

## Press Clip

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## Cos gear up to woo customers during festive season

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**Here's a slice of what's lined up on CNBC-TV18's show *Storyboard*:  
Companies put festival promotion plans in motion:**



Independence day, Republic day, mother's day, friendship day - retailers have used every opportunity to create a reason to shop, to say nothing of the year long sale cycle that some malls operate on. But for brands ranging from consumer durables to chocolates, nothing packs a punch like the old fashioned, traditional festival season. As we gear up for Navratri, Durga Puja, and Diwali it's that time when marketers up advertisement budgets and consumers loosen purse strings. Ravi Balakrishnan reports that for durables and snack foods it's about upping the ante but for garments this could be a make-or-break season.

**After Videocon, Onida changes its colours but will marketing provide the solutions it needs:** This week Onida kill the devil and replaced it with a contemporary couple. The Rs 1,600 crore company hopes all these changes will help it go beyond the 6% market share it has in the Rs 35,000 crore consumer durables industry. Remember, another Indian durables company Videocon went in for an image overhaul just two months ago to contemporize its brand image. Sana Vishwanath finds out if these efforts will be what it takes to counter the Korean leaders.

**Why brands prefer TV content over films:** While brands continue to spend big bucks to romance movies its television content that's the flavour of the season when it comes to branded entertainment. Sweta Sriram tells us why.

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