



EMMANUEL UPPUTURU

National creative director, Publicis India

Upputuru lists two marketing successes and failures in recent times

HITS



IPL: Indian Premier League, or IPL, changed not only the way cricket is played

but also the way it is watched (though, to be very fair, one has to thank Indian Cricket League, or ICL, for this). It married glamour and cricket like never before. The purists may scream it's not cricket but their appeals have been turned down.

Colors: I don't have a television set at home. But my visit to people's homes recently has shown how a completely new channel has taken the pants off the 'star' channels.

FLOPS

Toyota Altis: The unsuccessful launches which go completely unnoticed are lucky. However, the launch of Toyota Altis looks like a dud. The TV spots look like an AV (audio-video) produced and shot by amateurs.

ICL: It's ironic. If there was no ICL probably there would have been no IPL. I guess they should have got the sanctions first before the launch.

