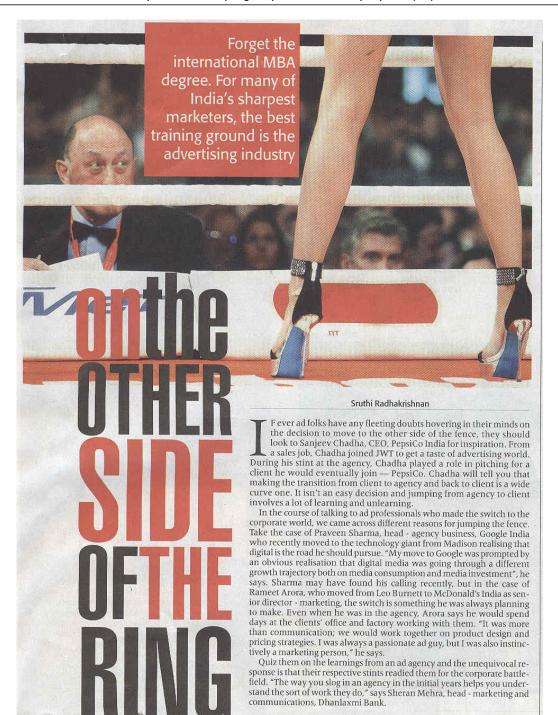


## Brand Equity (ET)

## ON THE OTHER SIDE OF THE RING

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## **Brand Equity (ET)** ON THE OTHER SIDE OF THE RING

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ON THE OTHER SIDE ... FROM PG 1

Dhanlaxmi bank. "In an agency, one has the good fortune of working with multiple industries. So, one learns the ropes with any sort of side. Nita Kapoor, EVP - marketing and corporate affairs, Godfrey cies need to figure out what they want their servicing teams to deliver." Phillips India says that knowledge about an agency's style of working deliver everything a consumer wants. "Instead, we focus on delivering lord over one's former colleagues and peers. something that the consumer will pay an extra rupee for."

But having witnessed both worlds, there is a sense that agencies

have some catching up to do to match up with brands. Sharma of Google says that there is a need to have a closer working relationship Mehra's stint in the ad world took her to Lintas and Ogilvy before with the agency community to serve an ever-growing advertiser base. joining HSBC, followed by Barclays and finally at her present role at "The development of a robust agency ecosystem is critical to the growth of digital business in India," he says. Kapoor from Godfrey Phillips laments about the kind of talent agencies are hiring. "Most of brand." And the stint in an agency gives these professionals a sense of them are unable to go beyond the 'here' and 'now'. Also, when people what to expect from an agency when they have moved to the other like us move over to marketing, servicing becomes redundant. Agen-

Sometimes the challenge is to balance between the two experiis a double edge sword. "The positive side is that I can anticipate agency" ences. Arora of McDonald's says the real challenge of handling the issues with my experience of working at Mudra. When an agency move is to look beyond TVCs (or print ads or radio spots). "It's tough comes up with a 360 degree marketing plan, I can anticipate what will moving over — sometimes you feel guilty playing the other role. But, work and what will not. I know how integrated or not the agency is," when you start thinking how advertising can affect business, you start she states. On the other hand, Kapoor says she can sense creative fa-thinking marketing," Arora says. "I've come a long way, from being a tigue. "I know what the creative person has told the servicing person communication expert to a business manager. I'm far more comfortwhen the work hasn't happened. I also know when the agency gets able with all aspects of business now. Advertising doesn't teach you locked up in the execution of an idea and not just the idea", she says. that and ideally, it shouldn't", says Kapoor. It goes without saying that With the constant temptation to do something new, Arora from Mc-marketing side is typically a lot more remunerative. And of course, Donald's says his experience at Burnett helped him rein in the desire to there's the cheap thrills that few will admit to — the opportunity to

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Nita Kapoor From Mudra to Godfrey Phillips



**Praveen Sharma** From Madison to Google



Rameet Arora From Lee Burnett



Sheran Mehra From Ogilvy to Dhanlaxmi Bank

