

Press Release

For Immediate Release

Hari Sadu wins the Campaign of the Year award

at the

Advertising Club Kolkata, Consumer Connect Awards

New Delhi, 11th September'06: Naukri.com - India's No. 1 job site, won the "Campaign of the Year" award for the **Hari Sadu** Television Commercial at the prestigious **Advertising Club Kolkata, Consumer Connect Awards** held recently. FCB Ulka, New Delhi was the creative agency which worked on the commercial and they were also conferred the honors of a National Trophy in the "Consumers Services Category"

The Consumer Connect Awards, were instituted by the Advertising Club Kolkata, the oldest advertising club in the country, in the year 2003 to mark its 50th year. They seek to honour communication that connects best with their respective consumers.

Speaking on this occasion, Mr. Hitesh Oberoi, COO Naukri.com said that "The Hari Sadu commercial is very close to our hearts and has been widely appreciated by its viewers in terms of its humour, story line and originality. The winning of the 'Consumer Connect Award' for Naukri.com and FCB Ulka is recognition of the toil and labour in creating a fictitious character, which has come alive. More importantly we are delighted that our consumers have recognized the very spirit of the advertisement which reflects the understanding of the brand Naukri.com and their connect to the brand."

An elated Mr. Aakash Sharma at **FCB Ulka, New Delhi** emphasized, "It always feel great to win awards but this time around it is doubly so. We've won two . It's rewarding and exciting to see our work recognized as the real consumers play a major part in these awards".

About the Hari Sadu Commercial:

The creative concept revolves around Hari Sadu, a work of imagination. This fictional character has been created to be a caricature representative of a pesky and arrogant boss – and in its over emphasizing the "not so refined "qualities of the boss lies the humour. Clearly the scene played out in the advertisement has borrowed from a typical Hindi film formula of villain, hero and supporting actor (hero)!!

The message rather clearly works to define the fact that every employee has the right to make his or her own choice since Naukri is on the prowl.

The process of the Consumer Connect Entries:

Every entry goes through the two-panel study to generate a Consumer Connect Score. Each entry is taken through two separate consumer panels. First a "Market Assessment" is conducted to determine current perception of the brand. Then a "Stimulus Assessment" is conducted with a matched panel to measure the impact the entry had on consumer's perceptions of the brand.

Short listed entrants then present in front of a distinguished panel of judges and an audience of their peers who determine the winner based on a live presentation of the case study. They take into consideration the following:

1. **The Consumer Connect Score** : Key measurements on how the advertising entered changed perceptions of the brand. This is presented by Advertising Club Calcutta.
2. **Assessment of the advertising task** - Analysis of the market situation and the role communication must play.
3. **Understanding of the consumer** – Insights that led to the advertising solution.
4. **Creative solutions** – the creative and media strategy used to obtain the desired response.

About naukri.com

Naukri.com is India's No 1 job site. It provides a common platform for companies, headhunters and job seekers to exchange information quickly and effectively. Established in 1997, naukri.com is a division of **Info Edge (India) Ltd.**(the company has a network of portals -**Jeevansathi.com** and **99acres.com apart from naukri.com**) – and is India's largest internet company. **Naukri.com** is the 5th most popular website in India across all categories with a database of 6.5 million registered users. With over 20,000 companies trusting their experience in them, it has a very large user base. Being leaders in their space, the company is constantly innovating.

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