all you can do after that is just wait. And that is what you do. Quietly and patiently you wait, in the water, in the mud, in the swamps, under the scorching sun, in the snow, with a heart full of faith in your abilities, you wait for that special moment when your subject will enter your pre-visualised frame and you will capture a reflection of the same for posterity. And once in a while, Mother Nature rewards you for your efforts. All the patience, the waiting, the doubting, the faith, the efforts all get rewarded with a sight which can never be replicated, a sight which overawes you with its raw natural beauty to such an extent that you let out a silent prayer thanking the Almighty for having blessed you with the gift of sight, for having made you capable of appreciating a fraction of His creations, for having blessed you with the mental, physical and financial means to be able to pursue such a passion with vigour.



Despite all the bias for speed and quick turnarounds, brand building too requires a healthy dose of patience. Once a pressing consumer problem has been uncovered, a relevant brand promise has been crafted, a distinctive communication campaign developed, paid, owned and earned media vehicles shortlisted and once a brand campaign is launched, all we can do is wait. We wait for the campaign to build up reach, we wait for it to build up recall, with a heart full of faith in our abilities, we wait for our target consumers to get exposed to our campaign. There are tense moments, too; at times there are high decibel competitor campaigns that have launched with us, sometimes news events or natural phenomenon drive consumer attention away from our message. And just like it happens in the wilderness, sometimes we are bountifully rewarded for our efforts. Our campaign finds appeal amongst our target consumers, they actively share and promote it amongst their circle of friends and relatives, our brand gains disproportionate mindshare, our product starts flying off the shelves, sometimes our efforts are also recognised by our peers in the industry, sometimes our efforts win awards, become case studies, are used as benchmarks that others attempt to better.



With this, ladies and gentlemen, we come to the end of our wild safari through my bumpy observations. While this was my humble attempt to identify and share some key observations, I am sure each of us could draw similar parallels between the passions we actively pursue and our day to day lives. In case some of you are equally passionate about wildlife photography, do send in your observations and we would be happy to add them to this list. I sincerely hope you all enjoyed reading this article and didn't resort to pulling out your hair like I did while putting these observations together. Until next time, when we explore 'Sourdough' bread making and brand building, au revoir.

*Note: All the photographs in this article have been captured by me across my many wildlife photography sojourns.*





★  
**Rockstar** ★  
**Rediffusionists**  
★

# Harsha Bhogle



During a lecture at IIM Ahmedabad when someone asked him what his CGPA was as a student, this was his prompt retort: "I learnt this very early in my childhood. Remember the good, forget the bad." It is this quick wit and spontaneous oratory which has made him a household name in India and even across the world of cricket. His reputation is such that he would arguably be Rediffusion's most famous alumni ever!

Meet the one and only Harsha Bhogle, who has, perhaps single-handedly, turned watching cricket into that insightful-yet-casual, serious-yet-light-hearted, emotional-yet-intellectual and awesome experience that it is today.

The one who was profound enough to remark that “there is no better unscripted drama than live sports.”

Or observant enough to point out that an “eruption of joy at the fall of an Indian wicket can only mean one thing” and that is, a certain Sachin Ramesh Tendulkar is coming out to bat next.

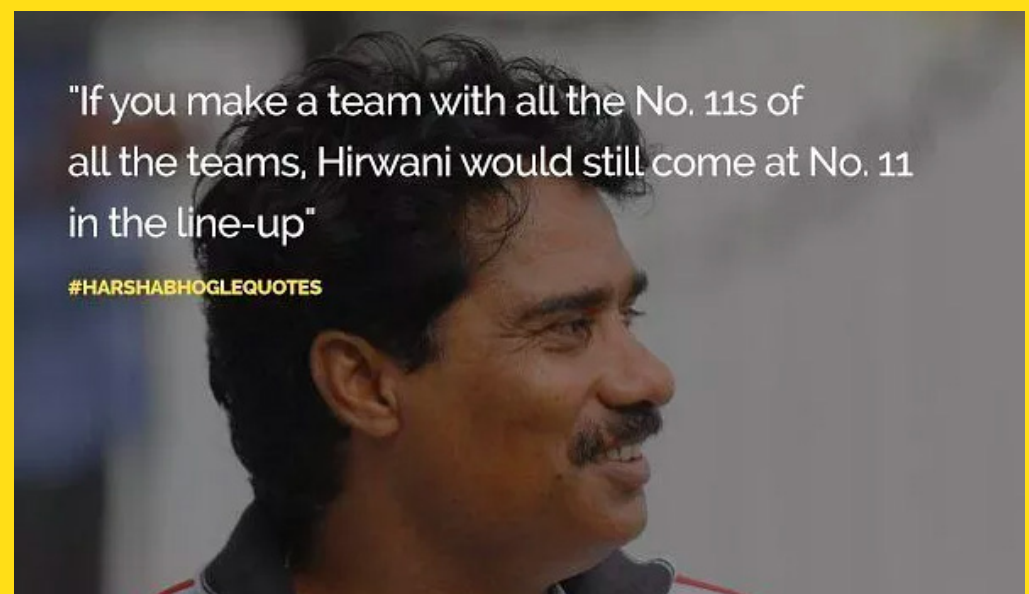
The one who was poetic enough to say that Cheteshwar Pujara is “a classical musician in the era of Yo Yo Honey Singh.”

Or precise enough to once describe an ongoing Sachin-Dhoni partnership as:

“We have a surgeon at one end and a butcher at the other.”

**The one who was patriotic enough to give it back to Sir Geoffrey Boycott who had said that Sachin may be a great batsman but he never got his name at the Lord's honours boards: “So whose loss is it, Sachin's or the honours boards?”**

Or witty enough to comment on Narendra Hirwani's batting skills by saying: “If you make a team with all the No 11s of all the teams, Hirwani would still come at No. 11 in the line-up”.





“

He surely must have been talented and articulate enough to go on to become India's greatest cricket commentator ever, but by his own admission, it was advertising and his two year stint with Rediffusion from June 1985 to October 1987, that helped him to hone his writing skills and become a far better journalist than he would have ever been if he had come from a news desk background. It was in Rediffusion that he got to

**he would look at key numbers of all ads and swears that he could just look at an ad and tell whether it was a Rediffusion ad**

”

work with brilliant minds and creative geniuses like Diwan Arun Nanda, Ajit Balakrishnan, Ashoke Bijapurkar, Ashok Kurien, Kamlesh Pandey, Bugs Bhargava, Anand Halve etc – and he only has nothing but high praise for all of them. The art of story-telling, compelling the reader to read on – these are the tricks that he picked up from Rediffusion and which came immensely handy to him in his career as a cricket writer, because advertising had already taught him the importance of being different from the others and standing out.

And today he does not just stand out but stands tall in the paeans of Indian cricket folklore. Rediffusion

was not just his first job, it was his first love as well, the only place he truly, even desperately, wanted to join from campus (he was so desperate that he even flubbed his campus Rediff interview). Such was his love for Rediffusion that he would look at key numbers of all ads and swears that he could just look at an ad and tell whether it was a Rediffusion ad (the metaphorist in him pipes up: “It is like listening to a tune and recognising whether it is OP Nayyar’s or Madan Mohan’s”).

Harsha Bhogle, Rockstar Rediffusionist, we salute you and are proud to induct you into our very own Hall of Fame. May you deal in boundaries and sixes and pull a fast one every now and then, as you continue to spread joy amongst cricket lovers around the world...





*In a freewheeling chat  
with Navonil Chatterjee  
and Harish Mishra,  
Harsha Bhogle talks about  
his Rediffusion experience.*

# **Silly Point With Harsha Bhogle**



It was just 2 years that he spent at Rediffusion. But those 2 years were so full of learning, memories, people, events and anecdotes, that he seemed to remember each of those experiences as vividly as if they were of yesterday. Although truth be told, they were of a time and era that was almost 3½ decades ago! Excerpts from the chat...

### **“My first job, straight out of campus”**

Rediffusion was the only agency I wanted to work in. I remember my colleagues from campus had applied on an average to 15-20 companies, while I just applied to 3 or 4. I used to follow ads very closely, and used to specially look out for the Rediffusion key number under the ad.



**We will be giving you the job, but you will have to promise me one thing – that you will never give an interview so bad ever again!**



### **“I wanted the Rediff job so desperately that I flubbed my interview big time”**

When you desperately want something, you get tense. I wanted this job so badly that I messed up my Rediff interview. I had given up hope but then I got a call – ‘Placement Office mein bulaya hai aap ko’. There, Ashoke Bijapurkar told me: “We will be giving you the job, but you will have to promise me one thing – that you will never give an interview so bad ever again!” And that’s how I landed my dream job.

### **On Arun Nanda ...**

When I joined, I remember Mr. Arun Nanda taking us around the office.

There was a small room where the copywriters sat. And there was another room for art directors. The people who were there at Rediff that time – Kamlesh Pandey, Bugs Bhargava, Arun Kale ...I remember Mr Nanda telling us that these are people whom we have got from other agencies, but they do better work at Rediffusion than anywhere else because of the environment we created here. And this is something that I have gone on to observe with cricket teams too, later in my career. Teams that do well are where there is a good environment nurtured, where there is no room for

insecurity, and players don't have to worry about their performances. And that's the kind of team and environment that Mr Nanda created. The other thing about Mr Nanda was that the clients usually listened to whatever he said.



### **On Ajit Balakrishnan ...**

I remember seeing Ajit during my placement interview. He was wearing a round neck T-shirt and I thought this must be a cool

place to work in. He once came for a Colgate meeting where we presented a campaign which the client for some reason did not like. And Ajit said: "Ok we will come back to you." No carrying or presenting of options! Those were the days when we usually presented just 1 campaign to the client. The thinking was, just like the client knew its product, the agency knew how the advertising of that product ought to be! I also remember his pithy, incisive comment after we showed him the Kapil Dev-starrer 'Palmolive da jawab nahin' ad: "You've taken a rustic, high energy performer and put him somewhere else." How these people could immediately cut to the chase!

**No carrying or presenting of options!  
Those were the days when we usually presented just 1 campaign to client.**



### **The People at Rediff**

There were characters there, a core group of loyalists who were there for a long time and understood the Rediffusion legacy. Quite a lot of them had IIM roots. Ashoke Bijapurkar used to take our ASPM course and I used to badger him continuously. Ashok Kurien ... how he sold creative ...they were all tigers there.

### **The Tendulkar before 'the' Tendulkar**

It was in Rediff, that he first met Tendulkar. No, not God. Not that one. This was Prabhakar Tendulkar, the Studio Manager then at Rediffusion. And this Tendulkar too, taught him a thing or two. About artworks, masters etc!



## On Being an AE (Account Executive) at Rediffusion

AEs had to do everything those days. From meeting clients, getting the brief, doing the competition scan, writing the creative brief, briefing creatives, selling the creative to the client (creative people seldom ever sold their campaigns those days), doing media planning (we only had media ops people then, no media planners), carrying model pictures to the client, getting artwork ready, transparencies, production planning, colour separation, estimates, billing, maintaining guard books... the works. I also knew that with the quality of people around me, I was correct at whatever I did. I learnt more about advertising in those 2 years than I ever did at any other point of time.

## On the Rediff Stint Helping Him in his Future Career

Working in Rediffusion and working with creative people helped me in writing about cricket. If I had worked for PTI, I would have been a boring writer. I started off in MidDay where I had to report on stories that were already covered by the morning

papers! I had to do something different. Also, I realised that the reader was under no obligation to read my article till the end. Beyond a doubt, advertising influenced my writing.



Liked by j\_se\_jazbaat\_ and 7,169 others

**bhogle\_harsha** The things we did in advertising. Rediffusion. 1987, most likely. Creative director has a film idea but isn't convinced that an illustrator's story board can convey the mood. So we shoot stills for the client. Our film executive Harish is the cool one who's bought Jenson & Nicholson. I, dragged into this shoot, portray the consumer who went for the cheaper option and is annoyed, desperate, flustered, angry. Don't miss the hair!!

## On When He Was Roped in to Enact a Storyboard ...

Kamlesh Pandey had cracked an ad about an expensive Jenson & Nicholson distemper, where he wanted to show 2 people – the smart and suave guy who bought the expensive distemper and the ragged and stupid guy who bought the 'sasta' paint. And Kamlesh felt that a storyboard won't be enough; instead we should enact the storyboard. No prizes for guessing that while Harish Mishra got to play the smart, suave guy, yours truly had to be the choice for playing the torn-shirt-ragged-hair-sasta-paint-buying guy!

# Times

## Brews of the month

*What's up with you this month?*

*Here's what's up with us!*

### **Times Power of Print**

#### **East Zone Winner**

The prestigious annual contest, “Times Power of Print”, was held this year too. The topic was – “Wear a mask not just to protect yourself, but to protect others from you”. Rediffusion Kolkata's Arindam Dey (Art) and Sourav Mukherjee (Copy) participated with an interactive print innovation idea which was declared the East Zone Winner.





## Brief:

Most people wear mask thinking it would protect themselves from the world. Croma wants to change this mindset. It wants to instill the thought – “Wear a mask to protect the world from you”.

## Insight:

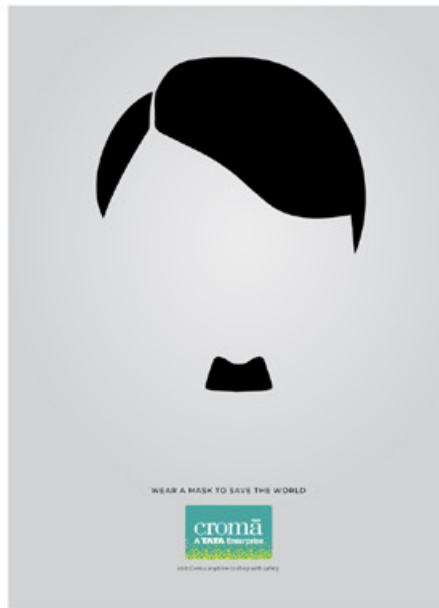
People should be aware that their negligence can cost the lives of millions.

## Solution:

To deliver the message in an engaging and impactful way we have done a simple print innovation – “a sticker with a tag” resembling a mask. When the mask is on the face we see a normal man; when it's being pulled out we see an infamous mass murderer and the message on the back of the sticker.



Presents





## Womens' Day #SanitizeASong Movement

### Keo Karpin

For Women's Day, we did an impactful Social Media campaign for the brand Keo Karpin, which is known for products that care for women's needs. The campaign called out Bollywood songs that objectify women. The lyrics of some popular songs were changed to make them empowering. Users were asked to join in with #SanitizeASong. This became a movement when netizens started engaging with the posts on Keo Karpin's FB page.





**Forced-to-be Good**



**the New Force of Good?**

**Rujuta Singh**  
Partner - Strategic Planning

# The Pivots of Covid

Brands are caught in the storm of a post-Covid world. The definition of good and bad has changed. Never was there a bigger enemy for the world collectively. Even the aliens from sci-fi movies generally tend to attack the US and China. The world has changed, the consumers have pivoted.

Many are calling it the post-capitalist world. Consumers are busy judging themselves, those around them and their relationships. Their neighbours, peers, family members, friends, influencers, and the products they use, are all undergoing scrutiny. Convenience, transparency and ethics are some of the acquired values of importance while judging brands.

Some relationships have pivoted too. Family members, including kids, are taking up newer responsibilities. Some relationships have strengthened despite physical distances, like NRIs with their parents and their home country. Or RWAs' and society members' active WhatsApp groups.

But some relationships have turned for the worse too. Less in-person meeting has increased the distance between employees, with clients, distant family members, friends in the larger circle.



**Less in-person meeting has increased the distance between employees, with clients, distant family members, friends in the larger circle.**

## Brands respond

Some brands have pivoted in response to woke capitalism. Large corporations and brands have often been accused of accumulating profits while leaving the world in a shittier

place than when they entered it. But these woke brands are not only just talking, but also walking the talk. We saw alcohol companies making hand sanitisers, auto companies making ventilators and biscuit companies focusing on producing their main selling brands and supplying them to frontline workers and migrants.

These pivots are not limited to products alone. The big brands are reimagining the model of corporations themselves. Unilever has just proposed an interesting deal. In its quest to vaccinate its employees quickly, they have proposed "buy one leave one", whereby Unilever will donate one vaccine to the poor nations for each vaccine that it buys for its employees. Unilever's purpose is to fight inequities and by supplying vaccines to the poor while taking care of its employees, it is redefining the way to approach profit making.

**We saw alcohol  
companies  
making hand  
sanitisers,  
auto companies  
making  
ventilators**

## **Tum mujhe data do, mai tumhe azaadi dunga.**

That is what Pfizer promised Israel as it struck an early deal with the nation to provide Covid vaccines. Israel agreed to provide data on each citizen's age, gender, medical history and vaccine response, in return for a guaranteed 10 million doses and continued flow of vaccines from Pfizer. As a result, two in three Israelis have already been vaccinated even as you read this. While at the turn of the century, brands were trying to go after your money, selling you everyday products with higher order benefits, the new age brands are going after your identity, your soul, with a promise to show you the way to a good, better, best life.



In the new world, there is simply no running away from good. What can brands do to stay afloat and thrive in this post capitalist world?

How can brands become the forces of good rather than be forced to be good?

## **Make your brand more virtual, but also more human**

As the world becomes more automated, what will matter is what your brand does to humans that machines cannot do. Like care for them, bring them closer, nurture their creativity and even give purpose to their lives.

## **Impact approach rather than a reductionist approach**

“When the wind blows, there are those that build walls and then there are those who build windmills”. Brands that have realised their opportunities in the pandemic and approach their woke-ism through the lens of the impact that they will be making rather than the problems they will be solving will earn loyalty. A brand promise of helping girls stand on their feet with learning and livelihood has more substance than a brand that focuses on educating girls.

## **Get the ‘And / Or’ equation right**

In one recent survey, 65% people said they want to buy purpose-driven brands that advocate sustainability, yet only about 26% actually do so\*. Let’s be clear: consumers are not going to sacrifice basic benefits like taste, health or convenience to buy higher order benefits. It is not a trade-off or a case of “ORs”. The last decade saw many brands adding “Ands” to their product benefits. A shampoo + a conditioner, a deodorant + an

**consumers are not going to sacrifice basic benefits like taste, health or convenience to buy higher order benefits.**

armpit whitener, a sanitiser that also moisturises. The next decade calls for an approach of 'product + feeling'. Make me look good AND feel good about using it.

## **Address new tensions in the consumer's life**

Successful brands address tensions simmering in a consumer's life. Surf Excel managed to show a solution to the good parenting vs. dirt debate. But since the lockdown, new tensions have emerged. For instance, the tyranny of convenience. As more of our lives are moving online, driven by convenience, it is also making us more vulnerable to surveillance, fraud and loss of control. Or the health vs. freedom tension.

## **Pay attention to the hidden influencers**

There's a buildup of trust deficit among consumers regarding influencers. At the same time, consumers are trusting people they know more than some random influencers on social media. Advocacy works for behavioral change more than influencers. But who are your real advocates? In the do-good age, they might not be your brand advocates, but they have to be your brand agenda advocates when you undertake a behavioral change campaign.

Campaigns calling for the need of waste segregation often target the home owners or home-makers in the house. But who actually puts out the waste is the maid in an urban well-to-do household who is actually watching your campaign on her mobile phone. While your campaign may be able to convince the home-maker, the maid continues to dump all waste in one as she simply doesn't understand the concept and utility of waste segregation.

Identifying and working with all influencers who can contribute to sustainable behavior change will be the key to a brand becoming a force of good rather than forced-to-be good.

**consumers are  
trusting people  
they know more  
than some  
random  
influencers on  
social media.**



## The Tata Taazgi

‘Ride on popular culture’ is a marketing mantra that brands try to adopt a lot these days. Rediffusion as always, was far ahead of it’s time, and leveraged this mantra to spectacular effect, way back in the 90s. Amitabh Bachchan’s blockbuster film ‘Hum’ featured a



chartbuster song called ‘Jumma Chumma De De’ and that became the pop culture inspiration for the agency when it was working on a campaign for Tata Tea.

From a predominantly tea-plantation company in the early 1980s, Tata Tea ventured into branded tea in the late 1980s. The company leadership realised that despite having over 50

tea gardens across India, they had the tea but not the brand. Tata Tea’s transition from trading to branding got a huge fillip with Rediffusion’s famous ‘Anu Taazgi De De’ campaign, where the Tata Tea brand got the entire nation singing to its tune.

‘Taazgi’ or freshness, was the brand promise accruing out of the Tata company’s ownership of the entire value chain – right from sourcing to distribution – which, in turn, ensured freshness for the consumers. The ad featuring Javed Jaffrey and actress Anu Aggarwal brought alive that feeling of ‘taazgi’ and it’s ‘Anu Taazgi De De’ jingle went on to become extremely popular.





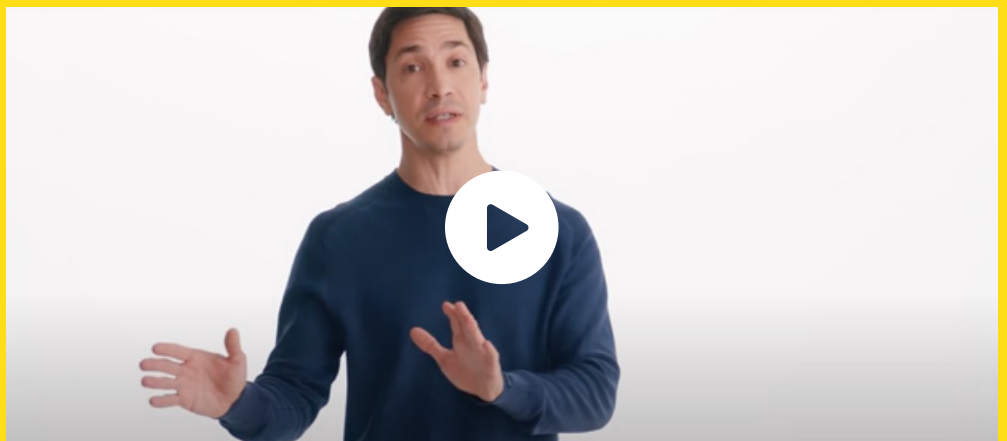
## "I'm a Mac" actor Justin Long is now a PC guy

Nearly two decades ago, Justin Long praised the many advantages of Mac computers while playing one in Apple's iconic "Get a Mac" commercials.

He has switched sides and now features in Intel's new ad campaign taking jabs at Apple.

The chip maker created 5 ads mocking Macs and highlighted Intel's superior technology (unlocking your computer with your face), poked fun at how Apple requires users to buy extra stuff while Intel laptops can transform into a tablet while being available in different color options.

Now only time will tell us whether an iconic mascot shifting his allegiance affects Apple or not!





Please send your  
suggestions, ideas, queries  
or feedback to  
[editor@rediffusionist.in](mailto:editor@rediffusionist.in)

**redi#usion**

All rights reserved | Rediffusion 2021

All articles published reflect the opinions of  
the employees of Rediffusion Brand Solutions Pvt Ltd.  
All images are either Rediffusion's own property  
or license-free only.