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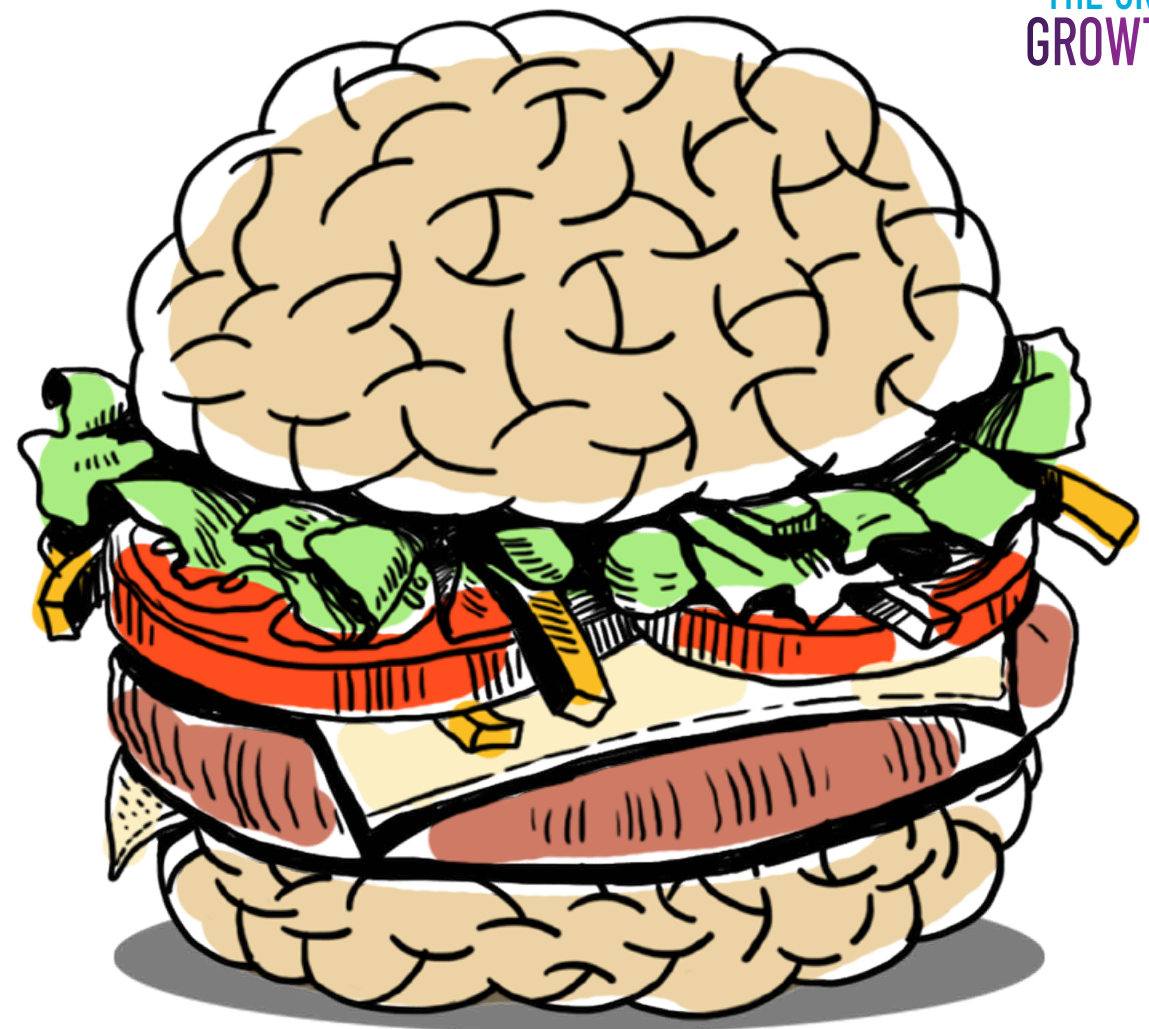
GOAFEST

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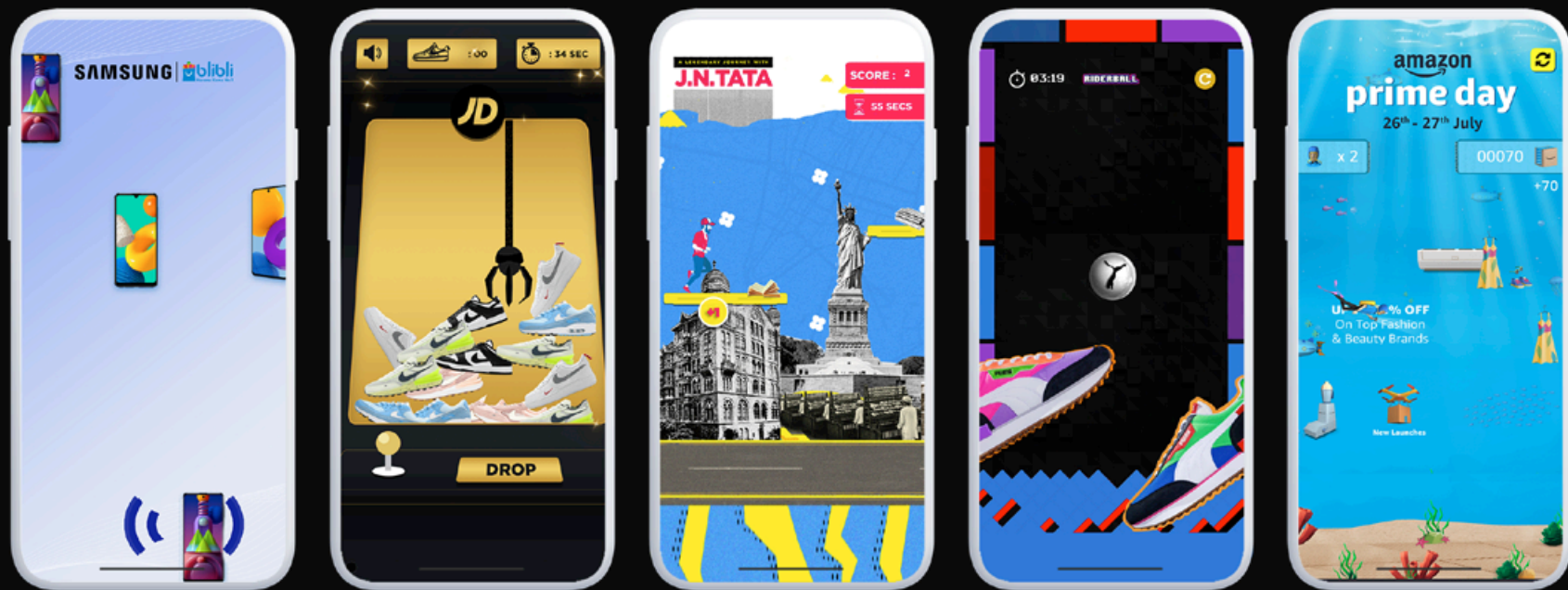
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We Meet Again!



I don't know about you, but I for sure have been waiting to say this- Goafest is back!

Synonymous with fun, learning, and networking, the 15th edition of Goafest is finally here after two EXTREMELY long years. And in all honesty, I believe we as an industry could definitely use some fun!

We, or for that matter, no one was prepared to tackle what the pandemic brought along. But despite all odds, creativity in the A&M space skyrocketed, and how! We have witnessed some of the best work in the last two years, owing to modern tools and the enduring spirit of our very own A&M professionals (Yes, I'm talking about you). The will to work hard and create outstanding campaigns even while a pandemic engulfed the world, deserves to be appreciated. So after this uphill battle over the last couple of years, to say that we deserve these three days of euphoria would be an understatement.

This year's Goafest would not only act as the perfect respite but would also perhaps make us feel like "the old normal". Even if it's for three days. Meeting your peers, attending events in person without a screen in between, and witnessing the evolution of the industry right in front of your own eyes- if all of this doesn't fill you up with excitement, well then...I don't know what will.

As always, the event boasts an illustrious line-up of speakers who not only would shed light on noteworthy work, but also share their insights on what the future holds for the industry. From innovations in media to the explosion of creativity across the country; immerse yourself in meaningful discourse over everything and anything under the sun, quite literally! The next three days would be nothing short of a rollercoaster ride.

I am sure that this year, there's something for everyone and it's bound to exceed all of our expectations.

Rahul

RAHUL PURI
Editor-in-Chief

BACK WITH A BANG!

Did you miss Goafest? Our eminent industry professionals sure did! Read on as they share their joy on the return of Goafest.

“

I AM SO EXCITED and hopeful for this year's Goafest. The whole industry is coming together after 2 tough years and I'm sure it is going to be a wholehearted celebration of everyone's work, resilience, and creativity. This year, I truly applaud the One Show

partnership, which gives the show more credibility and transparency than ever before. Creativity has been under a lot of pressure during the pandemic and we have seen a dip in standout creative work, this is our chance to change that together and show the industry that finally creativity matters. Lastly, I hope more young people come to the festival and we create and celebrate more young, relevant future leaders.



RAJ KAMBLE
Founder and Chief Creative Officer, Famous Innovations

“

IT'S FANTASTIC THAT Goafest is back. I look forward to meeting a lot of industry friends and making new ones over the one and a half days that I will be there. Also hope to soak in some gyan from the sessions and inspiration from the award-winning work that will be on display.



SAM BALSARA
Chairman and Managing Director, Madison World

“

VIKRAM SAKHUJA
Partner and Group CEO, Madison Media & OOH

AFTER A HIATUS of 3 years, Goafest is returning and the excitement is palpable. Goafest has always been about celebrating all that is great about advertising. After two years of the pandemic, the need to celebrate is even more this year. I expect greater participation in awards, delegates, and of course partying. Be there or miss out.



“

GOAFEST IS TRULY a celebration of advertising. It's a festival that the whole industry looks forward to. This year, Goafest is back after two years and the excitement is palpable. We are celebrating our resilience, our passion, and our creativity in the face of great adversity. 'Goafest Returns'... and the joy of coming together as a big family returns as well.



ROHIT OHRI
Chairman & CEO, FCB Group India

“

ANUPRIYA ACHARYA
President, Advertising Agencies Association of India

IN MY OPINION, Goafest has, is, and will remain the A&M industry's premier platform that brings together knowledge, recognition, networking, celebration, and, of course, fun and bonding! Through these years, we've seen it becoming grander and more inclusive. We have also noticed the participation expanding from big networks to several organizations. Over years, we have found a higher participation rate of digital agencies, independent agencies, and new-age agencies. Even on the Speakers' front, Abby's work front, and the entertainment front, it has become richer and even more attractive.



“

GOA FEST HAS always been a great melting point for us to meet and celebrate the fantastic achievements. I am very happy to see Goa fest back, look forward to meeting everyone and having a good time!



SIDDHARTH DABHADE
MD, MiQ- India, SAARC, and China

“

GOAFEST IS BACK after two years, and hence the excitement across the ad and media industry is palpable. It's a great place to connect and interact with like-minded people and exchange pleasantries, ideas, and creativity. I've gone through the schedule, and their line-up of sessions and workshops can be a great learning experience for us at Kinnect. Most importantly, I'm keen to be a part of conversations around the growth of digital.



ROHAN MEHTA
CEO, Kinnect

“

I AM EXTREMELY delighted at the return of Goafest. Since its inception, it has been the most electrifying gathering of minds and people from the media fraternity. Professionals from various sectors of our industry, from all over the country assemble in this one place, exchange ideas, showcase their best work, and network, leading to bigger collaborations. Despite the pandemic affecting the in-person festival, it hadn't dampened spirits and I am certain just like me, most others are all raring to be back and immerse themselves in all the fun that Goafest '22 promises to be.



MEGHA TATA
Managing Director, South Asia, Warner Bros. Discovery

“

VIDEO CALLS ARE great for work and even networking. But they cannot replace the energy shared in a room over tales and cocktails. I am sure Goafest will be a wonderful union of creative minds. I was the jury chair for the Design category for Abby's. We had some amazing entries and jury discussions were enriching and also super fun. I do hope the best entries get their place under the sun and Goafest will be super successful.



ASHWINI DESHPANDE
Co-founder & Director, Elephant Design

“

THE RETURN OF GOAFEST not only marks the return of normalcy in the A&M fraternity but also reiterates the need for celebrating and rewarding the best creative minds. While the industry was heavily impacted in the past 2 years, there is definitely more excitement to see it all come back to life in a bigger, better, and safer environment. To top it the chill vibes of Goa, masterclass by industry veterans, the prestigious award ceremony - a much-awaited event for ad fraternity.



ASHISH BANKA
Co-founder & CEO, Eggfirst

“

FOR THE LONGEST time, Goafest has been the advertising event of the year to look forward to. The experience of sharing the space with the expansive and varied advertising fraternity is as unique as it is empowering. The expectations for this year's Goafest are running high as it is returning after two years. Moreover, the integration of digital into advertising practices has understandably multiplied significantly. I am looking forward to witnessing some uniquely innovative use of digital tools or platforms, to portray the brand message.



MEHUL GUPTA
Co-Founder & CEO, SoCheers

GOAFEST RETURNS: INDULGE IN CELEBRATING THE CHARACTERISTIC SPIRIT OF THE ADLAND

JAIDEEP GANDHI, Chairman, Goafest 2022 Organising Committee talks about how this year's event is unlike any other and the many firsts that make the festival bigger than before.

► **Agency Reporter: What makes Goafest a one of its kind event in the A&M industry?**

Goafest has always been a great reminder of the humongous levels of creative talent we have in India and year on year, it becomes our endeavor to make the festival the 'most-looked-forward-to' gathering. The festival was incorporated with an aim to bring people together from the world of advertising, media, and marketing to discuss and exchange knowledge and insights across various subjects.

Over the years, this festival, undoubtedly, has grown into becoming one of South Asia's biggest conventions that brings some of the most brilliant and renowned creative geniuses from all walks of life together and celebrates the characteristic spirit of the adland.

► **AR: How is this edition of Goafest going to be different from the previous editions?**

After two unfortunate years, this year, we aim to capture the true essence of organizing a festival! We are looking to keep the overall aura of the festival all

about happiness, about people coming together to connect and celebrate.

This year, we have upped the ante by bringing in many firsts to make the festival bigger than before. We will introduce sessions on influencers, OTT, gaming, and also health & wellness. We have experts like Rujuta Diwekar to speak on a topic that is relevant and a need of the hour.

We are also looking at reinventing some of our existing processes, especially the digital aspect, considering the momentum the medium has gained over the last two years. In the spirit of going green and doing our bit towards it, for the first time ever, we are taking a digital approach for



Goafest has always been a great reminder of the humongous levels of creative talent we have in India.

the presentation of the awards. We are going paperless for the very first time.

Furthermore, we are extending our coverage to a podcast. This will also be the edition where AAAI will get a new logo after many years. There have been variations to the logo in the past, however this year, basis a contest that we opened for the creative industry, it will get a whole new look.

► **AR: After a two-year hiatus, how has the response from the industry been like about coming back to Goafest?**

After going through an unprecedented situation for the last two years, there is tremendous excitement and enthusiasm since Goafest is back on ground after two whole years. In terms of sponsorship too, we have received an overwhelming response with over 20 sponsors on board so far, who are helping us co-create the festival that brings forth the actual ethos of the festival for the entire industry.

► **AR: Goafest celebrates quality over quantity. Why is it important for**



JAIDEEP GANDHI

Chairman, Goafest 2022 Organising Committee

agencies of all sizes to be part of the fest and how will it further nourish their growth in the industry?

Goafest is one of the biggest conclaves that holistically represent the evolving ecosystem of the Indian media, advertising, and marketing industry. As we put together this edition, our endeavor is to bring the best of speakers, masterclasses, and sessions to boost the next generation of advertisers and agencies. The many-firsts, this year will contribute to enriching the industry, giving agencies of all sizes an opportunity to learn and grow.

► **AR: According to you, what value does Goafest hold for young talent?**

Goafest presents the young talent with an opportunity to learn from and interact with industry stalwarts, who have played a crucial role in paving the creative path for them, making the festival worth attending.

It is also a place where young people

Goafest is one of the biggest conclaves that holistically represent the evolving ecosystem of the Indian media, advertising, and marketing industry.

can engage and network cohesively with the entire media and advertising fraternity who are coming together to share their achievements and learnings.

► **AR: Were there any challenges that the organizing committee faced while organizing this year's Goafest?**

When we decided to bring Goafest on

ground this year, we prepared ourselves to face all sorts of challenges that come our way, especially since the festival was making a comeback after two years of uncertainties.

Even when we started off our planning in the midst of 2021, we looked forward to hosting Goafest in April, like every year, but then the third wave hit and we shifted the fest from April to May, which was an added challenge.

Additionally, since Goafest has been in existence for the past 17 years, adding new experiences and giving the whole festival a new look and feel every year was the biggest challenge. However, the entire planning of the festival was fulfilling. This year, we have witnessed a record level of registrations, entries, and sponsorships for Goafest!

► **AR: What activities and strategies have been incorporated during the planning of Goafest 2022 to captivate the attention of agencies, publishers & marketers this year?**

To make Goafest's comeback unforgettable, we launched a video with veterans from the ad land shaking a leg to singer-rapper Badshah's 'Jugnu' track. The video received tremendous appreciation and captivated the attention of several individuals across the industry.

► **AR: What are your expectations from Goafest 2022?**

The pandemic gave rise to the virtual seminar phenomenon! Though these 2 years of the pandemic, we have merely been learning and attending webinars. It is high time that we step out of the virtual space and give our minds a break and indulge in celebrating, which is exactly what we look forward to achieving at Goafest 2022. ^{AR}

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MIQ BETTER CONNECTED MARKETING



LEADING *with* INNOVATION and ACUMEN *for* GROWTH

AMIN LAKHANI, Chief Executive Officer, Mindshare South Asia, talks about their monumental win at Goafest 2019 as the Media Agency of the Year.

▶ **You won big at the last Goafest in 2019. What is your take on Goafest as a platform and its importance in the A&M industry?**

Goafest is a very special event for me. It being an industry-wide event supported by The Ad Club, it encourages people to share the work they are proud of. Goafest is one such platform that drives recognition within the industry and focuses on innovative thinking and that is what we value about it.

▶ **What are the key parameters that helped you win at Goafest 2019?**

Mindshare's key focus has always been innovation with an acumen for constant growth. Our teams work relentlessly to achieve client delight and innovation and I'd proudly say that Mindshare's dedication and focus on innovation for our brands is what helped us win in 2019.

▶ **What role did the win play in boosting the morale of your team?**

Goafest is something that we deeply value and there can't be a bigger recognition that comes from the peers in the industry that you work with. This helps build pride in the work we do and it deeply encourages our teams to continue to achieve great heights.

▶ **How did the win impact your work? Please shed light on your learnings from Goafest since your win.**

Mindshare is constantly focused on encouraging its younger talent. Our under 30 talent has showcased brilliant work for our clients and it's quite inspiring for us to have brilliant minds at work who strive to achieve more each day. Being a part of the Goafest win has been a great source of inspiration for our teams to continue performing their best, each day.

▶ **What are your expectations from the upcoming Goafest 2022?**

I am really excited for Goafest this year considering it is going to be on-ground. I am really looking forward to meeting our colleagues and peers and I'm sure like every time, there will be some fantastic work that will be celebrated along with insightful sessions and of course, a lot more fun! AR

INTERVIEW



AMIN LAKHANI
Chief Executive Officer,
Mindshare South Asia

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MiQ BETTER CONNECTED MARKETING



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HOME SWEET HOME VIEWING: THE EXPONENTIAL GROWTH OF CTV IN INDIA

The last couple of years have indeed been a transformative period, with India witnessing a paradigm shift in how people consume content. Multiple factors have contributed to the acceleration of the consumption of digital content as the Indian audience is gradually shifting to all things digital. The new-age consumers are spending more time online and are expected to continue to do so in the times ahead. Owing to this surge, one space that has significantly been observing more and more growth is that of connected TV (CTV).

To keep it simple, CTV refers to a TV that is connected to the internet and includes smart TVs and TVs that can access the internet via streaming sticks, gaming consoles, and new-age set-top boxes. With the Indian audience increasingly cutting the chord, CTVs have become their go-to video source, especially during the pandemic. No points for guessing that a large portion of digital ad spending is being directed to CTVs now! The CTV market is growing at a considerable pace and offers lucrative opportunities for advertisers to reach their target audience more effectively.

But what are the factors that are responsible for this revolution that CTV has brought into the country? And how is it changing the digital advertising space? Siddharth Dabhade, Managing Director, MiQ - India, SAARC, and China shares his insights, "TV is the biggest medium of entertainment in India and it's rapidly going digital. There are already over 20 million households in India with Connected TVs which means almost 100 million consumers and they're projected to grow to 80 million households (350 million consumers) by 2025, led by a reduction in smart TV prices, cord-cutters, diverse & rich content. This presents a huge opportunity for brands and marketers, to reach a wide spectrum of urban,



<https://learn.g2.com/>



SIDDHARTH DABHADE
MD, MiQ - India, SAARC, and China



PRABHVIR SAHMEY
Senior Director (India & South East Asia), Samsung Ads

young & tech-savvy audiences, without big budgets. MiQ can enable programmatic access to exclusive inventory in this exciting space."

While the CTV ecosystem is evolving at lightning speed, it also faces its own set of challenges. Even though targeting and campaign optimization are more

efficient than that on traditional TV, obstacles arise due to inadequate measurement tools, ad fraud, and the fragmentation of markets during the planning of campaigns. However, with the scaling of programmatic CTV advertising, these challenges would become easier to tackle.

Prabhvir Sahmey, Senior Director (India & South East Asia), Samsung Ads shares how they are enabling organizations to extract optimum benefits from their advertising spend, "With the default TV becoming connected and total TV viewership increasing, we are witnessing a change in consumer TV behavior. Samsung Ads is delivering innovation across creative formats, data, and insights via the Samsung DSP. All of this is on a growth trajectory and with partners like MiQ, we look forward to bringing their advertisers on this exciting journey."

As the market grows further, the CTV space would attract more attention from advertisers owing to the great results and low entry barriers. The competition would soon reach its peak to earn consumer trust. Therefore, the future of the overall ecosystem seems to be progressive with huge headroom for growth. [AR](#)



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SHADES of GOA



FLY HIGH WITH PARASAILING

Amidst the hustle and bustle of Goafest, I know you might be craving some 'me time'. Perhaps a refreshing drink by the sea is all you need to enlighten your soul or maybe a peaceful sunset in this beautiful city is what your heart desires. No matter what you are in the mood for, be assured that Goa has a lot to offer! Here are a few activities you must try to rejuvenate yourself before you return to your monotonous daily schedule.

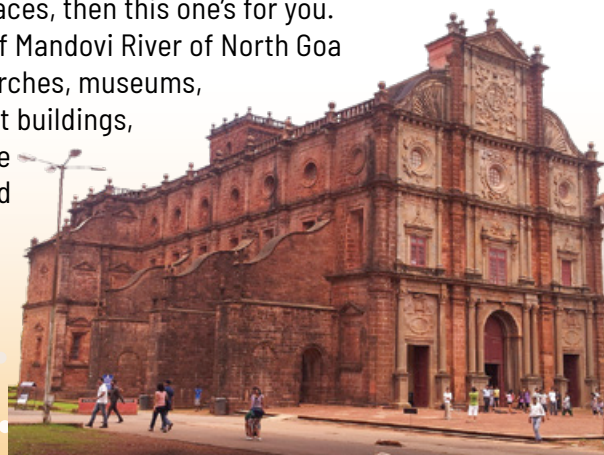


SPICE THINGS UP!

Curious to learn about spices? Don't worry, Goa has got you covered! You can visit the spice plantation in the Ponda area, fondly known as Sahakari Spice Farm. The plantation lets you taste uncommon spices of India, which is followed by a delightful feast of the traditional Goan lunch- something you would not be able to resist!

THE OLD GOA TOUR

If you are a big fan of historical places, then this one's for you. Situated on the Southern banks of Mandovi River of North Goa district, Old Goa is a cluster of churches, museums, convents, art galleries, government buildings, bungalows and bakeries. Infact, the Churches & Convents located in Old Goa have been declared a World Heritage Site. Let these places take you back in time as you experience the history of Goa. [AR](#)



SWIM WITH FISHES!

If you are eager to witness life underwater, you are in for a treat. Grand Island in Goa lets you experience the undiscovered coral reefs through scuba diving. Every year, thousands of travellers come to Goa to witness the life of aquatic beings with a close eye. And there's no reason for you to not check it out!

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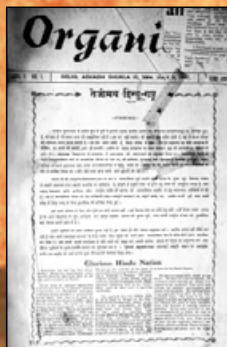
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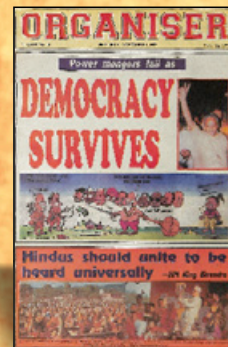
In 1947



In 1966



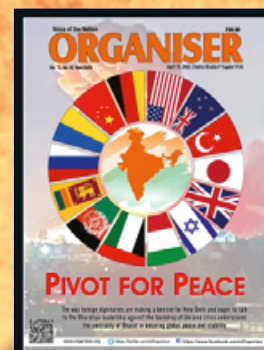
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