Want a more tailored approach to your programmatic campaigns?

Find out how at wearemiq.com/media-solutions
Make a great impression with every single impression.

Find out how at wearemiq.com/high-impact-branding
We're all set to begin another day in the paradise that is Goa! While most of us have been to Goafest before, for the first-timers I am sure the first day was an exhilarating experience. Not only does the event transport you into a different world, but being in Goa also manages to fill one up with unbelievable energy! However, one thing is for certain- no matter how many times you visit this city, it never loses its charm. No wonder Goafest observes more and more success with each edition!

I believe that the scenic beauty of the city serves as the perfect backdrop for the action-packed fest. So much so that the heart and mind are often at loggerheads while deciding whether it's the hustle and bustle of the after-parties that you need to be a part of, or if a night stroll on the beach would be the perfect end to your day! Nevertheless, as you go along the plethora of activities at Goafest, don't forget to take some time out to step out of the venue and experience Goa at its best. Because somewhere between the beach and the parties lies the true essence of this beautiful city.

Coming back to everything that happened yesterday, Day 1 kickstarted with back-to-back unmissable events. We witnessed just the right balance of activities to celebrate the industry coming together to Goafest after a gap of two years. Nothing could have made for a better start than listening to Sukhbir live. Following the inauguration, there were some exceptionally inspiring sessions with the likes of actress Yami Gautam & Rana Barua, Group CEO, Havas Group India; Vineeta Singh, Co-founder & CEO, SUGAR Cosmetics, Ankush Sachdeva, Co-Founder & CEO, Sharechat & Moj, along with Vikram Sakhuja - Group CEO Madison Media & OOH, Madison World; and Honorable Dr. Kiran Bedi, Former Lt Governor Puducherry & Ex - IPS Officer. And of course the Abby One Show Awards!

We at Agency Reporter would like to congratulate all the winners of the Media & Publishers ABBY. All the winning organizations have contributed remarkably to the industry with their exceptional work, making it a well-deserved win for their teams.

We cannot wait to see what Day 2 has in store for all of us!

RAHUL PURI
Editor-in-Chief

Contact Us
Suite #1614, 16th Floor Logix City Centre, Sector 32, Noida, Uttar Pradesh-201301
Phone: 98917 68014
Feedback
editor@agencyreporter.com
Design
Vinay D.

Explore hundreds of immersive and engaging AR-centric experiences we built for brands.
contact@alivenow.in | www.alivenow.in

SOMEBWHERE BETWEEN THE BEACH AND THE PARTIES

We are all set to begin another day in the paradise that is Goa! While most of us have been to Goafest before, for the first-timers I am sure the first day was an exhilarating experience. Not only does the event transport you into a different world, but being in Goa also manages to fill one up with unbelievable energy! However, one thing is for certain- no matter how many times you visit this city, it never loses its charm. No wonder Goafest observes more and more success with each edition!

I believe that the scenic beauty of the city serves as the perfect backdrop for the action-packed fest. So much so that the heart and mind are often at loggerheads while deciding whether it's the hustle and bustle of the after-parties that you need to be a part of, or if a night stroll on the beach would be the perfect end to your day! Nevertheless, as you go along the plethora of activities at Goafest, don't forget to take some time out to step out of the venue and experience Goa at its best. Because somewhere between the beach and the parties lies the true essence of this beautiful city.

Coming back to everything that happened yesterday, Day 1 kickstarted with back-to-back unmissable events. We witnessed just the right balance of activities to celebrate the industry coming together to Goafest after a gap of two years. Nothing could have made for a better start than listening to Sukhbir live. Following the inauguration, there were some exceptionally inspiring sessions with the likes of actress Yami Gautam & Rana Barua, Group CEO, Havas Group India; Vineeta Singh, Co-founder & CEO, SUGAR Cosmetics, Ankush Sachdeva, Co-Founder & CEO, Sharechat & Moj, along with Vikram Sakhuja - Group CEO Madison Media & OOH, Madison World; and Honorable Dr. Kiran Bedi, Former Lt Governor Puducherry & Ex - IPS Officer. And of course the Abby One Show Awards!

We at Agency Reporter would like to congratulate all the winners of the Media & Publishers ABBY. All the winning organizations have contributed remarkably to the industry with their exceptional work, making it a well-deserved win for their teams.

We cannot wait to see what Day 2 has in store for all of us!

RAHUL PURI
Editor-in-Chief

Contact Us
Suite #1614, 16th Floor Logix City Centre, Sector 32, Noida, Uttar Pradesh-201301
Phone: 98917 68014
Feedback
editor@agencyreporter.com
Design
Vinay D.
ABBY ONE SHOW AWARDS 2022—SETTING NEW STANDARDS

RANA BARUA, Group CEO, Havas Group India & Chairman, Awards Governing Council of The ABBYS 2022, sheds light on what’s new in this year’s ABBYS and the collaboration with The One Show.

Agency Reporter: How does the participation of agencies and publishers in the ABBYS further nourish their growth in the industry?

AR: The pandemic has significantly resulted in the workforce adopting innovative ways of working. What new themes and categories have been introduced in this year’s ABBYS?

When we were brainstorming for The ABBYS this year, it would be a ‘game-changer’. We owe it to our fellow industry peers to do something which is of a valuable standard. We, at TAC, are sure that participating in ABBYS will only further leverage an agency’s growth in the communication industry.

AR: According to you, what value do ABBYS hold for young agencies and talent? Participating in ABBYS will provide young agencies and talent with an opportunity to network and learn from some of the greatest minds in creativity. Given its recognition in South Asia, it also prepares them for the global stage.

AR: Can you share some insights about the number of entries received this year? Did you observe any key changes wrt participation from small and mid-sized agencies?

While I can’t share the exact number of entries, I can confirm that the number of entries in 2022 has surpassed that of 2018 and 2019. It’s a validation of the hard work we put in to scale up The ABBYS.

The pandemic has significantly resulted in the workforce adopting innovative ways of working. What new themes and categories have been introduced in this year’s ABBYS?

AR: What are your expectations from ABBYs this year? One of the key things that we wanted to do this year was to take ABBYS to global standards and we have achieved precisely that. This is our first year on this trajectory so we are taking baby steps, but I think we’re moving absolutely in the right direction. By bringing global standards of judging, jury selection, and transparency we are expecting the association between ABBYS and The One Show to establish a new gold standard in recognizing and awarding the best of creativity. We are expecting it to become a record-breaking year and we hope to further strengthen ABBYS as a milestone to success for agencies to go ahead and win on global platforms.

PARTHA SINHA, President, The Advertising Club, discusses the value of ABBYS as a platform and the excellent response received from the industry this year.

AR: Why do you think ABBYS is an important platform for agencies and publishers? And how does their participation in the ABBYS further nourish their growth in the industry?

The ABBYS needed a fillip in its stature and a stronger vision that would inspire the industry in a new light.

AR: In what ways has the pandemic impacted the participation of the industry this year? Did you observe any impact on the number of entries.

The ABBYS are the country’s mainstay when it comes to recognizing and appreciating creativity and innovation across the communication industry. And, if there is a one-word description for ABBYS this year, it would be a ‘game-changer’. We owe it to our fellow industry peers to do something which is of a valuable standard. We, at TAC, are sure that participating in ABBYS will only further leverage an agency’s growth in the communication industry.

AR: What are your expectations from ABBYS this year? One of the key things that we wanted to do this year was to take ABBYS to global standards and we have achieved precisely that. This is our first year on this trajectory so we are taking baby steps, but I think we’re moving absolutely in the right direction. By bringing global standards of judging, jury selection, and transparency we are expecting the association between ABBYS and The One Show to establish a new gold standard in recognizing and awarding the best of creativity. We are expecting it to become a record-breaking year and we hope to further strengthen ABBYS as a milestone to success for agencies to go ahead and win on global platforms.

RURAL MARKETING: SERVING THE UNSERVED MARKETS

Until a few years ago, the focus of most organizations and marketers has largely been on appealing to consumers in urban areas. However, with rural markets in India growing at exponential rates, the tables have now turned. With this scope of growth coming to the limelight, marketing strategies are increasingly being molded in ways that align with the values and beliefs of rural consumers. While understanding consumer values and customization of products remain key in order to appeal to this set of audiences; Ravi Banka, MD & Founder, Eggfirst, shares his insights about what brands should keep in mind to devise an effective rural marketing strategy. "Rural Digital marketing has to have a totally different consumer at the heart of its strategy and approach. The brand should be clearly cognizant of the results it wishes to derive and that should be aligned with the ability of rural consumers and markets to deliver that. It’s better to focus on select geographies and get results there and then scale up. One opportunity to be leveraged is to deploy digital marketing plans basis region/local-level insights. This significantly enhances the ROI on rural digital marketing."
Day 1 of Goafest 2022 started off on a high note with the inauguration of the festival and lighting of the lamp by Avinash Pandey, CEO, ABP News Network; Nikhil Gandhi, CCO, NY Media; Anupriya Acharya, CEO, Publicis Groupe, South Asia & President, AAAI; Rana Barua, Group CEO, Havas Group India & Chairman, Awards Governing Council of The ABBYs 2022; Partha Sinha, President, The Ad Club; MK Anand, MD, and CEO, Times Network; and Arjun Kolady, Head of Sales—India, Spotify. The energy in the room was palpable as the industry came together after a gap of two years, to witness the much-awaited 15th edition of the festival. Following the lamp lighting, Anupriya Acharya took the stage to give a vote of thanks to the sponsors, delegates, and attendees for coming together to ensure the success of the event. She shed light on the efforts taken by the organizing committee to ensure that this year’s Goafest is unlike any other.

The inauguration ceremony also paved the way for the launch of the new logo of AAAI. The new logo was unveiled by Rohit Ohri, Chairman and CEO of FCB Ulka, and film star, Yami Gautam. The logo has been redesigned keeping in mind the massive transformation that advertising has undergone over time and to reflect the future of the industry.

Prioritizing consistent communication: Every time we think about brand-building, we don’t think about advertising. We think about the product, trust, and consistency. It starts with communication, being consistent, and gaining the trust of a consumer which takes decades. We as a brand are not in a rush.
—Vineeta Singh, Co-founder & CEO, SUGAR Cosmetics, & Shark, Shark Tank India

Respect the consumer: The key is—don’t lie to the consumer. Brands must respect the consumer for whom they’re investing. The consumer is going to invest her money so, never lie. Stay true to yourself and the products you promote.
—Honorable Dr. Kiran Bedi, Former Lt Governor Puducherry & Ex - IPS Officer

Keep it short and simple: In the next five years, every consumer who is online will be consuming short-form video apps daily. In this fast-paced world, if we want our ads to work we must make them shorter and get the quality up. The attention span of consumers has reduced to two seconds, and if you don’t get their attention in that time, the consumer will swipe up.
—Ankush Sachdeva, Co-founder & CEO, Sharechat & Moj

How can advertisers win in the new era of TV?

Find out how at wearemiq.com/advanced-tv
Make a great impression with every single impression.

Find out how at wearemiq.com/high-impact-branding
Agency Reporter: India is a lucrative market for CTV. What is the current scenario surrounding CTVs in India? India has about 200 million TV households representing 15 million users who have connected TVs at home. Smart TVs share in overall TV shipments in India reached 84% in 2021, compared to just 67% in 2020 which indicates that more people are cutting the cord in India. A key growth driver is an explosion in the production and consumption of OTT content in all major languages and media markets in India. The shifting consumer preferences toward online content because of increasing internet penetration and lower cost of data in India is providing an impetus to the market growth.

AR: What are the key challenges that advertisers in the CTV space currently face? The OTT/CTV space is quickly evolving. But with growing competition in the space and not much to differentiate offerings, it makes sense that marketers might look for partners providing value-added services, like creative consultancy, analytics support, and help with campaign planning through pre-flight intelligence and competitor mapping. MiQ Advanced TV solution gives you single-point access to all your programmatic buys with a unified approach to frequency and reach management. Rather than running in silos, all programmatic activity is run from a single platform that allows for coherent activation.

AR: As consumer behavior and usage habits continue to evolve at lightning speed, what does the future of CTV look like? The roadmap for the future will have a mix of consumers with different habits. As audiences shift consideration to ad-supported streaming services, brands will have to refine their strategies for fast-evolving opportunities to capitalize on the growth and evolution of CTV in India. We see different subscription models and growth across categories; thus we can expect many smaller brands to take advantage of the Connected TV advertising, which was once ruled by ‘tier one’ media and entertainment brands as new, innovative solutions continue to make the TV landscape less fragmented.

AR: What is the future of CTV? The media ecosystem is getting more complex. With more data, more targeting, more channels, and more opportunities, how are you navigating this dynamic state of change to create more value for your business? Get an edge with technology built for how you work — today and in the future.

VISIT PUBMATIC.COM/BUILTFORYOU

The answers have been edited. To read the full interview, please scan the QR code.

THE FUTURE OF DIGITAL ADVERTISING, BUILT FOR YOU

SIDDHARTH DABHADE, MD, MiQ-India, SAARC, and China, talks about the growth of CTV in India and its impact on digital advertising with Samsung Ads’ DSP. How will the partnership benefit advertisers? Through this partnership, brands and advertisers would have access to premium CTV inventory, as well as access to targeted audiences across Samsung TVs. The partnership is likely to help brands and marketers to increase their brand salience. With MiQ’s solutions, managing the reach and the right frequency range can be done seamlessly. Samsung can maximize its reach for a given target audience. This partnership allows MiQ to deterministically reach interest-based audiences as well as Premium video inventory on Samsung TV Plus. Advertisers can understand and manage the campaign reach and frequency across linear TV and connected TV (CTV).
BASKING IN THE GLORY OF SUCCESS

At Goafest’s Media Abby One Show Awards 2022, MINDSHARE WON MEDIA AGENCY OF THE YEAR 2022.
Agency Reporter speaks to AMIN LAKHANI, CEO, Mindshare South Asia, on their glorious win.

Agency Reporter: Congratulations on winning Agency of the Year. How is the mood of the team?

The team is all charged up and very happy and delighted to have won. The energy here at Goafest is incredible and we are thankful for being back here in person, after a gap of two years. There’s an incredible energy in meeting people across the industry.

Agency Reporter: What factors do you think are responsible for your win?

I think a lot of work put in by the teams over the last few years that we all have seen, is a major factor. What I am particularly excited and happy about is the fact that it isn’t a single campaign or a single client; we have won across categories, clients, and campaigns. So that really makes this win especially special. A lot of work and a lot of width of work has been done during this period of time.

Agency Reporter: What changes have you observed in the A&M industry since the pandemic? Did it impact your work?

Absolutely! The entire shape of business, especially for Mindshare, has changed. We have moved into a significant place as far as digital media is concerned.

And since the pandemic has given digital a push, it, in turn, pushed clients and agencies to really push the needle significantly. So digital is where the needle has moved and we’ve done a lot of work in this sphere. And as you can see, at Goafest, we are winning a lot of accolades for our clients for the digital and innovative work that we have done.

Agency Reporter: Winning at Goafest is surely a result of phenomenal teamwork. As the CEO of Mindshare South Asia, what measures do you undertake to ensure the growth of your team?

I think at Mindshare, what we take pride in is that the team is always inspired to do great work every day of their lives, and whenever they come to work. The idea is to push the envelope, to raise the bar, to keep challenging each other; and also our clients, they keep pushing us every day to do better and better work. They don’t allow us to rest on what we have already done. And I’m extremely happy and thankful to them for pushing us to do the best work.

Agency Reporter: How do you think this win will change your work and what does the future look like?

When you get recognition from the industry and from your colleagues, it just encourages you to do better work. And that is something that we are taking back home. Also, it raises the confidence of the team, especially the younger people in our team and overall at Mindshare. I think this entire encouragement from the industry will go a long way in pushing them to do far greater work in the years to come.

Agency Reporter: What is the biggest lesson you have learned from this win?

I think the biggest lesson we have learned is that we always need to keep pushing the envelope. And that is something that we will definitely continue to do.

Agency Reporter: What do you believe is the key to Mindshare’s success?

I think the key to Mindshare’s success is the fact that we always keep pushing the envelope. And that is something that we will definitely continue to do.

Agency Reporter: What are your plans for the future?

We are planning to continue to push the envelope and keep challenging ourselves and our clients to do better work.

Agency Reporter: What advice do you have for other agencies looking to achieve similar success?

I would advise them to always keep pushing the envelope and to keep challenging themselves and their clients to do better work.

Mindshare team was all smiles after the big win.

What I am particularly excited and happy about is the fact that it isn’t a single campaign or a single client; we have won across categories, clients, and campaigns.

We promise not to spoil your seaside fun.

By talking business.
By proclaiming to be one of the most unique digital storytellers.
By priding ourselves on being village visionaries who understand the pulse of rural India like no other.
By reiterating that India isn’t about English; vernacular is the way to go.
By talking big about our small size, and the agility that comes with it.
By describing ourselves not only as passion-driven, but also data-driven.
By trumpeting that we always stick to our commitment, no matter what.
By informing you that we’ve helped over 500 brands grow.
By stopping you from going to the counter to grab your next chilled beer.
क्या आप जानते हैं,
पूर्व प्रधानमंत्री व भारत रत्न
श्री अटल बिहारी वाजपेयी जी
पांचजन्य
के प्रथम संपादक थे!

प्रखर पत्रकारिता के 75 वर्ष
1948 से देश की सेवा में!

Bharat Prakashan (Delhi) Ltd.

India’s Fastest Growing Multimedia News & Views Media House.

Serving more than 5 million National and Global Audiences

| India’s Oldest & Largest Selling National Weeklies | Digital News Platforms |
| Audio-Video Contents | Events & Conclaves | Community Engagements | Social Media |

For partnership & business query:

WhatsApp us @
98206 90796 / 972 7979 972

Email us @
cgm@bpdl.in / advt@bpdl.in