

THE 2.0 MARKETER

August, 2019

Volume 1- Issue 3 | For Private Circulation Only

An Agency Reporter Initiative



Delivering Transformative
Business Results:

Vaishali Verma, CEO, Initiative India

Beginning of the Bloom:

The Indian Baby Care Industry

Building a Globally Consistent and
Locally Relevant Brand:

Rishi Walli, Beam Suntory, India

TikTok:

A Victim of Digital Policing

Pulling
the Car
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EDITORIAL

WE ARE ALL BRIGHT-EYED AND BUSHY-TAILED...

Good to see you back, again!

With just three editions old, I am glad to share that The 2.0 Marketer has managed to bag a lot of praise from our fraternity in regular bouts. My team and I are tickled pink and extend our unfeigned gratitude to each one of you who took out time to read our articles and shared their invaluable feedback.

With our promise to offer you the most riveting stories from our celebrated A&M industry, we endeavour to ensure that our editorial content matches the relevant information that you need. For this issue, the cover story delves into one of the most recent topics- Clouds surrounding the Indian automobile industry and how marketers can lend a hand in its revival. We have also talked about the phenomenal growth of the baby care industry in the recent years, in our lead story. This is our little effort towards acknowledging two of the most lucrative industries that we observe today.

As we strive to make our magazine the finest in our industry, I encourage you to stick around for some awe-inspiring stories and continue to send us your feedback and ideas for further improvement of our work.

Happy Reading!



Rahul Puri



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TikTok: A Victim of Digital Policing

While TikTok is still at a nascent stage in India, it has been marred by plenty of discussions. Read how it is managing to face the odds and still giving the existing leaders a run for their money. – Editorial Desk

TikTok, a Chinese social media app, is undoubtedly the big sensation amongst the Indian audience, especially Gen Y & Gen Z. A scroll on the app and immediately one can come across millennials, from all over the country, trying to do out-of-the-box things in 15 seconds to catch the attention of other users. These videos are based on different themes such as dance, slap stick comedy, mimicry and sometimes even stunts.

With over 150 million users in India, the app has successfully brought to the forefront a new set of content creators who are winning the game with their 15 sec videos. The app has been able to engage audiences from hinterland as well as the metro cities. TikTok is beginning to get its share of advertising dollars and has worked with several bigger brands like Pepsi, Myntra, Shopclues, Cuemath and Shaadi.com.

On one hand, TikTok is gaining traction among brands for its active user base and engagement, while on the other hand, the platform has faced much heat from the government over its content.

In a span of three months, the platform came twice under scrutiny for its content. Firstly, in April 2019, Madurai bench of the Madras High Court imposed a temporary ban on download of the app, stating that it serves as a platform for the distribution of explicit and inappropriate content which is likely to harm children. As a result, the app was out of PlayStore for nearly two weeks. The ban on downloads was lifted on April 24, after TikTok assured the court that it would take steps to ensure children are protected on the application.

In July 2019, RSS-affiliated, Swadeshi Jagran, filed a complaint against TikTok alleging that it is used for anti-national and illegal activities. Ministry of Electronics and IT served a notice along with a set of 24 questions to TikTok. It cooperated with the government and deleted more than 60 lakh videos from its platform violating its content policy. It is also setting up a data centre in India.

A Prey of Digital Policing?

Every day, we witness trolls making headlines on offline and online news channels. If a user scrolls through the tweets, one can easily find hate, abuse and dirt on caste, gender, country and nationality. The same is the case with Facebook & Youtube too.

So, the obvious question that comes to mind is- Why is only TikTok being targeted when similar content is available on other platforms too? We believe that the government should look at all these platforms with a similar yardstick.

Gopa Kumar, COO, Isobar, thinks that while TikTok has come under the scanner or is being singled out, there are several other platforms who have equally questionable content. *"TikTok has come under scanner because it has attracted a huge amount of younger audience."*



Having said that, TikTok has also witnessed a question mark on some of the content on its platform and concern about lack of moderation and child safety. They have taken that feedback in good stride, and strengthened their policies to allay the concerns raised," shares Kumar.

The social media users are creating tons of content every minute which must be managed effectively by the platforms. However, no country across the world has been able to effectively police the entire content generated on these platforms.

Adding to this, **Ashutosh Harbola, CEO, and Co-Founder, Buzzoka**, says, *"TikTok as a platform has a lot of stickiness attached to it and as a result, there is a huge traction towards the platform. In the last few months, especially after the first ban, the brand engagement on the platform has risen. However, just like any other user generated platform, TikTok also has been a victim of several unwanted elements trying to create unwarranted content."*

“On one hand, TikTok is gaining traction among brands for its active user base and engagement, while on the other hand, the platform has faced much heat from the government over its content”

Is the National Content Policy Missing?

While the government is working with social media platforms to regulate their content, it is simultaneously working on the creation of a formal national level content policy that clearly states the guidelines to be followed by these platforms.

Be it Facebook, Twitter or Instagram, they have all been in the position where TikTok is today. The need for a clear set of guidelines has been felt for a while and without them, such incidents will be repeated, and attract attention from governing bodies. *"The larger need to ensure responsible content goes online is shared by both the platform and governing bodies, and hence only one party cannot be held responsible for the same, especially when there are no clear rules. A good starting point would be a committee to help understand the way online content is shaping up across platforms and formats. Basis that a clear set of guidelines that can help define the dos and don'ts, so users know what they can and cannot do,"* shares **Rohit Khanna, Co-Founder & CCO, Eleve Media.**

It is important for the platforms in question to have self-regulation and be aware of the kind of content being posted. They must take adequate measures to screen such content and remove it, if found questionable. *"They should be proactive in this and not only have policy and guidelines but strict checks and moderation to see there is no trespass. Proactive Moderation is the term I will like to suggest,"* shares **Kumar.**

TikTok must comply and work in building advertiser trust and confidence to attract bigger advertiser investment and it is in their interest to fall in line and comply

What is the Brand Impact?

TikTok is just beginning to monetize. In India, it has just completed one year and has tremendously grown when compared to other platforms. Experts believe that the audiences are excited about TikTok now and they remain latched on to it as it provides users a lot of fresh energy in expressing themselves. If a brand manager is looking to engage with the millennial audiences across the country at once, it will include TikTok in its media plan. Several experts also mentioned that TikTok has made the other traditional social media platforms nervous.

A good starting point would be a committee to help understand the way online content is shaping up across platforms and formats. Basis that a clear set of guidelines that can help define the dos and don'ts

However, brands are extremely concerned about the safety of their equity and relationship with the consumer. They do not prefer to associate with anything or any platform that does not provide a congenial environment for it to grow. They will only prefer TikTok once they are sure about it.

Speaking on it, **Kumar** says, *"I feel, any time you get into a user generated content, there are chances of getting into problems unless it is well-regulated, and terms of agreements are enforced. Why alone TikTok, it does not happen in any other platforms to 100% surety as well. Advertisers are still learning about TikTok and the way to advertise and be present. Yes, all the brand safety filters, and rest needs to be in place and which now TikTok is ensuring as well. I believe there is a huge focus on moderation to weed out unwanted content. Brands should be careful and as mentioned earlier should apply all brand safety filters in keeping with their company policies and work with platforms to comply on the same. Platforms like TikTok need to comply and work in building advertiser trust and confidence to attract bigger advertiser investment and it is in their interest to fall in line and comply."*

Adding to this, **Khanna** mentioned that there will definitely be more attention when working with creators on the platform. *"From a historic check of what creators do and what kind of content they create, to ensuring each campaign communication is carefully crafted to be brand safe, many measures can be employed to ensure marketers don't miss out on a piece of the pie,"* he adds.

An expert, on the condition of anonymity, also mentioned that it is important to understand that TikTok is a Chinese platform while other traditional social media platforms are US based. A lot of situations that TikTok is facing with the government could also be because of that.

TikTok has grown fast and well. It is surely not going anywhere from India unless the government policy changes. Creators and audiences are hooked to the platform and is soon expected to grow big in terms of brand partnerships.

Beginning of the Boom: The Rise of the Baby Care Industry

In the recent few years, a tremendous growth curve can be seen in the market for baby products and services in India. Traditionally, baby products and services have remained in the sphere of the house and the hearth. But since the past decade or so, this has slowly developed into a profitable niche which has prompted both big and small brands to venture into this segment with hopes of making substantial profit in the same. A deeper delve into the activities of this market shows how this market developed and the massive avenues of profit in it. - By Tina Borah



The Curious Case of a Booming Baby Market

Baby product as a label is used as a generic term for products which are used to take care of infants. Under the aegis of the term baby care, falls all those products which meet the demand of child care and taking care of a baby. This includes but is not limited to infant skin-care, hair care, baby food, toiletries, footwear, toys, apparel and more. The baby care industry has as its target customers, parents and caretakers of infants in the age group of 0-4 years of age. With a fertility rate of 2.24 children per woman and around 2.5 crore child growths per year it is no surprise that India is a huge market for this industry. In the past couple of years, although the fertility rate has slightly dipped, the demand for baby care products has only seen a consistent rise and is projected to rise even further in the coming fiscal year. The growth of this demand can be attributed to certain factors in the changing socio-economic scenario of the country.

Reasons for its Growth

One of the major factors which has contributed to the boom of the baby care industry in India is the reason that India is home to the largest number of children in the world, beating even China to it. So, it is only obvious why this sector would see India as one of its core markets. Although, in the coming years the birth rate is steadily expected to decline but this will not affect the market in a big way since the number of children in the entire population will still be significantly high for a long time to come. Owing to this the market size of baby care products is projected to grow at 10.1% during 2014-2024 period.

The Rise of the Middle Class

Along with this the main targets of the market which the urban middle class populace, is projected to increase significantly too. With the rapid urbanization of major towns and cities, there was an increased migration of families from rural to urban settings. This allowed for new parents to get their hands on products which were earlier inaccessible to them. They wanted the best for their children and opted for more commercially viable brands than local and home-made products.



Shauravi Malik

Commenting on this issue, **Shauravi Malik, Co-Founder of Slurp Factory** says, "What motivated us was that as young parents it was close to impossible to find good quality food catering to children on a retail shelf. Food is a basic need, and yet across the spectrum of all ends - this retail segment had seen little innovation since practically our childhood. If anything, products have dropped standards. The same brands making products filled with variations of Maida, Vanaspati Oil, excessive amounts of sugar - all mixed up with artificial flavours and colours to entice children. Not to mention large quantities of fillers and emulsifiers.

Our core value has always been that as two mothers ourselves, we will only make something we are happy to feed our own children. No fluff, no candy coated false claims."

Rapid Migration and Urbanization

This has also been compounded by the fact that with rapid urbanization, the disposable income for people have also increased manifold. One of the major reasons behind this increase in disposable income has been the increased participation of female labor by 4.1% globally. This trend has been true for the Indian working class nuclear families too. With both parents earning significantly more now, the disposable incomes of families have increased. This in turn has raised the purchasing power of parents has also led to an increase in the demand for better and more diverse baby care products. The new age parents are on the lookout for brands which are not only easy to acquire but also the best in terms of quality. So, brands which are providing products keeping these things in mind are able to reap in the rewards in terms of customer loyalty and profits for their company.

What Does the Future Hold?

A study by the research firm RNCOS revealed the fact that the domestic baby and child care products and services market has reaped revenues of close \$31 billion in the period of 2014-2019. According to the report by the firm Technavio, the apparel segment is accounted for 90% of the market, followed by toys at nearly 7% and baby cosmetics, food, accessories and diapers together constitute over 2%.

When asked if they see great prospects ahead, **Malik** replied, “Yes, there are large growth prospects in this sector. A few companies have monopolies that are now opening up to a diversity of players; this has happened globally as well. And the segment itself is growing. Look at the retail stores- we have a dog food aisle and we don’t have a kids food aisle! This is not the case in most countries of the world. The children’s segment WILL grow and evolve. And we are focused on building India’s most loved and trusted food brand for children.”



It's Not All a Rosy Picture

Despite being an expanding market, it does have a few issues to be dealt with, in order to make the market standards better..

“The new age parents are on the lookout for brands which are not only easy to acquire but also the best in terms of quality”

Lack of Penetration

Another issue with it is the fact that the market needs to expand its penetration deeper into the suburban and smaller towns of the country. Currently, most of the middle range and high range products are restricted to big cities like Mumbai, New Delhi, Kolkata and Bangalore. Compared to our western counterparts, there is much work to be done in terms of market penetration into other smaller cities.

Overcoming Cultural Barriers

The market players also have a long way to go in terms of breaking the cultural barriers of the Indian society. The challenge that lies ahead market players is to fight the traditional perceptions and making the customers confident about their retail product against the tried and tested traditional products. Safety issues play a key role in ensuring this trust is upheld.

“The market needs to expand its penetration deeper into the suburban and smaller towns of the country. Currently, most of the middle range and high range products are restricted to big cities like Mumbai, New Delhi, Kolkata and Bangalore”

The Road Ahead

The market prospect is however very lucrative for the new brands in the picture. The profit possibilities of the market has indeed prompted many new large and small companies to enter this sector. This includes big FMCG companies like HUL, Dabur, Patanjali as well as smaller new players like The Moms Co., The Slurp Factory and the likes. These new competitors have impressive new marketing and advertising tactics.

We talked to **Rajesh Vohra, CEO of Artsana India** about the potential of the baby-care market to diversify in the future and how Chicco maintains its popularity in the India market against its competitors. He commented saying, *"The brand takes care of multiple needs of babies through its innovative products in nursing, baby toiletries, toys, travel (Strollers, highchairs and car safety seats) and fashion categories. With its brand essence of 'wherever there's a baby', Chicco puts its passion and expertise into capturing the moments between parents and babies to transform them into safe, simple, and effective solutions. In the past 9 years, Chicco has been able to make significant mark in Indian baby care market and has been growing at a healthy pace since then."*

The biggest differentiator is that we are the only brand which offers such a wide variety of baby needs' solution products to the new age parents across the Globe. We categorize our offerings into 5 categories."



Rajesh Vohra

“Many new age mothers these days are buying products which not only meet the global standards but which also take the herbal, organic path and remaining as chemical and toxin free as possible”

Going Herbal

A lot of these new age companies are also focusing on going herbal, organic and chemical free to reach out to the consumers who have issues with using products infused with a lot of chemicals. Many new age mothers these days are hence buying products which not only meet the global standards but which also take the herbal, organic path and remaining as chemical and toxin free as possible.



Malika Sadani

Commenting on developing an herbal brand, **Malika Sadani, CEO of The Moms Co.** expresses, *"As parents, we found a lack of options for high quality, natural products that served the needs of Moms & Babies. When we spoke to over 200 Moms, we realised that many of them were relying on imported products, doing lots of research on ingredients, we decided to create a brand that is on a mission to help Indian Moms make Safe, Natural, Effective choices for themselves and their families."*

“According to a research done by Mintel, quality of ingredients, product function, value for money and organic components are few of the top reasons why a lot of people prefer buying organic products”



New Age Marketing Techniques- Going Online

These new emerging companies are using new low cost advertising tactics made possible by social media platforms to create a niche of loyal customers.

The emerging e-commerce sites have also played a huge role in increasing the demand for child care products and also ensuring that these products are delivered to the customer's doorsteps without much hassle. The online market is sector now, with segments like baby food, skin care, toiletries, toys, gears and baby nursery leading the way in terms of demand. This is just a scratch on the surface and the market has immense growth potential in the coming years. E-retailers like Amazon, Flipkart, Snapdeal, Babyoye, Firstcry and Hopscotch.in have proved to be the leaders when it comes to supplying baby products online. These sites have not only made ordering a trouble free job but they also give great deals when compared to retail stores of the same products.



Varun Alagh

Talking about how e-commerce has helped the growth of the baby-care market, **Varun Alagh, Founder of Mamaearth** said, "Baby care industry in India will continue to see tremendous growth owing to higher disposable incomes and improving category penetration which still stands at around 15%. Emergence of e-commerce has helped this industry since anyways the purchases were influenced through digital research now the funnel can be completed online itself. E-commerce has

also been able to solve distribution challenge by providing all categories across baby care to over 25K pin codes in India. This along with preference for Toxin Free brands has helped Mamaearth on board a million consumers in less than 3 years."



"E-commerce has also been able to solve distribution challenge by providing all categories across baby care to over 25K pin codes in India"

"E-commerce sites have not only made ordering a trouble free job but they also give great deals when compared to retail stores of the same products"

In Conclusion

India is currently experiencing major demographic changes which will definitely impact the economic growth of the country too. With the majority of the people falling under the working age and the rising middle class wealth, the sector is only going to see more progress in the coming years. Indeed, unlike the other categories, the baby-care segment has actually seen higher number of repeat purchases, with more than 50% of the shoppers being repeat buyers. Among this number about 60% of them are women buyers. If we look at the online estimates alone, 15 baby care products are sold online every minute in India. Hence, in an industry which is dominated by a few major brands, a competitive advantage can be gained by understanding what drives product choice. For this to happen product innovation, use of new advertising revenues and better marketing strategies are the need of the hour



Agrahyah Technologies: Coalescing Tradition and Tech with Voice Search



The voice-based virtual assistants have become ubiquitous and it is interesting to know how they have actually familiarized consumers with a seamless way of interacting with tech. The Mumbai-based company, Agrahyah Technologies – founded in the year 2016 by Sreeraman Thiagarajan, Uppal Shah, and Rushabh Vasa, is facilitating the stay of voice search technology in India by building its own solutions. The company also works with leading brands to help them create their presence on 'voice environments'. In a recent conversation with Co-Founder Sreeraman Thiagarajan, he vehemently explained the modus operandi of Agrahyah and how it is making and creating a trend out of tech. Excerpts:

Q. Brief our readers with what Agrahyah is building. Also, explain to us the kind of content and voice search solutions you are providing.

A. Agrahyah Technologies was founded to make technology useful for people. We are a product company building content ground up and using technology to distribute it. This is where 'Voice' comes in. Voice has the power to transcend boundaries and limitation set by the web in general, where one needs English literacy to browse/read/comprehend.

Something as simple as 'pav bhaji recipe batao' is so many words of English to type, but just a colloquial line to speak to a Voice bot.

Q. How are you improvising the traditional searching options? Has voice search, according to you, begun to make its presence felt in the Indian search industry?

A. Back in the month of December, Google India stated that 28% of all searches are voice-based. Every android phone comes with a built-in Google Assistant. Even a Rs. 1500 Jio phone comes with Google Assistant; so, class or mass, voice is the new way of how human's interaction with machines.

We are building upon the existing infrastructure created by Amazon's Alexa and Google Assistant. They have invested billions to make ML and AI understand user's intent and respond smartly. Agrahyah is building its own solutions and work with leading brands to help them create their presence on voice environments.

Q. With virtual assistants like Amazon's Alexa, Google Home, and Siri, asking a question is becoming easier than typing it out in a search engine. How does semantic search change the way marketers should do SEO? Does it make SEO harder or easier?

A. SEO changes every day. The idea is to make search results easier for users. First, we saw the priority given to mobiles followed by the knowledge graph where Google search provided answers instead of blue links. Now with voice, they are trying to help us get things done in the real and virtual world through a conversation. Websites have to now changed their on-page schema to be voice search ready. It is not difficult but does involve a lot of hard work. Also, we should not confuse voice search results to that of bulling an app for voice bot. For a brand, both are imperative.

Q. Tell us about the vernacular mobile apps, voice products and digital content you are developing. Besides, you are listed as a preferred partner by Amazon India for Alexa Skills development. Are there any updates or new skills that you have developed for Amazon India or other tech businesses?

A. We are working with leading brands across categories viz. BFSI, FMCG, and entertainment industries to help them foray into a new segment on the internet, who is popularly called as the next billion users, distinctly different from people reading this.

People investing to buy a smart speaker are early adopters and tech-savvy consumers. Thus, a brand building for voice can engage customers across all strata of society. Both Amazon and Google are making tremendous progress in terms of making their bots work in Indian languages. We are seeing interest from brands and clients to be there first to welcome their audience.

Agrahyah also works on system integration projects. What we do is to help integrate a voice assistant like Alexa into a regular device to make it smart. We are helping regular Bluetooth speaker devices to be voice controlled smart speaker; the same goes for TV; we are replacing entire button on traditional remote with a single voice button. Want to watch the World Cup? Just press the voice button and say so.

Further, with niche enterprises, we are working to make c-suite and knowledge workers perform better. Why should you dig through a 22-page excel sheet for finding one cell of data when you can tap a mic button and ask, 'what was sales growth last week?'

“We are a product company building content ground up and using technology to distribute it. This is where 'Voice' comes in”

Q. Does the next generation want content, communication, and commerce in non-English languages and without typing? What are your analysis? What are the search patterns (in terms of languages) in Tier- 1, 2, 3, and rural India and how exactly are you dealing with it?

A. We have studied users of voice across tier 1 and 2 cities. A cab driver in NCR used the mic button on Google Maps to search for directions, a bus commuter in Fatehpur Sikri stunned us when he opened YouTube, pressed the mic icon and searched for 'rhymes' to play content for his children. Every industry data points towards astronomical growth in voice usage. Globally, almost one-third of the 3.5 billion searches performed on Google every day are voice searches.

Voice is the input, and audio (content) is the output. Entertainment and devotional based content continues to rule the top charts on smart speakers. Hindi Jokes, an Alexa Skill created by us in the voice of comedian Sunil Pal is among the top ten used Alexa Skill in India.

Q. You have developed your own voice-based platform- Aawaz.com which is in Hindi. What is the amount of fan interaction you are currently seeing? Tell us about how podcasts are doing in India especially in the vernacular language. What do you think about advertiser's inclination towards this format?



A. Aawaz.com has the distinction of being India's first audio on demand destination with 100% original content that's professionally created. We have launched the platform in January, and it is now available at multiple endpoints- Android app, Website, IndusOS, Ola Play, and so on. We have over 100,000 listeners and counting. Our audio library is over 150 hours and growing.

PwC report released earlier this month counts aawaz.com along with Google Podcast as two brands working to grow Indian language podcasts. We have a handful of brands who are co-creating content with us through AFP (advertiser funded program). This is a great way for us to stay ad-free yet monetize our content and help brands reach their audience in a non-intrusive way.

Q. Lastly, what are the challenges that you currently face? Also, how do you overcome that? Besides, tell us what do you think about the future of voice-based technologies in India?

A. Currently, there is no Comscore of voice. The industry has fragmented data on voice adoption and usage, so that leaves only believers to work with us, and most businesses are sitting on the fence. This was how digital, social, and mobile in India was during 2010-14. Then every marketer jumped on to 'mobile first' and started presenting in industry events about how many 'Likes' they have.

We organize workshops for CXO and brand managers frequently to help them understand the possibilities of the voice.

Voice, unlike VR/AR, is not a fancy nice to have mix in marketing. It is the new way in which people are talking their phones, speakers, cars and more. Having started in 2017, we have come a long way, and can hear a bright future!

“Aawaz.com has the distinction of being

demand destination with 100% original content that's professionally created”



We Work to Make our Brands Globally Consistent and Locally Relevant

- Rishi Walli, Head- Marketing, Beam Suntory, India

In our conversation with Rishi Walli, he talks about the brand's special consumer-connect initiatives that help generate awareness for its popular international spirits. He also elaborates on the 'Growing for Good' initiative in India and how Jim Beam makes for a successful name in the country. - By Soumya Sehgal

Q. Beam Suntory has recently done away with its powerful "president of brands" position. Please elaborate on this.

A. Beam Suntory has named Jessica Spence to be the company's first President of Brands. Spence will join Beam Suntory from Carlsberg Group, where she currently serves as Executive Vice President & Chief Commercial Officer. In this new role, Spence will have P&L responsibility for Beam Suntory's largest global brands and will work closely with the region presidents to lead the company's global premiumization agenda. In addition to end-to-end global brand strategy, development and performance, Spence will lead global innovation and product R&D; emerging marketing technologies, tools and platforms; and integrated marketing communications and design.

Q. Your American whiskey marque, Jim Beam, posted a solid growth last year (9.8%) and has seen its sales increase by almost 3m nine-litre cases since 2013. What are its primary growth drivers and how much does it contribute to the whole category?

A. Bourbon is still underdeveloped globally versus other whisky categories like Scotch. Bourbon's versatility, mixability and sweet flavor profile increase its appeal to many palates globally and give it a lot of headroom for growth.

Jim Beam has been posting strong year-on-year growth, and this year to date, it's up double digits. Several years ago, we invested in a global packaging redesign, which has really helped the brand stand out. We launched new advertising last year and have elevated our approach to integrated marketing to ensure Jim Beam looks and acts the same at any consumer touchpoint around the world.

We see an opportunity for Bourbon to become the world's favorite whiskey. Backed by global and local trends, we are committed to building Jim Beam in India. We had started bottling Jim Beam in India several months ago and this has helped gain greater and deeper access to the Indian consumer. We are focusing on live music as a platform to build connect with young metro consumers. Our gifting & visibility strategy is also music focused to be consistent with activation platform.

Q. Considering Beam Suntory is the third largest producer of premium spirits beverages worldwide, what kind of special promotions or consumer-connect initiatives do you roll out to generate brand awareness for the brand's popular international spirits?

A. We work to make our brands globally consistent and locally relevant. So, Jim Beam for instance is known around the world, and it should look the same everywhere you see it. For e.g. in India, we are activating



the music platform to build the brand because we believe we can connect better with our legal drinking-age consumers through music. Similarly, our efforts on Teacher's, our biggest brand in India, are focused on making it a preferred choice in all celebratory occasions. The Ardmore, our single malt is perfect for lifestyle occasions. So, our activations are focused on getting a share of conversation within the fashion & lifestyle space.

Our consumer connection strategy is guided by our insights backed understanding of the key touchpoints that drive consumption in this category.

Q. Your company has an ambitious goal of reaching \$1 billion in sales by 2030. Since you have this big a goal, what would be your active marketing mix look like in India? What do the current trends of your consumers indicate?

A. Our path to \$1 billion can only be achieved by ensuring that our brands become the first choice in any relevant occasion or category. A big driver of that preference will be a deep commitment behind driving consumer trials of our brands. Promoting trial is a continuous activity for any brand since India has 25 million new legal drinking age consumers every year. So, finding innovative ways of sampling our products and experience at bars, clubs, restaurants will be at the top on our agenda.

Presence at the point of purchase or consumption are key factors that decided determine consumers navigate their brand choice. Packaging is a critical touchpoint for driving brand education too. So, ensuring our share of visibility is equal to or greater than our share of market will be a focus area.

Consumer engagement principles will be driven by the brand propositions, based on insightful study of touchpoints which can impact and influence across our powerhouse portfolio of brands in India.

“We launched new advertising last year and have elevated our approach to integrated marketing to ensure Jim Beam looks and acts the same at any consumer touchpoint around the world”

Q. Globally, Beam Suntory is committed to preserving and protecting clean water, fertile

natural resources that are also integral to your products. Please throw light on your vision of 'Growing for Good'. How are you executing this in India?

A. We are very proud of our corporate social responsibility strategy, which we call Growing for Good. This includes three key pillars: commitments to protecting water and the environment, giving back to the communities where our people live and work, and promoting responsible consumption of our products. In India, water is a been key issue where millions are impacted by lack of safe drinking water, and proper sanitation. The extreme water stress continues to be a challenge across cities and villages, and through Beam Suntory India CSR activities, we have partnered with multiple organizations that specialize in Water Quality, Water Access and Water Conservation.

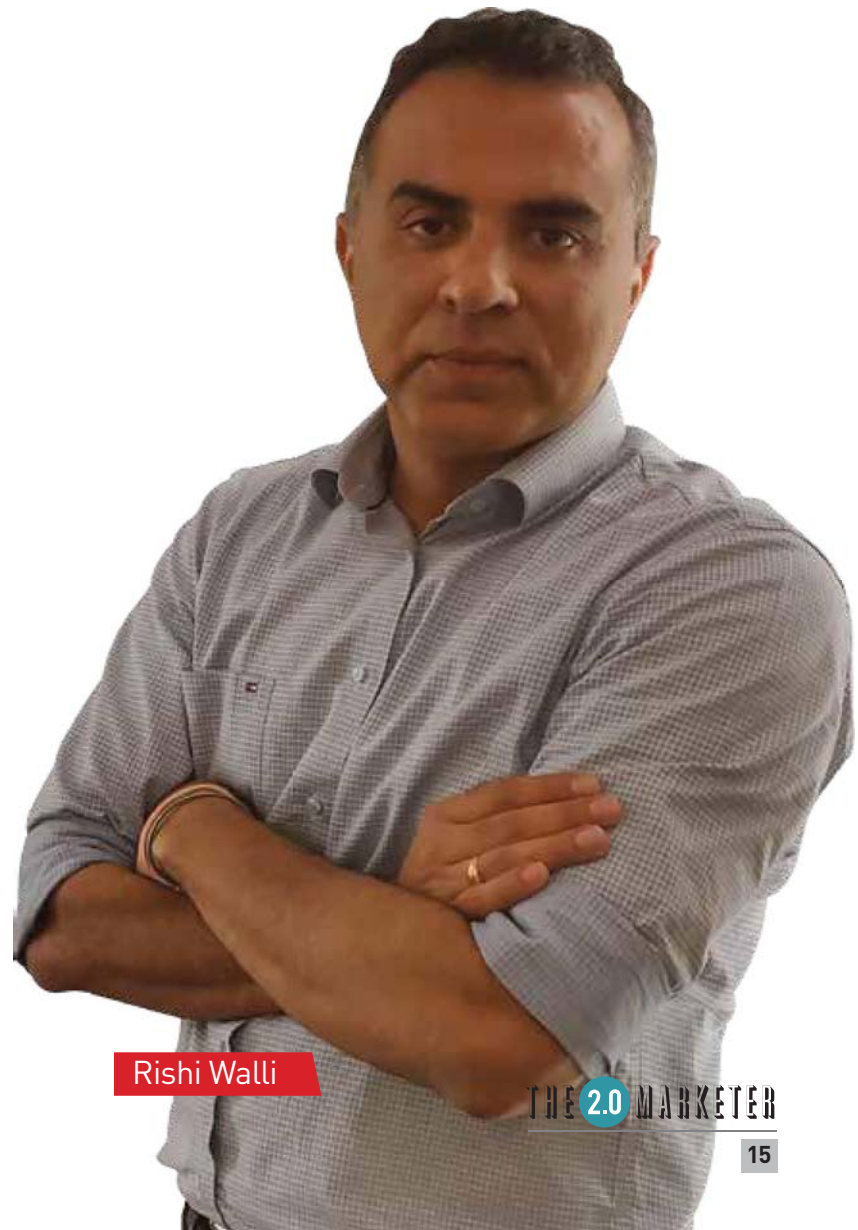
We additionally partner with charity: water to identify the areas of greatest need in India each year. During 2018, our funding led to three drilled wells, 10 rehabilitated drilled wells, and 4 school water point and sanitation facilities for communities in need, serving nearly 2,300 people. We're looking at ways to increase that positive impact even further.

Q. We see Beam Suntory has a very balanced portfolio of spirits, targeting both premium and mass segment consumers. However, it is possible that all brands may not be performing equally well. Which spirits from the portfolio need more marketing attention?

A. In keeping with our ambition to be the most admired, premium spirits company with a healthy growth aspiration from the India market, we continue to build demand for our premium brands. In whiskies through Teacher's, Jim Beam, The Ardmores, Laphroaig, Bowmore and in white spirits through Sauza tequila. Our most immediate priority is to build on our East-meets-West competitive advantage. Our biggest brand in India, Teacher's Scotch Whisky, has been on a solid growth momentum and Jim Beam targeting emerging whisky drinkers, has been growing in high double digits each year. The task for us is to keep the momentum of Teacher's going and scale up Jim Beam to new cities & outlets. We are also very excited to scale up our premium portfolio and build The Ardmores, our newly introduced Scotch Single Malt which was voted the best BIO Single Malt in India in the 2019 Ambrosia awards. The Ardmores is a balanced smoky Single Malt & a new taste for Indian consumers.

“Consumer engagement principles are driven by the brand propositions, based on insightful study of touchpoints”

“Presence at the point of purchase or consumption are key factors that decided determine consumers navigate their brand choice. Packaging is a critical touchpoint for driving brand education too. So, ensuring our share of visibility is equal to or greater than our share of market will be a focus area”



Rishi Walli

We are Not Focused on Ad-Revenue; Monetize through Premium Packs of Select, Sparks & InstaSpark

-Snehil Khanor, CEO & Co-Founder, TrulyMadly

In our conversation with Snehil Khanor, he talks about the brand's positioning, what sets it apart from the competitors and how TrulyMadly focuses on helping you 'Find your Forever'.

- By Soumya Sehgal



Q. How has the company's growth has been so far in terms of user growth and active users?

A. We are seeing yearly growth of around 200% and interestingly, growth in Non-Metro cities is 40% higher than Metros.

Q. Is there any difference in the way Indian millennials use dating apps compared to youngsters in other parts of the world?

A. In West, youngsters use dating apps for mostly casual dating and hookups. In India among other Eastern Countries, Hook-Up culture is not that prevalent. In India, end-goal of dating is Marriage.

Q. A major part of the revenue for many dating apps is still coming from ads, not memberships. How does TrulyMadly monetise? Also, with the business getting overcrowded, how does TrulyMadly see itself in that space?

A. We are not focused on Ad-Revenue at all. We monetize through premium packs of Select, Sparks & InstaSpark. We are seeing rapid growth in revenue in the past few months.

Q. How does Truly Madly set itself apart from the bigger players like Tinder and Bumble? Can you throw light on your brand positioning?

A. Our positioning is very different from them. We help you "Find your Forever". Users join TM when they are looking for something serious. 50% active user base is 28 years and older and 70% is 26 yrs and older.

Q. What is the insight on which this positioning is based? What are some of the challenges of marketing a dating app in the Indian market?

A. Dating has been a taboo in India, but love marriages has been happening from ages. We are the first generation of India who is responsible for our own marriages. As a 28-year old myself, I speak for most people our age, we don't wanna do arranged marriages, we don't want to be on traditional matrimony platforms which are essentially bride and groom shops and where conversations start with an agenda of marriage. Chances of finding love on apps designed for hookups is RARE! So, as a busy professional, we are not left with a lot of options if we want to meet like-minded people having similar intention of finding something serious.

Q. In the digital era, attention spans are notoriously short. How do you plan on retaining customers and converting them into returning customers?

A. Every day we introduce you to new people. That's a big enough incentive for serious users to keep coming back.

Q. Please throw light on your future plans and if there is any new feature you plan on adding to the app?

A. We soon plan to launch TM Forever. An invite-only more curated matchmaking for super-serious users. It's in the development and will be launched by the year end.



Snehil Khanor

Getting Styled by a Pro for a Week

In a series of content marketing case studies done on ScoopWhoop by various consumer brands, we feature Flipkart's campaign where they engaged with millennials to drive home the message "India Ka Fashion Capital".



Everyone wants to be groomed well and feel confident before they go to work or go on a date. And it's like icing on the cake when the grooming is done by a professional stylist. A stylist's job is to find the comfort zone for people and deliver what makes them feel better, look better and feel more confident. This is exactly what Flipkart achieved with its India Ka Fashion Capital campaign done in partnership with ScoopWhoop.

Objective of the Campaign

Flipkart with its India Ka Fashion Capital campaign wanted to establish itself as the go-to destination for affordable premium fashion and style. Our task was to drive home the message among shoppers that Flipkart is one of India's premier online fashion destinations and to establish its identity and recall as "India Ka Fashion Capital". We banked on the concept of giving people something new to wear everyday while also building on the aspirational value of celebrity/designer endorsed fashion.



Scan this QR code to view the case study video

Content and Strategy Implementation

The strategy behind the video was that it had to talk about Flipkart being the platform which made fashion available and affordable to everyone. The best way to show this was to make one of our very own anchor try Flipkart fashion and hence the idea "Getting Styled By A Pro For A Week" was born. This was the best way to showcase the story of a person whom the audience relates to while they were actually using Flipkart to try and adopt new fashion trends.

Impact

The idea "Getting Styled By A Pro For A Week" in itself brought major audience involvement. Memes, articles and other similar content was pushed through other social media platforms.

- The campaign gained over 1.7 million views on YouTube and Facebook combined
- On the basis of brand lift study, we saw a 13% rise in brand recall and 10% hike in purchase intent with the video and other content pieces.

Outcome

The brand reached almost 3.25 million people with this campaign. On average, 43.9 % of the video was viewed by the audience on YouTube with 25k likes. On other social media platforms, the engagement was 318k through memes, articles etc. The video started a lot of conversations regarding the brand which further helped in establishing the recall value of Flipkart as India Ka Fashion Capital.



GETTING STYLED BY A PRO

for a week

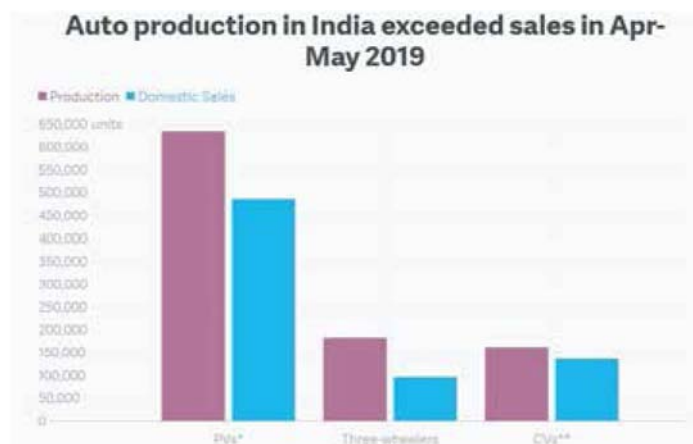
Pulling the Car Out of the Pit- How Can Marketers Resurrect the Automobile Industry Plagued by the Slowdown?

For the first time in 18 years, passenger vehicle sales in India posted the steepest drop of 20.6% in May 2019 to 239,347 vehicles. Owing to weak demand and severe liquidity crunch, this is the biggest fall since a 22% decline in September 2001. While the factors of its downturn are plenty, here's our take on how auto brand marketers can lend a hand to help revive the automobile sector. – By Soumya Sehgal

As the new government goes about with its budget discussions, a cursory view at the Indian economy will show that not everything is nice and sunny. However, a phase of gloom and slowdown has hit some of the major sectors of the economy, including manufacturing. Evidently, one of the worst hit areas in that has been the automobile sector. It is said to be the worst dips in the country's car sales in 18 years and experts remain unassertive upon its revival, at least for the next 8 months.

Talking of the Numbers

In March 2018, the vehicle sales saw a steady decline and fell by 8%. In June, in a report released by the Federation of Automobile Dealers Associations (FADA), the retail sales declined 5.4% year-on-year to 1.64 million units, while the showroom sales of passenger vehicles declined 4.6% year-on-year to 224,755 units.



According to data released by the Society of Indian Automobile Manufacturers (SIAM) on July 10, wholesale sales in the passenger vehicle segment declined sharply by 17.54% to 225,732 units led by 24% fall in passenger car sales to 139,628 units and utility vehicles by 0.9% to 72,917 units.

Commenting on the decline of passenger vehicles' sales, **Sriram Padmanabhan, Vice President, Marketing, Nissan India**, shares some of the possible reasons accounting for the downfall. He says, "The slowdown in the economy and in the automotive industry in India, along with the lack of financing options for both customers and dealers, and other factors like high GST and insurance cost has impacted the initial momentum."



Sriram Padmanabhan

Growing consumerism, the millennial mindset, carbon footprints, shared economy ideas in the auto sector, growing concerns on infrastructure, 'don't need to own it to experience it' are all new age ailments for an automobile manufacturer."

About the two-wheeler category, its retail sales also declined by 5% year-on-year to 1.32 million units, owing to depressed demand in the rural market due to a fall in farm income and increase in the cost of ownership, as a result of enhanced insurance cost. **Shubho Sengupta, Brand Consultant**, shares his views on the two-wheeler sales staying in the negative space. He says "Partly bad monsoons and partly depressed economy can be the possible reasons. I am not too worried about it as we go through cycles."



Shubho Sengupta

What Dug the Downfall?

Inability of the auto industry to shake off the slowdown has been plaguing it for months now. But, why did a sector which was doing well all through these years suddenly took such a hit? We believe that the consumer sentiment continuing to remain subdued, as well as tightening of credit norms by banks and non-banking financial companies (NBFCs), account for the primary reasons. The badly raised loans have forced banks to come up with stricter directives and reduce their exposure towards inventory funding of automobile dealers.

Some of the other key reasons that contribute to the declining automobile sales in India include:

Low Purchasing Power

One of the other major reasons associated with it is that of people's purchasing power. A person might need an automobile, but he or she is prepared to wait until his purchasing power gets better. Hence, it is a discretionary purchase. With the sharp fall in employment and a situation of joblessness that the economy is going through, it is not hard to decipher why people have stopped putting their money into buying a car or a bike.



Harish Bijoor

Harish Bijoor, Brand Consultant & Founder, Harish Bijoor Consults Inc. expresses his thoughts here. He says, "There is a worry on the fundamentals of spending on big expenditure items. There is a worry on investing in big ticket items that do not appreciate. There is a competition for savings and money from new bonuses.

This is causing a postponement of planned purchases even. If there is excess money either in savings or through the route of annual bonuses, there is a yen to invest in instruments that help increase basic money or in speculative items such as jewellery. In tough times, the auto sector is normally the first hit. The auto sector thrives in its imagery as a quick depreciating item buy rather than an item that contributes to retention of money value. The category therefore gets hit. Hit bad in bad times and hit first."

The situation worsens as the demand in rural areas plummets because of falling farm income and lack of financing options from NBFCs. Bijoor also adds here, "Rural distress is a cause here. Farmer angst needs to be sorted before aspiring for the rural economy to bake out the category."

Boom of the Organised Pre-owned Vehicle Market

With the influx of online marketplaces for buying and selling new and used automobiles (like Droom and Cars24), the market of pre-owned vehicles is on a rise, especially since the past 5 years. This reflects rising consumer interest in this segment, directly impacting the new vehicle demand.

New Government Regulations

The other big reason for this slowdown is because of certain technological changes like that of new regulations as a part of the Bharat Stage VI. The automobiles must be compliant with the regulations of Bharat Stage VI from April 2020. This emission control standard will replace the existing Bharat IV norms. While, this is a welcoming change and will bring India at par with other developed nations like the US and countries in Europe, nonetheless the cost of meeting the new regulations and other safety norms will naturally be higher.

Demonetization

Demonetization also played a major role in slowing down the auto sales in India. The economy slowed down because of it and it hit the psyche of the people which is predicted to have long term consequences. After the decision, it is seen that people have generally postponed the purchase of cars or finding an alternative by buying second-hand ones which are cheaper. This coupled with other negative customer sentiments of rising insurance premiums, unstable oil prices and others are only making matters worse.

The whole slowdown has resulted in manufacturers to shut down their production plants. Recently, companies like Maruti, Honda, TATA and a few more, posted about shutting their plants to balance the wholesale inventory with retail demand. This shutdown reduced the industry output by 20-25% during the May-June period to help put less pressure on company stockyards and dealerships.

How Can Car Brand Marketers Do their Bit?

With the economies today changing dramatically, triggered by development in emerging markets, the accelerated rise of new technologies, sustainability policies, and changing consumer preferences around ownership, in our view, a shift towards sensitivity, digitization, automation and new business models can be the possible forces to revolutionize the auto industry once again.

Auto companies today are being pushed to come up with innovative marketing & sales solutions to improve sales. And where an auto brand marketer holds great amount of power to position the brand and its perceptions amongst the audience, his efforts can bring about a significant change in the whole scenario. In our conversation with some of the industry experts, here are a few simple strategies to lend a hand in the industry's revival:

1. Sensitivity towards Customers- What accounts for one of the primary solutions is being sensitive towards your customers' needs, especially for a new brand in market. Customers often turn to social media for information. This is one way where an auto brand marketer can target them, respond to their customer queries, clear their apprehensions and change their perceptions. It is also a great place for instant recognition and brand building where auto brands can promote their logo, products and identity. Making the most of the platforms like Facebook, Twitter, Instagram, etc., automakers can embrace better interactivity, promotions, and engagement.

Senthil Kumar, Vice President of Neil Patel Digital India adds here, "Auto Brands could focus more on the "Digital experience" apart from "Showrooms" as it is already becoming a fad. Thanks to the aggressive growth in mobile usage, people across age groups have adapted quickly to digital, and especially the social channels. It's time that the marketing departments of the automobile brands hone their marketing approach with a digital-first mindset and deploy the best strategy to fulfil specific business objectives."



Senthil Kumar

KIA Motor India's Facebook page is an exemplary example of how brilliantly they are responding to the customer queries in time, in their colloquial language and helping answer the exact query.



2. Experiments with Influencer Marketing- Auto brands are now seen getting social influencers on board to provide more value to their customers. This strategy is a simple yet effective to attain better reach & exposure for your brand and help your customers make an informed choice.

In our conversation with **Ashutosh Harbola, CEO & Co-Founder of Buzzoka**, he substantiates the same by saying, *"Car being a high-value asset and a lifetime achievement for many, the buyer often heads for a third-party opinion to make his final purchase. He is seen to trust and confide by these referrals or influencers who talk about the negatives and positives of the brand/ product, affecting the purchase decision. This is exactly where influencer marketing comes in and helps drive better car sales."*



Ashutosh Harbola



In Citroën's recent campaign, #InspiredByIndia, we saw Kalki find her Indian inspiration in a Bindi, to represent the Citroën Brand logo. Urging consumers to share their inspirations too, the campaign garnered a lot of engagement, making it a big success.

3. Balancing Ad Spends- It is important for an auto brand marketer to distribute his ad budget wisely, not putting all eggs in one basket. He must carefully chart out the best mediums, giving the brand the maximum profit.

The recent launch of **TATA Harrier** is a classic example of failing to assess the right balance of ad spends. Majority of the money was put in making it the leading brand for the VIVO Indian Premier League 2019, barely focusing on other platforms. The result? The brand experienced a substandard demand of the product.



4. Content is the King- Content was and remains to be the ultimate king for driving your sales. Storytelling should be a very powerful tool in the communication armoury because the business can be very technical and complex for many. Be free and out there for your audience, for content always builds better understanding.

MG Hector must be lauded for their brilliant efforts of amalgamating human touch, legacy and heritage in their communication strategy.



5. Focus on Digital Dealerships- A marketer must understand how the digital dealerships have evolved over time. The potential they have shown in the past years is tremendous. As an auto brand marketer, it is important to focus on this point as the second and third generation of the people in the family are opting for these dealerships. Growth of the auto industry will increase when the dealerships will grow.

6. Choose Brand Partnerships Intelligently- A great brand collaboration will boost audience, reach and, ultimately, revenue. By contrast, a poor one will likely be perceived by the public as nothing more than a cynical marketing ploy concocted by partner brands solely to get their cash registers ringing.

With the market cluttered with a plethora of products today, the soul of the brand goes missing. For any marketer, it is important to narrow down on the partnerships that complement the brand message.

We came across this very interesting collaboration of **Ford UK with Tinder**- "Swipe right if you fancy a blind date in a Ford Mustang!". This promotional campaign chose 5 couples (from 1.5 million Tinder users) to go on a Carpool Karaoke-style blind date in a Ford Mustang.



7. Precision Marketing is the Way to Go- *"At Nissan, we believe that precision marketing is the way to go and targeting the right customer at the right time with the right medium helps immensely. Product Offensive is also one of the key strategies for Nissan in India,"* says Padmanabhan. This refers to the complete experience of choosing and owning a car with the help of Nissan's Intelligent ownership platform. This mantra can be looked upon by other brands too.

8. On-ground Activities and Amplification on Digital- It is a great idea for auto brand to amplify the on-ground activities, which they do in the form of music festivals, film fests and fashion shows, plying the city streets, etc., digitally. *With the great potential that the digital space offers, in terms of targeting the right audience, measurability, cost effectiveness, virality, different ad formats, etc., it can be used to maximise relevance and reach in times of austerity.*

Padmanabhan also adds here, *"Digital is a new approach. We strongly believe that digital communication coupled with customer experience helps brands create a seamless marketing journey overall. In the last five years, the global ad spends have gone up from 5% - 10 % to 30% across digital mediums."*



Santosh Gannavarapu, Chief Growth Officer at Merkle Sokrati, shares an interesting thought on how any automobile brand should approach digital in 2019. He says, *"Essentially, to start off, the key focus has to be to collect all online and offline data in one place using a technology stack like Customer Data Platform (CDP), Marketing Data Platform (MDP) or an advanced CRM system."*

Data is meaningless unless we can understand customer profiles, buying psychology and behaviour. For this, we need a layer of Analytics on top. And finally, we need to act on this intelligence by orchestrating omni-channel performance media campaigns to drive home sales. We've also been capitalising on innovative programs like hyperlocal campaigns for dealerships, UI / UX personalisation for intelligent website and app experience, predictive models in CRM to increase customer LTV to name a few. However, my advice before jumping into digital and innovation - you should have your existing marketing infrastructure audited by a specialist and develop a long-term growth vision and strategy. This is not something you can just build along the way."

Conclusion

While the automotive incumbents cannot predict the future with certainty since there is a full-blown recession in the sector, it can however, make strategic moves to shape the industry's evolution. Given that the auto industry is going through a bad phase, it is important for brand marketers to outshine their competition. They need to go all out loud and flow freely with their communication strategies. It is not a great idea to run after returns right now, rather communicate with the audience uninhibitedly, especially with millennials.

For marketers, the car on sale needs to be an item of high aspiration value. Only then the buy happens. And very few car brands occupy that status in India today. A car as a functional buy can be postponed by years, but a car as a compelling brand proposition will be bought. Very simply put, a car maker needs to focus on aspirational branding. Sadly, for many, a car today is a functional commodity. That needs to be corrected.

Sell a car as an item of "desire and aspiration", and not as a "need and want"!

It is time for automakers in the country to question their brand ethos and propositions altogether. Re-draw a disruptive strategy and the future is yours!

"For marketers, the car on sale needs to be an item of high aspiration value. Only then the buy happens"



Why User and Brand Safety Should be the Prime Concern for All Social Media Platforms?

A couple of months ago, Ananya Pandey, a Bollywood actor, was bullied by one of her batchmates on Instagram. The latter started sharing stories about Pandey on her performance and personal relationship status at college. The matter blew out of proportion and was picked by the media and netizens, that ended by trolling Pandey to great lengths.



It was not the first time when a case of bullying was reported on Instagram. There have been multiple such cases when users have ended up deleting their accounts, finding the platform no longer safe.

Facebook-owned photo-sharing app, Instagram, has been taking the cases of bullying on their platform very seriously. Earlier in July 2019, Adam Moser, Head of Instagram, introduced two security measures to curb the menace of bullying to make Instagram safer for the audiences.

The new feature uses artificial intelligence (AI) to screen content and notify users if their post may be harmful or offensive. Users will see a message: 'Are you sure you want to post this?' and will have the option to remove or change the comment before anyone else is able to see it. The second feature allows people to control their Instagram experience, without notifying someone who may be targeting them. The digital industries across the globe lauded the initiative.

Sachin Kumar, Founder, Bottle Opener Digital Solutions comments on the same. He says, "It is not just respect to stop bullying but the larger cause is about being 'THOUGHTFUL' of the content we are putting up. The social platforms certainly should have strong guidelines w.r.t what content is shared and therefore Instagram's move is a welcome one."

An Industry-wide Problem

Social media platforms have become a big part in everybody's life people across the world. It helps users to remain connected, share moments, express themselves and even transact to purchase goods, with others. While sharing their moments, users are generating tons of content in the form of private pictures, opinions, bank details, and locations that must be secured.

On several occasions, social media platforms have not been able to deliver on their promise of delivering brand and user safety- be it Facebook, Twitter, Instagram, YouTube, WhatsApp or TikTok. All of these have their own share of safety concerns and have been under the scanner.

Facebook users have still not forgotten the Cambridge Analytica scandal where the research firm bypassed the platform's security policy and collected the information on American voters. They developed data points on voters and used it to target political ads to

them with an aim to tilt the course of elections. Since then, Facebook has updated its policy, checking on fake profiles and consistently working with governments to ensure that the platform is safe for users. On other occasions, people have live-streamed violent activities on the platform. For instance, the Christchurch shootout in New Zealand carried out by a suspected Australian man, was broadcasted on social media. Since then, Facebook has placed more restrictions on use of its live video service. It also deletes the accounts with more violent content. Similarly, Instagram introduced a policy where in addition to removing accounts with a certain percentage of violating content, it will also remove accounts with a certain number of violations within a window of time.

Twitter has always dealt with trolls. Eminent personalities, Bollywood actors, activists and writers who are vocal about issues are regularly trolled on Twitter. Bollywood actor Priyanka Chopra, also a well-known global celebrity got trolled for an image where she was seen smoking on a family vacation. Another actor Kangana Ranaut is regularly trolled for her professional and personal stance in life. Actor Zaira Wasim who decided to quit the film industry was questioned on her decision by trolls.



Even brands are susceptible to trolls and feel unsafe on these platforms. Recently, Zomato took on a rogue customer who did not want a delivery boy from a particular religion to deliver his food. In a few hours, the discussion went on communal lines where people started boycotting Zomato for being biased towards a religion. In another occasion, HUL's Surf Excel, a detergent brand was attacked for a heart-warming campaign by trolls on the pretext of love-jihad. Several of these trolls are bots used by different PR machineries to attack rivals. Twitter continues its efforts to deal with them to ensure that the platform has safe conversations. On one occasion, a brand was also caught using bots to promote its brand campaign in mainline and digital advertising mediums.



Nimesh Shah, Head Maven, Windchimes expresses his views here. Hesays, *"Platforms should share the name of content creator, location of footage, date of content created for every content piece that is shared. This will go a long way in identifying miscreants. Users will want to double check the content they are creating as it will bear their name on it now. Several times videos of one location are falsely classified for the other to spread false information. This will be curbed with this. Also dated photos and videos will also be less forwarded and re-forwarded as users will think twice once they are made aware of it."*

YouTube has been under scanner for its brand safety on several occasions. Several brands decided to pull out ads after their ads ran around inappropriate content such as racist and hate speeches, sexual and violent. The platform has implemented a stricter policy to moderate content.

TikTok, an emerging Chinese platform, has been deleting tons of content from its platform after the Indian government threatened to ban it. Recently TikTok announced that they will be setting up one data center in India.

Another big platform that has been constantly under scanner is WhatsApp. The platform has been used by creators and perpetrators at all levels to create problems. The platform has been running ATL campaigns and even classified the messages as 'Forwarded Messages' to ensure that readers are able to identify them at once.

Safety of users and brands is prime for these platforms. They claim to be working relentlessly to ensure that they are ahead of the curve in identifying the problems of the users.

However, **Kumar** believes that not enough is being done to moderate the content yet. "People have been putting up anything and everything on these platforms; there are no strong guidelines. Platforms have started realizing the importance of monitoring content but don't think enough has been done yet."

What are the Challenges?

The adoption of the social media channels is growing at a rapid pace, and one has to consider that we are talking security at a scale of millions, in fact in billions. So, any attempt taken by the Social Media giants might look miniscule. What positive though is that the problem has been identified and multiple solutions are being carried out. For instance, controlling digital bullying has caught the attention of many governments and policy level interventions will be crucial to get a sustainable outcome.

Second big challenge for the social media giants is language. Most of these platforms operate with a handful of languages but the content is generated in all the languages present across their operational geography. For instance, in India, most social media platforms are operating with main languages such as Hindi, English, Tamil, Telugu, Marathi, Kannada, Urdu and others. However, the content generated on them is shared in multiple languages and dialects present in India. Now, the backend algorithm reader of these platforms cannot judge the content in different dialects and decipher to be abusive or appropriate because it does not know the language.

Shah points that social media platforms should allow users to upload content in specific language only after they have built in enough check mechanisms and resources to understand that language. *"They are currently getting away on this by announcing that they are still building teams in those languages,"* shares Shah.

Nitin Bhatia, Social Media Expert, Founder, NitinSpeaks, too agrees that language is a barrier and it may impact moderation. *"However, addressing the popular spoken languages is a mammoth task at hand. Also, other languages only impact a smaller section of the society too. So, addressing the big fish first would have a bigger impact,"* mentions Bhatia.

Next big problem that these platforms face is the time lag between a content getting reported and then removed. This has been one of the major concerns. For instance, the Christchurch shootout was broadcasted live on Facebook but not reported until the first 12

minutes. By the time, Facebook removed the 17-minute video, it was viewed over 4,000+ plus times and later the platform deleted over 1.5 million such videos that were put on different profiles. NZ Prime Minister Jacinda Ardern and other critics also mentioned that the social media platforms have not done enough to develop stronger tools to control the spread of hate speech and violence.

Kumar says these platforms should impose strict guidelines. *"For propagating offensive content, not just the content but also the complete digital identity of people who do so should be removed. There can be various levels of punishment depending on the kind of content - for ex. Stopping the shareability of content, removal of content, reducing organic reach and finally removal of digital identity completely,"* mentions Kumar.

Looking at the Solutions

The platforms will have to ensure user and brand safety because that is the sole reason they are surviving. What's critical is that these steps be taken quickly. Governments can come together and form a larger global user privacy and safety guidelines for social media platforms to follow. No platform should even be allowed to launch without fulfilling those.

"TikTok has violated every user and content safety and privacy aspect and is yet allowed to operate freely," adds **Shah**.

These platforms need to increase their understanding of geographies and language to be able to interpret the content in a quicker manner.

Interestingly, these platforms are deploying Artificial Intelligence tools that can filter the huge flow of content along with manual support that helps them to monitor offensive and fake content.

"AI definitely has a huge role to play considering the amount of content that is getting generated on social platforms. Unfortunately, it is still some time away before we can rely on its accuracy completely. Once it does come of age, then there will be immediate action possible on the violating content and content creators before it becomes viral. There will be a lot of preventive action possible which isn't the case right now," shares **Shah**.

Bhatia summarizes by mentioning, *"With AI capabilities advancing second, we can certainly see some good results too. Only time will tell if this has a greater impact on the society at large."*

“Interestingly, platforms are deploying Artificial Intelligence tools that can filter the huge flow of content along with manual support that helps them to monitor offensive and fake content”

The Advertising Avoidance Behaviour Will Continue to Accelerate as New Technologies Emerge

- Vaishali Verma, CEO, Initiative India

In our conversation with Vaishali Verma, she talks about the brand's approach to storytelling in order to deliver the best business results. She also elaborates on the brand's idea behind the concept of cultural velocity and her vision to make Initiative drive the standards of media planning and advertising up in a fairly new and emerging market like India. - By Tina Borah



Q. Initiative recently bagged many accolades at Goafest 2019. Congratulations on that! What do you think made the company achieve them?

A. Yes, we couldn't be more proud of this and what's gratifying is that we have won awards across multiple clients and various categories which makes us believe that we are thinking in the right direction.

Q. As a company, Initiative has always focused on the concept of cultural velocity. What is the idea behind this concept and how does it help Initiative as a company to set itself apart from the crowd?

A. Our approach to media is led by a simple reality – the advertising avoidance behaviour will continue to accelerate as new technology emerges. This will result in the continued deterioration of paid media effectiveness over time and brands will struggle to be relevant. We believe that the speed at which a brand interprets and responds to cultural data signal to improve its relevance with the consumer is the key success. We call this Cultural Velocity. We are committed to deliver transformative business results.

Q. In recent times we've seen a rise of consultancies of Accenture and PwC entering the advertising and media planning business. How is a firm like Initiative gearing up for such competition?

A. Competition is always welcome. It grows the industry, and sets new benchmarks. We, at Initiative, are customer focussed and not advertising focussed. We are led by customers and not by competition.

Q. The advertising and media planning business in recent years has gone through some major changes. Do you think these changes have made it easier or difficult for a company like Initiative to grab the consumer's attention?

A. We exist to help our clients grow by building strong brands that transform from forgettable and regrettable interrupters to cultural contributors and creators. Hence, no matter what the changes are, Initiative product and structure help brands takes the Initiative in Culture.

“We believe that the speed at which a brand interprets and responds to cultural data signal to improve its relevance with the consumer is the key success”

Q. Your global CEO Matt Baxter has time and again focused on simplicity and intelligent storytelling as two of the most important tools for driving a good advertising and media campaign for the brands. In relation to that, what has been your path while engaging with the Indian audience since you took over as the CEO?

A. Simplicity means big idea done well. Storytelling is not only about the message but also the medium and the context in which it is delivered. Hence, our approach is all about making the media strategy relevant to the consumer which delivers business results.

Q. We see today that India is still a very new and emerging market in terms of media planning and advertising. What role do you see Initiative playing in such a scenario to drive the standards of media planning and advertising up and how do you plan to go about it?

A. While India is an emerging market, the media landscape is extremely cluttered with multiple choices on TV, OTT, Digital, Mobile etc. Given our approach of customer backward planning, it helps us to develop media neutral solutions which are not only effective but far more relevant.

“Storytelling is not only about the message but also the medium and the context in which it is delivered. Hence, our approach is all about making the media strategy relevant to the consumer which delivers business results”



Vaishali Verma

Q. In the past, Initiative has been associated with big names like Amazon, Reckitt Benckiser, Gionee and Sony India. With such amazing work in the past, what is your future vision for the company? Could you elaborate it with any reference to brands that you are excited to work with in the coming days?

A. We are extremely excited to work with brands which are disrupting the world ranging from Reckitt Benckiser (Dettol, Harpic, Lizol, Durex etc), Amazon, Amazon Prime Video, MG Motors (Initiative launched Hector in India on the back of the Indian Premier League and the ICC World Cup), Xiaomi, Bajaj, MRF, InfoEdge, Too Yumm and several others.

This year, we won a Guinness World Record for our campaign at Ardh Kumbh Mela for Too Yumm. And it is India's first Guinness World Record certified ad campaign at Kumbh. We launched one of India's longest running media properties – the iconic Swachh Bharat. We created the first ever chatbot for Durex – the Rexbot. And we love working with starts up and help them make an impact. So, we have made Initiative the most future forward agency in the country and hope to continue the momentum.

“Given our approach of customer backward planning, it helps us to develop media neutral solutions which are not only effective but far more relevant”

Product Innovations Have Always

Stereotypes & Templates

-Hitesh Dhingra, Founder and MD, The Man Company

In our conversation with Hitesh Dhingra, he explains how The Man's Company managed to go beyond the ordinary, created a premium & wide range of men's grooming products and tapped into a partially unexplored venture. He also elucidates on how the brand is heavily investing in creating a distinguished positioning, a thriving community and great content. – By Soumya Sehgal

Q. What prompted you to venture into men's grooming, which is often a neglected category? Do you believe you tapped an unexplored area?

A. Until a few years ago, men had few options for grooming products, let alone in the premium category. Off the shelves, most of the products catering to men came from generic healthcare brands and lacked desired segmentation as per hair and skin type. We sensed the gap in the market in its early stages and were quick to realize the opportunity. Thus, began our quest for premium men's grooming products, giving rise to The Man Company. Conceptualised in 2012-13, I along with Parvesh Bareja and Bhisham Bhateja formally launched The Man Company, a company devoted to men's grooming essentials in the year 2015.

We were one of the first digital-native brands focused only on men's grooming in India. We realized the importance of offering chemical-free products in a very premium packaging at an affordable price quite early. As a result, all our products are a result of extensive study, elaborate research and usage of effective essential oils. We are the pioneers in beard grooming category with 30% market share and are well on our way of creating many categories first. We were the first brand to launch six products with activated charcoal as the main ingredient.

The studies have shown us overtime that Indian men are getting increasingly self-aware and are investing in grooming products to improve physical appearance in order to gain confidence and have a competitive edge over peers, in terms of both career and personal growth. There are various economic and cultural factors catapulting this category faster than any other as well.

We have definitely ventured into uncharted territories and the journey is both exciting and challenging.

Q. In terms of men's grooming, the common notion is that it is restricted to body washes, moisturizers, etc. But you've gone a step ahead and created products in intimate care range. How was the idea to go beyond the ordinary materialized?

A. Yes, definitely the surface understanding tells you that men are only interested in basic hygiene products like soap, shampoo or bodywash.

But as a company, product innovations have always been in our DNA. We pride ourselves in understanding the pain points of today's men and coming up with products that are enriched with natural ingredients, essential oils and are chemical free. Historically, our



THE MAN COMPANY

various ranges like Charcoal range or Beard care range has been a game-changers in male grooming category.

Even our own study has shown the very acceptance and appreciation of products which has been designed keeping men in the central focus. Keeping this understanding in mind, we launched an all-new range of products titled 'Defence Theory' earlier this year.

It is a range of hardworking products tailor-made for the hardworking gentleman of today. The range features top of the line personal care products that have been skilfully crafted in Canada keeping in mind an array of concerns which men face on a day to day basis. Acne, Hair Growth, Hair Fall, Dandruff, Ageing, Sweating, Chafing and so on to name a few. The products come with a natural score, which indicates the exact percentage of natural ingredients used. The objective has always been clear to be the one stop shop of everything in male grooming and personal hygiene is an integral part of it.

Q. Which businesses/products (like shaving kit or other beauty products, etc.) mainly contribute to the segment? If you could provide product-wise break up of market size on the industry levels.

A. The Man Company offers a head to toe range of grooming essentials, specially formulated for Indian men to make sure every man is at its best. From shampoos, face washes, beard oils, beard washes, soap bars, body washes, shave gels to fragrances, The Man Company is the one stop shop for all grooming needs for men. The entire range is free of harmful chemicals and infused with premium essential oils. In Beard category, we own 30% of market share. Riding on increasing monthly spends, male grooming products are likely to see sustained growth. Forecast CAGR % growth (2017-21) states that Men's Shaving Category- 8.5, Men's Toiletries (toiletries include bath, shower, skin and haircare products)- 15.7, Men's Fragrances- 15.5. (Figures in Rs. billion)

“We have undertaken the task to establish that a gentleman

can be vulnerable and wear his heart on his sleeve”

Q. How is your brand positioning different from your competitors like Beardo, Ustraa etc.? Also, how do you tackle the competition from women grooming brands?

A. It's a small but exponentially growing category and the competition and us are only trying to expand the category as of now. We all have a long way to go and catch up with the men's category like the way it is in the west. I think we all are playing our own fair game and all my best wishes to each one of them.

We have and will always have an inherent edge over the women grooming brands, they were conceptualized keeping women at the center so whatever they are doing now is an extension of sorts. While we were a premium grooming brand with a clear focus of becoming the ultimate grooming and lifestyle destination for men from the day of inception.

Q. The response to your latest digital campaign #GentlemanInYou has been phenomenal. Please share some results of the campaign.

A. The modern-age man, as we perceive, is vulnerable and open to imperfections. We strongly believe money and power can't buy you class and respect. In this modern day being called a gentleman has to be earned and can't be inherited. One has to strive and evolve continuously to be referred to as a gentleman. It's a constant self-introspective journey than a destination.

To become a gentleman how one looks or the choice of profession or the lifestyle is irrelevant. What matters are the inherent qualities one possesses and the mindset of constant evolution.

The Man Company aims to redefine stereotypes and templates. We have undertaken the task to establish that a gentleman can have flaws, he can be vulnerable and wear his heart on his sleeve. We are lifestyle grooming brand for the modern-day gentleman

This reflects our brand ideology and principles which encourage men to be the best version of themselves. Any campaign or thought that are on these lines work for us.

Our loyal customer base has been very supportive of our brand ideologies and helped made the campaign a success

Q. Could you please throw light on The Man Company's annual marketing plan and spend?

A. These are extremely exciting times for men's grooming range in India. We want to establish ourselves as the destination for everything in grooming for men. Since we are a classy, premium brand, the marketing strategies and media choices made by us is dictated by that distinction. We are heavily invested in creating a distinguished positioning, a thriving community and great content.

We have been heavily investing in creating new distribution channels and brand building the company

“We were one of the

brands focused only on men's grooming in India. We realized the importance of offering chemical-free products in a very premium packaging at an affordable price quite early”



Hitesh Dhingra

Commoners to Drive Word-of-mouth for Brands

Ashutosh Harbola, Co-founder & CEO of Buzzoka, explains how the commoners driving word-of-mouth publicity are becoming the new-age influencers to drive the favourable results for businesses.

Marketing a product/service has always been a gruelling task for the marketers, no matter how blessed they are with potent tools and techniques present in the modern-day business world. Hence, marketing professionals are always busy in searching for the right strategies to woo their potential customers. This continuous exercise by the masterminds has paved way for innovative marketing methodologies such as influencer marketing, which is now further stretched to 'word-of-mouth' by commoners.

Today, the responsibility of an influencer is not limited to just reaching out to their valuable customers and eliciting their attention in a positive manner. But he/she is required to work in the direction of engaging with the audience at a large scale and encourage the commoners on social media to discuss and debate upon his/her posts, videos, messages and tweets, so as to clearly spread the message across. This is because brands are increasingly focussing on word-of-mouth publicity that happens through the commoners on social media.

Well, it must be noted that people have always discussed their experiences with brands, services and products in social gatherings or meetings. The only difference is that now these discussions by commoners are held via social media which has a faster and real-time reach.

Need for Commoners for Word-of-mouth on Social Media

It is often seen that a person who has had a bad experience with a brand reaches out to the social media to talk about the incident. However, there is a flip side to it as well. As per the data collected through a survey by Talk Triggers – Chatter Matters, "Nearly 71 per cent of customers surely recommend a great experience to others." This is because it gives them a chance to air their opinion about a particular product or service amongst the general public or potential buyers. Additionally, this gesture presents themselves as valuable customers to the brand who is perceived as really discerning about its products/services and is bold enough to share it as well.

Another thing to be noted here is that with social media, customers' opinion or experience with a product or service is no longer limited to one-on-one conversations. In fact, thousands of people can engage in a conversation about a brand at the same time and this can work positively for the brand. That being said, increasingly, many brands are looking to word-of-mouth publicity through commoners. The main reason behind the rising popularity of this marketing strategy is the fact that it is completely human!

This in no way suggests that the other modern-day marketing plans are mechanical in nature and fail to appeal to the masses but what it indicates is that this strategy has deeper roots in human value system and thought process/buying persona. If we go by the numbers then, "Nearly 88 per cent of consumers trust online reviews written by other consumers as much as they trust recommendations from their personal contacts," as per data shared by BrightLocal. Thus, the trust factor which is inherent to the online reviews/word-of-mouth can be observed as a sharp weapon to beat the heat of the competition in a more direct manner.

So, in addition to deploying influencers for aggressive marketing, brands are also looking at commoners for their opinion and interactions on the influencers' post to circulate and spark the desired results as against to simply confining their attention to the influencers. Hence, the influencers are seen motivating the followers/commoners to share their views openly on the social media channels, giving a good stretch to their original one-way approach.

To Sum Up...

It can be said that the commoners driving word-of-mouth publicity are becoming the new-age influencers to drive the favourable results for businesses. Be it big or small brand, everyone is adopting this trend due to its several inherent advantages. That said, there is no doubt that brands are still roping-in the influencers for brand promotion, but what they are also expecting from the influencers is that they not only express their opinion and experience but stir further communication where the followers/commoners are prompted to take part too.



Ashutosh Harbola



A Crash Course by Ixigo on Hotel Etiquettes

A few days ago, a video of an Indian family, stealing a truck full of things from their hotel room in Bali, turned into a web sensation. The viral video demonstrated a group being caught attempting to steal the hotel's towels, holders, hangers, decor items, blow dryers, etc.

The social media too was caught in a frenzy, retweeting and sharing the video numerous times. It also gave rise to lingering conversations and arguments from people all over the world.

Driven by these insights and social media conversations, India-based online trip specialist, Ixigo, was quick on the draw to eat a slice of entertainment. They uploaded a parody video titled, 'Stuff You Can Take from Hotels'. Featuring a lady in a shower robe, they presented a guide to hotel guests on the items they can and can not take home. For example, people have been taking home amenities like towels, sheets etc., often unknowingly.

Ixigo aimed at educating the hotel guests on the dos and don'ts when it comes to hotel amenities. For instance, one can bring home hotel's toiletry items like soaps, hair cleansers, conditioners etc. but aren't allowed to take things like hair dryer, decor items and a bunch of other stuff.

The entire video was filmed in a rather witty and quirky way. The actress was shown goofing around trying to fit everything in her suitcase. This playful crash course on hotel etiquette is definitely worth a watch.

Commenting on her idea behind the video, **Shuchi Chawla, Head Brand Marketing, Ixigo**, said, "Our aim with this video was not to ride on the Bali incident, but to create an educational tutorial for travellers in a fun way. This video was actually created a year back basis insights from our customers and hotel partners. Our study showed that a lot of seasoned and first time travellers are in a grey area when it comes to travel etiquette, be it at an airport, public places or hotels. Driven by these insights, we decided to educate travellers through a video. Topical and witty content captured in a casual narrative is one of the major reasons behind the virality of our 'Hotel Etiquette' video. With any campaign, our goal is always to create interesting and share-worthy content that adds value and is in sync with our brand philosophy of enriching our users' travel journey."

Further, remarking on the numbers the video garnered, she says, "In a span of 24 hours, ixigo's 'Hotel Etiquette' video became viral, garnering millions of views across major social media platforms including Twitter, Facebook, LinkedIn. The video content which is relevant yet humorous was also shared countless times by people on Whatsapp groups. The brand's initial tweet featuring the video was re-tweeted nearly 3300 times and has got over 300K views. The virality of our video till now has been purely driven by organic growth minus any promotional expense. The video managed to create social as well as traditional media frenzy overseas and was trending in over 10 countries. So far it has been covered by major news publications, new age media and leading TV channels as a useful guide for travellers for their upcoming travel plans."

OPPO's Reno 10x Zoom to Help Broaden the Horizons

OPPO has launched a fresh campaign with Bhavesh Patel, a blind photographer, to showcase the features of the newly released Reno 10x Zoom, which is ready to steer OPPO to new horizons in India.

This campaign, created by August Communications, a creative agency, attempts to convey that Oppo Reno's camera encourages us to look beyond what our eyes can.

OPPO has paid a tribute to Bhavesh Patel, a blind photographer, who clicks prominent movie stars, to encourage furthering your vision by focusing on things that bare eyes usually miss. The ad is striking, cinematic and a futuristic attempt made by OPPO to expand its footprints beyond their normal advertising strategies. It's heartwarming, talking about OPPO Reno camera's features like angle photography, larger screen, etc. They also attempt to highlight user-friendliness of the Reno's camera, given that a blind man could use it well.

Commenting on the idea of featuring a blind photographer in the ad, **Sumit Walia, Vice President, Product and Marketing, OPPO India**, says, "At OPPO, we believe in going beyond the conventional and bring in a new perspective in all our communication strategies. Our new OPPO Reno series, which has been engineered for creativity, stands testimony for the same. As a consumer-focused brand, we have always challenged the status quo on all fronts, be it products, market

or after the sale and our current campaign featuring Bhavesh Patel, validates our endeavor in this direction. Just like the OPPO Reno 10x zoom, Bhavesh has been pushing boundaries by breaking the norms to perfectly capture the nuances of a moment through his artistic expression. With this campaign, OPPO aims to honor all those who have gone above and beyond with their artistic talent and have an encouraging story to narrate."

Featuring a blind photographer was one of a kind effort. The ad has garnered about 20k views on Youtube.



Dentsu Grant Group launches Amnet operations in Sri Lanka

Dentsu Grant Group has declared the launch of Amnet, the programmatic specialist from Dentsu Aegis Network, in Sri Lanka. Amnet is a hotspot for programmatic purchasing, programmatic media planning, data analytics and audience data.

Nisal De Silva from the Dentsu Grant Group will head the activities for Amnet in Sri Lanka and will work from the Colombo office.

With the launch of Amnet, Dentsu Grant Group is indeed set to disrupt the status of digital publicizing through extending local media stock and offering progressively complex and modified campaigns to customers as its central goal is to assemble and use information, so as to convey more meaningful and customized messaging experiences.

Sri Lanka's promotional trends have extensively moved from conventional to advanced publicizing conduct in a limited span of time. So, with customer needs developing for faster turnarounds and information driven promotion at scale, Amnet is expected to outdo worldwide standards.

For the record, Dentsu Grant Group is the most established and oldest advertising group serving in Sri Lanka that was procured by Dentsu Aegis Network, the worldwide media and advertising and marketing communication, in 2017 and among other markets, Amnet has a profound presence in India, USA, UK, France, China and Hong Kong.

Snapchat's First Global Campaign Focuses on Friends

While Facebook has concentrated on international supremacy and associating as many individuals as they could reasonably be connecting through its group of applications including Instagram, Whatsapp and Facebook itself, Snapchat has constantly kept up its attention on cozying connections just between close friends, which is pretty much what that separates it from other social media channels. In its first worldwide campaign, Snap Inc. is featuring how so many close friends and families around the globe utilize the application to stay in contact. This crusade was made by Snap's in-house team and has been focused on celebrating close friendships and praising the importance of companionships.

So presently, Snapchat is utilizing this very fact of celebrating companionships as the key element for its first worldwide major new ad, which will see it on bulletin boards and promotional sets all over film theatres, print media, Youtube, etc.

As indicated by Snap, different facets of this campaign will show up in twelve nations: Australia, Brazil, France, Germany, India, Indonesia, Italy, Japan, Malaysia, Spain, the United Kingdom, and the United States.

The campaign will feature the individual accounts of friends, which Snapchat will be choosing from these 12 nations. People will most likely view every such story in short recordings on Snap's YouTube channel.

What's more, Snap will likewise utilize quotes on companionship "from 15 famous and acclaimed figures", which will be exhibited on bulletins as a component of the campaign.

This push is expected to further elevate Snap's ability to help keep users associated with those companionships and friendships that genuinely matter.

It'll be intriguing to perceive what the aftereffects of the campaign are, and whether it expands well into Snapchat's perspectives, particularly in locales outside of North America, where Snap genuinely needs to develop.

L'Oréal Brings Augmented Experiences

L'Oréal Indonesia introduced another new beauty tech feature called Shopee BeautyCam.

This highlight is accessible in the most recent adaptation of the Shopee application and is fueled by augmented reality (AR) and Artificial Intelligence (AI) advances. It enables customers of all skin shades and types to give numerous shades of L'Oréal beauty items a shot on their skin virtually, before purchasing them.

L'Oréal spokesperson quoted in a statement, "Shopee BeautyCam was introduced following the procurement of ModiFace, a company that makes AI reality tech for beauty brands.

The company intends to bring the best of their beauty items and innovations accessible worldwide, to Indonesian women with the goal that they can try and purchase the most recent beauty products without any hassle."

L'Oréal recommends Shopee BeautyCam clients could also attempt to try various shades of Maybelline New York, L'Oréal Paris and NYX Professional Makeup items on the Cam before proceeding to make a purchase.

This blend of augmented reality and AI brainpower advancements intends to cater to a central need of service, which was not previously accessible on the web. Shopee BeautyCam is expected to make online shopping consistent and simple. This innovation would be introduced all over Indonesia soon. Now, how it will be perceived, is yet to be seen.

SonyLIV Reinforces its International Entrench by Expanding into the Middle East

SonyLIV has increased its worldwide impression with its amplification into Middle East. More than 70 famous shows from Sony Pictures Networks India's rich content library and more than 1500 motion pictures are currently accessible on SonyLIV in Middle East countries like UAE, Oman, Qatar, Bahrain and Kuwait.

With more than 450 million distinct mobile subscribers, the Middle East has seen most utilizations of YouTube videos on the planet. Digital invasion and rapid internet have opened the conduits of premium content from the world crossing over different genres and interests. Cell phones have been instrumental in offering social understanding and introduction to the army of regional clients, half of which is younger than 25 years.

SonyLIV has, of late, crossed the 100MN application downloads achievement on Play store in India and now takes into account more than 70 million monthly active users. SonyLIV brings quality substance customized for the regional group of spectators.

To guarantee that all groups of spectators can see their preferred shows with ease, all newer shows and episodes will be accessible with English captions.





Here's an ode to the father of advertising who was actually a woman from the iddle east.

The craft of storytelling has been saving necks for a long time, or for at least 12 centuries as far as we know. It's a well documented fact that once upon a time, the brilliant Queen Shahrzad of Arabia spun long and winding tales, 1001 tales to be precise, to save her neck.

Every night, she would tell a twisted tantalising tale to her murderous husband King Shahryar who intended to kill her in the morning, but she would leave the tale unfinished at a crucial cliffhanger. The King would be forced to pardon her for yet another day, just so she could finish her tale, only to start another one. And so it went. Her storytelling kept her from turning into the next victim in a series of very sad and very dead wives. And that, we believe was the birth of Arabian Nights, or advertising as we know it to this day.

At August, we too spin tales and tell stories to bring brands to life, be it traditional or digital media. With a hat tip to Queen Shahrzad.

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