



## Nitin Jain & Rema Harish launch Domor Communication Consulting

Media veterans Nitin Jain and Rema Harish have jointly set up a ‘strategy and ideation’ consulting firm, Domor Communication Consulting, to help advertisers and allied businesses improve marketing effectiveness. The new firm has been established in strategic partnership with international domain leader, R3. Domor will be India’s first consultant in this space with no alignment to any advertiser, agency or media owner.

Domor has already engaged itself with the likes of Ferrero India and ZenithOptimedia.

“Over the past few years, the separation of the creative and media functions has caused a substantial erosion of the synergistic approach between the marketer and his brand communications agencies. This has led to less effective brand building,” said Jain in a prepared statement. He added, “The problem is now exacerbated by the multiplicity of agencies offering overlapping services. Each agency offers strategic advice, but not all of it connects back to the core brand values.”

Harish pointed out, “The marketer is increasingly not getting enough advice on ‘what to do’ and ‘what not to do’. The focus instead is on ‘how best to do something’. Marketers are resorting to external audits, hoping to fix the problem, especially in the media space. The audit ends up being a mere post-mortem of what can be measured rather than being a constructive, diagnostic critique. The auditor is rarely around to either identify the problem or to provide solutions.”

Domor Communication Consulting’s gamut of services to the marketer include process audits and advisory to identify areas for improving effectiveness, pitch consulting to identify and select the right agency, media strategy advisory to shift the focus from channel choice to true investment and platform decisions, ideating to build brand property and resting on core brand values, valuation and measurement of tentpole media properties.

Domor will also engage with media agencies in the areas of pitch management and advisory, incubation of new initiatives and offer strategic planning support. Parallely, the firm will also consult with media owners in the areas of sales strategy, ideation and creation of media properties and capability building. The consultancy will work on a flexible engagement model, with remuneration de-linked from advertiser spends.

Domor Communication Consulting combines Jain’s 22-year track record in advertising (JWT), media (MindShare), ambush marketing (Cola wars) and TV advertising sales (Viacom) with Harish’s 20 years at the forefront of strategic planning, research and consumer insights at JWT and GroupM.