



ALL INDIA MANAGEMENT ASSOCIATION

MASTERCLASS on New Marketing Order

What will it take for Brands to Succeed in the New Normal? Saturday, 28th November, 2020: Online

The pandemic has changed needs and wants and also values and behaviour. Survival and sustenance concerns have suppressed aspirations and adventure. Empathy and trust have become essential, and novelty and excitement can wait.

It is a me-time, as home is where the action is. The screen has become the office, school, bazaar, theatre, stadium, party place, convention centre, everything. The outings are mostly solo, short and specific. It will change, but slowly. Simultaneously, technological and policy changes are resetting the economy, adding to the uncertainty. It is hard to tell what the next normal would be.

So, brands must anticipate and adapt. Brands must move with the shifting mentality of the customers while staying anchored in the core proposition. Marketers need to raise their game to boost consumption in an anxious economy.

PROGRAMME SCHEDULE

1000 – 1100 hrs	Introduction and Context setting	Anisha Motwani CEO & Founder, STORM the NORM Ventures
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1100 – 1115 hrs	Break	
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1115 – 1215 hrs	Brand Talk: Branding Strategies in the New Normal	
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Speakers	Anisha Motwani CEO & Founder, STORM the NORM Ventures
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and

Prabhakar Mundkur Brand Strategy Advisor
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Interaction with Audience

1215 – 1300 hrs	Traditional Vs New Media: Has the Battle Already Ended?	
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Speakers	Vivek Bhargava CEO, DAN Performance Group, Dentsu Aegis Network
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Interaction with Audience

1300 – 1345 hrs	Lunch	
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1345 – 1430 hrs **Rapid Fire:- Legacy Brands Vs Start-Up Brands: Are the Codes Different?**

Speakers

Rahul Talwar

Senior Vice President & Head – Marketing, Max Life Insurance Company Ltd

and

Arun Narayan

Vice President, Category, Marketing & Retail, Tanishq at Titan Company Ltd

Interaction with Audience

1430 – 1530 hrs

Key Take Away

Anisha Motwani
