



The Big Shift: How Covid would change Consumption and Branding Saturday, 18 July, 2020

PROGRAMME SCHEDULE

1000 - 1100 hrs

Session 1

Thought for Food: Building Immunity of Pleasure

Long confinement and continuing work from home have made people crave for packaged food and beverages – both nutritional and recreational. The frequency of purchase may have shrunk but the pack sizes have expanded. There has been a shift to quality and familiarity in times of fear and distrust. As life settles into the new normal, food and beverage brands need to reorient themselves to suit the new mood of the consumer. Sourcing, ingredients, packaging and brand communication have to be tailored to the new priorities of safety, saving and storage alongwith pleasure. The consumers desire immunity for both their bodies and the minds in these stressful times.

Moderator

Devendra Chawla

Programme Chairman and
CEO & MD, Spencer's Retail Ltd

Speaker

Saugata Gupta

Managing Director and CEO, Marico Ltd

Interaction with Audience

1100 – 1115 hrs

Break

1115 – 1215 hrs

Session 2

An Over-the-top Solution: Catch Consumers on Phones and Smart TV's

Lockdowns and social distancing have created new winners and losers. The denial of out of home activities and entertainment has shifted confined consumers to the over-the-top (OTT) content on internet-connected screens. Smartphones and smart televisions have become people's windows to the world. OTT platforms have also liberated consumers from the banality of mass television. Brands are following consumer to OTT platforms. However, the proliferation of OTT channels is exhausting consumers' pockets and diminishing their attention span. Brands need to work out innovative OTT strategies to catch and keep consumer attention in a fast-changing media landscape.

Moderator

Devendra Chawla

Speaker

Tarun Katial

CEO, ZEE5 India

Interaction with Audience

1215 – 1230 hrs

Break

1230 - 1330 hrs

Session 3

Pivot or Perish: Brand Strategy During Great Uncertainty

Covid has changed the world and the pre-covid brand strategies need a fundamental rethink. Customers no longer care how one brand is different from another and focus only on whether a brand relates to their practical and emotional needs of the time. Supply chain disruptions have caused brands to disappear from shelves and created opportunities for new alternatives. Consumers are spending more time and money at home. Collective communication and entertainment have given way to hyper-personal screens. In this new environment, previously successful brand strategies will struggle and companies need to figure out new ways to contact, engage and serve customers.

Moderator

Devendra Chawla

Speaker

D Shivakumar

Group Executive President - Corporate Strategy and Business, Aditya Birla Group

Interaction with Audience

1330 – 1430 hrs

Break

1430 - 1530 hrs

Session 4

To Care and Share: Helping The Consumer

Covid has separated the good from the ordinary. Many companies and brands have repurposed and shared their resources to resist disease and death, but many others have been obsessed with own survival. The crisis is far from over and its worst impact may still be in the future. Companies and brands can help themselves by helping those who depend on them. Companies have to find ways to show that they care about consumers, employees, vendors and the society; and brands need to connect with consumers' concerns and alleviate their troubles. In an uncertain business environment, firms must work on their generosity so that the market is kind to them.

Moderator

Devendra Chawla

Speaker

Santosh Desai

Managing Director & CEO, Future Brands Ltd
Author, Columnist, Social Commentator

Interaction with Audience

1530 – 1545 hrs

Break

1545 - 1645 hrs
Session 5

Trends that Matters to Business

Consumer needs and habits have been altered by Covid, but not all changes are sticky. For example, the pent-up demand from the lockdown period may not be an accurate signal. Businesses need to identify trends that will survive the pandemic and build capacities for the longer term. They certainly have to work out ways to deliver a compelling virtual experience to online customers and ensure personal space and health safety in physical stores. Consumer trends are still evolving as corona virus continues to spread and uncertainty persists. Businesses must read the trends carefully and future-proof their strategies.

Speaker

Devendra Chawla

Programme Chairman and
CEO & MD, Spencer's Retail Ltd

Interaction with Audience

1645 hrs

Programme Concludes
