

# Good ideas become great ideas when they're well executed

By Alexander Evans

Launching something new into a crowded marketplace is a challenge in itself, but raising the stakes to launch the most ambitious event of its kind from a standing start would deter even the bravest and most enterprising of people.

Yet this is exactly what entrepreneur Paul Sagoo, MD of Lemon Group and Caroline Jackson Levy, MD of UBM Awards, did when they launched the Asian Awards in partnership with Lebara in 2010. So what inspired them to do it?

"I came up with the idea of the Asian Awards having been to many Asian events previously and noting that they were below par in many ways," explains Sagoo.

"For instance, the judging process was not robust enough, the quality of the event itself was not up to scratch, the winners tended to be questionable and issues like nepotism and paid awards were commonplace. The Asian Awards was borne out of a desire to correct all of these issues but, more importantly, to honour the most amazing Asians on the planet with the right calibre of event. It is in honouring the greatest that we Asians made the world stand up and take notice."

Good ideas become great ideas when they're well executed, of course, and Sagoo sought out a partner who could deliver a star studded global event honouring inspirational Indians, Sri Lankans, Pakistanis and Bangladeshis across all disciplines of life - from business to the arts, culture, sport and public service.

"At UBM Awards, we project

manage and realise the dream," says Jackson Levy. "Our strengths lie in developing, producing, managing and marketing of events. Paul is a technology savvy, successful entrepreneur in his own right who brought in-depth knowledge of the South East Asian markets, a global network of contacts, and bags of enthusiasm and determination to succeed."

Trusting in the ability to deliver something uniquely ambitious was vital for both partners; but looking back, what were the highs and lows they learned most from?

"To welcome the likes of Sachin Tendulkar and A R Rahman on to the stage, and to gather over 1,000 world-class champions, media and government representatives to the inaugural Asian Awards was a great feeling," says Jackson Levy.

"We learned a lot about how to work with our key sponsors to deliver value, and having our headline sponsor Lebara and category sponsor Lloyds Banking Group sign up for a second year inspires confidence."

"My worst experience of last year was not realising that the date of the event, 26th October, clashed with a major Hindu ceremony called Karva Chauth," confides Sagoo.



Paul Sagoo, Co-founder of the Asian Awards and consultancy Lemon Group, and co-founder of the Asian Awards Caroline Jackson Levy, MD, UBM Awards.



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"Three weeks before the event we received a very apologetic letter from Amitabh Bachchan who said that he had to stay in Mumbai to celebrate the ceremony with his family. I would have loved for him to be there and attend, but I had the pleasure of interviewing him at his residence for his filmed acceptance speech. I also met Mr Ratan Tata at his offices in Mumbai. He has achieved so much in his career and he is a true inspiration to me personally;

so spending that quality time with him was a real joy."

A successful event by anyone's standards, hosted by Lord Sebastian Coe and with a keynote speech from the Deputy Prime Minister, what are the hopes for this year?

"The Asian Awards success is defined by having the most successful Asians in the world wanting to win an award at our event," Sagoo concludes.

"When we start to get nominations from big names I think we will have achieved what we set out to do. I would also like us to raise double the money we raised this year for our chosen charity Save the Children. If we cannot help the real needy then what is

the point of all of this?"

Winners of the 2011 Asian Awards will be announced at a glittering awards ceremony at The Grosvenor House Hotel on Park Lane, London on 18th October - and it promises to be a spectacular occasion. With some of the world's most high profile trailblazers honoured in 2010, excitement is already building around who the recipients might be for 2011.

Visit [www.theasianawards.com/videos-2011.php](http://www.theasianawards.com/videos-2011.php) to watch interviews with the 2011 judges or [www.theasianawards.com](http://www.theasianawards.com) for a full list of 2010 winners as well as information on how to book tickets to the 2011 Awards.

## Brand Godrej valued at \$3 billion

A brand valuation exercise undertaken by the 114-year-old Godrej Group for the first time has pegged the value of the masterbrand 'Godrej' at \$3 billion (around Rs 13,000 crore).

The group, whose products range from cupboards and consumer durables to toilet soaps and hair colour, had hired UK-based brand consultancy firm, Interbrand, for valuing the master brand along with the subbrands in the group.

Although, at a valuation of \$3 billion, Godrej would not feature among the top 100 global brands which were valued by Interbrand in 2010, the master brand 'Godrej' is said to be ahead of brands like Lenovo and Nissan in the rankings. Godrej, which enjoys patronage of 470 million people in India, is behind the likes of Starbucks (\$3.3 billion)

and L'Oreal (\$7.9 billion).

While Godrej Group officials declined to comment on the valuation exercise, it is learnt that a detailed report has been submitted by Interbrand, valuing each of the subbrands as well. Key brands in Godrej's portfolio include, Godrej No.1, Cinthol, Good-Knight, Expert and Fair Glow.

While the methodology adopted by Interbrand for Godrej is not known, the various measures that the consultant takes into account while valuing a brand globally include, an organization's internal commitment in its brand, a brand's values, positioning and proposition, a brand's abil-

ity to adapt to market changes and its relevance with customer needs.

The valuation exercise is expected to assist the Godrej group in expanding its brand equity globally, especially at a time when the group has established a substantial presence in three continents by way of acquisitions.

The group's flagship, Godrej Consumer Products (GCPL) has made seven acquisitions across Asia, Africa and South America in the last five years. GCPL accounts for almost half of the master brand's valuation.

According to Sunny Banerjee, partner, KPMG Advisory Services, a brand valuation exercise helps an organization and its stakeholders in many ways. Not only does it help attract talent, but also benefits shareholders who would now see better value coming through.

"A strong brand is a key differentiator for a consumer. A company which carries out a brand valuation exercise will be able to invest better behind its products. It also assists in the process of globalization," said Banerjee. Brand valuation also helps organizations to command a premium in pricing at the retail end.

"Over the years, intangible assets have gained a lot of traction among businesses with brands increasingly playing an important role in sustaining the financial performance of a business," said an industry expert. Groups like the Tatas get a brand valuation done annually from Brand Finance, an independent brand valuation consultancy, which has valued the Tata Group brand at \$15 billion and Reliance at around \$7 billion.

