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TRANSFORM TO THRIVE



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Change is Inevitable. Growth is NOT Optional



Prasanth Kumar
MMA Global India Co- Chair
CEO, South Asia, GroupM

Whenever an external event happens, which disrupts our lives and our world as we know it, it is a natural human reaction to expect that once the turmoil is over, life will go back to the way it was. However, in reality, that is rarely true, for as Haruki Murakami said **“When you come out of the storm you won't be the same person who walked in. That's what this storm's all about.”**

This is as true in human life, as it is in business and in marketing.

What the last few years has taught us is that change, uncertainty, volatility – whatever we call it – is not an isolated event in time, but something which is continuous and multi-dimensional. In this given reality, marketers who devise truly transformative strategies, across the various facets of product, pricing, communication, distribution, business models and organization structures, to name a few, are the ones who not only survive, but ride the wave to grow and thrive.

The Modern Marketing Reckoner 2023 is, therefore, built around the theme of “Transform to Thrive.”

This report is broadly structured in two parts – Drivers of Uncertainty which necessitate the need for transformation and How Modern Marketers should future proof themselves to not only survive, but to thrive amidst change.

Drivers of Uncertainty deals with the fact that marketers face challenges which come in various shapes and forms – be it increased input costs, inflation causing tightening of purse strings, unpredictable weather, evolving distribution channels, external eventualities like Covid and above all, rapidly changing attitudes and behaviors of consumers. This section delves into these factors and consumer shifts across a wide spectrum of industries and areas, ranging from FMCG to quick commerce to omnichannel to digitization and the creator economy.



The second section deals with how marketers should transform to thrive at multiple levels. Not only do successful marketers react to change, but they also influence, as well as predict change, to drive growth, market share and profitability. This entails increased agility, investment in meaningful technology and data, more collaboration and partnerships, a multi skilled workforce and reimagined organizational structures which can drive transformation.

This report covers a very large arc ranging from emerging technology to organizational structures, to communication, to commerce, to attribution, to first party data strategies, to

martech and a lot more. It includes carefully researched data and findings from a survey conducted among diverse marketing leaders, coupled with POVs and thoughts from a multitude of industry experts across domains.

GroupM and MMA are proud to bring to you “The Modern Marketing Reckoner 2023”, which, as the name suggests, is meant to be a comprehensive reckoner for marketers who want to “Transform to Thrive”.



The Modern Marketing Imperative: Embrace Change or Fall Behind



Moneka Khurana
MMA Global India Board Member
& Country Head

Welcome to the dynamic world of modern marketing, where the pace of change is relentless, and the only constant is transformation. As marketers, we must constantly rethink, relearn, and rebuild our strategies to succeed in this era of rapid change. This is the 4th edition of MMR (Modern Marketing Reckoner) - an attempt to focus on the most relevant perspectives for the year.

‘Transform to Thrive’ is an apt theme for this year. At the MMA, we believe that building a successful marketing organization goes beyond mastering the latest tools and technologies. It requires a fundamental shift in mindset, organizational structure, and interdisciplinary culture. That's why the report captures expert views on a customer-centric mindset, cutting-edge technology, and tools, data-driven marketing, the role of AI in marketing, future-proof strategies, and omnichannel marketing. It includes case studies of companies that have successfully implemented transformational approaches

that enable business growth.

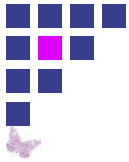
As we move further into the digital age, consumer expectations continue to rise. Personalized, predictive, and powerful engagement is no longer a luxury; it is the standard. According to a survey we conducted to capture an industry-neutral point of view on how marketers have geared themselves up to navigate and pivot post covid and other macro changes in 2023, 90% of consumers expect brands to offer personalized experiences, and 80% of them are willing to switch to a competitor if they don't receive it.

The Modern Marketing Reckoner 2023 is packed with powerful insights, strategies, and case studies that provide a roadmap for reimagining your marketing organization for success. For instance, our survey found that companies that have implemented AI-powered personalization have seen a 25% increase in customer retention rates and a 20% increase in revenue growth.



But this report is more than just a collection of best practices. It's a call to action – a reminder that we are all part of a larger community of marketers who are driving innovation and shaping the future of our

industry. By embracing these principles and adopting a transformative mindset, we can not only survive but thrive in this era of change.



Never let a Good Crisis go to Waste



Parthasarathy Mandayam
Chief Strategy Officer, South Asia
GroupM

There is a lot of debate on the origin of this statement – some attribute it to Winston Churchill during WW II, while some attribute it to Rahm Emanuel, Barack Obama’s Chief of Staff, talking about the global financial crisis in 2008. In either case, it was an opportunity to do things people thought they could not do before.

Moments of tectonic change also bring about new collaborations, birth new technologies, and spark new ideologies. All of which we are witnessing right now in the world of business and marketing – as brands and businesses, faced with never-before volatility, are rewriting their own rule books to stay ahead of the game.

For a transformation to be truly successful and enable a business to thrive, it is important to ensure it gears the organization up for the future, while also ensuring the short-term goals of growth, share and profitability are protected. I believe the following areas of focus make this possible for an organization:

- **A Shared Vision of the Need for Transformation:**

Most progressive organizations believe in the need for transformation. However, multiple surveys have shown, that after embarking on this journey, most organizations do not get the results they expected. A major reason for this is a lack of internal alignment within the organization on what they aim to achieve and a clear vision of success. It is also critical to align on the lead indicators of progress, across short, medium and long term, and track them closely

- **Investment in Meaningful Talent & Technology:**

A podcast focussed on disruptive technologies that will drive sustainability and inclusivity. It catered to a niche audience but still delivered more than 550k overall listens, with a listenership that skews 63% male, across all age groups.





- **Agility in Processes and Ways of Working:**

The last two years have taught us one thing unequivocally – there is no such thing as a fixed plan. Speed of adaptation and evolution have made the difference between surviving and thriving. New sourcing models, small batch manufacturing, fluid project teams and innovative value propositions have driven success. At the core of all of this is a strong “test & learn” culture, ensuring every initiative is tracked & measured and the learning fed back in near-real time, enabling rapid pivots in strategy.

- **A Culture of Collaboration**

Perhaps the most important area of focus, as a key driver of transformation is the breaking down of silos within the organization. Studies have shown that

cross-function competition is one of the leading reasons for increased investment in technology and talent. They also show that the level of collaboration in an organization – as evidenced by the presence of cross-functional teams, shared KPIs, collaboration tools & processes and a reward & recognition program for collaboration – significantly increase the likelihood of success.

Most of the significant advancements in history have been on the back of unprecedented change. Individuals, nations and organizations that have transformed systematically and meaningfully have ended up thriving in the long run. This is a real moment of opportunity.



Here's why you Should Read the MMR



Amit Jain

MMA Global India Chairman;
Chairman, L'Oreal India

“

The Modern Marketing Reckoner 2023 offers a rich perspective on why companies must 'Transform to Thrive' in the VUCA world. It also drives perspectives on the power of AI, data, tech, and new media to accelerate business growth. I'm confident that this report will empower marketers, inspire creativity, and spark transformative strategies that will shape the future of our industry.

”

“

A marketer's dashboard is spruced with business numbers, social numbers, service/outages, and innovation, all tied to delivering a superlative experience. This holistic approach ensures that marketing strategies are aligned with business goals, social engagement, service reliability, and innovation, all contributing to an exceptional customer experience. We embrace these trends and strive to provide innovative solutions that meet the evolving needs of our customers



Prasanth Kumar

MMA Global India Co-Chair,
CEO – GroupM South Asia.

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Moneka Khurana

MMA Global India Board
Member and Country Head

“

MMR'23 is a must-read for every marketer looking to thrive in the face of unprecedented change. It provides a roadmap for building a future-proof marketing organization, one that is agile, consumer-centric, and data-driven, and leverages relevant tools and technologies to power it. At the MMA, we believe that the future belongs to those who embrace 2023 as the year with change being front and centre and are willing to challenge the status quo. This report brings perspectives from 25+ experts from across the ecosystem offering the needed understanding. Grab the MMR – Modern Marketing Reckoner to start your Transform to Thrive journey

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**Rajesh
Ramakrishnan**

MMA Global India Board Member,
Managing Director, Perfetti Van Melle

“ Transformation across the various facets of the business is a reality in today’s VUCA world. Organizations need to transform themselves to manage the complexities in the external environment and be future-ready. The transformation journey has both the hardware and the software aspects to it. The hardware is all about setting the right vision, having the right systems and processes and ensuring periodic tracking. The software is about changing mindsets through open and proactive communication across the organization. If all of these can come together well, then the organization will not just survive the transformation but actually thrive in it. That’s what the MMR by MMA India brings together

”

“

In today’s rapidly evolving marketing landscape, achieving digital maturity is no longer an option but a strategic imperative for businesses. The Modern Marketing Reckoner 2023 serves as a compass, guiding organizations on a transformative journey towards digital excellence. This report empowers marketers with invaluable insights, innovative strategies, and actionable frameworks to navigate the complexities of the digital realm. By embracing change, leveraging meaningful technology, fostering collaboration, and nurturing a diverse and skilled workforce – businesses can not only adapt but also thrive and unlock their true business potential. To me, The Modern Marketing Reckoner 2023 is a must-have resource for all marketers who are determined to stay ahead of the curve and achieve remarkable success in this digital era

”



Sunita Bangard

MMA Global India Board Member,
Group Head, Consumer Insights
and Brand Development,
Aditya Birla Group

“

The best way to manage uncertainty for marketers is to embrace it. It’s something that marketing teams should actively expect and create opportunities from. Getting to the heart of the matter, it is more important than ever to stay in close touch with the consumers – both core consumers and fringe consumers and influencers. More often than not, fringe consumers and influencers are likely to point marketers in the developing direction. The other trait that marketers need to develop is one of curiosity and experimentation. A practitioner will trump an armchair expert, any day! The Modern Marketing Reckoner 2023 is a deep dive into exactly these transformational marketing strategies that marketers have adopted in the wake of today’s VUCA times.

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Amit Doshi

Chief Marketing Officer,
Britannia Industries Limited

Drivers of Uncertainty



Introduction

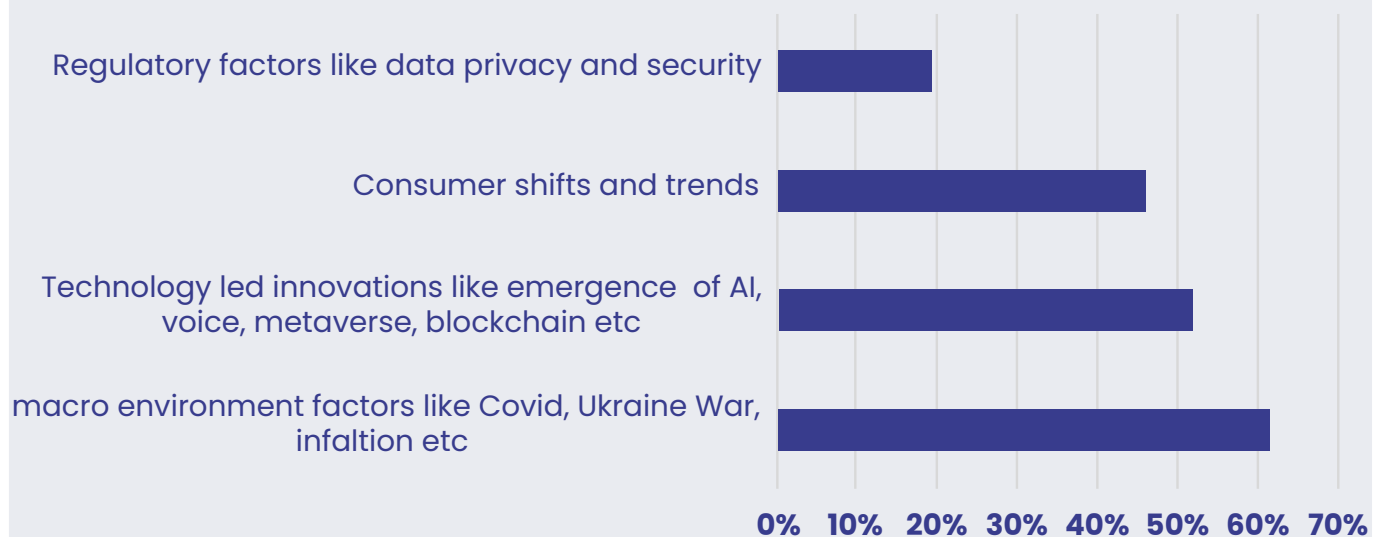
In order to strategize on how organizations should “Transform to Thrive”, in an uncertain world, it is first important to delve into the drivers of uncertainty.

With the objective of crafting a carefully researched and relevant report, MMA conducted a survey among senior marketing professionals across industries. The findings are what

determined the roadmap for various elements of this report.

61% of marketers felt that macro environment factors like Covid, Ukraine war, inflation etc. have been the highest contributors to volatility in business, followed in innovations in technology and a shift in consumer trends and preferences.

Which of the following do you believe have been the highest contributors to volatility in your business?

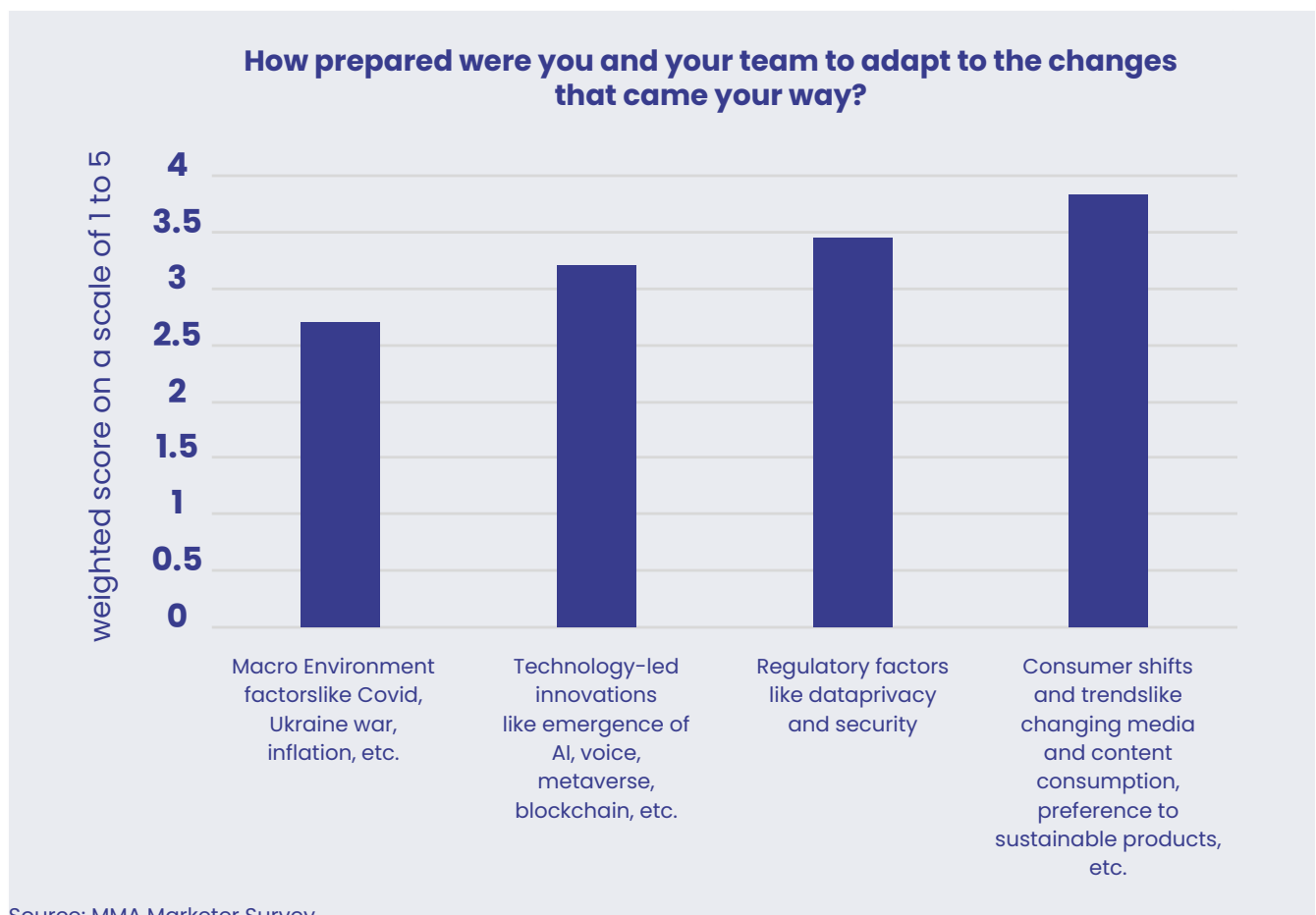


Source: MMA Marketer Survey

Among other things mentioned by marketers were the state of the global economy, change in consumer purchasing power, the technology winter, and more.

Did marketers feel that they were prepared to adapt to these changes? What we discovered was that they felt

most prepared to adapt to shifts in consumer trends and behavior, which is not surprising, since the whole art and science of marketing keeps the “consumer” at the center. What, however, they were least prepared for, were those which were sudden, macro and had a wide and cascading impact.



In this section, we dive into several of these factors and how they have impacted businesses across diverse industries, from the lens of marketers themselves.

Factors of Uncertainty which Drive the Need for Transformation



Nitin Gupta
Founder and CEO
Xapads

Famous American mathematician Mr John Allen Paulos once said, "Uncertainty is the only certainty there is, and knowing how to live with insecurity is the only security". These lines make more sense not only for the Ad-Tech Businesses but for Life on the whole. We live in an uncertain world, where everything is evolving from thousands of years, but it becomes all the more crucial in this tech-world, specially in the case of advertisement technology. Reason being that it relates to Human Psychology, Technology, Marketing, Business & Creativity and has gone through metamorphosis in the past few years itself. Though Digital Transformation has become a much-hyped terminology, but in an uncertain digital world with a disruption of the supply chain, brands need to adapt to innovation to succeed and set themselves apart.

There are multiple factors like changing Consumers' Needs and Expectations,

Technological Infrastructure & Developments, Data Protocols & Regulations and Global Events that often demand the need for change and transformation to drive profitability and business growth.

The global AdTech market size was valued at USD 886.19 billion in 2022 and is expected to expand at a compound annual growth rate (CAGR) of 13.7% from 2023 to 2030 so the focus of digital businesses should be on Consumers, Market Competition, Data & Insights, Innovation and Business Values. This can help set a big-picture vision where marketers will be able to address the digital challenges because, with the penetration of the internet and smartphones, consumers are now more connected to phygital (physical+digital) world.

Further the upcoming changes like Cookieless World, Apple IDFA depreciation, upcoming Android Advertisement depreciation ads have made it more challenging for digital businesses to navigate the adtech landscape. In this



context, market competition has become an important factor to consider, as the need to differentiate and provide unique value propositions to stand out in a crowded market is now essential for every brand. Data and insights are also critical, as the need to leverage data will help understand audiences better and help make informed decisions about their advertising campaigns and spends.

To better tap into the consumers across multiple touchpoints, marketers can leverage on the predictive insights and algorithms from various sources as it helps facilitate businesses to enhance effectiveness and efficiency while making informed decisions, based on the understanding of consumer behaviours and preferences. This helps brands create campaigns that better resonate with the consumers and drive measurable results. Adding to this, marketers need to embrace Ecosystem Engagement such as AI/ML and chatbots.

These components accelerate innovation as its automation mechanism helps in catering to consumers in a much better way and develops a personalized connection between brands and netizens.

Another factor that drives the need for transformation is the Consumers Shifting Behaviour because today's netizens are more tech-savvy, informed and demanding than before. They expect fast

and personalized experiences from brands that fit their needs and requirements across all channels. These expectations can be better met via Intelligent Agility and Experimentation which concentrates on creating new products and ideas that encourage consumers to know more about the businesses and what brands have in store. Also AI language models like ChatGPT will hurt Google's revenue as the way people use search web will completely change.

So quickly adapting to market challenges is of prime importance wherein marketers need to keep themselves updated about the ongoing trends and Global Events that could impact business or associated operations by any means.

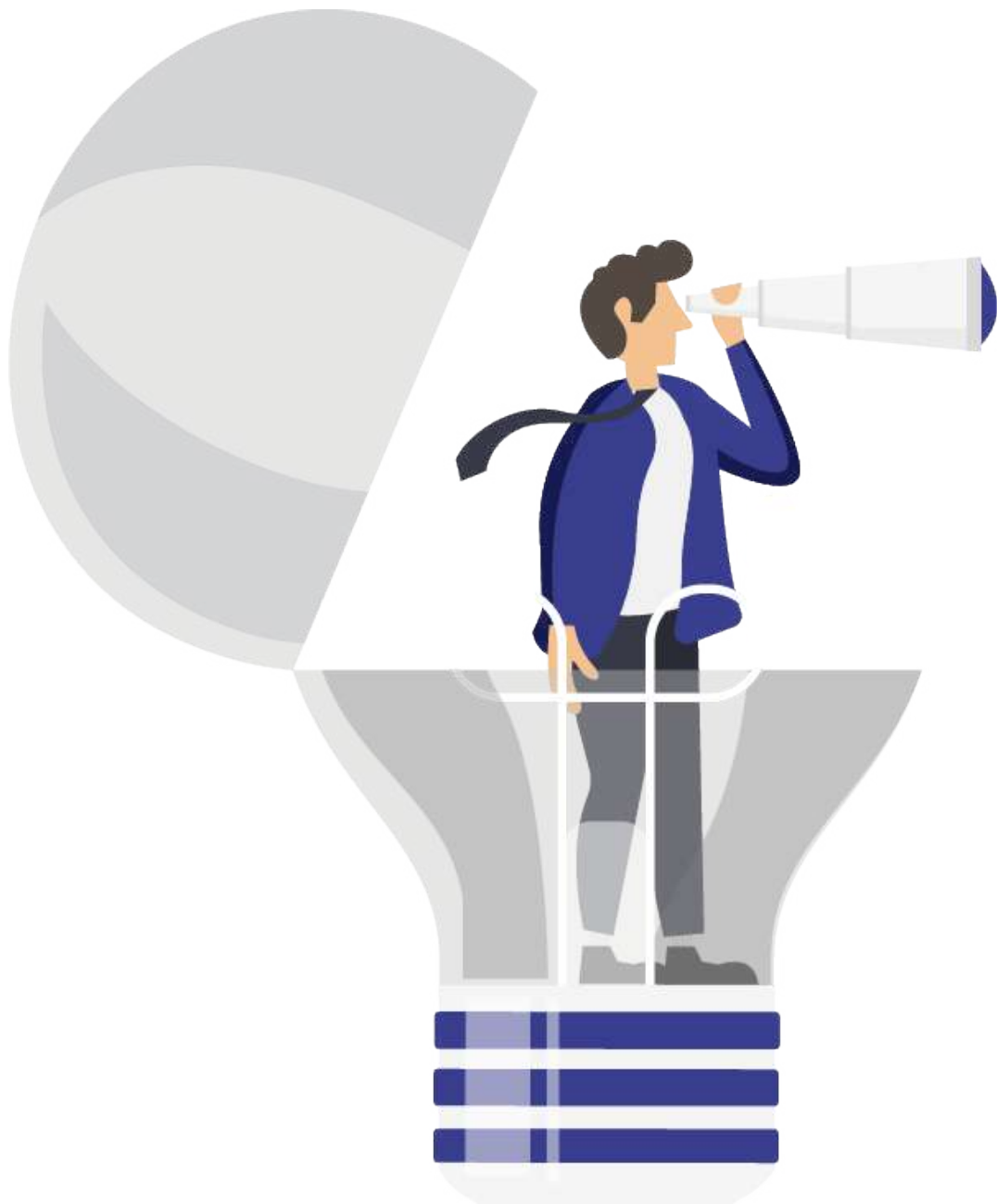
From environmental, socioeconomic, or political changes, external or natural factors could significantly impact marketing strategies and Covid-19 Pandemic is the biggest example that we all have witnessed which brought a significant shift in consumer behavior, with more people shopping online instead of in physical stores. The brands which adapted to this changed market conditions continued to drive growth and profitability.

So to conclude it won't be wrong to say that embracing new technologies and a culture of experimentation, marketers can stay agile as the industry is evolving at a significant pace with several key trends



changing. From the coming in of technologies like connected TV (CTV), hyper-personalization, hyperlocal targeting, augmented reality and virtual

reality, integrated consumer journeys, and vernacularization, adapting quickly to changing market conditions to stay ahead of the competition is the need of the hour.



Navigating the Variables: Challenges of the Modern Marketer



MVS MURTHY
CMO,
Federal Bank

If there weren't variables, then there would be no need to adapt and hence transformation could have been a multi-generational process. However, the modern marketer is dealing with many variables at the same time. Experience is preceding the fan club for the brand story. White spaces are too many and fragmented. One has to deal with -

- Technology being the spine of businesses
- Distribution being forked between digital, physical and phygital - initiated online/delivered offline
- Audience and consumers fragmented across media and mediums
- Multiple form factors of messaging
- Active investor and shareholder interest
- Contribution to ESG; to name a few

A marketer's dashboard is spruced with business numbers, social numbers, service/outages, innovation whose umbilical cord is tied to delivering superlative experience, etc. It's almost like a busy airport and decisions need to be made almost in a blizzard-like fashion. & being the catalyst of growth, the marketer has to adapt fast, many times over, and continuously. Occupational hazard yet daily adrenalin.



Emerging Business Uncertainties and how they can be Managed Effectively



Arvind R.P.
CMO,
McDonald's India

Since 2020, there have been numerous conversations about rapidly evolving consumer trends and how they are affecting businesses. The impact of the pandemic posed a newer set of challenges. Furthermore, the recent softness in demand and sticky inflation has made it tougher for marketers to navigate the current environment.

In this VUCA world, uncertainties are bound to emerge, and one cannot be prepared enough. However, it is prudent to be aware of these challenging trends and some best practices to manage them effectively.

Brand Building is Key to Grow Pricing Power

High Inflation has meant that businesses have had to increase prices higher than usual, igniting concerns on the brand's competitiveness and market share. Given that inflation has been sticky in nature, it is important to develop a playbook to tackle this credibly over the short-to-medium term. There is enough evidence that

suggests that frequent promotions weaken pricing power, increase price sensitivity, and reduce margins over the medium term. Brand building efforts are important in this context since they have been proven to lower price elasticity and increase profits over the medium to long term. Hence, doubling-down on brand building is key.

No doubt, price promotions are important for sales-building. But understanding 'true incrementality' is important, through various analytics. Many price promotions only end up 'converting' customers who have anyway decided to buy (organic) or only preponing purchases.

Another best practice in this situation would be consumer-research-based pricing decisions (for example research techniques like Conjoint) which help discover the price-volume sensitivities in a competitive context. This is one of the best approaches to deliver on price and profitability increase with minimum impact on volume growths.



The Drawbacks of 'Performance-Think' Mindset

The past decade has seen a rise in marketing and advertising technologies, but creativity and brand-building have suffered. This "performance-think" mindset, as articulated by Orlando Wood, has caused an over-emphasis on short-term advertising and marketing tactics while giving short-shrift to brand-building initiatives. These brand-building initiatives are typically universal-insight-driven campaigns rich in emotions and targeted at non-buyers and less-frequent buyers. And the effects of brand-building campaigns are long-lasting.

This could be potentially detrimental to brands' long-term success, despite the possible benefits from short-term gains due to promotions. Peter and Les Binet's 'Long and Short of it' that celebrates its 10 years since its publication this year, argues that marketers should seek a balance of long-term brand-building and short-term sales initiatives for sustained growth. This requires experimentation and ongoing assessments, to ensure an optimal mix of both.

Demonstrate 'RoI from Marketing' and Deal with Demand Generation Challenges

Marketers are always expected to demonstrate returns from marketing spends and to justify their budgets, more so when demand is soft. Metrics like ROI, ROAS, are usually relied upon to demonstrate attribution from marketing efforts. But there is always the question of 'true attribution' since many metrics rely on last-click attribution only.

Marketers must note that measuring both attribution and incrementality are crucial. Advanced econometric techniques like market-mix-modelling are best practices for measuring both incrementality and attribution and thus are the best guides to improve RoI and sales. Marketers should take the lead in this conversation, instead of just reacting to business and financial pressures.

Unlocking the Potential of Innovations

Innovations have a significant impact on consumer perceptions of value and have the potential to grow market share and profitability. And innovations could be both strategic (a completely new product as an example) or incremental (new flavour extensions for example). What's more, innovations could be done across any dimension that impacts customer value, spanning new channels, added convenience through digital innovations, packaging etc. While consumer research is key



to uncover trends or consumer behaviours, it is also important to nurture a culture of innovation and a mindset to experiment.

Paying Attention to Attention Metrics in Media

Attention metrics is a field gaining traction. It is now well understood that consumer viewability varies across media platforms and ad formats, so view-through and engagement rates are estimates at best. To grow efficiency of marketing dollars, marketers need to understand how attention works while guiding creative and media planning. Experts like Karen Nelson Field have been vocal in bringing this to the attention of marketers. This is a developing space and attention metrics are set to become accepted practices soon.

As mentioned earlier, business uncertainty is an inevitable aspect of the modern marketing landscape. By understanding the different types of uncertainty, employing effective strategies to overcome these challenges, and fostering diversity and adaptability within their teams, marketers can navigate this complex environment with confidence and success. Diversity in skill sets is especially important in marketing teams, since marketing's impact spans story-telling, pricing, promotions and measurement. By staying informed, agile, and innovative, marketers can not only survive but thrive in this ever-evolving world of business.



Uncertainty and Mobile Marketing: The Age of the One-Click Phenomenon



Vasuta Agarwal
Chief Business Officer,
Consumer Platform Advertising, InMobi

Uncertainty is NOT NEW in Marketing and Advertising.

However, it has never been more pronounced than it is today. Organizations and individuals in the field feel like it is changing rapidly, and it's hard to know what netizens today want.

Let's look back at where it all Began: 2020

2020 – the year when the world faced uncertainty like never before with the pandemic. People had to change their ways drastically and examine their every activity – from grocery shopping and working, to entertainment and social outings. Naturally, everybody found solutions and solace on the internet. And the mobile, the easiest gateway to the internet, became a critical part of their lives. According to the IAMAI, the number of online transactions in India rose by 51% to 346 million during the lockdown!

Cut to 2023: Sure, the Pandemic is Old News, but...

There are marked changes in people's habits and behavior. They are spending

more time with their mobile phones, which play a crucial role in everything they do, from shopping to entertainment and everything else in between. Indians today spend around 4.8 hours a day on mobile! We realize this points to one significant change that marketers cannot afford to miss.

Enter the One-click Consumer

Today, the world has moved toward instant gratification, mainly through the internet and mobile. From instant food ordering to instant interactions and more, it's evident that we seek instant experiences. The smartphone has been a huge enabler in this regard.

However, the most common way of getting these instant experiences still takes a journey of seven to eight clicks on average: waking up the phone, unlocking it, searching for a platform, firing it up, searching on the platform, scrolling to find what you want, and finally getting it.

Today, there are experiences that can fulfill

your needs in just one click. And people now demand only such one-click experiences, making them one-click consumers – the ones that are ruling the world.

What they Want: One-click Experiences

These experiences offer simple, seamless, and serendipitous discovery of what people want with just one click – waking up the phone.

That's right. Did you ever think of how many times Indians wake up their phones and look at their lock screens? It's 50 times a day on average! That's where an opportunity lies to engage them without going through that long journey of seven clicks.

The smart lock screen makes this possible. In just one year, there was a 35% increase in Indians consuming content on the smart lock screen!

So, How do Brands Deal with this New One-click age?

For the uninitiated, here are three things to keep in mind while crafting content for one-click consumers:

1. Don't expect them to reach you: Take the content they want straight to them and enable serendipitous discovery.
2. Make their journey shorter: Take it from seven steps to just one click, letting them access what they want by simply waking up their phone.

3. Make your brand a part of what they love: Create experiences around what interests them, such as gaming, entertainment, and sports.

Several brands and creators have already begun leveraging this. Brands such as Zomato, MakeMyTrip, Tata Tea, and Swiggy have driven pathbreaking one-click experiences on the smart lock screen with Glance.



It's simple to delight, let alone engage, your ever-changing audience. Change is not that hard.



How should Modern Marketers Future-Proof themselves in a World of Constant Change?



Abhishek Agrawal
Chief Business Officer
Plum Goodness

The past couple of years have been riddled with seismic shifts in consumer behaviour and marketing possibilities happening at a moment's notice. With such transformations looming right on the horizon, it is essential for any modern marketer to have a game plan to improvise and adapt to the shifting landscapes. Listing down a few essential elements of a future-proof marketing strategy.

Invest in Consumer Technology:

Technological investments are key to keeping pace with ever-changing trends. A marketer needs to be agile enough to upgrade as needed, while pre-emptively investing in early trends and technologies to predict and address rapid market changes. AI technology, for instance, holds heavy potential and use-cases to improve customer relationships, simplify interactions, gather customer data, and provide adaptive solutions. These can be implemented at each stage of the journey, from audience listening at the research

and planning stage, product development, testing and trial mechanisms, and strategic tools for execution, to analytical tools to track and improve performance - with each innovation playing multifaceted roles and presenting opportunities for enhancement.

Listen to your Audience:

Customer opinions are what ultimately drive business; therefore, it is essential that you are listening to your consumers across mediums. The digital evolution has removed the time-bound limitations of research allowing for marketers to pick up on real-time unfiltered and unbiased consumer views across platforms through various integrated listening tools. Tracking these conversations helps capture accurate sentiments, identify nascent trends, and understand consumer psyche to develop effective strategies and leverage consumer voices to adapt and enhance marketing efforts at all stages, from planning to execution, to better fit any shift in sentiment.



Capitalise on Zero-party Data:

In this privacy-first age, access to third-party data is on a steady decline, but this limitation can be tackled by more than first party data. Enter zero-party data - a form of consented data that goes beyond basic information, giving you a look into consumer data that is willingly and proactively shared. Being grounded in transparency and obtained directly from the source, zero-party data provides an accurate representation of intent while building trust and allowing marketers to craft scalable and personalised experiences.

Integrate Online and Offline Platforms:

The deep penetration of digital advancement has eliminated barriers between channels, allowing for brands to derive consumer insights across touch points, giving marketers a deeper look into customer needs and feedback. A brand needs to present a unified customer experience, allowing each channel to build and feed into the other. This helps add efficiency and efficacy to marketing efforts, with insights and impact being mapped across platforms. Additionally, integrating activations across platforms gives your customers a clear picture of the brand's identity, thereby building trust and confidence in the brand itself.

Summarising, there are two major aspects to a future proof marketing outlook - early adoption of technology, and prioritisation of customer voices and experience. An ideal

marketing approach would build on the two to maximise impact while maintaining the ability to constantly evolve, adapt, and overcome challenges.



How have your Marketing Strategies Changed in Response to an Ever-Evolving Landscape?



Tanveer Khan
GM-Brand & Marketing
Dunzo

Nothing is permanent in life and it keeps on evolving and changing with changes in the environment and surroundings. Similarly, marketing strategies are also not set in stone - they need to adapt and evolve with the changing landscape of the market. In the last ten years or so, the rise of social media, internet and products have changed the way people shop, communicate, and consume content and information. With these changes, marketers must adjust their strategies to remain relevant and competitive.

One of the most significant changes in marketing strategies is the shift towards omni-channel marketing; where marketers have mediums like social media, email, mobile apps, and websites at their disposal, to create moments that could attract the customer towards their brand or product. They must use these channels to reach their target audience, provide seamless experiences across all platforms, and meet customer expectations. With internet becoming as

accessible as it has in the past few years, the marketing landscape goes through a flurry of changes in relatively short time; and it expected of us to keep up with it.

Data and technology are also driving a shift in marketing strategies and helping marketers to plan better. Companies now have access to a wealth of data that they can use to understand consumer behavior and preferences. By analyzing data, marketers can tailor their communication to specific cohorts, segments and improve the efficiency of their campaigns. Use of Chat GPT and now the latest talk around GPT 4, Machine learning and artificial intelligence are also being used to automate processes and deliver personalized experiences.

Another key area of change is pricing strategy. With increased competition and varied discount models, the price transparency and its strategy plays a vital role to lure the customers and increase the stickiness on the platform. Companies

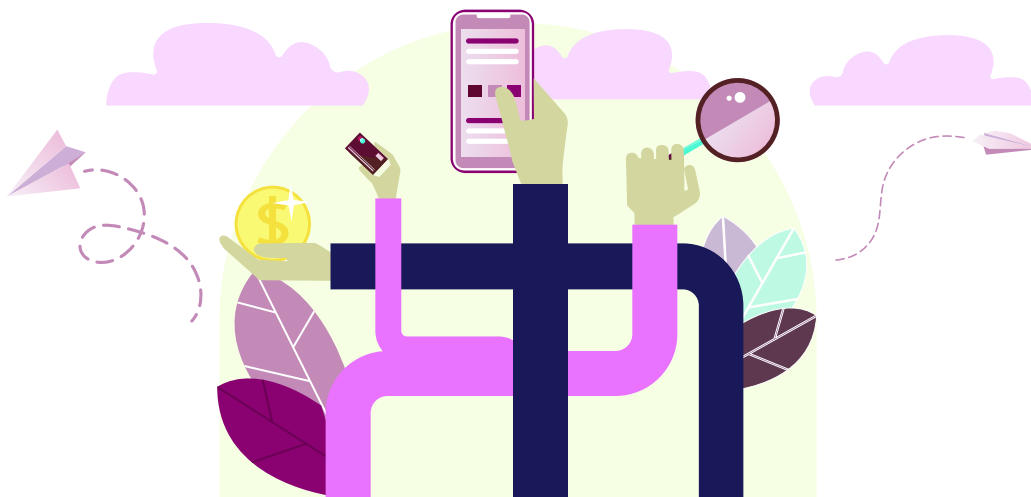
must be flexible in their pricing strategies to remain Competitive, Affordable and focus on Dynamic pricing strategy for different cohorts to increase retention

Localization strategies are also essential in an ever-evolving landscape. Marketers must tailor their marketing messages for different demography, region, and income groups, to be relevant and effective among their target audience. A marketing communication could be either visual or copy-led, which includes regional language and imagery, along with cultural references.

I have always believed that in the media landscape that we live in today, brands have to Engage, Entertain and Inspire consumers. With the attention span consumers have today, just an engaging piece of content or vanilla brand messaging doesn't cut it. The Brand who likes to Engage, Entertain & Inspire has to also evolve with the evolving landscape of media mix. Traditional media such as television, radio, and print are still relevant,

but companies are shifting towards digital media channels, including social media, influencer marketing, and search engine marketing. Social media advertising, in particular, has become an essential part of many companies' marketing strategies due to its wide reach and targeting capabilities..

In conclusion, marketing strategies must be flexible and adaptable in an ever-evolving landscape. The rise of technology, data, and changing consumer behavior has driven significant changes in marketing strategies, including the shift towards omnichannel marketing, the use of data and technology, flexible pricing strategies, localization, media mix, and product portfolio mix. To stay competitive, marketers must be agile and open to change, continuously reevaluating their marketing strategies to meet the needs and preferences of their target audience. 



Transparency & Efficiency: Keys to Digital Success



Dhiraj Gupta
CTO & Founder
mFilterIt

The digital advertising world has seen massive shifts in the past few years. Starting from the post-pandemic and the policy changes, to the Ukraine-Russia war, it all has impacted the growth of the digital world. 2023 started with the news of the global recession and its effect has spread like a wildfire across industries. Its heat is felt by the advertising industry too.



With a slash in advertising budgets, marketers need transparency of data to evaluate their performance of the platforms and the quality of ad traffic to drive greater results and achieve efficient ROI.

During these uncertain times, marketers also need to expand their focus towards protecting their ad spends from the rising sophisticated fraud threats. Modern marketers need to pivot their ways from traditional advertising practices and adopt a more precision-based and performance-enhancing method to get

detailed insights for effective business decisions. On top of that, marketers need an ad traffic validation solution to do a clear analysis of invalid traffic and eliminate it to improve media quality and optimize media campaigns with clean data and tap the ideal target audience.

Furthermore, during this phase of global economic volatility, marketers need to make brand safety a necessity. The key to power through these tough times is to maintain the trust of the consumer and remain authentic and honest. During a downturn, consumers will stay loyal to the brands they can trust. Therefore, marketers have to take conscious measures to ensure the integrity of their brand is protected.



To maintain the sanity of the brand, marketers have to incorporate modern solutions to ensure their ads are appearing in a safe environment. A safe inventory is an important component to ensure the “right audience” is engaging with the

advertising campaigns. However, when an ad appears beside content that is unrelated or unsafe (as identified under GARM guidelines) that promotes morbidity, hate speech, violence, or derogatory content, it severely impacts the image of a brand.

According to data, 5 out of 8 audiences held the brand responsible for unsafe ad placements. Therefore, in times when consumers are hyper-sensitive about their spends and their digital safety, it is the responsibility of the brand to be conscious of its brand safety and placement relevancy to retain the trust of the consumers.

2023 is a year promising a plethora of innovation keeping the consumer's interest at the centre of the stage. This means that the way forward for the brand will no longer be just creating the growth plan for the year. The brands will have to move towards a more customer-centric advertising approach and ensure that their consumer's interest is protected and acknowledged. Therefore, it is time that marketers power through with the mission to create a seamless and secure experience for their consumers with the help of innovative solutions and contribute towards making the digital landscape a safe space.



Picture Perfect Transformation: Lessons from Photography



Rajesh Ramakrishnan
Managing Director,
Perfetti Van Melle

Someone once said “change is good, transformation is even better. In today’s VUCA (volatility, uncertainty, complexity, ambiguity) world, change and transformation are no longer options- they are an imperative for sustainable, profitable growth. Organizations need to transform themselves to manage the complexities in the external environment and be future-ready. I was responsible for leading a successful business transformation in Perfetti Van Melle India a few years ago. There were some clear learnings there in terms of what worked well and what didn’t.



For any learning to stick, it needs to be simple and relatable. I am passionate about photography, and I have used some simple lessons that I have learnt from photography to highlight my learnings in change management, which I have captured below.



Composition is Key



Composition is all about what you keep in the picture, but equally important is what you leave out of the picture. The same is true with Strategy, as we embark on any transformation journey. It is important to have a laser-focused strategy where we are very clear on what we want to do and what we do not want to do. When we embarked on the transformation journey at Perfetti, we very clearly laid out a strategy in terms of what we would go after and what we wouldn’t, and this was aligned with key stakeholders and communicated clearly to the entire organization.

Look at Things from Multiple Perspectives



Before you take any shot, it’s always to look at the subject from multiple perspectives. You never know which perspective can land you a great shot! In any transformation project, it is important to look at things from different

perspectives. At Perfetti, we benchmarked ourselves on key metrics like line productivity, cost to serve etc not just within the industry but also outside of our industry. This allowed us to set the right KPIs and finalize on the key actions which helped achieve them.



Lines and Curves



The human eye is intuitively capable of picking up geometric patterns and the use of lines and curves in pictures guides the viewer's eye towards the main subject. While going through a major transformation, it is very important to clearly define the guardrails and the right systems & processes to ensure both the pace and quality of the transformation. One of the key things that we did was to set up a transformation office to monitor and track the various projects to ensure timely delivery. There was a clear cadence of weekly meetings with each project being converted into charters-initiatives and activities.

Connect with People



The best portraits happen when there is a strong chemistry between the photographer and the subject. One of the most important factors that determines the success of any transformation project is the ability of the organization to connect with people across

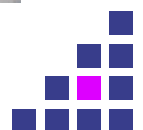
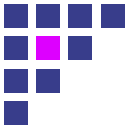
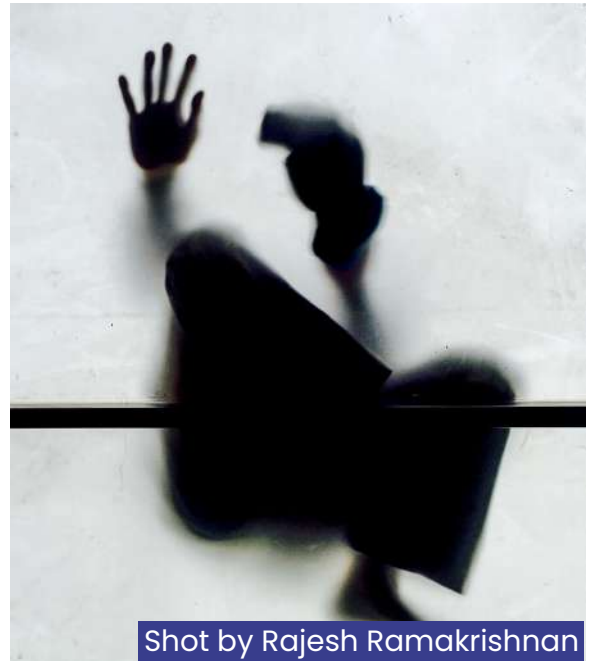
levels and showcase to them “what’s in it for them”. People need to buy into the transformation vision in order to make it work. We at Perfetti conducted several road shows and group discussions to understand how everyone felt about the need for transformation and to clarify to them their role in this journey. This helped us co-create elements of the transformation which led to a successful outcome. The image that employees had of the company was that of a Ferrari stuck in first gear and the visualization of this helped everyone realize that we can get back to top gear. We also called the transformation project “Sparkle” based on employee feedback, which was all about how we can reignite the lost sparkle.



Shot by Rajesh Ramakrishnan

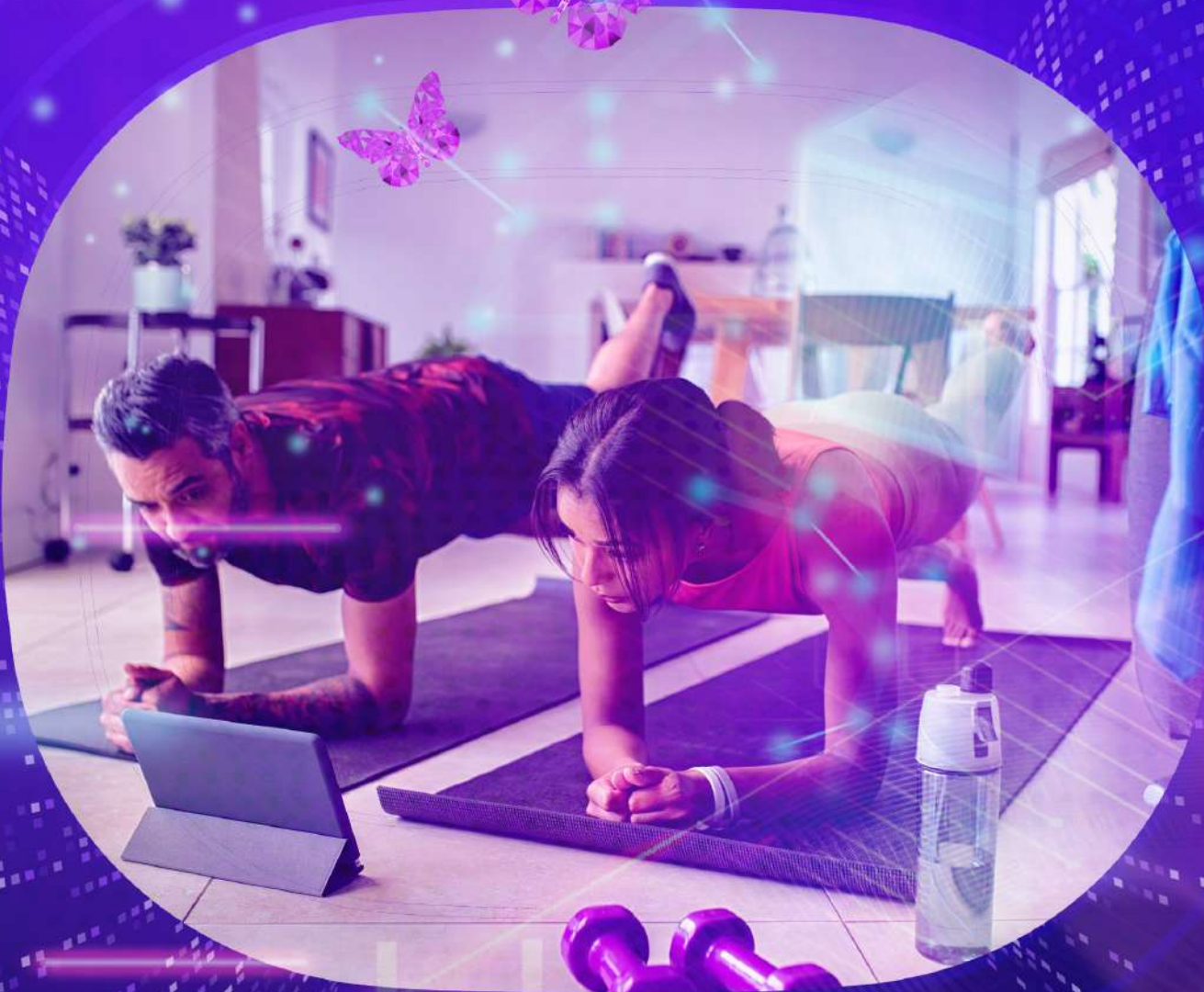


In summary, transformation across the various facets of the business is a reality in today's VUCA world. The transformation journey has both the hardware and the software aspects to it. The hardware is all about setting the right vision, having the right systems and processes and ensuring periodic tracking. The software is about changing mindsets through open and proactive communication across the organization. If all of these can come together well, then the organization will not just survive the transformation but actually thrive in it.



Consumer Shifts

Evolving Marketing Strategies



Introduction

We saw in the last section that the driver of uncertainty which marketers felt most equipped to manage, was consumer shifts.

This section goes deeper into the various facets of consumer shifts which impacted business and marketing, and how marketers have evolved their marketing strategies, as a response

When we asked marketers what were the five key consumer shifts and trends that have impacted their business, the responses spanned a very very wide arc. However, some of the key buckets which emerged were:

- Buying behavior of consumers

- The growing importance of ecommerce including the democratization of shopping led by social commerce.
- Increasing comfort of the consumer with digital and use of “apps” for everything
- Slow down of consumption due to macro factors.
- The proliferation of content consumption and creation
- The evolution of the “conscious” consumer reflected in a trend of seeking products which were more environment friendly, healthy, and sustainable.
- The fact that consumers have become more value conscious and research extensively before buying anything.

To market to this savvy, informed and technologically enabled consumer, marketers had to not just adapt, but metamorphose various elements of their

What have been the top priorities in your marketing strategies to address ever-changing consumer needs?



Source: MMA Marketer Survey

What follows is a very interesting section which covers many topics ranging from attribution to generative AI to Martech and more, from GroupM, MMA and industry experts. What is fascinating is how the application and use of data is technology is as much an art as a science – read on to find out how.



Changing Marketing Strategies to Navigate the OTT Revolution in an Ever-evolving Landscape



Sidharth Shakdher
Head- Marketing,
Disney+ Hotstar India

The streaming revolution is disrupting the media industry, boosting India's creative economy. According to a recent **Ormax OTT Audience (Sizing) report**, India has 423.8 million active OTT users, with 20% growth from 2021-2022 and 70.6 million new users cementing India's position as one of the fastest growing OTT markets globally. The demand for personalised, relevant and immersive experiences is only going to rise.

So, what does this mean for marketers in India? The opportunity for marketers in India is huge. To stay competitive and succeed, businesses must use innovative and data-driven marketing strategies. In recent times, several macro factors have acted as catalysts for changes in audience behaviour. In 2023, we can anticipate significant shifts in the way OTT platforms are marketed.

Brand Effectiveness: Tapping into the Power of Data to Boost ROI

Data-driven strategies allow marketers to understand their target audience better, using the vast amount of data generated

by OTT platforms. By analysing user preferences, behaviours, and engagement levels, platforms can recommend highly relevant content to each user, increasing engagement and user retention rates. To achieve a high ROI, marketers need to prioritise ROI-driven brand spending and emphasise return on ad spend (ROAS).

Discovering the Power of Segmented Marketing to Target Unique Audiences

To stand out in the competitive world of OTT, segmented marketing is crucial for targeting unique audiences. Dividing the target audience into smaller groups allows for personalised messages that increase engagement, reduce media wastage and create a meaningful connection with viewers. To do so effectively, cross-screen planning and discrete audience targeting across platforms and channels are essential. Furthermore, regional content offers an opportunity to connect with users in local languages and dialects, creating a more intimate connection and increasing the chances of a positive response.

Adding a Pinch of Pop Culture into Marketing Strategy

Leveraging pop culture integrated with the relevant social formats to deliver key communication objectives forms an important pillar of social marketing. Memes are one such powerful pop culture phenomenon that when used intelligently can organically amplify the engagement and buzz, while making content relevant and relatable for the audience. For example, Disney+ Hotstar has used memes to promote its extremely popular Marvel titles; as well as several Indian titles including Govinda Naam Mera and Taaza Khabar, amongst others, to create relevance across personas and cohorts. Memes can very effectively communicate the essence of films and shows in a fun and memorable way, while creating a sense of community and self-identification with the brand.

Maximising MarTech for Personalised Campaigns

Marketing technology is an essential tool that can be leveraged judiciously to create mass personalised campaigns using first-party data and look-alike audience segments. In fact, the development of AI in India will further revolutionise the way companies approach marketing communications, providing advanced tools and solutions for enhancing marketing strategies and customer engagement.

In conclusion, navigating marketing in ever-evolving times requires agility, adaptability, and a willingness to embrace change. It is important to stay informed about emerging trends and technologies, building brand identity, personalisation and segmentation, partnering, innovating content marketing, and using data insights. Above all else, it is imperative to remain open to new strategies, approaches and change. By staying nimble and flexible, marketers can position themselves for success in an ever-changing landscape.



Changing Consumer Landscape in a Rapidly Digitizing Environment



Vidya Kailasam
Consumer Digital Lead , India
Mondelez International

Changing Consumer Landscape in a rapidly digitizing Environment

The last few years have been seeped in uncertainty and tumultuous times – be it the “once in a lifetime pandemic” or the war in Ukraine leading to massive supply chain shocks. The pandemic accelerated the already exploding digitization of various touchpoints that the consumer is interacting with viz media, commerce, payments etc. Today’s consumer’s relationship with the snacking category has also been evolving – it is no longer about just mindless munching but also about feeding the mind and soul; in home consumption, balanced indulgence etc., have become sought after.



What we have seen in the last few years is changing consumer preferences across multiple axes – consumption of media and the desire for personalized experiences, changing triggers for snacking, rapid adoption of online commerce and digital payments. The speed at which these changes have happened have manifested

into significant headwinds and hence uncertainties for most businesses. But these uncertainties have also translated into unheard-of opportunities to drive data driven personalization by being relevant to the consumer at a moment of their choosing with the right brand offering and proposition.

Data and Digital Transformation



Mondelez India has embarked over the last few years on a strategy to build a tech ecosystem that aims to collect, collate consumer consented data to build rich consumer profiles and deploy this data across paid, owned and earned media. The idea is to drive higher consideration for our snacking brands through personalization using data, and grow digital commerce through an enterprise-wide effort, all while keeping data privacy at the core of the execution.

Award-winning campaigns like a Not Just a Cadbury Ad (Diwali) or the Cadbury Dairy Milk Silk and 5-Star Valentine campaigns

were a result of smart use of technology, and data supporting a very strong core brand proposition rooted in the context of the consumer's life.

The data ecosystem has spawned online communities through owned platforms and also enabled us to make product recommendations on our gifting platform (www.cadburygifting.in), drive personalized content recommendations around recipes on www.dessertscorner.com, or use real time Big Data Analytics to drive in flight optimization of media campaigns. We have also used data to drive significantly higher click-through and view-through rates leading to incremental media effectiveness.

Customization has moved beyond media; we have been able to leverage products and packs through QR scans to build "always on" engagement. Product bundles exclusive to omnichannel, leveraging the strength of online marketplaces for key occasions like Diwali (Gifting bundles with customized pick and mix) and Valentine (Cadbury Dairy Milk Silk special Heart Blush packs) have been launched keeping in mind the relevant consumer moment while shopping online. The premise of our brands has thus moved beyond the product and the pack building an end-to-end experience.

Setting up the Organization

Creating these experiences for the consumer needs a continuous digital transformation that needs to reflect across the organization beyond marketing. Modern marketers must straddle core marketing principles and embrace technology since the boundaries are rapidly disappearing. This needs CXO-level participation and advocacy for running experiments at scale across cross functional teams – Marketing, Sales, Insights, Analytics, Media, R&D etc, and documenting success and failure to scale up what's working.

A marketing organization unleashed would mean – sharp focus on consumer centrality, deploying technology and data to build hyper-personalized experiences driving conversion, reviewed in real-time through 'always on' analytics, enabling a virtuous feedback loop.

This would need agile teams working in sprints, constantly testing new ideas, and building the ones that work. This would also need continuous investment in capability building across areas of data and digital, omnichannel commerce, big data analytics, and emerging areas of AI/ML, Web 3.0 all towards delivering brand and consumer aspirations.



Fast-Evolving Marketing Strategies Bolster Dynamic Consumer Shifts



Geetika Mehta
Managing Director
Hershey India

The FMCG sector is among the biggest drivers of India's economy. Generating a massive number of direct and indirect employment opportunities across rural and urban areas, this sector has a pivotal role to play in helping India realize its economic ambitions. But in order to fulfill its potential and play its due part in India's economic rise, it has to adapt to what is a singularly unique marketplace, one which needs similarly unique marketing strategies tailored to it.

Revamping the Retail Approach

In today's rapidly changing retail landscape, it is imperative for retailers to have agile marketing plans that can adapt to the evolving consumer journey. This can be achieved by building flexible distribution networks that can quickly adapt to changing customer preferences, pacing up technological innovation for omni-channel growth and digitizing the supply chains to enable real-time inventory management and delivery. Ultimately, these concerted

efforts will not only enhance customer satisfaction but also generate revenue growth, increased profitability, cost savings and long-term success for retailers and FMCG companies.

Embracing Change in Marketing Strategies

According to a recent report, the D2C market has a potential customer base of more than 1.35 billion across regions. These customers are all interacting and engaging with consumer brands in different ways. Marketing strategies have to, thus, be dynamic so they can speak to each of these customers through the medium of their choice. In an era of digitalization, social media, and e-commerce, it is vital, therefore, for companies to adopt omni-channel marketing approaches that reach consumers through multiple touchpoints.

To do this, FMCG companies are using data and analytics that are also helping them create personalized experiences for

consumers who demand customized products and targeted marketing campaigns. Consumers are also increasingly demanding eco-friendly products, and companies are responding by implementing sustainable practices in their supply chains and highlighting them in their marketing efforts.

Phygital Approach

The Indian marketplace is a 'phygital' space. Therefore, in order to reach the widest customer base possible, consumer companies' choice of sales channels needs to reflect this reality.

Retail should initiate and explore omni-channel selling experiences with cohesive strategies for uninterrupted consumer transactions. Consistent innovation and adaptation to the FMCG landscape are key factors for ensuring long-term success.

Localized Shopping Experience

Localized apps simplify shopping and increase convenience by communicating in the customer's local language. By catering to the indigenous population's language preferences, FMCG companies can establish a strong brand identity and foster enduring relationships with an expanding local customer base.

The crux of a successful long-term strategy lies in being consumer-responsive and adopting innovative infrastructure and

collaboration efforts to deliver superior customer experiences. However, it is important to note that these strategies need to be continuously reviewed and adapted to stay relevant in the ever-evolving retail landscape. In addition, businesses must also focus on building strong customer loyalty programs that will create a sense of brand affinity and enhance the overall customer experience. By adopting a consumer-centric approach and constantly innovating, companies can thrive in today's competitive market and achieve sustained growth.



Changing Marketing Strategies as Response to an Ever-evolving Landscape



Sukhleen Aneja
CEO, The Good Brands Co,
The Good Glamm Group

In today's fast-paced world, businesses must continuously adapt to changes in the market landscape to stay ahead of the competition. One critical area that requires constant attention is marketing strategies. Marketing strategies are crucial to achieving business goals, including increasing brand awareness, generating leads, and driving sales. As market conditions continue to evolve, companies must be flexible and agile in their marketing approaches to remain competitive. To respond to an ever-evolving landscape, businesses need to embrace change and continuously adapt their marketing strategies.

Here are some ways that companies can change their marketing strategies in response to the changing market landscape:

Focus on Customer Needs:

Customers are the lifeblood of any business, and their needs should be at the centre of any marketing strategy. As



the market evolves, so do customer needs and preferences. Companies must stay up-to-date with their customers' changing demands and tailor their marketing messages accordingly. By focusing on the customer, companies can create more personalized and targeted marketing campaigns, which can lead to better engagement and conversion rates.

Product Testing:

The aim of product testing is to identify any potential issues with the product, improve its design, and ensure that it meets customer needs and expectations. Product testing is crucial in marketing strategy as it allows businesses to create products that meet their customers' needs, leading to increased customer satisfaction and loyalty. It also enables businesses to reduce the risk of product failure, thereby reducing costs associated with launching unsuccessful products.



Trend Spotting



Trend spotting involves monitoring and analysing current and emerging trends in a particular industry or market. By identifying trends early on, businesses can adapt their marketing strategies to meet changing customer needs and preferences. Trend spotting is crucial in marketing strategies as it allows businesses to understand their target audience and create marketing campaigns that resonate with them. It also enables businesses to adapt to changing market conditions and maintain a competitive edge.

Embrace Digital Marketing:



The digital revolution has fundamentally changed the way that companies market their products and services. Consumers now expect to be able to research, compare, and purchase products online, and companies must have a robust digital presence to meet these demands. Digital marketing channels, such as social media, search engine optimization, and email marketing, offer businesses an affordable and effective way to reach their target audience. By embracing digital marketing, companies can increase their reach and engagement with customers and stay ahead of the competition.

Use Data Analytics:



Data analytics is an essential tool for businesses looking to optimize their marketing strategies. By tracking and analysing customer behaviour, companies can gain insights into what works and what doesn't in their marketing campaigns. This information can then be used to fine-tune marketing messages and improve ROI. For example, data analytics can help companies identify the most effective channels for reaching their target audience, the best times to post on social media, and which keywords to target in SEO campaigns.

Focus on Brand Building:



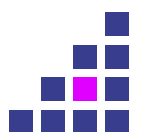
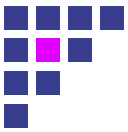
As the market becomes more competitive, building a strong brand is more critical than ever. A strong brand can help companies differentiate themselves from their competitors, build trust with customers, and increase customer loyalty. To build a strong brand, companies must invest in brand building activities such as content marketing, influencer marketing, and PR campaigns. By focusing on brand building, companies can create a lasting impression with their customers and increase their chances of success in the long run.

Be Agile:



Finally, to respond to an ever-evolving landscape, companies must be agile in their marketing strategies. This means being able to quickly adapt to changes in the market and adjust marketing campaigns accordingly. By being agile, companies can stay ahead of the competition and take advantage of new opportunities as they arise.

In conclusion, the market landscape is continually evolving, and companies must change their marketing strategies to stay ahead. By focusing on customer needs, embracing digital marketing, using data analytics, building strong brands, and being agile, companies can adapt to changes in the market and continue to achieve their business goals. By taking a proactive approach to marketing strategies, businesses can stay competitive and thrive in an ever-changing market.



2023: The Year of Attention



Amit Rathi

Country Manager, South Asia
Digital Turbine

Gone are the days when we focused our advertising efforts on impressions and reach.

Estimates are that people encounter “up to 10,000 ads per day” – which means it’s no longer enough for an ad to be seen. It needs to capture attention.

The Difference Between Being Seen and Being Remembered

We’ve all experienced the phenomenon of watching TV and realizing we missed a critical part of a show. Our attention gets pulled away by someone else, our phones, or our wandering minds. Thankfully, rewind buttons can help us re-capture the moment. But without them, the moment would have been seen but not remembered.

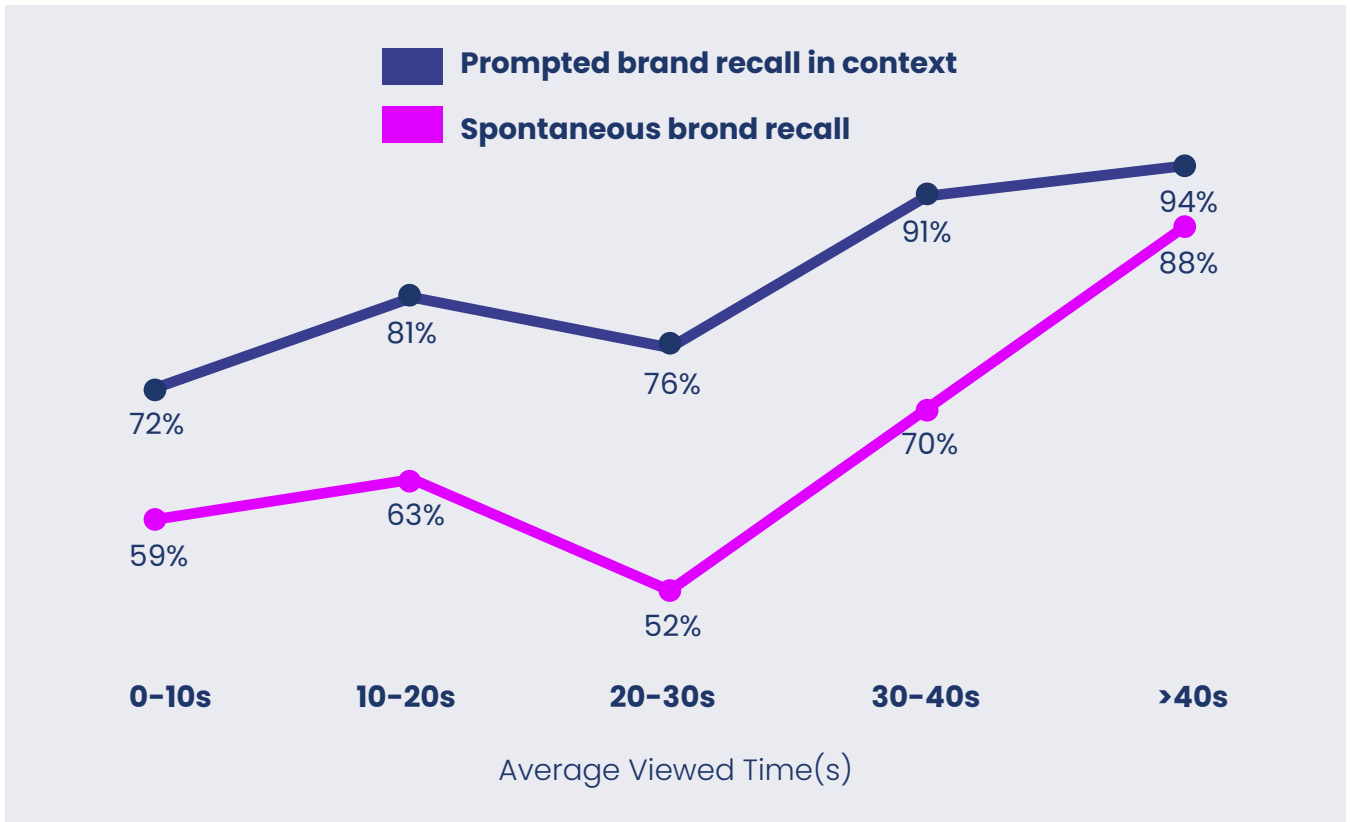
The reality is that you might see thousands of things. But you’ll only remember a handful.

The Meteoric... Or Metric... Shift From Viewability to Attention

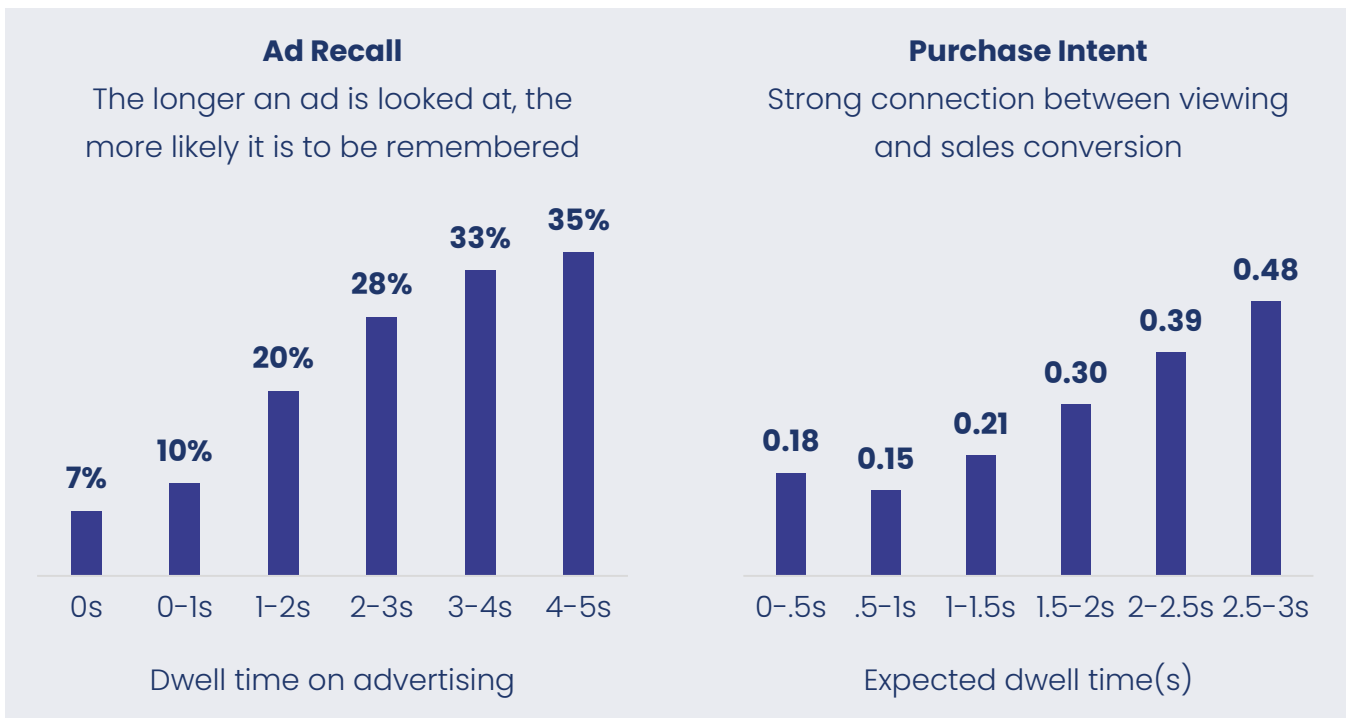
More and more brands are leaning into attention because there is a direct correlation between the attention paid and how campaigns perform.

Time spent is a measure of quality attention. **The more attentive the consumer, the more impact your ad will have.** This means that the longer your ad is seen, the more likely it is to be remembered. Being remembered drives brand recall, and brand recall drives Sales & Brand Growth.

In an attention study conducted by Digital Turbine and Lumen, we observe that spontaneous and prompted brand recall increases with the attentive seconds on the ad.



This correlates to ad recall & purchase intent, where the longer the attention seconds or viewing seconds spent on the ad, the higher the ad recall and intent to buy.



Draw Attention – We’re distracted by the whole world around us. Putting an ad on a page isn’t enough. Finding solutions like opt-in, full-screen and in-app ads can minimize other distractions and bring your creative into greater focus. Interactive or video ads that invite the user to engage also can help draw attention. Attentive seconds on Digital Turbine ads are at 22s and higher, 8.8x more than that captured on social media, and 14x more than on mobile web.

Capture Attention – As skeptical and judicious consumers, we are careful about how we invest our time, but are also easily distracted. Short, fun, and impactful messages can help the brand rise above the fray. Brand trust can go a long way to further engagement beyond a glance.

Maintain Attention – Multiple forms of brand touches throughout the mobile experience can help capture attention when the time is right. A recent Amplified Intelligence study of ads in the mobile gaming environment showed how a combination of a strong video creative and Digital Turbine’s dynamic end-card formats delivered a combined 22 seconds of attention – over 10X more than mobile web and social video. The end-cards usually include actionable calls-to-action, delivering an attention boost and driving users to act on the attention gained throughout the ad journey – leading to greater brand recall and choice.

While advertisers in 2023 face uncertain headwinds, we should have one goal for 2023: become the center of “attention”.



Breaking Down Silos: Creating a Unified Omnichannel Marketing Strategy



Nikhil Kumar

Vice President, Asia & ME
Mediasmart, An Affle Company

In today's constantly evolving digital landscape, brands are faced with the challenge of reaching their audience across multiple channels and devices. At the same time, with the uncertainties of the current global economic conditions, marketers are also preparing themselves to make their advertising spends more effective. Amidst this, the key to staying relevant in today's hyper-digital world is by embracing the power of omnichannel marketing. And, it is no longer just a buzzword - omnichannel marketing has become an essential strategy for brands to optimize their campaigns and drive incremental value out of the campaigns for greater impact and ROI.

Consumers today have evolved to be digital-first and consume content across various devices, channels and platforms - so, it becomes imperative for marketers to embrace new strategies for engaging with them effectively.

However, even as consumers spend more time consuming digital content, they are not exclusively online. The same user is found on offline channels as well, and hence there is a strong need to integrate messaging across all touchpoints they are likely to be found. That's where we can leverage the power of omnichannel marketing. The new world of advertising can harness programmatic advertising across mobile, Connected TV (CTV) and digital out-of-home (DOOH), allowing seamless integration of messaging both inside and outside of consumers' homes. In today's advertising landscape, the success of a brand hinges on one crucial factor: delivering a seamless, all-encompassing brand experience that transcends individual marketing channels. It's not about where your ads appear, but about reaching your target audience at every step of their multi-screen journey. By harnessing the power of these touchpoints, advertisers can create a cohesive messaging to improve brand recall and engagement with their customers and



pave the way to sustainable growth.

As we all know, CTV has well-established itself as a family-viewing phenomenon in India with a steadily increased CTV audience that transcends even beyond the metros. It offers a personalized, engaging experience on the big screens at home, while giving niche targeting and measurability opportunities for better brand positioning. With CTV's cross-screen audiences, brands can improve the incremental impact of their campaigns and target mobile user segments on CTVs. The ads can also be paired with unique technological offerings like the Household Sync that empowers advertisers to target other connected devices with the same household like smartphones or tablets to improve purchase intent.

Now, since consumer journeys are not linear anymore, the same user exists both online and offline, as well in the physical world outside of homes. This is where DOOH extends the reach of the campaigns to integrate consumer journeys. With a Programmatic layer over DOOH, the campaigns are taking traditional out-of-home advertising to the next level by offering a data-driven approach that targets users in real-time based on weather, geo, or even time of display. This presents a cost-effective strategy to seamlessly target and deliver messaging to these consumers across different channels and close the gap between the

online and offline worlds, thus bringing improved ROI for advertisers.

The integration of DOOH with CTV Household Sync adds another powerful dimension to this strategy, enabling advertisers to create an engaging experience across multiple screens, both inside and outside of users' homes. By targeting and retargeting users on CTV and then converting them on mobile or in-store through Footfall tracking brands, one can ensure a consistent and memorable ad experience across all touchpoints. With precision targeting, advanced segmentation, and comprehensive measurement capabilities, these innovative solutions are transforming the advertising landscape and helping brands thrive amidst the challenges of the modern era. Omnichannel marketing can unlock unprecedented opportunities for growth in this new advertising world-order to create personalized and engaging experiences for users, no matter where they are or what device they're using. The future of advertising hinges on how well brands can integrate the connected journeys of consumers by embracing data, insights, and technological innovations.



Powering Customer Expectations: Omnichannel Marketing Strategies for the New Normal



Ritika Taneja

Head of E-Commerce, India GroupM

The pandemic has brought about a lot of changes in the world. People are adapting to new ways of working, shopping, and communicating. This has resulted in a significant shift in consumer behavior that has caught many businesses off guard. One of the biggest changes has been the move towards omnichannel marketing. In this article, we will explore the key consumer shifts driving omnichannel marketing strategies and how businesses can navigate this new landscape to stay ahead of the competition.

Unpacking Omnichannel Marketing: What it is and Why it Matters

Omnichannel marketing is a strategy that involves supplying a seamless experience for customers across multiple channels. It is about creating a consistent message and experience, whether customers are interacting with a brand on their website, social media, or in-store.

The goal of omnichannel marketing is to make it easy for customers to engage with

a brand, regardless of the channel they choose. It is about meeting customers where they are and providing a personalized experience that meets their needs. This approach to marketing is becoming increasingly important as consumer behavior continues to shift towards digital channels.

Key Consumer Shifts driving Omnichannel Marketing Strategies

Omnichannel marketing strategies are driven by several consumer shifts. One of the major shifts is the rise of e-commerce, which requires businesses to have a strong online presence, including social media and other digital channels. Personalized experiences have become increasingly important, as customers expect brands to know their preferences and create tailored campaigns. Lastly, the pandemic has accelerated the shift towards digital channels, leading to an increased focus on social media, email marketing, and mobile apps.

The Importance of Personalized Experiences in Omnichannel Marketing

To create an effective omnichannel marketing strategy, personalization is crucial. Brands need to gather customer data and use it to create personalized marketing campaigns that meet their preferences and expectations. Targeted advertising campaigns can be created by analyzing customer data and finding their interests. Additionally, chatbots and other AI-powered tools can be utilized to offer personalized recommendations based on customer data, preferences, and past behavior.

The Role of E-Commerce in Omnichannel Marketing

E-commerce plays a significant role in omnichannel marketing by providing a seamless shopping experience for customers across various channels. With the rise of online shopping, customers now expect to be able to shop at any time and from any device. E-commerce allows retailers to meet this demand by offering a convenient and accessible shopping experience. In an omnichannel marketing strategy, e-commerce serves as a central hub that connects all channels, including brick-and-mortar stores, social media, mobile apps, and more. E-commerce also enables retailers to track customer behavior across channels and personalize their shopping experience, leading to increased customer engagement and loyalty.

How to Create an Effective Omnichannel Marketing Strategy

Creating an effective omnichannel marketing strategy requires a well-planned approach that considers the customer journey, channel integration, and data analysis. Here are some steps to follow:

1. Understand your customers: Identify your target audience and their preferences, behaviors, and pain points.
2. Map your customer journey: Map out the touchpoints your customers have with your brand across all channels.
3. Analyze data: Gather and analyze data from all touchpoints, including sales data, customer feedback, and social media metrics.
4. Integrate channels: Ensure that all channels are integrated and provide a seamless experience for customers.
5. Personalize the experience: Use customer data to personalize the shopping experience across all channels.
6. Measure success: Continuously measure and analyze the effectiveness of your omnichannel marketing strategy and adjust as needed.

Tools and Technologies for Implementing an Omnichannel Marketing Strategy

Important tools and technologies for implementing an omnichannel marketing strategy include CRM software for customer data, marketing automation software for targeted campaigns, social media

management tools for engagement, chatbots and AI for personalization, and analytics software for monitoring campaign effectiveness.

The Future of Omnichannel Marketing - What to expect in the coming years

The future of omnichannel marketing is likely to be driven by advances in technology and changes in consumer behavior. Here are some trends to watch out for in the coming years:

1. Increased use of AI-powered tools - Chatbots and other AI-powered tools are likely to become more prevalent in omnichannel marketing.
2. More personalized experiences - Customers will continue to expect brands to provide personalized experiences that meet their individual needs and preferences.
3. Greater use of virtual and augmented reality - Virtual and augmented reality technologies are likely to become more prevalent in omnichannel marketing, providing customers with immersive experiences.
4. Increased use of voice search - As voice search becomes more prevalent, businesses will need to optimize their content for voice search.
5. Integration with IoT devices - As more devices become connected to the internet, businesses will need to find ways to integrate with these devices to provide a seamless experience for customers.

In conclusion, the new normal of consumer behavior demands a shift in business strategies to meet customers' needs and expectations. By adopting an omnichannel marketing approach, businesses can provide a seamless and personalized experience for their customers, which will enhance their brand loyalty and drive sales. To stay ahead of the game, businesses should gather data on their customers, be active on multiple channels, use tools and technologies to implement an effective omnichannel marketing strategy, continuously monitor and adjust their strategy, and embrace modern technologies and trends.



Podcasts as a Clutter-Breaking Medium for Marketers



Amit Doshi
Head
IVM Podcasts

Podcasts offer solutions to create brand awareness, share in-depth information, and promote thought leadership. Here's elaborating key ways it's a breakthrough medium for marketers:

Tackling Consumers' Ad Avoidance Behaviour:

Many of India's most affluent consumers display what we could describe as ad avoidance behaviours. People are installing ad blockers on their browsers and purchasing premium subscriptions to streaming services at unprecedented rates. Combine this with a corresponding decrease in satellite or cable television and radio consumption, and you have a steep decline in the amount of advertising this cohort consumes.

The podcasting medium is well-placed to fill this gap. Based on the report 'The Infinite Dial' by Edison Research in 2021, 85% of downloaded podcasts on major podcasting platforms are heard, with 85% completion rates. This allows for curated

content deeply wound to the brand message. The sparse advertising on podcasts results in high brand memorability.

Mode for Brand Building:

Podcasts create a sense of intimacy between the host and the listener, making them more likely to trust the host's recommendations. According to a recent study by IVM, 60% of podcast audiences said they engaged with a brand after listening to an ad on a podcast. This can be attributed to the fact that podcast hosts are so highly trusted by their listeners.

Promoting Thought Leadership:

Podcast hosts and guests are successful and influential professionals in their respective fields. Their ability to break down complex concepts and naturally speak to audiences keeps people engaged.

It is also typical of podcast listeners to be influential in their social circles. Their interest in gathering information helps

them sustain conversations and discourse and, often, successfully communicate brand messages, even to people who may not have been directly exposed to the messaging.

Allows you to get Technical:

When someone tunes into an almost hour-long podcast, you can assume they're interested in the topic. This gives podcasts the liberty to get more technical when compared to other communication mediums.

Versatile and Flexible in Consuming:

Since podcasts don't require physical or visual engagement, they can be consumed in various situations. According to Brandastic, 22% of podcast audiences listen while driving, 11% while at work, 8% during workouts, and 49% at home.

Potential to Repurpose Content:

You can repurpose content from an hour-long podcast recording in many ways. It can be released as a video, collateral for social media, ads on the radio, screenshots, and short snippets. Podcasts can also easily be turned into blogs and quoted for articles.



Examples of the work we've done in the past in creating brand-integrated content:

- **Do What Floats your boat**

Curated for Boat, DWFYB became a popular podcast for the brand to explore different subcultures and tell the youth to follow their passion. 67% of the listeners were between 18 and 27 years old. The overall reach surpassed 4.2 million.

- **Capgemini's Techipedia Series**

A podcast focussed on disruptive technologies that will drive sustainability and inclusivity. It catered to a niche audience but still delivered more than 550k overall listens, with a listenership that skews 63% male, across all age groups.

While the traction and audience on both podcasts were highly different, both shows successfully met brand objectives. It goes to show the diversity in audience and goals that podcasts can meet.

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IVM Podcasts - Case studies

Influencer Marketing in the Modern Marketing Era to Transform and Thrive



Rubeena Singh
Country Manager India
& MENA, AnyMind Group

Influencer marketing has transformed the modern marketing arena and allows brands to connect and engage directly with their target audience. In the present scenario, influencers have replaced contemporary marketing methods, persuading businesses to adopt modern strategies.

Influencer marketing grew tremendously, and marketers continue to raise their budget for influencer marketing in 2023. But what does the future of influencer marketing look like? Like all other marketing strategies, it is bound to change with upcoming technologies and trends.

The Changing Scenario

Influencer marketing has brought endless possibilities for brands. Earlier, businesses were limited by content, which constrained the scope of their possible marketing. However, marketers can now connect with their consumers and prospects with targeted messaging, crossing all barriers of boundaries, languages, etc at scale.

However, the space has become cluttered very quickly.

To break through this clutter, it has become imperative for brands to find the right influencer that resonates with their product and service offerings.

Over the years, influencers are no longer limited to only people with millions of followers. In fact, Direct to Consumer (D2C) brands are looking for niche audiences, and micro and nano influencers are taking centre stage with authentic content that portrays a positive brand image. Even though their followers could be geographically concentrated, like in a city or state, or may have typical interests like vintage fashion or vegan cooking, they help brands reach hyper-specific audiences.

However, curating the right set of influencers is by no means easy.

Influencer marketing not only has the ability to crowdsource creative execution and leverage the authenticity of user

generated content that can play a key role in driving brand stories further, but also has a significant impact on the entire purchase funnel.

However, brands still find it difficult to source, plan, execute, track and measure influencer marketing campaigns effectively. This is mainly because -

- Contracting directly with influencers can be tricky
- Can be time intensive to conceptualise and manage influencer campaigns
- Need to ensure influencer campaign posts are brand-safe
- Might be inexperienced in spotting fraudulent practices

Brands need a Solution that Helps-

- Find the best influencers through in-depth influencer and follower analytics
- Analyzes user and competitor data to drive social media presence
- Has easy & powerful reporting to measure effectiveness and impact
- Provides a robust marketplace to scale influencer campaigns across influencer types and geographies
- Becomes their operating system for influencer marketing - from campaign performance data to analysis.

Basically, everything you need for influencer marketing in one place!

There are many influencer agencies that have mushroomed over the last couple of years. However, as the space matures, brands most importantly seek a partner that is able to organise this very unorganised space and deals with transparency and trust.

With AnyTag, we make influencer marketing effective, efficient, easy, and transparent. AnyTag provides marketers and agencies with a one-stop platform to discover, activate, manage, track and gain real-time insights into influencer marketing.

To Encapsulate

Today, with the popularity of social media platforms, brands have unlimited creative freedom and the choice of influencers to share their brand messaging. With the emergence of user generated content, effective ways of consumer engagement have come to the fore.

As influencer marketing is evolving, brands need to start focusing on -

- Effective data-backed social media channel management
- Driving a multi-pronged approach to extend your influencer and social media marketing
- Data-driven creative production that enhances results
- Enhancing the effectiveness of influencer marketing through advertising tools



Consumer Interaction with Content, Media, Technology and Brands



Mitesh Desai

Head Sales Excellence & Agency Partnership, HT Media Group

In the time it takes to read this sentence, over 50 hours of content would have been uploaded on YouTube. For scale, if you were to watch all the videos uploaded in a day on YouTube, it would take 82 years of non-stop viewing !

Today, with the staggering amount of content available online, and the individual global daily online content consumption doubling to 7 hours², the challenge lies in creating content that is both differentiated and discoverable to stand out from the clutter.

We, at HT Media, have been analyzing winning content that resonates with audiences and have narrowed it down to 3 Cs of winning content:

92% Indians on the Internet Consume News Every Month, and Seek Credible Sources for the Same

In a world plagued by fake news and information overload, the importance of accuracy and credibility cannot be overstated. While user-generated content satisfies the need for relatability, it often

harbors misinformation and polarized opinions, fueled by recommendation engines that cater to personal biases. News publishers today bear the responsibility of providing reliable news that users can trust. Publishers like HT Media prioritize credibility by leveraging tech-enabled newsrooms, extensive fact-checking by global editorial teams, and powerful AI tools. Notably, according to the Reuters Digital News Report 2022, India stands out as one of the few countries to witness a rise in news trust, with 41% of Indian respondents expressing overall trust in news.

Your News Just got Personal!

Our user research and UX studies revealed that Millennials and GenZ exhibit prefer consuming news through concise videos, visually appealing images, and easily digestible infographics. With Indians dedicating nearly 5 hours per day¹¹ to their smartphones, mobile-first features such as swipe gestures, vertical videos, and infinite scrolls have become ubiquitous, serving as



building blocks for the sophisticated digital news products of today. An example of this is the HT app's latest Quickreads section, which seamlessly incorporates a swipe-up option for intuitive navigation and an infinite scroll of snackable curated news stories, contributing to improved user retention and engagement on the app.

Creating a first-party data ecosystem with a Customer Data Platform as its backbone enables news publishers to personalize user journeys. For example, with over 250 million data points, we've been able to personalize user journeys and content feeds using real-time clickstream data, story metadata, and our AI stack, leading to higher app engagement and user retention on the Hindustan Times app.

Tired of Spending More Time Picking a Show Than Actually Watching it? You're not Alone!

According to Accenture, 70% of Indians are frustrated with their OTT viewing experience due to the volume of content available across platforms⁵. Aggregators like OTTplay offer a solution to this with an AI-based recommendation engine, and a content discovery platform offering curated shows and movies with recommendations based on a user's preference of language, genre, actors, and filmmakers from 20,000 movies and web shows across 18+ genres from 65+ platforms.

Isn't that Just Fantast-AI-c!

Harnessing the capabilities of cutting-edge AI tools, publishers like HT Media acquire valuable insights into the optimal content taxonomy of the audience engaging with their publications, enabling compelling content customized to reader preferences.

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Winds of Change



Sankalp Mehrotra
Vice President of Monetization,
Flipkart

If you like classic rock as much as I do, you surely have heard Wind of Change by Scorpions. Klaus Meine got inspiration for the song when The Scorpions performed at the Moscow Music Peace Festival in 1989. The song since then has gone on to become the anthem of change and revolutions around the world.

A wind of change is also blowing through the digital media ecosystem. The first seismic move in digital advertising happened with search ads and the second was when social media and video came to the fore. We are now witnessing the third tectonic shift – The rise and rise of commerce/retail media.

Globally, large commerce platforms are now a powerful media force and count among the top 4-5 digital publishers across multiple geographies. Closer to home too, this reality has already manifested. All up, commerce advertising in India in '23 could be a \$1.6-1.8BN opportunity, making it larger than video/equivalent to horizontal-led search.

Despite its meteoric rise, a large swathe of marketers continue to use commerce media only for bottom of the funnel acceleration; which doesn't let them unlock its full potential.

Five Things that Brand Custodians can do Immediately to Make ad Dollars Work Harder:

1. Embrace Commerce Media in its entirety:

Flipkart today has over 450 mn registered users. The spine of all campaigns that are done on deck (search, display, video etc) is the ability to understand where the consumers lie on their intent spectrum. Technology exists today to use this capability to run off deck (Product Performance Ads) campaigns too; across all open internet, social media and other discovery points with closed loop measurement. Channelise this compelling proposition.

2. Dial up Data Driven Decision Making:

Whether the marketing objective is to launch, cross-sell, upsell, retarget or



just sustain, audience segmentation is paramount. In an attention-deficient economy, hyper-personalization is imperative to drive engagement, action and retention. Scaled commerce platforms allow brands to use demographic, intent and affinity signals to attain these goals. Both on and off platform. Maximize it.

3. Think Beyond ROAS – Four big Trends Underway:

a. More Users –

40 to 50 million new shoppers were added to the ecommerce market, which is ~30%–35% growth over the online shopper base in 2020.

b. More Time –

Time spent on retail platforms is up by 20% over the last year.

c. Product Query Migration –

In the US, 70%+ product queries and ~40–45% in India, now happen on commerce platforms.

d. Online Research –

On Flipkart, we get 4x the number of hits on our mobile pages than the total monthly smartphone sales in India, making us one of the largest research destinations in the country.

Given all of the above, the job of advertising expands to create future demand and thus it necessitates thinking beyond near-term campaign ROAS. Being present in front of consumers online is critical; even if the purchase happens offline.

4. Explore new Customer Experience

Innovations:

Technology-led disruptions have tremendously enhanced the online shopper experience from discovery to purchase. These improvements range from innovative search mechanisms—voice, vernacular, and image based search—to applications utilizing augmented reality (AR), virtual reality (VR), and live commerce. These innovations are helping make shopping easier for a new wave of users: half of all vernacular-search shoppers are new online shoppers. Brands must leverage these new nodes to engage deeper with consumers.

5. Prioritize Authenticity and Transparency:

Consumers today are more skeptical and quick to call out brands that they perceive as insincere. Marketers need to focus on building trust by being authentic in their messaging. This means understanding their interests, pain points, values, and then crafting communications that resonate with them.

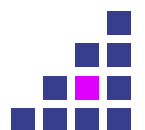
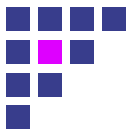
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India's e-commerce market is expected to scale to \$150–\$170 billion in 2027, with up to 1 in 10 retail dollars spent online. This secular growth will continue to be supported by strong underlying fundamentals: a large consumer base with growing affluence, growing Internet and smartphone penetration (enabled by low data prices), and low shipment costs.

Commerce advertising as a consequence will continue to grow and it has all intrinsics to help brands thrive in this rapidly transforming environment.



Data & Technology

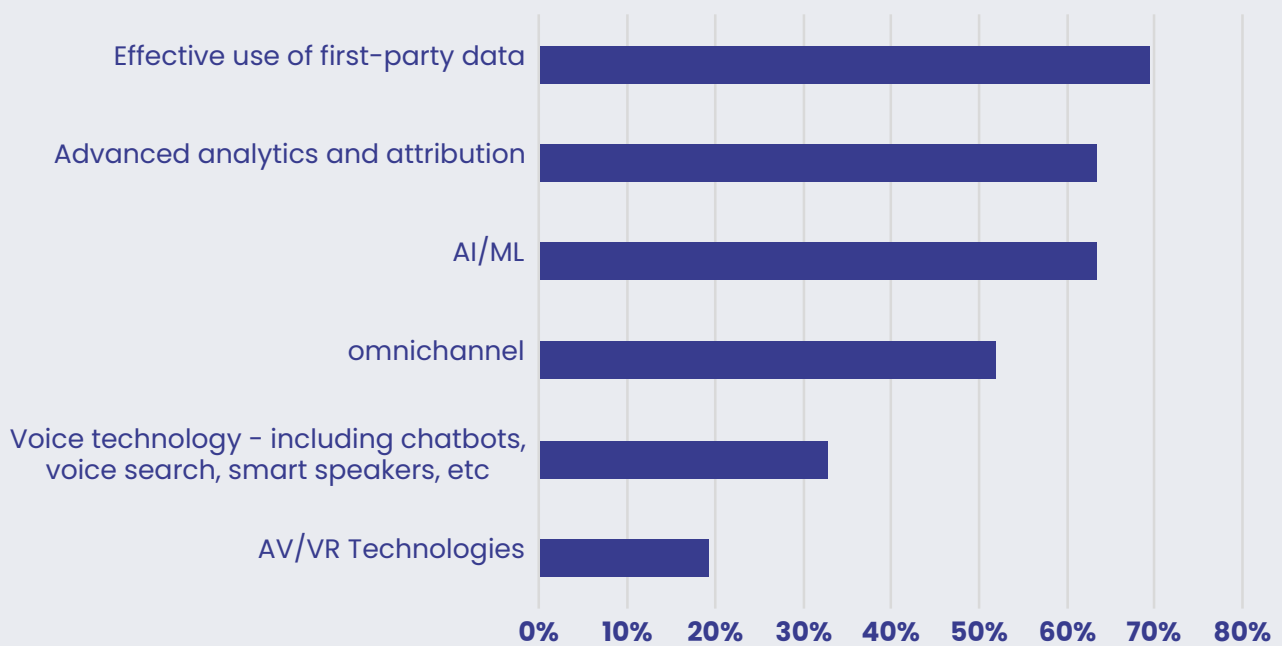


Introduction

One of the biggest game changers in marketing is perhaps the fact that data and technology is evolving at a velocity which makes keeping pace difficult.

Data and technology are a very broad area and some elements, more than others, impact business and marketing significantly.

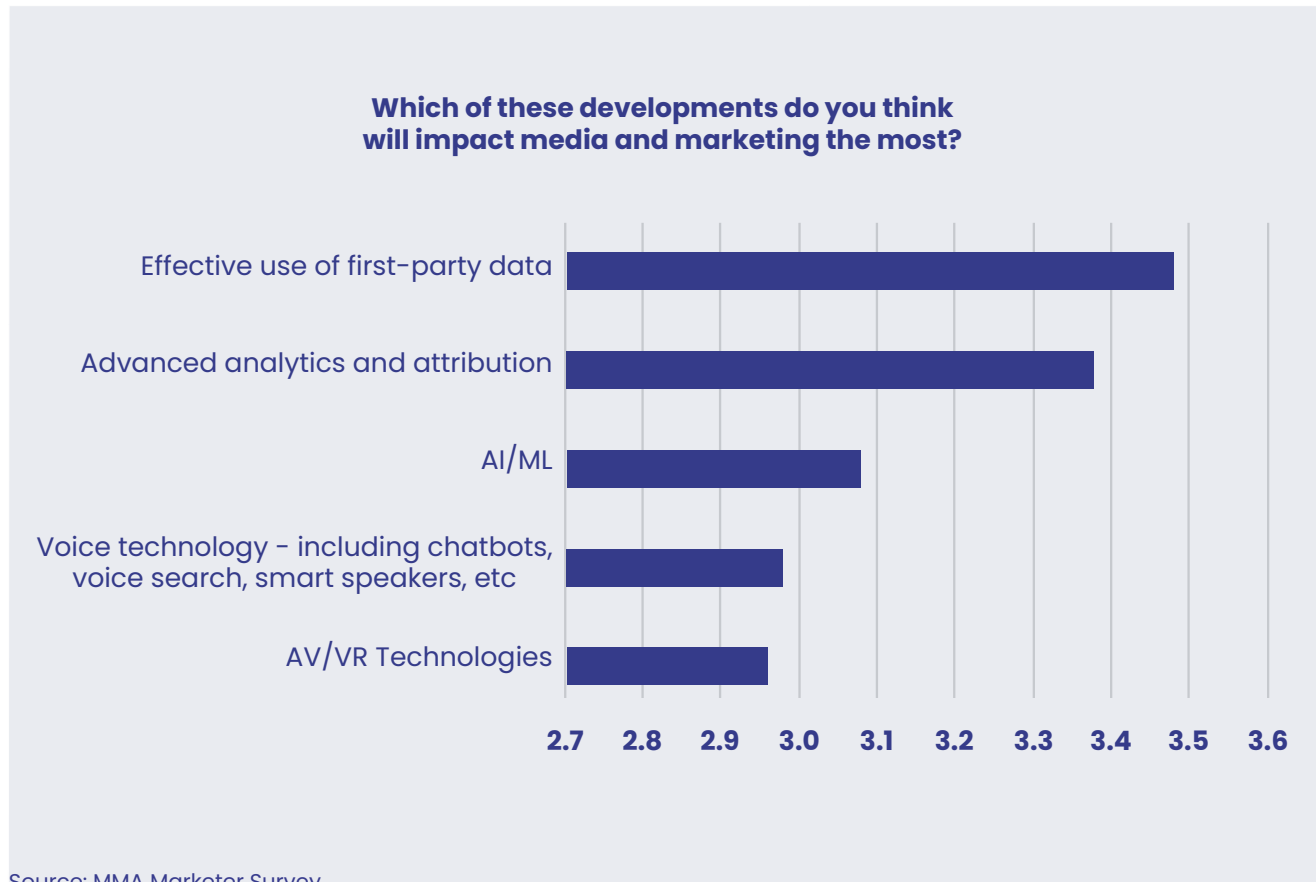
Which of these developments do you think will impact media and marketing the most?



Source: MMA Marketer Survey

What comes across as most critical are the linked areas of effective use of first party data, analytics and attribution, powered by machine learning and artificial intelligence.

While marketers recognize the importance of these areas, do they really feel that they and their organizations are geared towards applying them?



Source: MMA Marketer Survey

What follows is a very interesting section which covers many topics ranging from attribution to generative AI to Martech and more, from GroupM, MMA and industry experts. What is fascinating is how the application and use of data is technology is as much an art as a science – read on to find out how.

Transforming Marketing Strategies: The Impact of Tech Solutions



Gandharv Sachdeva
Country Head, India
Hybrid

As technology continues to advance at an unprecedented pace, it's no surprise that marketing strategies are also evolving rapidly. With the advent of new technologies, companies are now able to reach customers in ways that were once unimaginable. In this article, we'll take a look at some of the ways that tech solutions are impacting marketing strategies.

One of the most significant ways that technology is changing marketing is through the use of big data. Big data analytics is enabling companies to collect and analyze vast amounts of information about their customers, including their preferences, behaviors, and purchasing patterns. This information is then used to develop targeted marketing campaigns that are tailored to individual customers, resulting in higher conversion rates and better ROI. Another way that tech solutions are impacting marketing is through the use of artificial intelligence (AI). AI is being used to automate many of the tasks that were once done manually, such as customer service, lead generation, and even content creation. This not only saves time and money, but also allows companies to personalize their marketing messages and improve the overall customer experience.

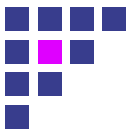


One of the most exciting developments in tech-based marketing is the use of virtual and augmented reality (VR/AR). VR and AR technology are enabling companies to create immersive experiences that allow customers to interact with products and services in entirely new ways. For example, an automotive company could use VR to allow customers to "test drive" a car without leaving their living room, or a furniture retailer could use AR to allow customers to see how a piece of furniture would look in their home before making a purchase.

Finally, tech solutions are also impacting marketing strategies through the use of social media. Social media platforms have become an essential tool for marketers,

enabling them to reach a vast audience quickly and efficiently. Social media platforms such as Facebook and Instagram offer powerful advertising tools that allow companies to target specific audiences based on a variety of criteria, including demographics, interests, and behaviors.

In conclusion, as Gandharv Sachdeva noted "As companies like Hybrid continue to adopt new technologies and embrace digital transformation, we can expect to see even more exciting developments in the world of marketing in the years to come."



The Rapid Rise of Martech: Technologies that are Shaping the Future



Apoorv Sood

VP-Global Business Development and Partnerships, WebEngage

The world has already witnessed the direct and undeniable impact that the changing tech ecosystem has had across sectors. In the last couple of years, technology has become a key enabler, especially for marketing, for businesses of all kinds and sizes. Technology in marketing enables businesses to build solid client relationships, establishes efficient communication, helps engage and subsequently retain clients, and foster teamwork. Also, it aids businesses in creating cost-effective and worthwhile strategies for marketing their offerings. With tech-enabled automation, marketing tools now allow companies to automate repetitive marketing tasks, such as email campaigns and social media posts, freeing up bandwidth for marketers to focus on a more strategic approach.

As per a report by **Markets Report World**, the size of the world's martech market is projected to grow at a CAGR of 8.17% over the course of the forecast period to reach a whopping USD 559398.18 million by 2028.

With the help of technology, the scope is truly endless.

Technology is already significantly impacting marketing in all of these areas, and the impact is set to only amplify in the future. Technology solutions are being used to predict consumer behavior, personalize marketing messages, improve customer experiences, and automate many marketing tasks.

Some of the areas where marketing can further leverage technology are:

- **How CMOs are Harnessing IP for Data-Driven Insights:** With the increased use of digital marketing channels, marketers have access to a vast amount of consumer data that they can use to create personalized and targeted marketing campaigns. The data includes specifications like transactional data, website analytics, social media interactions, and much more. This data helps marketers understand consumer behavior and preferences and create

relevant and meaningful campaigns that drive engagement and conversions.

- **The Rise of AI/ML in Marketing:** Artificial intelligence and machine learning can be used to analyze large data sets and to automate tasks such as content creation, lead nurturing and customer service, freeing up marketers to focus on more strategic tasks.

- **Voice Technology and its Impact on Consumer Behaviour:** Voice search is becoming increasingly popular, with consumers using smart speakers, virtual assistants, and mobile devices to search for information and make purchases. Marketers need to optimize their content and ads for voice search to ensure they are visible to this growing audience.

- **Exploring the Power of Omnichannel Engagement:** With more consumers using multiple devices and channels to research and purchase products, omnichannel marketing is becoming increasingly important. Marketers need to provide a seamless experience across all touchpoints, including social media, emails, ads, mobile apps, and in-store experiences. Technology such as customer data platforms, marketing automation tools, and analytics software can help marketers deliver a consistent and personalized experience across all channels.

- **Unlocking the Potential of Big Data:**

Technology has made it possible for marketers to collect and analyze huge amounts of data on customer behavior and preferences, allowing them to personalize and target their marketing messages more effectively.

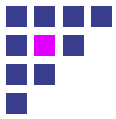
- **Harnessing the Power of Social Media:**

Social media has given marketers access to new, highly engaged audiences that they can reach with targeted messages and advertising.

- **Cracking the SEO Code:** As search engines become more sophisticated, marketers are using technology to optimize their website content, so they appear higher in search engine rankings.

With the advent of new technologies, marketers now have access to an unprecedented amount of data, which they can use to gain insights into consumer behavior and preferences. This information can then be leveraged to deliver more personalized and targeted marketing messages, increasing the effectiveness of marketing campaigns. Additionally, technology has made it easier for marketers to automate repetitive tasks, freeing up time to focus on higher-level strategy and creativity. Marketing automation software and customer relationship management (CRM) tools are just a few examples of how technology has streamlined marketing workflows.

Overall, the impact of technology on the marketing sector has been overwhelmingly positive. It has expanded the sheer scope of creativity and is empowering marketers to reach and engage with consumers in ways that were once unimaginable.



Data and Technology Tango to Create Marketing Magic



Rita Sahajpaul
Head of Consulting, Data,
Analytics & Tech, India, GroupM

We are living in an era of always on connected consumer, who is prevalent across multiple devices, social channels and is using multiple identities. Thus, understanding consumers or predicting their behaviour is becoming quite complex. The evolved consumer would like immediate access to information pertaining to their order, transaction, or query. He / She is OK to receive relevant brand communication about products or offers in a very personalised manner, and in doing so, expects brands to be authentic, socially responsible, and ethical in the way they manage the data and communication choices. Technology changes are also happening exponentially, bringing in new and exciting possibilities for marketers to be present where the consumers are; Whether it is in the retail store aisle with an AR agent explaining the benefits of the brand vs competitors, or in helping consumers virtually try the product from the comfort of their living room.

Transformation of this magnitude is built around understanding the consumers and the experience they would value the most. Transformation of this magnitude is possible when organisations appreciate that a solid foundation of data, and a robust technology architecture will not only enable them to improve the consumer experience, but also, improve their internal ways of working by ensuring data driven decision making is embedded in every function. Transformation of this magnitude can be achieved when marketers evolve their role from just brand management to building engagement and long-term relationship based on trust with their consumers, who in return buy more, buy more frequently and yield a higher lifetime value.

So, What About Consumer Data?

With privacy led regulatory changes around, reliance on third-party data sets needs to be compensated with a strong, validated, deterministic and personally identifiable First party data. Marketers need

to now (re) define their Data strategy looking at aspects of consent-based data collection, on the back of a clear value exchange, to build their own identity structure, truly owning the relationships with people and deliver a consistent, relevant experience across paid, earned, social and owned media while controlling the economics. Due to the sensitive nature of this data, a foundation for consistent data evaluation – assessing for fidelity and compliance, must precede the assessment for data ethics and serve as a guide on what data to collect. Finally, use a diverse set of data, such as context, channels, locations to make better media and creative decisions.

With data thus collected, creating precise audience segments requires big data analytics and modelling capabilities. Delivering a seamless omni-channel experience requires integration into key communication platforms. So, a future proof MarTech stack, which is modular, agile, and interoperable will enable a wow consumer and marketer experience.



Technology as an Enabler to Consumer Journey

A recent state of MarTech study released by Mirum states that organisations are seeing an increase in their budgets primarily to ensure brands can understand consumers and create personalized customer for MarTech, experiences. We already have witnessed the surge in web3.0, AR/VR, Generative AI, and the immense possibilities, but marketers can create magic using foundational tech and existing data if executed well. As the volume of data is growing, it is critical to not only have scalability in storage, but also flexible compute capabilities so that data driven insights and analytics can be churned quickly, AI/ML models can be refreshed at speed to predict future needs and behaviors, even for consumers brands have never met. Cloud warehouses, provide for these requirements as well as ability to set up governance principles to secure and transact on sensitive PII data using data clean rooms. Customer data platforms, with their Identity resolution services are now helping brands stitch identity of consumers from multiple sources to create unified golden records. And finally with technologies such as CRM, marketing automation and AdTech platforms, brands can, in very automated ways, build personalised and meaningful engagement with their consumers across all media touchpoints. Across communication

channels, serving dynamic creatives, and analysing which creative elements are leading to better conversions is helping brands drive better performance and adapt quickly on creative production to drive effectiveness. Finally, consumer and context understanding translates into the UI/UX experience on owned assets such as web or app backed by CMS, recommendation engines, site optimisation help provide improved and personalised journeys.

So, Bringing it Together to Deliver Data Driven Marketing Simply Entails:

- Leveraging consumer interactions on owned channels and assets, accentuating with context, location, and behaviour on external platforms to build precision in understanding your existing customers and prospects
- Creating compelling, relevant, and hyper-personalised propositions for your consumers to drive engagement, conversation and conversion
- Being mindful of the activation channel choices, optimising basis response signals received to deliver efficient and effective marketing goals

Finally, following a rigour of continuous feedback loop, test learn, and scale helps create the magic!



Go Big, Go Home: How Brands in India use CTV to win Over More People in new Ways



Shubha Pai
Head of Brand Solutions,
Google India

Change is sweeping across living rooms in India and connected TV (CTV) is helping to drive this transformation. It's bringing fresh excitement into a space where families have long bonded over entertainment by enabling people to stream the content they want, on-demand, and on the big screen at home. Given this immense shift in **TV viewing trends**, bold brands have been evolving how they reach incremental audiences and drive media effectiveness.

As of 2022, Over 60 Million People in India Streamed YouTube on Their TVs

This CTV viewing trend presents key opportunities for brands to connect with hard-to-reach TV audiences, engage people across streaming services, and lift brand performance to grow bottom lines.

Connecting with Hard-to-Reach Audiences

These include those who don't watch broadcast or cable TV often, or at all, and who've turned to streaming video content

on the big screen at home. Home renovation and interiors brand Livspace "immediately saw the potential of CTV in capturing the attention of our core audience in their homes," says its CMO Kartikeya Bhandari. So it added **YouTube CTV Masthead** to its existing **YouTube ads strategy** of in-stream campaigns.

With YouTube CTV masthead ads, Livspace was able to use YouTube's audience segmentation capabilities to connect with this TG, including those interested in home decor and who are of a certain household income level. This ability to reach highly relevant TV audiences — something it cannot achieve with linear TV — enabled the brand to achieve a 98% increase in direct traffic and 63% higher average order value.

Engaging with People Across Streaming Services Thoughtfully

The massive shift toward CTV also comes at a time when streaming entertainment is popular, and people are watching content from various streaming platforms,



including YouTube and over-the-top (OTT) services, on CTV. This video consumption trend presents an opportunity to scale a single CTV campaign across different streaming platforms, and to calibrate its frequency so that it connects with audiences thoughtfully. Infact, According to Kantar, among surveyed co-viewers in urban Indian cities, **more than 1 in 2 say they are likely to purchase a brand or product after seeing an ad on YouTube CTV***

Online food delivery service Swiggy leveraged this insight & wanted to reach more people ordering food in to watch the IPL. So it complemented its TV advertising with a CTV-first strategy, maximizing its reach via CTV first before moving to other platforms. This approach helped it engage its most valued customers – those streaming the cricket match via YouTube on the big screen at home.

The brand used Display & Video 360 to make a consolidated media buy across streaming services so that it could automatically reach audiences with a single campaign regardless of which platform they were using to stream the match. They also set frequency caps that automatically controlled how often each person saw its ad during the games and across various streaming services so that its campaign stayed fresh in people's minds. As a result, the brand reached 47%

more high-income households, raising brand awareness, driving installations of its food delivery service app, and engaging inactive users.

CTV's immersive viewing experience, which includes bigger screens, better audio, and control over what's on screen, means its audiences are **more engaged and emotionally invested**. Indeed, **people are watching video content on CTV that's 2X longer than what's viewed on desktop and mobile**.

As CTV becomes the fastest growing platform for YouTube in India, the future of TV advertising looks bright with CTV. For brands looking to grow relevant reach, awareness, and bottom lines, **CTV campaigns have the capabilities** to help you succeed.

Source

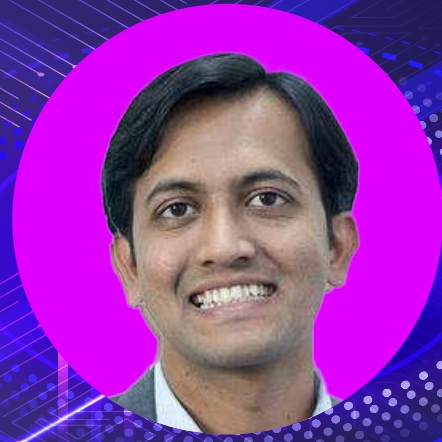
1 YouTube Internal Data, May 2022.

2 YouTube Internal Data, December 2022

* Google/ Kantar, CTV Study, IN, 2022, n=3313 A18+ who watch YouTube on CTV, n=2380 co-viewers, survey in field [2 Sep - 1 Nov 2022]



Generative AI's Role in Digital Transformation



Sreeraman Thiagarajan
CEO
Agrahayh | aawaz.com

First off, a stipulation - neither does digitising an analogue process equal to digital transformation (DT), nor does adding a new technology to existing processes.

Digital transformation happens when a business can create a new value proposition for customers or unlock a new market or customer segment that was previously unserviceable.

Generative AI like ChatGPT is all the rage now. They have the ability to generate on-demand text, images, videos, deepfakes and the works. As we know, pundits on social media are already writing obituaries for many jobs.

We need to pause for a moment and introspect if MS Excel made finance professionals redundant or helped them perform better. Did ATMs and mobile banking help the industry grow or drove bankers into unemployment?

With generative AI advancing in its capabilities every day, it is becoming a tool that helps us unleash our productivity. But let's examine if generative AI is a performance additive or a catalyst in digital transformation.

Transformation is industry-specific: AI currently plays a transformative role for businesses where bits are more prominent than atoms, such as content, information, knowledge, technology etc., but if you were to imagine the role of AI in terms of primary industries such as mining or agriculture, it is marginal to the core functions of the business. This is not to discount the fact that AI can be used in process improvement and automation, better analytics and predictive models; my point is that AI can't impact every industry to usher in a transformational way of doing business.

Marketers need to chill: In a panel discussion at an industry event recently, I heard brand marketers from CPG and FMCG product companies such as toothpaste and hair oil touting how Web3, AI and Metaverse are disrupting the way consumers are experiencing brands. Sure, a tiny fraction of people living in Koramangala, along with the agency blokes who sold the idea, are looking forward to brushing their teeth and styling their hair inside the metaverse, but myself and a billion more Indians need minty fresh breath in the ordinary universe.

The point is, AI is exciting for marketers – it can write fresh copy and create new compelling narratives across media form factors, but these exciting pieces of communication elements do not qualify the criteria for transformation of business itself.

Duct tape AI: The cliched term in ML/AI is ‘garbage in, garbage out’, signifying that if your input data is of low quality, what you generate as output is also low. In the case of using AI for business transformation, brands must first start at a fundamental level of collecting and ingesting mission critical data and then work on integrating systems that can create better customer experiences. Brands that directly try to catch the AI wave will inherit the risk of running their ship held by duct tape and could lose reputation, and market share.

In conclusion, Generative AI has the potential to transform many aspects of a business but expecting it to transform an entire business is too premature.



Data Clean Rooms: The Promise along with the Use Cases



Vishal Jacob
Chief Digital Officer, India,
Wavemaker, GroupM

Data has become the backbone of most organisations, as businesses and organizations have started relying on data analytics to make critical decisions. However, with the increasing prevalence of privacy regulations and concerns, businesses must ensure that they are managing data ethically and in compliance with relevant laws. As companies continue to collect and process substantial amounts of data, there is an increasing need to find ways to protect individuals' privacy while still being able to extract value from that data. One solution to this problem is the use of data clean rooms.

Data clean room solutions, provide a secure environment for organizations to analyse sensitive data without violating privacy laws or exposing personal information. In this article, we will explore what data clean rooms are and some of the prominent use cases.

What is a Data Clean Room?

A data clean room is a secure environment that enables organizations to analyse sensitive data while following privacy regulations. This concept was born from a need to enable companies to extract value from their data while protecting individuals' privacy. Since then, the concept of data clean rooms has gained popularity and is now used widely in industries such as healthcare, advertising, and finance.

A data clean room is a secure computing environment that separates data scientists or analysts from sensitive data. This separation reduces the risk of unauthorized access, accidental exposure, or data misuse. Typically, data clean rooms are hosted on-premises or on the cloud, and access is restricted to a small group of authorized users who must follow strict security and compliance protocols.

Data clean rooms use various techniques to protect sensitive data, including pseudonymization, tokenization, and data

masking. These methods help to de-identify the data, so it cannot be retraced to an individual. This de-identification process makes it possible for analysts to work with the data without violating privacy regulations.

Use Cases for Data Clean Rooms

Data clean rooms have multiple use cases in different industries. For instance:

Healthcare Research: Data clean rooms are used extensively in the healthcare industry to analyse patient health data. Researchers can access patient records, medical images, and other sensitive data without violating HIPAA regulations.

Financial Services: Financial institutions can use data clean rooms to analyse customer data while complying with financial privacy regulations. Banks, for example, can use data clean rooms to analyse credit card transactions, detect fraud, and improve risk management.

Advertising: Data clean rooms are used in the advertising industry to analyse user behaviour without violating privacy regulations. Advertisers can analyse consumer data to understand preferences, trends, and patterns, which can inform their ad targeting strategies.


Government Agencies: Government agencies can use data clean rooms to

analyse sensitive data without violating privacy regulations. Agencies can use clean rooms to analyse social security data, tax records, and other sensitive data.

Benefits of Data Clean Rooms

Data clean rooms offer several benefits to organizations that need to analyse sensitive data while complying with privacy regulations. Key benefits include:

Compliance: Data clean rooms ensure that organizations are complying with privacy regulations such as HIPAA, GDPR, and CCPA.

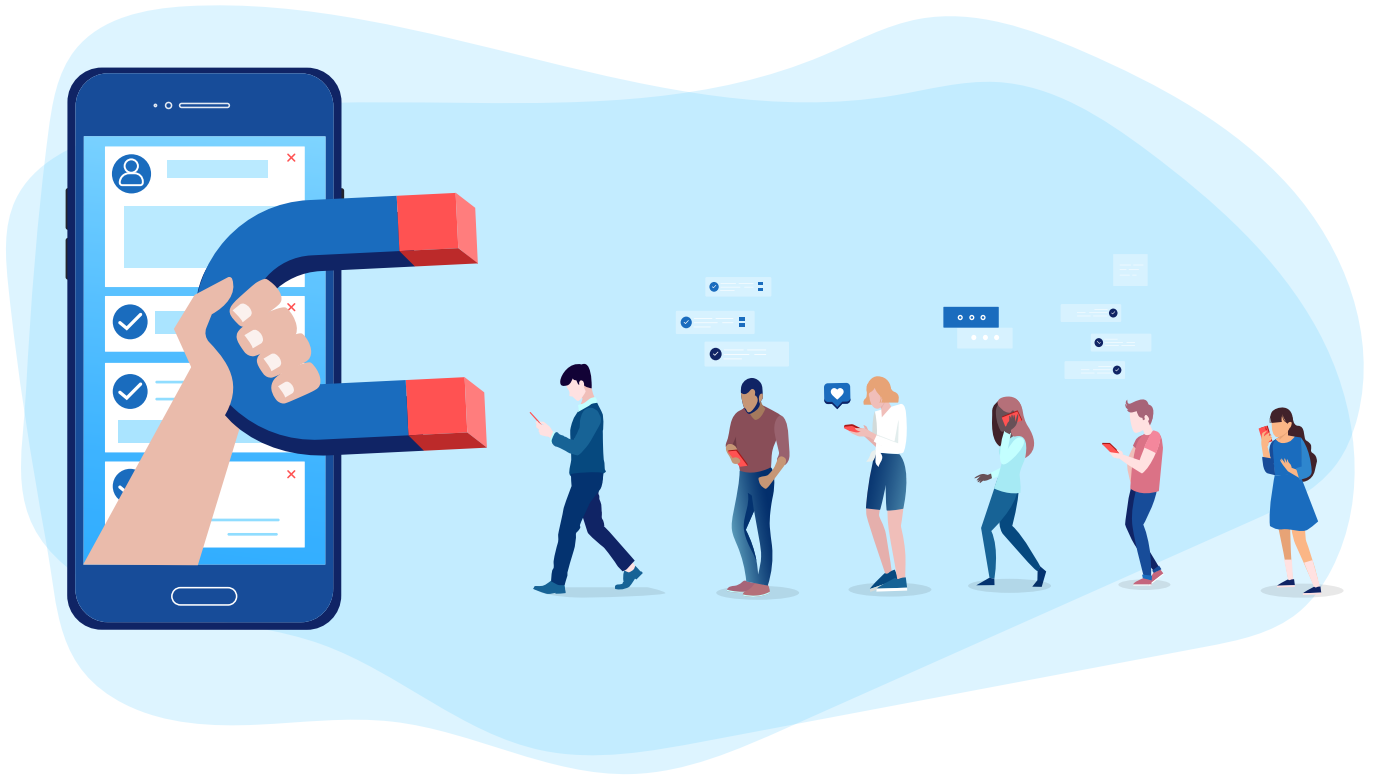
Security: Data clean rooms provide a secure environment for data analysis, reducing the risk of data breaches, and protecting sensitive data from unauthorized access. 

Better Insights: Data clean rooms enable organizations to analyse sensitive data that would otherwise be inaccessible. This analysis can lead to better insights and more informed decision-making.

Improved Trust: By using data clean rooms, organizations can prove their commitment to protecting sensitive data, improving trust with customers and stakeholders.

Conclusion

Data clean rooms provide a secure and compliant environment for organizations to analyse sensitive data. They offer multiple benefits, including compliance with privacy regulations, improved security, better insights, and increased trust. As data privacy regulations continue to evolve, data clean rooms will become an essential tool for businesses and organizations that need to analyse sensitive data.



Leveraging Data Clean Rooms and Generative AI



Ashay Padwal
Co-Founder, Chief Product &
Technology Officer, Vserv

In today's competitive digital marketing landscape, reaching the right audience with personalized ads is essential for success. Micro-segmentation, the practice of dividing a broader target audience into smaller, more specific segments, has emerged as a critical strategy for marketers to achieve this goal. However, accessing and analyzing customer data has become more challenging due to data privacy concerns. This is where data clean room platforms can play a pivotal role in enabling marketers to effectively implement micro segmentation through data collaboration with other brands, and generative AI can help create a large quantity of different ads for these micro segments, ultimately helping them thrive in the dynamic marketing landscape.

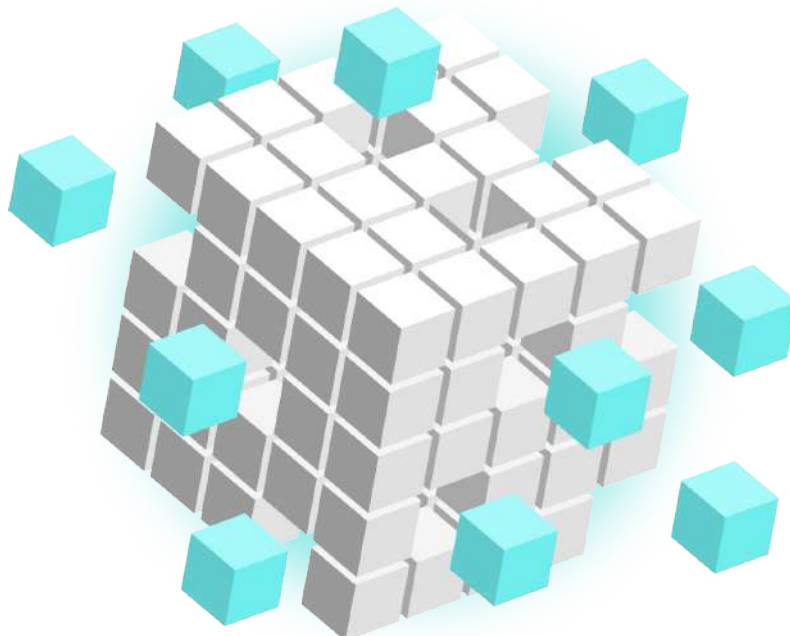
One of the key factors that can significantly impact the success of micro segmentation is the availability of diverse and comprehensive data. Brands may have their own data, but it may not provide a

complete picture of the customer journey. Data collaboration between different complimenting brands can offer a wealth of insights and a more holistic view of the customer, allowing for more accurate and refined micro segmentation. For example, an eco-friendly fashion brand may collaborate with a sustainable home goods brand to gain insights on customer preferences for both environmentally-friendly fashion and home products. By pooling their data, these brands can develop a more comprehensive understanding of their shared target audience, leading to more effective micro segmentation strategies.

Data clean room platforms provide a secure environment for different brands to collaborate and share data without compromising privacy and security. By working together, brands can combine their data assets, expertise, and resources to gain deeper insights into their customers and create more meaningful micro segments.

Once micro segments are identified, generative AI can play a crucial role in creating a large quantity of different ads and messages tailored to each micro segment. Generative AI tools use machine learning algorithms to automatically generate creative content, including ad copies, images, and videos, based on the characteristics and preferences of the micro segments. This can significantly streamline the ad creation process and enable marketers to produce a wide variety of ads that are tailored to each micro segment's preferences and interests. For instance, a generative AI tool can create multiple ad variations for a micro segment of environmentally-conscious consumers who are interested in sustainable fashion, highlighting different aspects such as eco-friendly materials, fair trade practices, or carbon-neutral shipping options.

However, it's important to note that while data collaboration and generative AI can be powerful strategies for micro segmentation, their effectiveness may vary in different markets. For example, in an aspirational market like India, micro segmentation strategies that work in other markets may not necessarily translate directly to the Indian market. Therefore, brands need to carefully consider the local market dynamics and consumer insights when leveraging data collaboration and generative AI for micro segmentation in India. This includes understanding



How is AI Changing the Game for Marketers?



Kunal Aman
Head – Marketing
& Communications, SAS India

With the relentless influx of data and tech in marketing, marketers across the world are already finding themselves operating at the crossroads of Marketing and Technology. The impact of tech on our field is only going to grow in the future. Having said that, of all the technologies, one of the most disruptive ones in my opinion, is Artificial Intelligence.



Let's look at three areas where AI is truly changing marketing as we know it:

The first one is **Segmentation and Campaign Management:**

We have already seen forward-looking organizations that cater to a large customer base rapidly move towards mass customization and markets of one. For example, at SAS, we have helped telecom providers use AI & analytics for micro-segmenting millions of their subscribers based on their history, usage, demographic, behaviour, and preferences, and drive much more effective and meaningful campaigns.

One of the leaps that AI has taken more recently is in the area of Generative AI, and it's no surprise that it's getting tons of media attention. Generative AI will transform marketing in ways that were previously unimaginable, and I personally believe that the impact of generative AI on the marketing industry is going to be far-reaching.

That brings us to the second area, which is **Personalization & Advertisements:**



Machine learning algorithms are already helping businesses generate customized advertisements for each individual customer, based on their interests and behaviours.

Generative AI brings in the ability to create unique visuals and messages that are tailored specifically to their target audiences. This level of customization is simply not possible with manual image or video creation, which means that generative AI stands to revolutionize the

way businesses produce high quality visuals, advertisements, and content. For marketers, this is tremendous advancement as it essentially means higher engagement and conversions at a lower cost.

Finally, let's talk about **Customer Service**: Chatbots are now all pervasive in the area of customer service. And Generative AI will just take it to a whole new level. Going beyond traditional conversational flows, Generative AI-powered chatbots will intelligently leverage Natural Language Processing abilities combined with deep learning to produce text which looks uncannily human. It can help customers find the information they need, deliver quick and convenient customer service, or

crunch through troves of data to deliver tailored product recommendations – making it easier than ever for marketers to reach and engage with their customers real-time.

In summary, while I believe there are many areas in marketing that will be impacted or even disrupted by AI in the future, I think Segmentation, Personalization, Ads and Customer Engagement are the areas that are just around the corner.



How AI can Impact Marketing Strategies



Milva Povo

Director of Sales - India,
Seedtag

For too long, brands have been relying on user data to build profiles of consumers for targeting. This has been the most established way of doing advertising online since the invention of the cookie in 1992. However, due to worsening consumer sentiment and regulations such as GDPR, third-party data-driven behavioural targeting's days are numbered. Marketers are scrambling for an alternative that could deliver the same or better results, while also satisfying consumers and regulators. Artificial intelligence could be that alternative.

While talking about AI, especially in the age of ChatGPT, may seem like jumping on the bandwagon, it's important to highlight its applications in a number of industries, including advertising. AI is yet to reach its full potential in the advertising space, but with behavioural targeting on the way out, the door is open for AI to change advertising for the better.

Contextual is Crucial

To produce an output, there must first be an input, and that applies very much in digital media as well. Behavioural targeting is limited to using third-party data, which will soon be rendered obsolete. AI on the other hand, is able to leverage a plethora of information for targeting within campaigns. Instead of focusing on the consumer, brands should be looking at the context behind their online behaviour and purchasing decisions. High quality publishers offer a wealth of information that can be used while avoiding using personal data.

Top contextual AI solutions have analysed millions of articles, capable of not only understanding keywords but also factors such as tone, sentiment and images enabling targeting based on users' real time interest.

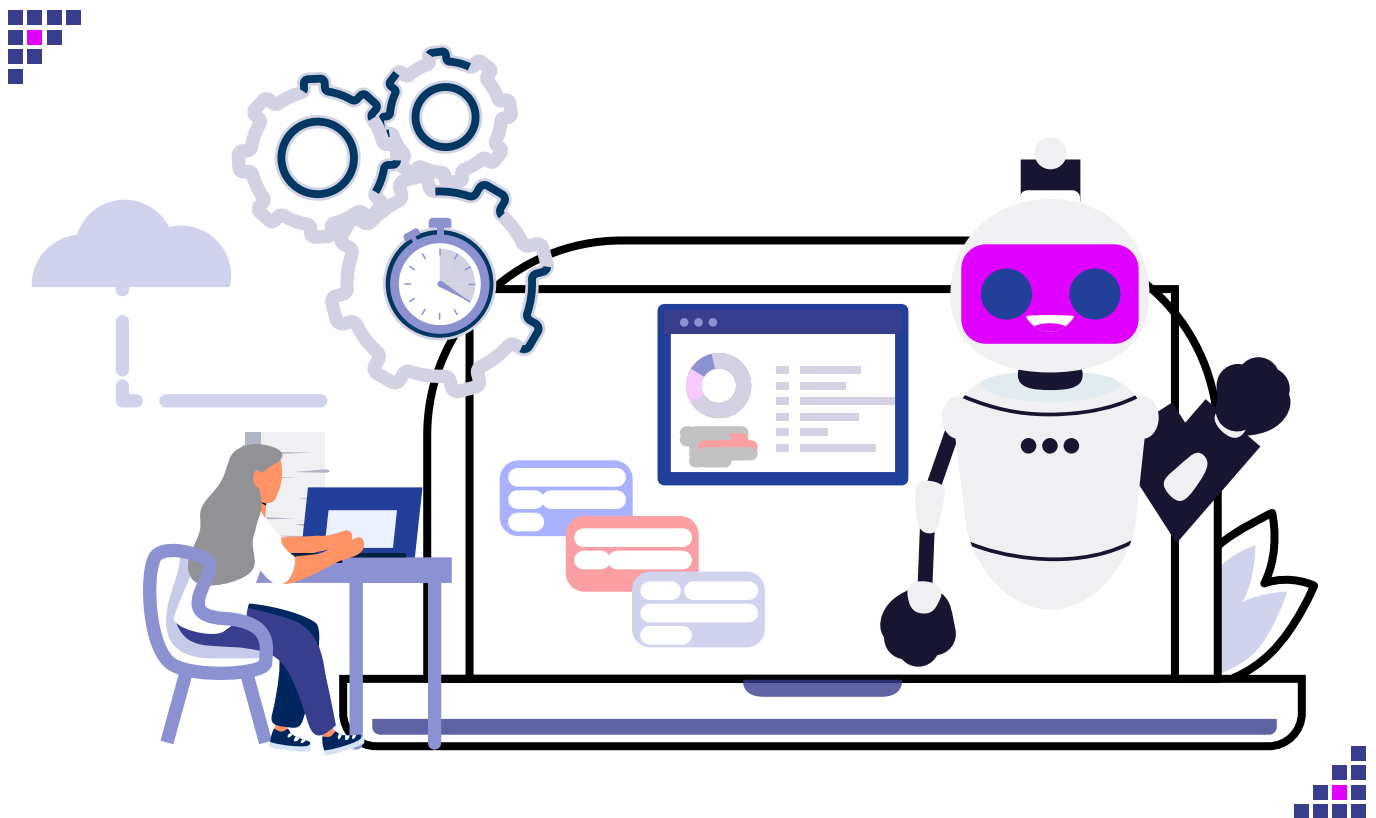
This allows for a much more personalised and pleasant experience, especially as contextual AI continues to evolve. For example, the most advanced contextual AI

is now also capable of analysing situational signals such as device type, time of year and weather. This allows it to optimise ad placement, ensuring ads will be served in that “sweet spot” where users are most likely to be receptive.

AI-driven contextual targeting is also a lot more inclusive, as unlike behavioural targeting, users are not discarded if they don't fit into a specific target demographic. Brands also don't have to limit themselves to standard categories. Leading contextual technologies analyse not only pages, but whole networks of content across countries and languages. This allows brands to target “custom” categories of content that will be most relevant to their desired audience.

Looking to the Future

Contextual AI is also evolving at a rapid pace within the digital marketing space. We are now able to offer brands the chance to develop custom creatives, by integrating contextual AI with generative AI tools. This means a creative can be modified to fit even more with the context of a page, ensuring it resonates with consumers even further, while freeing brands' creative teams from the laborious customization process.



The State of AI in Marketing and CX



Rohit Dadwal
Managing Director, Asia
Pacific, MMA Global

Artificial Intelligence (AI) is revolutionizing the way companies approach marketing and customer experience (CX). As businesses continue to embrace digital transformation, the power of AI is becoming increasingly apparent in enhancing customer interactions, automating tasks, and providing actionable insights. In this article, we will explore the current state of AI in the industry and its impact on marketing and CX.

Understanding AI

AI refers to machines' ability to mimic human intelligence, performing tasks that typically require cognitive abilities like perception, reasoning, learning, and decision-making. AI technologies include machine learning, natural language processing (NLP), computer vision, and robotics.

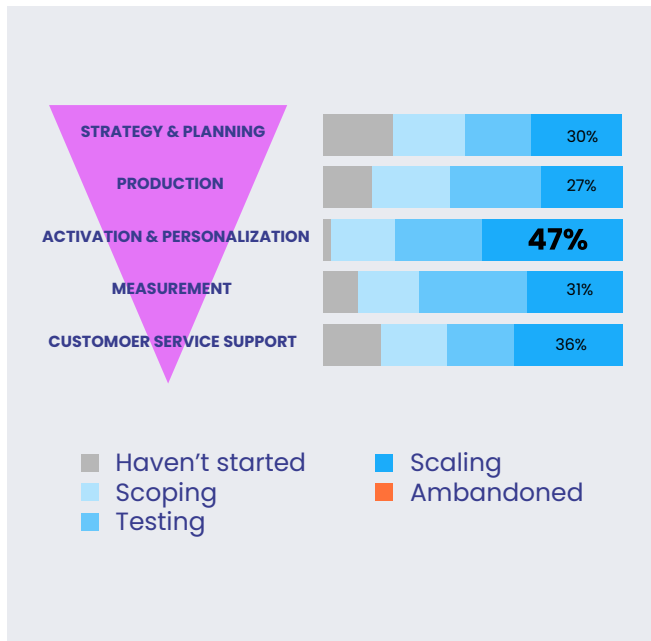
“ ‘Hype’ and ‘profound change’ are not mutually exclusive concepts... and AI is currently off the charts on both. ”

Fei-Fei Li

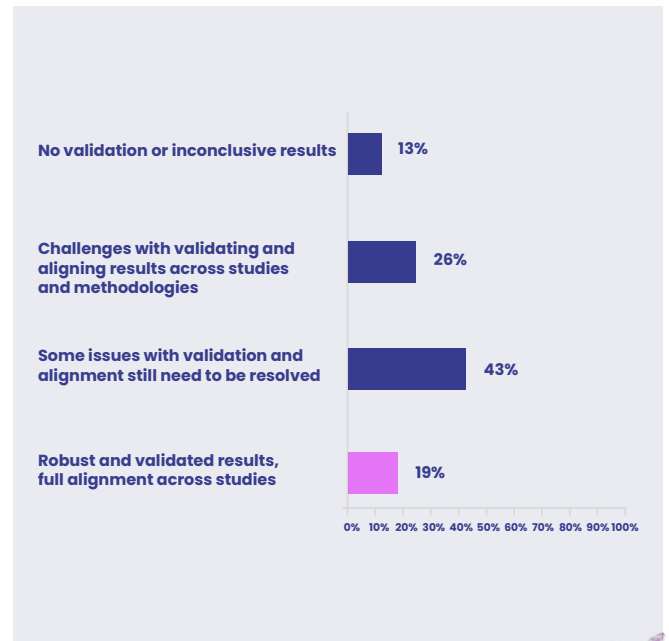
Current State of Affairs

The industry is leaning towards experimentation and focused scaling, primarily in optimization and personalization (3 out of 4 companies focus on these metrics). While initial results are encouraging, only one in every five companies has built a solid business case. Companies that lead in AI are significantly more likely to have support from their senior leadership. The key problems hindering the creation of a unified vision and clear roadmap are organizational silos and fragmented ownership. The key challenges hindering successful deployment are pre-existing issues with data quality and system integration. While approximately half of marketers don't understand the AI risk agenda, only a handful have a strategy to address it in the future.

Activation & personalization is the #1 use case for marketing



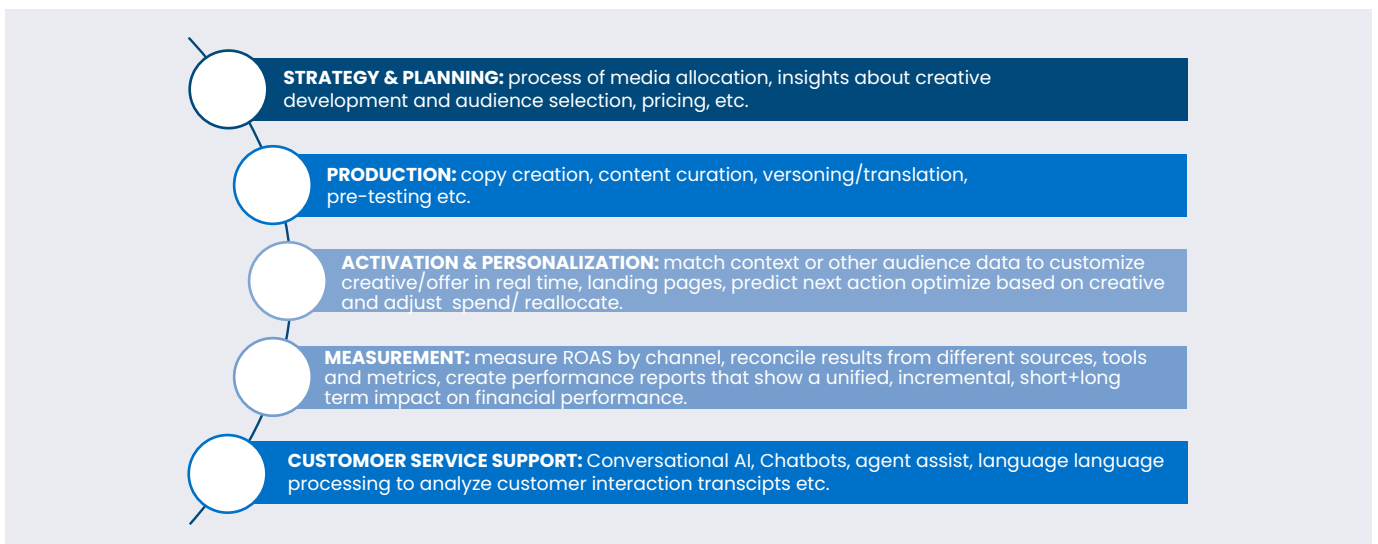
Very few companies have built a robust business case for AI



AI in Marketing

AI is transforming the way marketers approach customer acquisition, retention, and engagement. Personalization is one of the critical ways AI-powered technology allows marketers to tailor messaging and experiences to individual customer preferences, behaviors, and needs. This helps increase customer engagement, loyalty, and revenue. AI algorithms can

analyze vast amounts of customer data to identify patterns and predict future behavior, enabling marketers to anticipate customer needs and offer personalized solutions proactively. AI-powered chatbots provide 24/7 customer support and assistance, handling routine inquiries and personalizing interactions, improving over time.

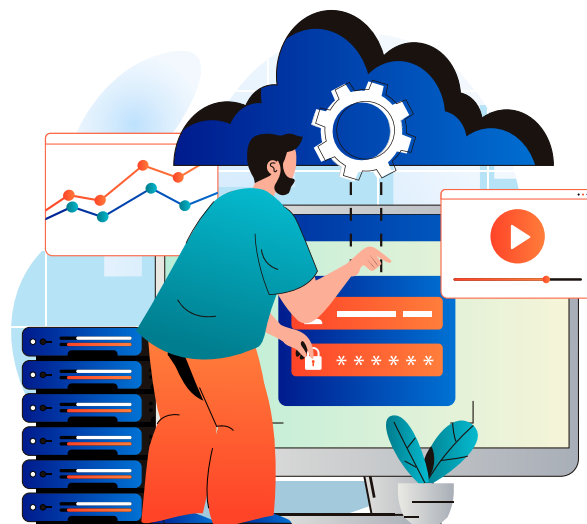


Marketing use Cases Explored

AI is transforming the way companies deliver customer experiences, from pre-sale to post-sale interactions. AI-powered chatbots and virtual assistants provide quick and efficient customer service, resolving issues, and answering questions in real-time. AI can analyze customer sentiment and feedback to

identify areas for improvement. AI algorithms analyze customer data to provide personalized product and service recommendations, improving the relevance and effectiveness of marketing and sales efforts. AI-powered voice and image recognition can improve the accuracy and speed of identity verification, reducing fraud and improving security.

Customer experience and journey have the clearest measurable goals when it comes to AI application



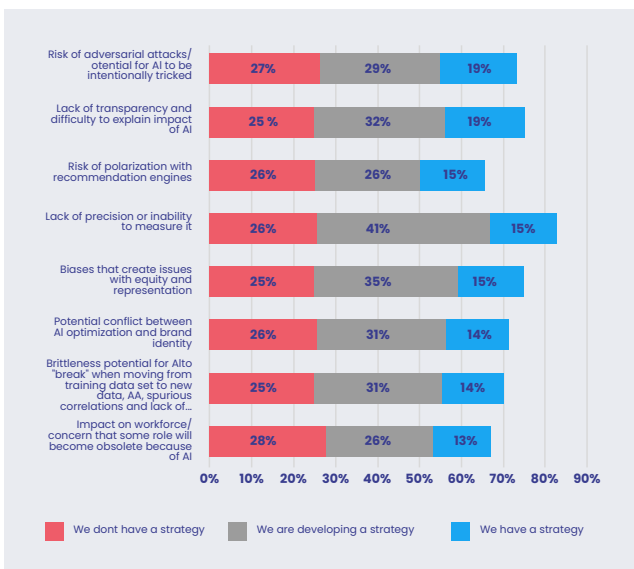
Challenges and Considerations

While AI offers many benefits for marketing and CX, there are also challenges and considerations to keep in mind. Companies must have robust data protection policies in place and be compliant with relevant regulations. AI algorithms can perpetuate biases and discrimination if they are

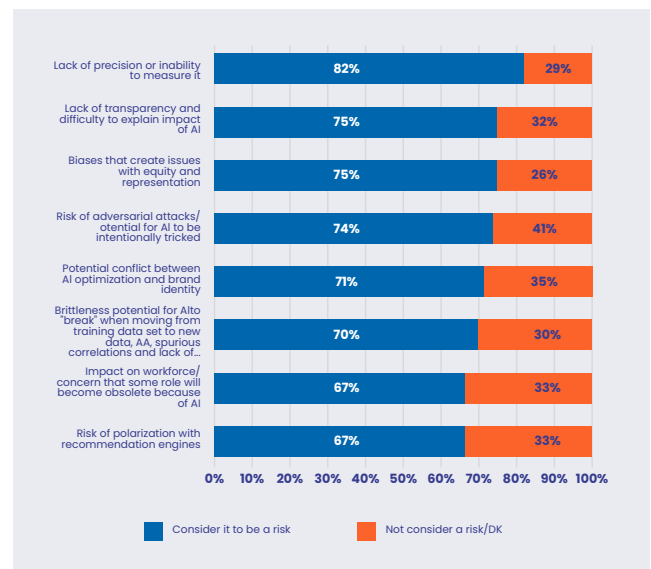
trained on biased data or lack diversity. Human oversight is critical to ensure that AI is being used ethically and effectively. Few organizations have a strong understanding of the risk involved in AI, and resistance to the application exists due to a lack of evidence supporting the business cases.



Most organizations are in very early stages of dealing with such risks..



AI introduces organizations to a new set of challenges



Conclusion

AI is transforming marketing and CX, allowing companies to deliver personalized, efficient, and effective customer experiences. Leadership is critical to unlock the required resources of AI application with both investments and a roadmap as key focus areas. Companies need to build more sophisticated data infrastructure for AI and acquire specialized AI talent to fill

gaps by prioritizing hiring specialized talent and developing relevant training on how AI will be applied in marketing and CX. However, it is essential to understand the challenges and considerations associated with AI and use it responsibly and ethically. By doing so, businesses can leverage the power of AI to drive growth, loyalty, and success in the digital age.

The Convergence of AR, Digital Humans, and 5G: A New Era of Customer Experience



Niraj Ruparel

Head Of Mobile & Emerging Tech, GroupM India & Emerging Tech Lead, WPP India

Ever wondered how amazing it would be if you, as a Nike customer got fitness advice straight from Cristiano Ronaldo? Exclusive warm-up and fitness tips from the pro footballer himself? Wouldn't that skyrocket customer engagement for Nike? According to Google, 33% of marketers believe that engaging the right customers is crucial to achieving business goals and who can be better than your existing ones? They know your brand and trust your products, so bang! Sell, upsell, cross-sell to them and watch your business grow.

Well, what I am saying is backed by a score of studies and incidents that highlight the impact that celebrities have on a brand's market value. Remember the time when Ronaldo simply snubbed Coca-Cola and said 'Água' or Portuguese for water, and the beverage giant's stocks crashed and burnt to result in \$4 billion worth of losses? That is the impact brand ambassadors like celebrities, sportspersons, and social media influencers have on the consumer mindset.

Now, imagine if such impactful personalities could communicate with millions of customers in real time about product features, new releases, and more. If that sounds other-worldly, yes! This is only possible in the metaverse, the next iteration of technology fuelled by AR which involves several layers of technology.

If aligned with business goals along with strategic planning and implementation, AR can transform how customers and brand ambassadors interact. Moreover, it only gets better with the advent of the 5G network, which reduces latency and enables near-real-time pixel streaming. Why is that important in the metaverse? Let us figure that out!

Revolutionizing Connectivity With 5G

You have experienced the 'buffering' of a video you were streaming — one of those inverted arrows that prevent seamless streaming. Well, technically that is called a high latency network and that creates communication bottlenecks between

endpoints. In the metaverses, there is no room for this and the sheer need for ultra-fast real-time connectivity, and that has made possible with the 5G network, which has extremely low latency.

This enables high-speed transmission of augmented and virtual reality content, which is the lifeblood of metaverses. When coupled with cloud and high-power GPUs, it enables pixel streaming – the holy grail of video gaming and now the metaverses. This is why Telcos are tying up with cloud service providers worldwide. Before the launch of 5G, pixel streaming was a non-viable attempt made by startups like OnLive, which eventually shuttered down, and Gaikai, which got acquired by Sony.

The reasons for their failure were simple! The three challenges of an efficient pixel streaming solution – economics, latency, and content did not work out effectively, but with 5G adoption, this technology is bound to get cheaper. For any iteration of technology to take off, it is essential that the “fuel” or the connectivity is pocket-friendly and the metaverses are no different. Now that we have discussed connectivity, it is time to move further and figure out how AR can transform branding and customer engagement in the metaverses.

Digital Brand Ambassadors

As we have already discussed, if any business, regardless of its size, uses its endorsees like social media influencers or brand ambassadors effectively, it can transform the customer journey and lower customer acquisition costs.

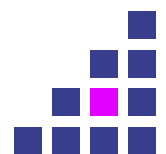
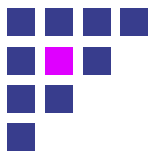
Let us stick to the Nike example. Since Nike has a multitude of products geared toward various sports, brand ambassadors, turned into digital humans, can be created to impart related information. Like the WHO is using Florence, their digital health worker, to help people lead a healthier life by accessing health information faster and in a more interactive manner.

Now, that is what the good old WHO is doing in its attempt to make the world a better place, but Louis Vuitton has an entirely different approach. The luxury brand recently shortlisted Livi, its virtual ambassador after a lavish competition in which several startups competed with their 3D avatars. Finally, Livi took the throne and is now all set to reduce LVMH’s customer acquisition costs because, unlike real-world celebrities, she is a one-time investment.

In conclusion, the metaverse is not a distant dream, but a technology that can be harnessed today to create unforgettable customer journeys. The synergy of AR, digital humans, 5G, and pixel streaming is all set to transform the way

businesses interact with their customers and build communities. As Louis Vuitton and Unilever's Dermalogica have already demonstrated, digital brand ambassadors can reduce customer acquisition costs and operational expenses while providing a personalized and interactive experience. The key is to align business goals with

strategic planning and implementation and adopt a phased approach to building a community-driven metaverse. With the right structure and execution, AR technology can help businesses create a lasting impact on their customers and drive growth.



How will Media Quality Help Marketers during the Financial Headwinds?



Saurabh Khattar
Country Manager, India
IAS

If I were to ask a room full of people to think of the last time they went a day without seeing a digital ad, I'm sure that 99% of the people would find it hard to remember. Such is the impact of digital advertising on our lives. With more use of technology in our everyday lives, ad targeting is everywhere, from the vending machine in your office's lobby to the notifications on your social media feed. Interestingly, the digital advertising industry has suffered an impact from worldwide economic headwinds.

Economic headwinds across the globe have meant one thing for marketers — lesser budgets to deliver better results. While the focus remains on maximising and justifying every dollar of your ad spends, it is easy to fall into the trap of avoiding marketing spend. Looking at the competition today, this decision can prove detrimental when considering its impact on brand experience and risk, landing your brand in a soup. In such times, it becomes imperative for the custodians of brands to

analyse “where their spends are going” instead of thinking about “how much my ad spends.” Marketers can drive cost efficiencies by optimising media quality and delivering effective campaigns even during financial headwinds.

It's more important than ever to ensure that every marketing dollar is being spent wisely. One way to do this is by focusing on media quality. Marketers can drive cost efficiencies by optimising media quality and delivering effective campaigns even during financial headwinds.

Here are some ways marketers can use media quality to drive cost efficiencies during financial headwinds:

1. Focus on Ad Viewability:

By optimising ad viewability, marketers can ensure that the right audience sees their ads. This can help improve their campaigns' effectiveness and reduce wasted ad spend. Ad viewability can also be used as a key performance indicator (KPI) to measure campaign success.

2. Ensure Brand Safety & Suitability:

Brand safety & suitability are key factors in media quality. Marketers can reduce the risk of negative brand associations and reputational damage by ensuring that their ads are delivered in a safe, appropriate context by aligning with content that fits your brand's values or campaign goals. This can help improve their campaigns' effectiveness and reduce costs associated with brand damage

3. Detecting and Preventing Ad Fraud:

Ad fraud is a major problem in the digital advertising industry and can result in wasted ad spending and inaccurate reporting. Marketers can avoid wastage by detecting and preventing ad fraud to ensure their campaigns deliver measurable results.

4. Use Contextual Targeting Effectively:

By optimising their audience targeting strategy based on the environment the ad is served in, marketers can ensure their campaigns reach the right audience. This can help increase user engagement and improve the effectiveness of their campaigns.



5. Use Data and Insights to Optimise Campaigns:

By using data and insights to optimise their campaigns, marketers can ensure that their campaigns are delivering measurable results. This can help reduce costs associated with ineffective advertising, such as ad creative, media buying, and agency fees.

Often, successful businesses can quickly adapt their strategies to ensure a better future, and a brand is more than just good marketing. When it comes to connecting with your customers, content supersedes all. With more content being created daily, ensuring your brand is placed in the right environment alongside relevant content becomes critical. Marketers must create new strategies that safeguard their brand and resonate with the right audience to drive sales. Especially during crisis times, connecting and engaging with consumers can pay great dividends for a brand, translating to success in the long run.

While building your brand reputation can take multiple years and millions of dollars, ignoring today's industry practices can leave your brand with a serious dent. With the help of digital media quality solutions, marketers can ensure that their digital campaigns are safe, viewable, in-geo and suitably placed to make maximum impact and create outcomes.

How Location Data can help Brands move in the Right Direction



Nabajit Nath
Head of Sales, India
Blis

With the share of mobile digital advertising spending in India expected to account for **78% of the total digital media expenditure this year**, the Indian market is considered one of the fastest-growing, emerging ad markets globally. Also, according to Statista, in the next 15 years, nearly every single person (95.46%) in India will access the internet from mobile devices – that will equal over 1.5 billion potential customers out and about living their daily lives.

Consumer behaviour is evolving rapidly, and marketers must understand what drives their purchase path much more deeply than before. However, regardless of any changes, the fundamental needs of advertising remain the same: uncover audiences and their different lifestyles, reach them accurately and measure ROI effectively.

Giving Location its Deserved Value

When it comes to digital advertising, social media and search are often the first strategies that come to mind. However, these campaigns are based on just part of the understanding of consumer behaviours and interests.

Let's think about people's intent when viewing different ads. If we consider search ads, thinking about your own habits, what you are searching for online isn't always what you are looking to buy. Social tends to be a carefully curated view of what we want others to see – of us and who we follow. Whilst social recommendations are on the rise, likes and shares may not reflect what we actually intend to purchase online. Social ads rely on past likes and shares, which may not reflect our actual interests at that moment in time.



Whilst search and social certainly present a view of the interests of an audience, they don't reflect real world behaviour, only location-based audiences can do that. Building audiences based on real world movement gives us insights into their behaviour and, importantly, their purchase intent, based on where they are and what they are actually doing - and that can be the most powerful asset in helping us to find and reach the consumers that matter to brands.

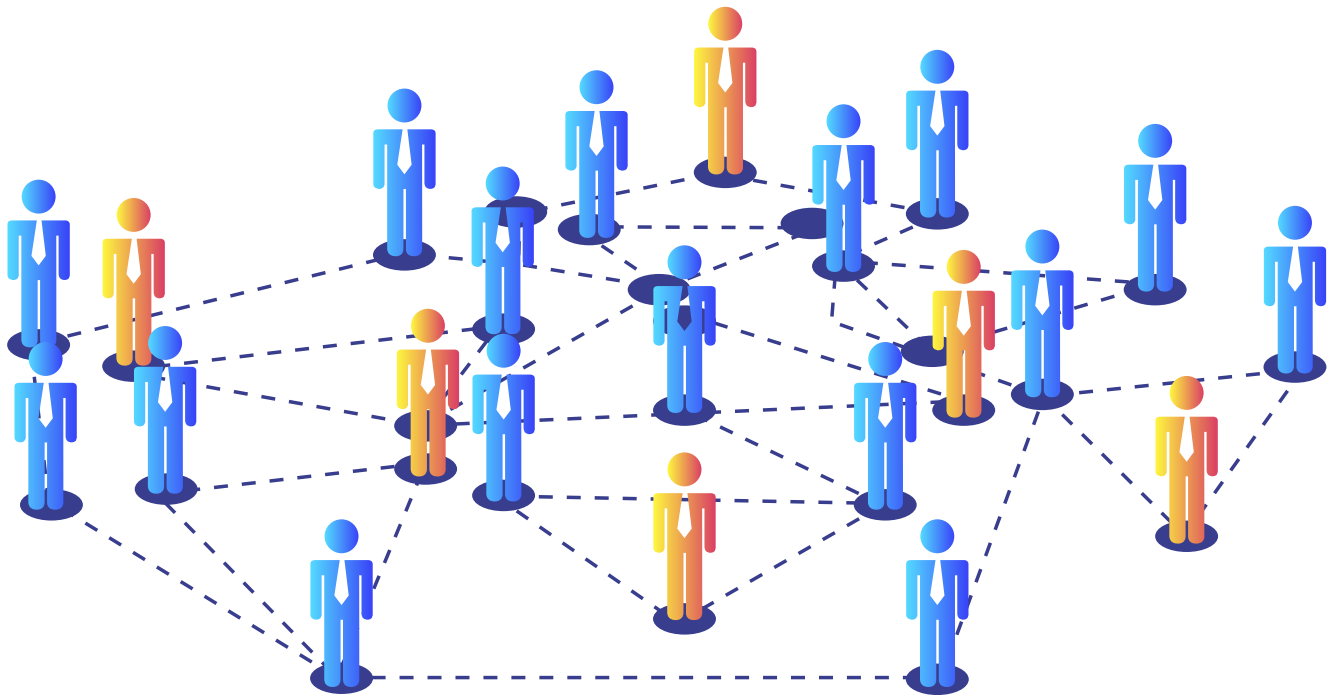


After all, it's only Human to say one Thing and do another...

Many marketers are seeing contextual targeting as a viable way to gain scale. Browsing behaviour alone can only reveal so much about real interests versus genuine purchase intent.

For example, reading about healthy diets and exercise doesn't necessarily mean that a person is an exercise fanatic or healthy eater or is ready to engage with brands in those sectors. However, being able to target an audience seen often at a gym or fitness centre gives real confidence of the lifestyle choices those consumers are making - they are in the gym - often, it's fair to say they are interested in a healthy lifestyle and are more likely to engage with and act upon advertising geared to them.

Building target audiences based on how humans move around in the real world can be extremely powerful. Think burger lovers, coffee drinkers, fashion shoppers or any other valuable segment for a brand. Finding and targeting these audiences based on what people are actually doing and the places they visit helps brands engage with customers when they are more likely to convert.



Mapping your Audiences across Offline and Online

Location data is one of the most important datasets in a marketer's arsenal, providing insights that basic demographic information and browsing history cannot. It reveals where audiences go and, as a result, what they love to do. Whether that's visiting a shopping mall or a coffee shop, location data can fill in the gaps where other data sources fall short and bridge the physical and digital worlds to help build a holistic picture of how consumers move through both.

If you're not already using location data to better understand audiences and consumer intent, and to activate those audiences against your next campaign, then the opportunity is clear. Find and reach the consumers that matter to your brand or business based on what they are doing out there in the real world - and transform your marketing strategies into successful campaigns.

For more Information...Contact Blis etc

Future of Advertising: Science meeting Art with Scale



Atique Kazi

President - Data, Performance and Digital Products, India, GroupM

The future of advertising is going to be more personalized, consented, interactive and sustainable; and to make this a reality data & technology sits at the heart of it.

Marketing has always been about catching clues from customer behavior and design relevancy that creates positive outcome for brands.

In the yesteryears, this was done in the form of sample data; however, in the modern marketing era digital signals bring in the required accuracy and reasoning behind the marketing decisions.

The variety, volume and velocity of data provides amazing opportunities for marketers to go beyond; however, at the same time poses challenges in the form of privacy, user consent and ability to process data in the best way to create positive impact on marketing.

Exploring five areas where data & tech will play an essential role in the modern marketing era:

Goldrush for 1st Party Data:

The internet advertising has been operating on the back on cookies and ad-ids over decades.

With the inevitable future of the deprecation of 3P IDs and cookies; first party data becomes they key to marketing.

First party data will become the bedrock of communications with customers in humanizing the experience with meaningful interactions basis information about customers.

Marketers will have to ensure that their First Party Data strategies right from collection of data, storage, processing in an ethical, user consented, government compliant way is essential.

Hyper Personalization:

Customers today prefer brand experiences which are seamless, non-intrusive, meaningful, and relatable. Addressable content and creative can be only achieved with right data cohorts and technology to create meaningful interactions with customers.

Location, Customer Lifetime cycle, Behavior Patterns are important cues to make communication hyper personalized and localized experience.

Culture of Innovation:

In the fast-paced dynamic digital environment differentiation can only be created with innovation. Marketers need to do a lot of AB tests to validate their thinking and create innovative ways.

All innovation is born out of ideas; however, these ideas will transcend on back on data and technology to make them reality.

Winning on eCommerce

User interactions of ecommerce marketplace leave traces of enormous amount of intelligent data which helps analyze what is drawing consumers in, what is converting and where the consumer is lost.

Shelf monitoring information is a complete marketplace scan which looks at shelf availability, ranking, favorability, predicts market share and compares various products and categories in matter of few clicks.

Marketers are fostering positive change in the ecommerce experience by giving an elevated shopping experience using predictive analytics from all the data visible in the marketplace.

To win of eCommerce the technologies providing data to marketers to win of ecommerce have become the basics of the commerce game.



Optimization & Cost Efficiencies

Majority of the digital media is transacted in an automated biddable fashion. Every single impression being an opportunity but to choose from a billion of them which one to capitalize and on what costs to what audience; is far more complicated than transacting scripts in a stock exchange.

Its humanly impossible to process this information.

We are seeing a rise of AI/ML scripts running through automated media buying platforms delivering cost efficiencies on bidding for the right audience at the right price at the most suitable moment delivering outcomes for brands. Efficiencies can be seen in the range of 5% to 30%+ levels.

The holy grail of marketing is Data, Creative and Technology where science meets art with scale.

Data and technology are the oxygen and lifeblood of the marketing anatomy in the modern era.

Marketers will continue to lean into data and technology with the ability to analyze, create messaging and content, act upon signals to deliver better ROAS, drive customer loyalty and gain market share.



Importance of Investing in Brand Safety Tech Solutions



Nachiket Deole
Head of Sales, India
Double Verify

The marketing landscape has undergone a complete overhaul in recent years, with a big shift towards digital channels.

According to DoubleVerify's Global Insights Report 2022, Digital ad spend exceeded \$440 billion in 2021 and now accounts for 62% of ad spend worldwide, thus presenting a unique opportunity for brands to boost their online presence and enabling the measurability of advertising effectiveness. Yet, despite its numerous benefits, the digital space has its own set of challenges. With the speed at which information travels, brands must be cautious to avoid any missteps that could harm their reputation. It is crucial for brands to adopt a sophisticated approach to safeguard their brand equity. With strategic planning and execution, the digital platform can be a powerful tool for driving growth and delivering returns on investment for brands.

So, what's the answer to the uncertainties in the digital environment? This is where Brand Safety Tech Solutions come in. Brand

suitability and fraud are serious concerns that can undermine a successful digital strategy. There are a few aspects that might influence not just the performance of an advertisement, but also the image of the advertising brand. Consumers take the brand image very seriously while making crucial choices. Negative ad placements have the potential to impact a brand's reputation significantly. For instance, if an ad is placed next to undesirable content spreading hate speech or misinformation, users may link that brand with it, believing that the brand endorses the content.

According to DV's **Four Fundamental Shifts in Advertising Report** of 2022, 58% of respondents believe that the responsibility for tackling misinformation and disinformation lies moderately or completely with brands. Moreover, 69% of respondents said they value brands that actively fight against misinformation and disinformation. Brands that ensure they appear alongside content aligned with their values and actively confront or avoid

misinformation and disinformation stand to be rewarded with consumer trust.

Understanding what is broadly unsafe and what is particularly unsuitable for any particular advertiser or brand is essential for implementing brand safety and suitability. It is critical to be able to readily adopt those preferences in order to ensure efficient and complete protection across all media buys. Adtech solutions can evaluate risk level by examining both content type and topic, as it is critical to analyze both the theme of the content and the context in which it is raised to effectively determine risk level. For example, an entertainment company may prefer to avoid unmoderated user-generated content on crime but may be fine to appear alongside pieces about the top crime shows. This approach enables advertisers to deploy complex safety and suitability settings that are tailored to each brand's specific needs. At DV, we provide these solutions such as Brand Safety Floors and Brand Suitability Tiers that help brands quickly establish protection against the riskiest content and apply the right level of brand protection without compromising scale. As per our Global Insights Report 2022, DV advertisers now experience an average of just 10% post-bid violations across all quality measurement criteria.

As the modern market is growing differently for different industries, brands must get themselves assured through these brand safety solutions, which continuously safeguard them from harmful content categories without them getting involved in the complex nitty-gritty of the matter. With the evolving era of the digital world, marketers need to be agile and think ahead of time and their competitors to keep building the brand they desire.



In Conclusion



Upali Nag

Chief Strategy Officer, India
Motivator, GroupM

“The general who wins the battle makes many calculations in his temple before the battle is fought. The general who loses makes but few calculations beforehand.” – Sun Tzu, The Art of War

For marketers, it is a war every day, to influence the minds, hearts, and the wallets of consumers. And making these “calculations before the battle is fought” is perhaps the single most defining variable between why certain businesses fail and certain others thrive.

What this means is that while there is an externality in terms of macro environment factors, consumer shifts, regulatory changes, and more, which is often outside one’s control, there is an internality as well. Factors like product, pricing, technology, organizational and communication strategies are very much in our control. And when marketers move from “reacting to change” to “predicting and influencing” change, is when they can, not only harness,

but ride the storm, and even change its direction.

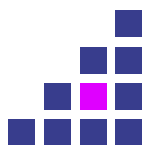
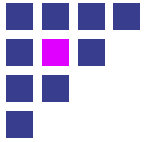
This is difficult and does not happen through crystal ball gazing. This needs careful planning and investment. This needs investment in data and technology to capture the right signals and analyze and interpret them in a manner which is robust, agile, and real. This needs investment in experimentation and having the courage to fail and learn from it. This needs a complete rethinking of organizational structures, skill sets and processes. More than anything else, this needs a fundamental shift in mindset. This needs a vision which is a mesh of the wisdom, scale and proven methods of large established brands, and the agility and fluidity of new age brands.

In this report, what we have attempted to demonstrate, how marketers can do the above and “Transform to Thrive.” – in a manner which is fundamental, scalable, and visionary.



This report is meant to be a comprehensive reckoner for marketers as we navigate a world which is complex, dynamic and every changing. We hope you enjoyed reading

The Modern Marketing Reckoner 2023 and will keep coming back to it as you navigate your organizational direction and focus.



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sharing your thoughts with us.**

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Disclaimer :

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