

*It's not the size of the dog in the fight,  
it's the size of the fight in the dog.*

– Mark Twain

# Insight

Advertisers often hold back on spending on innovations, **ignoring the big picture** and the potential buzz that an innovative campaign can create.

# Idea

An advertisement that makes **CMOs pull their wallets out.**

# Execution

# Newspaper Print Ad



INNOVATIONS NEED NOT  
BE EXPENSIVE.

THIS ONE WAS MADE POSSIBLE BY  
JUST ₹500 MORE THAN THE COST  
OF THIS AD SPACE. THAT TOO,  
CAME OUT OF YOUR POCKET!

## HEY CMO,

FOLD AND HOLD A ₹500 NOTE  
HERE TO SEE THE FULL PICTURE.

PUT YOUR  
MONEY ON US

NEWS FIRST.



**INNOVATIONS NEED NOT  
BE EXPENSIVE.**

**THIS ONE WAS MADE POSSIBLE BY  
JUST ₹200 MORE THAN THE COST  
OF THIS AD SPACE. THAT TOO,  
CAME OUT OF YOUR POCKET!**

# HEY CMO,

**FOLD AND HOLD A ₹200 NOTE  
HERE TO SEE THE FULL PICTURE.**

**PUT YOUR  
MONEY ON US**

**NEWS FIRST.**



**INNOVATIONS NEED NOT  
BE EXPENSIVE.**

**THIS ONE WAS MADE POSSIBLE BY  
JUST ₹50 MORE THAN THE COST  
OF THIS AD SPACE. THAT TOO,  
CAME OUT OF YOUR POCKET!**

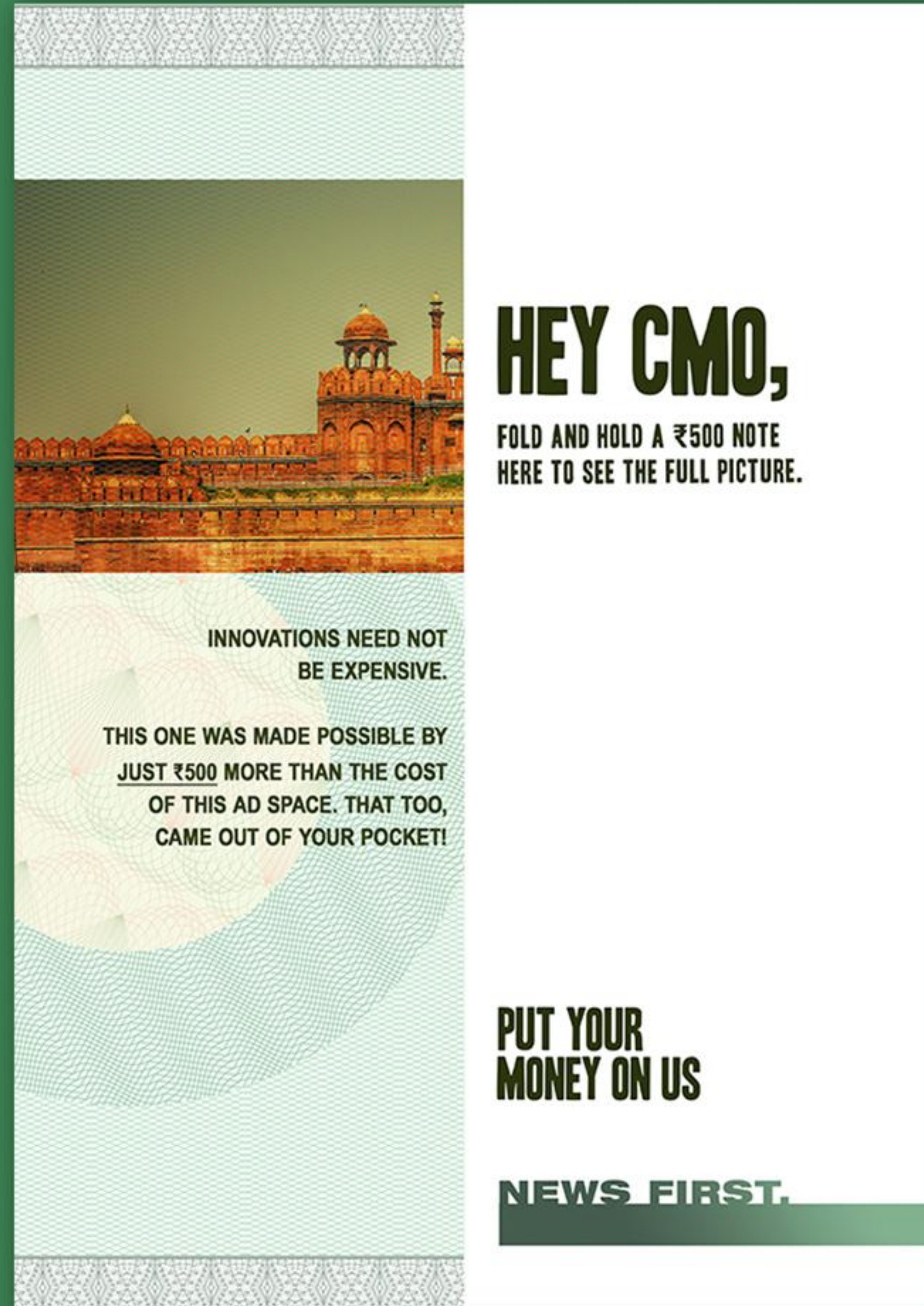
# HEY CMO,

**FOLD AND HOLD A ₹50 NOTE HERE  
TO SEE THE FULL PICTURE.**

**PUT YOUR  
MONEY ON US**

**NEWS FIRST.**

# How it works



**HEY CMO,**  
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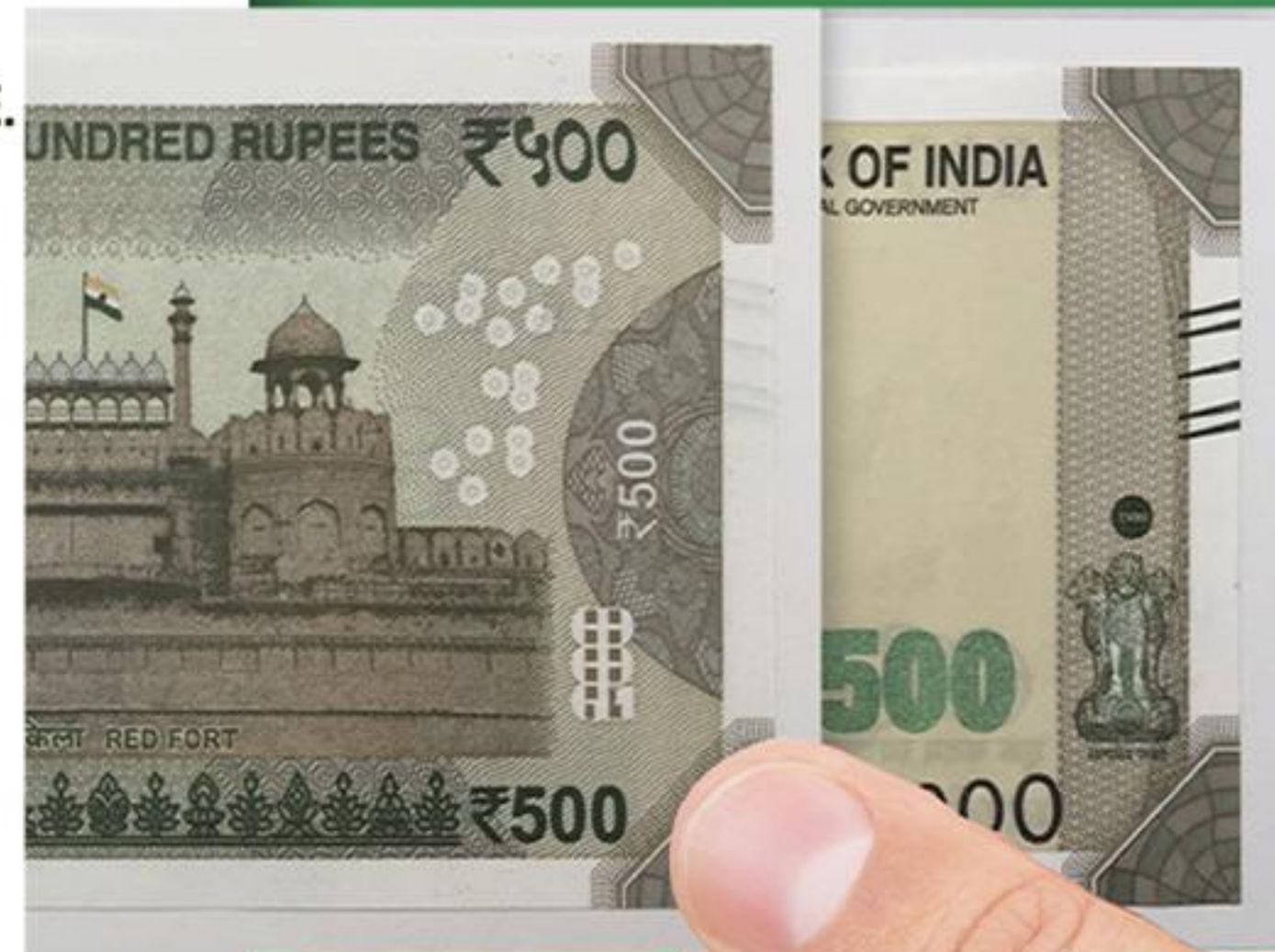
**NEWS FIRST.**





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**NEWS FIRST.**



ent by a prohibition of a "generic embrace" of infrastructure. The group at the United Nations adopted the key principles of the document on "principles of space is that no state should intentionally damage or destroy critical infrastructure or otherwise impair the use and operation of critical infrastructure to provide services to the public." The goal of the American negotiators is to have Chinese leaders embrace the principles of conduct in a bilateral code of conduct with Washington. But it seems unlikely that any direct agreement with Washington, according to officials who spoke on the condition of anonymity to describe continuing negotiations.

Most of those attacks have focused on espionage and theft of intellectual property. The rules under discussion would have done nothing to stop the theft of 22 million personal security files from the Office of Personnel Management, which the director of national intelligence, James R. Clapper Jr., recently told Congress did not constitute an "attack" because it was intelligence collection something the United States does, too.



John Kerry with his German counterpart, Frank-Walter Steinmeier, on Sunday.

**MCDONALD'S MOVES TO HELP MIGRANTS**  
The fast-food giant is asking companies to donate advertising space to the United Nations' food program. PAGE 18

AT INYT.COM

**... winner is ...**  
coverage and analysis of television's biggest night at the 67th Emmy Awards in Los Angeles. [nytimes.com/tv](http://nytimes.com/tv)

**A founder, 13, and his 'C.E.O.' mom**  
The founder of the bow-tie line Mo's Bows is a charismatic salesman who has an intuitive eye for fashion. He's also 13. [nytimes.com/business](http://nytimes.com/business)

**Minnesota's mascot turns heads**  
Goldy Gopher wows crowds with his unusual head spin move. The mascot's inventor, Ross Bernstein, said, "You had to be able to skate and be a complete idiot, and I qualified on both counts." [nytimes.com/collegefootball](http://nytimes.com/collegefootball)

**Science behind 'they all look alike'**  
Was the arrest of James Blake a case of racism, or a product of a real cognitive issue that makes it hard for people of one race to distinguish between those of another? [nytimes.com/region](http://nytimes.com/region)

**Defending her record as boss**  
As she seeks the Republican nomination, Carly Fiorina has prepared to counter accusations that she mismanaged Hewlett-Packard and callously laid off workers. [nytimes.com/politics](http://nytimes.com/politics)

THE NEW YORK TIMES  
r members of a  
ORLD NEWS, 5

**Singapore Prix**  
Ferrari led from the  
in the Singapore  
nday while Lewis  
cedes had a problem  
d had to retire. SPORTS, 12

**still burns hot**  
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**HEY CMD,**  
FOLD AND HOLD A \$200 NOTE  
HERE TO SEE THE FULL PICTURE.

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MONEY ON US**

**NEWS FIRST.**

# Notes

Each ad design embodies the colours and textures of the respective currency note.

The ad is in smaller and cost-effective dimensions in order to demonstrate the effectiveness of the media spot at a lower cost, than a cover space

Each ad addresses the person with the purse strings on any media spend -  
the CMO

# OUTDOOR EXTENTIONS

**INSIGHT:** Make CMOs and their colleagues **see the full picture** in and around their office.

**Media Placements:**

**Corporate Parks, Senapati Bapat Marg, BKC - and other media hubs, inside office lobbies.**

**HEY CMO,**  
FOLD YOUR ₹200 NOTE  
HOLD IT UP.

SEE THE FULL PICTURE?

ADVERTISE WITH  
**NEWS FIRST**






# HEY CMO,

FOLD YOUR 200 NOTE  
HOLD IT UP

SEE THE FULL PICTURE?

STAY WITH THE BEST



TIMES  MS-0065/382

बरेल



**HEY CMO,** FOLD YOUR 200 NOTE  
HOLD IT UP

SEE THE FULL PICTURE?

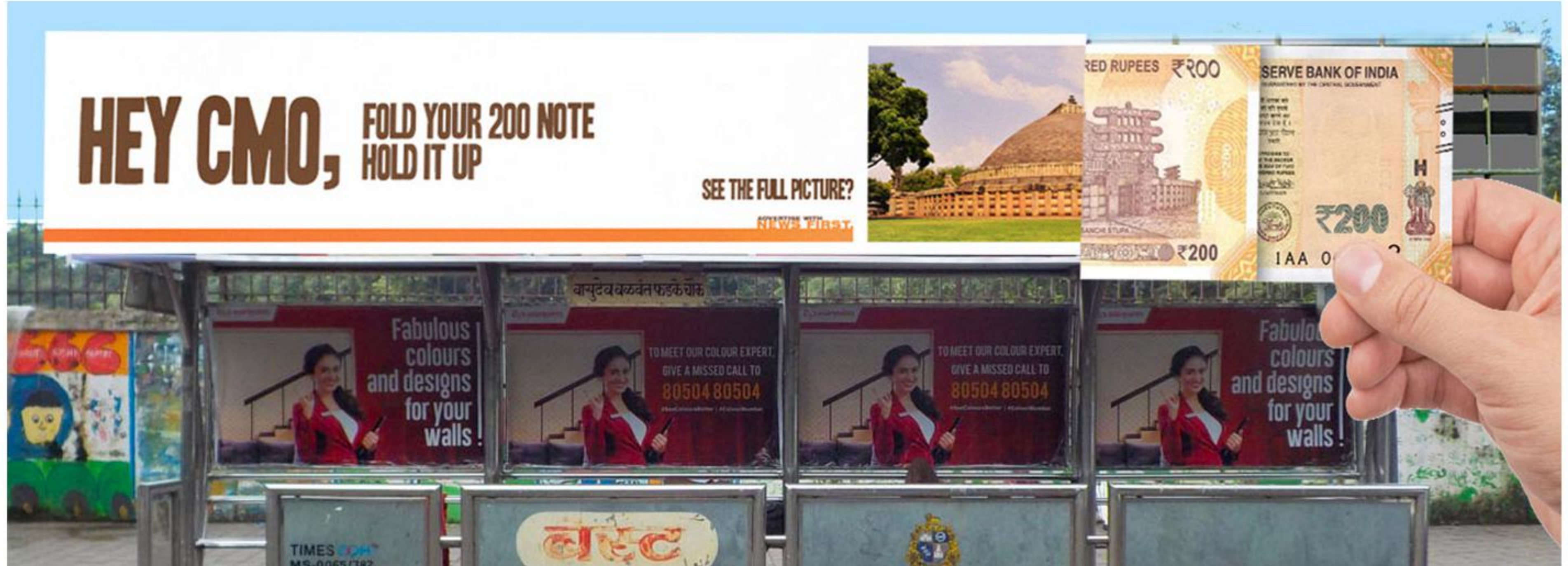
RTNVR Times



**HEY CMO,** FOLD YOUR 200 NOTE  
HOLD IT UP

SEE THE FULL PICTURE?

RTNVR Times



# Post Launch

## **Social Media + Digital Extensions:**

**Platforms: LinkedIn Blogs + Blogger Tie-ups, Facebook Targeted Ads, Instagram Targeted Ads**

**Branded Content** with leading marketing influencers like Karthik Srinivasan, Sorav Jain etc.

**Sponsored Campaign Feature** with AdAge, Mad Over Marketing, Afaqs, Campaign Asia and other leading industry portals.

## **Emailers:**

**Sent to a curated list of leading CMOs of the top brands in the country.**



*Thank you*

Presented by

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