



PRAVEEN KENNETH
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L&K Saatchi & Saatchi

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It's been nearly a year since Publicis Groupe took control of Law & Kenneth (L&K). PRAVEEN KENNETH speaks to AJITA SHASHIDHAR about the new dynamics, among other things:

L&K was a successful independent creative agency. How has life changed since the Publicis Groupe acquired you?
L&K's success of being the largest independent agency in a short span of 12 years has added to the growth strategy of gaining dominance for the Publicis Groupe in India. As you know, L&K management took over the Saatchi & Saatchi operations and merged both the entities to create L&K Saatchi & Saatchi. It's the coming together of a large, independent, young, growth engine with the iconic global stature of Saatchi. L&K's entrepreneur spirit and "Anything is possible" attitude has made it successful. It would be stupid to let go of what's really made it successful. Nothing has changed. We continue to grow with much vigour and look forward to adding flavour globally.

Has there been a difference in the way you approach a campaign now that you are part of a conglomerate?

Our merger doesn't change our clients [or] market realities. It will, however, enable us to be better equipped and smarter in dealing with the growing market challenges of our clients. The world of communication, as we know it, is dead, and the new world is reinventing itself every second. The digitisation of our consumer is much faster than

our ability to map them. Big data is of no use if you don't know how to use it.

How does L&K complement the Publicis Groupe?

In truth, the digital world is one of chaos. It's multiplied by infinity in reality. What will make us worthy partners for our clients is to make sense and stay abreast of this chaos, and play and win in this chaos. The Publicis Groupe was the first to realise this and moved to invest and partner with the pioneers in this space globally. Understanding the need to embrace the chaos and learning to thrive on it makes us complement the Publicis Groupe.

What are the advantages of being part of a big group?

You are in the frontier of the digital world. You are seeing things much earlier and much better. Anticipation is everything. And you anticipate better. The Publicis Groupe has invested in ensuring that.

What are the disadvantages? Do you miss being an independent agency?

There is a spirited romance with one's own self while being single. And there is a heady romance when you are in a great relationship. Both have its pains and joys. We have moved according to the life stage of the organisation and the business need and the path is wise. ♦