



A proprietary toolkit, JWT India

A TALE OF FOUR CITIES



Research Objective

Examine Delhi, Mumbai, Chennai, Kolkata using the filter of the seven fundamental Chakra life themes-*Survival, Pleasure, Power, Love, Creative Expression, Transcendence, Spirituality*

Develop a framework that explains how citizens connect with their cities and what roles brands can play

Research Sample

- 8 DIs in each city: Journalists (dailies, TV, financial), RJs, psychiatrists, advertising professionals, HR consultants, citizens (mix of recent settlers and long-time residents)
- Focus Group Discussions amongst citizens of each city, a mix of men and women, young adults and older, long term residents and recent settlers

A city of...

- Mumbai: OPPORTUNITY
- Delhi: POWER
- Chennai: BALANCE/MODERATION
- Kolkata: ROMANCING THE INTELLECT

The quintessential...

- Mumbai-ite: Self-absorbed survivor
- Delhi-ite: Judgemental power seeker
- Chennai-ite: Deceptive understater
- Kolkata-ite: Threatened drifter

ROOTS

- Physically draining city because of distances
- Competitive environment calls for self absorption
- Indifference to others; but also fosters creativity and innovation
- Strugglers continue to dream despite failure
- Indifferent sadness and impotent love
- Vulnerable - “it could happen to me”

MUMBAI: CHAKRA WORLD

KEY STRATEGIES

- Caring and concerned when jolted out of every day frenzy
- Don't resist the hectic pace - Go with the flow, the current will carry you forward
- Accept hardships and keep going, no whining
- The show must go on

CORE EMOTIONAL ESSENCE

- Power to bounce back
- No sympathy for the new comer
- Acceptance of need to slog to compete
- Self reliance

FRUITS

- OPPORTUNITY**
- Profitable networking
- Expectation that if you are ambitious and hard working, success will come
- Build resilience

ROOTS

- Extreme weather conditions
- Physical danger - insecure for women
- Threat from outside settlers
- Primitives, male chauvinism
- Pronounced animal instincts

CORE EMOTIONAL ESSENCE

- Feeling pressure to spend beyond ones means to create social impact
- Hierarchical
- Superiority/distrust/suspicion
- Indifferent to others' misfortune

DELHI: CHAKRA WORLD

KEY STRATEGIES

- Chase affluence
- Show off
- Pretensions
- Seek influence
- Domination

FRUITS

- POWER** of contacts and affluence
- Operate above rules and regulations

ROOTS

- Cultural vibrancy
- Emotional nature
- Lack of competitiveness
- Inability to adjust to new performance based culture
- Relaxed, non aggressive
- Easy every day life
- Cheaper cost of living
- Communism excuse for non competitiveness

CORE EMOTIONAL ESSENCE

- Cerebral
- Need to earn not strong
- Helpfulness, curiosity in others' lives
- Not time conscious - stretch
- Tolerant of imperfections - happily whining
- Pleasure beyond money
- High respect for creativity
- Closer to its bengaliness than any other city

KOLKATA: CHAKRA WORLD

KEY STRATEGIES

- Realisation for need to be more hardworking
- Maintain relationships
- Nurture/find opportunities
- Foster spirit of expression
- Fearless speaking up, protesting

FRUITS

- Mental enrichment
- Traveling, experiences
- Romance of the intellect
- Relaxed easy living

ROOTS

- Conservative, orthodox living as well as “high life” living
- More reserved than extroverts
- No showoff
- Moralistic view of everything
- Simple living
- More work oriented than pleasure oriented
- Absence of pretense
- Tamil machoness, humour

CORE EMOTIONAL ESSENCE

- Moderation
- Friendly
- Simplicity
- Everyday devotion
- Need recognition from others
- Hard working

CHENNAI: CHAKRA WORLD

KEY STRATEGIES

- Selectively transparent
- Find pleasure in every day activity
- Moralistic view of every thing
- Need to be friendly for survival
- Use intelligence to succeed

FRUITS

- BALANCE**
- Easy survival
- Contentment
- Goal oriented employment
- Pretension-free life
- Genuine relationships

	Survival	Pleasure	Power	Love	Creative Expression	Transcendence	Spirituality
Mumbai	Art of living	Practical Selfish (To each his own)	Sense of powerlessness	Impotent love	Commercialised creativity; no representative voice	No collective vision	Social
Delhi	Roughness, danger	Social projection= Celebration	Affluence is power	Selfish love	Carefree expression	Some vision of future	Like everything else, a race
Kolkata	Hassle-free	Mind-engaging	Intellectual power	Tolerant of imperfection	Great pride in creativity	Cultural conflict between past and future	Social
Chennai	Friendly Survival	Conservative Pleasure	Belief in the system	Obligatory love	Keep opinion to self	Understated superiority; Clear vision of future	Everyday spirituality

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