

Sneak peek into what the future holds for brands

~Calling all marketers and advertisers to revive growth~

The festive season is back. And Brands are also geared up to enjoy a share from this festive pie with enticing offerings. But the question remains: 'Will this festive season reignite growth?'. This question will be answered **by top marketers and advertisers** at the upcoming webinar '**Brands and Consumers: Will this festive season reignite growth? Future Outlook for Brands**'. This discussion is organised by **The Indian Society of Advertisers** in association with **Free Press Journal** and **Republic TV**.

The session will be held on September 17, from 4 pm onwards. It will give a future outlook for brands.

Commenting on the initiative, **Sunil Kataria, Chairman, ISA (The Indian Society of Advertisers)** said, "The COVID uncertainty continues to impact lives and businesses. But now with the country unlocking, business leaders are optimistic about a rapid economic recovery with the onset of the festive season.

But would this recovery be realistic and sustainable is the question we all have. This panel discussion among some of the sharpest Marketing leaders across categories is certain to clarify this - as well as throw up ideas and tips for all of us! So do join us for this unmissable conversation!"

"ISA (The Indian Society of Advertisers) is the apex body representing the interest of the advertising fraternity for nearly 70 years. ISA has been organising knowledge seminars/webinars for advertisers and marketers, bringing views and strategies across sectors to benefit the marketing community," he added.

Abhishek Karnani, Director, The Free Press Journal said, "Despite the ongoing pandemic, brands are a lot more optimistic about growth and we have seen that among our top advertisers as well. Through this webinar, we want to put out a positive message seeking the support of marketers and advertisers to revive growth this festive season."

Sandeep Goyal, Chairman, Mogae Media said, "I am hoping that the festive season is driven by caution and optimism at the same time. Caution at the people end so that we do not invite a third wave unnecessarily. Optimism so that retail prospers."

Vikas Khanchandani, CEO, Republic TV said, "We are very happy to partner ISA on the forum and have some of the sharpest minds from their respective business talk on the building growth for their brands and business with the onset of the festive season."

The session will be moderated by **R Ramakrishnan**, Chairman ISA events. He will be in conversation with (in alphabetical order) **Anuj Jain**, Executive Director, Kansai Nerolac; **Elizabeth Venkataraman**, Joint President - Consumer, Commercial and Wealth Marketing, Kotak Mahindra Bank; **Navnit Nakra**, Vice President and Chief Strategy Officer, OnePlus India; **Ravi Desai**, Director, Mass and Brand Marketing, Amazon India; and **Sadashiv Nayak**, Chief Executive Officer, Future Retail.

The knowledge partner for the webinar is **Mogae Media and Red FM** is the radio partner.

About ISA

The Indian Society of Advertisers (ISA) has been the flagship national body and unique voice of advertisers pan India for close to 70 years. The ISA stands for education, representation, protection and support to the advertisers. It works in excellent fraternity relationships with other Industry bodies involved in the Indian advertising, marketing and media industry. The ISA is a founder member of the WFA (World Federation of Advertisers), Brussels. It's one of the three constituent bodies of BARC (Broadcast Audience Research) and one of the founders of ASCI (Advertising Standards Council of India).

About The Free Press Journal

FPJ is a 91-year-old publication that has editions in Mumbai, Indore, Bhopal and Ujjain. It was one of the active publications even during the lockdown. This has led to a 10x increase in digital presence. During the lockdown, the publication has been actively involved in more than 25 policy level discussions and various debates.

Watch the event Live : <https://youtu.be/qjzwaXOqgel>