

## **CII Marketing & Branding Summit 2022: Strategies, Techniques, Trends**

Friday, May 20, 2022

**Confederation of Indian Industry (CII)** recently concluded the 3<sup>rd</sup> Edition of the Marketing & Branding Summit on Friday, May 20, 2022, in virtual mode. FORE School of Management was an Academic Partner in this event. About 100 participants from industry and academia attended the summit.

The summit discussed the latest trends in marketing, the changing dynamics in the post-pandemic era, and digital opportunities for building brands and driving sales growth.

Prof. Qazi Asif Zameer, Professor (Marketing Area), FORE School of Management was the speaker in the session titled “Unearthing Opportunities in the Digital World” scheduled during 1200 – 1300 hrs on Friday, May 20, 2022. Prof. Zameer discussed the need for thinking and acting in detail, rapidly adjusting to constantly shifting disruptive forces and evolving customer expectations in the face of increased competition. He said, “Today’s retail landscape is vastly different from just a decade or two ago with an accelerated rate of technological advances that are changing the rules and also the risk of every aspect of running a successful organization.”



Prof. Zameer, speaking at the Summit.

With once cutting-edge technology such as data analytics, IoT, cognitive automation, and design innovation now becoming main more mainstream, a wide variety of challenges, as well as opportunities for the C-suite, is being created. In marketing, creating value refers to new

customers, new experiences, new markets, or new business models. So, whenever a disruptor comes to the market it needs to be leveraged to generate business outcomes.

Forrester Research predicts that online sales will grow to \$550 billion by 2022, globally with over 10% annual growth. Retailers from around the world are forced to really up their game and adapt to acknowledge technological advances changing the shopper expectation.

“More profound has been the impact of smartphones, which have really taken technology speed and customer expectations to a new level over the past decade. It drove the introduction of 24/7 services and support because organizations recognized what customers wanted. Now several key retail disruptors are headed in the same direction and these should be high priority areas for organizations to harness and achieve their important business outcomes of brand building a driving sale”, added Prof. Zameer.

He discussed a few disruptors including design innovation, IoT, and data analytics. Design innovation is all about designing for people, not processes. Its challenges existing business and industry models. This will accelerate organizational change and design, and help create future value. More agile design models are the need of the hour. The IoT (Internet of Things) offers a new ecosystem of answer-based vehicles and devices, technologies, and objects that drive the volume, velocity, and variability of data. This new level of connectedness can capture substantial business lines. Data analytics has tremendous business value by leveraging big data and identifying insights that have become useful to the success of any organization. Companies that capitalize on all these little opportunities will always thrive in the market, while those that do not will most likely lose out to them.

Prof. Zameer concluded by saying that instead of focusing on how to allocate spending across media, which was additionally television, radio, online, and so forth, organizations should target stages in their decision journey. The basic principles of branding and brand management are still and will continue to be central, they will not go out but organizations need to understand the retail consumer journey now in a more sophisticated way.

Along with **Prof. Zameer**, Professor (Marketing Area), FORE School of Management, New Delhi, the following were the eminent panelists:

**Mr. Jeetendra Dharewa**, CEO, Kaane Packaging Pvt Ltd was the moderator of the session;

**Mr. Protik Basu**, Managing Partner, WeAddo;

**Mr. Samit Sinha**, Managing Partner, Alchemist Brand Consulting Pvt Ltd.

