



# **The ISA CEO Conference**

**March 18, 2019**

**Mumbai**

# Theme of the ISA CEO Conference

## *The Connectedness Paradox*

**“Inter-connectedness” in the world is increasing at an incredible pace. 2.5 quintillion bytes (2.5 X 10<sup>18</sup> B) of data is being produced daily as compared to 100 gigabytes in 1992. Facebook, launched less than 15 years ago, now has 1.4 billion people signed up on its platform. The average LinkedIn user now has 400 “connections” compared to 20-25 connections before the boom of the internet. Internet of Things is enabling our devices to communicate with one another offering endless possibilities both at home and at the workplace. Apple, Nest, Intel and Google are leading the game with IoT- leveraging it for greater efficiency and real time tracking as well as new business opportunities. Virtual assistants like Alexa and Google Home are making lives easier with multiple use cases- from home automation to online-shopping.**

**In spite of these, meaningful “connectedness” in the world is decreasing. An adult Facebook user has an average of 200 friends on Facebook, but would turn to only 4 of them for help. With increased visibility on different career paths, employee loyalty and relationships that lasted decades, now hardly last a few years. Excessive outbound marketing has agitated consumers, lowering brand image and trust. Overnight internet successes and virality have changed investor focus from long-term sustainable growth to short-term inorganic bursts. Government agencies and private companies are collecting and tracking consumers, raising serious data security and privacy concerns. Consumer and citizen trust in institutions, both private and public is at a record low.**



# Our Renowned Speakers

## **Key note:**

**Mr. Harsh Mariwala, Chairman, Marico Ltd.**

## **Other Sessions:**

- Mr. D. Shivakumar, Group Executive President –  
Corporate Strategy & Business Development,  
Aditya Birla Group
- Mr. Sanjay Gupta , Managing Director, STAR India
- Mr. Sanjay Dawar, Managing Director, Accenture Strategy
- Mr. Manish Tiwary , Vice President, Amazon
- Mr. Prasun Basu, President, South Asia, Nielsen Holdings

## **Our Eminent Panelists**

- Mr. Ashish Mishra, Managing Director, Interbrand India
- Ms. Lulu Raghavan, Managing Director,  
Landor Associates
- Mr. Vikas Agnihotri, Country Head Sales, Google India
- Mr. Ajay Kakkar, Chief Marketing Officer,  
Aditya Birla Capital
- Mr. Prasun Basu, President, South Asia, Nielsen Holdings
- Mr. Sandeep Bhushan, Director,  
Global Marketing Solutions India, Facebook
- Mr. Sameer Singh, CEO – South Asia, GroupM
- Ms. Virginia Sharma, Director,  
Marketing Solutions, LinkedIn

## **Our Moderators of sessions from the ISA Executive Council**

- Mr. Bharat Patel
- Mr. Narendra Ambwani
- Mr. Sunil Kataria
- Mr. Anuj Poddar
- Mr. R. Ramakrishnan
- Mr. Abraham Alapatt
- Mr. Abhishek Desai
- Mrs. Paulomi Dhawan

(Media Coverage support & Vote of thanks)







			 EVERYTAINMENT PRESENTS  A CEO CONFERENCE IN PARTNERSHIP WITH 						
			CO-POWERED BY 						





# **Social Media**

Social Media Outreach of the ISA before, during and after  
the Conference

Facebook

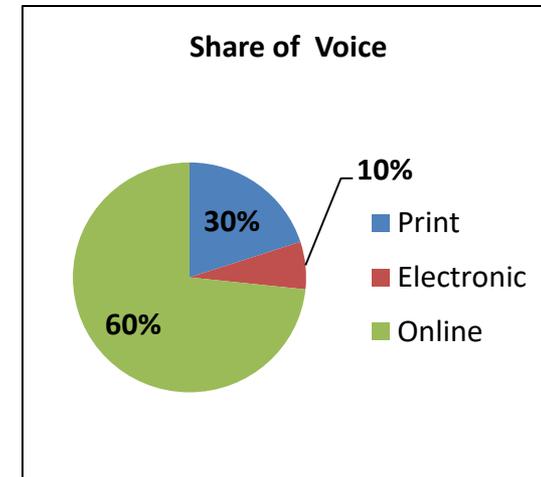
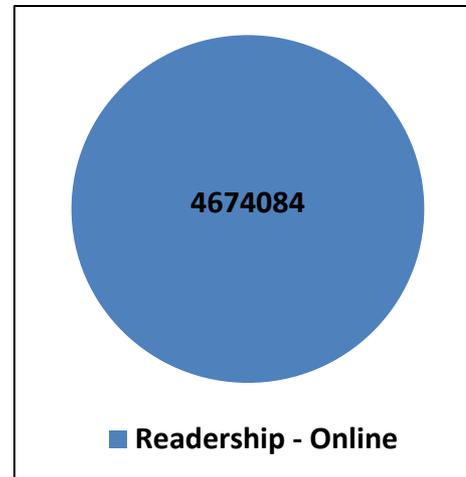
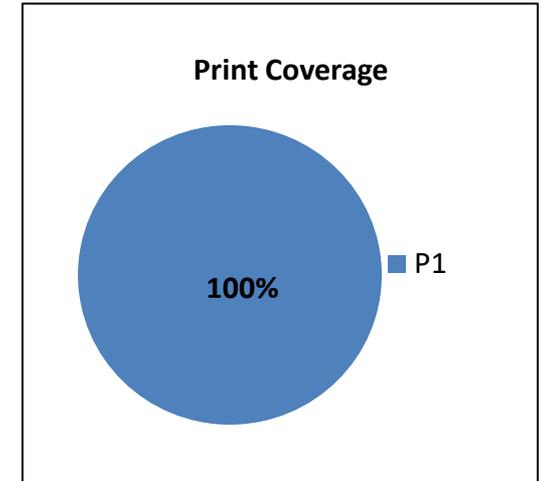
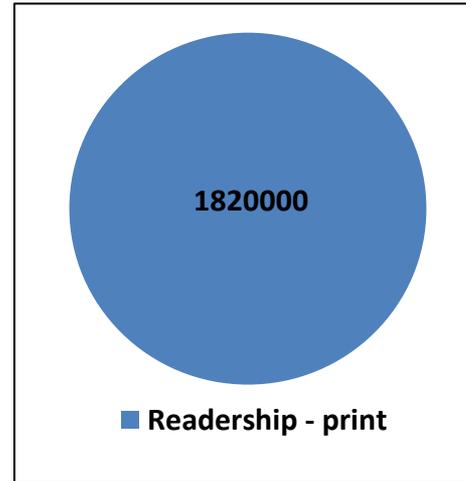
Twitter

LinkedIn

Use of FACEBOOK credit

# COVERAGE ANALYSIS

- Over 15 media coverage received (Electronic +Print + Online )
- Coverage appeared in
  - BTVI
  - The Hindu Business Line
  - ET Brand Equity
  - Exchange4media
- 100% print coverage in P1 publications
- Over 46 lakh online news readers reached
- Online coverage in prominent websites
  - ET Brand Equity
  - The Hindu Business Line
  - Exchange4media



# Facebook Page Insights

Page Likes: 528  
Number of Posts: 17  
Overall Reach: 219,498  
Overall Engagements: 28,270  
Overall Likes: 25,282  
Overall Comments: 100  
Overall Shares: 94



## Actions on Page

26 February - 24 March

1

Total actions on Page ▲ 100%



## Page Views

26 February - 24 March

357

Total Page views ▲ 17750%



## Page previews

26 February - 24 March

14

Page previews ▲ 100%



# COVERAGE GLIMPSES



News ▾ Long Copy ▾ Industry Speak ▾ Portfolio ▾ Facts & Stats ▾ BE TV

Marketing Advertising Digital Media Business of Brands The Pitch Report The People Report Bawdy Copy

## How brands can win over consumers in this connected world

Industry observers discussed the increasing consumer antipathy towards advertising, the role of brands in a connected world and how to tug right at the consumer's heartstrings in this scenario

Misbaah Mansuri | ETBrandEquity | March 19, 2019, 08:00 IST

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Winning over today's empowered consumers requires brands to go beyond the traditional rules of engagement, reflected industry experts at the second edition of ISA CEO Conference. Chaired by [Abhishek Desai](#), marketing director, Procter and Gamble India (P&G) and executive council member, ISA. The panel comprised of [Ajay Kakar](#), CMO, Aditya Birla Capital; [Ashish Mishra](#); MD, Interbrand India; [Lulu Raghavan](#), MD, Landor and [Vikas Agnihotri](#), industry director, Google.

Desai remarked that as the world is getting more connected than ever before, with disruptive models like Uber, Ola, among others, the consumer has evolved and is constantly voting on brands which has its own set of challenges that the industry has to grapple with.

Ajay Kakar, CMO, Aditya Birla Capital observed that he notices a worrying paradox between what the industry and brands know versus what they do. "The divide between the creative and media functions of an agency has caused fragmentation. We create specialization not realizing that our consumer wants simplicity," Kakar said.

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### Trending In Marketing

Connecting brands via communication in noisy times

The science behind brands swapping celebrities

Decoding Dream11

OLX rebrands itself with the tagline 'SET HAI'



News ▾ Long Copy ▾ Industry Speak ▾ Portfolio ▾ Facts & Stats ▾ BE TV ▾ BE Classic

Marketing Advertising Digital Media Business of Brands The Pitch Report The People Report Bawdy Copy

## Transforming businesses in the connected world

Sunil Kataria, chairman, The Indian Society of Advertisers (ISA) and CEO – India & SAARC, Godrej Consumer Product Limited, delves into the challenges and opportunities that the connectedness paradox is throwing up for companies today

ETBrandEquity | March 17, 2019, 10:00 IST

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Is the distinction between the real and virtual blurring? In the age of social media, are individuals more disconnected and isolated than before? Can businesses create lasting relationships with customers if they only converse with them via [interactive voice response systems](#) and chatbots and without any human interface? On the other hand, can they use always-on connectivity to co-create products and services with consumers? Does business strategy come first or is technology driving strategy today?

These are but few of the conundrums and challenges that the digitally connected reality is throwing at businesses and consumers today. This connectedness paradox, which is also the theme of the [Indian Society of Advertisers'](#) (ISA) forthcoming CEO Conference to take place on 18 March, is playing out at multiple levels. It is posing critical challenges while offering humongous opportunities for businesses and their leadership.

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### Trending In Advertising

BE Exclusive: Not all is well with Ogilvy & Mather India 

BE Exclusive: Creativity at test as FSSAI pushes new advertising norms 

ITC Aashirvaad's new campaign tells a traditional story for the reinvented Kooraa Karam spice 

"There is a need. There is recognition." 

# Twitter Page Insights



**Indian Society of Advertisers**  
@InSoAdvert

The Indian Society of Advertisers has been the unique national body for advertisers for over 60 years and represents the interests of member companies.

## Engagements

Showing 14 days with daily frequency

Engagement rate  
1.9%



Link clicks  
41



On average, you earned 3 link clicks per day

Retweets  
59



On average, you earned 4 Retweets per day

Likes  
128



On average, you earned 9 likes per day

## 28 day summary with change over previous period

Tweets  
109

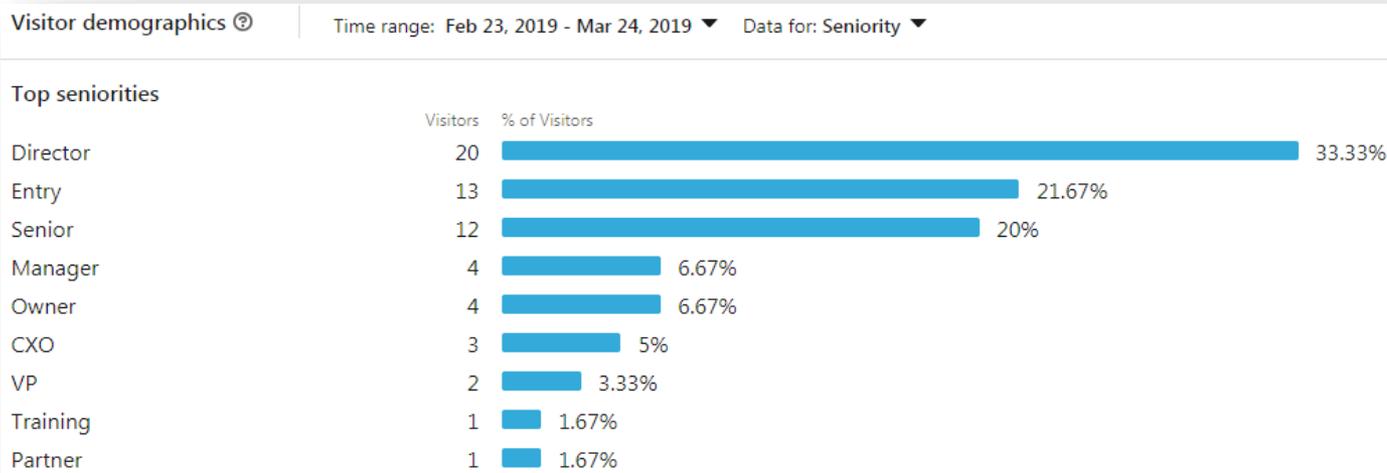
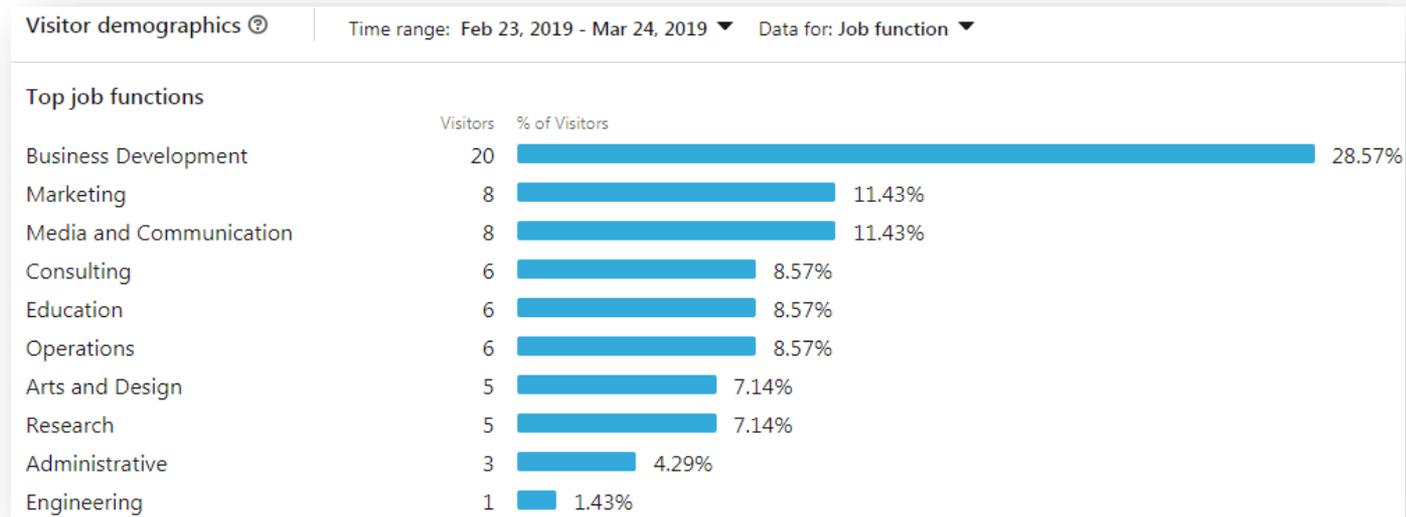
Tweet impressions  
36.3K

Profile visits  
846

Mentions  
905

Followers  
43 ↑40

# LinkedIn Audience Demographics



# TRENDED AT NO. 2

#ISACEOConference trended at no. 5. The campaign trended for over an hour on twitter and more than 2 hours on Mumbai trends

Total reach for the hashtag is 3,545,226

Total impressions acquired 30,139,687

Over 1879, 277 mentions / conversations were generated

Note: The impressions and reach numbers are subject to change as per the final report to be received from Mirum

## Mumbai trends · [Change](#)

### [#MondayMotivation](#)

LoksattaLive, ashish sehgal, and 3 more are Tweeting about this

### [#ISAceoconference](#)

Runa Sinha and Anurag Batra are Tweeting about this

### [#ManoharParikkar](#)

News18, India Today, and 5 more are Tweeting about this

### [#VampireCongress](#)

9,287 Tweets

### [#ShashiKapoor](#)

NewsX, The Indian Express, and 2 more are Tweeting about this

### [Bandhan Bank](#)

### [Goa and District Courts](#)

### [Lion Air](#)

18K Tweets

### [Mindtree](#)

### [Left Front](#)

6,207 Tweets

## **Sponsors and Delegates were happy!**

The fruit of the whole effort came in the form of lot of calls to the Secretariat in thanks, appreciation, compliments and suggestion to hold the next conference in a lesser interval.

**Thanks to all those other contributors who made such a successful conference possible :**

- Mr. Sandeep Kaul, EC member from ITC for venue support
- All Sponsors
- Participants from the ISA as well as the Industry (non-ISA)
- Mr. Pankaj Parihar and Mr. Sujit Patil in GCPL
- Event Partner exchange 4media
- Media Forum Members
- Industry partners as IBF, AAAI, ASCI, IAA, Ad Club & IOAA
- The ISA Secretariat team, management Student, Auditor & Accountant