

BUILD FOR VOICE

with the MMA Voice & Audio Council

MMA Webinar Series
July 21, 2020

Support Partner

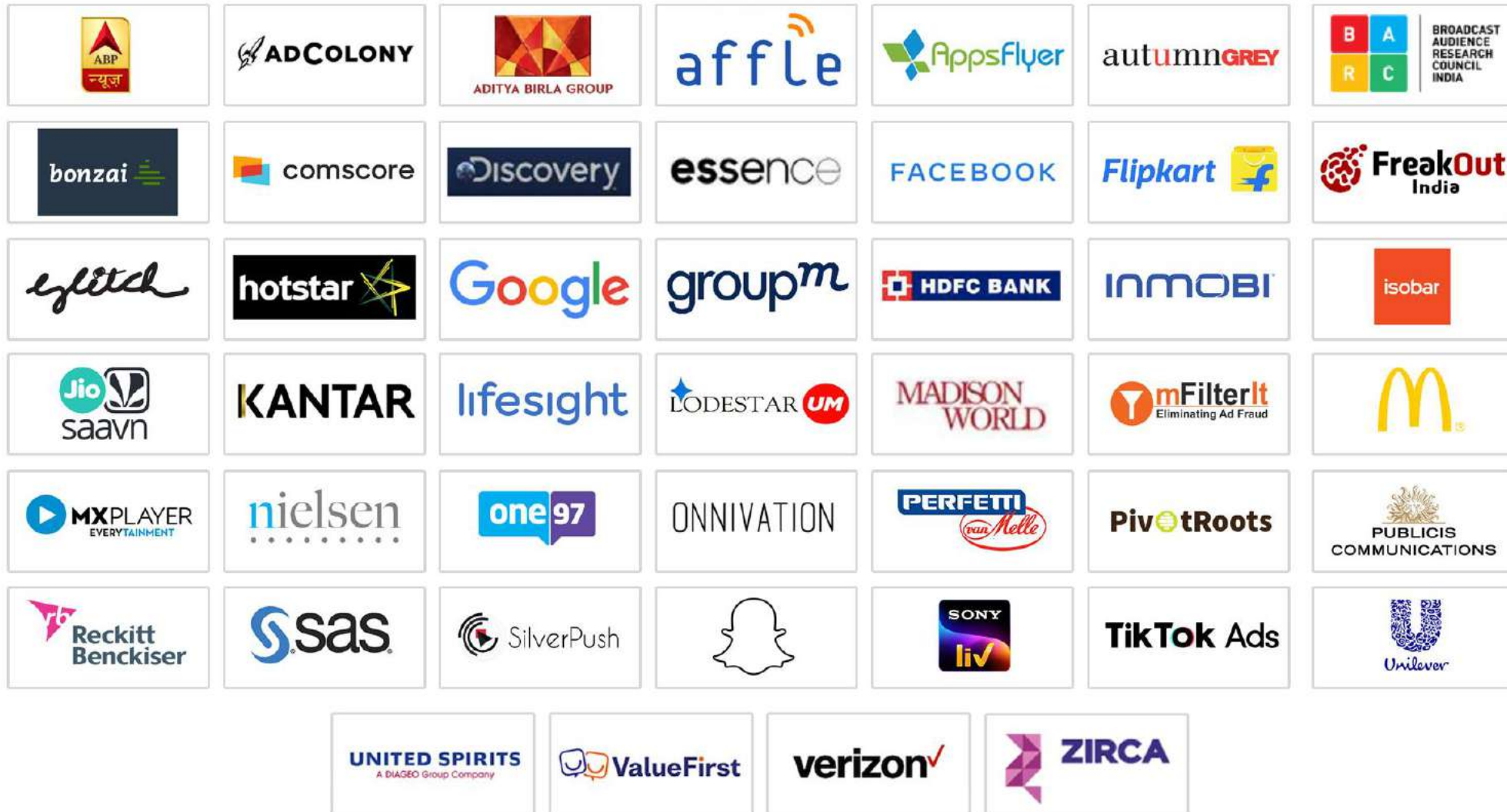


MMA IS 800+ MEMBERS STRONG GLOBALLY

MARKETERS, AGENCIES, MEDIA SELLERS, TECHNOLOGY & OPERATORS



MMA INDIA MEMBERS





MMA PURPOSE

WHO The People We Serve

Prime Audience: *Chief Marketers*

By helping Marketers do Mobile better, everyone wins. MMA membership represents Marketers, Agency, Media and Technology Enablers from across the globe.

WHY Our Reason for Being

Mission: To accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

WHAT Our Strategic Priorities



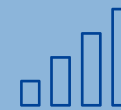
Cultivating Inspiration

Aimed at the Chief Marketer; guiding best practices and driving innovation



Building Capability for Success

Fostering know-how and confidence within the Chief Marketer's organization



Demonstrating Measurement and Impact

Proving the effectiveness and impact of mobile through research providing tangible ROI measurement and other data



Advocacy

Working with partners and our members to protect the mobile marketing industry

MMA: RESHAPING THE FUTURE OF MOBILE MARKETING

 <p>Mobile ROI Research</p>	 <p>Marketing Attribution Think Tank</p>	 <p>To Rethink Mrktg Org</p>	 <p>Marketer Brand Safety Council</p>
<p>Industry Working Groups</p> <p>Driving the Future of Marketing & Mobile</p>	<p>Guidelines & Best Practices</p> <p>Viewability, Location, Native</p>	<p>MM25 Marketer Peer Group</p> <p>Tackling Core Issues for Marketers</p>	<p>Shared Knowledge of 800+ Members</p> <p>Entire Mobile Ecosystem Worldwide</p>
<p>SMARTIES</p> <p>Awarding Best in Class Mobile Campaigns</p>	<p>CEO & CMO Summit</p> <p>Annual Mobile Think Tank</p>	<p>1000+ Mobile Case Studies</p> <p>Inspiring Creative Innovation</p>	<p>30+ MMA Events</p> <p>Spread across 20 Countries</p>

MMA COVID-19 Marketer Support Hub

#WeAreInItTogether



Select region: **Global** | APAC | EMEA | LATAM | North America

RECENT UPDATES

Best Of COVID-19 Ads
10 hours 40 min ago

COVID-19 Emails: Key Considerations And Tips
10 hours 54 min ago

What The Coronavirus (COVID-19) Means For Marketers
10 hours 59 min ago

How to Adapt Your Marketing During the Coronavirus (COVID-19)
11 hours 2 min ago

TRACKING COVID-19 AND ITS IMPACT AROUND THE WORLD

HUMAN RESOURCES, BUSINESS TOOLS AND TIPS

MARKETING AND ADVERTISING TODAY! & IN THE FUTURE

BUILDING OUR MARKETING

CONSUMER TRENDS AND

LIGHT-HEARTED

<https://www.mmaglobal.com/marketersupporthub/weareinitttogether>

MMA INDIA WORKING COUNCILS

MMA

**CREATIVE
COUNCIL**

- From A Blink To An Imprint, To A Heartbeat
- From A Blink To A Heartbeat

MMA

**MEDIA
EFFECTIVENESS
COUNCIL**

- How Brands Can Make Smarter Decisions in Mobile Marketing
- A Journey Map for Marketers' Success with Multi-Touch Attribution (MTA)

MMA

**BRAND SAFETY
COUNCIL**

- MMA & Decision Lab: Ad Fraud India Report
- MMA Attribution Fraud Assessment Tool

MMA

**MARTECH
COUNCIL**

- Modern Marketing Era – Time to Reset & Reboot with Martech
- Responsible Marketing with First-Party Data

MMA









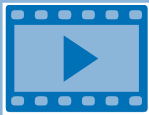

**VOICE & AUDIO
COUNCIL**

- Build For Voice



MMA PROGRAMS & INITIATIVES

Our programs and working groups consist of executives who discuss key issues for a specific industry segment, technology or business issue. The programs and working groups meet on an ongoing basis to develop and execute industry initiatives that reflect the needs of their initiative area and membership.

 Currency Measuremen t	 Internet of Things	 Location	 Mobile Games	 Mobile Messaging
 Mobile Native Advertising	 Mobile Programmatic	 Mobile Shopper Marketing	 Mobile Video	 Privacy



Enroll by emailing committees@mmaglobal.com

UPCOMING WEBINARS



- ≡ July 24 – Consumer Data Models in a Privacy Driven World



- ≡ July 29 – Long-term Impact of Marketing: A Compendium



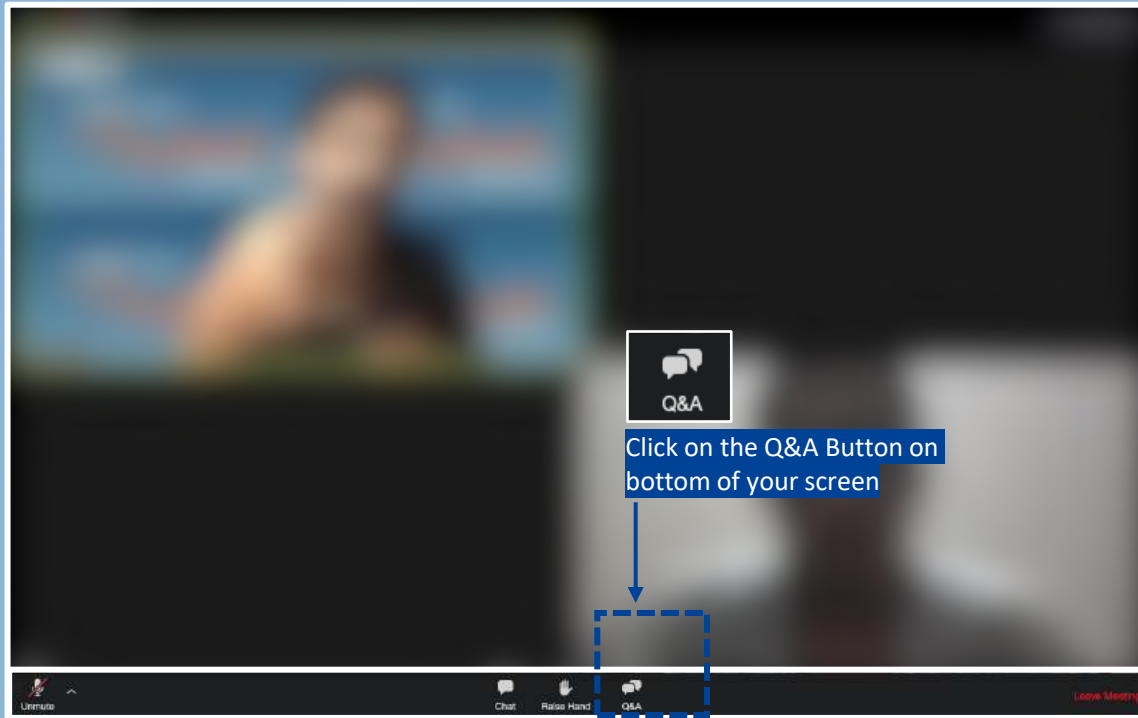
- ≡ July 30 – Responsible Marketing with First-Party Data
- ≡ August 6 – D2C Strategy & First-Party Data
- ≡ August 13 – Cloud For Marketing



MANAGING YOUR QUESTIONS

Share the Insights

#MMAWeb



- Please type in all your questions in Q&A section only.
- The question which has maximum likes may be addressed.
- Please mention - Your Name, Designation, Company while asking questions.
- Please mention the speaker you would like to answer.
- Please keep your questions related to this webinar discussions.

KEYNOTE SPEAKERS

The Voice Ecosystem in India



Shamsuddin Jaswani
Group MD
Isobar South Asia

Voice Insights from Google



Sapna Chadha
Sr Country Marketing Director
Google India & SEA

JULY 21, 2020

BUILD FOR VOICE



This playbook is a quick simple guide for you to step into the wide arena of voice technology. Don't get intimidated, it's going to be a thrilling journey!

At Isobar India, we truly believe that the voice revolution has begun. The amazing thing about voice is that it breaks the barriers of language and education – opening doors for millions of Indians to benefit from it. I am excited to see how voice will transform the way we live today, from how we interact with our surroundings to how we consume content, voice is going to change things dramatically. In India, it will majorly be driven by mobile phones. Voice will enable hands-free interaction between you and your device, thus, bringing down majority of the actions done today such as type, tap or swipe.

So, let's get your journey on voice started!

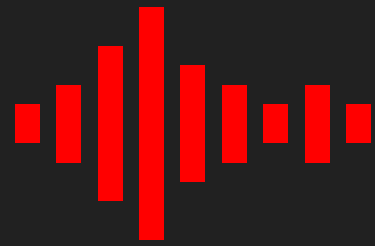
Shamsuddin Jasani

Group MD, Isobar South Asia

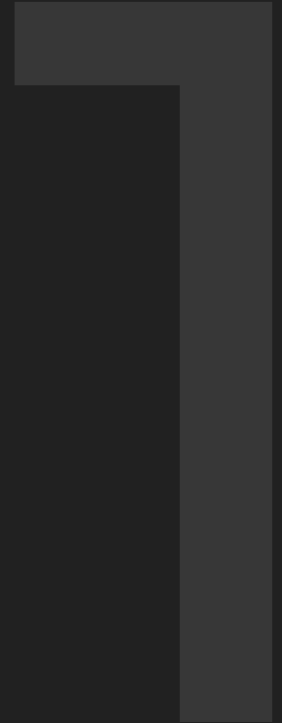


agenda

1. KEY SHIFTS IN THE CULTURE
2. VOICE ECOSYSTEM
3. GROWTH IN INDIA
4. VOICE TECH BRINGING PURPOSEFUL CHANGE
5. WHAT DOES FUTURE HOLD
6. THINK VOICE BUT WHY



KEY SHIFTS IN THE CULTURE



From humans adapting to machines to machines evolving **to cater to humans needs!**

PAST



NOW



From being an intimidating & threatened future to being **an enabler to humankind**

2013

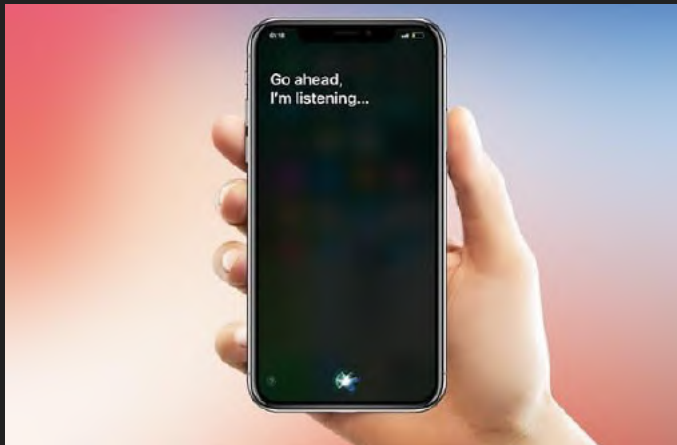


2020



Growing adoption of voice tech will move the consumption
from **being individual centric to household centric**

ME



WE



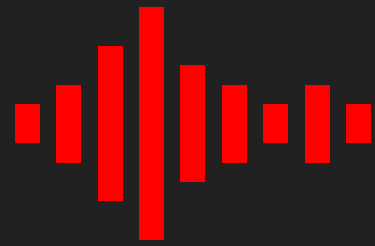
The focus on the consumer experience is driving **the integration of voice tech**

2009

2/3 OF TOUCHPOINT
BRAND DRIVEN

2019

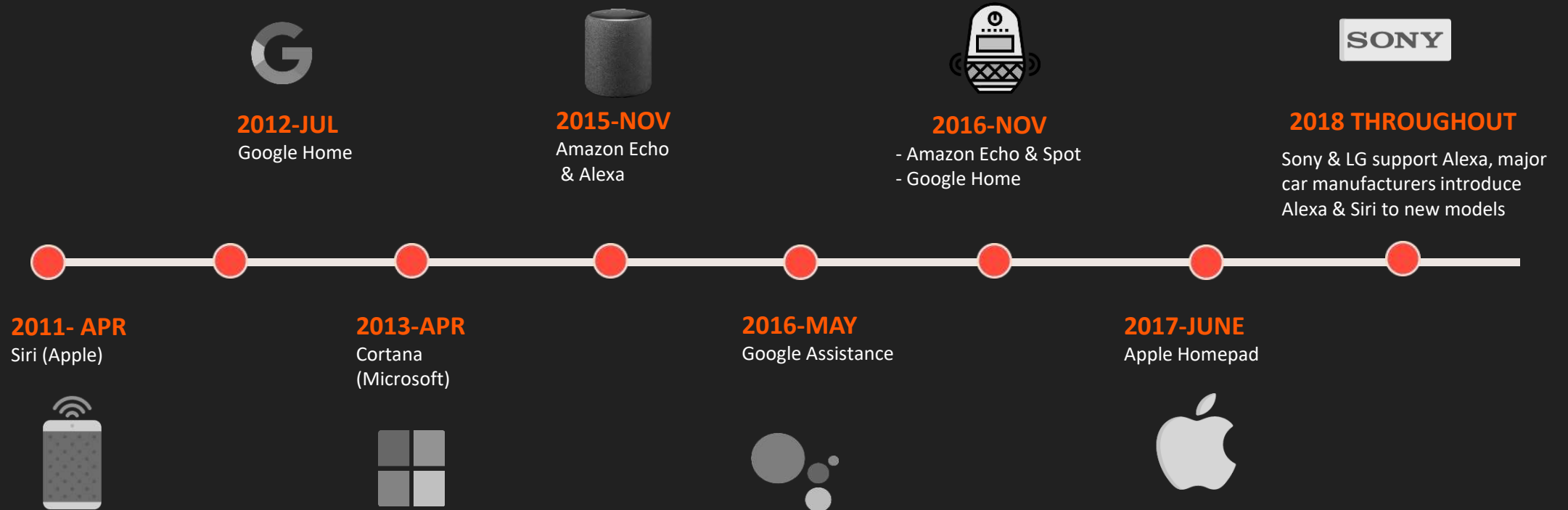
2/3 OF TOUCHPOINT
CONSUMER DRIVEN



THE VOICE ECOSYSTEM



The Voice Evolution

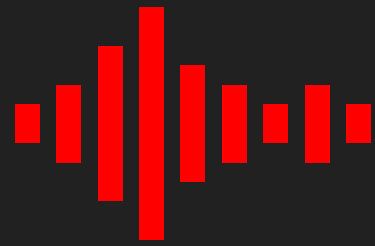


VISUAL & VOICE

SEARCH SEO & PAID

PLATFORMS & SKILLS APP





THE GROWTH IN INDIA

3

The estimated growth of the **voice tech industry in India**



36%
use smart home devices
like internet connected
thermostats or home
audio systems



16%
use a voice assistant speaker
like Alexa Echo or Google
Home



54%
Indians using at least one
wearable device

How are we using **smart speakers**?



84%

ASKING QUESTIONS



83%

STREAMING MUSIC



80%

CHECKING WEATHER



66%

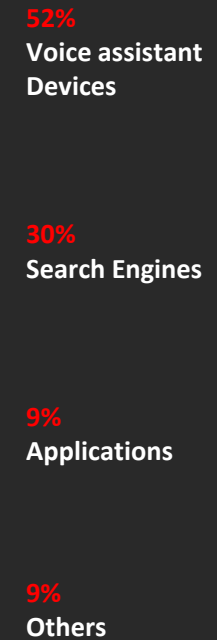
SETTING ALARM/TIMER

How are we using **voice assistance**?

WHAT DO WE USE OUR VOICE ASSISTANT FOR?



ON WHICH PLATFORM DO YOU SEE VOICE SEARCH?



How are we using **voice search**?



By 2020, **50%**
of all searches will be voice searches



40%
of adults now use voice search
once per day



20%
of the mobile queries are
Voice searches



There will be **8 billion**
Voice assistants by **2023**



Google's AI reads over **2,865 Romance novels** In order to improve its controversial search abilities



Mobile voice-related searches are **3x more** likely to be local-based than text

& the start of **voice commerce**?

Walmart's Indian E-Commerce Subsidiary Flipkart Debuts Voice Assistant for Grocery Shopping in Hindi and English

ERIC HAL SCHWARTZ on June 9, 2020 at 11:30 am

Amazon rolls out Alexa-powered voice shopping experience in India

Manish Singh @refsrc / 8:52 pm IST • March 12, 2020

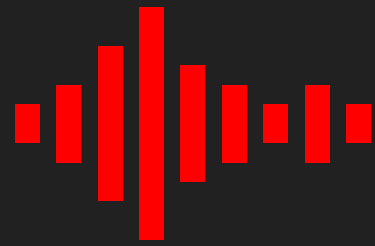
Comment



Voice tech will bring uniformity in

diversity.
It plays an important role in helping connect the less tech-savvy populace of Tier-2 and Tier-3 cities to machines or applications.





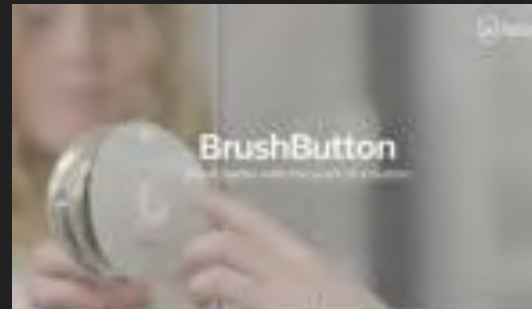
VOICE TECH BRINGING A PURPOSEFUL CHANGE



Voice tech is a crusader of change **solving human problems**



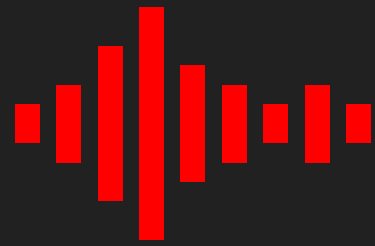
Decreasing the Screen Time of children while they travel.



Nudging the people to be more hygienic by taking care of their health.



Voice petition to join the no malaria movement.



WHAT DOES THE FUTURE HOLD?

5

A more human feeling

Advances in AI & Technology are changing how we interact. Google says six new voices are coming to the Google Assistant



More Specific Devices

Parental Control Dashboard

Free for Unlimited Time

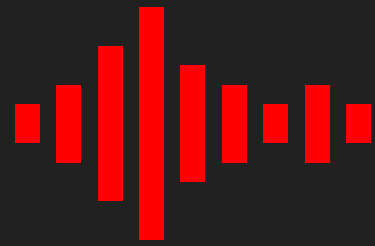
Age Curated Content





Intense competition with big tech in every vertical

The growth is problematic for the companies which do not have a voice solution. The companies that do have voice technology: Amazon, Google and Apple are competing head to head in nearly every major industrial vertical.



THINK VOICE,
BUT WHY?



To focus on **consumer experience**

With more and more enterprises and industries adopting a Customer-centric approach instead of a business centric approach. Voice technologies create an avenue for reimagining customer experience and strengthen customer loyalty.



More effective Digital Solutions



How can we make
existing interactions
even easier/richer?



What new
integrations can
we create?



Is it an
appropriate
environment to
use voice?



How does this
contribute to
business
objective?

For measurable growth in
Business Value



Is it solving or helping
to solve a business
problem?

Is it
providing more opportunities to
connect with my
internal/external consumers?

Will it lead to business
efficiencies?

The popularity of cocktails is rising.

THANK YOU!

PANEL: HARNESSING THE POWER OF VOICE

Moderator



Gopa Kumar
COO
Isobar



Arvind R P
Director – Marketing &
Communication
McDonald's



Sreeraman Thiagarajan
CEO
Agrahyah Technologies &
aawaz.com



Rudra Kasturi
VP
Times Internet

UPCOMING WEBINARS



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THANK YOU

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