



## 'Intellectual Property: Creating New Horizons'

IP driven innovation is bringing positive changes to millions of lives around the globe

### International IP Index 2018- 5 countries; 1 Tool; 1 Team

Six years ago, our partner association published the first edition of International IP Index comparing intellectual property (IP) protections in 11 economies based on 35 unique indicators. Now, in its sixth edition, the International IP Index, "Create," ranks 50 economies based on 45 unique indicators, having grown to accommodate a wide range of economy structures and benchmarks of innovation development. As the Index has evolved, so have the nations that it benchmarks. We have been associated with the IP Index since its inception. Our responsibility this year was to launch the Index in 5 nations – **India, Singapore, Malaysia, Indonesia and Vietnam** to advocate towards robust IP environment and its social-economic impact.

**Each of these 5 nations benchmarked in the Index exhibit distinct IP architectures, wide range of socio-economic structures and their own unique policy ecosystems. As each country has its own specifications, the media also behaves differently.**

While countries like Singapore, Indonesia and Vietnam invested in building more effective foundations for IP policy, countries like Malaysia showed mixed results. India had its own unique growth story to tell – in the last few editions, India climbed from last to second-last, and now, in the sixth edition of the Index and for the first time, India broke free from the bottom ten percent of the economies measured. **We provided a deep understanding of the broader regional market enabling the association to expand its advocacy and reach.**

Today, IP is a larger topic of discussion and debate which is a part of several parliamentary discourses with the governments realising the value



of a stronger IP framework, globally. Supported by thought provoking media editorials and influencer driven advocacy, the Index has emerged as the most highly anticipated and widely read reports on the state of intellectual property.



### **For us the mandate was to create maximum impact in all the five countries around the IP Index**

Foster an evidence-based dialogue based on the recognition that every country stands to benefit from strong IP rights. For this, the International IP Index had to be positioned as a blueprint **to support each economy's unique vision of inclusive growth, job creation and innovation.**



### **Strategy 2018: Multi-channel, Multi- Level and a Multi Country approach**

While IP is no longer a taboo in the nations we were operating in, year on year, the Index has gained visibility, it still faced with the perception of being a property of a foreign institution. To establish that the Index is an unbiased roadmap prepared independently by a research institution, we understood that, a multi-level approach will be essential for mind-set conditioning across stakeholder groups. Therefore, we used a proprietary tool - **I.D.E.A - Influencer Driven Engagement Approach**: As a part of this process individuals were identified and aligned in two different groups i.e.

- **Influential**: Key opinion leaders in the media fraternity responsible for shaping internal editorial policies as well as external perceptions
- **Transactional**: This was the larger and more visible aspect of media that needed to be worked upon as per the need basis. Moving beyond media and looking at Speaker Bureaus, I.D.E.A was a useful tool in identifying the aligning key speakers:

- **Academic/Think Tanks/Policy Makers/Consumer Groups/Trade & Industry Associations/Social Opinion Leaders/Corporate**

The strategy framework was a combination of **pure media play** and an influencer driven advocacy through **alliances** in the five South-East Asian countries. The key point during the campaign was to develop strategic and integrated communications frame work that looked at:

- **Media advocacy and outreach across countries**
- **Influencer driven advocacy - Building third party voices (influencers and advocates)**
- **Partnerships and Collaborations with associations**
- **Direct engagement with the policymakers**


### **What we ACHIEVED!**



- Engaged with over **80 different publications**
- Spoke about the index through **10 languages (English, Hindi, Gujarati, Punjabi, Kannada, Tamil, Malay, Mandarin, Vietnamese and Chinese) spanning across 5 different nations,**
- Generated around **1500+ unique media impressions**
- Conversated with **policy makers, academicians and other key opinion leaders**
- **Reached over 100 million people and created new horizons!**





## Execution- IP Index Roll out

Tracks	 <b>India</b>	 <b>Malaysia</b>	 <b>Indonesia</b>
<b>Media</b>	<p>India today holds the twin promise of innovation and investment with many prominent voices expressing optimism for India's economy. But we still felt that the IP Index was not able to take the shape of a legal reform. In India, we tactically approached the media in the pre and post launch phases. We involved different levels- Main business dailies, hybrid and broadcast media. We engaged with the editors, finance and IP reporters and guest columnists (annexure). Through this exercise, we were able to achieve coverage on the index in every financial. Before the launch, opinion articles and interviews appeared and subsequently the reportage on the IP Index was published which was not only limited to the ranking but broadened the dialogue on intellectual property. From the beginning, five main Indian financials (<i>The Economic Times, Business Standard, The Hindu Business Line, Mint and Financial Express</i>) followed our journey.</p> <p><b>Vernacular media:</b> Vernacular media was also a strong part of our strategy to start the conversations at the state level. We targeted: Gujarat, Karnataka, Telangana, Punjab and Uttar Pradesh</p> <p><i>* Through robust media engagement, we generated more than 850 unique media impressions</i></p>	<p>Malaysia showed a decrease in its IP score. At the same time, it cannot be ignored that the government was emphasising on encouraging the dissemination of IP as an asset in successive national innovation plans. The messaging was framed accordingly and delivered through desk-side briefings, quotes employing a robust mix of local wires, print publications, online portals and financials. Subsequently, we also built a narrative through media editorials and opinion articles by key opinion leaders, speaking about how Malaysia is better equipped to utilize IP as an economic and commercial asset.</p>	<p>The report highlighted the positive steps taken by Indonesia to strengthen copyright protection through the creation of an online notification system. We leveraged this progress through positive headlines and media stories to embrace the upward momentum in the global intellectual property environment. We also organized select press briefings with CNBC Indonesia, Jakarta Globe and Kompas to build on a sustained narrative.</p>
<b>Alliances</b>	<p><b>-Raisina Dialogue-</b> We strategically planned the association's participation in a panel discussion at the <b>Observer Research Foundation's 2018 Raisina Dialogue</b> featuring prominent personalities as panellists including <b>India's Minister of Commerce and Industry, Suresh Prabhu</b> and <b>U.S. Ambassador to India, Kenneth Juster</b>. At the conference, the Commerce Minister elaborated the role of IP, went on to saying that India is poised as the next great engine of global growth. The conference served as a platform to set the context before the IP Index launch.</p> <p><b>-Collaboration with relevant institutes:</b> We also effectively managed the association's participation to speak about the IP Index and its findings at the 2018 India Conference on "Innovation, Intellectual Property and Competition (IIPC)" hosted by the Indian School of Business (ISB).</p>	<p>In Malaysia we partnered with AmCham Malaysia to organize a press briefing to present the IP scorecard. Malaysia has been tracked by the index since its inception in 2012. The briefing was focused on the ways in which Malaysia can foster IP and innovation. Specific policy issues were also touched upon along with the discussions around the evolving landscape of IP in Malaysia as well as the region.</p>	<p>In Indonesia, we partnered with AmCham Indonesia to organize a press briefing to present the IP scorecard. Indonesia's intellectual property protection has improved since last year due to the strength of its trademark law, but a lot needs to be done to improve competitiveness compared to its regional counterparts. Delegates from the U.S. who were on a three-country tour that includes Malaysia, Indonesia and Vietnam were a part of the briefing along with the government officials and discussed the ways in which Indonesia can foster IP practices to build competitiveness.</p>

Tracks	 <b>Singapore</b>	 <b>Vietnam</b>
<b>Media</b>	<p>Singapore is one of the strong performing countries when it comes to its IP framework. Therefore, our aim was to showcase its high ranking as a case study from which other countries can take examples. We released the IP Index in the country highlighting the robust performance, especially in the newly introduced indicators. The positive headlines resulted in excellent media coverage which included the leading Singapore wires and publications on the likes of Xinhua, Bernama, The Straits Times and Business Times.</p> <p>Singapore, being the media hub for Asia regions, we strategically ensured the messaging to be delivered through international wires headquartered in Hongkong. For these wires, the press release was customized to give an all-round messaging focusing on the performance of other Asian countries as well. While for local wires and key Singapore based publications, the locally relevant data was the main message. The outreach strategy helped us in creating maximum impact and over 100 impressions. The news stories identified Singapore's key strengths to be its advanced national IP framework, and its active participation in efforts to accelerate patent prosecution. We also released the information in Chinese which led in achieving coverage in China and Hong Kong.</p>	<p>In Vietnam, the release of the IP Index resulted in positive and large-scale coverage. Basic IP protection and the legal framework in Vietnam has improved, with stronger penalties for infringements of commercial scale. Through robust media engagement around its success, we created measurable unique media impressions by focussing on the developments made by the country.</p>