
Independent marketing consultancy R3 plans India foray; Amita Karwal appointed Managing Partner

March 07, 08

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R3, an independent marketing consultancy, has announced its plans to set up an office in India to provide marketers and agencies consulting support on best practice in process and compensation. The office would be led by Amita Karwal, Senior VP at Zenith Media, in Delhi as Managing Partner. The company would be initially based in Delhi, but there are plans to expand to Mumbai within the first year of operations.

Greg Paull, Co-founder and Principal of R3, said, We've been looking frankly for five years for a partner in India, and we're very confident Amita is that leader. She is one of the rare candidates with client side experience at Reckitt Benckiser and solid agency experience at Lintas and Zenith.

The new India office would focus initially on R3's regional client base of Johnson & Johnson, Visa and Coca-Cola. Karwal said, I'm delighted to be paving the way for this type of consultancy in India. The time is now right for marketing in India to shine and lead global best practice.

R3 began operations in Singapore and China six years ago, focusing on helping marketers find, pay and keep the best agencies. Their services include pitch management, compensation analysis as well as media auditing and ROI measurement. Last year, the company led the global pitch for Johnson & Johnson media, which OMD won in India, and the Singapore Airlines global review, which was won by TBWA.

We think Indian marketers and agencies have the right mindset to improve their collective relationship and create bigger ideas such attitude doesn't always exist everywhere in Asia, said Paull.

R3 plans to replicate its Agency Image research in India, a service it already provides in Singapore, Hong Kong, Malaysia and China. We've completed over 1,000 face-to-face interviews with marketers and their agencies, which have enabled us to learn a lot about the local conditions. We can't wait to compare Indian relationships, added Paull.

The second wave of the China study, which was completed recently, is supported by over 400 marketers and 20 agencies in that market. Well-known brands such as Coca-Cola, Ogilvy and MindShare rise to the top in China what will be interesting is to see how the two powerhouse countries of the world are different from a marketing perspective, he further said.

R3 is an independent marketing consultancy whose aim is to improve the efficiency and effectiveness of Asia-based brands and their agencies. Founded in 2002, it works with seven of the world's top 20 global marketers.

In 2007, R3 managed the largest global review of the year (Johnson & Johnson), the largest review in Asia for the year (Singapore Airlines) and the largest review in China (L'Oreal) in addition to providing consulting advice for Visa, Diageo, Coca-Cola and Lenovo, among others.

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