

MCX

India's No. 1 Commodity Exchange

**And that's how
we turned
the bear
into a bull.**



By the beginning of 2012, we had already finished a year of handling MCX and its group company. The impending MCX IPO, after having been stalled 3 times, re-appeared for discussion. And this time, all key stakeholders along with their partners had decided that the wait had to end. We decided to partner MCX in what today is their biggest success story.

The MCX team entrusted us with the entire MCX pre-IPO Corporate and IPO campaigns. There were several challenges we had to face while working on the project. Although India had started showing signs of recovery, it was starting to face the slowdown yet again. In such a market scenario, we had to reach out to all investor constituents – QIB, Retail and HNIs. And the last but the most challenging part was that the entire campaign, both the Corporate and Opening/Closing, had to be completed within a very short period of time i.e. between the 6th and 24th Feb 2012. Well, being a young media agency, such challenges are what drive us. We were on a high. All we were waiting for was to start. And we did, with a bang.

As opposed to completely being print-focused like other IPO campaigns, we used multiple mediums for the campaign with high frequency/visibility options. We used Economic Times for Print, CNBC group for Television and moneycontrol.com for the online TG. The strategy was rooted from our insight that the investor in today's time and age is hard-pressed for time, and is exposed to multiple mediums of communication. Although the time spent across all mediums is decreasing, just Print was definitely not the solution.

We had a digital strategy too. We targeted the investor community and HNIs using prominent placements on web portals like Moneycontrol, Economic Times and Commodity Online. Besides the 'obvious' Jackets, Roadblocks and Site take-overs, we placed videos on investor-centric sites to ensure high attention and viewership. Direct Mailers were sent out to investors on Moneycontrol, CNBC, Dalal Street Journal, etc. The Digital Campaign was also supported with editorial mentions of the MCX and the upcoming IPO.

The result

Apart from MCX enjoying high visibility on all key media platforms, the issue was oversubscribed **54 times** to **Rs.35K crores**. And that at a time when India was facing a slowdown! It was more than just luck. It was a miracle! Was it magic?

Nope. It was a well-thought-out media planning strategy.

