

THE 2.0 MARKETER

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An Agency Reporter Initiative



THE LINGERIE IS FINALLY OUT OF THE CLOSET!

How is e-commerce revolutionizing India's lingerie market?

Digital Indian Agencies'
Big Win at Cannes 2019

Solidly Škoda
- Tarun Jha,
Škoda Auto, India

Sense not Sensationalism
- Anurag Mazumdar,
The Logical India

Does the Narrative of Social
Responsibility Work for Brands?



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EDITORIAL

Words are powerless to express my gratitude...

First and foremost, my team and I would like to extend our heartfelt gratitude to the contributors and readers of 'The 2.0 Marketer' for their generous response to our first edition.

As you may know, we, at Agency Reporter, have always endeavored to bring the most vital and relevant A&M topics on the table, and the magazine was just an attempt of the same. All I can say is, thank you for all the motivation!

In this edition, we have tried to incorporate all of our readers' inputs of the previous issue. We have raised the bar and yet again talked about some of the most gripping developments doing rounds in our industry. To exemplify, our cover story on the 'Online Lingerie Market' and analytical pieces on 'AR/VR Lending Hand to Brands' & 'Social Responsibility by Brands' are sure to excite you. Our small step towards clearing the clutter and bring powerful analytical content is definitive to reinvent the reportage system.

I am sure 'The 2.0 Marketer' is about to have its best months yet, and I am particularly excited to continue making our magazine one of the finest names in the A&M industry. I encourage you to continue to send us your invaluable feedback and ideas for further improvement of our work.

Two words: Endless gratitude. Thank you.



Rahul Puri



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CONTENTS

06

HAVE THE AR/VR TECHNOLOGIES SUCCURED BRANDS TO LEVEL UP THEIR GAME?

Reaping traction and hooking the audience through varied content types is a constant grappling that brands go through to sustain the competition and remain a victor. Since there is always room to maneuver, marketers try to employ a gamut of techniques to deliver perpetual, yet targeted messages to the scrupulous audience. And now is the time for businesses to monetize their resources with these technologies – Augmented Reality, Virtual Reality, and Mixed Reality. But are these technologies paying brands the return they anticipate?

08

DOES RIDING ON THE NARRATIVE OF SOCIAL RESPONSIBILITY WORK FOR BRANDS?

As the badgering happens, many brands are already doing their bit, commonly drawing up 'social good' strategies to raise money or fight for a chosen cause.

11

STORYTELLING IS A VERY POWERFUL TOOL IN OUR COMMUNICATION ARMOURY SINCE OUR BUSINESS IS TECHNICAL AND COMPLEX

With digital exchange of information at its peak, data protection becomes utmost important. While conversing with Nithya Krishnan, Director- Marketing, Trend Micro, India & SAARC, she tells us how Trend Micro is making it safe to transfer digital data, along with throwing light on their marketing ploys.

13

LEMMA TECHNOLOGIES: PROFFERING CACHET OF DIGITAL TOUCH TO TRADITIONAL OOH

In a bolstering attempt to create mutually exclusive story of digital and OOH for brands, Gulab Patil, Founder & CEO of Lemma Technologies established the company in the year 2016 with a vision to provide a single dashboard to brands whereby they are able to reach out to the audiences through DOOH, mobile, and desktop to assess their ROI accurately.



14

ROARING TO VICTORY AT CANNES LIONS 2019, INDIAN DIGITAL AGENCIES ELATE UNANIMOUSLY

The winning agencies from the Indian subcontinent included Dentsu Webchutney, FCB Ulka, Wunderman Thompson Mumbai, Mindshare, TBWA India, Grey Group India, Leo Burnett India, DDB Mudra, and Lowe Lintas. However, the most interesting trend for the Indian agencies to celebrate this year was the emergence of a digital agency at the forefront of the lion's tally. Dentsu Webchutney piped every other creative and media agency from India to emerge as the winner of maximum Lions by bagging 6 out of 18 Lions and were at the top of the tally.

19

THE LINGERIE IS FINALLY OUT OF THE CLOSET!

To cater to the demand of modish, contemporary, and premium quality innerwear, the lingerie market in India is witnessing an unprecedented growth over the past few years. And what has given it an even bigger push is its presence in the online space.

23

UNDER THE INDIA 2.0 INITIATIVE, WE ARE PLANNING NEW PRODUCTS FOR INDIA IN THE NEAR FUTURE

In our recent conversation with Tarun Jha, Head of Marketing and Product at ŠKODA AUTO India, he helps us understand how ŠKODA AUTO is gripping strong in India, with clearly defined missions and visions to deliver nothing but the best.

24

WE BELIEVE IN SENSE, NOT SENSATIONALISM

The Logical Indian's Co-founder and COO, Anurag Mazumdar, explains how the publication is practicing the ethics of media in the truest sense. Mazumdar also expounds how they have conceptualized CSR at the organizational level that helped the company exercise editorial responsibility and ethical standards within the journalism profession.

26

MOMENTS AND MOMENTUM

Indian brands today want to be in touch with the consumer throughout the year and see the spike in recall every month. But how does a brand deal with a barrage of trends and news that is happening at a lightning pace in today's day and age. How can a brand turn such events into its favor and still pass on a relevant message to the consumer that makes them notice the brand? Well, the answer to it is via - Moment Marketing.

29

AN INFORMATIVE-ENGAGING EXPERIENCE IS THE KEY TO CONNECT WITH MILLENNIALS & GENERATION Z

In our conversation with Kartik Mohindra, CMO, Pernod Ricard, India, he shares some insights on the brand's marketing efforts and how their consumer-centric approach is at the heart of everything they do.



30

WE INNOVATE WITH EXPERIENCE ZONES FOR CUSTOMERS TO TEST OUR PRODUCTS & MAKE INFORMED CHOICES

While interacting with Vishal Parekh, Marketing Director, Kingston Technology India, he explains how the storage industry has been performing over the years and how Kingston is making big in India.

Have the AR/VR Technologies Succoured Brands to Level Up their Game?

Reaping traction and hooking the audience through varied content types is a constant grappling that brands go through to sustain the competition and remain a victor. Since there is always room to maneuver, marketers try to employ a gamut of techniques to deliver perpetual, yet targeted messages to the scrupulous audience. And now is the time for businesses to monetize their resources with these technologies – Augmented Reality, Virtual Reality, and Mixed Reality. But are these technologies paying brands the return they anticipate? -By Ojasvi Nath

The persuasive application of scientific knowledge in the form of AR, VR, and MR has been assembled well in the world, and India can also be seen adopting it sprightly, especially brands, who have started integrating these technologies to explore the benefits from such modern tools. If we talk particularly about the Augmented reality, it does not seem to stay limited to gaming anymore and has transcended the boundaries to revolutionize medicine, architecture, design and what not. With new unconventional entrants hitting to the market, the already established brands are trying to survive the evolving market and surpass the competition.



Has the AR-VR Trend Changed in the Last One Year in India?

The respective, AR and VR technologies, can help the marketers stay ahead of game if they are able to successfully adopt and implement technologies of the future. With the advent of digital channels and smartphones, consumer expectations are higher, and they demand more information of a product to satiate their informational needs. Marketers, who are not involved in such technologies, must keep an eye to provide their customers more immersive product experiences along with the raising bar of the continuously changing technology.

Adhvith Dhuddu, CEO of Alivenow, a creative tech agency who are also official partners with Facebook for Spark AR Camera filters said – *“The AR/VR space has changed quite drastically over the last 9-12 months. Thanks to Facebook’s Spark AR platform it has opened many unique and immersive opportunities for brands. Previously, AR experiences forced users to download an app but with Facebook AR, we’ve been able to build amazing experiences for brands that customers consume inside the Facebook app itself. The other major trend we’re seeing is Snapchat’s renewed interest and push into India by launching Snap lenses for entertainment and FMCG brands in here. In terms of VR, there hasn’t been much change in the trends. But once the new Oculus Quest device is launched, we see some interesting activation’s happening in the VR space.”*

Spriha Neogi, Co-founder, Atterolabs further added to the conversation. *“The last year has been a huge leap for the AR industry with FB, IG, YT and other Social Platforms leading the way. Basic Filters have now evolved into full-fledged try on AR Ad units using Advanced Facial, Motion and Gesture Recognition. India is seeing increasing traction in this space thanks to high internet speeds, an uptick in sales of smartphones with Depth Cam and massive content creation (Tik-Tok) and consumption driven by OTT’s.”*

How are the Creative Tech Agencies Helping Apprehensive Brands with Meaningful Experiences?

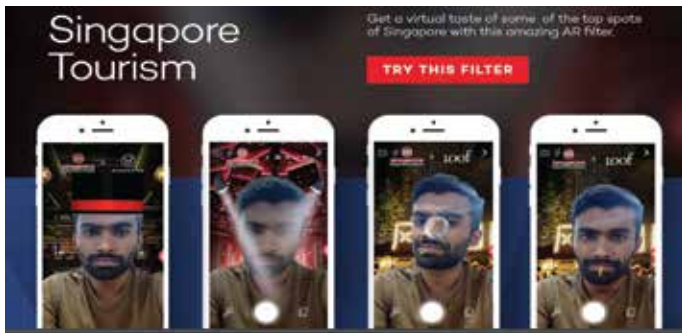
The adoption for Indian brands is still a bit slow, but the pace has picked up in the last year. Many brands burnt their fingers few years ago by indulging in expensive AR campaigns that didn’t yield great results. *“It will take some time for brand and marketing managers to understand that AR campaigns can now be seamlessly launched in Facebook itself and that smartphones do have the ability to support complex AR features. Mostly importantly they don’t cost as much as they did a few years ago, so budgets will also allow more brands to explore AR based campaigns,”* Dhuddu averred.

AR and VR may seem to the brands a high cost involving tool, but it isn’t as high as it looks like. The companies who start involving themselves just now will stand out among their competitors by offering something unique. The advertising through AR is not invasive so the audience can choose whether to interact with your brand or not. And, it’s true that the interactive and immersive environment of such ads literally makes consumers want to be a part of the entire experience. People want to touch, feel, try and experience a brand before making a purchase decision.

“As a creative tech team, we at Alivenow are working with pretty much all the large agencies in India to help build interesting AR experiences for their clients. Agencies are integrating AR campaigns as part of key marketing events like new product launches, new store openings, large offers/sales events, etc. Besides investing in AR campaigns for key marketing events, we’re helping brands understand that AR can do much more, like help users experience a certain product like lipsticks, sunglasses, jewellery, etc. It’s still very early days in the AR marketing space and the next 1-2 years you will see many immersive and creative AR experiences launched by brands,” he added.

Kunal Mathur, Hyatt spoke, “With users consuming more content, it’s imperative for brands to create differentiated customer experiences to carve a share of mind. Brands are open to experimenting with hi-tech visual storytelling tools like AR to create compelling brand moments.”

Neogi also believes that brands are starting to see the value in better product visualizations for their customers while enabling UGC on Social Media. A lot of brands are already looking at a 3D future and starting Pilots. Once FB & IG AR Ads open, I foresee an absolute scramble towards massive market adoption. “For the first time ever, brands are able to put their customer at the heart of an experience instead of just showing passive content. We work closely with brands to understand their campaign objectives which are then translated into a visual storytelling experience where the customer is the hero/heroine.”



Technology (AR/VR) Becoming a Necessity than a Luxury for Brands?

AR and VR are the best way to merge the physical and digital world altogether. Therefore, businesses are coming up with enormous ideas to engage the user. Within a little time, the technologies have drastically changed the shape of commerce, helping the businesses aim specific audience. However, the question is if these technologies have become a necessity or still there is a long way to go. “We don’t think it’s a necessity yet, but it might become quite invaluable and important in the years to come. With smartphones getting more powerful and all the large players like Facebook, Google and Apple investing in AR, and lots of innovation happening in both AR software and hardware, it’s only a matter of time before AR becomes an integral part of our phones and an integral part of many marketing campaigns. For VR it might take some time and experiences would probably be restricted to events, stores, etc, but AR will be accessible universally thanks to powerful smartphones,” Dhuddu explained.

The processing power of VR hardware is rapidly increasing, giving developers and content creators the power to build experiences in VR that offer users freedom to move in any direction. These technologies are a way to convey the sensory experience to contest impacting the emotional and social experiences beyond a user’s or brands imagination. These technologies are the best chance of offering an immersive sensory experience in the real world. For India, in comparison to the USA and China, there is a long way to go. The investment level of the brands needs to rise without being cost sensitive and more technology intensive in order to foster innovation. “At a B2C level, in terms of Product Visualization, AR will soon be a necessity for shoppers and become a mainstay feature offered by most brands as a part of the shopping experience. VR will mainly drive the B2B industry as a tool for product development, training, and other instructional areas,” Neogi shared her view.



Does the Future Look Promising?

Advertising has thus far restricted brands and users to a passive experience. Now, for the first time – AR is bridging this gap by giving marketers the ability to create a brand experience that fully involves the customer. Consumers can now try products before buying it or discover new recipes by scanning the packaging or bring movie characters to life in their living rooms. This is the power of Augmented Reality!

Mathur adds here,

“As customers start requiring more visual tools for better product visualizations, brands will have to start offering these features for a wholesome shopping experience. Brands continue experimenting with these types of format in the future as well as this area keeps evolving, we will keep experimenting to create engaging content for users”

“We’re extremely excited about the future for many reasons. First, we’re seeing brand and marketing teams open to the idea of using AR experiences. Second, given that AR experiences are more accessible, users are also finding it easy to interact with AR camera filters. The year has been quite exciting, and we hope to build many more engaging AR experiences for brands and partner with many more agencies for this,” Dhuddu concluded.



Does Riding on The Narrative of Social Responsibility Work for Brands?

As the badgering happens, many brands are already doing their bit, commonly drawing up 'social good' strategies to raise money or fight for a chosen cause. -By Ojasvi Nath

What does Azim Premji, Ratan Tata, and Narayana Murthy have in common? That's right – they are all strong advocates of sustainable, equal, and eco-friendly fashion. Nevertheless, it's not just these businessmen bestirring after the sphere we live in. With more individuals going through the metamorphosis of social sensibility, brands have started taking their corporate social responsibility very seriously too more in terms of their responsibility towards 'society at large' than the stakeholders.

People like their association with good people. Similarly, in the business world, customers prefer to be associated with companies known for their morality, high ethical standards, and compelling brand values. There have been many instances where brands succeeded at positioning their product through a powerfully gripping campaign that does recede from view but not minds. The best commercials on our list are excellent examples of effective advertising strategies for social issues marketing campaigns that let their voices be heard. The following companies have embraced corporate social responsibility from top to bottom.

Enterprising the Responsibility

Despite the realization that you are watching a commercial, few videos outclass the extant narratives and stimulate goosebumps in your body. Myntra's three-minute film under 'Myntra Unforgettables' series has some unsung heroes. Not only does the ad touch the ecstatic moment of human upliftment, but it has also strived to arouse a palpable sense of women participation in sports from rural areas. The brand message is crisp, loud, and clear. The video features Niranjana Parte, a young footballer, who narrates changes in her life and also, how her village is growing towards development.



Myntra Unforgettables - a series featuring Niranjana Parte



#ShareTheLoad

Brands like Ariel has always tried to elicit the most thought-provoking issues. If a brand has successfully planted its ideology in the audience mind, it has succeeded in crafting an initiative that has whizzed beyond social media marketing. The detergent brand has been consistent in echoing through the minds of people with its commendable campaign #ShareTheLoad. The latest one has the focus on making sons learn about household chores and help mothers as the daughters do. The brand has adjured mothers to be the changemakers and reconsider the way they have raised their sons.



Gopa Menon, Executive Vice President, Isobar, vocalizes out his opinion on the Ariel ad campaign.

He says, "The share the load Campaign over the years have become some kind of brand identity for Ariel. Through this, they have managed to raise awareness over the burning issue of gender inequality and asking consumers

at large to take a small step of change even if it's for a task like sharing the workload for laundry. The New Campaign is also extending the thought and trying to take the conversation further and I feel the campaign has panned out well and ticks all the boxes. All the Campaign series urges people to bring about minimal change in their lifestyle to bring about bigger change in the society.

There are numerous instances where the brands have taken a move forward and sportingly took the responsibility of propounding the narratives of social responsibility.

Vicks in 2017, launched 'Touch of Care' ad campaign that went viral for all the right reasons. The video reasserts the importance of care while challenging and seeking to redefine what family is in contemporary

society. The campaign lead with the idea – ‘Family is where the care is’ featuring the real-life story of an orphan and her newfound ‘mother’. The ad film beautifully showcased how Gauri, a transgender woman brought up an orphan, Gayatri as her own child fighting against all odds. Similarly tea label Brooke Bond has taken up the society to educate them at the basic level where they lack the most. The Hindustan Unilever (HUL) brand released an ad film – ‘A Boy Who Girls Like’, in the year 2017 challenging the mentality of society by destigmatizing gender stereotypes such as the type of toys played with by boys and girls. The ad film begins with a little play-making tea with a tea toy set that is usually associated as a toy meant for girls. The narration starts by saying, “He loves to make tea, but that doesn’t make him a girl” and then goes to the end with “It just makes him a boy that girls like”.

Shashi Mukherjee, Head of Digital Marketing, RB Health. adds here

“In a digital era, the content should reflect the social tensions while propagating the category benefit. When this happens in an intelligent way – it tends to catch on with the consumers and key opinion leaders”



Shashi Mukherjee

He further says, “While there’s so much clutter in the social space, carrying a placard that says, ‘I’m better, Buy me’, no longer cuts the ice, the ones who stand-out are the ones, who stand for something bigger than just the product benefit. Breaking stereotypes is the most obvious plank, given we are a society full of stereotypes.”

Mukherjee thinks that Ariel has been the torch bearer of initiating conversations around gender equality since 2015, and now that has opened up the Pandora’s box of conversations, and it is good to see other brands are also joining the bandwagon. From the Ariel

#ShareTheLoad to Airtel #Boss, to Havells – #HawaBadlegi to a Tanishq #SecondMarriage commercial, each brand is doing its bit to trigger conversations to engage a larger set of consumers while staying closer to the category benefit and drive thought leadership.



Everyone who holds authority in the industry today is feeling the growing need to take a position on some social or cultural issue that has become mainstream in our digital, partisan world. We reached out to a few of the industry leads to hearing their opinion on the growing responsibility of brands to take a stand on social issues.

With Great Power Comes Great Responsibility

HP India introduced ‘Umeed Ka Diya’ video during Diwali, last year that demanded support for local artisans. The ad starts with a child and his genuine concern for a street vendor, ‘Amma’ whose efforts to sell diyas goes in vain. The bigger message here is to encourage viewers to support the street vendors and make this Diwali a brighter one for the less fortunate. HP India through such campaigns and awareness has put continuous attempts, creating awareness to promote local street vendors through newspaper inserts, carrying their photo with the address.

“Everyone who holds authority in the industry today is feeling the growing need to take a position on some social or cultural issue that has become mainstream in our digital, partisan world”



Neelima Burra

Speaking on HP's ad campaign, **Neelima Burra, Country Marketing Director, HP** asserts, "The Diwali season always witnesses a huge influx of campaigns to draw audience attention in varied ways. With 'Umeed ka Diya' video, we wanted to highlight an emotional reason as to how technology can create a positive and tangible impact on people's life. The idea about how small acts of kindness with the use of HP Laptops and

Printers can create an impact on someone's life. We are glad that this film made a difference and made people go and buy from street vendors, this Diwali."

She further states, "Keep Reinventing' is much more than a slogan but a mission for the company to remain relevant. When we looked at the brand, it seemed like HP had more of a brain than a heart. And my objective was to bring the heart back into the brand. I fundamentally believe, and numbers will prove, that when the heart commits the brain can only follow. Bringing back an emotional connection to the HP brand is a priority for us."

But, Does Breaking Stereotypes Always Work?

Basking in the puff of controversy, Gillette's commercial on the toxic masculinity stoked the debatable chords among the product users. While some made strong disagreement and ostracized the brand because of its pricking recital of masculinity, many who shares similar values reckoned with the message. Most of the brands avoid controversial marketing because on the surface it does seem ill-advised. However, there are some brands, who through their level of communication, choose to stir the pot to attract attention because it triggers an emotional response, generating massive engagement.



Sumeet Singh

Sumeet Singh, CMO, Info Edge India Ltd (naukri, 99acres, Jeevansathi, Shiksha, naukrigulf) avers, "I believe that such initiatives do not go against a brand. It certainly depends on the objective and life stage of the brand. You would generally not see the early or mid-size brands doing it.

A brand shouldn't be overdoing such ads to garner more attention or just because it is an in-thing. It should support a cause only if the brand

believes in it. The brand must take responsibility of what it supports. This is because the audience takes notice of a brand's actions."

“The brand must take responsibility of what it supports. This is because the audience takes notice of a brand's actions”



Sonam Shah

Sonam Shah, Founder and CEO, Treize Communication comments, "For any and every brand, majority of their TG now consists of Millennials and Gen Z, and for this group Corporate Social Responsibility matters! They believe in raising awareness around issues which concern society as a whole and strive to find solutions to make the surroundings better. So, when a leading brand associates itself with a particular cause or fights against

an age-old stigma, it works in their favour. It reflects the brand's beliefs and ethos, which strike a perfect chord with the audience."

“Brands believe in raising awareness around issues which concern society as a whole and strive to find solutions to make the surroundings better”

Storytelling is a Very Powerful Tool in Our Communication Armoury Since Our Business is Technical and Complex for Many

- Nithya Krishnan, Director- Marketing, Trend Micro, India & SAARC

With digital exchange of information at its peak, data protection becomes utmost important. While conversing with Nithya Krishnan, she tells us how Trend Micro is making it safe to transfer digital data, along with throwing light on their marketing ploys. – By Soumya Sehgal

Q. You have been associated with Trend Micro for more than two years now. How is it to make the world safe for exchanging digital information? How has the response been from the Indian audience?

A. Trend Micro's unwavering vision for nearly 3 decades has been to make the world safe for exchanging digital information and the mission for the next decade is to secure the connected world. In-line with this, Trend Micro's CEO, Eva Chen, established the Trend Micro Initiative for Education to strengthen our efforts on user awareness and digital safety education, in 2017. The parent initiative supports three Digital Safety Outreach programs, namely:

- 1. Internet Safety for Kids & Families (ISKF):** Since its launch in 2008, the first program, Internet Safety for Kids & Families (ISKF), has reached millions. The objective is to improve Internet safety awareness, digital literacy, and malware defence capabilities for a safer digital world. To reach our objective our programs educate, collaborate and are accessible.
- 2. Internet Safety for Small Businesses (ISSB):** Established in November 2017, the Internet Safety for Small Businesses (ISSB) program aims to empower small business owners and employees with the knowledge to be safer in the digital world. We raise risk awareness and help small businesses take an offensive approach to online threats with timely, easy-to-use resources. All free of charge to all digital citizens. We also offer support and sponsorships to non-profit organisation events and projects dedicated to helping small businesses be safe online.

3. Cybersecurity Education for Universities (CEU): We established the Cybersecurity Education for Universities (CEU) program to help address the gap by offering guidance, expertise, and support to college cybersecurity programs free of charge. We work collaboratively with schools, typically focusing on faculty enablement and training, curriculum alignment and course consultation, technical seminars & webinars.

Trend Micro is also founding member of the new Cybersecurity Tech Accord, a pact among the largest ever group of technology and cybersecurity companies focused on defending businesses everywhere from cyberattacks. Trend Micro continues to collaborate with global law enforcement agencies and employs and supports thousands of threat and vulnerability researchers worldwide. The company uses this extensive threat intelligence to consistently develop and offer free tools to bolster current protections against the biggest cyber risks facing organizations.

“In 2007, we established the Trend Micro Initiative for Education to strengthen our efforts on user awareness and digital safety”



Nithya Krishnan



Q. With so many community forums in play and the selling that takes place through referrals, how do you make sure people know about you? What has been your preferred mode of advertising?

A. Considering the B2B enterprise space that Trend Micro operates in, our outreach to the market is largely through activities such as - events (CIO/CISO roundtables, industry events, C-level offsites, channel & partner events); workshops; digital/PR/social media communication (newsletters, blogs, EDMS) and webinars etc.

We do limited advertising through the typical broadcast medium (TV or radio), as we feel it isn't the most preferred mode of communication considering the target/niche audience that we typically reach out to - i.e., CISOs/CTOs/CIOs/IT heads/ Technology managers etc. However, we do evaluate participation in curated programs on case-to-case basis, especially during our annual CLOUDSEC event, which sees a lot of discussion around cybersecurity by cybersecurity experts.

Q. Does storytelling help in the cyber space? Can you please share some insights and numbers?

A. Storytelling is a very powerful tool in our communication armoury, and is especially true in our line of business which is very technical and complex for many. Today's cybersecurity firms use the storytelling approach which is a key tool to persuade their audience about a point of view by giving it context and relating it to their current view of life at home and business.

Storytelling is used by CISOs and leaders to help drive informed decision making by the customers. However, it is effective when CISOs describe their vision of cybersecurity, risk management and the business value to company employees and leadership stakeholders.

Security professionals use a story to inspire their users to be motivated to follow security protocols and there are few others who put the story into context so that users can better understand the entire story. This approach is highly effective, as it educates the customers.

When it comes to storytelling in cybersecurity, the customer is the king and your product is the magic ingredient in the customer's journey. With this positioning, your product stands out to become the engine of transformation and gain. Cybersecurity companies that tell this story well are noticed in the market.

“ We do limited advertising through the typical broadcast medium as we cater to a niche audience ”

Q. Do you think getting a brand ambassador on board helps brands get attention? Why don't you have a face for Trend Micro in India? Is this a conscious decision? How are you positioning the brand in India?

A. It certainly helps a brand to get an initial level of visibility through a brand ambassador. However, to my awareness none of our competitors or companies operating in the enterprise security space have brand ambassadors, or feel the need to do so. Companies often deploy considerable marketing efforts and advertising initiatives to improve their brand awareness. These efforts can take your company's brand to the next level, help attract top-tier talent and secure loyal customers.

However, one of your greatest assets in brand awareness are your employees. Your employees are the ones on the front line, connecting with customers and promoting your business. When they feel empowered and engaged in their positions, they become natural brand ambassadors. In this context, employee advocacy can be very effective tool to propel the company to new levels.

“ When it comes to storytelling in cybersecurity, the customer is the king and your product is the magic ingredient in the customer's journey ”

Lemma Technologies: Proffering Cachet of Digital Touch to Traditional OOH

In a bolstering attempt to create mutually exclusive story of digital and OOH for brands, Gulab Patil, Founder & CEO of Lemma Technologies established the company in the year 2016 with a vision to provide a single dashboard to brands whereby they are able to reach out to the audiences through DOOH, mobile, and desktop to assess their ROI accurately.



Gulab Patil

Indian DOOH market's anticipatory success in the ongoing and coming times is vociferous enough to expect its domination over the traditional OOH platforms in India. DOOH, in a way, is giving new capabilities to the traditional form of advertising by inculcating digital techniques and programmatic platforms with it. Intermingling on-screen outdoors (billboards, bus stops, and in taxicabs) and in malls, stores, gyms, and many other places with digital out-of-home campaigns, in order to augment messaging along the customer journey is smoothed by Lemma Technologies – a programmatic and data-driven advertisement Indian platform for Digital Out Of Home (DOOH). The company is focusing on providing brands solutions on programmatic advertising involving DOOH and is completely based on International Advertisement Standards.

Effectuating Modern Solution in Traditional Wrap

Before the inception of Lemma Technologies, there was a large gap between traditional DOOH and other programmatic digital media. There was no transparency on inventory quality, campaign reports, and audience data. "Lemma has brought about a revolution in this space by providing innovative ways to get essential media and targeted audiences through a programmatic channel. Yes, brands are favoring DOOH because of this revolution. The idea of showing ads on big screens as simple as showing campaigns on mobile is helping us to get brands approbation for this new channel," he adds.

Since the early 2000s, brand advertisers and ad agencies have been moving their budgets online, spending big bucks on programmatic advertising. The offline advertising industry, however, is slowly but steadily catching up. The domination of online media spend can change with a new take on an old classic: digital out-of-home (DOOH). "Yes, the spend on the online advertisement has drastically increased because of transparency and investment return measurement solutions. DOOH is becoming a new mass-targeting media because of programmatic connectivity. Influence of increasing online media spend is now changing the perception of the traditional DOOH media as well. ROI benchmarking is a key factor to transform the traditional DOOH to programmatic," Patil opines.

Bringing Revolution Course in Indian Advertising Business

The upsurge in the use of digital has replaced the static billboards. The automated and data-driven system for DOOH advertisement was a mysterious concept to this industry. The innovative campaign distribution platform is playing a vital role to revolutionize this segment. "Lemma Technologies ran multiple innovative campaigns such as – Campaign management based on traffic-signal: Changing the ad based on traffic-signal status (red/green/blue) on the screens located at the junction. Weather-based campaign: Platform automatically manages campaigns based on weather data. For example, a waterproof product advertisement is shown if it is raining. Cross-device targeting: Retarget the DOOH campaign on mobile devices and vice versa," Patil responds on the DOOH campaigns done by Lemma.

There are marketers who remain too cautious when trying new technologies or accepting new trends. It, most often, becomes difficult to handle such clients. However, with Lemma, the scenario differs. "Brands are happy with this new and innovative digital media specifically through programmatic demand platforms where they can track all their reports in real-time. The Lemma ad platform is already a part of the ad-ecosystem

“My vision is to provide a single dashboard to brands whereby they are able to reach out to the audiences through DOOH, Mobile and Desktop to assess their ROI accurately.”

and has connected with all the programmatic demand platforms like Google DV360, MediaMath, Rubicon, InMobi, etc. Brands are now managing their campaigns from these demand platforms on DOOH screens through the Lemma platform. Lemma has built trust by providing campaign reports on third-party demand platforms like Google DV360. Transparency through trusted demand platforms is helping us gain the confidence of marketers who are cautious about this new technology," the much-elated Patil speaks.

The 'Here-to-Stay' Moment for Lemma with DOOH

DOOH helps brands to connect to the audiences in large numbers. This is the only mechanism that targets audiences on the move. Cost per Audience through DOOH is exceedingly low in comparison to other digital mediums like Mobile, Desktop and Television.

"Yes, the DOOH industry is rapidly growing in India and the number of screens has grown fivefold over the last two years. Digital India and Smart City concepts are also playing a key role in this transformation."

Lemma Technologies provides a media planning dashboard to brands and agencies. The buyer can select the inventory and set parameters to reach the target audience. "The media buying process is similar to other digital media platforms. As Lemma is already connected to the other demand platforms like Google, AppNexus, and MediaMath, our DOOH media is accessible from all these third-party demand platforms as well. The buyer can carry out the planning on such platforms and map the Lemma DOOH inventory through these portals," Patil speaks.

Metrics, Viewability, and More

The Lemma platform provides a rich set of targeting metrics to reach the intended audiences. The buyer can set the targeting based on audience count, male/female categorization, behavioral and physiographic data. Inventory classification, weather, and environmental data points are also useful to optimize the spends.

Speaking about the viewability challenge, Patil concludes, "DOOH viewability measurement is not harder but is costlier than online advertising. Viewability assessment using beacon technologies based on mobile signals or camera are very common for OOH. Lemma also provides a real-time viewability measurement solution.

Lemma Technologies provides efficient mechanisms for ad targeting based on audience data, geo-location, inventory quality, sports events, cross-device targeting on mobile devices, etc. These are very well-tested and reliable solutions for the DOOH channel. In comparison with online media, this is a mass targeting rather than personal targeting.

Roaring to Victory at Cannes Lions 2019, Indian Digital Agencies Elate Unanimously

The winning agencies from the Indian subcontinent included Dentsu Webchutney, FCB Ulka, Wunderman Thompson Mumbai, Mindshare, TBWA India, Grey Group India, Leo Burnett India, DDB Mudra, and Lowe Lintas. However, the most interesting trend for the Indian agencies to celebrate this year was the emergence of a digital agency at the forefront of the lion's tally. Dentsu Webchutney piped every other creative and media agency from India to emerge as the winner of maximum Lions by bagging 6 out of 18 Lions and were at the top of the tally.



Cannes Lions International Festival of Creativity is a melting point for all the creative, media, and digital agencies across the world. Every year members from advertising and marketing fraternity visit the festival and witness several awe-inspiring campaigns across different categories. These campaigns are based on simple everyday insights and integration with cutting edge technology helping them scale and impact a large consumer base for brands and institutions.

Cannes Lions 2019, the International Festival of Creativity, ended a fortnight ago with Indian agencies bagging over 50+ shortlists and 18 lions including Gold, Silver and Bronze across different categories. However, Grand Prix and Titanium Lions eluded them this year and India stood at 10th position in the overall Lions tally that was led by the USA, UK, and Brazil.

The winning agencies from Indian subcontinent included Dentsu Webchutney, FCB Ulka, Wunderman Thompson Mumbai, Mindshare, TBWA India, Grey Group India, Leo Burnett India, DDB Mudra, and Lowe Lintas. Some of the campaigns that won big from India were - The Open Door Project for the Millennium School under Sustainable Development and Brand Experience & Activation Categories; Project Free Period for Stayfree under the Sustainable Development Category; Hugglebot for Flipkart under Brand Experience & Activation and Creative eCommerce categories; Voice of Hunger under Mobile Lions, Direct Lions, and Social & Influencer Lions categories; Code Name - Uri in the PR category under Media & Entertainment sub-category; Lifebuoy #HelpAChildReach5 in Creative Strategy for Long term strategy under sub-category; The Infection Alert System for HUL's Lifebuoy Soap under Media category for the Use of Real-time Data; #StopMithani' for HDFC Bank in the PR category under the Use of Celebrity, Influencers & Key Opinion Leaders sub-category; P&G's Gillette 'The Barber Shop Girls - Shaving Stereotypes in the Entertainment Lions for Music category; Blink Test' and 'Blink Off' for the Jimmy Nelson Foundation under the Industry Craft category; Vicks' 'One in a million #TouchOfCare' won under Film Craft; One Mindful Mind campaign for Neurogen Brain And Spine Institute in the Print & Publishing category under the Commercial Publications sub-category and in the Health &

Wellness category under the Brand-led Education & Awareness sub-category.

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Sidharth Rao

Sidharth Rao, CEO & Co-Founder, Dentsu Webchutney, says, "We have said this before, awards or not, digital will force traditional advertising to be transformed into a more capable service provider. If you see our performance this year across Goafest, Kyoorius, and now Cannes, we outperformed our peers including the ones in mainline advertising. We won our first EFFIEs last year. We've made our mark across digital, PR, direct and media. What you saw today makes it abundantly clear that the last line of defence for mainline agencies, one that promised 'integrated communications' across the funnel has definitely blurred."

Enthusiasm in the Industry

With Dentsu Webchutney getting recognized at the highest level of creativity across the globe, there is a lot of confidence in the entire digital agency fraternity of the country. Veterans and young agency professionals are even more optimistic about the future of digital agencies in India.



Sanjay Mehta

Sanjay Mehta, Joint CEO, Mirum India says, "It is a great day to celebrate as earlier Indian digital agencies even dared to send entries thinking that whether they would win or not. Secondly, the entries are extremely costly, so most of the digital agencies took the call of not going for it. The win will definitely open up the mindset of the agencies in the country and give them a huge boost. Most of the times, the digital agencies think that their work is fundamentally good but it may not be up to the level of winning at Cannes and is not awe-inspiring like the work from the agencies from other countries, however, Dentsu Webchutney's win will start bridging that gap."

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Saket Vaidya

Adding to the sentiment, Saket Vaidya, Chief Operating Officer, Korra mentioned that the time for digital agencies have come. "This is a phenomenal win for the Indian digital agencies. Every time we saw the Cannes tally, the feeling was like 'When will our time come'. Today, Dentsu Webchutney has accomplished that for India. It is not about that a particular agency won but it is a moment of pride for the entire community."

Evolution of Digital Advertising in India

Digital Advertising in India has gone through several stages of evolution. According to an expert, about 15 years ago, the digital media inventory was given free of cost with the mainline inventory to lure the big clients. Later, when the clients first recognized the medium called digital, they were not sure of what could be done there and hence allocated nearly a percent or two of their entire marketing budgets. Another expert pointed out that digital came at the 75th slide of a pitch and many times marketers would ask the agency to skip the slides deeming it not important.

It is important to note that for many years, the ecosystem for digital in India was also not ready. The Internet subscribers and digital penetration was not very high. For instance, 5-6 years ago, the cost of 1 GB data consumption on mobile phone was to the tune of Rs 250 and as a result, people were not very keen on spending time on watching videos on mobile. During that time, digital was restricted to desktops. However, post Jio revolution, things have changed

massively, when the cost of data came down drastically and people started consuming content on their mobile phones. The moment gave an unprecedented fillip to the digital agencies as marketers now started asking to take their campaigns on mobile phones. This created a lot of opportunities for digital agencies to showcase their talent.



KV Sridhar

KV Sridhar, Founder & Chief Creative Officer, Hyper Collective mentions that the transformation started nearly 5-6 years ago, and it was high time that digital agencies started coming to the forefront. "Even at Cannes, the campaigns with innovations combined with the use of tech are getting more popular. If you look at the history of India at Cannes, it started with creative agencies winning Lions. Later, when media agencies started entering, people pointed

them and said, the award was meant for creative agencies, but they went to win big laurels. Similarly, the time has now come for digital agencies. Today, the agencies that are an amalgamation of innovative ideas and tech will survive and outshine the other advertising agencies that are not ready to change. Today, digital agencies have opened a new avenue for India to win at Cannes Lions. Going forward, when this becomes a norm, people will ask why these agencies did not win a Grand Prix or a Gold or Titanium in a particular year. However, these questions only arise when people start believing that winning is the norm, so these questions are good."

Marketer's Trust

Earlier digital was restricted to the execution side of the campaigns, where the main idea was coined by the creative agency and a rendition of it was taken to the digital medium. However, in last 3-4 years, marketers have started taking a leap and urging its digital agency to create an idea that favours the medium. A testimony to the thought is the increasing spend on the digital medium in last four years and the anticipation of growth by 30% in 2019 taking it to Rs 16,038 crores, as per the GroupM's adex report for 2019.

Rao mentioned that it is not only the awards that are helping swing more spends. "It would actually be a horrible metric to monitor that. Internet penetration and usage drive marketing spends and by 2021 digital's share of advertising will stand at 3.52 billion USD in a pie of 12 Billion USD, a total of 18%. For a lot of our clients, we are the lead agency now. We take a lot of pride in that. And that speaks volumes of what marketers perceive us as," asserts Rao.



Shubho Sengupta

To this Shubho Sengupta, Independent Brand Consultant, and Co-Founder, Healthcare and Activewear Startups mentions that Dentsu Webchutney's win will help the marketer to consider digital as a strong creative lead. "However, it is too early to say that one win will impact the entire digital advertising industry in India. The question is how many Dentsu Webchutney like agencies do we have in India. Today, a lot of mainline agencies have hired or are hiring the top digital guys and are going forward with the execution."

Now, the question here is -- are the marketers open to experimenting on the digital platform with the agency.

Mehta tells that win came after the campaign was created with the approval of the client, hence the brands are ready to experiment. "I think brands have started to realize that big ideas can happen on digital with better budgets," shares Mehta.

It is important to understand that when we talk about cutting edge digital work that has always won big at Cannes is an amalgamation of an extremely simple idea derived from a common insight couple with high-quality tech. Now, the biggest hurdle that Indian agencies have always faced is that clients are keen on the idea but not ready to release big budgets that involve the creation and implementation of technology.



Gopa Kumar

Gopa Kumar, EVP, Isobar, mentions that when we look at the digital work of other countries that win big, we understand that there is a still a long way to cover for the Indian digital agencies. "The level of sophistication that these agencies bring to an idea in terms of execution and tech is to another level. The size and scale are totally different. It is

not that Indian agencies do not have good ideas, but their implementation is at a different level. It clearly reflects the extent to which the brand is willing to go for a large-scale idea," shares Kumar.

Rao also echoed a similar sentiment and mentioned that it is tough winning at Cannes. "Digital or not. The fact that we won 6 lions means we have a seat on the table for sure. But to win a Grand Prix or gold I guess we need to work much harder with our clients," shares Rao.

"I Think brands have started to realize that big ideas can happen on digital with better budgets"

Talent Pool & Resources

People have always pointed out that do we have the right talent and resources to create out-of-the-box campaigns that can win big at the international festival and do justice to the brand.

Sridhar mentions that with this win, people at the digital agencies cannot complain that the market is not ready. "The only reason for which we have not been winning is simply – laziness. We have a great talent pool in the country with a huge number of techies running operations for big giants across the globe from India. We have enough labs and technology companies to support big ideas. The digital mediums such as Facebook, Twitter, and Instagram offer the same technology both in India and abroad, so how come agencies in those countries end up creating great and we are not able to do so. It is simply because of laziness. After this win, none of the digital agency professional will be able to say that we can't do it. We have the capability, talent and technology and all we need is a couple of enterprising clients that can think big and back these ideas," shares Sridhar.

"The only reason for which we have not been winning is simply – laziness. We have a great talent pool in the country with a huge number of techies running operations for big giants across the globe from India"

Traditional vs Digital

Finally, the big question that has always been discussed in the agency circles is that traditional is way ahead of the digital agencies and there is a huge gap that will be needed to be bridged.

Rao after winning the Cannes Lions thinks that discussion is over now.

Sridhar also pointed out that there is nothing like a traditional agency or a new age agency. "Agencies have to evolve because if they don't, they will vanish. India has enough precedence to that when several only print driven agencies vanished when TV came. So, if an advertising agency thinks that it does not need to evolve and understand where the consumer is, his content preferences, and how to cater them, then they will cease to exist. Today, if you do not learn how to tell a story via Tik Tok or other new mediums, then it will be difficult to survive. So, adoption is the key here," shares Sridhar.

On the other hand, Sengupta believes that the future will see traditional agencies doing digital work. "They have an understanding of the brand such that they can adapt the digital, but it will be difficult for digital agencies to understand the brand in the same way," adds Sengupta.

When Samsung Said 'If Your Home Was Like Your Office'

Powered by

**SCOOP
WHOOOP**

In a series of content marketing case studies done on ScoopWhoop by various consumer brands, we feature Samsung's campaign where they engaged with their audiences for the new range of TV sets.

When a typical Indian family starts behaving like an organization and deciding what to buy this Diwali becomes a corporate drama of sorts. A similar story was weaved in a campaign video by ScoopWhoop for Samsung during Diwali 2018.



Scan me

Scan this QR code to view the case study video

The objective of the campaign:

Samsung had released a new range of TV sets - their QLED range during October 2018. ScoopWhoop recognized that since Diwali

was around the corner, they could push the promotions through that space. The campaign was aimed at manipulating the promotions in such a way that it elevates the relatability quotient. The campaign was able to reach over 2.5 million people with the practical engagement of over 0.5 million viewers.

Content and strategy implementation:

The strategy behind the video was that it had to delve into the "Diwali" shopping space but with a twist, this was the thought behind the idea of "If your home was like your office." It was a fictional sketch which highlighted all the key features of the QLED TV range.

Impact:

The idea "If your home was like your office" in itself brought major audience involvement, it pushed through the media clutter and became a trend in itself. Memes and similar content were produced on various social media platforms such as Instagram, Twitter, etc. This also exponentially increased public engagement and drove the viewers' interest in various Samsung products, especially the QLED TV range.

Outcome:

The audience saw on an average 62% of the video till the CTA started. The total reach was over 2.5 million people. The brand also saw 98% positive engagement on an average across the content on various platforms.



Upscale Your Marketing Game With Native Ads

With the huge rafting of digitally active, continuously growing generation, the present-day dynamic is actually what moving programmatic native advertising from being a niche to becoming mainline.

Digital advertising these days has become so prevalent that people are becoming blind to it. The phenomenon – known as “banner blindness” – causes people to overlook ads when they’re presented in an obvious or overbearing way. To fight banner blindness, marketers these days are opting for the relevancy factor in their brand communication.

Native advertising is one such solution. Ads that blend into content so they don’t appear like ads, have been growing in popularity over the years. With the huge rafting of digitally active, continuously growing generation, the present-day dynamic is actually what moving programmatic native advertising from being a niche to becoming mainline.

With 35% growth between 2017 and 2018 itself, native advertising has been the fastest-growing advertising segment. In fact, native ads have proven to receive 53% more views than traditional display ads and increase the purchase intent by 18%. But that’s possible only when you have a robust native advertising strategy.

However, Native Ads are only successful when marketers choose the right placement for them. This doesn’t just mean shortlisting and approaching all the ad networks and publishers that ‘seem’ to have the target audience you want to reach out to. Rather marketers have to spend some time digging up their actual demographic to understand the potential success on their platform. For instance, Colombia, the platform that is one of the largest publisher-owned ad networks in APAC, serving 500 million impressions per day. But to help marketers run successful native ads, it also enables them to distinguish audience buckets based on their interests and passions.

In Total Control

There are great marketers out there who struggle to get their writing in front of the right people. Talk to any marketing department and awareness always lands somewhere near the top of their priority list. And to achieve this, the marketer needs to be in control of the campaign.

The process of creating a campaign on a platform like Colombia feels uninterrupted. To create the campaign, marketers can choose the right advertising objective – driving traffic to the brand website, increasing brand awareness, or driving app installs. The campaign pricing that works as a bidding option for the ad is Cost-per-click (CPC) or Cost-per-thousand-impressions.

The brands, while fabricating the entire campaign, choose either of the options, depending on the maximum amount they intend to pay. Further, Colombia offers two different ad formats; Single Image Ad and Carousel Ad. The Single Image Ad format is for desktop and mobile both. While Carousel on the other hand a format specifically for mobile.

At Ease

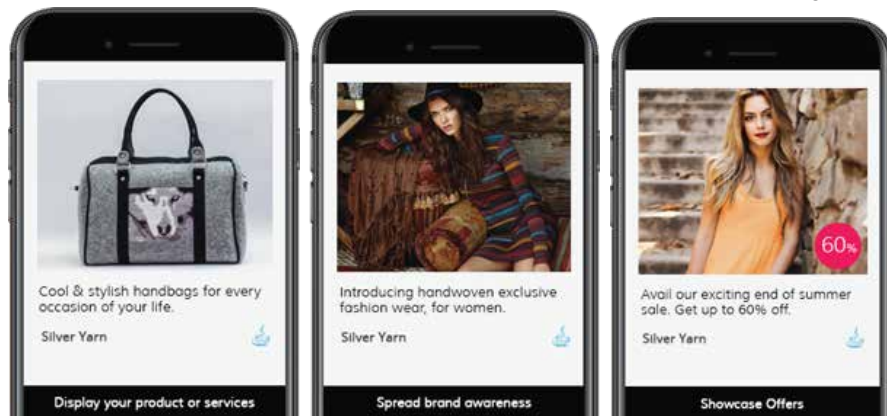
With a focus on providing native advertising solutions, Colombia helps ease the buying and selling process of native ads for publishers and advertisers on websites, mobile web, and apps. Also, the most attractive bonus the tool is providing – helping brands to engage with India’s topmost publications – Times properties like Times of India, ET, NBT, and so many others along with more than 80 additional publishers.

The platform is helping advertisers reach out to their audience without being overbearing. With over 400 million unique users, Colombia helps to expand the brand of the advertiser and make it reach beyond search and social to even those who have not discovered that particular brand yet. Having said that, the clients can choose self-serve or even have a dedicated team to help them with the marketing efforts through a managed model.



A Panacea for Brands

For marketers, performance metrics are essential and native advertising campaigns generally offer higher viewing rates, greater conversions, and more engagement than almost any display advertisement. The more a brand can engage with the audience through tools like Colombia, the more they will be able to access greater opportunities in order to develop a relationship with their target audience.



The ultimate goal of any advertising or marketing in practice is to extract benefit through purchase by a consumer. However, it’s a joint effort between businesses and publishers as it is of high importance for brands to ensure that the content is relevant and reaches the intended audience. Having a good experience in building an ad-tech ecosystem, Colombia is familiar with what the audience wants, and try to bridge that knowledge with the client’s goal to produce valuable content for the readers.

The Lingerie is Finally Out of the Closet!

To cater to the demand of modish, contemporary, and premium quality innerwear, the lingerie market in India is witnessing an unprecedented growth over the past few years. And what has given it an even bigger push is its presence in the online space. E-commerce has revolutionized India's lingerie market and how. Have a read! – By Soumya Sehgal

Over the past few years, the lingerie industry in India has seen a significant bit of action, where its trajectory is an interesting one to evaluate. What was once a staple product with barely any innovation, stands as an impregnable market today. Its growth story and relevance, especially in the online environment, has been captivating and catching the investor's fancy like no other. Owing to the influx of new-age aggregators (Clovia, Zivame, Flipkart, Myntra etc.) and manufacturers (Page Industries, MAS Brands, etc.) active in the online space, they have taken the industry by a storm, broadening the horizons from a basic requirement to designer wear, with emphasis on style and comfort.

Expressing her thoughts on the same, **Amisha Jain, CEO of Zivame** says, "Traditionally lingerie shopping was not a pleasant buying experience for women where conversations around the category used to take place in hushed tones. However, that is changing now. There is a lot more dialogue around it today. Women are no longer shy in expressing their opinions on a category that forms an essential part of their wardrobe."

With so much that this industry has to offer, we decided to dive deeper into the core fundamentals and gauge how e-commerce is revolutionizing the lingerie market in India.



Amisha Jain

The Market in India

Given the growing demand for lingerie sets, rising middle class population, awareness towards fashion & health, media and increasing number of financially independent women, the Indian lingerie market is expected to grow at a robust CAGR of 14%, to reach INR 31,306 crores in 2021 and INR 60,277 crores in 2026. Currently, the innerwear category is estimated to be worth INR 25,034 crores and accounts for 8% of the total apparel market in India, as per a report by Technopak.

What has augmented the growth of this industry can be attributed to the technological advancements in lingerie manufacturing, with rising numbers of manufacturers using superior quality cloths and

carving attractive designs. This, coupled with the growing e-commerce industry that gives a doorway to premium lingerie brands, is one of the greatest factors that has boosted the lingerie sales in India.



Smita Murarka

Smita Murarka, Marketing Head at Amante adds here, "Nearly 200 lingerie labels compete strongly over e-commerce today. This has heated up the whole market, where a mix of national, international, online and regional players are functioning. The lingerie industry has been a major growth driver of the apparel industry."

At its most promising phase right now, the lingerie industry in India is evolving has attracted a fair customer-base and is allowing the brands to play with designs, cuts, colours, etc.

Top Participants

With international players (Calvin Klein, Victoria's Secret, La Senza, etc.) trying to grab a pie in the Indian market share, domestic players are pulling up their socks too. The current lingerie market in India can be classified in luxury, premium, mid-market and mass market segment, where the major business comes from the mid-market segment. However, the premium and luxury markets are growing at double the rate in comparison to the middle segment.

Talking about the retail sector, here's evaluating the top players in the game:

Type	Major Players
Multi-category apparel	Jabong, Myntra, Flipkart, Fashionara, Amazon, Snapdeal (Focus split between this category and other fast-selling apparels and products)
Online platforms of private labels	Lovable, PrettySecrets, Amante, Enamor (A good place for brand loyals)
Exclusive multi-brand online lingerie stores	Zivame, Straps and strings, The Darling Trap (Host lingerie brands exclusively)

E-commerce The Game Changer

The online retail of lingerie products has been a game changer, in a rather positive manner. The consumption in the category has grown multi-fold with privacy being offered by online players. Women now have the option to not get mugged by a salesman or face any awkwardness- all thanks to the e-commerce websites. These online shops allow you to make a purchase at your comfortable time and place and choose from a whopping collection of designs. This, coupled with the option to choose the right fit & size, flexible return & exchange policies and tie-ups with online giants like Myntra, Flipkart, etc., has triggered the consumers to try buying their innerwear online.

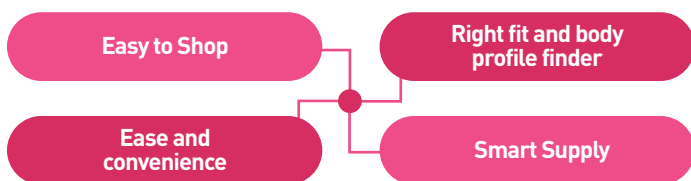
Murarka adds here

“E-commerce is great for brands like us. We can now reach a wider audience and build the brand better. Today, 40% women browse and decide online, while they may purchase offline”

With no major local lingerie brands in the online space, this allowed the e-commerce ventures a significant room to grow. Zivame started off by selling as an online marketplace, offering multiple brands under its umbrella. It went on to add private labels to its portfolio to improve margins. On the other hand, Clovia and PrettySecrets attempted to exploit the highly fragmented market, where the top 10 brands contribute to less than 8% of the overall audience. They did this by focusing on sourcing, building their own brand and selling on their own e-store.

Jain explains here, “Zivame was the brand and platform that stirred up this movement and revolutionized the way lingerie is purchased in India. The earlier uncomfortable and impersonal buying experiences at hosiery shops are transforming into a pleasant and personal shopping experience in the comfort and privacy of their own homes through Zivame’s lingerie centric online platform. Not only did Zivame bring about a paradigm shift in lingerie shopping by offering an extensive range of sizes, styles and fit, it also brought features like easy exchange and returns, discrete packaging & cash on delivery that changed the way women engaged with lingerie.”

Based on our interaction with online lingerie brand managers, some of the key differentiators that revolutionized India’s lingerie space include:



Marketing Strategies

For these online brands, advertising and brand-building go hand-in-hand. They are continuously engaging with their consumers to understand their changing lifestyle and intimate wear needs, by using multiple platforms to attain a strong recall amongst the consumers. All their product innovations and subsequent marketing initiatives are a result of key insights they derive from consumer interaction.

Pankaj Vermani, Founder and CEO, Clovia tells us how educating the customer should be the key focus of any brand undertaking a marketing activity. He says, “At present, our approach is across content-led online and offline marketing with visual information led depiction be it product features, right-sizing, fits, etc. and on the other hand, we have quirky, topical campaigns that talk about lingerie related topics in a humorous and interesting way to drive across the message without being preachy and encourage engagement. Our campaigns have a quirky sense of humor, the language is funny and simple. This, we believe, helps us to both engage and entertain, while also educating our TG. We share information on selecting appropriate lingerie, as well as extending knowledge on sensitive topics like breast-health, self-examine, hormones and the like.”

Lingerie brands are constantly expanding their offerings to suit all body profiles while providing personalized recommendations and educating our consumers through the following mediums:

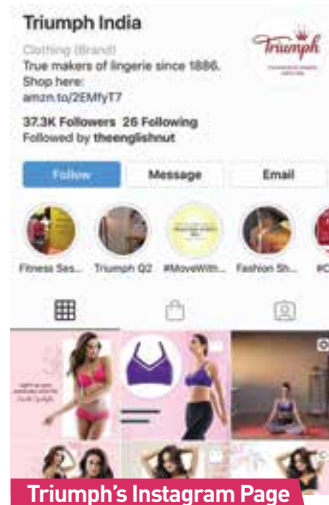
1. Optimum use of Digital Media- Since digital is at its peak, these brands make use of Google for better reach, run innovative campaigns, offer affiliate programs and promote loyalty programs online.

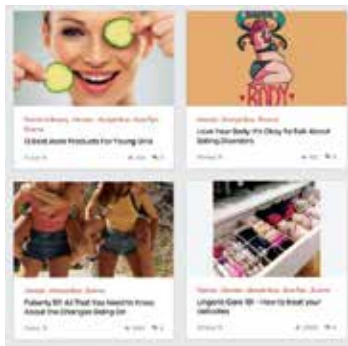
Pankaj Vermani



2. Interactive Social Media Content:

Brands keep their consumers up to date with the latest collections and innovations through our social media platforms. They use mediums like Facebook & Instagram Live sessions and IGTV where our in-house design experts and style consultants share insights on not just about the collections but also lingerie as a category. They also create Personalised content & style guides for various age groups and body types to support consumer shopping journey through online video content and blogs.



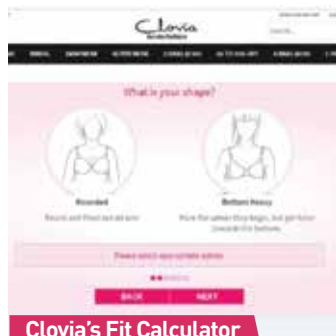


Zivame's Blog

3 Women to Women Conversations: Blogs and social media focus on developing informational and relatable content to simplify the consumer journey and help her navigate the lingerie category. Brands want lingerie to become a part of day-to-day chats of Indian women and shatter taboos around the category.

4. Size & Fit Calculators:

Through Zivame's Fit Code or Clovia's Fit test, which are an online tech solution, brands help the consumer find the right size, fit and style basis their body type. This tool is supported with interactive videos and educational content.



Clovia's Fit Calculator

5. Not Forgetting Offline Advertising- Talking about offline modes, the brands experiment with OOH, fashion shows, college connect programs, etc. on a regular basis. This has become hygiene for them and accounts for their core marketing efforts.



Amante's Fashion Show



PrettySecrets OOH

We think a mix of experiential marketing works better than traditional marketing in such a category. A mix of social media engagement, educative steps and assistance offered to pick the 'right fit' innerwear helps to reach out to more people.

Marketing Challenges

During our growing years, lingerie was a mere product for coverage. It was a topic never to be discussed openly, and buying such a thing online was never a thought. The shift to lingerie being a sensuous and fashionable product has come out very recently.

While consumer perceptions and buying apprehensions have been addressed by the online brands quite effectively over the past years, marketing challenges too, account for a brand's constant worry. Today's consumers are well aware of their choices and do not hesitate to spend their time and money on expensive lingerie. They are exposed to wider choices, where they realize the need for wearing well-suited lingerie from a reputed brand builds confidence. The growing needs of consumers, as well as an incessant competition

in the market, has led to brand marketers making extra efforts to be in the business. Here are some of the major marketing challenges that online lingerie brands attempt to overcome:

- Price Sensitivity
- To be Perceived as Authentic
- Offer Better Services than Competitors
- Penetration into Tier II & III Cities
- To Eliminate Consumer Apprehensions
- Help Consumers Make an Informed Choice as it is a Cluttered Space

Changes in Retail Landscape

What was once dominated by mom-and-pop retail stores, now faces stiff competition from these online players. These offline stores, in fact, have been dominating outside the lingerie market as well. This can be partly attributed to foreign-investment restrictions designed to protect these small businesses. Organized large-scale retailers make up just under 10% of the country's total.

Murarka adds here

“About 5 years ago, offline stores faced massive repercussions with the influx of online lingerie players. Owing to the attractive discounts that the online players offered, the business of local retail stores was hugely affected. Today, both sides feed equally on each other”

With customers now keen to move beyond these small local stores, impact in the retail business is blatantly seen. Online retailers accounted for just 0.5% of the Indian market in 2014 but will grow to 3%, or \$36.7 billion, by 2020, according to KPMG.

Women also emerge as key players in this growing online market. As per a report by KPMG in 2016, while electronics registered the maximum online sales of 47%, the apparel industry recorded the second highest share of 31% in the e-commerce retail industry. The female share of internet users is expected to rise from one-quarter in 2013 to about one-third in 2018, according to the Boston Consulting Group.

A lot of the credit for changes in the retail landscape as a whole can be given to the category becoming more specialised, organised and aspirational. Commenting on the same, **Jain** says, *“The Indian consumer has become more discerning, aware and aspirational than ever before. She will no longer settle for what is available but demand what is right for her. Traditional retailers carried basic colour palette (e.g. the black, white and nude) and in a limited size range. We now see styles & extended colour palettes come into the market with online players.”*

Omnichannel Retail Approach

The concept of an online lingerie brand attracting funds and building a robust brick and mortar store is picking up speed in India. The need for such an omnichannel presence can be credited to customers wanting to select a product online and visiting the offline store for a first-hand experience. There was a gap in the market that these online stores capitalized upon by creating an omnichannel distribution model, where they are available across varied points-of-sale, depending on the consumer’s preferred choice of format.

Top brands like Zivame, Clovia and PrettySecrets have been the early ones to adopt such an approach. In September 2018, the trio reported a combined revenue of INR 100 crore. Today, they have more than doubled this revenue. Consumers turn up to them for the deals they offer and their elevated styles and customer experience. **Jain** adds here, *“Zivame is a modern D2C brand and we keep with the latest fashion trends with a Swift design to delivery process. Through our omnichannel approach, our consumers experience the same product variety, price, payment options, and delivery options through our online and offline channels. Our constant endeavour is to provide her a seamless shopping experience and serve her through her channel of choice.”*

Vermani also expresses his thoughts on how omnichannel presence is a great way to get feedback from the customers and reach the exact target audience. He says, *“The core of a brand’s strategy should be educating the customer. Apart from satisfactory and great products, the customers demand seamless integration to buy those products. This is where the Omnichannel strategy becomes vital. This seamless integration between multiple channels - online and offline is a critical part of our approach. It is a more personalized experience as it helps the brand reach out to the customer at every touchpoint.”*

“A lot of the credit for changes in the retail landscape can be given to the category becoming more specialised, organised and aspirational”

“With the help of meaningful and effective communication strategies, brands are working towards generating awareness amongst consumers and eliminating the discomfort around this category”

Concluding Thoughts

From small crammed shops manned by clueless salesmen to well-equipped websites with fitting experts, lingerie shopping has come a long way in India. A woman’s apprehension of buying from a male shopkeeper has often deprived them of the right size and fit. With online stores in play, it wouldn’t be wrong to say that they have changed the way of shopping.

Education, especially through the internet, has been the core ethos of these online shops. With the help of meaningful and effective communication strategies, brands are working towards generating awareness amongst consumers and eliminating the discomfort around this category. They are clearing the clutter and helping consumers make an informed decision. They also aim towards being perceived as authentic with the help of the information and reviews they carry on their sites. This, in turn, has helped them build a strong customer-base that has started responding excitingly to a previously boring category. Women today stand as more confident in experimenting with buying intimate wear online. In fact, with experiential marketing over social media, men are seen getting involved in the buying process as well. Male customers are gradually forming a growing segment in this business.

In terms of market competition, we often see the brands girding up themselves to fight their rivals as well as the price sensitivity factor very intelligently. They offer competitive prices and better services on the table in order to be a leader in the game.

The online lingerie market is still at a nascent age but holds enormous potential, waiting to be tapped. As for the future, we see Tier 2 & 3 audiences being targeted by these brands. Additionally, influx of plenty more of international players will only strengthen the Indian apparel industry and offer its consumers the best of choices. If not completely, the growth of the lingerie market in India can be credited to the online stores to a great extent.

Under the India 2.0 Initiative, We are Planning New Products for India in the Near Future

-Tarun Jha, Head of Marketing and Product at ŠKODA AUTO India

In our recent conversation with Tarun Jha, he helps us understand how ŠKODA AUTO is gripping strong in India, with clearly defined missions and visions to deliver nothing but the best. – By Soumya Sehgal

Q. Skoda has been a rather sturdy and reliable brand in India. As a common perception, we see consumers instilling their trust in the brand. Do you see this perception reflect in better sales volumes?

A. Yes. ŠKODA is a much loved brand in India and this fact is also reflected in our cars, which, over the years, have managed to do rather well in shrinking segments too.

Q. How have consumers reacted to your latest 'Peace of mind' campaign? Please share some insights and anecdotes.

A. Our current 'Peace of Mind' campaign is the follow-up of the campaign that we started in 2018. The customers have reacted very positively as the campaign has been very honest and the service offerings like Warranty and Maintenance Packages are keeping genuine customer interest in mind. Customers have fed back to us that our solidly built cars are now also backed with solidly designed service packages too. This helps in improving the overall ownership experience.

Q. Skoda Rapid has just hit 1 lakh production milestone in India. Is it right to call Rapid your most affordable and popular offering till date?

A. Yes, that's right.

Q. Was Fabia and Yeti moving out of production a conscious decision on part of the brand? How are you planning cater to the mass segment now, with Octavia, Superb & Laura being your best-sellers in the premium segment?

A. We continuously keep working on the product portfolio and under the India 2.0 initiative, we are planning new products for India in the near future. These new products should cater to a much larger segment of the India car market.

Q. The Automobile industry has come out as the one spending the most on advertising in 2019. However, the industry hitting a low in terms of its retail sales. This has happened for the first time in 19 years. What are your comments on this?

A. The fall in retail is a cyclical phenomenon, which coincided with the general elections in India. This will correct itself in the coming months and the Automobile industry will be back on track. The industry will not stop from talking to the customers or launching new products as we see this as a slight delay in purchase from their side.

ŠKODA



Q. With BMW, Audi etc. present in the taxi segment, why don't we see Skoda in that space? Can it be attributed to the high maintenance cost of your products?

A. There are two clear classifications here. The mass taxi segment that is catered to by entry level, inexpensive cars; and the hotels and travel houses that prefer luxury marques, usually with global tie-ups and deals. As of now, we do not compete vigorously with either in India. As far as cost of maintenance is concerned, we are very competitive now, due to all the efforts that have been made over the years.



Tarun Jha

We Believe in Sense, Not Sensationalism: Anurag Mazumdar, The Logical Indian

In a recent conversation with The 2.0 Marketer's Ojasvi Nath, The Logical Indian's Co-founder and COO, Anurag Mazumdar explained how the publication is practicing the ethics of media in the truest sense. Mazumdar also expounded how they have conceptualized CSR at the organizational level that helped the company exercise editorial responsibility and ethical standards within the journalism profession.

Excerpts:



Anurag Mazumdar

Q. Media in India is currently going through a phase where the traditional conglomerate-ownership setup is being challenged. Co-creation, VC funding, and crowdfunding are breaking through large scale. Do you think this is somewhat giving the news platforms the flexibility and freedom to practice the ethics of media without being fully dependent on advertisers?

A. The Logical Indian has always been independent of corporate influence or the influence of the advertisers. This gives us the liberty of churning content that is relevant, timely, unadulterated, and balanced. At a time, when consumers repose limited faith in news, and media organizations are often torn between reporting the news and preserving the interests of their funding partners, The Logical Indian faces no such dilemma. Our team of young reporters from across the country sit and deliberates, arrives at a comprehensive list of news stories that matter and delivers.

The new-age media tends to work with a wide range of advertisers and thus revenues are fairly distributed. Platforms are also relying on micro-donations and subscriptions which enables them further to sustain. However, coming to ethical standards and values, the intent matters the most more than anything else. We are glad to co-exist with new-age players who are fairly strong with their advertising policies and standards while compared to the traditional mainstreams.

We have had several such instances. Just to quote, one such instance was when one of the largest conglomerates and our existing client expressed their disappointment when we covered a story which sheds negative light into them just because we actively engage with them on advertising campaigns. Our stand has always been clear on this - we don't have different lenses. We highlight the good, we talk about the bad too and we ensure our coverage is always responsible and fair for all which means including the corporate communication team's response in the coverage. We just can't do anything beyond that and are very firm with our stances. That's when the gentleman said 'but that's not how we work with other media houses' and we said, exactly, we stand out, maybe not one among them.

Q. Define The Logical Indian for us. The content you produce gyrates around serious kind of journalism and has somewhere given the entertainment feat or sensationalism a back seat.

Being professionals, how certain are you aware of the tension between market competition and professional values and attempt to manage it as best as you can?

A. It's been an attempt since our inception to report on stories that inform, educate, and inspire. We believe in sense, not sensationalism. The ecosystem has got enough readers who want to consume responsible content and we have been able to bring all of them together. We have successfully created our niche. From diversity in stories to video content, from effectively using technology to maximum utilization of social media, we are continuously learning, unlearning, and growing. The market competition has little to no impact on our values and practices.

That said, we keep an eye on every platform to identify good storytelling techniques, latest trends, and the underreported stories. We imbibed the best practices of all, keeping our values and beliefs intact.

Q. Is The Logical Indian more about the user-generated content and citizen journalism? Does this shift from being largely one-way mass communication to participatory work has also given rise to fake news at a length? How do you ensure the best practices to overcome challenges such as fake news at the organizational level?

A. For us, not everything is news. At The Logical Indian, the news is always handpicked. A lot of thought goes behind what gets covered and what gets dropped. As newsrooms are shrinking with fewer resources on the ground, the user-generated content is gaining prominence. We believe in being a democratized and approachable media, but we keep enough layers in-between to ensure accuracy and validity of the information. Our readers whom we refer as 'community members' also get to play an important role in suggesting the content to be covered by the publication. This happens through Facebook groups, direct feedback, messages, and emails. They bring us news and if worthy of public attention, we verify and cover it.

The Logical Indian is not entirely about user-generated content but more so a platform to give voice to those who are unheard. We always remain accessible which also gives a sense of ownership and belongingness to our readers. For example, we

are often among the first to receive information about any form of unrest/protest going on at any part of the country especially within the student/job aspirant's community. Most of these conversions take place on Twitter and Emails. We ensure we don't miss out on any such requests/tags/emails.

Currently, fake news is not just limited to citizen journalism, every major newsroom is falling for it and battling it. We take our time to verify each news item before publishing. Accuracy is our primary concern, not speed. Within the organization, we conduct periodic sessions on fact-checking which are even attended by the design/creative team and not just the sub-editors or journalists. We also have a dedicated fact-check category on the website so naturally, a lot of focus goes into fact-checking. In addition to this, we independently conduct workshops on Media Literacy and Fact Check at various institutional levels. We have brought it into the culture and fundamentals of our reporting and routine. We are also associated with Google News Initiative and Facebook Journalism Project and collectively trying to do our bit to make the generation more informed and less ignorant.

Q. Started by tapping the down south geography of the country, you configured yourself as a national media news platform eventually and gained recognition for the urban readers. However, your content is usually for the English-speaking audience. So, how do you look after reaching to the rural audience that demands a lot of attention?

A. It is our constant endeavor to go beyond national reportage. English being our primary medium of communication, limits our reach. To mitigate that, we already have a dedicated publishing portal - Tarksangat to reach the Hindi heartland. It is our endeavor to report majorly from rural area/hinterland and we are working closely with partners such as ByteDance (Helo&TikTok) who have got a massive penetration into the regional. This is helping us to reach out to that segment of the audience who were never there on Facebook or Twitter. And they are already deprived of meaningful content. So, there's a good vacuum to be filled for new-age media publications like us with responsible content.

We are having a collaborative approach towards this currently, example, working closely with partners like change.org or hyperlocal platforms such as video volunteers to source and share stories. We are leveraging our vast NGO partnerships too to disseminate our content. A lot more to be done and achieved in this front.

Q. How have you conceptualized CSR in your organization that has helped you practice the editorial responsibility and ethical standards within the journalism profession that centres on values such as independence, objectivity, diversity, pluralism, and truthfulness? Also, how are you influencing the people with the initiative 'My Social Responsibility'?

A. Social responsibility is in the company's ethos. What we do here as a part of our daily job is out of the sheer sense of responsibility to deliver meaningful and responsible content to the generation because this generation deserves more than Taimur's cute pics. Our editorial team often go beyond workhours to do justice to a story being told. Only a sense of responsibility can drive this passion and nothing else.

What drives this sense of responsibility is the visible impact which we witness with our stories. Our 'My Social responsibility' content category has resulted in multiple positive changes. Till date over hundreds of Individuals, self-help groups and non-profits received over millions in donations from the public and corporates and received the attention/recognition from the authorities, post our coverage of their story.

One major highlight from the early days of our impact is when a man in Pune started a Food Bank in his locality and posted about it on his timeline citing a reference to a two-year-old story by The Logical Indian which was about a young woman from Chennai who had been running a Food Bank. He expressed how that one story was strong enough to ignite that action in him. We were so contented that day and ever since, such instances keep us going! Besides, with the help of our digital community, we have run/amplified several social campaigns some of which have even seen policy level changes and we were able to get laws passed from the Supreme Court of India (Good Samaritan Law road safety laws) campaign, Stop Acid Attack campaign and more. Another major highlight in our impact is when we funded (crowdfunded INR 32 Lakhs in less than 9 days with the help of our digital community) to send The National Women's Ice Hockey Team to the world cup in Feb 2017. They were deprived of the attention and funds and that's when we decided to do our bit. For the first time in the history of Indian sports, a national team was sponsored by the people of the state.

We have always attempted to make the most out of social and digital. Looking back at our footprints, it seems perhaps we did pretty well. We are working hard to scale this impact across geography.

Q. Lastly, can you brief us a bit on — Journalism 2019 and the integration of media with technology?

A. At a time when the news is more digitized and technology is driving it, our aim is to effectively integrate both. Technology can extensively enable sourcing and dissemination of content. Tech should be leveraged to build more actionable platforms with more enriched communication experiences. Tech has a critical role to play in keeping these platforms more accountable and responsible with direct feedback mechanisms and real-time course corrections. And of course, it can extensively help to tackle fake news and promote media literacy which is the need of the hour.

We believe that media and technology go hand in hand.



Moments and Momentum

Indian brands today want to be in touch with the consumer throughout the year and see the spike in recall every month. But how does a brand deal with a barrage of trends and news that is happening at a lightning pace in today's day and age. How can a brand turn such events into its favor and still pass on a relevant message to the consumer that makes them notice the brand? Well, the answer to it is via – Moment Marketing.

The main purpose of any advertising campaign across ATL, BTL and digital is to keep its target audience hooked to the brand in such a way that when the consumer is at the point of sale or transaction, the decision should go in the favor of the brand with the highest recall in the minds of the same consumer. The campaign consists of a central thought around which ad films, posters, and even user-generated content is created. All these assets run on different mediums depending upon the media plan of the brand. But how does a brand deal with a barrage of trends and news that is happening at a lightning pace in today's day and age. How can a brand turn such events into its favor and still pass on a relevant message to the consumer that makes them notice the brand? Well, the answer to it is via – Moment Marketing.

For instance, let us take the retirement of Yuvraj Singh, former Indian cricketer. It was big news that no brand could have planned for. It happened very suddenly and millions of people took to different social media platforms to express their gratitude and thank for his contributions to the game. Now, every brand would have wanted to be a part of that conversation. However, a lot of brands gave it a good shot but some of them took the conversation to a completely new level such as Zomato, Fevicol, and Indigo Airlines. These brands released creatives on social media platforms that immersed well into the ongoing discussion around Singh and caught the pulse of the netizens. These creatives were widely shared by the audiences giving a good shareability effect and presence in the minds of people. The brands actually added to the ongoing positive conversation around Yuvraj Singh.



Now, this phenomenon is called Moment Marketing. If we look at the definition on Google, Moment Marketing refers to creating relevant and consistent connections between offline and online media in real time. The key to really "being there" when a customer reacts to a TV ad, sports event, or even a change in the weather is the ability to link offline media with search intent.

The definition clearly states that establishing a connection between the offline and online media. In the latest development, let us analyse what Dabur, a renowned FMCG brand, recently did for its cough syrup brand Honitus.



During the India Pakistan bout at Manchester on June 16, Sarfaraz Ahmed, the captain of Pakistan team yawned in the field. The brand team picked up the moment and created a meme around it 'Drowning at the Wrong Time Proves Costly'. The punch line went very well with the brand tag line 'Asar Dikhaye Bina Sulaye'. The creative was released on Facebook and till date has received over 475 comments and 3.8k+ shares on Dabur's brand page on Facebook. The post was further taken to different mediums by audiences and was shared widely.



Ajay Singh Parihar

Ajay Singh Parihar, Head of Marketing, Healthcare OTC, Dabur India says, "We picked up the moment from the match and realized that it could be relevant to the brand Honitus which aims to provide a remedy from the cough without actually making the consumer feel drowsy. The core of the communication was to differentiate the brand from

other such products in the market that makes consumer feel drowsy and extend our sympathies to Sarfaraz Ahmed who felt drowsy at an important event like this, which could cost a lot to their team."

Identifying a Moment

In the current day and age, it has become much simpler to find out what people are really talking about and what they are sharing. People have to simply log on to social media platforms and could find out what is trending in the news around sports, politics, entertainment, and other such mediums. However, till a few years back it was not that easy because the word-of-mouth only spread for bigger events and for all other small events, people would have to wait for next day's newspaper or the television news. However, not every trending topic was covered to that extent in these news platforms.



Karthik Srinivasan

Karthik Srinivasan, Independent Brand Consultant mentions that in today's day and age there are two kinds of moments – engineered and organic. "A world cup match between India vs Pakistan, an episode of Game of Thrones, Father's Day falls in the category of engineered moments. People know the time and date of these moments and are sure that these subjects will trend.

However, subjects such as Yuvraj Singh, Dancing Uncle, JCB Ki Khudaai, are organic moments and people have no idea of when they would happen," shares Srinivasan.

For instance, Manforce, a popular condom brand, harped on a moment when a popular news anchor during Lok Sabha 2019 Election Results called upon Bharatiya Janata Party MP Sunny Deol as Sunny Leone. The brand picked up the idea as the latter is their brand ambassador and released a pun intended creative that went to catch the attention of the netizens.



Parihar points that most of the times knowledge of the what is a moment comes from trending topics and gut feelings. "We regularly keep checking the social media platforms to identify what is trending."



Karan Kumar

Karan Kumar, Chief Brand & Marketing Officer, Fabindia says, "The idea is to create messages that are relevant to the audiences in that mood of the day, in event of the narrative. All of this is very contextual and originating in real time."

Relevant Message

Amul, a dairy brand, has championed the art of Moment Marketing for decades. The polka dotted Amul girl has been talking to the Indian audiences on several newsy topics for decades. The brand has a dedicated space in the print media, billboards and shares creatives online to connect with the audiences. DaCunha Communications have championed the process of creating and releasing topical creatives for decades now and have created an iconic Amul brand. Their messages are pun intended while keeping the brand philosophy of Amul intact.



In a recent instance, Hajmola, a candy brand from the house of Dabur India, launched a creative around #JCBKiKhudaai. The creative showcased graphs representing the interest level of Indian audiences around key subjects such as India vs Pakistan World Cup match, JCB and Election Results. It pointed to the fact that JCB had garnered highest interest levels and shared with the Hajmola's brand message #BaatHajamNahiHui.

Parihar explains that the message should excite consumers and they should feel that they were thinking the same thing. "With the #JCBKiKhudaai and Hajmola creative, we wanted to bring out the brand positioning of Hajmola. We wanted to go beyond the digestion part as consumers also buy Hajmola as a candy. We were looking at a fresh perspective and this idea was more contextual in nature but it was very relevant to what people were thinking about the trend," adds Parihar.

Why & How Brands Do It

Every brand wants to stay relevant to its consumer and continuously be in touch with them. Srinivasan shares that ideally most of the brands go for a big ATL burst twice a year. "However, today, the brand wants to be in touch with the consumer throughout the year and wants to see the spike in recall every month. In most cases, it is not possible to run ATL campaigns throughout the year, hence it takes the route of creating a regular stream of contextual and relevant content that keeps the audiences engaged and keeps the recall needle moving, which is actually better than being missing for a larger part of the year," shares Srinivasan.



There is no doubt that planning and executing a creative around a moment is simpler, quicker and cost effective. Parihar explains that when he or his team identifies a moment they ensure that it is cleared with least deliberations such that the same can be passed to the agency for creation. "It is important to be timely in this form of marketing because the shelf life of a news cycle is extremely small in today's time. If you are able to bring out within that span of time, the chance of it working are more. So, there is no point of taking it through layers of approvals," shares Parihar.

He further explains that many a times, his teams also let the opportunity pass because they feel it is too cluttered and it is not delving perfectly in the brand message. "Our focus is not on creating 10 sub-optimal creatives of which 9 do not work. It does not create a strong imagery of the brand. However, it is necessary to do one creative but with the right message and thought. While the agency is always pressed for time, the creativity gets affected," mentions Parihar.

Nakul Kumar, Co-Founder, Cashifypoints that Moment Marketing is a way how a brand is talking to the consumer and relating to it. "Gone are those days when a brand can think I am big and the consumer has to follow the way I think, today, the brand has to follow the consumer wherever he/she is and has to be a relevant part of the conversation in his/her day-to-day life," shares Kumar.



Nakul Kumar

Does it Sell?

The idea behind an advertising campaign is to create a window for the brand to create the transaction. With Moment Marketing, the key idea is not to sell but to ensure that the brand saliency continues and the consumer remembers it as an active brand.

Srinivasan mentions that you cannot attribute Moment Marketing to sales or footfalls. "It will be a tough ask. The purpose should be to share it and have fun for a moment. These are organic trends, one cannot promote. It is difficult to say that a consumer saw a particular creative and as a result he/she remembered the brand and hence made the purchase.

Kumar adds that there is no specific answer to it. "Whichever brand is better, whose idea is good, planning and strategy is good, will sail over others. It will generate the buzz, connect with the audiences and the more beautifully it dovetails into the narrative of the ongoing discussion the better chance it has to create a transaction, impact and salience. It can be at a point outside a mall, while travelling, binging your favorite show and checking twitter at once and others. Again, the better suited you are in to the ongoing narrative of the occasion, the better results it generates," adds Kumar.

A lot of brand have now taken to Moment Marketing across categories. Interestingly, most of the moments when brands are expected to release creatives are common and predictable. Hence, they share the creative around the common theme tweaked with their brand message. Now, this means that several brands sharing the same thought with their brand message. This creates some bit of clutter in the market around that moment.

Kumar mentions that there will be clutter. "No doubts about that. There are many brands who will utilize the opportunity and it is true that it creates clutter, but that happens all the time. For example, take Diwali, a normal newspaper becomes a 100-page booklet then with now multiple brands advertising but the one with relevant copy, strategic communication and right input sail over the others. Clutter is inevitable," adds Kumar.

An Informative-engaging Experience is the Key to Connect with Millennials & Generation Z

In our conversation with Kartik Mohindra, CMO, Pernod Ricard, India he shares some insights on the brand's marketing efforts and how their consumer-centric approach is at the heart of everything they do. – By Soumya Sehgal



Pernod Ricard

Q. Ballantine's has recently rolled out a new campaign 'An ode to the Un-disputed gods of the new world' which is very closely weaved in with the brand's tagline "The spirit of the gods". Can you take us through the thought process behind this campaign? Also, please talk about the specific TG being targeted whom the brand is calling un-disputed gods of the new world.

A. Ballantine's engages with the corporate citizens as its strategic audience and inspires them to un-follow the herd and succeed by doing what they believe is right. It inspires them to 'Stay True'. We believe that power is no longer wielded just from corner offices. Success does not wear only pin stripes. Nor does it just sit in high rises of glass and chrome. The latest Ballantine's communication raises a toast to the entrepreneurial spirit of this new generation who are redefining the codes of corporate success. Unorthodox, intrepid and bold in its very visual language, this campaign by Ballantine's aims to acknowledge their audacious spirit with aspirational authenticity. The new Ballantine's campaign is an ode to these 'Un-disputed gods of the new world' - symbols of the fearless new corporate tribe. The protagonists are many, diverse and represent corporate success across unconventional walks of life. Fearless, bold and not disheartened by temporary glitches, their strength lies in their uniqueness. They're holding their ground in un-stereotypical ways; scripting success in unimagined fields and professions.

Q. Considering India is the 2nd largest market for Pernod Ricard, what kind of special promotions or consumer-connect initiatives do you roll out to generate brand awareness for the brand's other popular premium international spirits like Absolut Vodka, Jameson and The Glenlivet?

A. We take pride in our commitment to produce brands of outstanding quality that deliver exceptional experiences to consumers. Our consumer centric approach is at the heart of all that we do, striving for a great experience at various touchpoints, be it travel retail, liquor shops or high-end restaurants as consumers today, seek constant differentiation and more authentic experiences from their alcohol beverages. Pernod Ricard keeps abreast with the evolving consumer's attitude and preferences that are occasioned by the constant variation in the living standards and global trends. To exemplify, we successfully capitalized on the burgeoning wave of premiumization and craft spirits by introducing Chivas XV in the super premium bottled in origin scotch, the super-premium Gin Monkey 47, and the three new Single Malts

in India - Aberlour, Scapa and Longmorn to stay at the forefront to meet the consumers' needs and strive in

changing market dynamics. Our vast portfolio of imported brands is tailored to consumer's needs and their preferences for different consumption occasions. Since the beginning, Absolut has championed creativity with a purpose and it continues to do so - This year, the brand initiated a global creative competition wherein participants from India were one of the highest in the world. Not just that, Absolut, released their new campaign 'Born Colourless' from India which is all about an equal world where nationality, origin, ethnicity & colour shouldn't matter. Jameson on the other hand is more about celebrating the light-hearted Irish spirit with wit, humour & healthy banter in the

brand's tone of voice. We have three brand ambassadors who spread the love for Jameson amongst consumers and trade partners. One of the key consumer initiatives, 'The Jameson Bartenders' where our ambassadors take over a bar for a guest shift churning out delectable cocktails and engaging conversations. March is also a month-long celebration across various bars as we celebrate St. Patrick's Day (Ireland's national holiday) on 17th March every year with music, drinks, food and mass celebrations. This year, The Glenlivet launched its new "THE Campaign" in India, celebrating the proposition of definitive moments in life and reinforcing its role as a visionary within the category. To connect deeper with our Malts, we host brand ambassador led advocacy, collaborate with luxury brands to host bespoke experiences and large-scale partnerships across key cities in India

Q. Since the brand already has around 50% value market share in India, please throw some light on special initiatives that you carry at different consumer touch-points, say at a duty free or at a high end in mall liquor shops where the consumer is also exposed to tempting offers from competing brands.

A. It's not so much about offers and promotions. Like I mentioned earlier, we continue to focus on the quality of our products & strengthen equity of our brands. With our consumer centric approach and the changing consumer dynamics led by millennials & generation Z, we believe that an informative-engaging experience is key to connecting with this generation. The evolution of F&B venues, duty-free stores at the Indian airports to international standards has led to a burgeoning demand for experiences that match the venue. Due to increased consumer experimentation, rise in global travel - there is an outburst of trends, such as increase in repertoire consumption of different categories by the same consumer across different occasions.

Apart from engaging our consumers on ground and with our extremely strong brand franchise, we are leveraging our strengths in consumer marketing through digital media. We will continue to align our marketing expertise in this direction and connect our leading brands with millennials through brands such as Chivas Regal, Monkey 47, Absolut, Jameson, Ballantine's, Beefeater, Jacob's Creek, Campo Viejo and Mumm Champagne.

Q. We see Pernod Ricard has a very balance 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. Pernod Ricard has an enviable portfolio of brands, addressing every consumer need state. We have kept abreast with the evolving consumer landscape and preferences - Our consumer centric approach is at the heart of creating a robust portfolio of brands that command a leadership position in most of the categories that matter. In addition to these brands, we also have a set of brands which play the role of being category disruptors or challengers. As a part of our strategy, we evaluate the strength of our portfolio and take steps to refine it further to better address their needs. For eg., whilst we command a strong leadership in whiskies, we are yet to play or emerge as formidable challengers in the Rum segment: Imperial Red Rum has been developed as a stellar product offering and is being rolled out across the country to address this gap. Similarly, we continuously evaluate options in other categories that may be of interest to us. For brands in our portfolio which are growing below expectations, we work on a brand renovation program to improve the consumer marketing mix and the give the consumers a better offering than what they are used to, for their convivial occasions.



Kartik Mohindra

We Innovate with Experience Zones for Customers to Test Our Products & Make Informed Choices

- Vishal Parekh, Marketing Director, Kingston Technology India

While interacting with Vishal Parekh, he explains how the storage industry has been performing over the years and how Kingston is making big in India. – By Soumya Sehgal



Q. You have been associated with Kingston for nearly 12 years. How has the overall growth of the Indian storage market been in all these years?

A. India has been a growth driver for storage. We live in one of the most data consuming countries and that speaks volumes about the potential that this market offers. Rather than storage in general, I'd like to highlight that the adoption of high speed flash storage – Solid State Drives – is on the rise. We have brought this technology into the country for quite some time and has become quite mainstream with more datacenters, enterprises and even small businesses investing in it. Business & end users have seen a phenomenal increase in productivity and ROI. Kingston has been investing in making the newer flash storage technologies even more affordable, now with encryption options.

Q. Kingston is a multinational computer technology corporation. However, its pen drives are its most well-known product. Which other categories are you present in and which is your most promising one?

A. In fact, Memory Modules or RAM modules is what Kingston founders started business with, and this is still our strongest portfolio. We eventually added flash storage solutions with USB drives, Flash cards and SSDs, followed by HyperX branded products and peripherals that are meant for serious gamers and tech enthusiasts.

Q. We don't see you very heavy on advertising. What has been your communication strategy so far? What is your idea of storytelling?

A. Kingston has been in India for a very long time and has always strategically advertised to create awareness in its customer base, be it about a new product or new technology. Our campaigns are more consumer driven and focus on matching the brand's offerings to the customer needs, like we did for showcasing benefits from both, SSD and DDR4 technologies. We get a mass appeal for our campaigns on digital, social and traditional media. We also try to innovate with experience zones, for customers to try and test our products & make informed choices. Given our top quality products, channel strength, superb service and dynamism in our management, we have been able to develop sales strategies that have done wonders.

“Our campaigns are more consumer driven and focus on matching the brand's offerings to the customer needs”

Q. Who all do you see as your competitors in the memory and storage market? Do you see yourself in the leadership or challenger position?

A. Kingston is the world's largest independent manufacturer of memory products. We prefer competing against our own performance benchmarks that we last set for the industry. Global reports from 2018 mention that Kingston owned 68.53% of Memory market share and 23% of the share in SSD channel market.

Q. What has been the response to your gaming division- HyperX as it is recommendation based? How are you positioning it in India?

A. HyperX has a niche audience and has exceeded their expectations almost every time. Our products are made to enhance the gaming experience, be it our ultra-comfortable Cloud headsets, the durable and responsive Alloy keyboards and Pulsefire mice and our high-performance SSDs and RAM. Everything is designed, built and fine-tuned with the gamer in mind.

Q. What are your future plans for the Indian market? What do you have to say about your presence in Tier II & III cities and how do you intend to expand it?

A. Kingston is an established lifestyle technology brand and has pan-India presence. We have a strong network of channel partners that go beyond tier II cities and at regions even Tier III. We plan to continue strengthening our network and bringing the best-in-class products to extend the benefits and advantages to our customers here.



Vishal Parekh



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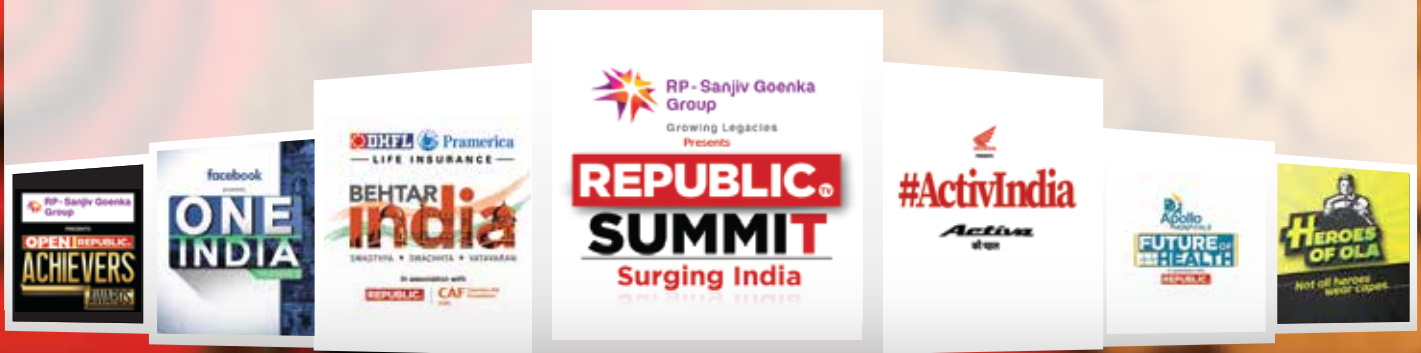
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