

Annexe

List of Institutions, Interviews and Events

Locations designated with Delhi include Gurgaon, Haryana and Noida, Uttar Pradesh.

Some respondents ran independent agencies. The names of these agencies are not included below.

Advertising Agencies

Publicis (Delhi), Capital Ads (Delhi), MPG Active (Delhi), Equsads (Delhi), Flagship (Mumbai), Portland (Mumbai), Contract Advertising (Mumbai), GNM (Mumbai), LOWE, McCaan (Delhi), SpanCom (Delhi), Ogilvy & Mather (Mumbai), McCaan (Delhi), Span Communication (Delhi)

Social Organisation

Saheli Women's Resource Centre (Delhi), Jagori (Delhi), Kriti – a Development Research, Praxis & Communication Team (Delhi), GotStared.at (Delhi), All India Students Association (Delhi), UN Women office (Delhi), Breakthrough (Delhi), Oxfam India (Delhi), Must Bol (Delhi), UNFPA (Delhi), GotStared.at (Delhi), YP Foundation (Delhi)

2011

08.02.2011	Advertising Agency (Delhi), Suhas
10.02.2011	Advertising Agency (Delhi), Suhas

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10.02.2011	Advertising Agency (Delhi), Suhas
12.02.2011	Advertising Agency (Delhi), Suhas
14.02.2011	Advertising Agency (Delhi), Suhas
18.02.2011	Advertising Agency, (Delhi) Roni
07.03.2011	Advertising Agency (Mumbai), Suhas
10.03.2011	Advertising Agency (Mumbai), FGD with Suhas and Roni
11.03.2011	Advertising Agency (Mumbai), Suhas
15.03.2011	Advertising Agency (Mumbai), Suhas
15.03.2011	Advertising Agency (Mumbai), Suhas and Roni
23.03.2011	Advertising Agency (Delhi), Suhas

2013

01.02.2013	Advertising Agency (Delhi) Suhas
07.02.2013	Advertising Agency (Delhi) Suhas
07.02.2013	Advertising Agency (Delhi) Suhas
04.03.2013	Advertising Agency (Delhi) Suhas
05.03.2013	Social Organisation (Delhi), Navneet
11.03.2013	Social Organisation (Delhi), Navneet
13.03.2013	Social Organisation (Delhi), Karam
14.03.2013	Advertising Agency (Delhi), Suhas
19.03.2013	Social Organisation (Delhi), Navneet
21.03.2013	Social Organisation (Delhi), Navneet and Karam
22.03.2013	Social Organisation (Delhi), Navneet
25.03.2013	Social Organisation (Delhi), Navneet
26.03.2013	Social Organisation (Delhi), Navneet
26.03.2013	Social Organisation (Delhi), Karam
26.03.2013	Social Organisation (Delhi), Navneet
28.03.2013	Social Organisation (Delhi), Navneet
29.03.2013	Social Organisation (Delhi), Navneet
30.03.2013	Social Organisation (Delhi), Navneet
09.05.2013	Advertising Agency (Mumbai), Suhas

Events 2011

09.02.2011	Film Festival, "Persistence Resistance" (Delhi)
14.02.2011–17.02.2011	Conference, "Post Feminist Postmortems", Delhi University

Events 2013

- 14.02.2013 One-billion-rising event (Dehli)
- 23.03.2013 Theek Talk Discussions. “Understanding Sexual Violence: Meaning and Attitudes”, YP foundation (Delhi)
- 02.03.2013 Presentation and discussion “Planning for a safer City”, National Spiritual Assembly of the Baha’is of India
- 02.03.2013 Saheli Women’s Resource Centre poster-making session for the International Women’s Day march (Delhi)
- 06.03.2013 Exhibition of photo competition “UNiTE campaign in India: Using photos to make a difference”, UN Women (Delhi)
- 06.03.2013 Stand-up comedy at Habitat Centre (Delhi)
- 07.03.2013 International Women’s Day event at DU
- 08.03.2013 International Women’s Day march from Mandi House to Parliamentary Street (Delhi)
- 08.03.2013 Take back the Night, gathering at India Gate
- 16.02.2013–17.02.2013 Indian Marketing Summit at International Indian Centre (Delhi)
- 20.03.2013 Exhibition, campaign, film screening and discussion “Exploring Masculinity”, Ambedkar University (Delhi)
- 30.03.2013 Open conversation about the photo-video installation Record/Resist by S. Chhachhi “Dis/Continuities?”, the Kiran Nadar Museum of Art (Delhi)

Other

- 15.02.2013 Joined the class “Themes in Gender, Culture, and Society” at JNU
- 21.02.2013 Visiting Jagori, Archive search and conversation
- 22.02.2013 Joined the class “Themes in Gender, Culture, and Society” at JNU
- 22.02.2013 FGD with students at JNU
- 12.03.2013 FGD with students at Jamia Millia Islamia
- 19.03.2013 FGD with students at JNU

Guide of Questions

1. Personal history & perceptions

Topics: Educational background, career path and choices, campaign role models

- Q: Tell me about your educational background and how you got into advertising.
- Q: What kind of campaigns do you generally remember throughout your life as being particularly striking (role models)?
- Q: What kind of gender roles and characteristics are the most prominent (values)?
- Q: What do you think are the reasons for using these images?

2. Advertising and the agency

Topics: Decision-making processes and strategies

- Q: Please tell me a bit about the company (company policies, history, and ideology).
- Q: What campaigns of this agency best represent the company's ideology?
- Q: Who is all involved in the process of creating a campaign (sections, procedure, and decisions)?
- Q: Which campaigns of this agency have been considered successful and why?

3. Specific campaigns

Topics: Considerations on campaigns seemingly challenging social norms, perceptions of social change and gender equality

- Q: Tell me about the background of this specific campaign (Ideas, rationale, motive).
- Q: Which kind of discussions do you remember from creating this campaign?
- Q: What does social change mean to you?
- Q: Could you name some examples of change from your personal experience?