

The ISA presents - Decoding the New Normal in Media & Communication



A session on “Decoding the New Normal in Media and Communication”, was held on Zoom on July 23, 2020. 80 participants attended. Secretary General Y Harakrishnan and Core Media Committee member Rajiv Dubey shared their initial words and welcomed the Speakers , participants from ISA , industry and other advertiser invitees.

Speakers were eminent names as Prasanth Kumar – CEO (South Asia), GroupM, Tushar Vyas – President (South Asia), GroupM, M A Parthasarathy (MAPS) – CEO (South Asia), Mindshare, Vishal Jacob – Chief Digital Officer, Wavemaker and Karthik Nagarajan – Chief Content Officer, Wavemaker.

The session explored on how would the new normal look like, Observations on the changes in consumer behavior, Impact of such changes on the media landscape and Challenges that we foresee and how can brands be read.

Post program feedback from participants were in appreciation and in suggestion of topics with request for further such programs.