



Rajesh Kishanpuria, Senior Partner, Ideazfirst

Ideating for all

Its research capabilities gives Ideazfirst an edge

Advertising has come a long way, with tremendous growth definitely being a healthy sign. With creativity spurring up with each new thought, the contribution of Ideazfirst Consulting (a Kolkata-based advertising agency) does not go unnoticed. “We have designed print advertisements, hoardings, display stands for various clients like US-based Activor, Microsoft XBOX 360, Sunbeam Remedies, Wonderland toy store, Erudite, Balmorol Lubricants, Apollo Clinic, Personality, Pal Heights etc. to name a few,” exclaims Rajesh Kishanpuria, Senior Partner, Ideazfirst Consulting, while elaborating on the marked superiority of Ideazfirst.

But, what makes Ideazfirst different from the clutter of innovative brains around? The answer, they say, is – research! Their core competency lies in extensive research on various industry verticals in which their clients operate. It helps their clients plan marketing spends based on factual understanding of the marketplace, instead of spending the money, based on intuition. Explaining the same, Rajesh professes, “The key problem is increase in clutter, with indiscriminate promotional efforts by companies and thereby exceeding the marketing budgets.” The company’s success lies in its strategy of using a

mix of select business models and matrices while pitching to clients. The agency widely uses the McKinsey Better Branding model and Tata Business Excellence Model.

The McKinsey Better Branding model focuses on indiscriminate promotional efforts by companies and takes into account means to rise above the clutter, without exceeding marketing budgets. Shifting customer preferences & evolving market segments – are also a part of the model as marketers rely heavily on intuition rather than fact-based understanding of the marketplace. We were eager to know their achievements in terms of rewards, but Rajesh humbly told us, “Regarding awards, we had not submitted our projects to the various entry calls we receive, as we are yet to execute a significant assignment where all our competencies/services are used. However we look forward to participating in Advertising Club – Kolkata awards in the next financial year.”

Ideazfirst believes that there is no motivational programme that works with everyone as employees/people are just too different from each other. However, they set specific targets for each employee in the organisation, which are reviewed once a week, and on achievement of each target, they get special incentives from the company. The company also provides hands on training by

interchanging job responsibilities between various departments like sales, creatives and production for each person to have an experience in other areas as well.

While the agency is mainly into print media and designs creatives for all their below the line (BTL) promotions and events, it undertakes more assignments on direct marketing, sales promotions and corporate & entertainment events as compared to advertising alone. “We are a complete marketing solutions company, with a deep understanding on the client industry verticals,” says a clear-minded Rajesh. With increase in number of Indian as well as foreign companies seeking a presence in India, coupled with

equally increasing count of TV channels, publications and other media vehicles, the advertising industry is still in the growth phase, challenges notwithstanding. And with Ideazfirst amongst the bright spots in the industry, it is bound to give many sleepless nights to many creative geniuses. **4Ps**

“We are a complete marketing solutions company, with a deep understanding on the client industry verticals.”

Edit bureau: Sunanda Roy

Major clients	US-based Activor, Microsoft XBOX, Erudite, Apollo Clinic, Personality, Pal Heights <i>et al</i>
---------------	---

