

To: Brand Marketers, Consumer Researchers, & Agencies
 From: Rajiv Satyal

Objective

We are Insight Generators who use comedians to uncover compelling consumer truths that make your brand's advertising and communication resonate more strongly with your target market.

Background

Everyday, brands are engaged in the continuous fight for relevance. As marketers, we strive to find ways to connect with our consumers. For some time now, it hasn't been enough just to educate people about our brand benefit; in this YouTube world, consumers expect to be entertained. Then again, sometimes we get so caught up in making entertaining ads that we lose the benefit message. At the end of the day, consumers want brands to offer benefits in a way so they know they are being heard.

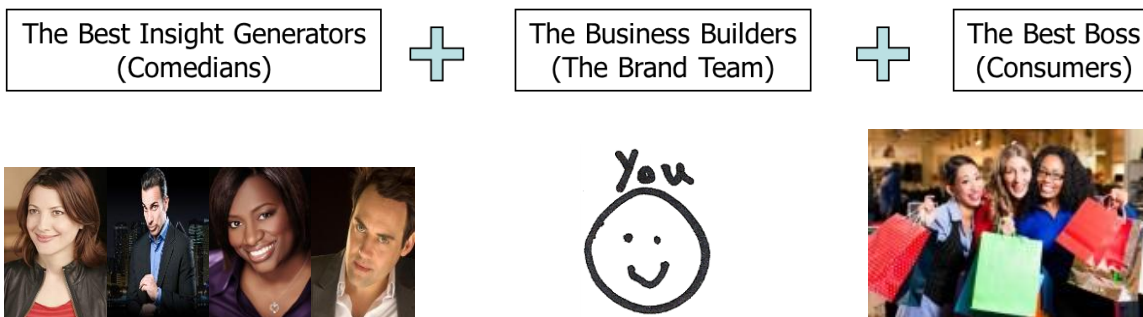
Marketers spend millions to find insights and then develop funny advertising out of them. What if we could flip the process? What if we could take what makes consumers laugh and then peel back the onion to find the insight?

We've developed an innovative program that does exactly that. Because of the similar structure of an advertising concept and a joke, we have employed comedians to help us uncover these nuggets. And this works for both "humorous" and "serious" brands - the jokes are funny; the insights behind them actually are often serious.

Comedians sit in a unique place in society. They are more creative than the average consumer and more of a consumer than the average creative. They have their fingers on the pulse of the country because they travel extensively. They are paid for their point-of-view and ability to make observations about human behavior – and know instantly whether they resonate. After all, comedians know they must have found an insight simply because they've made people laugh. That's the reaction of "that's so true."

About The Program

Think of *Funny 'Cause It's True* as a mix of a focus group, standup routine, and cocktail party. Imagine the scene: comedians on stage, twenty of your target consumers as the audience, and your marketing team sitting in the back, experiencing it all firsthand.



Benefits

- **Real, Validated Consumer Insights** – P&G, the world's largest advertiser, has bought the program three times. Our session with Herbal Essences delivered the core advertising idea for a global restage valued at over \$50 million in incremental sales.
- **Breakthrough Consumer Understanding** – Your team is talking and collaborating with consumers throughout the session.
- **Team Building** – *Funny 'Cause It's True* is flat out a good time... comedians are entertainers, of course.

Clients to Date



Bio

Rajiv Satyal markets comedy and comedifies marketing. (Don't worry if that's not a word.) He has branded himself *The Funny Indian* and describes himself as "the fun-size Indian comedian from Ohio whose witty, universal, and TV-clean act resonates around the world by covering everything from racial issues to soap bottles to his favorite topic – himself." This former University of Cincinnati engineer and P&G marketer has repeatedly opened for Dave Chappelle, Tim Allen, Kevin Nealon, and Russell Peters. He co-founded the world-touring *Make Chai, Not War* (Hindu/Muslim show), named his alma mater's online radio station ("Bearcast"), launched & managed a Miss India America's career, and has spoken to audiences from Fortune 500 companies to NFL players on innovation, diversity, and personal branding. Rajiv has garnered 2 million+ YouTube views, performed on three continents, and been featured on national TV/radio, in *The Wall Street Journal* and in the *LA Times*. He does standup at over 40 colleges annually and regularly at all major comedy clubs in LA. Rajiv records a weekly podcast, acts in funny commercials, and writes humorous ads. His favorite sites in the whole wide world are facebook.com/funnyindian and funnyindian.com.

Interested? Please contact Rajiv at rajiv@funnyindian.com or +310-913-4905