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ADLAND'S BIGGEST
EVENT RETURNS
BIGGER THAN EVER!

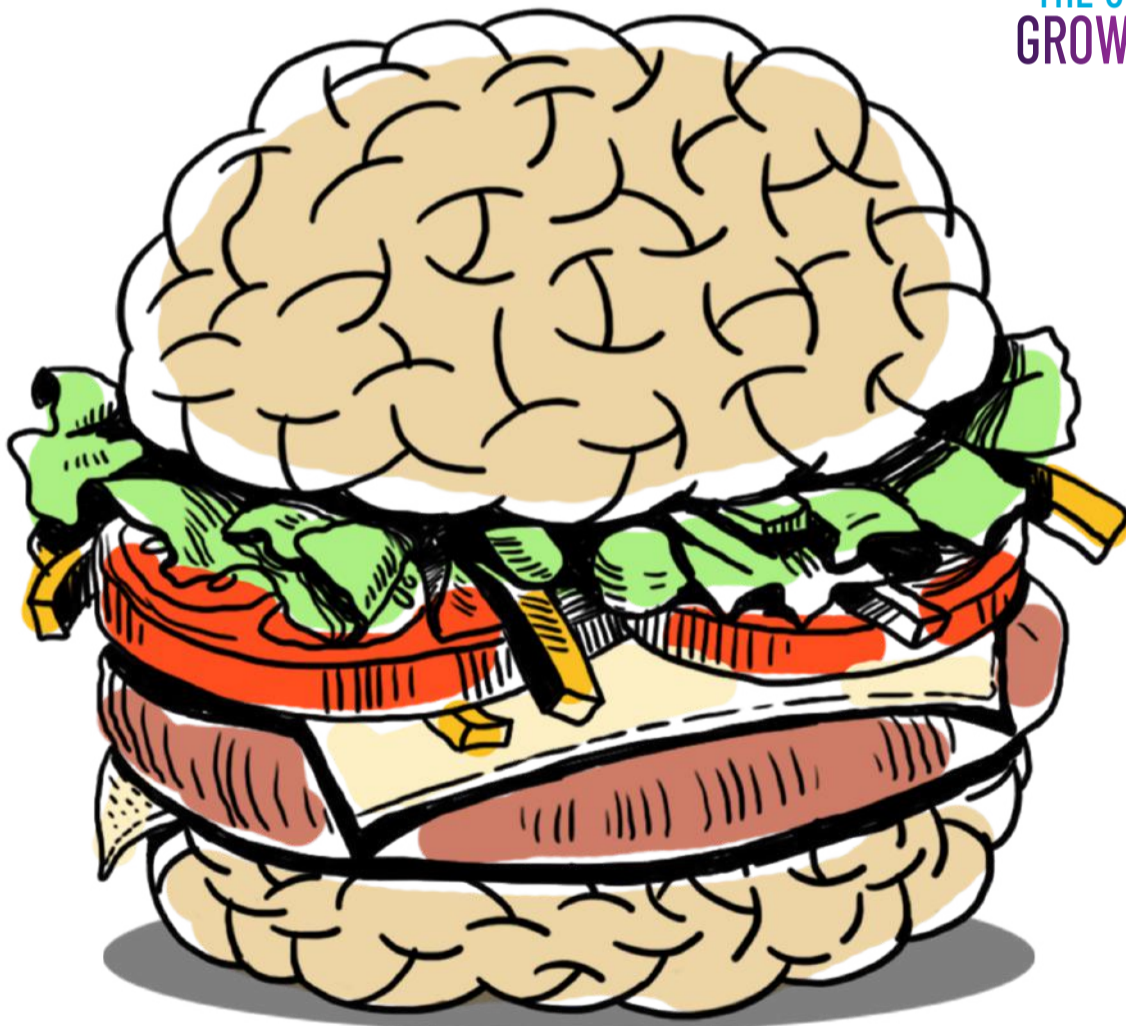


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INTERVIEW:
AMIN LAKHANI
ON THEIR MONUMENTAL WIN
AT GOAFEST 2019

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THE UNSTOPPABLE
GROWTH OF CTV



One of the most under-rated digital assets are: **BRANDED HYPER-CASUAL GAMES.**

Why do web-based hyper-casual games work for marketing campaigns?

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Build first party data in a cookie-less world.



Users spend an average of 42-45 seconds while playing branded games



Build once, deploy across media platforms.

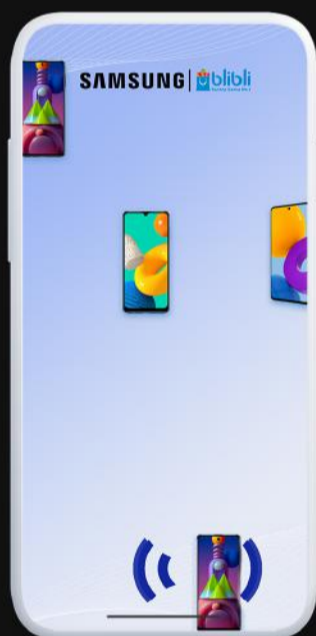


Shareability - If they're having fun, they're going to tell others!



Delightful & memorable game = Increased brand love.

SOME ENGAGING GAMES WE'VE BUILT



Samsung 11.11

Play to earn coupons and redeem online or in-store!

SAMSUNG



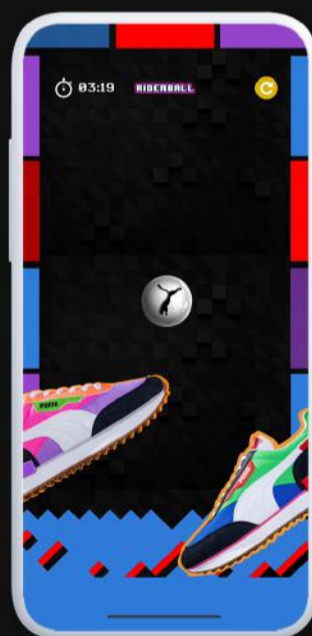
Nike Claw Machine

Use the claw machine to pick shoes & win them.



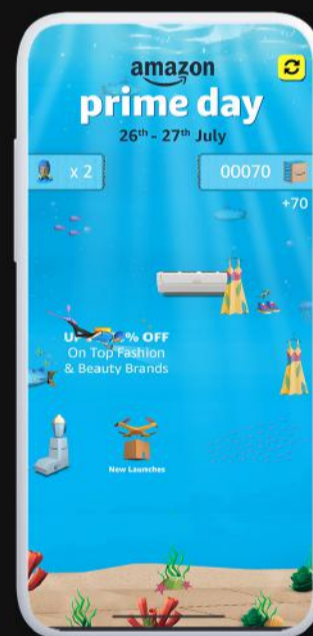
TATA Group Legendary Run

Run to discover history of TATA group



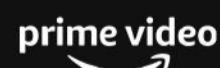
Puma Pinball Rider

Retro pinball game where shoes are the paddles!



Amazon Prime Dive Game

Dive into offers, collect and win exciting vouchers.



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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 PURI
Editor-in-Chief

TEAM GOAFEST DAILY



RAHUL PURI
Editor-in-Chief



SOHINI ROY
Head-Partnerships



SAKSHI MALIK
Deputy Editor



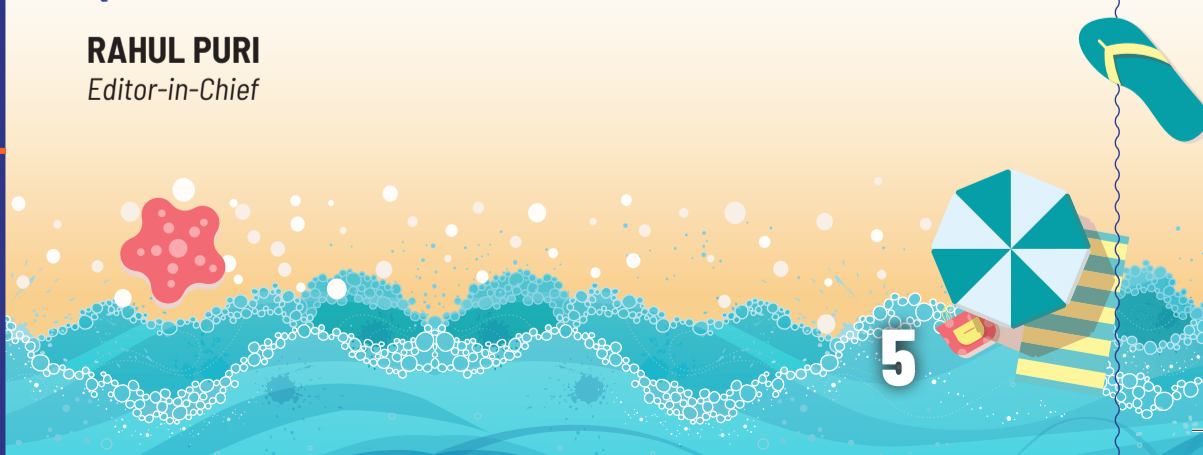
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BACK WITH A BANG!

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!

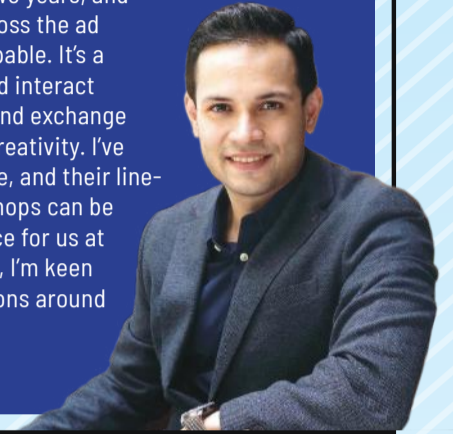
SIDDHARTH DABHADE
MD, MiQ- India, SAARC, and China



“

ROHAN MEHTA
CEO, Kinnect

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.



“

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



“

MEHUL GUPTA
Co-Founder & CEO,
SoCheers

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.



GOAFEST RETURNS: INDULGE IN THE CHARACTERISTIC SPIRIT OF THE

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**

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WE IN CELEBRATING THE ADLAND



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

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.



**AMIN
LAKHANI**
Chief Executive Officer,
Mindshare South Asia

▶ **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

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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 cord, 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



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.

An evergreen attraction, Calangute beach in Goa is not just a place to enjoy the aesthetic sea view and to try exotic food but it also has some of the most action-packed adventure activities with Parasailing at the top of the list. The ideal duration of Parasailing at Calangute beach is 20 minutes. This is one of the most thrilling activities where you can experience the beautiful view of the sea, some sunshine, and cold breeze—all at the same time.



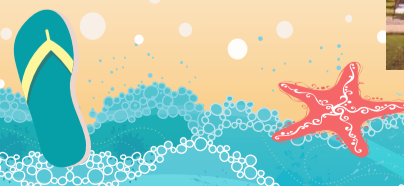
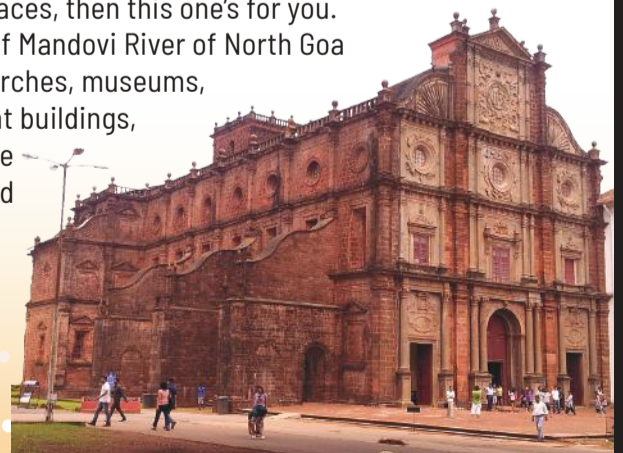
Curious to learn about spices? Don't worry, Goa has got you covered! You can visit the spice plantation in the Ponda area, fondly known as Sahakari Spice Farm. The plantation lets you taste uncommon spices of India, which is followed by a delightful feast of the traditional Goan lunch—something you would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



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!

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



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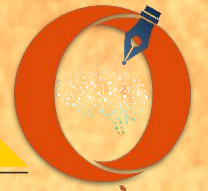
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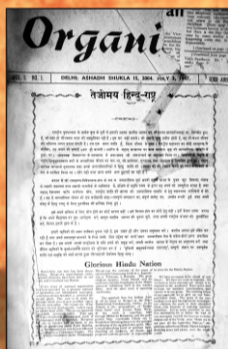


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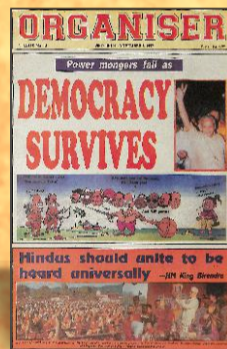
In 1947



In 1966



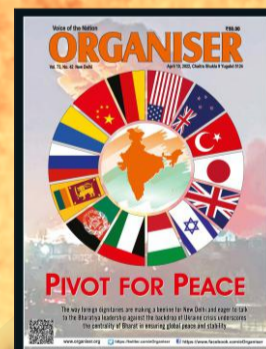
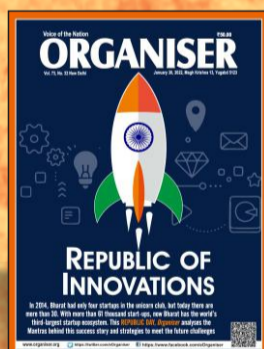
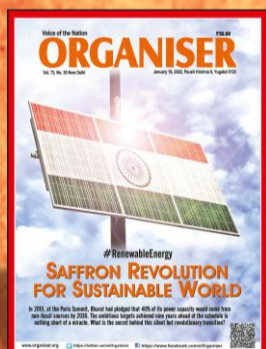
In 1997



In 2013



In Year 2022



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6

INTERVIEW:
RANA BARUA &
PARTHA SINHA
ON WHAT MAKES THIS YEAR'S
ABBYs EXTRA SPECIAL

10

ABBY ONE SHOW
AWARDS:
WHO WON WHAT?

14

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SOMEWHERE BETWEEN THE BEACH AND THE PARTIES



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Editor-in-Chief



SOHINI ROY
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SAKSHI MALIK
Deputy Editor



YATIN MAKKAR
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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!

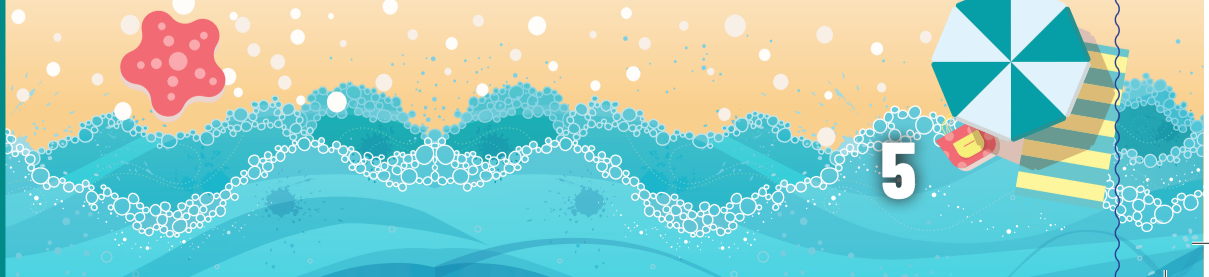
I believe that the scenic beauty of the city serves as the perfect backdrop for the action-packed fest. So much so that the heart and mind are often at loggerheads while deciding whether it's the hustle and bustle of the after-parties that you need to be a part of, or if a night stroll on the beach would 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



ABBY ONE SHOW AWARDS 2022—S

INTERVIEW

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?**

When we were brainstorming for The ABBYs, we recognized that we needed to reimagine its purpose especially because it was not just making a comeback after two years but also keeping in mind that our industry has undergone a tough time on the back of the pandemic. Hence, The ABBYs needed a fillip in its stature and a stronger vision that would inspire the industry in a new light. Our collaboration with the much-

coveted The One Show has helped us to enhance the overall awards experience by bringing in a global lens of judging, international juries, and unparalleled transparency to the entire process. This fuelled the spirit and ambition of the ad world even further. We look forward to celebrating the resilience, agility, innovation, and leadership that helped the industry stay afloat, and most importantly, the work that happened despite the challenges the pandemic caused.



RANA BARUA

Group CEO, Havas Group India & Chairman, Awards Governing Council of The ABBYs 2022

» **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?**

In 2022, we introduced several new categories in the ABBYs that reflect the current industry trends. The workaround of the new trends will inspire the young leaders and creators and I am confident that it will be an enriching experience for everyone. The new categories include DE&I in Creative and Innovative Use of Ecommerce and Innovative Use of Gaming in Media.

» **AR: In what ways has the pandemic impacted the participation of the industry this year?**

We didn't see any impact on the number of entries.

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

» **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. AR

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MiQ BETTER CONNECTED MARKETING



-SETTING NEW STANDARDS

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

► **Agency Reporter:** 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?

ABBYs have been 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:** According to you, what value do ABBYs hold for young agencies and talent?

Participating at 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:** In what ways has the pandemic impacted the participation of the industry in this year's ABBYs?

ABBYs' partnership with The One Show has added further credibility and raised levels of transparency towards the entire



PARTHA SINHA

President, The Advertising Club

selection process of the awards. With The One Show coming on board, there is an overall enthusiasm from participants as well as jury chairs. We have broken records this year with the participation numbers going higher than what we saw before the pandemic and have received an outstanding response from both independent as well as network agencies.

► **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. AR



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.

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 should brands 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."



HIGHLIGHTS OF INDUSTRY CONCLAVE DAY 1

Day 1 of Goafest 2022 witnessed distinguished personalities across industries sharing their insights and experiences.



GOAFEST 2022

KEYNOTE ADDRESS

OFF TO A GREAT START

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, COO, MX 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. [AR](#)



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 earning 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



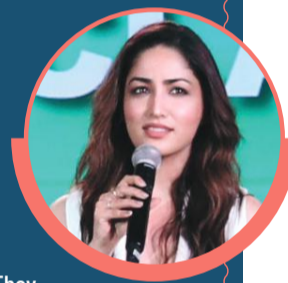
RESPECT THE CONSUMER

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 his/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



Audience's need for content has evolved. They need new stories, and visuals. The audience is evolving faster than we are, so we need to keep up with that.

Yami Gautam

Actress

KEEP UP WITH THE AUDIENCE



KEEP IT SHORT AND SIMPLE

In the next five years, every consumer who is online will be consuming short-form video apps daily. Now in that sort of 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



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METALS TALLY

ABBY ONE SHOW AWARDS 2022

MEDIA ABBY AWARDS 2022

SR. NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	Mindshare	8	5	6	19
2	Madison	2	5	8	15
3	Initiative Media India Pvt. Ltd.	2	3	4	9
4	Lodestar UM	4	2	2	8
5	Omnicom Media Group India	-	3	2	5
6	Fulcro	2	2	-	4
7	Mindshare Bangladesh	1	1	2	4
8	Starcom India	-	2	1	3
9	SoCheers	1	-	1	2
10	Asiatic Mindshare Limited	-	2	-	2
11	Tribes Communication Pvt. Ltd.	-	1	1	2
12	Bennett Coleman and Company	1	-	-	1
13	Schbang	1	-	-	1
14	Setu Advertising Pvt. Ltd.	-	1	-	1
15	Wavemaker	-	1	-	1
16	Signpost India	-	-	1	1
17	DentsuX	-	-	1	1
18	mSix&Partners	-	-	1	1
19	Kinnect	-	-	1	1
20	Motivator	-	-	1	1
21	Dainik Jagran Inext	-	-	1	1
22	Havas Media India Pvt. Ltd.	-	-	1	1
23	Essence India	-	-	1	1
24	Carat india	-	-	1	1

PUBLISHER ABBY AWARDS 2022

SR. NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	MERIT	TOTAL METALS
1	Bennett Coleman and Company Limited	1	-	4	-	5
2	Jagran Prakashan Ltd	-	2	1	1	4
3	ABP Pvt. Ltd.	-	-	1	2	3
4	FCB Group India	2	-	-	1	3
5	Cheil India Private Limited	1	1	-	-	2
6	HT Media Limited	1	-	-	-	1
7	Eterno Infotech Private Limited	-	-	1	-	1

GOAFEST 2022

WITNESSED HIGHER PARTICIPATION THAN PREVIOUS EDITIONS

During a press conference, the members of the organizing committee of Goafest share some insights on what went into the making of this year's festival.

ANUPRIYA ACHARYA, President, AAI, says,

"Since we were coming back after 2 years, we wanted to underline the theme of celebration. We have tried to bring in everything that reflects the changing times since the pandemic has, of course, accelerated the change."

PARTHA SINHA, President, The Ad Club, on the collaboration with One Show, "We owed it to the industry to have something which is of global standards. It's one large world, and we cannot have different standards now. That's what the purpose was and we have taken a very firm first step in that direction."

JAIDEEP GANDHI, Chairman, Goafest 2022 Organising Committee, says, "We have had the maximum participation in terms of agencies. Of course, there are some agencies who couldn't make it, but many agencies have come back. Overall numbers have been much higher this year." AR

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CUTTING THE CHORD: THE SHIFT TO CTV AND ITS RIPPLING EFFECT ON AD TECH



SIDDHARTH DABHADE, MD, MiQ-India, SAARC, and China, talks about the growth of CTV in India and its impact on digital advertising

► **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:** Talking about the scope of CTV, MiQ has recently partnered

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).

► **AR:** As consumer behavior and usage habits continue to evolve at lightning speed, what does the future of CTVs 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](#)

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





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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.

► **AR: 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.

► **AR: 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.

“ **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**



Mindshare team was all smiles after the big win

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.

► **AR: 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.

► **AR: 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. AR



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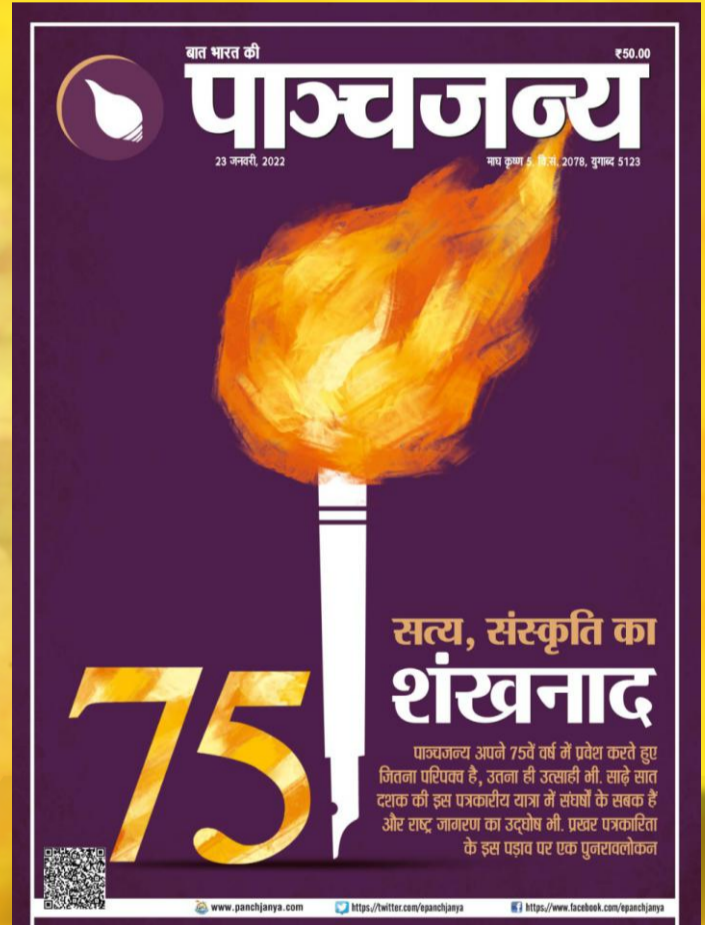
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6

INTERVIEW:
ANUPRIYA ACHARYA
ON THE EVOLUTION OF ADLAND'S
BIGGEST FESTIVAL

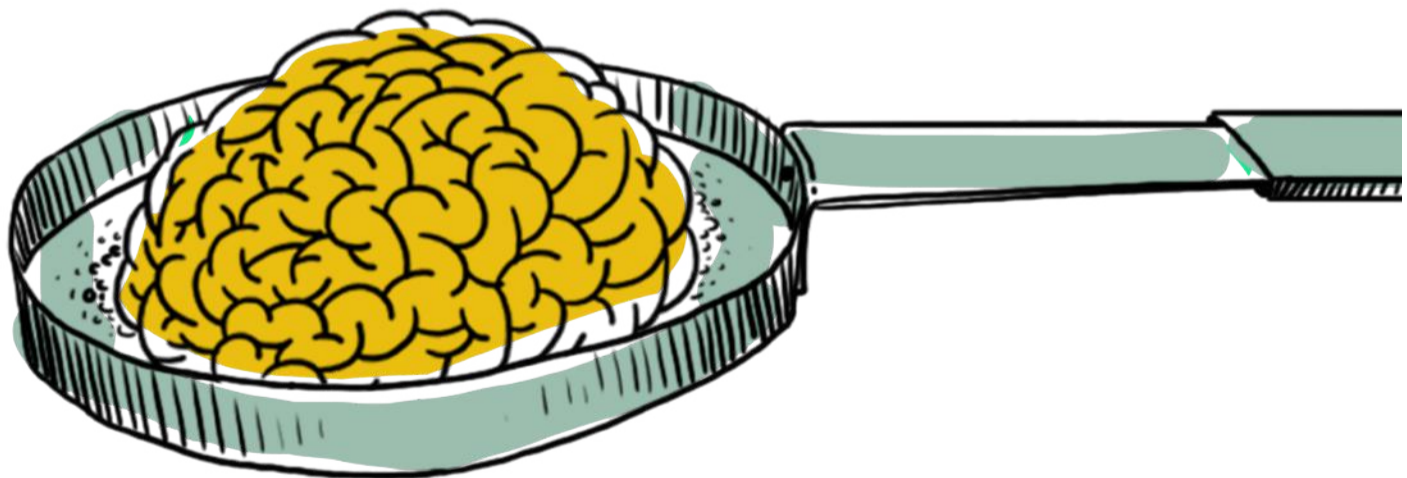
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BIG WINS AT
ABBY ONE SHOW
AWARDS

12, 14

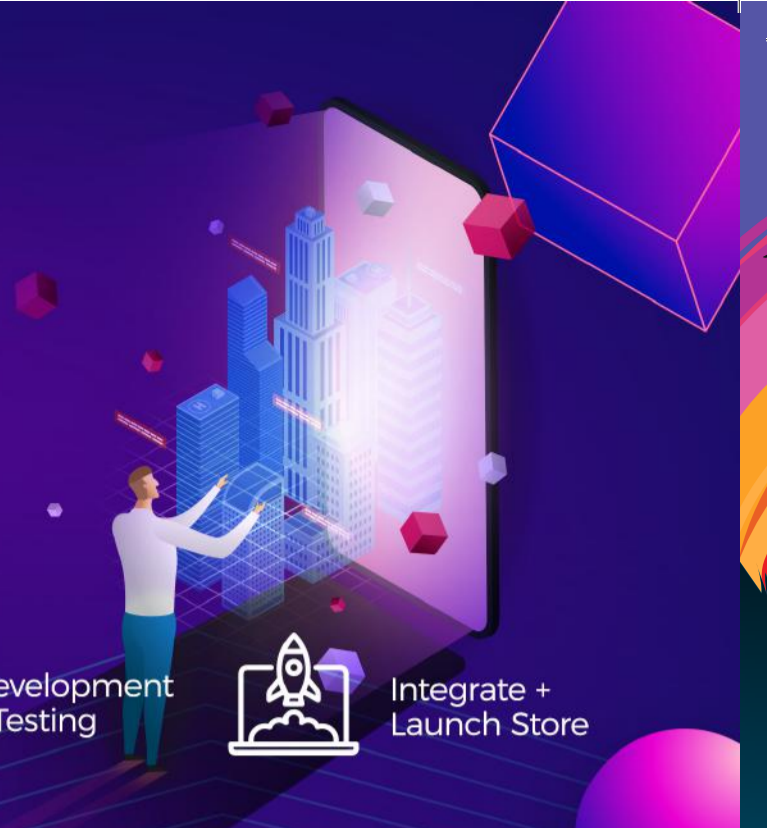
WISE WORDS FROM
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2-Minute briefs



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Global Avatar technology with Ready Player Me



Optional e-commerce integration possible



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Ability to integrate augmented reality experiences in-store



Gamify the store with in-store treasure hunts & more



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No avatar integration, explore different rooms in 360.



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OVER AND OUT!

So here we are, at the last leg of Goafest 2022! I cannot believe how fast the last two days passed by. Perhaps this is what happens when you are surrounded by the crème de la crème and are having too much fun!

The second day was, as expected, yet another day of remarkable events in the presence of legendary personalities. The OTT session with artists- Vikrant Massey and Ali Fazal; Gautam Talwar, Chief Content Officer, MX Player, and Atika Farooqui, Anchor, and Creative Director; was indeed the need of the hour. And the knowledge seminar with the legendary cricketer- Kapil Dev, and Charu Sharma, Sports Broadcaster & Entrepreneur; was mind-blowing, to say the least. But the exhilaration didn't end there!

We also got to be a part of the gripping session with SS Rajamouli, Indian Film-Maker and Recipient of Padma Shri Award; and Anupam Kher, Award-Winning International Actor, Author & Motivational Speaker. The day ended on a high note with the Abby One Show Awards for Broadcaster, Public Relations, Design, Direct & Technology, Digital & Digital Craft, and Mobile.

But alas, all good things have to end. We, at Agency Reporter, had a gala time producing this magazine and it would not have been possible without the consistent support of the Goafest team and of course, you, our readers.

Goafest in itself is such an exceptional experience, that we would never want to miss out upon. But the appreciation we have received from our peers for our editorial efforts has made all the late nights of hard work worthwhile and we wouldn't have it any other way!

We have been closely observing and covering all the key developments in the A&M industry since the inception of Agency Reporter. And I can tell you that over the last two days, our faith has exponentially increased in the fact that Indian A&M professionals are bound to change the world with their vision and artistry.

As we begin the last day, watch out for some inspiring discussions and sessions that would undoubtedly leave you wanting more. Take it all in as the much-awaited finale would mark the end of the mind-blowing Goafest 2022. And don't forget to make the most out of this day before you go back to reality and face the Monday blues after this thrilling weekend!

Once again, it was a pleasure creating this for all of you and we earnestly hope that we get to meet you again, next year.

Until next time!



RAHUL PURI
Editor-in-Chief

TEAM GOAFEST DAILY



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REDEFINITION IS KEY FOR A&M INDUSTRY'S PREMIER PLATFORM

ANUPRIYA ACHARYA, President, Advertising Agencies Association of India, discusses the evolution of Goafest and its value as a platform in the current scenario.

► **Agency Reporter: What makes Goafest a unique platform for the entire A&M industry?**

Redefinition is key here! Every year, excluding the last two years, we have come back bigger and better; not only in terms of organizing the festival but also wherein achievements are concerned. Not only have they earned us national recognition, but these feats have also put us on the world map. Creativity and execution come together to bring a project to fruition, which requires vision and zealousness of seeing it through.

► **AR: How has the A&M industry changed over the last couple of years? And how have these changes affected this year's Goafest?**

A lot of change has happened, a lot more quickly! The industry has had to constantly reinvent itself for a world that is considerably different – a world full of complex disrupted consumer journeys. You need to leverage the power of data to deliver the right content on the right channel to the right person, as well as leverage technology to create the right experiences.

We are witnessing the growing importance of influencer marketing, D2C, omnichannel commerce, performance marketing, and experiential marketing, among others. There are pertinent issues around safety, consent, measurement, attribution, and the imperatives of the imminent web 3.0.

Our industry is way more non-linear, agile, and fast-evolving today. We are even seeing shifts in the way teams and talents within our industry are shaping up - data scientists, UI/UX specialists, engineers working alongside creative producers, planners, and copywriters.

At Goafest, we aim to address and include as much of this change as

possible. You will see it in the speaker sessions, Masterclasses, Knowledge Seminars, and even in the profile of the participants.

► **AR: Given the rapid growth of digital in the last 2 years, what steps have been taken to ensure that Goafest 2022 keeps up with the current scenario?**

For starters in the spirit of going green,



Creativity and execution come together to bring a project to fruition, which requires vision and zealousness of seeing it through.

ANUPRIYA ACHARYA

President, Advertising Agencies Association of India

we are leveraging digital and displaying all the shortlisted work on digital screens instead of paper/board presentations. We have introduced for the first time, a Digital conclave, which will happen on Day 3 of the fest. There are sessions on influencers, OTT, and Masterclasses on creativity in the Web 3.0 era, etc. Also, this year, other than the print and digital coverage of the event, Goafest will also be on Podcast!

► **AR: In your opinion, what value does Goafest hold as a platform for the young guns of the industry?**

A lot can be learnt by listening, observing, and discussing in a fun environment – an environment that is conducive to at-ease minds and open conversations. Insights and experiences of peers, both junior and seniors who have been around in the industry for some time, definitely help, nourishes, and mold everyone's overall growth and development.

Goafest also amalgamates the best contributions of the field and also honors them. It seeks to inspire the young to think in several limitless directions. Overall, our aim is to foster creativity, inquisitiveness, and more importantly, a spirit of belonging and togetherness.

► **AR: Did the pandemic pose challenges for the organizing committee while organizing Goafest?**

While excitement takes the front seat, safety continues to remain an essential and integral part of Goafest 2022. Although we have noticed an increase in Covid cases over the past few months, the organizing committee is making sure that all the safety protocols are implemented and followed. I think our challenge may not be how many people are coming, but it might be how to accommodate those many people. AR





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In Conversation With MENNO KLUIN, CCO, DENTSU CREATIVE USA



The jury for the Abby One Show Awards at Goafest 2022 included world-renowned industry veterans from across the globe. We got the chance to interact with one of the international jury members—Menno Kluin.

Menno Kluin is the Chief Creative Officer at Dentsu Creative USA and has a proven track record of creative success. Apart from being one of the jury members at this year's Abby One Show Awards, he also undertook a knowledge seminar at Goafest 2022 discussing collaborative creativity in the advertising world.

In a candid conversation, Menno shared his key insights on the campaigns he witnessed by Indian

agencies and organizations, "As a jury, I saw work that was contextually relevant to the 'now' and I think the best agencies have done work that is connected to the culture, and what's happening in the society. There were a couple of campaigns that were connected to the pandemic, some were connected to the purpose-driven topics, that is extremely relevant now. So the winning campaigns are ultimately the ones that are connected to the now."

While the Indian advertising industry matches global standards, there are certain differences that Menno has observed in the US advertising world, "In the US it's still more TV heavy. The big winners at awards usually have campaigns that are big TV productions and TV is still considered as the highest form of creativity." He further discussed

how creativity is enhanced by key tech players in the US, "They tend to build out their own creative departments and get more autonomy. A lot of creativity comes out of it as there is no friction between the client and agency dynamic. In most of the cases, they don't have any revenue shortage and the overall goal remains to do more interesting things and to be positively viewed in the culture and society."

The conversation then steered towards the role of international jury members in awards and the values they bring to the table. He shared his opinion, "I found myself voting for local-specific things higher because I didn't have the full context. For me, it was new while other jury members were of different opinions. So while I didn't know the full context, I voted higher for those things because of their newness and uniqueness for me. But it all depends on the individual."

On the topic of tech dominating the ad world and whether it would impact creativity, Menno shared how it all depends on the DNA of the agency, and the ask of the client. He shed light on how stories and narratives are the most important component and need to be at the center of an ad, despite it being tech-heavy. Towards the end of the conversation, Menno shared that while awards are important to celebrate a campaign; he believes that the ultimate goal behind every campaign, irrespective of how long or short it is, should be to stand the test of time and be remembered. ^{AR}

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METALS TALLY

ABBY ONE SHOW AWARDS 2022

DIRECT ABBY AWARDS - 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	FCB Group India	2	3	7	12
2	Famous Innovations	1	2	6	9
3	Cheil India Private Limited	-	2	-	2
4	TLG India Private Limited	-	1	-	1
5	Atom Network	-	1	-	1
6	Mindshare	-	1	-	1
7	RAN Ideas Private Limited	-	-	1	1
8	Setu Advertising Private Limited	-	-	1	1
9	Wirality Media Private Limited	-	-	1	1
10	IdeateLabs	-	-	1	1

TECHNOLOGY ABBY AWARDS - 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	Fulcro	-	-	1	1
2	Sangbad Pratidin	1	1	-	2
3	Cheil India Private Limited	1	1	-	2
4	Tribes Communications	-	1	1	2
5	Idealake Information Technologies	-	1	-	1
6	Mindshare	-	2	2	4
7	Blink Digital Pvt. Ltd.	-	-	1	1
8	Interactive Avenues - A Reprise Network Company	-	1	1	2
9	SoCheers	-	-	1	1

PUBLIC RELATIONS ABBY AWARDS - 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	FCB Group India	4	2	3	9
2	Tribes Communication	-	2	3	5
3	TLG India Private Limited	-	1	3	4
4	Cheil India Private Limited	-	2	1	3
5	GREY Group	-	2	-	2
6	Team Pumpkin	-	-	2	2
7	Atom Network	-	1	-	1
8	The Glitch	-	1	-	1
9	Social Panga	-	-	1	1
10	Godrej Industries Limited	-	-	1	1
11	Value 360 Communications	-	-	1	1
12	Interactive Avenues - A Reprise Network Company	-	-	1	1
13	Fulcro	-	-	1	1

DESIGN ABBY AWARDS - 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	TLG India Private Limited	-	1	-	1
2	Tribes Communication	-	-	2	2
3	Scarecrow M&C Saatchi Limited	-	-	1	1
4	Famous Innovations	-	-	1	1
5	Cheil India Private Limited	-	-	1	1
6	FCB Group India	-	-	1	1

DIGITAL ABBY AWARDS 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	Famous Innovations	1	1	2	4
2	Cheil India Private Limited	-	1	3	4
3	BC Web Wise	-	-	3	3
4	Kinnect Media Pvt Ltd	-	2	-	2
5	Tribes Communications	-	1	1	2
6	Mindshare	-	1	1	2
7	TLG India Private Limited	-	1	1	2
8	Creative Land Asia	-	-	2	2
9	The Man Company	-	-	2	2
10	Fulcro	-	1	-	1
11	Grey Group	-	1	-	1
12	Socheers	-	1	-	1
13	Motivator	-	1	-	1
14	Schbang	-	1	-	1
15	Madison	-	-	1	1
16	DBS	-	-	1	1
17	Sangbad Pratidin	-	-	1	1
18	White Rivers Media	-	-	1	1
19	RepIndia	-	-	1	1
20	Centrick Marketing solutions LLP	-	-	1	1
21	Havas Worldwide India Pvt. Ltd.	-	-	1	1
22	Aagey Se Right Agency Pvt. Ltd.	-	-	1	1

MOBILE ABBY AWARDS - 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	Cheil India Private Limited	1	1	1	3
2	FCB Group India	1	-	-	1
3	Mindshare	-	1	-	1
4	Madison Media	-	-	1	1
5	Blink Digital Pvt. Ltd.	-	-	1	1

BROADCASTER ABBY AWARDS - 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	Sony Pictures Network India Pvt. Ltd.	2	4	5	11
2	Zee Kannada	1	3	3	7
3	TV18 Broadcast Ltd	2	1	-	3
4	Disney Broadcasting (India) Pvt. Ltd.	-	1	2	3
5	NGC Network (India) Pvt. Ltd.	-	-	3	3
6	Arha Media & Broadcasting Pvt. Ltd.	-	2	-	2
7	Zee Entertainment Enterprises Ltd.	-	-	2	2
8	News18 India	-	-	1	1

DESIGN CRAFT ABBY AWARDS - 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	Famous Innovations	-	3	2	5
2	Creative Land Asia	-	-	2	2
3	TLG India Private Limited	-	1	-	1
4	TBWA\INDIA	-	-	1	1
5	Cheil India Private Limited	-	-	1	1
6	VMLY&R	-	-	1	1
7	BBH India	-	-	1	1

DIGITAL CRAFT ABBY AWARDS - 2022

NO.	AGENCY / ORGANIZATION	GOLD	SILVER	BRONZE	TOTAL METALS
1	BC Web Wise	-	1	2	3
2	Cheil India Private Limited	-	1	1	2

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INSIGHTS AND INSPIRATION FROM ICONS

GOAFEST 2022

After a roaring start to day 1, day 2 of Goafest 2022 was packed with insightful sessions and seminars. From the Knowledge Seminars by MX Player and Disney Star to the Leadership Summit by Times Network, we witnessed eminent experts across industries sharing their insights on topics that truly hold value in the current scenario. Here are some highlights of the sessions that would undoubtedly leave you inspired.

SESSION-1



The day kickstarted with a power-packed session with PV Sindhu, India's No.1 Badminton Player & Two-Time Olympic Medal Winner, in conversation with Sameer Kochchar, TV Presenter, Actor, and Anchor. PV Sindhu discussed the factors that steered her in the direction of badminton and led to her success as the best player in the country. While she credited her parents for inculcating in her the virtues of dedication and commitment and for shaping her as a player; she also highlighted the importance of setting realistic short-term goals. If there's one thing we all should take away from this session, it should be how consistent PV Sindhu has been in her performance to date and how she aims to ensure that it remains the same.

The conversation then steered towards the topic of brand endorsements and what she keeps in mind while deciding on her brand associations. In her opinion, what a brand stands for, its values, and its mission- are some key factors that one needs to understand before associating with it.

Her value-driven approach towards her profession and life, in general, is indeed commendable! [AR](#)

SESSION-2

The second session on 'OTT Superpower - Freedom and Nuances of Creativity', witnessed an insightful conversation between artists Vikrant Massey and Ali Fazal, and Gautam Talwar, Chief Content Officer, MX Player. The session was moderated by Atika Farooqui, Anchor, and Creative Director. Ali Fazal talked about how it has allowed him to connect with his fans and audiences in an entirely different manner. He discussed how OTT gives makers the opportunity to tell original stories and to the audiences, it gives the opportunity to watch what they want and opt for newer things.

In line with the same thought, Gautam shared insights into how consumer behavior has changed drastically and how authenticity matters more to the new-age audience. He believes that OTT has democratized storytelling and consumption and this kind of storytelling has never been available before.

Furthermore, Vikrant Massey emphasized on how OTT and cinemas are extensions of real life, and this space has changed the way we appreciate actors. In his opinion, while OTT gives creators the opportunity to explore their skills, it is still at a nascent stage and has a huge scope for growth.

The overall consensus was that OTT has completely changed the game and how it has disrupted the formula-based structure of theatrical releases, paving the way for further growth. [AR](#)



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INSIGHTS AND INSPIRATION FROM ICONS

GOAFEST 2022

SESSION-3



The second half of the day was equally exciting, as we got to be a part of the session that perhaps all the attendees at Goafest were waiting for! We witnessed the legendary cricketer, Kapil Dev engaging in a fascinating conversation with Charu Sharma, Sports Broadcaster

& Entrepreneur.

The conversation began by addressing the overall theme of this year's Goafest i.e. "The SuperPower Within". Given the power of his presence and words, the topic was indeed perfect for Kapil Dev. He emphasized that in every scenario, there should be no shortage of effort,

and his will to work harder and put in more effort to conquer challenges, left us all inspired. His examples touched the hearts of everyone in the room as he lead the statement with anecdotes from his childhood. And to the audience's delight, he took the conversation forward by sharing some anecdotes of the Indian cricket team's big win in 1983.

His leadership skills have inspired millions of people across the world and rightly so! He emphasized the criticality of self-belief and discussed his style of leadership and how it affects his game.

Through this conversation, it was clear that being a leader and a team player, comes naturally to him as he talked about his love for the sport. Sheer passion, consistency, and proper planning are what he believes are the key to achieving success. His last piece of advice to the audience was to stick to one goal consistently and to work hard on it in order to ensure its fulfillment. [AR](#)

SESSION-4

Next up, we had another inspiring session with SS Rajamouli- the Recipient of Padma Shri Award and maverick Indian filmmaker; and Anupam Kher- Award-Winning International actor, author & motivational speaker. The session was centered around the topic- 'Bringing Alive - Colossal Creative Vision' and encompassed conversations around ideation, creativity, and challenges.

Anupam Kher began the conversation with a pertinent question to SS Rajamouli, concerning his ideation process. SS Rajamouli explained how it's always an ongoing process with no shortcuts and how he keeps thinking about it all the time.

He discussed what all is a part of the process when one needs to get an idea to the screen, and the challenges associated with it. He also emphasized that if a failure occurs due to the

challenges, one needs to learn from it. Studying the failure and the factors behind it is the only way to correct the mistakes and move forward toward success. He also discussed the important role played by his family during his journey, especially that of his sister-in-law.

In tune with the same thought, Anupam Kher shared an anecdote about how his father taught him to look at failure as an event, and not as something

that defines him- a statement that resonated with many.

The discussion also revolved around their beginnings in the industry and how retaining humility and happiness during adversities contributed to their well-being and made them stronger. The multiple anecdotes of defining moments from their journeys served as motivation and inspiration for all the attendees. [AR](#)



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