

2nd Annual Summit on
**Branding and
Marketing**

Brand Building in the Age of Technology

23rd February 2023 – New Delhi

SUMMARY REPORT

The Associated Chambers of Commerce and Industry of India

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PREMIUM[#] DESH KI CHAI



 #This is only a brand name and does not represent its true nature. Images are for illustration purpose only.

Introduction

The ASSOCHAM 2nd Annual Summit on Branding and Marketing was a significant event that took place on February 23rd, 2023, in New Delhi, with the theme "Brand Building in the Age of Technology." This summit was a gathering of distinguished experts, business leaders, and marketing professionals who came together to explore the latest trends and best practices in building and promoting brands in today's technology-driven environment. With technology advancing at a rapid pace, the summit highlighted the importance of innovation, creativity, and agility in brand building that resonates with consumers and drives business growth. The summit provided an engaging platform for insightful discussions, case studies, and networking opportunities, enabling organizations to navigate the challenges and opportunities of brand building in the digital age. The summit had a diverse attendee profile of over 200 participants, including top executives, managers, and research scholars from various fields such as Sales & Marketing, Marketing Analytics, Advertising, Branding, Media, Social Media, Customer Experience, Strategic Management, and others.

The Opening Addresses



Mr. Thomas Varghese, Chairman of the National Council on Branding and Marketing at ASSOCHAM, and Business Head of Textiles at Aditya Birla Group, effectively established the overall theme of the summit and said to create a strong brand in today's digital landscape, companies should focus on understanding their target audience, developing messaging and visuals that resonate with them, and maintaining consistency across all channels. This requires a comprehensive brand strategy that includes customer centricity, authenticity, innovation, integration of digital and traditional marketing, measuring success, and ethical considerations.

He emphasized crucial steps that can aid both novice and experienced marketers in establishing a robust brand identity and can help differentiate your business from competitors, foster customer trust and loyalty, and ultimately lead to long-term success.

Importance of Branding

Branding is vital for any business as it creates an identity and helps build trust and loyalty with customers. A strong brand can differentiate

your business from the competition, drive long-term success, and attract top talent. Investing in your brand identity is an investment in your future success. So, take the time to understand its significance and develop a strong brand identity for your business to stand out in today's crowded market.

Customer Centric Approach

As CMO of Pulp and Fibre, he introduced a customer-centric approach by launching the B2B brand Liva and promoting our Viscose polyester comfort blend. They also rebranded our linen business, extended the product range, and made it more affordable to appeal to younger consumers while maintaining our brand's passion for linen. They invited delegates from the European Linen Association to showcase our commitment to the brand. In our woollen business, they launched value-added products like superwash wool based on consumer needs. Our focus is always on the consumer, and all our innovations are directed toward meeting their expectations.

Authenticity

In today's competitive market, authenticity is key to building trust with consumers. Be transparent about your brand's values and mission, show the human side of your brand, use real people and stories, be honest about limitations, and respond to feedback constructively. By communicating your brand's true self in a genuine and transparent manner, you can build a loyal following and achieve long-term success.

Innovation

In today's rapidly changing market, businesses must continuously innovate to stay competitive. Innovation can differentiate a business, build a strong brand image, and create a memorable customer experience. Incorporating technology, personalizing branding, focusing on customer engagement, embracing new marketing channels, and collaborating with others are ways to infuse innovation into branding and marketing efforts. Utilizing AR/VR and other interactive technologies can enhance customer experiences while leveraging data can create personalized messaging. Engaging customers through social media, events, and customer service is crucial. Adopting new marketing channels and tactics, like influencer marketing and chatbots, can help stay ahead of the curve. Collaboration can bring fresh perspectives and new resources to your marketing campaigns.

Integration of Digital and Traditional Marketing

In today's competitive market, businesses need a comprehensive marketing strategy that integrates both traditional and digital methods. Digital marketing is essential as consumers increasingly use digital channels to connect with brands. However, traditional marketing methods still have strengths, like creating broad brand awareness. Integrating both methods create a more effective and personalized customer experience. Traditional methods can reach a mass audience while digital methods can target specific segments.

Measuring Success

To measure the success of your marketing efforts, establish clear goals and choose the right metrics to track progress. Key metrics

to consider include traffic and engagement, conversion rates, and return on investment. Measuring success is an ongoing process that requires regular review and analysis of your marketing metrics to identify trends and make data-driven decisions. By doing so, businesses can achieve their goals and maximize their return on investment.

Ethical Considerations

Marketers have a responsibility to be transparent, respect consumers' privacy, provide accurate information, be culturally sensitive, and promote environmental responsibility. By adhering to ethical principles, marketers can maintain consumer trust and respect, protect individual rights and privacy, and promote responsible and sustainable practices. Ethical marketing is crucial for building brand reputation and contributing to a positive marketing landscape.

Mr. Vikram Sakhujia, Co-Chair, National Council on Branding and Marketing, ASSOCHAM & Group CEO, Madison Media



He briefed in his address that it is clear that technology has transformed marketing by providing companies with access to consumer insights and enabling personalized messaging, targeting, and social media engagement. Data-driven decision-making and brand reputation monitoring are also playing a key role in building trust and credibility with consumers.

Mr. Puneet Das, Co-Chair, National Council on Branding and Marketing, ASSOCHAM & President – Packaged Beverages (India & South Asia), Tata Consumer Products Ltd. said that Brands can leverage latest technologies to measure the effectiveness of their campaigns in real-time and build stronger relationships with their audience. He further added that the importance of technology in marketing and how it can be leveraged to build relationships with consumers. used technology to amplify



deeper relationships with consumers and create unique experiences that resonate with them.

The inaugural address by Mr. Sam Balsara mesmerized the audience through his insights and detailed presentation:



consumer engagement with their hyperlocal marketing mix strategy. The brand had deep links with specific regional preferences and had pioneered a hyperlocal journey in their marketing mix. However, they wanted to continuously connect with consumers of each region while balancing national stature and regional pride.

Further, He shared an example how the brand leveraged the technology to create a virtual tea shop experience for consumers. A digital platform was created where consumers could create their own tea blends, choose their preferred flavors, and explore different combinations. This gave consumers a chance to engage with the brand in a unique and personalized way, while also providing valuable insights into consumer preferences.

Overall, the speaker emphasized the importance of being clear about the brand proposition and then leveraging technology to amplify consumer engagement in a meaningful way. These examples demonstrated that technology can be used by any brand, regardless of the category or industry, to build

The pervasive influence of technology has made its presence felt in every sphere of activity, including marketing and advertising. The adoption of technology has enabled the marketing industry to leverage new tools and techniques, resulting in improved effectiveness, higher return on investment (ROI), increased impact of communication, and simplified and automated marketing processes.

Over the past 5 years, the number of individuals with access to mobile devices in India has increased by approximately 300 million, compared to around 100 million for individuals with TV homes. Despite this growth, TV still has a marginal lead over digital in terms of reach. The availability of low-cost data plans has contributed to the high level of data

consumption in India. Short video content has also grown exponentially in popularity, with a nine-fold increase since 2016. Indians spend almost five hours on their smartphones daily, which is the highest in the world.

According to Nokia's analysis, by 2026, mobile broadband penetration in India is expected to reach 90%, with an average monthly data usage per user of 40 GB, which would be the second highest in the world. The study also indicates that younger individuals spend more time on digital platforms, while the older age group spends more time on television. These changing media habits in India, such as the increase in mobile and digital usage, short-form video content, and the prevalence of multimedia consumption among millennials and Gen Z, have made it challenging for brands to dominate share of voice and use traditional advertising strategies like spray and pray.

He further explained that "What has been the the impact of Change in Media habits on Adex".

The global advertising expenditure (ADEX) currently stands at 880 billion dollars, growing at a compound annual growth rate of 10% over the past 5 years, even during the pandemic. Advertising remains the driving force behind marketing, a fact that is well-known and acknowledged by marketing professionals, CEOs, and promoters. Those who do not recognize this truth are likely to be left behind.

Indian ADEX has been slow to adopt digital marketing, possibly due to lower penetration rates, but is now rapidly catching up. For the first time last year, digital advertising expenditure overtook TV advertising expenditure to become the number

one medium in India. We expect digital advertising to continue to grow at a rate of 25%, accounting for 41% of advertising expenditure, while TV advertising will grow at 9% and account for 32%. The Pitch Madison report forecasts a 16% growth in advertising expenditure in India, compared to a predicted 3% growth in global ADEX.

Additionally, it is known, the fast-moving consumer goods (FMCG) sector is the largest category in advertising expenditure, accounting for 30% of the total. FMCG advertisers have started to embrace digital marketing more extensively, with Unilever, the country's largest advertiser, now spending 25-30% of its advertising budget on digital marketing.

Rise of Digital ADEX Aligned with Changing Consumer Behavior.

- The surge in Digital Advertising Expenditure (ADEX) can be attributed to various factors, including the changing consumer behavior and the increasing amount of time spent on digital screens such as mobile, laptop, desktop, and TV screens.
- The proliferation of mobile devices and low-cost telecom services in India, particularly during the pandemic, has led to an unprecedented level of mobile penetration. Coupled with digital advertising's ability to deliver targeted and cost-effective advertising to small-scale businesses, including home-based entrepreneurs, digital advertising has become an increasingly attractive option. Furthermore, the measurable and trackable nature of digital advertising allows for real-time monitoring and analysis of campaigns, which has further driven its growth.

Technology has 4 Pillars Making Digital Media Powerful and Attractive to Advertisers

i. Beyond Demographics


The first pillar of technology that makes digital media powerful is its ability to go beyond demographics and offer precise targetability. Unlike traditional media like TV, which can only target by state, town class, NCCS, age group, and gender, digital media offers the

ability to target by various factors such as parental status, marital status, education, home ownership, employment, life stage, events, affinity, and narrow geographies. Remarketing possibilities are also available. Madison, a marketing agency, has used this to great advantage in their campaigns for Nicotex, Tanishq, and Asian Paints by targeting newly married couples, new parents, and young couples with high interest in home decoration respectively.

Targeting beyond demographics = Sharp Communication



Special communication for Nicotex targeting Just Married/Just Parent



Targeting Getting Married Soon for Tanishq Rivaah Campaign



Targeting young couples interested in Home Decoration for Asian paints

Thanks to technology, Behavioural targeting is just a click away



ii. Granular Analytics

HOW

McDelivery

Analyzing how every impression delivered

- In most campaign we don't know which 50% worked?
- We took the challenge of analyzing how EVERY IMPRESSION helped McDonalds improve their online orders
- Customized analysis using Google Ads Data Hub - Impression level data in privacy safe manner

4 We'll deliver to you!



McDelivery



The case study for McDonald's in India used a new tool called Ads Data Hub (ADH) from Google to perform granular analytics. Based on the inherent strength and competitive intensity of each city, the exposure of McDonald's ads varied from city to city. For example, in Mumbai, the exposure was as low as 4, while in Bangalore, it needed to be 8. This detailed analysis made possible by technology helped McDonald's double their orders, indicating the effectiveness of granular analytics in improving business performance.

The case study for Blue Star used a tool called Discovery Ads and granular analytics to significantly lower the cost of customer acquisition by up to 80% and increase conversions by 1.5 times. Digital technology enables real-time attribution and faster corrective action, leading to improved ROI compared to other media. Continued usage of digital analytics can bring further efficiency to a company's marketing strategy. Overall, this highlights the effectiveness of granular analytics in improving marketing performance through digital technology.

CASE STUDY
RETAIL

Blue Star leveraged Discovery Ads to lower cost per acquisition (CPA) and increase website traffic

BLUE STAR

Consumer Electronics
APAC - India • <https://www.bluestarindia.com/>
Agency Name: Madison World

The Challenge
Blue Star wanted to increase awareness about their DTC website, drive relevant traffic and get conversions at an efficient cost per conversion. Apart from Search, Display campaigns were being used to drive clicks but the traffic on the website wasn't entirely relevant. The highly competitive season was also leading to high cost per conversion on generic search campaigns. They were thus looking for ways to complement existing campaigns and improve cost per conversion.

The Approach
Blue Star decided to complement their Search and Display campaigns with Discovery ads for the first time to utilise their new Virat Kohli creatives on Discovery's premium inventory. The Madison team analysed past account behaviour and narrowed the in-market and custom-affinity audiences to reach out to. These audience types ensured relevant traffic was directed to the website

The Results
The Discovery campaigns drove higher traffic and 30% of the conversions at an 80% better cost per conversion compared to Display Ads and Generic Search campaigns.

"We wanted to try out new channels on Google for our DTC website and Discovery ads proved to be very helpful for us. The conversions have increased at lower cost and we will be using this ad format in upcoming campaigns as well"

—Soma Priya, Digital Marketing Specialist, Blue Star

80%	155%	30%
Lower Cost / Conversion than Display ads	Higher overall conversions YoY	Conversions driven by 15% investment

Primary Marketing Objective(s)

- > Increase website traffic
- > Grow Online Sales

Featured Product Area(s)

- > Discovery Campaign

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iii. Contextual Messaging



The ad for Cadbury's Diwali campaign utilized contextual messaging by using technology to create thousands of ads featuring Shah Rukh Khan as the protagonist in a video that promoted individual dealers by name. This demonstrates how technology can be used to personalize and target advertising messages to

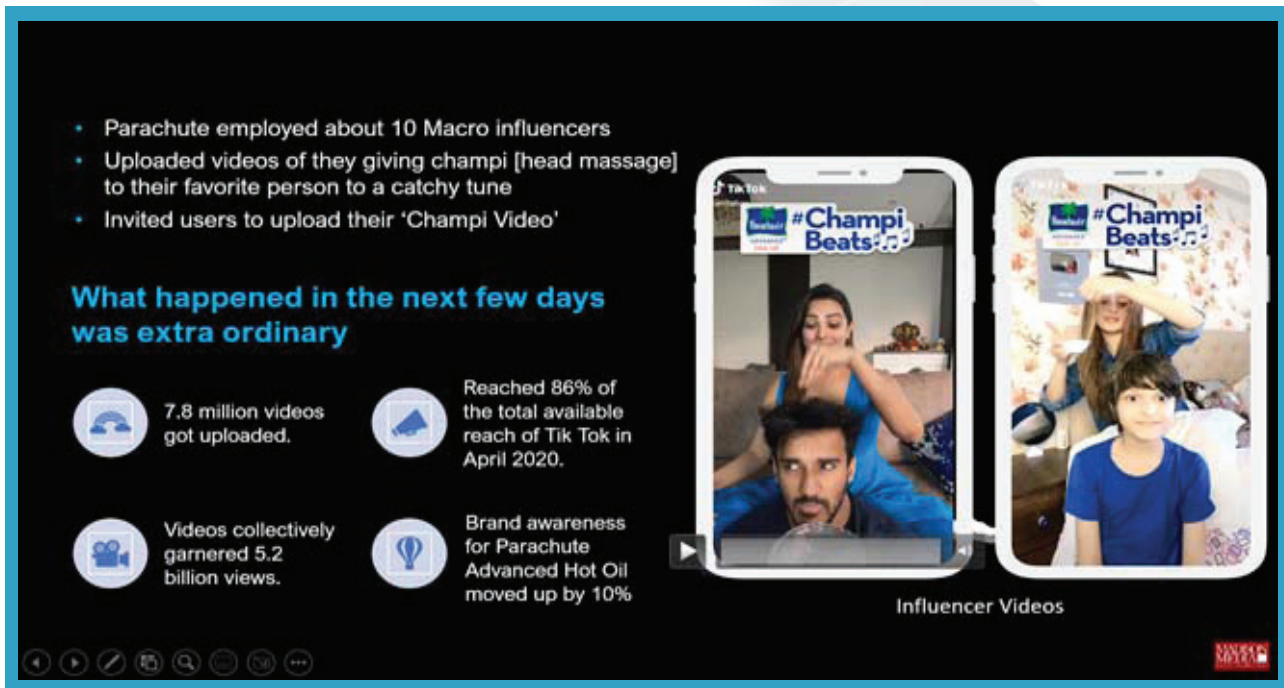
specific audiences, increasing the effectiveness of the campaign. The use of contextual messaging in advertising highlights the power of technology to create tailored experiences for customers, resulting in improved engagement and brand loyalty.

iv. Virality

The campaign for Marico utilized the power of virality by starting with just 10 macro-influencer celebrities giving a Champi (head massage) to their favorite person, set to a catchy tune, and inviting viewers to do the same. This simple and relatable campaign resulted in an astonishing 7.8 million videos uploaded, collectively garnering 5.2 billion views, showcasing the potential for virality to

significantly amplify the reach and impact of marketing campaigns.

In conclusion, technology is playing an increasingly important role in advertising and marketing. It can help identify behavioral targeting opportunities, provide actionable insights, contextualize communication messages at scale, and undertake social listening to drive virality. Media and creative professionals who possess tech skills, as



- Parachute employed about 10 Macro influencers
- Uploaded videos of them giving champi [head massage] to their favorite person to a catchy tune
- Invited users to upload their 'Champi Video'

What happened in the next few days was extra ordinary

- 7.8 million videos got uploaded.
- Reached 86% of the total available reach of Tik Tok in April 2020.
- Videos collectively garnered 5.2 billion views.
- Brand awareness for Parachute Advanced Hot Oil moved up by 10%

Influencer Videos

well as expertise in numbers, analysis, logic, and ideas, can leverage technology to create effective campaigns that engage audiences and drive business outcomes. Overall, technology has become a crucial component of modern marketing strategies, enabling brands to reach and connect with customers in new and innovative ways.

Mr. Vivek Malhotra, Co-Chair of National Council on Branding and Marketing, ASSOCHAM & Group CMO of India Today Group, discussed the significance of each speaker, including Mr. Sam's captivating storytelling, Mr.Sakhuja's expertise in data analysis,

Mr. Pankaj's study on the migration to streaming platforms, Mr. Varghese's ability to balance emotional storytelling with data analysis, and Mr. Puneet's expertise in immersive experiences. He believed each speaker's insights would be valuable in understanding marketing trends and leveraging them in campaigns.

Overall, He hoped to learn from these experts and assessed their readiness for the future of marketing. He was also keen to stay ahead of the curve and was open to new approaches and strategies to ensure that they are ready for the changing landscape of marketing.



Presentation on “Digital Advertising - CPMs or ERs” by Mr. Pankaj Krishna, Founder & CEO, Chrome Data Analytics & Media and Report Released



He discussed the report on digital advertising that uses an SDK to map content played on connected TVs and smartphones to measure live content and equate revenues between CPMs and ERs globally. The report provides data on the penetration of mediums and the biggest shows, and it dissects the total universe of cable and satellite along with the

internet. The report highlights the penetration of mediums, with Disney plus Hotstar currently being the number one platform in terms of total reach with 138.5 million viewers, most of which comes from advertising. The report provides data on the total universe of cable and satellite along with the internet, which stands at about 101,175 million, as well as data on the reach of linear content on cable and satellite and digital platforms.

Further, report shows that Aaj Tak is the leading news channel in India with 161 million cable and satellite consumers and 345 million views across various digital platforms in December. The report also ranks the top news channels in terms of live streaming, with Aaj Tak at number one followed by Zee News, India TV, and TV. Interestingly, 8 out of 10 of the top news channels on YouTube across the globe are from India, with Aaj Tak having the highest number of subscribers at 55 million. The report also explains the definitions of CPI and CPM and how they relate to digital advertising. Additionally, it notes that CPMs are mostly measured in 3-second views for videos and static images are captured as a hit or an impression. The probability of someone watching a video for 3 seconds and continuing to watch for 10 seconds is 89% but drops to 36% after 30 seconds.



Cross Media Measurement

**DIGITAL
TRACK**

CROSS MEDIA MEASUREMENT

Cross Media Measurement Across
*YouTube, Native Apps,
OTT Platforms, Browsers,
Smart TVs, Tizen,
Android version 8 and above.*



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Leveraging the Power of Technology for Marketing

Mr. Vivek Malhotra, the Co-Chair of the National Council on Branding and Marketing at ASSOCHAM and Group Chief Marketing Officer at India Today Group, led the discussion with his insightful questions during the panel on Leveraging the Power of Technology for Marketing. He set the tone



by posing a question to Mr. Puneet about his experience and learnings in investing in immersive technology campaigns and optimizing them at scale. With his expertise in marketing and branding, Mr. Malhotra played a vital role in moderating the panel and guiding the discussion toward valuable insights and solutions.

Mr. Puneet Das, Co-Chair, National Council on Branding and Marketing, ASSOCHAM & President – Packaged Beverages (India & South Asia), Tata Consumer Products Ltd. shared valuable insights on investing in immersive technology campaigns and optimizing them at scale. The key to success is prioritizing the brand proposition and



enhancing the experience with technology, while also being brave and trying new things. Working with the right partners is crucial, and creating an engaging environment that adds social value for consumers is key. The skill set required for successful marketing has shifted towards understanding consumer behavior and creating personalized experiences. AI should be utilized as a tool to enhance and optimize human capabilities.

The key learning for successful marketing campaigns is to prioritize the brand proposition and enhance the experience with technology, rather than focusing solely on technology. It's important to understand the brand's objective and utilize available resources to justify the experiment's scalability. Being brave and trying new things is also crucial in today's interactive and medium-agnostic world. The skill set for successful marketing has shifted towards creating an engaging environment where consumers willingly interact with the brand. This requires understanding the consumer's behavior and creating social value for them. In terms of AI replacing humans, it's difficult

to predict, but the focus should be on utilizing AI as a tool to enhance and optimize human capabilities.

Mr. Prateek Chatterjee, Sr. Vice President, Corporate Communications & Marketing, NIIT Limited emphasized the need to maintain brand impact despite advancements in AI technology. COVID-19 forced NIIT to enhance digital offerings, leading to a broader outreach



beyond demographics. Digital plays a crucial role in outreach, while corporate training relies on account-based marketing and a human connection. Overall, NIIT uses a combination of digital and outreach methods to cater to its diverse audience.

Mr. Azazul Haque, Chief Content Officer at Media Monks, highlighted that technology cannot replace humans. He gave an example of humanless Boeing planes, stating that such an idea would not have many takers. The panel agreed on the importance of integrating traditional elements with technology in communication. They emphasized the significance of personalizing advertising to connect with individuals or clusters of people.



The shift from TV to personal screens requires a deeper understanding of industry acceptance and measuring things beyond reach in isolation. The focus should be on finding the right message for the specific audience and context, and technology can enable personalized and immersive communication. The panel also stressed the importance of human-centric marketing and balancing data-driven insights with human intuition to cater to the unique needs of different audiences.

Mr. Pankaj Krishna, Founder & CEO of Chrome Data Analytics & Media, highlighted the challenges of measuring digital advertising metrics in a multi-device world. He discussed the importance of deduplication of reach and how the industry has accepted it, but also noted that identifying which content is being viewed across devices can be a logistical nightmare. As an expert in digital advertising, he also emphasized the importance of sampling size and measuring cross-platform consumption to get an accurate picture of audience behavior.



Additionally, he mentioned the relevance of CPMs (cost per thousand impressions) or ERs (engagement rates) in digital advertising and referred to a report released at the event for further information. In today's fast-changing digital world, discussions on linear TV are becoming obsolete, and the future is to scale up data to a million, even though currently, it represents only 80,000.

Mr. Prabhvir Sahmey, Senior Director, Samsung Ads, India & Southeast Asia stated that TV time is growing, but the discovery of content remains a challenge. By 2024, Samsung plans to connect all of its devices in India to the internet. The digital world is rendering discussions on linear TV obsolete, and deduplication of reach is becoming widely accepted. Identifying unique audio or video tags for each frame on every screen is difficult. Samsung's advertising business is interesting, given that people are shifting from set-top boxes to streaming apps. Samsung is providing access to device intelligence for



marketers and decision-makers in India. TV on-time is growing by 5% month-over-month, and by 2024, every television device in India is expected to be connected to the internet.

In conclusion, the successful integration of technology and marketing requires a strategic balance and collaboration between the two fields, as the fast-changing digital landscape continues to reshape the way we consume media and advertising.

Brand Building in a Hybrid World Covering B2B, D2C, etc.

Mr. Vikram Sakhuja, Co-Chair of the National Council on Branding and Marketing, ASSOCHAM, and Group CEO of Madison Media, moderated a panel discussion on brand building in a hybrid world covering B2B and D2C marketing strategies. The discussion



revolved around the needs of B2B customers and end consumers in today's marketplace, especially in a hybrid or phygital world. The discussion began with the definitions of B2B and D2C marketing and when to use them for products at different life-stages. B2B marketing focuses on selling products or services to other businesses or organizations, whereas D2C marketing involves selling directly to consumers. B2B marketing is more suitable for products that are complex, expensive, or require customization, while D2C marketing is ideal for products that are simpler, affordable, and have mass appeal. Further, The panelists shared their success stories and best practices for B2B and D2C marketing strategies and discussed how to manage the hybrid marketplace effectively.

Mr. GovindaRaj Avasarala, Head of Enterprise Marketing at Vodafone Idea Ltd, correctly



pointed out that although there are similarities between B2B and D2C marketing, there are significant differences that marketers must consider. Specifically, B2B decision-making often involves multiple individuals, longer buying cycles, and a more complex sales process. Therefore, building relationships and engaging with buyers and influencers early in the process are critical for success.

To achieve personalized engagement with potential customers in B2B marketing while scaling outreach efforts, digital marketing tools such as marketing automation can be very helpful. Marketing automation tools can help to streamline the process of delivering targeted content and messaging to customers and prospects, as well as tracking and analyzing engagement metrics to optimize campaigns.

Another point that was discussed, was the importance of adapting to the hybrid world of both online and offline channels. With many businesses now operating in a hybrid model due to the pandemic, it's important to have

a strong digital presence and to effectively leverage online channels such as social media, email marketing, and digital advertising. At the same time, it's still important to maintain personal relationships and connections with customers and prospects through in-person events and interactions where possible.

Finally, it was noted that having both B2B and D2C brands within a company can offer valuable insights and opportunities for cross-learning. For example, learnings from successful D2C campaigns can be applied to B2B marketing efforts, and vice versa. By taking advantage of these cross-functional opportunities, companies can build stronger and more effective marketing strategies overall.

Mr. Abhimanyu Lal, Chief Business Officer, House of Brands, D2C, Tata Digital



emphasized that the rise of direct-to-consumer (D2C) brands is due to several factors. One of them is the infrastructure that allows brands to ship products directly to consumers, which has eliminated the need for distributors and retailers. Additionally,

online marketplaces have enabled brands to reach consumers more easily. However, while marketplaces are a significant channel for D2C brands, they still involve middlemen and are not entirely direct-to-consumer. The biggest challenge for D2C brands is generating demand and making people aware of their products, which is where the role of branding comes in. It's essential to understand that while D2C and marketplace marketing have similarities, there are differences in their economics, and the cost of generating demand is the biggest challenge in D2C.

Ms. Juhi Ramakrishnan, Independent Marketing & Brand Strategy Consultant



shared her points that In today's world, it's important for brands to have a presence both on aggregator platforms and their own apps to reach a wider audience. However, the approach to marketing should be based on three parameters. The first is the target audience, whether it's a specific group or the general public. The second is the complexity and criticality of the category. The third is the goal of the marketing campaign, whether

it's to inform, engage, provide credibility, or provide ease. Finding the sweet spot for each parameter is crucial. For example, in the case of airlines, different types of customers have different expectations. Some are comfortable with buying tickets online, while others need the reassurance of a physical presence. It's not just about digital or physical, but also about the type of information or interaction required. Brands need to consider all these factors to build a successful hybrid presence.

Ms. Minal Srivastava, Deputy Executive Director, Dalmia Bharat Group emphasized the importance of understanding the target consumer and leveraging influencers in the



industry. she also stressed the significance of storytelling and conviction in marketing efforts. she provided examples from her experience in the building materials industry and highlights the need to adapt strategies based on the category and size of the business. Ultimately, the success of brand building efforts depends on finding the right balance between online and offline channels and focusing on delivering value to the target audience.

Skilling (tech-enabled Marketing Skills) – Grounds up Digital Marketing Skills

The Masterclass by **Satya Raghavan, Director, Marketing Partners, Google India**



indeed captivated all. He brought about the increasingly positive consumer confidence in India exposed to more choice in brands.

“Push limits of creativity using technology,” said Mr. Raghavan after sharing interesting ways of classifying people and their cognitive bias and personalities. Evolution of marketing and advertising, and the skills that are necessary to succeed in the current landscape. He emphasized the importance of having a team with the right skills to deal with the complexity of modern marketing. The marketing has evolved from the broadcast era, where ads were shown to a broad audience with little targeting, to the precision era, where ads can be targeted to specific individuals. However, privacy concerns have made targeting more difficult, and he suggested that the next era of marketing will be the predictive era, where technology (AI and ML) will be used to

predict consumer behavior. He also described the importance of the intersection of media, technology (AI and ML), creative, and content in modern marketing, and suggested that marketers should strive to be at the center of these four areas. He suggested automating media to achieve marketing objectives and outcomes, and use the example of a small shop selling low-carb diet plans to illustrate how automation can be used to target different types of consumers.

Mr. Satya surely deserves more applause for the resounding applause winning Shah Rukh Khan's post pandemic Cadbury's unique campaign, which the former shared. The campaign uses AI, allowing local store/shop owners to create their own custom ads by recreating Shah Rukh Khan's face and voice. AI helped extend a helping hand to promote the pandemic-ravaged businesses. Helping trigger purchases, he recommends practicing these skills.

Tech-Supported Sustainability and Safety of Brands

Dr. P Rambabu, the CEO of GC Advisory, moderated the online session on Tech-Supported Sustainability and Safety of brands with great enthusiasm. He highlighted the new risks and opportunities that arise when technology and sustainability are combined. With the ever-changing landscape and complexity of challenges in the tech industry, the impact on brands due to sustainability claims and counterclaims is significant.

The discussion aimed to establish complete trust with all stakeholders and concluded that honesty in business branding is crucial for long-term sustainability. Core ethical and



social corporate governance are also essential, particularly when dealing with projections of Net Zero or addressing human rights violations and diversity issues.

During the session, the importance of responsible sourcing was emphasized, using IKEA as an example. This holistic approach to managing a product from start to finish ensures that sustainability is integrated throughout the entire process.

Dr. (Prof.) Ajay Kumar Pandey, FORE School of Management, New Delhi, declared greenwashing as a misuse of technology. He cited examples such as vehicles of a brand



producing emissions being injected with a chip to manipulate emission tests and a brand claiming to be efficient in packaging by 2025 but found with no real plan upon deeper investigation.

Prof. Pandey emphasized the importance of looking beyond buzzwords and conducting thorough research to avoid being deceived by brands. He noted that technology can be an enabler for sustainability and productivity, but sheer knowledge and operational efficiency alone cannot be considered sustainable without tangible results.

Misleading consumers into believing that products are sustainable creates confusion and manipulates public opinion, which can impact consumer markets. Prof. Pandey warned the audience to not take such claims at face value and stressed the need to understand the spirit of stakeholders for true sustainability. The brainstorming on stage aimed to alert attendees about the possibility of deceptive marketing and advertising tactics used by brands to deceive stakeholders.

Mr. Vivek Srivastava, Management Advisor (Former Managing Director), Innocean Worldwide India shared his insights on the



importance of community building for brands, and how consumers can easily see through dishonesty in today's world. He highlighted the role of data availability in helping brands gamify knowledge of sustainability for the public, citing an example from the recent Auto Expo where over 50,000 people registered to calculate their carbon footprint using the "Your daily carbon footprint calculator."

Mr. Srivastava emphasized how technology-based engagements can help brands achieve sustainability targets much faster, and how insights from consumer data can provide valuable information on the acceptability of environmentally friendly materials such as pro-planet leather or plastics from the ocean. He also noted that while 80% of consumers want sustainability, in reality, they tend to prioritize price over eco-friendliness when making purchasing decisions.

However, Mr. Srivastava stressed that consumers are becoming more alert, and brands cannot take chances with faulty campaigns. He also highlighted the role of millennials in supporting good brands through their fact-finding attitude, as they can decipher between honest and dishonest brand practices, ultimately determining the success or failure of a brand.

Mr. Amandeep Singh, Vice President - PNG Marketing, Indraprastha Gas Limited

emphasized the importance of sustainability and mapping out each process to maintain it. He stressed the significance of safety, governance, and transparency in the ESG score, and how these factors contribute to a brand's greater social impact.

Mr. Singh also referenced Kotler's philosophy of marketing products and services as part



of a greater mission with social impact. He highlighted the importance of cost economics for consumers and noted that while 66% of all clean energy solutions in India and China currently come from hydro burning of coal, there is still scope for everyone to shift towards renewable energy and take care of stakeholders.

Mr. Singh shared an example from ten years ago, where a CSR campaign was launched in response to an unfortunate incident in Delhi. The campaign sensitized people about respecting women and was conceptualized with a marketer and communicator's perspective. He also discussed the use of technology for convenience and better customer experience, such as sharing wait times in gas filling stations within a five-kilometer radius to help customers save time. Mr. Singh stressed that all technologies can help project a brand as socially responsible.

Ms. Betsy Vincent, Head ESG at GreenCell Mobility, discussed the role of technology in enhancing sustainability for brands. She highlighted their Electric Mobility as

a Service initiative as an example of how technology can be leveraged to meet sustainability goals. Vincent emphasized that sustainability solutions need to be tailored to an organization's unique operating reality and material issues. However, having a guide or framework to communicate an organization's sustainability performance to stakeholders is crucial. Vincent noted that people are willing to pay more for sustainable products and services.



Vincent also emphasized the importance of transparency, traceability, and making relevant information available for sustainability efforts to be effective. She noted that while GreenCell Mobility may operate 1000 electric buses, the source of the fuel used to power these buses needs to be considered. Additionally, waste management and material energy efficiency can lead to significant savings. Safety is also a top priority, and the gradual shift towards renewable energy sources remains a challenge. Ultimately, Vincent stressed that connected data and technology can play a crucial role in achieving sustainability goals for brands

Ms. Shalini Rao, CMO of Bangalore International Airport Ltd, acknowledged the challenges her sector faces in terms of



sustainability. However, she emphasized the importance of intent, focus, and effort towards sustainability. She cited the example of her company's efforts to positively impact the severely depleted water table in the region. She stressed the need for sustainable ongoing efforts rather than just talking about numbers or getting certifications for the sake of it. She also cautioned against greenwashing and stressed the importance of being true to the purpose of the brand and taking responsibility not only towards the environment but also towards people.

The panel also discussed the importance of consumer protection in India and the role of the Advertising Standards Council in ensuring truthful advertising. They stressed the need for discipline across sectors to prevent wrong or half-baked results that could harm brands significantly. They also acknowledged the complexity of the issue of misleading

consumers and the need for necessary action where required. The discussion ended with a promise to build stronger, truthful brands for a better tomorrow, in line with India's goal of decarbonization and energy independence.

How to Retain Customer Engagement and the Customer Experience in the Digital Era

The Masterclass by Ms. Surbhi Garg, Associate Director– Lead Commercial Sales Analytics, PepsiCo Inc. was indeed class.

Hyper-personalization of the Customer journey is becoming critical for engagement, all through the funnel. Using data and AI/ML to provide insights on customer interests is redefining the next human interaction and experience in the digital era.

She shared her insights on the importance of a data-first approach in engaging customers in the digital era. she believed that with more transactions happening digitally, customer data becomes imperative in creating an experience that customers like, converting them into



different stages of their digital journey, and creating a holistic marketing experience.

She suggested a holistic approach in creating a customer data strategy, where one should focus on collecting deep and wide customer data, integrating systems to create a smooth customer journey, and experimenting and measuring to improve the customer experience. She also noted that customer needs are evolving, with the current era having low customer loyalty due to the convenience and ease of finding anything online.

Further, she shared the benefits of using data, artificial intelligence and digital tools to create personalized and customized content to move customers through the conversion funnel. By analyzing the data, micro-segments can be created to target specific customers with content that resonates with their interests and preferences. Personalization can improve the customer experience and increase loyalty. For example - a phone manufacturing company, such as Apple, can use data and algorithms to target a customer who has a high propensity score of buying a phone in the next few months. By analyzing the customer's digital behavior and purchase history, the company can identify their preferences and showcase advertising that highlights their interests, such as camera and battery power. The company can also use next best action and hyper-personalization to suggest the best product for the customer, making the human interactions more effective and efficient.

Overall, the goal of using data and digital tools in marketing is to create more personalized and effective messaging and offers for each customer segment, improving the chances of conversion and building loyalty over time.

Conclusion and Key Recommendations

In the current digital landscape, the right mix and choice of technology can help brands grow substantially. This Summit brought about valuable insights, professional development, and information sharing, emphasizing the need to keep upskilling in this fast-paced industry. With India's growing power in the global arena, there are enormous opportunities to build long-lasting and loved brands.

Industry marketers and subject matter experts emphasized the importance of authenticity and sustainability in brand building. The millennials, who are the major consumer group, are fact-finding and can differentiate between honest and dishonest brands. Misleading consumers can significantly harm the brand's reputation and impact its success.

Therefore, it is crucial for brands to focus on their intent and efforts towards sustainability. Brands need to be transparent, take necessary actions, and communicate effectively with their consumers to build trust and loyalty. Continuous learning, innovation, and adaptation to the latest technologies are essential for brands to stay ahead in the competitive market.

In conclusion, building a successful brand requires a holistic approach that focuses on the consumers' needs and values. The event provided valuable insights and recommendations for brands to thrive in the digital landscape, emphasizing the importance of authenticity, sustainability, and continuous learning. Brands must take the right steps to build trust, loyalty, and long-term relationships with their consumers to ensure their success in the future. ■

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About ASSOCHAM

The Knowledge Architect of Corporate India

The Associated Chambers of Commerce & Industry of India (ASSOCHAM) is the country's oldest apex chamber. It brings in actionable insights to strengthen the Indian ecosystem, leveraging its network of more than 4,50,000 members, of which MSMEs represent a large segment. With a strong presence in states, and key cities globally, ASSOCHAM also has more than 400 associations, federations, and regional chambers in its fold.

Aligned with the vision of creating a New India, ASSOCHAM works as a conduit between the industry and the Government. The Chamber is an agile and forward-looking institution, leading various initiatives to enhance the global competitiveness of the Indian industry, while strengthening the domestic ecosystem.

With more than 100 national and regional sector councils, ASSOCHAM is an impactful representative of the Indian industry. These Councils are led by well-known industry leaders, academicians, economists and independent professionals. The Chamber focuses on aligning critical needs and interests of the industry with the growth aspirations of the nation.

ASSOCHAM is driving four strategic priorities – Sustainability, Empowerment, Entrepreneurship and Digitisation. The Chamber believes that affirmative action in these areas would help drive an inclusive and sustainable socio-economic growth for the country.

ASSOCHAM is working hand in hand with the government, regulators, and national and

international think tanks to contribute to the policy making process and share vital feedback on implementation of decisions of far-reaching consequences. In line with its focus on being future-ready, the Chamber is building a strong network of knowledge architects. Thus, ASSOCHAM is all set to redefine the dynamics of growth and development in the technology-driven 'Knowledge-Based Economy. The Chamber aims to empower stakeholders in the Indian economy by inculcating knowledge that will be the catalyst of growth in the dynamic global environment.

The Chamber also supports civil society through citizenship programmes, to drive inclusive development. ASSOCHAM's member network leads initiatives in various segments such as empowerment, healthcare, education and skilling, hygiene, affirmative action, road safety, livelihood, life skills, sustainability, to name a few.



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