

MARKETING IN THE NEW NORMAL

India and Southeast Asia : 2020

Laporan berikut ini didasarkan pada analisis rinci data yang diterima dari survei yang dilakukan, di antara para pemimpin pemasaran senior di India dan Asia Tenggara. Laporan ini mengeksplorasi bagaimana *marketers* menangkap perubahan untuk menggunakan strategi pemasaran yang selaras dengan *new normal marketing*, yaitu evolusi digital.

About this Report

Melalui laporan ini, kami mencoba untuk memahami bagaimana anggaran iklan terkena dampak COVID-19 dan beberapa persiapan organisasi memasuki dunia pasca-COVID. Saat ini tujuan pemasaran berkembang, begitu pula pendekatan untuk pencapaiannya. Dengan pembatasan ketat pada pergerakan konsumen, anggaran pemasaran bergeser dari saluran tradisional ke dalam ranah digital.

Tanggal Survei: 18 Juni – 20 Juli 2020

- Ukuran Sampel: 63 *unique* responden dari pemimpin *marketing* dan *digital media* (direktur / setara direktur)
- Wilayah yang dicakup: India dan Asia Tenggara, dengan responden yang seimbang di setiap kawasan

Executive Summary

Dunia pemasaran dan periklanan sangat merasakan dampak COVID-19. Hal ini membuat *marketers* mempercepat adopsi digital agar dapat mendekatkan diri dengan konsumen. *Marketers* saat ini mengevaluasi kembali prioritas dan strategi mereka untuk tetap efektif di New Normal pasca-COVID. Survei kami menemukan pengetahuan yang dalam terungkap tentang bagaimana *marketers* berpikir dan merencanakan masa depan *Brand* mereka.

1. Lebih dari 40% *marketers* menganggap organisasi mereka masih dalam tahap awal *Digital Marketing Maturity (DMM)*. Hal ini menjadi alasan utama, bagi para *marketers* untuk tumbuh dengan strategi marketing baru pasca-COVID.
2. Untuk mendapatkan pelanggan baru, dan mempertahankan pelanggan yang sudah ada telah menjadi tujuan utama bagi *marketers* di India dan Asia Tenggara.
3. Untuk mencapai hal ini, *marketers* secara aktif bekerja untuk membangun pengalaman *omnichannel*, mengakses data konsumen hampir secara *real-time*, dan memanfaatkan otomatisasi di seluruh saluran digital.
4. Lebih dari dua petiga *marketers* meningkatkan anggaran iklan digital mereka karena adanya pandemic, yang dimana terdapat perubahan perilaku konsumen.
5. Fokus dan anggaran di mana-mana bergeser ke pemasaran berbasis *outcome-based marketing*. Mayoritas *marketers* berencana membelanjakan 60% dari anggaran mereka untuk kampanye pemasaran kinerja dengan ketertarikan ke ROI.

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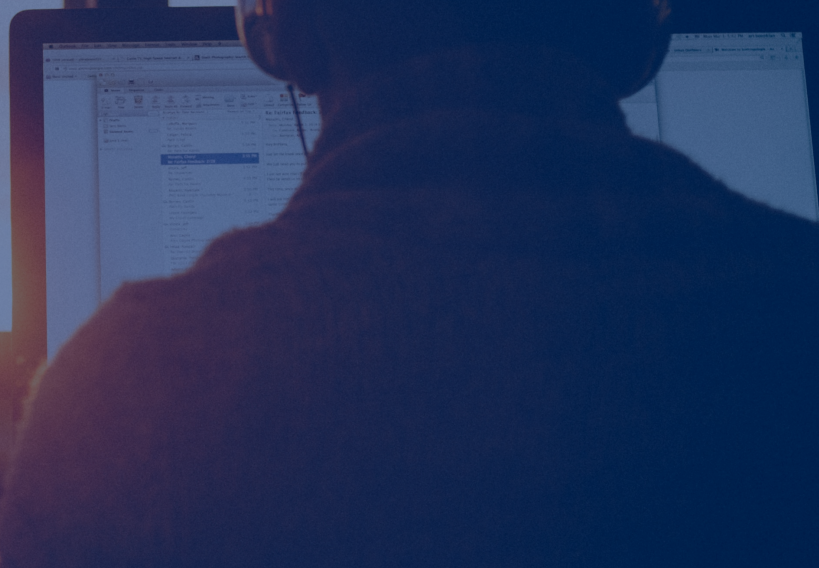
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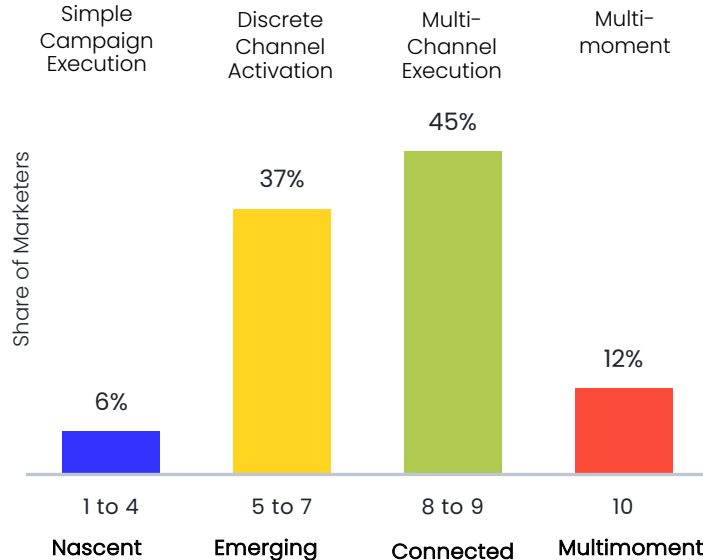
Testimonial dari Marketers India & Asia Tenggara

Perubahan Tujuan & Strategi Pemasaran



Current State of Digital Marketing Maturity

State of Digital Marketing Maturity



Menurut hasil analisa BCG's *Digital Marketing Maturity (DMM) framework*¹. **DMM dapat didefinisikan sebagai kapasitas organisasi untuk menghadirkan seamless digital brand experiences** dengan cara memberikan pengalaman penggabungan data dan teknologi digital secara efektif.

Berbagai tahapan dapat dikarakterisasi dengan cara-cara berikut ini:

Nascent: *Marketing Campaign* terutama yang menggunakan data eksternal dan pembelian langsung, dengan keterkaitan terbatas dengan penjualan.

Emerging: *Marketers* memanfaatkan beberapa data yang dimiliki dalam pembelian otomatis, dengan *single-channel optimization* dan juga *testing*.

Connected: Perusahaan mengandalkan data yang terintegrasi dan diaktifkan di seluruh aset digital, dengan menunjukkan keterkaitan ke ROI.

Multi-moment: Organisasi yang mengoptimalkan eksekusi dinamis di seluruh saluran sepanjang perjalanan pelanggan untuk mencapai hasil bisnis yang maksimal.

Saat ini, setengah dari pemasar yang disurvei mengkategorikan diri mereka sendiri di **Nascent** atau **Emerging Stage**, dimana marketers menyisakan ruang besar bagi organisasi untuk berkembang.

Q3. How would you rate your organization in terms of Digital Marketing/ Advertising Maturity, for dealing in a post-COVID world? (1 = Least mature, 10 = Personalized Customer Experience) DMM is defined as – The organization's capacity to deliver seamless digital brand experiences by effectively combining data and digital technologies.
Sample Size = 60

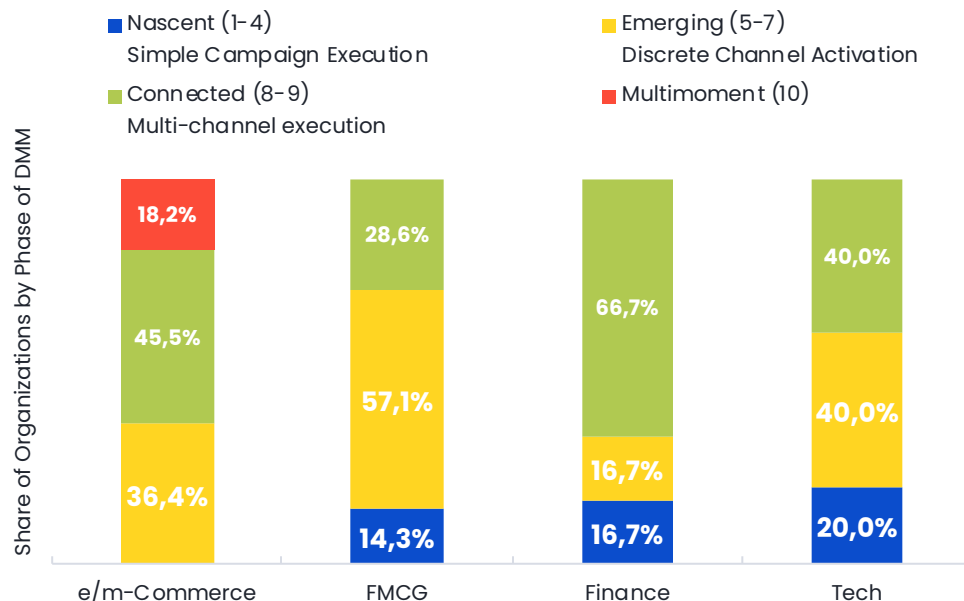
Digital Marketing Maturity Differs Across Industries

Mengingat perbedaan industri, DMM sangat berbeda di antara merek.

Tidak heran jika aplikasi *e/m-Commerce* jauh di depan kurva, dengan beberapa organisasi mencapai kemampuan *multimoment*. Strategi mereka telah berpusat di sekitar inovasi digital sejak saat itu.

Mengingat data yang kaya dan digitalisasi file di sektor keuangan, mereka paling siap untuk membuat lompatan ke penawaran *multimoment* eksekusi dinamis di seluruh aset digital.

State of Digital Marketing Maturity by Industries



Q1. Which industry does your organization belong to?

Q3. How would you rate your organization in terms of Digital Marketing/ Advertising Maturity, for dealing in a post-COVID world? (1 = Least mature, 10 = Personalized Customer Experience) DMM is defined as – The organization's capacity to deliver seamless digital brand experiences by effectively combining data and digital technologies.

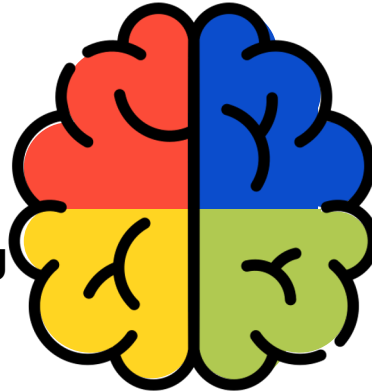
Sample Size = 42

Marketing Objective dan Strategy di New Normal

Di periode New Normal, *marketers* berfokus dalam mendapatkan pelanggan baru. Karena, beberapa aplikasi mengalami penurunan pengguna, sehingga *marketers* mencoba untuk selalu meningkatkan lebih banyak pengunduh aplikasi mereka. Cara paling efisien untuk melakukannya adalah dengan mengadopsi *programmatic buying* untuk meningkatkan efisiensi dan melacak hasil pemasaran mereka.

#3. Increase Brand Awareness

#4. Engage Existing Community of Consumers



#1. Acquiring New Customers

#2. Strengthen Brand Reputation and Trust

Marketing Objective yang Berevolusi dengan DMM

Organisasi yang memiliki fase berbeda dari *Digital Marketing Maturity* (DMM), memiliki prioritas *Marketing Objective* yang berbeda juga. Saat Anda maju melalui tahapan DMM, tujuan pemasaran menjadi lebih spesifik dan cenderung terhubung kembali ke KPI organisasi. Berikut ini adalah 4 *Marketing Objective* teratas untuk setiap tahap:



Nascent dan Emerging

Memperkuat *Brand Reputation* dan *Trust*

Mendapatkan Pelanggan Baru

Meningkatkan *Brand Awareness*

Melibatkan Pelanggan atau Komunitas yang Sudah Ada



Connected

Memperkuat *Brand Reputation* dan *Trust*

Mendapatkan Pelanggan Baru

Meningkatkan *Brand Awareness*

Melibatkan Pelanggan atau Komunitas yang Sudah Ada



Multi Moment

Mendapatkan Pelanggan Baru

Melibatkan Pelanggan atau Komunitas yang Sudah Ada

Memperkuat *Brand Reputation* dan *Trust*

Meningkatkan *Brand Awareness*

Q3. How would you rate your organizations in terms of Digital Marketing/ Advertising Maturity, for dealing in a post-COVID world?

Q4. Please rank your top marketing objectives for next year in the New Normal?

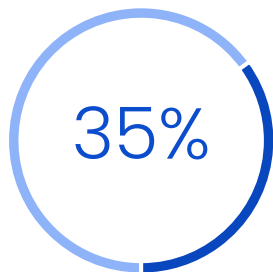
Sample size = 60

Nascent = 1-4; Emerging = 5-7; Connected = 8-9; Multimoment = 10

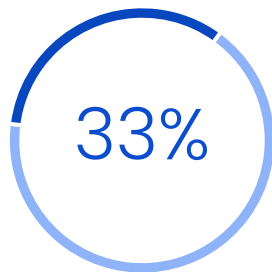
Strategi Utama untuk Mencapai Marketing Objective

Marketers setuju bahwa membangun pengalaman pelanggan secara omnichannel yang tepat, dan juga kemudahan dalam mengakses data konsumen secara real-time, merupakan faktor terpenting untuk mencapai marketing objective.

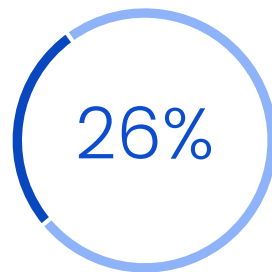
Strategi Utama yang Berevolusi dengan Perubahan Marketing Objectives



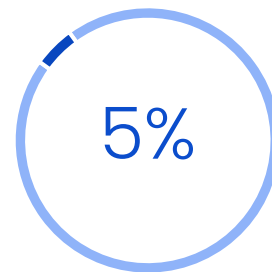
Membuat strategi omnichannel customer experience yang tepat



Akses *real-time* untuk consumer data dan insights



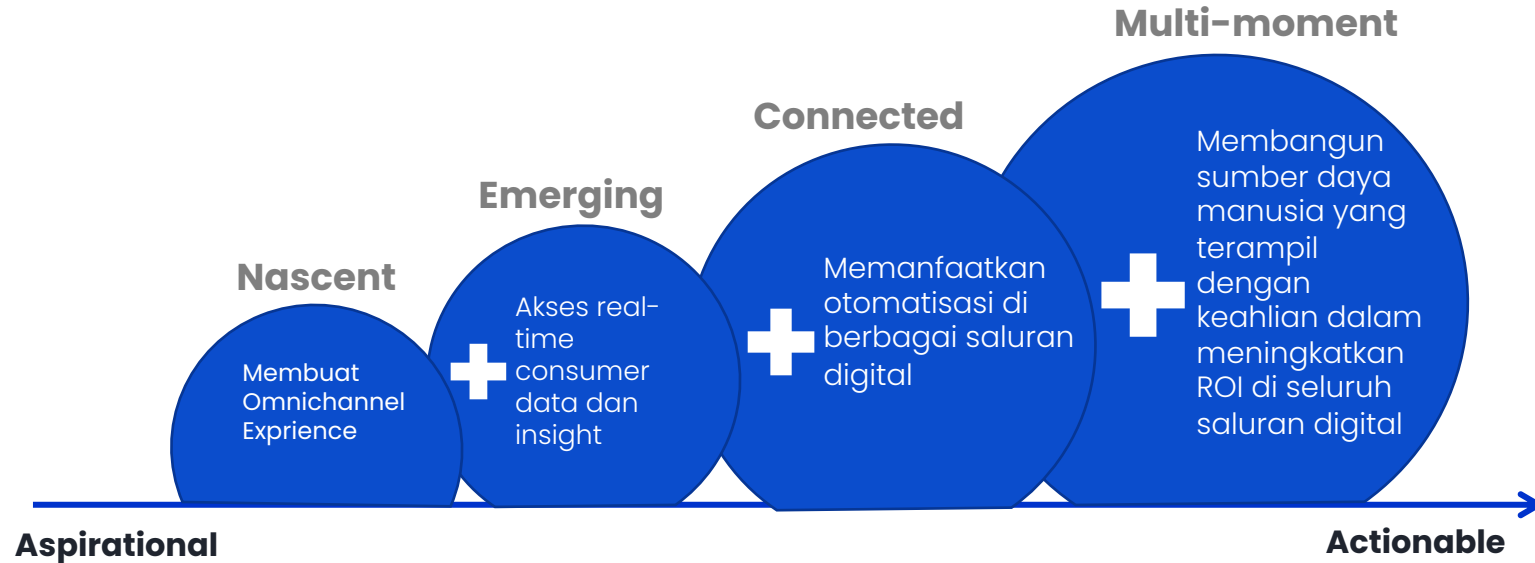
Memanfaatkan otomatisasi di seluruh saluran digital



Membangun sumber daya manusia yang terampil

Membangun Kedewasaan, Berarti Evolving Strategy

Saat pengiklan berpindah di antara berbagai tahapan DMM, **prioritas** mereka **bertumbuh ke strategi yang aspiratif agar dapat ditindaklanjuti secara digital**. Dari fokus utama dalam membangun *customer experience* yang mulus, pengiklan memulai untuk mengubah strategi mereka dalam memanfaatkan otomatisasi di seluruh saluran dalam membangun skala.



Q3. How would you rate your organizations in terms of Digital Marketing/ Advertising Maturity, for dealing in a post-COVID world?

Q4. Please rank your top marketing objectives for next year in the New Normal?

Sample size = 60

Nascent = 1 -4; Emerging = 5-7; Connected = 8-9; Multimoment = 10

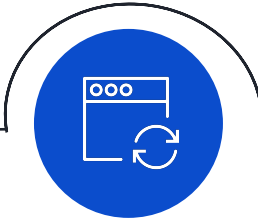
3 Taktik Teratas untuk Setiap Strategi Pemasaran

Membuat Omnichannel Experience



- Mengoptimalkan Perjalanan Saluran Digital
- Membangun Kemampuan *cross-device*
- Membangun *Single View* Konsumen

Akses Real-Time Data



- Membuat *first-party data*
- *Always-on* survei konsumen
- Menginvestasikan third-party data

Memanfaatkan Otomatisasi di Seluruh Saluran Digital



- Menginvestasikan dalam teknologi AI/ML
- Menginvestasikan dalam *programmatic buying*
- Menginvestasikan CRM berbasis *cloud*

Membangun Sumber Daya Manusia yang Terampil



- Meningkatkan keterampilan karyawan
- Mempekerjakan orang yang *experience*
- Mengevaluasi kemitraan dengan *agency* & teknologi

Q5. What will be the biggest asset for achieving your marketing objective post-COVID?

Q6. How do you plan to strengthen this asset for the new normal?

Sample size = 60

Dampak dari COVID-19 di Periklanan Digital



Dampak Pandemi di Normal Baru

Dalam pencarian kesibukan, hiburan dan pelayanan yang benar, konsumen mengunduh lebih banyak aplikasi, dan menghabiskan lebih banyak waktu di perangkat seluler mereka.



+33%

Pertumbuhan iklan
Digital Perkiraan
Pembelanjaan dari
2020 hingga 2021

+38%

Pertumbuhan Iklan
Seluler Perkiraan
Pembelanjaan dari 2020
hingga 2021



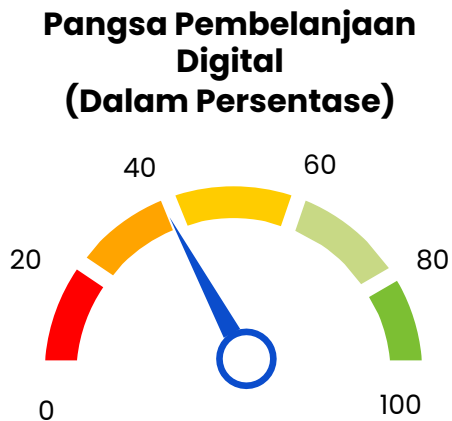
+18%

Pertumbuhan iklan
Digital Perkiraan
Pembelanjaan dari 2020
hingga 2021

+20%

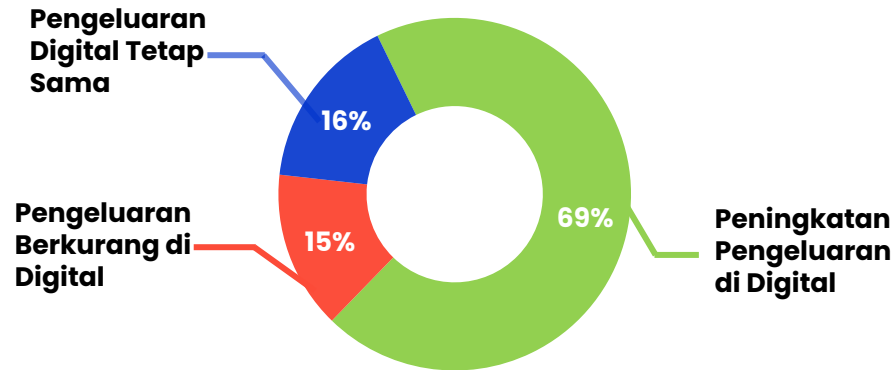
Pertumbuhan Iklan
Seluler Perkiraan
Pembelanjaan dari 2020
hingga 2021

Pengeluaran Digital di Dunia Pra-COVID



Di dunia sebelum COVID, 58% anggaran dialihkan ke non-digital (OOH, TV, Media Cetak dan juga Radio), dan dari *marketers* menghabiskan kurang dari 40% dari mereka anggaran di digital. Saat pandemi *marketers* merubah rencana pemasaran mereka untuk lebih fokus ke digital.

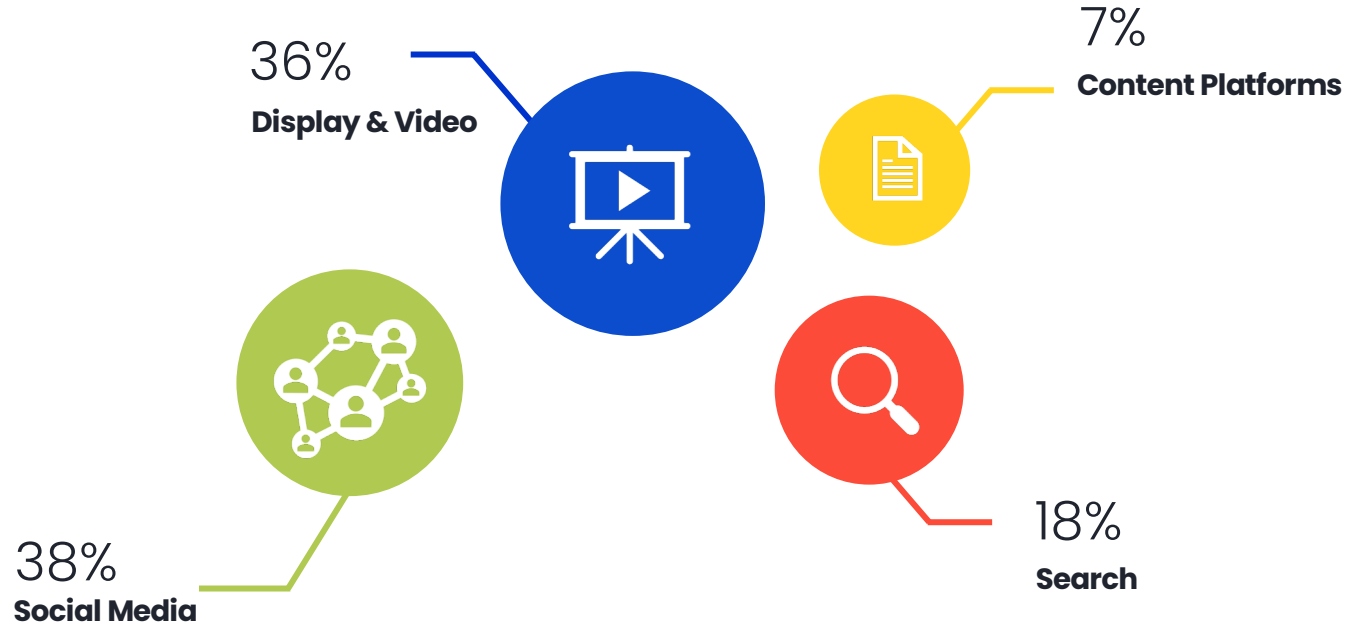
Pengeluaran Digital Pasca-COVID



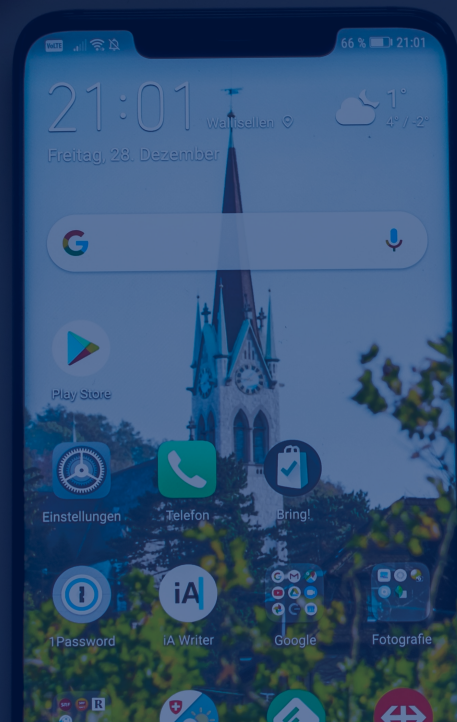
Saat konsumen menjadi semakin digital, *marketers* mengenali relevansi prioritas pembelanjaan di saluran digital. *Marketers* memanfaatkan berbagai media agar dapat menjangkau konsumen mereka secara digital.

Media Sosial dan Video Menarik Banyak Pembelanjaan Seluler

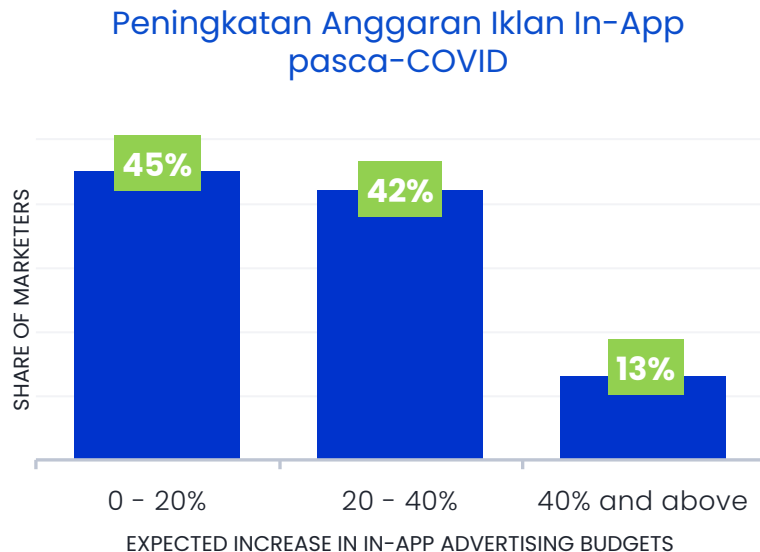
Pandemi telah mengubah konsumsi media, sehingga lebih banyak waktu dihabiskan untuk mengonsumsi media sosial dan konten video di perangkat seluler mereka. Hal ini telah mendorong marketers untuk memprioritaskan saluran digital ini untuk menjangkau dan melibatkan konsumen mereka.



Iklan Dalam Aplikasi (in-App) Di Era New Normal



Investasi dalam Iklan In-App Digandakan (Hampir)!

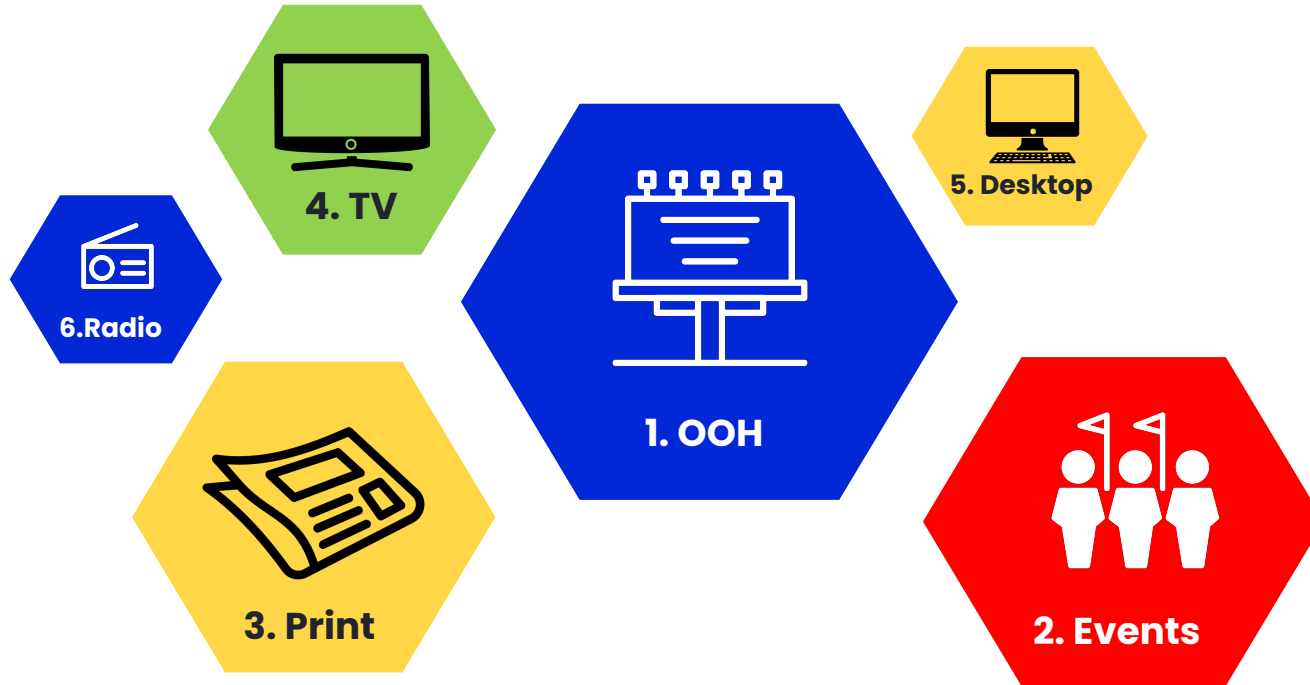


Karena banyak orang menghabiskan waktu lebih banyak di dalam ruangan, sebagian besar mengalihkan kesibukan mereka ke ponsel, untuk mencari hiburan dan berita.

Sebagian *marketers*, mengevaluasi kembali strategi mereka, dan menyelaraskan kembali pengeluaran iklan mereka, dan hal ini membuat *marketers* beralih ke iklan in-app (di dalam aplikasi).

87% *marketers* meningkatkan investasi pada iklan In-App hingga 40%. Pembelanjaan iklan In-App dijadwalkan hampir berlipat ganda di masa mendatang.

Sumber Teratas Realokasi Anggaran ke Iklan In-App



Pendekatan Baru untuk Periklanan In-App



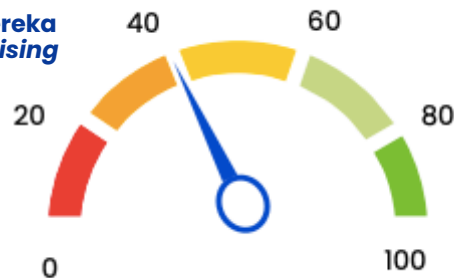
Di era New Normal, *marketers* menyesuaikan strategi In-App mereka, mengatur startegi pemasaran yang berbasis akan *outcome-based goals*. Tetapi yang cara paling efisien dilakukan oleh *marketers* adalah dengan mengadopsi pembelian iklan programatik yang dapat meningkatkan efisiensi. *Marketers* juga tertarik untuk memanfaatkan *rich audiences* sambil memastikan kepercayaan dan transparansi dari pembelanjaan iklan yang telah mereka investasikan. Tren menarik lainnya adalah munculnya *cross-device management* dan penargetan konsumen semakin banyak.

Perubahan Brand Advertising

Sebagian *marketers* melihat potensi dalam perolehan pelanggan baru sebagai prioritas *marketing objective* mereka, era New World pasca-COVID menyaksikan peningkatan fokus pembelanjaan pada ROI di setiap pengeluaran iklan.

Hal ini menghasilkan sebagian besar *marketers* (60% dari mereka) mengalokasikan kurang dari 40% dari total iklan In-App untuk *brand initiative*. Pergeseran ini sangatlah signifikan dengan banyaknya *budget* iklan yang pindah ke periklanan berbasis hasil.

60% *marketers* membagikan **kurang dari setengah** dari anggaran iklan mereka pada *brand advertising*



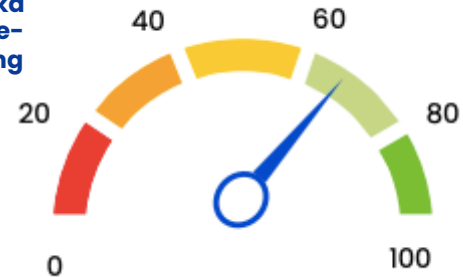
Share of In-app Advertising Budgets

Pengiklan Menuntut Lebih Banyak Hasil dari Setiap Pengeluaran Iklan Mereka

Peranan *marketers* / CMO telah berkembang untuk lebih bertanggung jawab terhadap ROI. Pandemi telah meningkatkan penekanan pengeluaran iklan, dimana lebih fokus pada iklan yang menghasilkan.

Hal menarik yang perlu diperhatikan adalah, sebesar 12% *marketers* bersedia menghabiskan 80-100% dari anggaran mereka untuk *performance campaign*, sementara diantara mereka fokus kepada *branding campaign*.

64% marketers menghabiskan lebih dari setengah anggaran mereka kepada outcome-based advertising



Share of In-app Advertising Budgets

Testimonial dari Marketer's



**Shweta Srivastava****Head of Digital****Philips India**

Digital Darwinism Drives the New Normal

“

Covid19 brings a VUCA (Volatile, Uncertain, Complex, Ambiguous) world where the 'Smartest will survive', the one who follows 'Digital Darwinism'. Organizations transform because of transforming consumers and customers and to attain VUCA, they need Smart Marketers who help them transform quickly.

With restricted movements and social distancing measures become the New Normal post Covid19 and see a predominant growth in the usage of digital platforms where consumers are always-on. So, the marketing strategy also needs to be up and running on Digital mediums. Advertising has to be smarter to understand the behavior of a smart Consumer and be more relevant to them.

In the absence of Face to face opportunities, Machines need to analyze their behaviors and predict their moves basis which communication and engagement need to happen. While marketers need to leverage Digital and Artificial intelligence, they also need to upgrade their skills as the new normal sets in.

”

Purpose-driven Advertising will Help Build Lasting Connections

“

This pandemic is far from over and between now and when the vaccine becomes a common practice, there are consumer needs and behavior patterns that shift the demand cycles. Marketers should seize the opportunity to be the best choice by staying relevant and at the same time should venture to improve people's lives and well-being through their marketing and advertising initiatives. Marketers should also ask themselves, whether brands can be a force for good through thoughtful inspiration, education, and useful information.

Brands with strong benefit delivery should make it easy for people to trust the product offering and create a conversion point. A focus on facilitating discovery for customers, explaining “what's in it for me” through both advertising push and pull will help.

”



Eka Sugiarto

Head of Media – Indonesia

Unilever

**Charu Aggarwal**

**Chief Strategy Officer
India and South East Asia
Havas Group**

Retail Experiences Need to Step Up with 'Digital' Innovation



With the pantries now stocked at the push of a button and all kind of experiences consumed online, brands need to compete not just against brands, but also in which context the consumers choose to interact with them. Access is no longer a reason for people to step into physical stores.

An increase in footfalls in the retail spaces will be shaped by how effectively marketers create 'Signature Moments' that are unique to our brands and the physical spaces they are delivered in. Think Burger King Crowns and extra Onion Whopper- it's a treat that's best relished in-person and in the vicinity of the outlets.

The Havas Prosumer Study shows that more than 60% of Indian, Indonesian, and Filipino consumers expect the physical spaces to be transformed into Stress Test Zones in the future. Spaces where they walk-in and test the products in a real-life situation, like trying out an outdoor jacket at -15 degrees Celsius or testing desert boots while skidding on the dunes. What's more, they want an element of surprise in their retail experiences with 78% prosumers in APAC wanting retailers to share new experiences and offers on mobile when they are in the vicinity. This need for unexpected experiences demands us to re-think the overall 'bricks-and-clicks' experience and how we integrate location, device, and digital to add the long-absent enchantment back into the retail experiences.



Omnichannel Digital Brand Experiences Prevail

“As the world slowly opens up post-COVID-19, brands need to understand the impact it has on their consumers and business. First, some consumer behaviors such as purchasing online, and video streaming will continue to prevail and be part of the new normal. Marketers need to rethink their omnichannel brand experience in line with these new consumer behaviors.

For example, there is a new audience of first-time online shoppers. As a brand how can one cater to their needs and make it easy for them to discover and buy one's brand online? Essential products that have grown in consumption during the pandemic should continue to invest to maintain sustainable growth. Products that were negatively impacted will need to revisit their marketing strategy and communications to be more in line with what's important to consumers and take advantage of the new ways to engage with them digitally.

If a brand has not invested in online premium video channels, now is the time to review that approach and see how using TV and online video can help drive demand. While we do not know when the global pandemic will completely end, consumers are more digitally engaged more than ever and new habits they picked-up during the COVID period will remain. Second, on business, marketing now more than ever needs to be agile and do scenario-planning given things can change by the day. To be able to support this, marketers need to invest in the right capability that can respond to the accelerated change in consumers and businesses. Our focus now is to help brands understand these opportunities and optimize their plans to drive recovery fast.



Crisela Cervantes

Partner

MindShare

**Roshat Adnani****Country Director, Indonesia****M&C Saatchi Performance**

Hyper-local Strategies and Balance will be the Answer

“

The Covid-19 pandemic has been a transformative event. It led to a change in customer behavior which fastened the process of digitization across many industries. During the past few months, people have increasingly embraced digital solutions fostering the growth of E-commerce, EdTech, HealthTech, Online Fitness & Events, and OTT platforms. These products, which until a few months ago were seen as a second option, became an integral part of people's lives.

While the pandemic positively affected the development of some lucky industries, it negatively hit many others. These have been extremely challenging times for marketers who have often been forced to cut down on their marketing budgets to keep their brands alive. As the world opens-up again and people stabilize in their new living habits, marketers need to be prepared for a longer battle especially from a paid marketing perspective.

Now more than ever, marketing will be a differentiation factor for companies to remind customers that they are back in business. To see better conversions and optimizations, it will be key to create hyper-local marketing strategies and to identify a balance between organic marketing, CRM and paid marketing. And balance is where the answer to the larger problems lies.

”

Data-Led Mobile Solutions Lead the Way for Marketers

“

“The impact of COVID-19 on the life of our customers is going to be unprecedented.. As Marketers, we should be cognizant of how the life of our end-consumers is constantly changing. This will also depend on the industry we are working in and accordingly, we may have to make changes in our marketing strategies. However, whichever industry we are working in, the impact is measured in terms of the four pillars, Social, Mobile, Analytics, and Cloud that are going to capture the maximum mindshare of customers. The major drivers for engagement with the consumers on the front-end are going to be: Mobile and Social, and the backend would be delivered by cloud-based solutions along with a strong understanding of analytics and data.”

”



Gaurav Shitak

VP and Head, Digital Marketing

Sharekhan

**Prashant Sukhwani****Head, Brand and Communication****Burger King India**

Brand Communication Needs to Reflect Consumer Journeys

“

Any marketing strategy should reflect the current consumer triggers/barriers as well as the current business situation. COVID has affected both in myriad unprecedented ways irrespective of the industry.

As a new normal, a brand needs to undertake genuine safety measures to address COVID concerns of the consumer, which is currently the biggest consumption barrier. Parallel brand communications need to be in snack-able formats as the consumer is bombarded with safety messaging across touchpoints.

The marketer needs to make smarter media choices basis current consumer aggregations as well as current media buying economics. Thus, media mix needs to evolve to match new consumer realities.

Lastly, any brand communication needs to reflect consumer journeys. This holds true irrespective of COVID situation or any other dynamic macro factors. Only then a brand will be able to become contextual and authentic to the consumers. E.g. <https://youtu.be/FXSia8b9XsM>

”

Digital Ads and Content Will Drive Futuristic Growth

“

Post COVID-19 will demand a different approach from Marketers. Digital Marketers need to wear the hat of growth hackers focusing more on LTV and CX. This time could be a good time to invest in advertising for future customers. Since paid ads are cheaper now, marketers can experiment with few platforms and create a source of traffic for the future. However, ad campaigns need to focus more on driving loyal users. Marketers need to build performance marketing strategies centered on customers and their journey in line with your product offerings. Revisiting your funnel and refining your advertising strategy will help you acquire customers at desirable costs. Marketers must work on basics and review the media mix during unprecedented times. As media budgets will be back, there will be a demand for High Scale & ROI platforms. Digital marketers should build advertising strategies that will give the maximum ROI and loyal users. The other significant focus is 'communication'. Marketers should build real engaging content during and post COVID-19, to engage with their customers. As a marketer if you have a good engaging content which you want to share with your customers, investing a few dollars will create a demand for future.

”



Karan Mehta

Senior Marketing Manager

Jeevansathi.com

**Venkat Thangi****Head – Digital Marketing****MoEngage**

Rethink, Redefine and Retain is the New-Normal



1. Consumer Behaviour Changes – Tracking and analyzing consumer behavior changes and purchasing needs is of utmost importance during this time. Since there is a lot of volatility currently, most of your North star metrics might be heavily impacted depending on one's business vertical. The old playbooks might not be relevant anymore. Marketers might need to rethink messaging, personas, and even strategies.

2. Empathy – Knowing what your customers want or are looking for utilizing surveys, studies, and analytical tools, would help marketers in understanding the immediate needs of their target users better. This should flow into the messaging by reworking on the copies, creatives, or landing page/asset content to better suit your consumers' current interests and thereby enhancing customer engagement.

3. Retention – Retaining is your customers are now more important than ever. Owing to lower conversion rates and interests for most of the non-essential businesses, marketers should focus a lot more on retention as acquisition might be difficult / Ineffective for some time. Over-communicating with your users, showcasing how your product can be used or is relevant during this crisis, providing few resources for free or extending your free trial offers, etc. can be some of the ways which can help this cause.



Growing Digital Platforms Succeed with Great Content

“Content drives connections and further growth. Content Remains King: Marketers need to be authentic, now more than ever, and trusted by customers. The best way for them to do this is to invest in creating humane & relatable content for advertising. The audience is intelligent & can see through Ads. Brand content needs to be SMART – Storytelling format, Medium Agnostic, Aspirational, Real-Life inspired, and Trustworthy.

Fight for the most coveted Medium continues: We hear that the pace of digitization has increased for all sectors and more so for the Automobile industry. While this remains true, it is important to understand the role and impact of Digital in different aspects of the consumer journey and also the objective of the brand. Medium selection & media planning is only the aftermath of this understanding.

The awareness stage of the consumer journey is still being dominated by the traditional medium of TV, but the race with digital is on and with demand for OTT platforms rising, a marketer's choice is only going to deviate from television.

Digital will replace most ATL & BTL media with events and experiences going digital in tier 1 & 2 cities.

For other stages of consumer journey like consideration, digital will grow and marketers will need to focus on relevant content on owned, paid, and earned media.”

For International Auto OEMs, virtual dealership and test-drive experience will help convert prospects. But in India, buying a car is a high involvement process. Hence, Marketers will need to think Phygital (Physical+digital), where digital only augment



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Relevance, Connections and Advocacy Thrive Marketing Efforts



COVID -19 is a disruption at an unprecedented scale. There are three strategies marketers can leverage to win in the #NewNormal.

Relevance Over Reach: Reappraising the brand and product purpose to realign with evolving consumer needs is essential. Trust, value, and necessity will trump discretionary and indulgent.. “At home” and “with my loved ones” will become the focal point of consumer’s life. Brands that can create personalized, meaningful experiences for this new reality will win.

Tapping into newer consumer cohorts and market segments can also unlock growth. For example, in the smartphone category where much of the marketing has been around vanity fueled selfies, building security and privacy-focused devices for emerging use cases like e-learning and virtual meetings could be the next growth frontier.

Connection over Communication – The health and economic fall out of the crisis have reinforced the importance of human connections Brand building through a 30 sec TV ad is a trend of the past. Today’s digital-first consumer is looking to strike meaningful conversations and build authentic connections. Brands need to listen deeply and create opportunities for such encounters. Connecting at the right time and at the right place over shared passions in an authentic, human way can create significant wins.



Advocacy over Commerce: Word of mouth is the most effective way to win consumers. It’s also the most difficult to garner. But brands that can create loyal

Marketing becomes a Centre of Innovation

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Marketing being an innovation center, marketers must take charge of new products, markets, and strategies as the 'new normal' sets in. Marketers need to put their thinking caps on and be a beacon internally for new product ideas. With businesses evaluating every penny they spend, fight for the marketing budget will only get harder. Marketers will start feeling the heat to deliver unit economics profitability. Performance marketing with a razor-sharp focus on ROAS will be the key to sustain in the months to follow. On the same lines, the contribution of organic growth channels & from owned media will be critical as they'll help bring overall cost-effectiveness. With the economic slowdown already kicked in, consumers' decision-making process may become longer. Content & brand efforts need to address these & deliver comfort, trust & inspiration for customers to get started on spending again. Also, marketers need to don multiple hats to push the boundary. These are war times & doing more than asked never harmed anyone! Now's a good time to cross-pollinate ideas within the marketing team itself to let creative juices flowing.

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Hitarth Sain

Head of Marketing

MoneyTap

**Vijay Kumar****Lead, Digital Marketing & CRM****Kia Motors India**

Digital-first Initiatives Foster Customer Centricity



Marketers need to be available on mediums where their consumers are. Auto sector giants are staring at closed or empty dealerships network. As customers are not preferring to visit the dealership, the dealership needs to connect from where the consumer is on: The digital platforms. Creating virtual experiences on digital platforms prove to work when physical movements are underused. Being online is no longer a prerogative for brands but being relevant is. Consumers have truly understood the meaning of 'Essentials' and business should meet the essentials category to thrive in the competition. Content relevance has never been more significant than in the current times. With an increase in online content consumption, the ads don't just compete with brands on digital medium but also with OTT giants like Netflix and Amazon Prime for audience Share of attention. Reimagining digital advertising on mobile with contextual and authentic content can drive valuable engagement. "Go Digital" is the new jargon in the pandemic induced times and marketers who succeed focus on digital-first initiatives.



A Sense of Normalcy Ramps Up Marketing Efforts

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I don't think there shall be any significant difference in the way businesses are conducted in the Post COVID-19 environment. Businesses and people will eventually and gradually get acclimatized to the business as it used to be before Dec-2018 as it would be a bit more difficult to scale up and grow with the restrictions of social distancing, extensive use of hand sanitizers and masks. Such restrictions will prove to be counterproductive and unsustainable in the cut-throat competition. So, to improve the competitive edge, businesses will give up protective measures as and when there is no threat of COVID-19 contraction. So, we just have to be concerned only for the period during the period in which the virus' presence matters. Once it loses its virality, everything shall be as it used to be pre-COVID-19 era. This includes marketing and advertising strategy as well.

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Amit Jivani

**CEO and Co-founder
Simprosys InfoMedia**

**Sudarshan Saha****Unilever Lead, Vietnam****Mindshare**

A Sense of Normalcy Ramps Up Marketing Efforts



In markets which have been out of lockdown for more than 4-6 weeks, it is common to witness people going about without protective face masks now. In terms of consumer behavior concerning media as well, I believe data now shows that there is no new normal. TV viewership peaks have come down to normal levels and I would estimate online time spent would be the same, as people go back to work, and in certain cases have to work harder than before. Advertising across the board is also slowly gaining back the momentum, to take advantage of the opportunities in hand, and make up for the loss from the previous quarter.

Owing to the financial impact of the COVID-19 worldwide, consumers would be impacted as economies have dependencies. And that leads to a change in certain lifestyles, habits and purchase decisions. It is important for us marketers to understand and differentiate hence is the impact on purchase behavior linked to short or medium-term financial constraints faced by the consumer vs. change in behavior induced by emotional factors and/or hygiene led factors during COVID-19



InMobi drives real connections between brands and consumers by leveraging its technology platforms and exclusive access to mobile intelligence. Its Marketing Cloud creates new paths for brands to understand, identify, engage and acquire connected consumers.

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