



360 DEGREE
DIGITAL CAMPAIGN
IS ABOUT
CULTURE
BUILDING TO
THINK OR ACT
ONLY DIGITAL



#PERCEPTION2PERFORMANCE





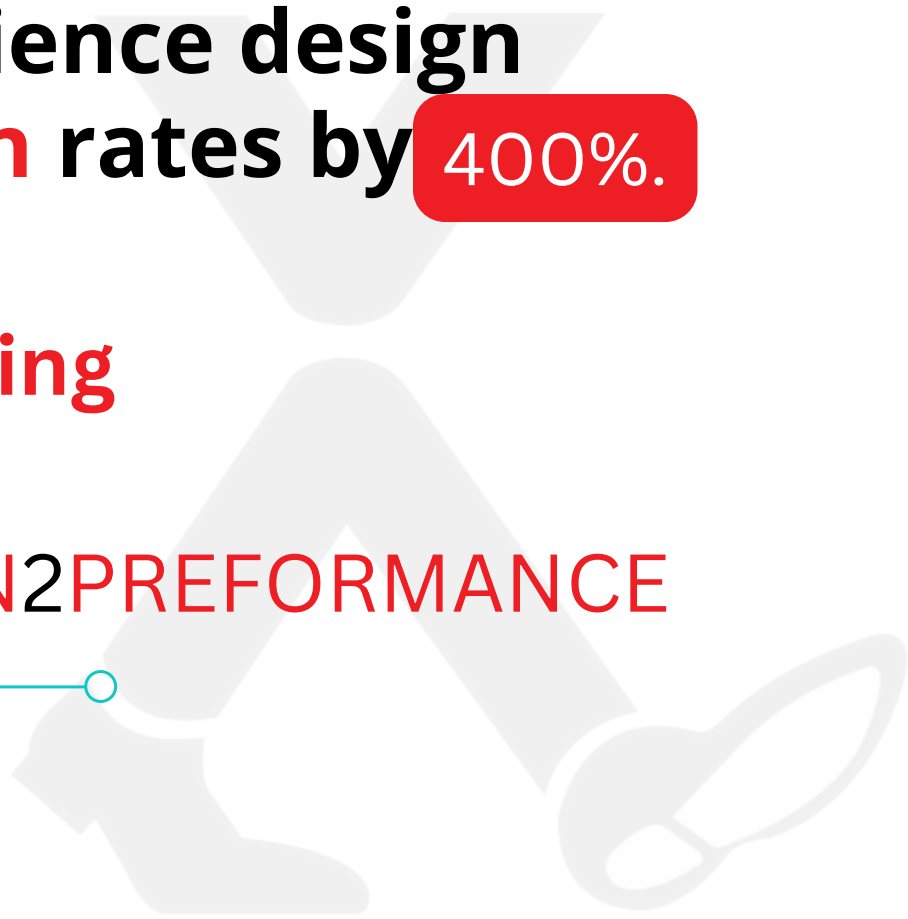
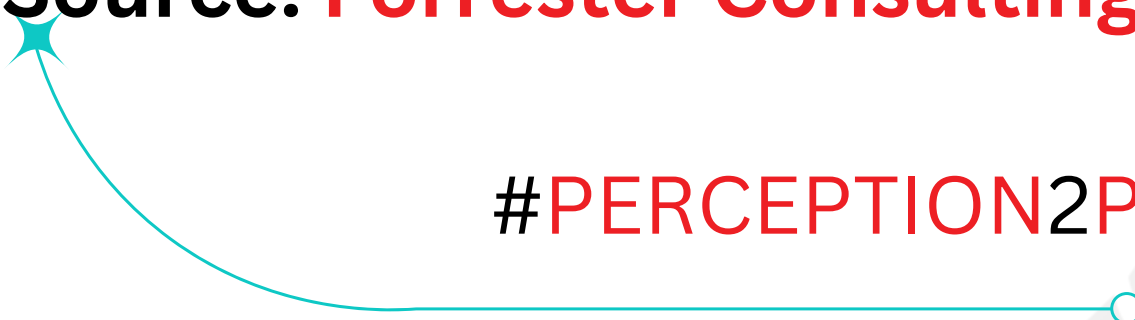
DIGITAL COMMUNICATION CHANNELS

Mobile-first strategies optimize digital marketing for mobile applications to **offer seamless customer experience.**

Investing in user experience design can **increase conversion** rates by **400%.**

Source: Forrester Consulting

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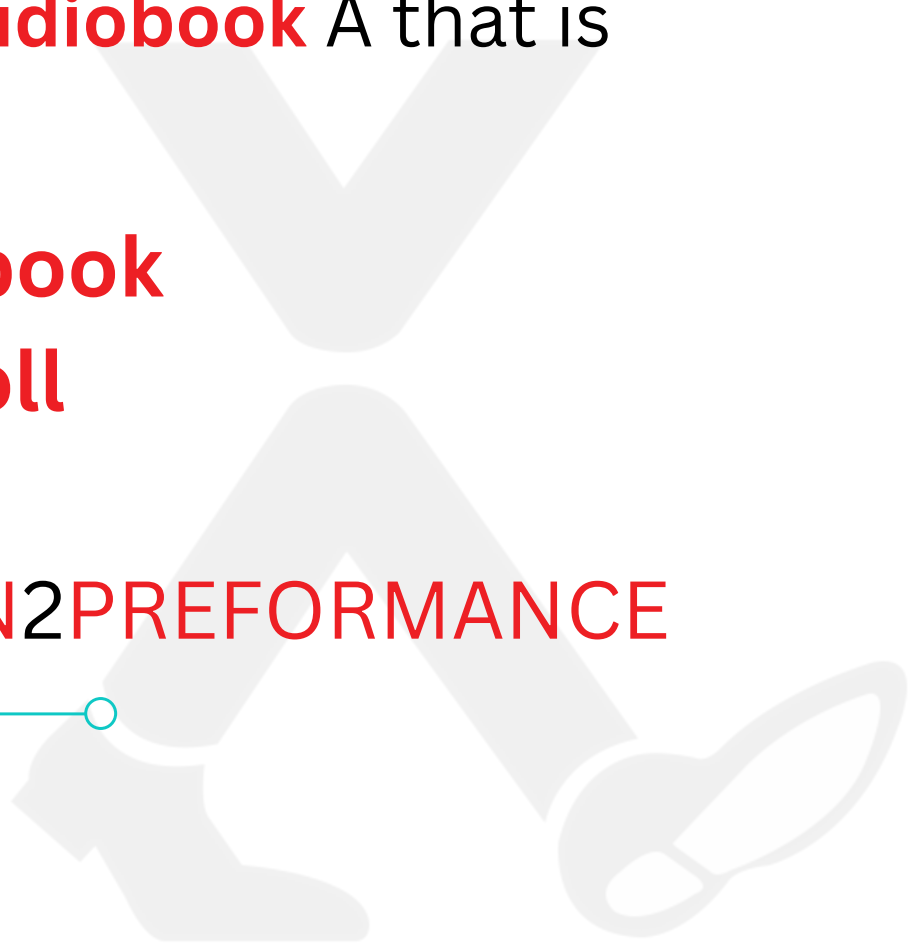
CONTENT STRATEGY

Wrapping engaging content in **reels, podcasts, e-books** makes it more consumable.

60% of people own a smart speaker such as Amazon Echo, Google Home and 46% of them have used it to **listen to an audiobook** A that is **31% up** from 2020.

Source: American Audiobook Publishers Association Poll

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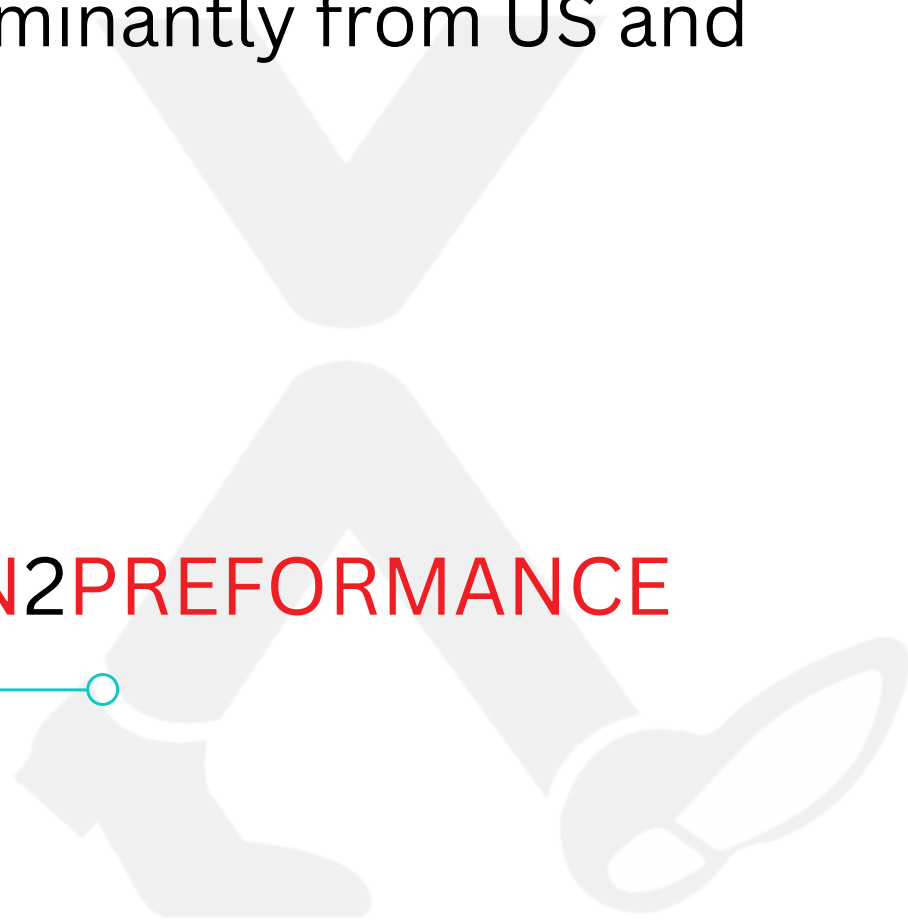
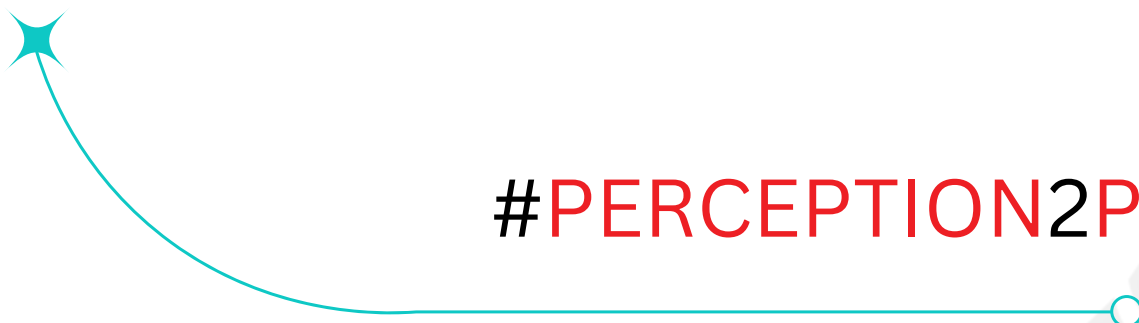
TRAINING AND EDUCATION

After the success of ChatGPT, **Google rolled out Bard** recognising the potential of **interactive digital chatbots** in giving swift answers to queries.

Till March 2023, **Google Bard** has received **30 million monthly visits**, predominantly from US and UK users.

Source: Google

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