

# Creativity without borders

*Creativity has no borders and Encyclomedia Networks reaffirms that by foraying into new international markets. The company recently inked two new joint ventures - with Argentina's Strata Group and Australia's MediaTag - making it probably the first company in the Indian OOH industry to take its services global.*

In an effort to achieve its vision of putting growth on the fast track and expanding reach, Encyclomedia recently went in for two new joint ventures with Argentina's Strata Group and Australia's MediaTag. The JVs were a result of the belief at Encyclomedia that location no longer is a constraint when there is creativity.

"Being based in India or Europe or Australia doesn't make much difference as solutions for brand communication can happen from anywhere", says Mukesh Manik, Man In Charge, Encyclomedia Networks. "For instance, if a Samsung phone has to be sold in South America, the way to sell that phone can be thought in India. One need not be physically present to think of a way to sell it."



**Mukesh Manik**  
Man In Charge  
Encyclomedia Networks

The JV is structured in a way that assigns clear and definite roles to each of the partners. The creative strategy and production will be handled by Encyclomedia while the client servicing and the management teams will be based overseas. "With this arrangement we have the infrastructure ready from day zero in terms of client servicing and thus we are up and running", explains Manik.

The founders of Strata Group, Argentina have a successful history with advertising agencies and direct marketing companies such as Lautrec Saatchi & Saatchi, Clienting Group, Rapp Collins, Ammiratti Puris Lintas, and also held senior positions within the

marketing structure, in large companies like Publicom, CTI Móvil and Rover Group. The partnership with Strata Group is the culmination of a two-year association between the companies.

"Latin America has very high creative standards in main media, such as TVCs and print", says Federico Hirschberg, president, Strata Group. Strata Group SA and now the president of the new JV, Encyclomedia LatAm.

"However OOH is another ballgame altogether as creative in this media is not on par, and there are no specialised agencies in the region that can match Encyclomedia's offering. We are very confident on the success of this venture."

Media Tag, Australia is a dynamic and entrepreneurial led out-of-home media organization which is a part of the Dealit Group of companies. For Dealit, Encyclomedia is one of the projects undertaken to ensure that they have an agency that will complement all the other services they offer to other industries. So it is an addition to the enormous investment portfolio of Dealit.

"Encyclomedia compliments MediaTag's existing business by bringing an unparalleled level of creative and strategic expertise to out-of-home and point-of-sale advertising", explains Grant Samuel, Director of MediaTag & Encyclomedia Australia.

Encyclomedia found ideal partners in Strata Group and MediaTag as both companies sport the spirit of entrepreneurship and seek to create a differentiator.

"Both the companies look at this from a business perspective and then an advertising perspective", says Manik. "The first thing we looked for in a partner was a common ground in terms of vision. Both these companies showed the spirit we were searching for. They understood our unique approach of not selling our creatives. We let the client decide the value of our creative, we don't charge for the creative we only charge for the prints or the output, and if the client believes in it then he takes it across, say, 500 locations. So, the amount of money we earn is based on the number of locations, which is an indication of the value of the creative." ■

## Tata Teleservices appoints MOMS

Tata Teleservices Limited, India's fastest growing pan-India telecom service provider has appointed MOMS as their new OOH agency. MOMS will look into planning, buying and executing outdoor media solutions for both GSM and CDMA business of Tata Teleservices. MOMS will identify, evaluate and advocate appropriate propositions keeping in mind the target markets, target segments and the overall brand positioning.

"We are impressed by the ideas MOMS brought on board and are confident they will deliver the integrated solutions Tata Indicom needs to leverage this important medium as we expand our operations countrywide", says Lloyd Matthias, Chief Marketing Officer, Tata Teleservices Limited. "MOMS' robust network and high quality team are a welcome addition in this important phase of our growth as we strengthen the brand and consolidate and streamline our spends."

"Madison World through its unit Madison Media deals with Tata Tea and Tata Chemicals and we are delighted that another unit of Madison World - MOMS has been given an opportunity to serve yet another Tata Company", says Sam Balara, Head of Madison World, "I am confident that MOMS is equipped to handle this challenging assignment and will use its experience and expertise gained over the last several years to innovatively and cost effectively improve Tata Indicom's presence in out-of-home."

"We are extremely delighted to have been awarded dual portfolios of Tata Teleservices CDMA and GSM brands. The task is extremely challenging and our Chief Operating Officers at MOMS - Rajneesh Bahl and Dipankar Sanyal look forward to this winning partnership," says Arminio Ribeiro, CEO, MOMS. MOMS won the account following a multi-agency pitch involving Aeren Initiative, the incumbent agency, Outdoor Advertising Professionals (OAP) Mudra, Street culture, TDI, OMI-Lakshya and Navia ■