



FRIDAY, FEBRUARY 13, 2009

BRIEF TO BRAND

NEWS BYTES

JUICY NEWS

Tampico Inc, America's popular juice company announced their entry into the Indian market on Thursday. Tampico has entered into an exclusive licensing arrangement with Mala's Fruit Products, to produce and market Tampico's range here in India. Their media campaign will be hitting TV's and newspapers next week and the drink will be available subsequently.

The brand will be available across five states including Maharashtra, Gujarat, Andhra Pradesh, Karnataka and Goa. The price range will start from Rs 5 onwards.



Got any exciting brand stories to share, a new campaign to promote or a vacancy to advertise? Drop in a mail at specialfeatures@mid-day.com

In conversation with Abhishek Verma, head marketing, NEO Sports Broadcast Pvt Ltd



'NEO needs to stand for a belief'

PAYAL KAMAT

The story from the beginning

NEO Sports and NEO Sports Plus were launched in November 2006. However, we realised that the names were creating confusion and so decided to change the brand names. In April 2008, NEO Sports became NEO Cricket, a cricketainment channel and NEO Sports Plus became NEO Sports, devoted to all the other sports played in the world.

NEO Cricket comes from a fan point of view and has varied programmes like Tadka Marke or Dial C for Cricket, etc, which have a huge following from different groups. These were launched with the intention of giving our viewers the flavour of cricket than just showing them a match.

Catching eyeballs

Being a sports and media brand, we need to be very visible. Till now we have used outdoor and print media. However, we advertise quite a lot online for the male audience and cash in on visibility areas like malls and theatres. We are soon going to come up with a new brand identity and have hired McCann Ericsson as our media agency.

2009 holds...

It is going to be a big year. Our focus is going to be on six major internationals events to be played in India. We are going to work towards building a brand attitude. NEO needs

to stand for a belief. By the second quarter this year, we will look towards branding cricketing properties. We also plan to launch a new game show in June. Creating programming around live content is on top priority.

Campaigns that have been a high point...

NEO Sports Broadcast has recently hit a hattrick with their latest win at the Cannes. This particular commercial, created along with O&M, has won the ABBYs and PROMAX earlier. The films were aimed at creating tension for the then upcoming India-Pakistan series to be aired on the channel. Gas tells the story of a busy household where the servant has left the gas on by mistake and gone away. The members of the household are doing things that could lead to starting a fire: A man plays with his lighter, children prepare to light firecrackers nearby. The tension is at a crescendo, when the crack appears: 'Get used to tension.' The commercials were aimed to replicate the same feeling that every fan goes through when India and Pakistan play against each other.

Another recent campaign that has been much appreciated is the one launched during the recent India-Australia series — It's time to return the favour.

payal.kamat@gmail.com