



“CONTENT IS KING. DISTRIBUTION IS GOD!” ROOPAK SALUJA JOINS THE LINE-UP AT ADFEST 2016

MUMBAI, Wednesday, 27 January, 2016: Roopak Saluja, Founder & CEO of The 120 Media Collective and Sooperfly, will present “Content is King. Distribution is God!”, an entertaining and informative session at ADFEST 2016.

As one of India’s most successful content creators and entrepreneurs, Roopak’s session will examine whether the distribution, monetization, engagement and promotion of content deserves more focus.

“The wisdom of investing not just in content but in platform creation and longer-term audience building is rapidly striking brands the world over. As we navigate the flux, new business models evolve and hybrid organizations emerge, ones that allow for the building of content brands direct-to-audiences,” says Saluja.

“During my session at ADFEST, I’d like to take the audience on a journey to help them see how distribution is emerging as the battleground for engagement. The lines have blurred between platforms and screens, bringing creators and audiences closer together than ever before.”

After beginning his career in account management at Young & Rubicam Budapest, Saluja became an entrepreneur in 2006 with the launch of Bang Bang Films, which was named India’s second fastest growing company across all sectors in 2010.

After Bang Bang Films, he launched two other subsidiaries – Jack in the Box Worldwide and Sniper – which now form The 120 Media Collective. Most recently, he launched Sooperfly, a new media company that empowers Asia’s digital video ecosystem by building content brands direct-to-audiences.

Jack in the Box Worldwide has grown to be one of South Asia’s most awarded digital agencies, servicing prominent advertisers such as Unilever, PepsiCo, Reckitt Benckiser, Amazon, Novartis, Aditya Birla Group and the Taj Group among others.



Sooperfly builds brands direct-to-audiences through video creation, distribution and monetization, while Sniper aims to redefine the production of commercials and content with a hybrid production model.

“Roopak has successfully switched from advertising to entrepreneurialism and is now leading one of India’s fastest growing content production companies. I think delegates at ADFEST this year will learn so much from his session about the art of blurring the lines between communications, entertainment and technology,” says Jimmy Lam, ADFEST President.

Listed among the 2014 Campaign Asia-Pacific ‘40 Under 40’, Saluja has an MBA from INSEAD, where he is also a guest lecturer now. He has lived in 10 countries on six continents and speaks nine languages.

Roopak takes the stage on Thursday 17th March at 16.00 - 16.45.

ADFEST 2016 takes place over four days from 16th to 19th March at the Royal Cliff Hotels Group in Pattaya, Thailand. Book your delegate passes to [ADFEST 2016 here](#).

About The 120 Media Collective

‘The 120 Media Collective’ is one of India’s most impactful digitally oriented companies, helping brands connect with their audiences through compelling content, customised distribution and incisive amplification. The company creates, produces, distributes, monetizes, creates engagement and promotes multi-platform content for audiences and brands globally. Declared as the Content Marketing Agency of the Year at Content Marketing Summit Asia 2015, the company comprises subsidiary brands, ***Jack in the Box Worldwide***, one of South Asia’s leading agency brands in the digital space; ***Bang Bang Films- India’s International Production Company***; ***Sniper***, which redefines commercials and content production for the digital age and ***Sooperfly***, which empowers Asia’s digital video ecosystem by building content brands direct-to-audiences. With a high level of credibility and quality relationships with brands, The 120 Media Collective is pushing the boundaries and blurring the lines between communications, entertainment and technology.

More at www.the120mediacollective.com

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