

Summer Training

(Project I)

June 2003

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brand communications



Rediffusion Dentzu, Young & Rubicam

Brand Communications

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Mumbai 400 025.

www.rediffusionDYZ.com

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The Organization:

To provide integrated marketing communications to its clients.

Total Communications Services

Started in 1973 by

Diwan Arun Nanda who is the Chairman and Managing Director, Rediffusion-DY&R brand communications, India and Co-Chairman, DY&R/ Impiric, Asia Pacific and

Ajit Balakrishnan who is the Co-founder, a principal owner, and Managing Director of Rediffusion - Dentsu Young and Rubicam brand communications.

In 1995, **Dentsu** of Japan and the US based **Young & Rubicam** decided to pick up stake in this Indian agency and in 1998, Rediffusion-DY&R formally assumed a new name, "**Rediffusion-Dentsu Young & Rubicam brand communications**".

Rediffusion is ranked # 5 among Indian advertising agencies.

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The Clients:

Mumbai

Client Name

Ahmed Mills / R.R.Ohmerbhoy
 Bharati Telecom
 Colgate Palmolive (I) Ltd.
 DHL Worldwide Express
 Exide Industries Ltd.
 Gazelle Trading Co. Pvt. Ltd.
 Heinz
 Hindustan Petroleum Corporation Ltd.
 Modi Victor Chandler
 Paramount Films of (I) Ltd.
 Parle
 Tata Eng. & Locomotive Co. Ltd.
 Tata Group
 Tata Tea Ltd.
The Taj Group of Hotels
 Unit Trust of India
 Zee Telefilms Ltd.

Product/Service

Postaino, Bertolli
 Mobile Phone Service
 Oral / Body care
 Courier Services
 Automotive Battery
 Piaget watches
 Nycil & Farex
 Power Brand Petrol, HP Club
 Lottery
 Feature Films Promotions
 AOR
 Commercial vehicles
 AOR
 Tetley
Hospitality
 Corporate
 All Channels

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The Intent:

To see and experience how multimedia campaigns are handled.

Two departments during my training period

- the film department

- and the brochure design unit of the creative department.

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Task1

Anacin Ad films:

The Brief

New Business Pitch

The films were meant as 'Scratch' (rough design ideas)

The punch line was the highlight and was to be stressed.

Time of the film is not the criteria, the idea has to be conveyed. This is not a dummy film but a concept to be presented during a conference with the clients.

The Task

To film the entire sequences as per the script

One of the three films was to be a dummy, the other two as a narration of the script.

The film to be dubbed and edited and edited later in studios

Rediffusion does not have the above facilities but outsources it. The whole task was to be controlled and directed by us as team members.



Task2

Guide to Goa:

The Brief

Redesign of a Brochure

The brochure is given to guests at other Taj properties, and in flight to travelers.

The overall scheme was to remain the same, except for the addition of a location map of Goa

The Design Task

Typography was to be revamped

Appropriate photographs relevant to the text had to be found and placed in the layout

An indication about the individual location of the described place would be more helpful to the reader

A map of Goa indicating all the mentioned locations had to be generated.





The Taj Group of Hotels: The Brands

Taj Hotels, Resorts and Palaces.

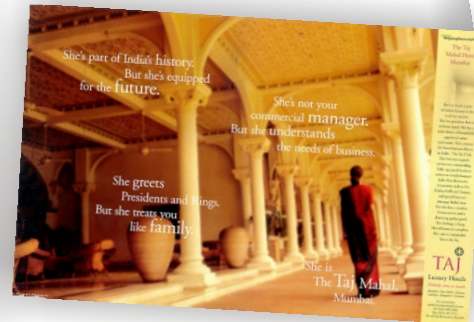
Taj Luxury Hotels

Taj Leisure Hotels

Taj Business Hotels

Taj Holidays

Taj Club



The art of imitating palm trees



The art of eliminating tan lines



The art of unlearning Mondays



The art of finding yourself

The art of Holidaying, Goa

TAJ
Holidays

*Rate per person
per night on
double occupancy.
(incl. taxes)

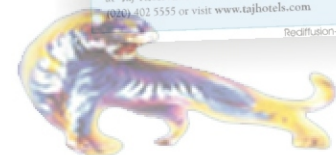
Taj Exotica, Goa

Deluxe Room/Villa
3 Nights - Rs. 3450
5 Nights - Rs. 3260

Discover 56 stunning acres of the finest hotel in South Goa, before rediscovering yourself. This offer is valid up to 30th Sept. 2003. Rates include airport transfers by coach, breakfast, meal credits and special privileges. Ask for Spa & Premium Holidays. Holiday offers also available for Taj hotels in India, Nepal, Sri Lanka and Maldives. *Conditions apply. Call us at Taj Reservation Network, Mumbai: (022) 220-2626, Pune: (020) 402-5555 or visit www.tajhotels.com

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Addresses and Telephone Numbers of Goa properties



Guide to Goa

Goa's
must-sees,
must-dos
and
must stays

TAJ
Hotels Resorts
and Palaces

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Welcome to Goa

Flick through the following pages to discover the myriad treats that Goa has to offer the discerning traveler. Must-sees, pages 3-4, gives you the lowdown on the best places to visit in north and south Goa, from lavish Baroque churches and Hindu temples to areas of outstanding natural beauty. Must-buys, pages 5-6, lists shops that should feature on any Indophile's hit list, from luxury lifestyle boutiques to vibrant craft markets. Body Treats, page 7, details the pick of holistic treatments practiced by qualified practitioners in Goa, while Gourmet Stops, page 8, gives a taste of the region's finest restaurants. Page 9-13 open the door to Taj Hotels four extraordinary five-star resorts in Goa, the perfect springboards for an unforgettable holiday. Lastly, Bombay Stopover, page 14 features the best shops, restaurants and bars in the city that never sleeps.



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Must-sees

Baroque churches, Hindu temples, ancient forts, cruises, waterfalls and more.

Goa has long been renowned for its natural beauty: palm-fringed beaches, paddy fields and dense coconut groves form the basis of a landscape rich in variety and colour. Venture within and you will find a state unlike any in India, where four centuries of Portuguese rule have left their mark in the form of imposing coastal forts, grand houses and whitewashed Baroque churches, the Euro-Indian ambience punctuated at intervals by sacred Hindu temples.

NORTH GOA

ARAMBOL

One of northern Goa's most remote and beautiful beaches, Arambol is distinctive for its freshwater lake which almost reaches the sea in its dramatic rocky headlands. Many people come here to do yoga, meditate or paraglide from the cliffs. Reached by a madcap ferry ride from the town of Solim.



BAGA TO FORT AGUADA

From Baga Beach, north Goa's entertain-ment hub, the coast stretches southwards in a string of uninterrupted beaches via Calangute, Candolim & Sinquerim. Most tourist facilities are located here, and the intrepid can walk the length for a taste of Goan beach life at its most vibrant.



FIESTA CRUISES

From Baga jetty, board the fiesta yacht for morning or sunset dolphin-spotting cruises or diving trips to the nearby islands. The yacht can also be chartered for private trips with catering. Book at the fiesta Restaurant.

SOLITA CRUISES

Board the Solita at the Santa Monica jetty at Panjim. Cindy Crawford is one of many celebrities who have patronized Sucheta and Hans Potnis' glamorous sailboat, available for sunset cruises, group trips or private charter.



PANJIM (PANAJI)

Goa's capital, built on the banks of the Mandovi River, relocated here from Old Goa in 1843. visit the old quarter of Fontainhas and San Tome, take a cruise down the river from the Santa Monica jetty, and visit the 1541 Church of Our Lady of the Immaculate Conception which Portuguese sailors would visit to pray for a safe crossing.



FORT AGUADA

Built by the Portuguese in 1612 to defend Goa from marauding invaders, fort Aguada is today home to the Taj Fort Aguada Beach Resort, which has been built into its ramparts. Superb views of the coast from Sinquerim beach up to Baga can be seen from the jetty, while up on the hilltop the fort's citadel and the 1864 lighthouse are worth a visit.

OLD GOA



colourful mixture of Hindu, Muslim and Christian architecture. Outside, its seven stage tower lamp is a magical sight when lit during festivals. The Sri Mahalsa temple at Marol dates back to the 14th century. Walking around its exterior is believed to rid the body of negative energies.

SAVOI-VEREM SPICE PLANTATION:

This tranquil spice plantation is close to Ponda and reached via a staggeringly beautiful ascent. Have lunch on the verandah



overlooking a natural lake festooned by water lilies and fringed by palm trees, then wander through the plantation, crushing spice leaves and watching money-men gather betel nuts in the trees.

The river Sal and its palm-fringed inlets meet the sea at the picturesque fishing village of Betul. A sandbar in the middle of the river can be reached by boat at low tide (trips organized by the Taj Exotica, see page 10) where you can paddle among the fish. Take a hike up to the church overlooking the village, where the panoramic views are best seen at sunset.

MENEZES BRAGANZA HOUSE, CHANDOR:

If the idyllic nature of south Goa leaves you in need of some actions, head to Colva, where you will find an endless string

COLVA BEACH:



A 17th century Portuguese house whose west wing has been lovingly preserved by 86-year-old Asda Menezes Braganza. Incredibly grand rooms, including a breath-taking ballroom, retain original hand-stenciling on the walls and are crammed with precious antiques and artifacts from the Portuguese colonial era.

BETUL:



DUDHSAGAR WATERFALLS, SANGUEM:

Head south-east to India's highest waterfalls, accessed by an Indiana-Jones-style trek through the jungle where you can spot wild bison, ox and 300 species of birds. At the foot of this "ocean of milk" is a freshwater pool.





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The experience:



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