

# CONTENT IS KING. CONTEXT IS KING KONG.

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Mr. Ajai Jhala, CEO of BBDO India. Photo: AH

○ The first company visit in Mumbai was to the very successful advertising agency BBDO India, part of the Omnicom Group. Their mission is to create and deliver the world's most compelling commercials on all mediums and screens. By doing so, BBDO India tries to include social issues such as inequality at home or the learning pressure that children experience from their parents. The delegation had the honor to be welcomed by the CEO Mr. Ajai Jhala himself, and witnessed first-hand the conviction and passion behind the work that BBDO India fulfills, not only for its customers such as VISA, Johnson & Johnson or Gillette, but also with the belief to change the perspective of the society.

"Empathy is universal currency" is one of the seven principles that BBDO India obeys. By reaching the customers through emotions and not logic the agency managed to win an impressive number of awards such as the Cannes Lion. To represent their work, the delegation had the chance to see some of their successful advertisements, such as Ariel their most fruitful commercial so far which also contributed to a large number of awards. During the presentation of their advertisements every now and

then you could see the emotions changing in the Delegation's facial expressions. Once it was compassion, sadness or also joy. They could themselves experience how compelling the commercials of BBDO India are.

As the delegation was wondering how the agency has been able to succeed in the complex and diverse Indian market the answer of the CEO was to create acts, not ads. Small acts, such as a lasting impression of a touching advertisement leads to unconscious changes in the behavior and mindset of consumers. This leads the company believing in the first of their seven principles: "Content is King but context is King Kong." When the company started in 2008 nobody expected it to be so successful. "We had to find our voice", stated Mr. Jhala. The Indian market is crowded with many agencies, a way was needed to stand out of the crowd, which they certainly have done.

After this visit, surely some creative minds were inspired and figured out that doing business is not only about business and ads are not just ads.

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Having a look at the ad and action #TouchThePickle. Photo: AH



## Input from Prof. Dr. Rolf Meyer

○ The Indian economy encompasses a highly diverse picture from service companies through well-organized production plants to highly innovative IT companies. Personally, I was most impressed by the booming entrepreneurial scene both at the bottom with plenty of microbusinesses in the slums as well as at the top with vibrant start-ups in IT-related fields in cool co-working spaces (must see: Ministry of New in Mumbai) and business hubs (check out: Rise Mumbai).

Prof. Dr. Rolf Meyer. Photo: AH