



Digital Supremacy: Capitalizing on Shift to Online

Saturday, 20 June, 2020

PROGRAMME SCHEDULE

1000 - 1100 hrs

Session 1

Rethinking Marketing in a Digital First World

Covid has accelerated the shift to digital and social media, even in the companies that treated online presence as a casual accessory. Because of lockdowns and fear of touch, it has become a digital first world. Newspapers, billboards and even television are out of favour and subscriptions to online news, entertainment and social platforms have surged. Even after the freedom is restored and trust recovers, the new habits and preferences will largely stick and the digital consumption of information, entertainment and companionship will continue to grow. Marketers have to rethink strategies, tools and budgets and use technology to anticipate, meet and create demand in the new normal.

Speaker

D Shivakumar

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

Interaction with Audience

1100 – 1115 hrs

Break

1115 – 1215 hrs

Session 2

Shaping Consumer Behaviour with Big Data

If you can predict it, you can change it before it happens. Consumer behaviour has become even more fickle in the digital world and marketers can rely on them to change mind in seconds. Big data coming from searches, purchases, reviews, conversations, usage etc can help marketers predict consumer actions and intervene. Getting to know customers through patterns in their behaviour allows marketers to insert behaviour altering incentives and alerts at multiple stages in the buying journey. It helps marketers not just nudge the customer towards particular propositions but also accelerate the purchase. Big data also allows reinforcing attitudes and habits. Big data is the key to growing one's flock and keeping it loyal.

Speaker

Manashi Kumar

Manashi Kumar

Chief of Strategy & People Officer, BARC India

Interaction with Audience

1215 – 1230 hrs

Break

1230 - 1330 hrs
Session 3

Creating a Digital Brand Personality

A brand without a personality is merely a label. People need a brand to give them something to identify with and something to believe in. A brand must have a face, attitude, quality, backstory, motto, ritual and above all a formidable but beatable enemy. Creating a digital brand personality is less about what the marketers have to say and more about what the consumers say, individually and collectively. The conversation about a brand is determined by what it stands for and not what it does. Digital brands have to be instantly recognizable, quickly engaging and always responsive. The choice of association with celebrities, causes and cultural values is critical in building loyal communities and winning influencers in the digital realm.

Speaker

Mohit Kapoor

Vice President- Advertising & Innovations, Jio and Mentor, Jio GenNext

Interaction with Audience

1330 – 1430 hrs

Break

1430 - 1530 hrs
Session 4

E-commerce and Social: 2020 is Foresight, not hindsight

"2020 Hindsight" is usually about full and perfect understanding of the past once the event is over. In reality, 2020 will now need to be about properly forecasting the future. 2020 will make us think, express, and act differently. Let's look at E-commerce and Social to understand how consumers and retailers will think, express and act differently in the post-2020 world.

Speaker

Prasun Basu

President – South Asia, Nielsen

Interaction with Audience

1530 – 1545 hrs

Break

1545 - 1645 hrs
Session 5

Digital and Social Media Tactics During a Crisis

The Covid crisis has virtualized business and social life and new digital marketing opportunities have emerged on digital conferences, video meeting apps and an even more hyper social media. However, brands have to adapt messaging to the contemporary context. Running the usual ads can be insensitive and it is critical to get the messaging right for the situation and subject. A crisis is more a time of listening to the customers and ease their worries. Brands can stay engaged with customers on social media and help them get on with their lives as best as possible. Brands can get closer to customers by collaborating in initiatives to alleviate distress and building a narrative of optimism and recovery. With strategies under lockdown, it is time for tactics to deliver.

Speaker

Anusha Shetty

Chairperson and CEO, Grey Group, India

Interaction with Audience

1645 hrs

Programme Concludes
