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**Sent:**  
**Subject:**

[REDACTED]  
Monday, September 28, 2015 8:05 AM  
Week 95 Learnings

[REDACTED]  
[REDACTED]  
Dear Friend and Colleague,

[REDACTED]  
[REDACTED]  
Google ran an Advertising Measurement discussion with a few large advertising agencies and clients. Most of Fast Moving Consumer Goods (FMCG) advertising is around Television and the Google studies clearly show that the incremental spend on Digital is far more effective than putting the same behind Television or Print.

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The Volkswagen emission crisis is a good, hard lesson for all of us that we should never do the wrong thing. Here's the story simplified for you:

1. VW wanted to triple US sales by 2018 and bet big on diesel cars as opposed to hybrid cars.
2. In 2013, nonprofit group International Council on Clean Transportation started monitoring the diesel cars in America to push European regulators to tighten their emission standards!
3. By pushing Diesel cars in the US, VW wanted to become the world's No1 car maker. VW became No 1 in July 2015 when they surpassed Toyota.

4. VW had software in 11 million cars that showed lower emission data whenever brought in for a health check. This is known as a defeat device, the computer code recognizes when the car is in a health checkup and hence reads a lower number on Nitrogen Oxide emissions.
5. This scandal has shaken the Auto industry and also Germany. 14 % of the German workforce is involved in the Auto sector. This has already dropped the VW share price by 34 % and will attract a hefty fine.
6. This is not the first time that VW is going through this kind of situation. They had a similar situation in 1973 and were finally fined a billion dollars on some tailpiece pollutants.

It is important to do the right thing day in and day out. Company reputation and brand reputation are built daily and with every interaction. Short cuts are not worth the pain and the reputation damage.

All the best, do send me your feedback.

With best personal regards,

Shiv

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