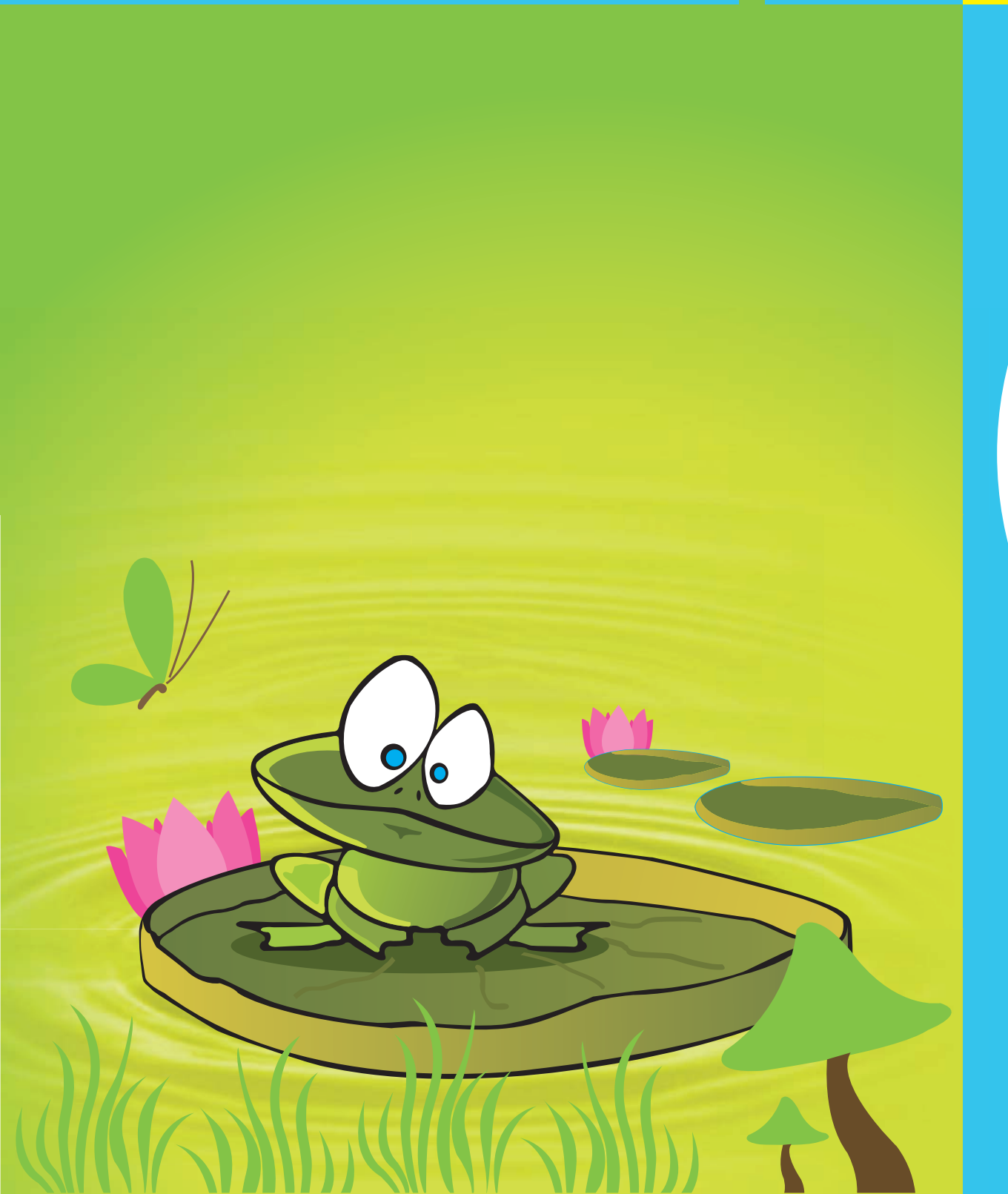


hues

SECOND EDITION
JULY - SEPTEMBER '08

yellow



editor speaks

TUHIN VERMA
BUSINESS HEAD

The second edition of **HUES** has been inspired by the monsoon and the frog as a friend. The frog represents the 'lunar yin', and the Frog spirit 'Ch'ing-Wa Sheng' is associated with good fortune in business. Also the way a good monsoon correlates with booming economy, this time the monsoons were enriching for us. This quarter we had some vital discoveries for our business and implemented the learnings from them to strengthen ourselves. We emerged out of our own veils and proudly presented ourselves to this change quotient. We re-launched our virtual reality & completed our internal branding program. In addition to that, we initialized new systems, managed processes even more productively, conducted workshops & intellectualized ourselves. Yellow expanded its horizon geographically by inducting representatives for Delhi and Chennai. Like the famous proverb - "You can't tell by looking at a frog how high he will jump", this is just a beginning and we will be reaching out far and wide in the coming future. I thank all our partners, employees & well wishers, in enabling us to better ourselves day after day.

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watts new!!



This quarter has been quite eventful for us. While we continued to provide unmatched service & delivery, we also went deep inside to unravel our own mystery and recreate our history. We conducted an internal branding program to identify ourselves as a design firm, as design people & as design mentors. The Corporate Branding Program was termed as "iYellow" & it has become a pillar of our existence now & in the future. "iYellow" has 12 pillars which govern our belief, practice & lives. The 12 I's are our DNA now & we take it as "Yellow Mantra" for success & unmatched GROWTH.

Following are the people who have joined us in this quarter :



Branding Blunders



Coca-Cola name in China was first read as 'kekoukela', meaning 'Bite the wax tadpole' or 'female horse stuffed with wax', depending on the dialect. Coke then researched 40,000 characters to find a phonetic equivalent 'kokou kole', translating into 'happiness in the mouth'.

KFC's famous "finger lickin' good" strapline went terribly wrong in the Chinese market. It was literally translated as 'eat your fingers off'.

Sport shoe maker **Umbro** tried to use the German word for 'cyclone' as a moniker for some footwear. The German word 'Zyklon' is unfortunately synonymous with the gas used in Nazi concentration camps.

Pepsi's 'Come Alive with the Pepsi Generation' translated into 'Pepsi brings your ancestors back from the dead' in Chinese.

Our Achievements

Our success is not ours to keep. It is from and for all the people who are a part of us. We owe it to our culture, our sincerity, our passion and values. These are the tenets that have made Yellow an important entity in the lives of our people and your business. We have seen achievements in successful completion of our projects and in the compliments from our partners. We delivered around 180 design artworks (pre production files) in three months which is around 60 artworks every month. On an average two artworks every day. We initiated partnerships with seven new businesses and agreed to nurture ourselves with mutual growth and success. We won a prestigious design pitch. These are some of the few tales which are memorable and close to us. We discard a "life in Yellow" which is but a quick succession of busy nothings. We would rather not do something that keeps us busy but do everything that keeps us involved.

Quote on Design

“The man who has no imagination has no wings”
- Muhammad Ali

OUR ENDEAVOR

While there are rising concerns of our country's population which is on an upswing, there is more for the people and the marketers instead. More consumers and hence more business is on the cards. While the primary focus still remains the food, clothes and shelter, there are other industries which have become big drivers in our economy over the past few years. And to surprise all of us, it is driven by the ones who are not even earning or are aware of the larger necessities in life. We are talking about the rising consumerism in the **Indian Toy Industry**. Numbers are humungous that hint at the size of the industry and the opportunities that lie beneath it all. Many players both domestic and International have been eyeing this market for almost a decade or more which has matured so fast, thanks to the Kids Getting Older Younger phenomena. Kids have suddenly become very important for marketers in India. There is a huge population of 2-8 year olds which are driving marketers crazy. Kids have evolved from being pester power agents and behave more like consultants. Parents too are understanding the need for rapid development for their kids and hence providing them with the best growth tools. Toys for just play are passé. There is a whole new section in retail that focuses on toys for learning and development both physical as well as mental. In times to come parents are going to focus on meaningful toys rather than pure fun or play. They will spend money for such toys and will always be satisfied that it is helping them grow as an individual and not just entertaining them. We as design specialists have observed that the industry is driven by few top international players which have tie ups with Indian counterparts and offering international looking packs to woo the kids or parents. Ironically the size of this market which is organized, is miniscule compared to the unorganized market. We are looking at creating Indian giants from the unorganised sector in this industry by providing them with Design Expertise and Knowledge Application.



RECENT LAUNCHES



Client : Subhiksha
Amax Detergent



Client : Subhiksha
Atac Detergent



Client : Wockhardt
Protinex Total

Testimonials



The design really came out well, when you addressed it with an open mind. The final outcome has come out really good. We will definitely consider Yellow whenever next opportunity arises.

B. R. Mallick
Manager Marketing, Amul (GCMF)

I appreciate the meticulous approach & clarity displayed by the team at Yellow. They strive to meet the challenges of compelling creative requirement (& pressing deadlines)!. A vibrant & enthusiastic team! Also, great work done in the past to display some distinct & vibrant packaging in line with our strategic requirements.

Kavita Jagtiani
Group Brand Manager, General Mills India

Eco Responsive department finally got into action on 07.07.07. Since then it has been voluntarily

we are
eco responsive



taking initiatives to educate & encourage our people to be more eco responsive & concerned. Of the many things, the paper bag making workshop took everybody by storm. Every Yellowite was seen becoming a creationist to help save us from plastic. We also got all our stationery printed on recycled paper. On 7th September, we had a "Best from waste" workshop & as usual the response was mind blowing.

It is a simple thing to **Think Eco Action Eco!!!!**



QUARTER GONE BY..



Every quarter we try to revitalize ourselves with something new & exciting.



Independence Day:
At Yellow, we celebrated Independence Day with a lot of fun, traditionalism & color. Every employee prepared a dish which was specific to their region & dressed accordingly.

Everybody was asked to speak for 2 minutes in their own language on anything they wished.



Vihangam:
We organized a monsoon trip for 2 days to Vihangam, a hill station close to Pune. It was a casual trip organized by the employees themselves to unwind relax & enjoy the monsoon magic.

Training & Development

iLearn team has undertaken several initiatives this quarter for knowledge seeking & meaningful learning. These initiatives were both inside & outside in approach. As a practise, the iLearn team nominates a team of 4 - 5 Yellowites to conduct a market (retail) survey on any specific brand. Groups of such 2 - 3 people visit malls/hypermarkets/supermarkets etc to enlighten themselves with new developments in the retail format. This happens on the first Saturday of every month. Various subjects are covered in this survey for e.g. consumer behaviour, shopper behaviour, packaging, visibility solutions, brand retail environment study, movers & laggards.



The team then makes a consolidated presentation in the following week, sharing all the information & knowledge gathered in the exercise. This gives every Yellowite no matter what disciplinary function they come from, to understand the business of design management & consumerism.

On the indoor front, we have an "iKnowledge Resource Department" that is on a constant look out for secondary information & key messages in the branding, packaging & retail front. The information is circulated to all Yellowites. Everybody ranks the or story & the content gets honour of discussion. We are going to start circulating the most voted article to all our partners & keep them also a part of knowledge economy of Yellow.



Shinning Star!!!

This is a spirited appreciation to our people who are behind our success day after day, month after month.



Ronak (May '08 INSTINCT)
Hard working, sincere and clarity of thoughts



Nidhi (June '08 INVOLVEMENT)
Active and constant involvement in all kinds of work & projects



Lue (July '08 INSPIRATION)
Her persistence and positivity towards work



Deepthi (August '08 INTEGRITY)
Integrating yellow in all its processes



yellow

After many many years since inception, Yellow was reborn in 2008. The years behind were a testimony of our position in the present and the present was a milestone for the future. We embarked on a journey called "Yellow" to identify our position in the future and provide a window for the stakeholders to empower us.

"Yellow" is the amalgamation of 12 distinct powers which we identified as our fuel to reach our destination. Each power is translated as something ownable for each individual in Yellow. We have each "I" dedicated to every month of the year which motivates and enables us to be better everyday. **It is also termed as the circle of life in Yellow!**

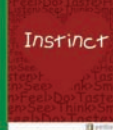
Intuition



Insight



Instinct



Integrity

