

Advertising:
MELT MAGAZINE

Creative Picks

KFC's Big Secret Revealed on Twitter

Ritwika Gupta

Here is why the brand only follows 11 people in this mastermind Twitter marketing stunt.

There are so many ways to reach customers in today's complex digital world. Marketers have a constant challenge to make their campaigns pop, capture attention and create a lasting impression on consumers. KFC has really hit it out of the park, recently, promoting their original recipe.

KFC – which is a subsidiary of Yum Brands Inc. – calls its recipe “one of the biggest trade secrets in the world.” We all know that the brand prides itself on its 11 herbs and spices and the company

claims no one has been successful in cracking the secret recipe. All we know is that – a copy of the recipe is kept inside a safe along with 11 vials containing the ingredients. It is a mix of these ingredients that make their food “*finger lickin' good*”.

Recently, a Twitter user (@edgette22) pointed out that KFC's Twitter account follows 11 people – six men named ‘Herb’ and the five women who made up ‘The Spice Girls’.

KFC follows 5 spices and 6 herbs. In other words, 11 herbs and spices!

Was there any wittier and more entertaining way for the brand to show its history with a reference to 11 herbs and spices? The power of social media is that news can quickly spread. Similarly here, one tweet broke the internet.

What I liked most about this genius Twitter marketing campaign is that KFC actually did not go out of its way to convey a message. It was a rather subtle move and the brand kept waiting for a month to see if anybody was going to ever notice it. It was a risk but in this case, they had nothing to lose. The brand did not release any promotional posts or hints around their secret recipe. If people noticed it, great. If no one did, it was not like they had alerted anyone about their social media moves in the first place. Just like the recipe, they were quite secretive about this step.

To me, this is just brilliant marketing by KFC – smart, original, unpredictable and funny! The brand managed to reach out to a huge group of people and to even those who, perhaps, were not earlier aware of Colonel Sanders and the history of 11 ingredients. I know it got me intrigued and I tried googling KFC's secret recipe a couple of times before giving up. As it turns out, the secret recipe is still very much a secret and yet has everyone talking about it.

Honestly, I am not quite sure who I am more impressed with – the brand for pulling off this social media gag or the astute Twitter user who noticed it.

Nonetheless, very well played, KFC!



Advertising:

Research

The World Of Entertainment Rides The Digital Wave

Ritwika Gupta

The journey begins with a tweet from an A-list talent about the “first look” and ends with a film premiere (after it’s done a box-office run) on a streaming platform. Here’s how digital media is changing the way films are marketed in India.

The world of technology keeps hitting new highs and the wave has hit the entertainment industry especially, Hindi films in India. The strategies behind selling a film are getting layered. Film marketing, just like processes in other industries, begins at the product development stage and continues through formation, distribution and exhibition. With many high-profile films battling for the same audience, the film marketer’s job to make their films stand out, gets tougher. According to GroupM’s showbiz marketing report, a film’s marketing budget forms 10-15% of the total production budget. However, the biggest difference between film marketing last decade and now is an altogether new medium – digital. In recent times, the average split of the marketing budget pie has been lower on print and higher on television with digital making the big headway.

A typical film marketing plan includes objectives, timeline, budgets and promotional activities which can begin much earlier than the release of the film. It starts with the first look, followed by a teaser, a theatrical trailer, music launch, promotional tour, interviews, film premiere and publicity. The report notes that a film’s ancillary content which includes – making of, promotional songs and behind-the-scenes material now find a relevant place on the web. Over the years, studios have invested in creating ancillary content which has sometimes managed to get even more traction than the film itself. Take for instance, Sushant Singh Rajput’s ‘candid’ teasers with

the real Dhoni for his film MS Dhoni – The Untold Story or the Dangal “fit to fat” video which tremendously boosted the pre-release buzz level of the film. Just like how hand-churned film projectors or posters with wet paint have evolved to digital projections, the world’s largest film producing country is also taking the digital route, when it comes to marketing.

‘Digital first’ is the idea of opting to show a film’s assets to millions on the web first before anywhere else. According to the report, this has impacted the first look, first motion picture, music release, trailer release and film release. Now, marketers have shifted their focus to “engagement” and “reactions” in order to tailor

their promotions. The report states that Facebook has been gaining more relevance as a vital marketing tool for film promotion than ever before. The social networking platform enjoys 241 million active users in India, one of its biggest markets, and obviously for a majority of Indian users, Bollywood is a big draw.

As per the report, Shah Rukh Khan’s home production Ra.One in 2011 went all out on Facebook to promote the game ‘Ra.One Genesis’. In 2016, Riteish Deshmukh used the live stream feature on Facebook to stream the making of a song for his film, Banjo. This was a first for any film. Chat bots are also adding a new level of personalisation to the fan experience, a tool effectively used by Hrithik Roshan for his film, Kaabil last year where the star directly sent the trailer to thousands of fans through Facebook messenger. The report also identifies that the total number of YouTube channels in India at the end of 2016 was 13,99,000+, the views clocking in a neat 22,375 crore, subscribers standing at 4118.5 lakh and uploads at a staggering 97.5 lakh. The top YouTube channels in India across categories are – T-series followed by SET India and children’s animation channel, Chu Chu TV.

The digital reach, however, goes well beyond YouTube. As the OTT (over-the-top content) market gets competitive, ‘platform exclusivity’ is becoming the rule for film assets. The report explains that streaming platforms such as Hotstar, Voot, Amazon Prime Video and Netflix have exclusive windows for Hindi films which are regarded as



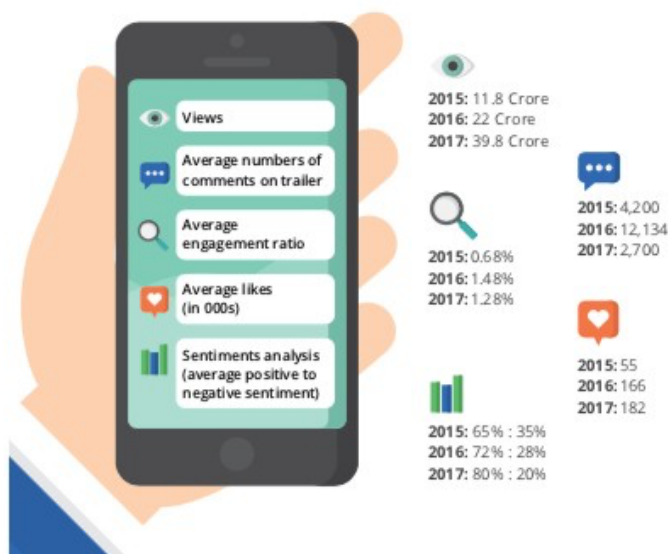
Source: Verified Social Handle of respective Production House (Data updated as on Nov' 17)

premium content. The understanding here is that a potential film watcher will value 'premium' content on a streaming platform over one which is freely available on a music or entertainment channel. With a rising number of streaming platforms, the report notes that the practice is only going to become a norm for big releases in years to come.

One of the biggest takeaways from the report is that entertainment icons today have the ability to engage with audiences on social media platforms and their commitment to create exclusive content is at its peak. The focus is on the star's social media presence which in return, must amplify his or her physical presence and boost the film's marketing assets. The star is the focal point of a well-strategized digital campaign whose sole goal is to earn engagement. More people came to know of Tiger Shroff's Flying Jatt thanks to his 'Beat Pe Booty' challenge while Varun Dhawan's 100 fan challenges for Dishoom and Ranveer Singh's quirky Befikre videos kept their loyal fans on their toes. As they reach out directly to their fans, such videos and marketing moves give the film a captive base of a few million, at the very least. The star is the loudspeaker here, for it is his/her tweets, posts and videos that fuel their fan clubs. Today, studios also understand whether their stars are impacting their films in a positive or a negative way. Studios also know who are the carriers of positivity around a project, which can help them succeed in launches, be it a movie or a webseries.

Gauging the impact of a big film's trailer is also a fair way to look at the role of digital media in Hindi films today. The report examines the biggest releases since 2015 and the analysis showed that the top 10 grossers for each year had trailers with the maximum interactions and reactions. This is increasing year on year.

In 2016, the economics of demonetization hit the film industry too, and going cashless by using digital wallets impacted consumer behaviour remarkably in A-town markets. Today, with just a few taps on an app, one can book seats for a film and snacks. India's digital wallet wave is getting bigger and film goers are engaging more with apps and electronic money than ever before.



Source: ESP Properties (Data updated as on Nov '17)

As per the report, film marketers will need to consider better cashbacks and promotional offers through booking sites and e-wallets as part of the digital marketing strategies.

Finally, the report presents a Six C Model which defines the marketing mix of digital film promotions:

• Consumer

The king is the Youtuber or Facebooker who spends valuable data to stream a film's asset. Activating fan clubs and influencers and countering negative comments is the new routine.

• Content

If consumer is king, content is emperor. Stirring up the various assets of a film and laying them on a calendar is an unwritten rule.

• Category

Generating buzz and conversations not only around the film, but around its subject, actors and characters is critical.

• Conversations

The comments, reactions, anticipation and the talk about competition is all evaluated. Two-way conversations are preferred to one-sided communication.

• Conversions

Using digital tools to drive the online 'conversations' to Box Office 'conversions' is the goal behind every campaign.

• Culture

Let's not rule out that for many biggies, external cultural factors such as the political climate and current affairs trends affect promotion.

The giant film business, will continue to evolve in unpredictable ways, seek trends and set new ones simultaneously. The report predicts that the next level of digital film marketing would involve production houses having their ears to fan reactions through comments, likes and sentiments, altering promotion plans and trailers. In fact, most of them are already using analytical tools such as Lexalytics for sentiment scores and Buzz Engine for film promotions. With the number of film releases increasing at an average rate of 10% every year except 2008 and 2017, digital media will continue to play a key role in reaching out to audiences. Going forward, India's digital content consumption numbers will surge to millions with audiences having the power to impact a film's sentiments even before its release, the report concludes.

Foreign Policy: QATAR DAILY BRIEF



FRIDAY 03 SEPTEMBER 2021

SPOTLIGHT

HE the Deputy Prime Minister and Foreign Minister press conference with UK Foreign Secretary

UK outlets **Reuters** (carried by **Al Arabiya**, Saudi Arabia), **The Independent**, **Evening Standard**, **The Guardian**, **The Times**, **BBC**, **ITV News**, **Sky News**, **Daily Mail**, **The Herald**, **City AM**, **Politics Home** and **The Sun**; **EFE** (Spain); **Al Jazeera** (pan-Arab); US outlets **CNN**, **AP** (carried by US outlets **Yahoo News**, **Fox News** and **The Washington Times**), **Politico**, **VOA** and **The New York Times**; **Republic World** (India); and **Anadolu Agency** (Turkey) report that His Excellency Sheikh Mohammed bin Abdulrahman Al Thani, Deputy Prime Minister and Minister of Foreign Affairs, held a joint press conference in Doha with his British counterpart, Dominic Raab, Secretary of State for Foreign, Commonwealth and Development Affairs of the UK, on Afghanistan evacuations and how to assist British nationals and Afghans trying to flee the country. Coverage adds that Qatar has already begun discussions about how to best ensure security at the Hamid Karzai International Airport. Separate pieces in UK outlets **The Times**, **The Independent**, and **Evening Standard**; and **Sputnik** (Russia) quote Raab as highlighting the need for "direct engagement" with the Taliban and suggested building "an international coalition" to "exert the maximum moderating influence on what the Taliban does next".

Qatar's role in Afghanistan

In an opinion piece for **The Washington Post** (US), David Ignatius, Columnist, argues that the American relationships with Qatar, Pakistan and Turkey will be especially important when dealing with the Taliban moving forward. The article also notes that the CIA has been working with intelligence services from the Gulf including Qatar to combat terrorism.

In a wider analysis piece published by **Los Angeles Times** (US) on Afghanistan's neighbours, Laura King, Staff Writer, argues that Qatar is "wielding outsized influence" as a

Coverage further quotes Raab as stating: "our Qatari friends are clearly an influential linchpin" in dealing with the crisis going forward as he strives to get "wider-buy-in" to the UK's diplomatic efforts. Additionally, UK outlets **The Guardian** and **The Telegraph** report that Raab said he had "good conversations" with His Highness Sheikh Tamim bin Hamad Al Thani, Amir of the State of Qatar, about the "workability" of evacuations resuming for UK nationals and Afghans who worked with Britain, adding that Qatar has taken nearly 40 percent of the refugees that have so far left Afghanistan. Coverage adds that London and Doha are in talks about Qatar chartering jets to evacuate British nationals and Afghans eligible to come to the UK.

Middle East Eye (UK) publishes an analysis piece by Ali Bakir, Research Assistant Professor at Ibn Khaldun Center for Humanities and Social Sciences, in which he reports that Saudi Arabia, Egypt and the UAE are reconciling "on several levels" with Turkey and Qatar in the post-Trump era, noting the UAE's recent efforts to reach out to Turkey. Bakir adds that Turkey and Qatar are "rising in the region and beyond", with the most recent example playing out in Afghanistan.

Economy

The Times (UK) and **Bloomberg** (US) claim that Regis Fleet Street, a holding company owned by members of Qatar's Royal Family, will be spending £90 million to refurbish the former Daily Telegraph headquarters on Fleet Street, adding that the building has been the newspaper's home for 60 years and was recently rented out to Goldman Sachs, whose lease expired this year. The piece adds that the Qatari investors have already submitted plans for a redevelopment.

Paris Saint-Germain

A wider piece on the history of Paris Saint-Germain (PSG) by Juan Pedro Quiñoner, Journalist, via **ABC** (Spain) notes that Qatar has transformed PSG into "a great star in the world sports space". The piece notes how Qatar's influence over PSG impacts its global political position, adding that these clubs "have unique diplomatic and religious proportions, inseparable from the position of Qatar on the world diplomatic scene".

BBC (UK) publishes an analytical piece by Tom Bateman, Middle East Correspondent, reporting that Qatar and Turkey have become the Taliban's "lifeline to the outside world" with both countries "emerging as key mediators and facilitators". The article quotes Dina Esfandiary, Senior Adviser at the International Crisis Group, as stating: "no-one has been able to do any major evacuation process out of Afghanistan without having a Qatari involved in some way or another". The article adds that Esfandiary argues that Afghanistan will present a "significant victory for [Qatar], not just because it will show that they're able to mediate with the Taliban, but it makes them a serious player for the Western countries that are involved". The piece adds, however, that both countries are "taking a gamble" which could foment "old rivalries further afield", referring to the intermittent tensions between Qatar and other GCC member states.

TOP STORIES

Foreign policy

In further coverage about Qatar's role in Afghanistan evacuation efforts, US outlets **The New York Times** and **The Hill** report that Afghans who worked for The New York Times arrived in the US following an evacuation effort assisted by the Government of the State of Qatar, noting that A.G. Sulzberger, the paper's publisher, thanked Qatar for helping with the rescue efforts. Wider coverage on evacuated Afghans hoping to resettle in the US via **Reuters** (UK) notes that many evacuees "face extended limbo" in third countries, including Qatar, as they "must overcome bureaucratic immigration hurdles" before being allowed to go to the US. The piece quotes a refugee as saying that "at the US military base in Qatar, people line up for hours for food, fearful that there won't be enough to go around", with many having been there for two weeks or more. **AP** (US), carried by **Christian Science Monitor**, (US) carries further coverage of Qatar's efforts in evacuation efforts.

The Media Line (US, carried by **The Jerusalem Post**, Israel) publishes an analysis piece by Hudhaifa Ebrahim, Columnist, arguing that Qatar is "behind the return of a more image-conscious Taliban", claiming that senior Taliban leaders were "trained in the art of politics [in Doha] and are no longer the same as before". Separately, **The Telegraph** (UK) reports that Mullah Abdul Ghani Baradar, "the Taliban leader set to rule Afghanistan", was understood to be heading to the Afghan capital from Qatar, where he led the militant group's peace negotiation team after his release from jail in 2018.

Media:

Research

12 Things You Didn't Know You Could Do With BARC Data

Ritwika Gupta

For advertisers, it is of prime importance to understand viewership numbers and data in order to know where to invest. However, a lot of advertisers are not even aware what all they can do with the data released by BARC India. Here's what you get if you scratch below the surface!



Broadcast Audience Research Council (BARC) India has been providing us with weekly television viewership data for almost 3 years now. For advertisers, it is of key importance to understand viewership numbers and data in order to decide where to invest, on the basis of television ratings. But is the industry fully aware of what all it can do with BARC data? BARC India's media workstation or BMW, is a multi-feature tool that gives its users powerful analytics capabilities, which can be deployed to gain deep insights. Here are 12 things that you did not know you could do with BARC data:

1. Granularity

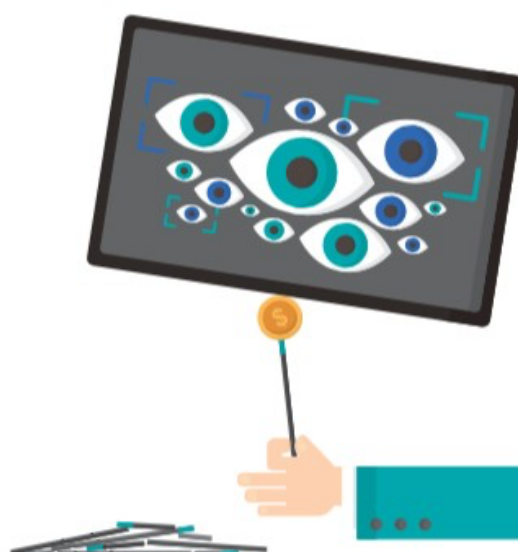
BARC India gives agencies, advertisers and television networks access to viewership information with possibly the largest number of cuts available in any TV viewership measurement market. This includes

90 markets from town class, 4 new consumer classification system (NCCS) and 7 age cuts within gender. This kind of granularity yields valuable insights which are eye-openers. For example, a marketer can study the extent of female viewership for sports and news, kids' contribution to ratings (co-viewing) as well as urban vs. rural and male vs. female viewership contribution.

2. Advanced Analysis Possible With BMW Software

BARC India Media Workstation (BMW) allows for several complex high-level analysis. Many advertisers are, however, not aware of BMW's full potential. The general perception is that BMW, as a software has limited functionality and does not give a desired analysis. Most people create a template and keep generating data week-on-week, without using its full feature set. Some of the features include:





- a) **Behavioural Targeting Of Viewers**
BMW software allows advertisers to create a set of target viewers and profile them. This helps the advertiser understand its viewers correctly and plan targeted advertising on television. For instance, an advertiser can create a target group of: 'Male, 15+, NCCS A viewer from Mumbai'. Using behavioural target, the advertiser can, then, add new content or channel based on what is largely viewed by this set of audience.

- b) **Individual Analysis Using BMW Software**
BMW helps in understanding both exclusive and duplicated content consumption. Through the software, the advertiser can get a clear idea of the number of people who watched a particular programme. For instance, the IPL Auction. The module allows users to bucket these viewers into those who watched IPL Auction as well as the India vs South Africa match. In addition to this, one can also know how many exclusively watched IPL Auction. The module helps in bracketing viewers as heavy, medium or small consumers of a particular channel or programme. All these aspects can lead to better targeting of audiences.

3. Use Of Impressions For Better Analysis

Advertisers can only get to action if the communication message is seen and if the impressions are there. To understand the reach of ad spends, advertisers need to grasp the huge impact of growth in TV penetration and/or ownership. BARC India covers 183 million TV homes and 780 million individuals, having access to television in India. A larger sample size will give advertisers more confidence to rely on the data.

To understand the reach of ad spends, advertisers need to grasp the huge impact of growth in TV penetration and/or ownership. BARC India covers 183 million TV homes and 780 million individuals, having access to television in India.

Using BARC's high reach efficiency, advertisers can run smarter campaigns and use the impressions for a better measure of reach of a campaign.

4. Pre And Post Evaluations

BARC India's data allows for pre and post evaluation of advertising campaigns. The data captures on-ground changes that will help marketers to design campaigns, based on evaluations made from past experiences and viewership. This will also allow advertisers to evaluate campaign performances by considering various on-ground changes such as key events, demographics, TV ownership and distribution.

5. Ad-Split

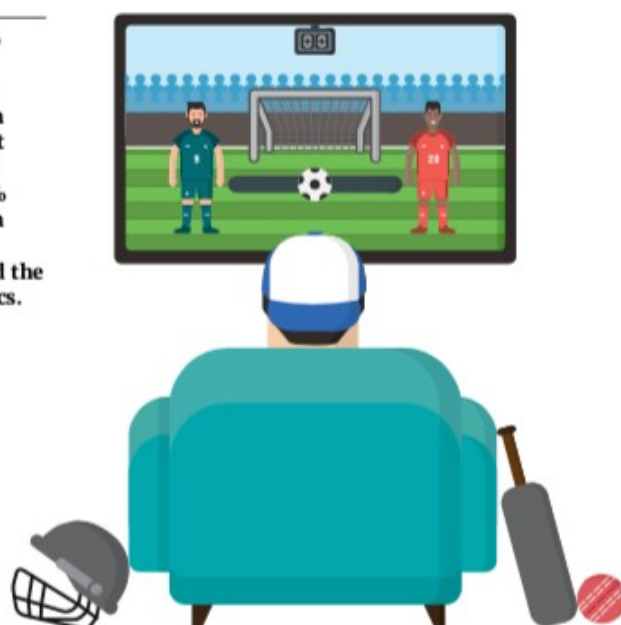
BMW Software provides split beam advertising and spot-monitoring data to marketers. What this means is that one can track ads being displayed on a particular channel in a particular region. For instance, Maruti, used geo-targeting in 2015, through split beam technology for the launch of Celerio. The campaign, Celerio — Dil thi Gujarat maate was run in four key cities — Ahmedabad, Rajkot, Surat and Vadodara. For Gujarat, being a key market, this

campaign was designed at the onset of Navratri. A similar campaign was started for the East coinciding with Durga Puja. Local channels were targeted and this doubled the enquiries and retail sales increased by about 35%. As more and more companies opt for geo-targeted advertising, the importance of this data is only growing. In a nutshell, advertisers can better target their viewers and plan campaigns with deeper insights with split-beam advertising.

6. Human Behaviour, On-Ground Influences And Consumer Choice

Marketers are aware that there is no homogenous "Indian" consumer and the same goes for television viewers. There is a huge diversity in content sampled and preferred by audiences across the country. For instance, in Maharashtra, viewers prefer general entertainment (GEC) and music channels. News channels are a big draw for Hindi speaking markets and south viewers gravitate towards movie channels. BARC India data keeps a finger on the pulse of a viewer. The data records what all is happening on the ground, which can help marketers to derive insights on consumer behaviour and target them better on television.

Today, 20% of sports viewership comes from non-cricket events. Out of this, 80% comes from Kabaddi, football and the Rio Olympics.



launches in the free to air (FTA) space as rural markets have shown strong preferences to FTA channels. Advertisers should capitalise on this FTA phenomena. With the addition of rural data, advertisers can now see that rural viewership is a huge landscape. This has spurred growth of FTA channels. There has also been a rise in the viewership of sports like Kabaddi. Total TV viewership is also on a rise, as is time spent. And while Hindi GEC may be declining, movies and news has been growing strongly in Hindi speaking markets. Monetising these effectively is key to future growth.

7. 560 Channels And Counting

There has been a sizeable increase in the number of channels that BARC India measures. From 450 channels in 2016 to more than 560 now. It is important for marketers to know the large landscape that BARC India covers for better planning.

8. HD Viewership Reports

BARC India reports HD viewership separately. This data provides an insight and access to a niche viewership that consists of high spenders. Over the last one year, the number of HD channels has grown by 41% while viewership has risen a whopping 169 %.

9. From Data To Insights

If you already did not know, BARC India offers more than just data. It delivers insights and provides reports for better analysing data. The Alpha Club, for instance, is a set of premium audience that includes viewers from NCCS A1, A2 and A3 in the form of a four-week roll-over average viewership numbers. This provide sharper consumer insights, particularly for niche channels and advertisers for whom NCCS A is significant. Other reports include the kids' genre special report and THiNK (a monthly insights newsletter).

10. Bio Advision

BARC India has introduced a new product called Bio Advision for marketers. This is an easy to consume visualisation tool which can help advertisers to get on-the-go analysis about the performance of their own brand as well as competition. Bio Advision provides 3 modules for analysing media campaigns – analysis by category & competition, time-band and channel & genre.

11. Trends

BARC India data helps one to understand trends, which are useful when it comes to conducting a marketing campaign. A few growing trends are:

- Viewership For News Is On A Rise**
BARC India data shows that English News has grown 127% and Hindi News by 25% in the last one year. Viewership for news is high especially during special events like elections or any important announcements and occasions. This is surely a genre to look into. Are marketers leveraging on it?
- The FTA Revolution**
In the past one year, there has been a number of new channel

c) Sports Revolution

With BARC India measuring rural, the biggest revolution that came in the sports genre was the launch of a private FTA sports channel. Besides this, today, 20% of sports viewership comes from non-cricket events. Out of this, 80% comes from Kabaddi, football and the Rio Olympics. There is also an emergence of celebrity brands outside of cricket players like PV Sindhu, Sakshi Malik etc.

12. Moving To Cloud Based Data Management

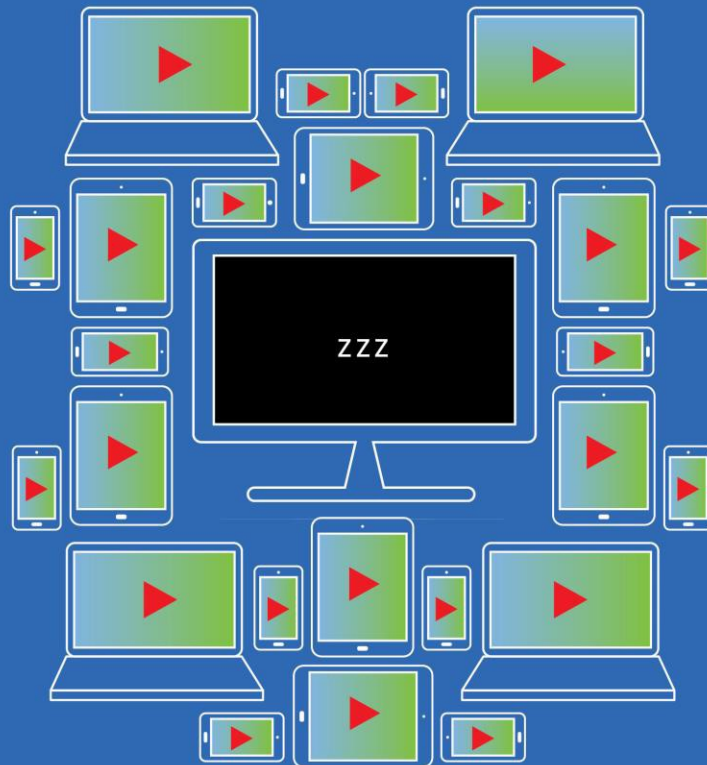
Moving forward, BARC India is working on setting up digital viewership measurement. For all this to be achieved, incremental improvements are not enough. Realising that it needs a quantum leap, BARC India is moving towards cloud based data management solutions like 'Spark' and 'Hadoop'. While Spark will enable a seamless collection of data from cable operators, Hadoop will open up a new world of rapid processing of reams of unstructured data. We will just have to wait and watch how this shift will bring significant changes to the way advertising on TV is delivered and consumed.

Features

Mobile Video Market to reach ₹1200 Crore by 2021: Here's why the mighty small screen is overtaking Television

Ritwika Gupta

Mobile is emerging to be the biggest platform for online video consumption. By 2021, the average mobile data consumption per smartphone in India is expected to increase by at least five times. Thanks to fast internet speed and high smartphone penetration, the average time spent on mobile jumped by a whopping 23% in the last 9 months.



Advertising:

Research

The power of celebrity endorsements in the digital era

Ritwika Gupta



Leela Chitnis



Jalal Agha



Kapil Dev



Amitabh Bachchan



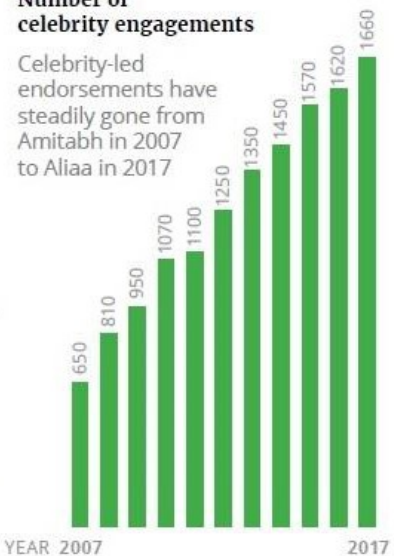
Virat Kohli

Celebrity endorsements have been prevailing in India for a very long time. It is not a new idea, in marketing. Back in 1941, Leela Chitnis was the first Indian actress to endorse the soap brand, Lux. But the real growth of celebrity endorsements in India happened in the late 80s when a number of stars like Tabassum (Prestige Pressure Cooker), Jalal Agha (Pan Parag) and Kapil Dev (Palmolive Shaving Cream) started endorsing brands. As per GroupM's Showbiz marketing report 2017, the celebrity endorsers' market in India has grown steadily from 665 celebrity engagements in 2007 to a total of 1660 in 2017.

In the age of digital disruption, there is an increasing challenge for brands to capture people's time and focus and according to the report, marketers believe that brand ambassadors provide a higher degree of consumer recall. This is based on a pretty simple logic. India is a country where people are star-struck by film stars, cricketers, politicians. People idolise them and so, when they are seen in an advertisement promoting a product, it grabs all the eyeballs. Today we have the likes of Shah Rukh Khan, Amitabh Bachchan, Deepika Padukone and Virat Kohli endorsing brands and the majority of India's population is familiar with most of the mainstream celebrities. Finding a way to communicate and engage with the audience is the backbone of any brand's strategy and celebrities become the voice of that communication. However, it is no longer just about film stars. While

Number of celebrity engagements

Celebrity-led endorsements have steadily gone from Amitabh in 2007 to Aliaa in 2017



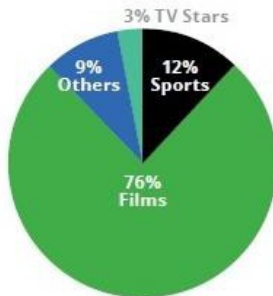
Shah Rukh Khan



Deepika Padukone

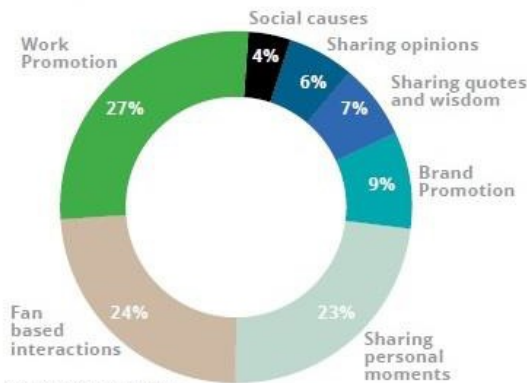
Split of type of endorsers taken by brands

Average of 2007-2017 data



Source: ESP Properties

Reasons for the most famous Bollywood celebs to be on social media



Source: ESP Properties

movie celebrities still seem to bag the largest number of deals, social media stars and sports personalities are also cutting into the celebrity endorsements pie

Social media has undeniably changed the game and given rise to the influencer. According to the report, today we have a plethora of self-styled celebrities, who have earned a name for themselves through blogs and other e-platforms like YouTube, Instagram, Twitter and Facebook. They are influencers and brands use them to create a word-of-mouth advertising across categories such as fashion, food, fitness, beauty, music and so on. While in a celebrity endorsement, the celebrity is merely the face of a brand message, in influencer marketing, the influencer is perceived to be the creator of the message.

Take the example of Lily Singh (IISuperwomanII) who was signed on by Pantene as the brand ambassador this year. Lily is an online sensation and her hilarious videos have garnered over a billion views collectively. Clearly, she has a large fan base and is capable of generating worthy conversations. Similarly,

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melt
Dec 01-31, 2017



Lily Singh

Indian sportspersons are becoming hugely popular with brands. The report states that over the last 10 years, sports personalities in India have developed a deeper association with brands, services, and companies through investments, product designs and licensed deals. While Indian cricketers have always been big on endorsements, the last decade also witnessed the rise of non-cricket sportspersons such as Vijender Singh, Sakshi Malik, PV Sindhu and Sania Mirza, especially for categories that require fresh faces.

From posting personal pictures to chatting with their film colleagues, Bollywood celebrities have become increasingly gung-ho about social media and thanks to this, brands today have found a whole new way to drive home their message. As per the report, nearly 1 out of 10 social media activities by Hindi film celebrities involve promoting a brand. The report states that, from the latter half of 2007 to 2017, brands have started focusing on an online opinion or a YouTube review to add credibility to their brand value. Furthermore, a celebrity's Twitter following or Facebook fan page strength is a huge pull for brands today. With even the second and third rung actors commanding millions of followers on platforms such as Instagram, advertisers and brand managers recognise the importance of leveraging their online presence to attract more and more consumers.



Sakshi Malik



PV Sindhu



Sania Mirza



Aamir Khan



Ranveer Singh



Farah Khan



Shah Rukh Khan

It is true. Celebrity endorsements can often reap huge rewards for a brand and there are multiple reasons why brands approach celebrities. At the crux of it, the report lists three main motives behind brand endorsements — sustenance, revival and launch.

Sustenance, or the motive of the brand to keep its recall value in your mind, is the biggest reason for using a celebrity influencer. The report highlights that TV advertisements with celebrities provide a better consumer recall. A study by mConsult's Campaign Watch illustrates that when Voonik, a fashion brand launched their first TVC with popular Indian director and choreographer Farah Khan in 2015, the campaign recall surpassed the category norm in just 3 weeks of the launch. YepMe, one of the pioneers in online fashion space, launched a TVC featuring Shah Rukh Khan, which helped the brand on building saliency and attribution.

Revival is when the popularity of the endorser is used to simply pull the brand out of obscurity. For instance, Aamir Khan was roped in by Godrej in 2013 to enhance the brand's appeal.

Finally, launch is about making a first impression while riding on

the endorser's known face, such as most phone brands tapping on Hindi films actors.

In a nutshell, a celebrity is now not just the face of brand. He or she is a spokesperson, a social media influencer and an ambassador. With inputs from Atul Kasbekar, Chief Managing Director at Bling! Entertainment, the report dissects a typical endorsement deal and notes that a celebrity is usually signed on by a brand for a term of one to two years with three to four days of TV/print shoots or event appearances. Brands which plan in advance on the utilisation of celebrities for multiple campaigns, usually put down higher number of days in the contract to get a better cost per day from the celebrity. Brands have also begun looking at full-fledged partnerships with celebrities. For instance, Sonam and Rhea Kapoor have collaborated on their clothing line Rheson with Shoppers Stop but will continue to completely own the brand. In the case of All About You by Deepika Padukone, the intellectual property is co-owned by Deepika and Myntra which has a profit-sharing deal structure.

The report also takes a closer look at the categories that prefer endorsers. A study by ESP



Sonam + Rhea Kapoor



Deepika Padukone

Top 10 brand endorsers in India from 2010 to 2017

Source: ESP Properties

Rank	2017	2016	2015	2014	2013
1.	Virat Kohli	Shah Rukh Khan	Shah Rukh Khan	MS Dhoni	MS Dhoni
2.	Shah Rukh Khan	Akshay Kumar	MS Dhoni	Salman Khan	Sachin Tendulkar
3.	Deepika Padukone	Salman Khan	Sachin Tendulkar	Shah Rukh Khan	Shah Rukh Khan
4.	Akshay Kumar	Virat Kohli	Salman Khan	Akshay Kumar	Salman Khan
5.	Ranveer Singh	MS Dhoni	Virat Kohli	Virat Kohli	Virat Kohli
6.	Salman Khan	Deepika Padukone	Akshay Kumar	Amitabh Bachchan	Akshay Kumar
7.	Amitabh Bachchan	Amitabh Bachchan	Deepika Padukone	Ranbir Kapoor	Katrina Kaif
8.	MS Dhoni	Ranveer Singh	Ranbir Kapoor	Katrina Kaif	Amitabh Bachchan
9.	Aliaa Bhatt	Sachin Tendulkar	Amitabh Bachchan	Priyanka Chopra	Ranbir Kapoor
10.	Priyanka Chopra	Aliaa Bhatt	Priyanka Chopra	Deepika Padukone	Priyanka Chopra

The report also takes a closer look at the categories that prefer endorsers. A study by ESP Properties shows that from 2013 to 2017, personal care brands have been the biggest spenders in this regard. This is closely followed by the apparel category, which often relies on movie stars to promote

a range of clothing dedicated to a specific film. Over the past two years, e-commerce has seen an unprecedented growth in use of brand ambassadors. Almost every major e-commerce company has engaged celebrities through multi-crore deals and partnerships. The home appliances category on the other hand has slumped recently. While female celebrities dominate the personal care and consumer durables category, male celebrities rule the automobiles and e-commerce sectors for endorsements.

Speaking of celebrity brand endorsers in India, Shah Rukh Khan appears to be every brand's favourite star! Topping the celebrity list in terms of endorsements, Shah Rukh Khan has endorsed brands such as Tag Heuer, Hyundai, Reliance Jio, BigBasket etc. In fact according to the report, he was the top most celebrity brand endorser of 2015 and 2016. This year, however, Virat Kohli has overtaken King Khan and bagged the number one spot in brand endorsements. Deepika Padukone also made it to the list of top 3 brand endorsers for the first time this year but it is obvious that the number of female

celebrity endorsers in the top 10 list is still far lesser than their male counterparts.

But what does it take to be a top endorser? Can there be a perfect mix of factors that a celebrity requires to become the most desirable brand endorser?

With Virat Kohli and Anushka

Sharma tying the knot this month, the celebrity couple is now defined as a "power couple". Virat and Anushka endorse around 28 brands together, such as Head and Shoulders, Manyavar, Pepsi, Celkon, Boost, Audi, Fastrack, Goinee, Wrogn and Polaroid. Both stars represent a modern and young India and post marriage, the couple is likely to be a favourite in the ad world.



However, any brand will need to consider other factors in their candidates aside from their star power such as the probability of risk and brand fit. The report reveals that the top few influencers of India possess a number of qualities that make them desirable as a brand endorser. These qualities are:

a) Credibility and market perception: knowledge and skills that the celebrity stands for.

b) Attractiveness: likeability, familiarity, similarity of the celeb with the brand.

c) Star Power: the mass appeal which affects the consumers' buying behaviour

d) Relatability: consumers should relate to the ambassador.

e) Return on Investment: the

'what's in it for me' question for the brand company.

Well, endorsements today are indeed moving from mainstream celebrities to influencers. Going forward, the report predicts a continuous shift in focus from celebrity brand ambassadors to key opinion leaders and given the media fragmentation today, brands may choose between using a single ambassador across all channels or have multiple faces for a campaign. A celebrity's presence on social media is also a major factor for brands to consider when deciding on who to engage with. In fact, social media will continue enabling brands to measure the effectiveness of these celebrity-led campaigns as it gives instant and sometimes, real-time feedback which makes it easier for brands to calculate ROI sooner.

The impact of digital marketing in the world of entertainment has been further discussed in GroupM's showbiz marketing report at length. In the next edition of Melt, we shall unravel how social media has changed the way films are marketed, and production houses, big and small, have their sleeves rolled up for this.

Travel & Lifestyle:
World Spa & Travel Magazine





Shopaholic's Take on **Mumbai**

By Ritwika Gupta

Shopping in a new city is dream come true for any shopaholic. And if you have just landed in Mumbai to explore this bustling city, fret not because we have your shopping list ready! Mumbai is a mix of the traditional and the modern India. The capital of Maharashtra takes pride in its cosmopolitan identity. From adventurous rickshaw rides, exhilarating traffic to the star-studded Bollywood and delicious food, Mumbai is truly India's city of dreams. A shopper's paradise, you will find an extensive maze of high-end shopping and street markets here that include fashion and lifestyle brands, spas, world-class restaurants and much more. Whether you are looking for street shopping or the best international brands, these fashion avenues have it all and will beckon you retail lovers to splurge!

Shopping § Shopaholic Takes Mumbai



Palladium Mall

One of Mumbai's first luxury, retail and entertainment destinations, Palladium Mall is an iconic landmark that offers four levels of exclusive shopping, encapsulating the best of Mumbai all under one roof. Palladium Mall is the plushiest mall in town that houses luxury brands in clothing, jewelry as well as beauty and makeup. Beautiful architecture, luxurious decor coupled with a well-designed atmosphere, Palladium hosts luxury labels, high fashion brands, cafes, fine dining restaurants, a stand-up comedy venue, spas and salons. Presently, it houses all top brands like Burberry, ZARA, Gucci, Bottega Veneta, The Body Shop, Satya Paul, Anita Dongre and Rohit Bal.

Infiniti Mall II (Malad)

Infiniti Mall II (Malad) is one of the newest shopping malls in suburban Mumbai. Spread across four levels, the mall houses a global collection of brands and also offers shoppers an affordable selection of lifestyle shops. Stores include French Connection, Mango, Accessorize, Bebe, Calvin Klein, Espirit, Guess and Van Huesen amongst others. A major attraction of Infiniti Mall is the indoor entertainment and games centre called "Planet Infiniti" located on the top most level that is home to a variety of rides and games appropriate for individuals

of all ages. Infiniti mall has a lavish and distinctive layout that makes you feel like you are going round and round in infinite circles. The destination mall also hosts a 5 screen multiplex, seven restaurants and many food counters. A must visit!

High Street Phoenix

A name synonymous with sophisticated and world-class indulgence, High Street Phoenix (HSP) caters to every taste and lifestyle with mid-range to upscale brands and serves as a place for the younger crowd to party and hang out. It houses over 500 luxury brands including a variety of food, beverage and entertainment for families. With three distinct shopping areas - Skyzone, Grand Galleria and High Street Units, you are bound to find almost anything at HSP! There is also a dedicated space called the "courtyard" at the heart of HSP that hosts many events, celebration and festivities. High Street Phoenix is also acclaimed for its popular club, "Tryst", providing the most exclusive partying experience.

Lokhandwala Market

A visit to Mumbai is incomplete without street shopping. Street shopping can prove to be one of the most thrilling buying experiences

Above:
Palladium Mall
Mumbai



Shopping § Shopaholic Takes Mumbai



for any shopaholic. Lokhandwala is a popular hangout for actors in Mumbai and the entire television fraternity that populates the Andheri suburb. Lokhandwala Market has always attracted loads of shoppers, both tourists and locals alike. With more than hundred shops and an array of inviting eateries, this place is paradise for shopaholics. Right from picking up knick knacks to getting an evening gown, authentic Indian clothing or vintage accessories, Lokhandwala market will not let you down.

Bandra Linking Road

The Linking road streets in Bandra are always bustling with energy. Located at the heart of Mumbai's hippest suburbs, Linking road is a fusion of East meets West where fashion is an absolute high and prices dramatically low. The street stalls at Linking Road are grouped together according to the type of goods they sell. From studded owls and peacock shaped pendants to quirky anklets and beaded necklaces – you will find them all here! In terms of clothing, you will get beautiful Indian col-

lections, corporate fashion wear to casual outfits and even cocktail wear. Word of advice - if you plan to visit this market on a weekend, be ready for the crowds!

The Taj Mahal Palace

The Taj Mahal Palace is one of the finest luxury paradises located in South Mumbai. Exquisitely decorated with Belgian chandeliers and regal paintings, the Taj Mahal Palace induces shoppers to indulge in imperial retail therapy from the moment you step into the hotel. Shoppers can experience a refreshing mix of international brands, emerging labels and traditional concepts at Taj. Some of the major fashion brands include Louis Vuitton, Ermenegildo Zegna, Gazdar Jewellers, Mont Blanc, Burlington's, Dior, Ravissant, Dia, Joy Shoes, and Malabar Boutique among others, featuring exclusive, leather goods, men and woman's clothing, accessories, scarves, exquisitely crafted watches, elegant designer jewellery and instruments. Above all, do not forget to catch the magnificent view of the Arabian Sea before shopping at Mumbai's most famous landmark.

Clockwise from the top:
Taj Mahal Palace Corridors; Phoenix Mall; Louis Vuitton
Photo: Marilyn Pereira

By: Ritwika Gupta

With the brand new year opening up doors to new locations, cities and countries all over the world, you ought to fill up your 2014 travel diary with a list of new vacation plans that will lure you to explore life all over again in a brand new manner. World Spa & Travel Magazine presents to you the best of luxury villas located at some of the finest resorts in the world.

Luxury villas are perfect for planning intimate holidays with families, friends, couples and even

larger groups of people. Discover the charm and authentic culture of an exclusive city by reveling in a lavish atmosphere throughout your journey. Check out these fifteen luxury villas and get ready to experience an unparalleled sense of style, exquisite facilities, breathtaking ambience and hospitality.

Escaping to a faraway land will now be rewarding because these luxury villas will bring travelers closer to a vibrant experience of a truly deluxe accommodation.



In the Picture:
Villa at Shan-
gri-La Villingili
Resort & Spa
Maldives

7 Casitas *Capella Pedregal* Mexico

The Casitas at Capella Pedregal are surrounded by beautiful landscapes that overlook exhilarating views of the Pacific Ocean. Encompassing

24 spectacular mountainside and oceanfront acres in Mexico, the luxury casitas are exclusively accessible by a private tunnel carved through the heart of a mountain. Guests can choose to opt for a beautiful four bedroom casita or a three bedroom casita. Each stunning casita offers a private plunge pool, a kitchen, outside living spaces and services that will enable you to easily accommodate your family or friends in an

environment surrounded by nature and breathtaking sceneries. The furnishing of the villas harmoniously blends traditional Mexican culture and classic modern craft. Each villa embraces locally crafted, elegant art pieces and exclusive woodwork that radiate a vintage feel. Guests also have access to luxury facilities such as the Beach Club and Bar, a 24-hour Capella library, the state-of-the-art gym and the Auriga spa.



2 The Tree House

Shangri-La's Villingili Resort & Spa
Maldives

The Tree House Villas at Shangri-La's Villingili Resort & Spa are distinctly styled and equipped with modern conveniences and luxurious amenities. The Tree House Villas are perched on three-meter high stilts among the treetops amidst dense vegetation. At this elevation, the villas exude a serene ambience that offers both privacy and leisure for travelers. Due to the natural surroundings, these well-appointed beautiful tree-house villas enable guests to experience the beauty of Maldives' tropical life. Each luxury villa has sweeping ocean views with a separate bedroom, living room, an infinity plunge pool and a wooden sun deck perfect for al fresco dining. The interior decorations luxuriously infuse elements of the Middle-East and touches of India. These are designed with warm, earthy-toned fabrics and finished in soothing turquoise with silver Jali accessories. Guests will experience a calm, serene and peaceful mood emanating throughout the villas, making their stay magnificent and unforgettable.





3 One Bedroom Pool Villa
Alila Villas Uluwatu Indonesia

Enjoy the gentle sea breeze sweeping up from the Indian Ocean while sipping a cocktail at one of Alila Villas Uluwatu's spectacular hillside luxury pool villas. Located at the south of Bali in Indonesia, the One-Bedroom Pool Villas are exclusively designed to create an open-plan and naturally ecological ambience. The interiors of the villa are designed in planes of wood, water, stone, rattan and unique flat lava rock roof and bamboo ceiling. There are beautiful walkways and bridges built inside the villas to seamlessly connect the private pools and the spacious living areas. Each of these Bali villas come with a private pool and cabana, featuring contemporary interiors enriched with natural and traditional Balinese accents. Luxury facilities include an indoor rain shower, outdoor shower, indoor bathtub, 24-hour room service, complimentary Wi-Fi Internet access, a gourmet bar, plasma TV and a double vanity with complete range of bath amenities for men and women.

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The Malakiya Villas at Madinat Jumeirah offer luxury and indulgence with an element of culture and history. Be captivated by Arabia's historic charm and discover the most supreme level of luxury complemented with glorious sceneries of ancient Arab. Located inside the enchanting Madinat Jumeirah, one can expect an abundance of luxurious facilities in each villa such as spacious bedrooms, individual courtyards, terraces and pools. Each villa also offers oversized marble-clad bathrooms, generous

living spaces, fully furnished kitchens and private terraces overlooking the waterways and resort. The spacious villas are intricately personalized with private shelters and vibrant surroundings. One can opt for either a two bedroom Malakiya villa or a three bedroom Malakiya villa. As a guest, you will also have exclusive beach access with 24-hour personalized butler services. There is breakfast as well as all-day tea, coffee and soft drinks served within the privacy of your villa.

5 Ocean Panorama Pool Villa *Six Senses, Yao Noi* Thailand

The Ocean Panorama Pool villa at the Six Sense, Yao Noi is poised to set the highest benchmark for an island luxury holiday. With stunning panoramic views of the Phang Nga Bay, each Panorama Pool villa provides a collective sense of privacy and adventure at the same time. There are 55 elevated pool villas with picturesque sea views that create exceptional experiences for all guests. Each villa comes with a private pool and terrace for lounging. There is a separate bedroom

and a bathroom with outside shower. Some of the exclusive luxuries of the villa include a specialized wine fridge, satellite TV, DVD player and a HIFI system with docking station for personal iPod. The interiors of the villa are inspired from modern architecture with the usage of natural elements that create a sense of luxurious space. With excellent personal services and unlimited dining options, Six Senses Yao Noi will make your vacation a memorable one.



6 Villa Scuola *Castello Di Casole Italy*

The restored two-bedroom Villa Scuola at Hotel Castello di Casole effortlessly combine old world Tuscan charm with modern boutique luxury, elegance and sophistication. Villa Scuola is for those who hope to experience a relaxing and private holiday with the luxuries and energy of a five-star hotel. The interiors of the villa are rich including fabrics, fixtures and furnishings from the most acclaimed designers in Italy and throughout Europe. Villa Scuola features two bedrooms, two baths and private plunge pool.

All bathrooms include personalized amenities diffusing local Tuscan scents, heated towel racks, separate double shower heads and Italian design freestanding bathtubs. Exceptional room services coupled with attentive housekeeping make for a both intimate and hospitable experience. Steps away are a soothing spa, state-of-the-art fitness center and exclusive indoor and outdoor dining experiences. So if you want to experience the cozy country life, the Tuscan villa is definitely a vacation villa you should pick.



83 Spa Files: Thailand Spas

Trip to Thailand is never complete without getting a thorough pampering in luxurious spas, Sally Ryall & Ritwika Gupta choose the best ones from this country.



Thailand is commonly regarded as one of the most tourist friendly holiday destinations. From indulging in delicious Thai cuisine, sprawling by the local nightlife, shopping in the bustling city of Bangkok to soaking up the sun in the tropical sceneries of Phuket, Thailand is the obvious choice for many when it comes to picking the perfect holiday getaway. And while a Thailand holiday promises a new experience every time, a trip to this exotic country is obviously never complete without getting a thorough head soothing pampering in a luxurious spa.

Be it unwinding through an aromatherapy session or indulging in a laidback fusion of Ayurvedic and European massage, here are the best spas in Thailand that will give you the most memorable treatments, peaceful retreats and perfect rejuvenation.



In the picture: Four Seasons Chiang Mai



CHI Spa Shangri-La Bangkok

A blissful spa break at the CHI Spa is a great option for all those who desire the luxury of personal space and timelessness. Located at the lavish Shangri-La Hotel in Bangkok, CHI Spa offers various treatments that include a range of Asian and Thai options using pressure points, Thai sen or meridian lines, salts, clay, oils and herbs. The extravagant spa features 11 suites, Jacuzzi, steam, shower and comprises of the largest and most expensive private spa suites in Bangkok. The spectrum of Asian massages and therapies offered at the CHI Spa is unmatched, providing an exclusive, stimulating and authentically Asian well-being experience. CHI specialty lies in its signature massages that include CHI balance, CHI hot stone, yin yang harmonizing massage and Thai herbal compress massage.

CHI Spa also believes in giving their guests a "spa-within-a-spa" treatment where all the spa suites complete with an "eternity light" soak tub, herbal steam and shower, relaxation lounge and changing, toilet and vanity areas. Two spa suites designed for couples come with custom-built temperature controlled wet treatment sanctuaries, composed of a heated stone plinth, a blue moon soak tub and an "eternity light" waterfall shower that were themed after raging rivers and stone gorges.



Four Seasons Spa Chiang Mai

The beautiful spa at the Four Seasons resort in Chiang Mai is a must-visit for all those looking to splurge on spa therapies with their better halves. Featuring a Lanna-style beauty salon, Four Seasons spa offers seven types of treatments that are specially crafted to harmonize the body, mind and spirit. Inspired by ancient Thai rituals, these spa treatments are typically created using organic ingredients, native herbs, spices and aromatic oils that promise radiant skin and complete relaxation for the body.

The attractive suites of Four Seasons Spa will not only leave its patrons enticed but also offer complete privacy for both individuals and couples. Each suite comprises of different facilities that include outdoor showers, private herbal steam rooms and outdoor soaking tubs.

Two of the suites also offer tropical rain-shower massage tables. And that is not all! If pampering yourself in a spa session does not satisfy you enough, you can hop onboard for Four Season's new 'Spa 101' sessions where you will learn simple Thai stretching, pressure point techniques and healing strokes from an expert in this private session for two. Well, what better way to learn the art and recreate the same spa experience at your own sweet home!

Kamalaya Wellness Sanctuary Koh Samui

Get closer to Mother Nature by exploring some of the most exotic treatments at the breathtakingly beautiful Kamalaya spa. Situated on the beachfront amid a tropical landscape in Koh Samui, this multi-award winning holistic spa offers over 70 healing therapies from East and West. These include customized wellness programs, Ayurvedic therapies, traditional Chinese medicine, naturopathy, homeopathy, emotional healing and other holistic services. Surrounding a cave that once served Buddhist monks as a place for meditation and spiritual retreat, Kamalaya promises its guest a seamless experience where the spa treatments, ecological features and different people come together to create a synergistic wellness experience. The natural furnishings, ancient granite boulders and organic ingredients will bring you closer to nature and you will reconnect with yourself like never before.

Kamalaya spa also offers medically-based detoxification treatments and fitness programs namely Pilates, yoga, chi gong, meditation classes and cardio workouts. For those who are uncertain about what they need, a Kamalaya Wellness practitioner will craft a personalized program just for you. The concept of synergy will be a vital part of your entire Kamalaya experience. A hospitable community spirit coupled with a deluxe natural landscape, Kamalaya ensures that its guests are nurtured throughout the journey.

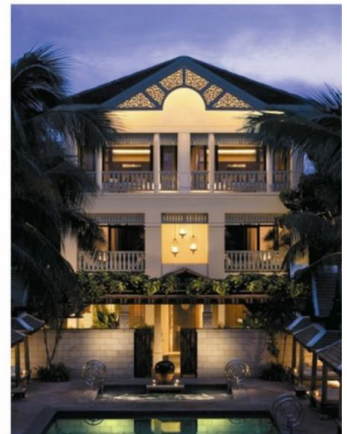


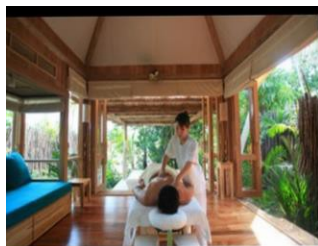
Peninsula Spa Bangkok

Highly regarded as one of the best spas in the world, the Peninsula Spa in Bangkok focuses on exclusive treatments that draw upon Eastern and Western relaxation philosophies. Located in a three-storey riverside colonial-style building in the heart of Bangkok, the Peninsular spa provides an environment combining European touches and traditional charms co-existing optimally. It consists of fourteen treatment rooms, four suites, a tea lounge and relaxation rooms.

The Peninsula Spa offers an exclusive selection of "Peninsula Ceremonies" and outstanding signature body treatments that uniquely reflect a fusion of Thai, Ayurvedic and European therapies. The spa offers a wide range of custom-made face and body treatments that include spa for men, pre-natal and post-natal treatments, an anti-cellulite hip and thigh therapy and a deep cleansing back massage. All treatments are performed on the Clodagh Gemini fully automated massage tables.

Once you are there, you have the option to choose from the Peninsula "half-day" or "full-day" spa sessions. You can also indulge in the spa's selection of some healthy drinks and cuisine. To complete the whole experience, do not forget to enjoy the hotel's three-tiered outdoor swimming pool and the fitness centre facilities that include a sauna, a steamroom, and jacuzzis.





Soneva Kiri Six Senses Spa Koh Kood

Hidden among the wild jungle foliage in Soneva Kiri, Six Senses has a range of power-packed facilities that encompass of 10 couples treatment suites, a Watsu pool, a fully-equipped technogym fitness studio, a sound pod relaxation area, 4 infrared saunas, 8 steam rooms and a wonderful spa garden featuring an array of herbs, fruits and vegetables. Prior to spa sessions, herbs and fruits are hand-picked from the garden by the therapists to use them for treatments.

Six Senses provides a wonderful range of holistic and beauty therapies that include synchronised Ayurvedic treatments, weight loss and detox programs, traditional yoga, wellness classes and personal training. The Spa's signature treatment is the Dancing Light massage that is done using a nourishing candle wax from a lit candle to warm and hydrate the skin whilst long flowing massage strokes ease away your tensions. The Six Senses spa prides itself on providing the best of expertise to its guests as the spa's in-house Ayurvedic doctor and wellness consultants are available for consultations all year around. Complimentary consultations are also provided to the guests. The spa also has a set of dedicated and well-trained therapists and all products used in the spa are completely natural and free from chemicals.



Chiva Som Spa Hua Hin

Chiva-Som or the "Haven of Life" is one of the best health and wellness resorts in Thailand. As a wellness resort, Chiva Som prides itself on having the latest residential facilities to help its guests cultivate a healthy lifestyle. It offers health packages that include spa services, physical fitness activities, wellness education, healthy cuisine and other programs of special interest.

Located in Hua Hin, Chiva-Som spa promises its patrons a combination of personalized, non-regimented wellness programmes with over 200 spa treatments to choose from that include spa therapy, holistic health, medical service, niranlada medi-spa, physiotherapy and fitness therapy. From the minute you arrive at reception, you will be on the receiving end of exceptional services that have been especially tailor-made to suit your individual needs. Once you arrive, the wellness advisor will guide you through the entire treatment procedure. You will be asked to fill up a health and wellness form through which a personalized regime will be developed keeping in mind your preferences, challenges and any other health pointers. With 18 years of excellence and the spirit of service that they embody, it is no doubt that people from all over the globe travel all the way to Thailand to pamper themselves at Chiva-Som.



Sri Panwa Cool Spa Phuket

Located inside a tropical rainforest, the Cool Spa at Sri Panwa offers authentic Thai treatments and customized holistic spa experiences. The interiors of the spa are artistically inspired from traditional Sino-Portuguese design and features six waterfall treatment rooms, a private salon, a floating yoga deck and a juice bar set within the water gardens.

Cool Spa's treatments are combinations of traditional healing rituals and modern treatments. These include body traditional Thai, Balinese, Indian and Swedish massages, refreshing herbal exfoliations and soul soothing full body wraps. Products used for the spa treatments are all taken from local, natural and seasonal ingredients that include mango, papaya, rambutan, coconut and tamarind sourced from the local market or from Sri Panwa's own kitchen garden. After the treatments, guests can relish a delightful menu of light, healthy dishes and herbal juices. Manicure and pedicure services are also available at Cool Spa.

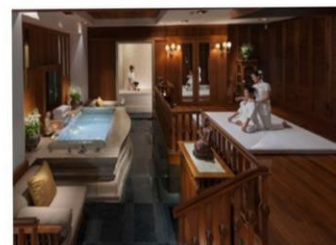
And for all those seeking to understand how our blood type is associated with our well-being, you should opt for the new blood type therapy offered only at Cool Spa. This is a program which is specially designed based on your blood group and targets deep into the body's immune system and energy channels within.

Mandarin Oriental Spa Bangkok

The Oriental Spa is globally recognized as a pioneer in the Thai spa industry. Located alongside the Chao Phraya River, the Oriental Spa has inimitable architecture, made from beautifully carved golden teak wood and is housed in a classical Thai-styled building. It features ten spa suites, three deluxe suites and one oriental suite and offers a full range of spa treatments, yoga classes and meditation sessions.

The Oriental Spa believes in helping its guests cope with their hectic and stressful lives by enhancing their well-being physically, mentally, spiritually and socially.

The Oriental Spa stands out for its renowned standard of services, proficient skills of the therapists, and top-notch quality of the products they provide. It is the first city spa in Thailand that won numerous awards since it first opened in 1993. The team at The Oriental Spa believes that the only thing constant in life is change as such they continue to expatiate their level of services in order to match the needs of the guests. And if you are thinking of visiting The Oriental Spa anytime soon, be prepared to fill yourself up with their brand new addition of the specially prepared spa cuisine menu packed with healthy dishes.



Technology / Lifestyle:
The Epoch Times

The Epoch Times

B8 Technology

JULY 12 - 18, 2013

The
Epoch
Times

INDIA/STAFF/REUTERS/HERITAGE TEAM

SOURCE: PPTV/AL

Twitter or Facebook

BY RITWIK GUPTA

Social media has surely taken over in the past 10 years or so. Whether you need to talk to friends, share pictures, follow celebrities or just voice out how you feel today, the rise of the virtual world has indeed become a defining trait of how compact our social interactions have become. Two of today's most popular social media platforms have to be Facebook and Twitter. There is no denying the immense popularity of Facebook and Twitter but if asked which the more preferred medium is, what would you choose?

While some prefer to use Twitter, others use Facebook. And a large section of people use both Facebook and Twitter. Yes, the popularity of these social networking services has been prominent amongst patrons worldwide. Personally, I feel it really depends on your objective and audience.

The primary difference between Facebook and Twitter emerges in their means of communication. Twitter usually addresses bigger crowds about



impersonal things while Facebook is a better option to vent out personal updates for a chosen group of friends and family. Twitter has a word limit constraint of 140 words; whereas Facebook has no such constraints. Anyone can write about anything, of any length.

Think about this way: Twitter is like a massive discotheque where you meet all sorts of people, personalities and celebrities while Facebook is like a private party where you know who your audience is well enough. Depending on the number of followers you have on Twitter, it can most definitely be an effective option in marketing, promo-

tion or spreading a piece of news. There is the hashtag and retweet functions on Twitter which allows an user to promote his/her updates. On the other hand, Facebook has the option of creating a Facebook page, group and various tools like "share", "like" and "comment" that come in handy when one is looking at advertising.

If your objective is to merely have fun, socialise and keep in touch with friends, I would say Facebook is a better option. You can also control who sees what for every little thing. Photos and posts can be made private and one can even block other people. Facebook is safe as your profile can be made available only to people you deem fit. Twitter, on the other hand, is suitable for precise and concise updates. Yes, you can choose to keep your profile private but the whole point of twitter is to engage with like-minded people you do not know. You are exposed to top real-time news on Twitter from every corner of the world. They are often vital and timely information. One could say people choose to have a Twitter profile just to follow their favourite celebrities. Many inter-

national celebrities and personalities from Barack Obama, Justin Bieber to Selena Gomez and Oprah Winfrey are on twitter. Here, you get a chance to be a part of their personal and professional lives.

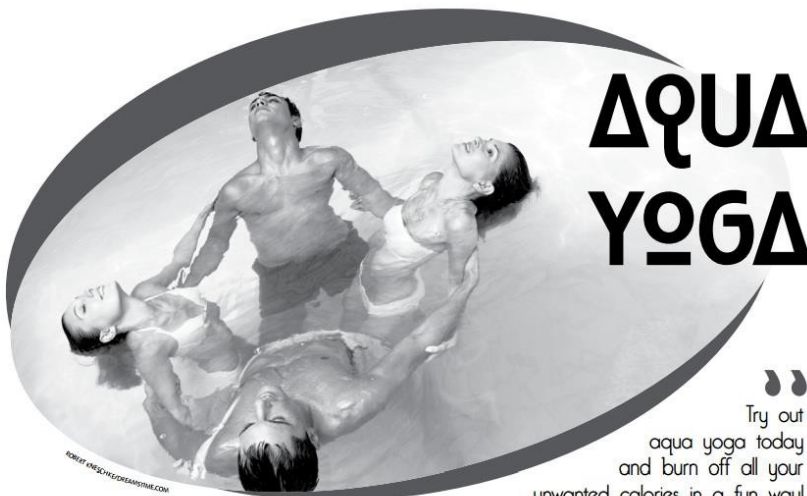
If the objective is more business-related, Facebook is preferred by MNCs because of the sheer number of people it connects. As Facebook is the older networking site, compared to Twitter, naturally the probability of masses owning a Facebook account is higher than having a Twitter profile. A Facebook fan page is a valid reflection of how many patrons use your brand. Social engagement on Facebook is also very popular and effective. Twitter, on the other hand, is also very useful when users want to receive breaking news, learn and engage with brands. When companies tweet in a human voice, in a meaningful way, they can establish strong, real-time and ongoing relationships.

Overall, both Twitter and Facebook are great social media platforms. You need to pick your favourite based on the target whose attention you want to capture!

The
Epoch
Times

Lifestyle **B5**

SEPTEMBER 13 - 19, 2013



BY RITWIK GUPTA

Take a break from your regular cardio and gym sessions and opt for something enjoyable and effective! Like most forms of water exercises, aqua yoga is fast gaining popularity amongst the urban crowd of today. It is essentially traditional yoga practised in water. Aqua yoga is therapeutic and there are many benefits of practising yoga in water.

BENEFITS OF AQUA YOGA

Water is a natural soothing element that calms you and brings a sense of easiness within you. So, doing aqua yoga will definitely minimise stress levels that normal daily routines and mental aggressions can place on the body. Aqua yoga helps to burn fat and tone up muscles. One session of a power-packed aqua yoga helps to burn up to 1,000 calories in an hour. As the water acts as resistance against the body, it adds an additional strength training component to build muscle. Anybody, regardless of age and size, can practise aqua yoga. If you are experiencing muscle aches or stiffness, the water will take the stress off bones and joints. It also increases your flexibility and lung capacity. Traditionally, aqua yoga has been practised by women who seek to ease the pain of labour and engage in a water birth.

THE TECHNIQUE

Aqua Yoga encompasses the complete set of classic yoga practices in water. All aqua yoga stretches or asanas are done with the flow of the breath. Breathing in water stimulates all the body systems with minimal strain. There are a few yoga asanas that can be practised in the water and these include the tree pose, eagle standing pose, the dancer pose and various other forms of asanas. It is relatively easier to perform these asanas in water as compared to land because the waves that are created in the water keep one's body strong enough to maintain some of the essential poses. While non-swimmers often use the swimming pool floor and walls for resistance, participants are often encouraged to find their body balance in water with the use of floating aids in order to gain greater freedom of movement.



Get ready to glow this summer!

Summer is here, and it's time to get ready to glow. Here are some tips to help you get the most out of your summer skin.

1) Drink at least eight glasses of water daily. This is the most important tip for summer skin. Drinking water helps to keep your skin hydrated and healthy.

By Ritika Gupta

The heat of summer is probably the time when your skin starts to break out. This is the time when your skin is most vulnerable to sunburn, dehydration, and other skin problems. Here are some tips to help you keep your skin healthy and glowing all summer long.



3) Moisturize your skin.

Keep your skin hydrated by applying a moisturizer to your skin after every shower.

Although the humidity is a great thing, it can also be a problem for your skin. Humidity can make your skin feel itchy and irritated. Here are some tips to help you keep your skin healthy and glowing all summer long.

5) Diet

Get summer skin with a diet that is rich in antioxidants, vitamins, and minerals. These nutrients help to keep your skin healthy and glowing. Here are some tips to help you get the most out of your summer skin.

4) Daily Routine

If you apply makeup regularly, make sure you use a cleansing milk to remove your makeup properly.



1) Drink at least eight glasses of water daily

The summer heat is sure to make you dehydrated. So, drinking plenty of water is the most important tip for summer skin. Here are some tips to help you get the most out of your summer skin.

2) Sunscreen at all times!

Your skin needs protection from the sun's rays. Here are some tips to help you get the most out of your summer skin.



Travel in Style Column:
World Spa & Travel



Travel In Style

By Ritwika Gupta

Gucci Bronze
Heels \$895



Mulberry Green
Bag \$ 1727.44



Mulberry Lime Green
Flats \$212

Gucci Gold Rimmed
Metal Frame Sunglasses
\$325



Zara Orange Flats \$89.90



Dolce & Gabbana
Floral dress \$2575



Victoria Beckham over-
sized Square Sunglasses
\$395

Chanel, Rouge All-
ure Velvet, \$34.00



Versace Floral
Pants \$695



Zara Pink Flats
\$89.90



Alberta Ferretti Bright
Lace Dress \$2490



Versace Orange
Dress \$465



DKNY Pink Draw
String Dress \$295



Zara Red Print
Bermudas \$59.90



Zara Shorts \$69.90

Love For Florals



Travel In Style

By Ritwika Gupta



Gucci Red Leather Travel Document Case \$950



Gucci Leather Luggage Tag \$120



Mulberry Adjustable Ipad Sleeve \$600



Versace Destiny Spirit Small Golden Watch \$2,850

Sony X Head phone \$149



Accessorize Odette Cameo Weekender Bag \$60



Versace Elettra Quilted Vanitas Red Tote Bag \$2,195



Gucci Golden Beige Passport Case \$295



Mulberry Small Leather Clipper \$734



Miu Miu Key Holder \$270



Versace Signature Cat Eye Sunglasses \$250



Mulberry Lock Pocket Organiser \$1,134



Mulberry Travel Adapter Bag \$210



Sony Cyber-shot Digital Camera RX100 \$599



Accessorize Travel Diary \$11

Travel In Style

Clinique Moisture
Surge Face Spray
\$22



Dior Nail Fortifying
Abricot Creme
\$24.50



Lea Journo Revive
French Plum Body Oil
\$65

Shiseido Sun
Protection Lotion
Face/Body \$39



Versace Fragrance
\$101



Sephora Lip
Balm \$13



Hours Color
Eye Shadow
\$25



Givenchy Eye
Revival Gel
\$49



Elizabeth Arden
Green Tea Honey
Drops Cream \$32



L'OCCITANE
Hand Cream
\$28



Body Shop
Green Apple
Shower Gel \$12



Mulberry
Make Up
Case \$333

