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We're seeing a new kind of festive shopper, someone who cares about emotional connection and sustainability. Gone are the days when consumers got hooked on offers and discounts. That's fading. The younger audience is not driven by cost alone. For them, it's all about: 'What's in it for me?'.

MAYANK PRABHAKAR

*GM, Head of Media & Digital Marketing,
VIVO*



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There are two periods of festive campaigns in India. One is the OND period, and the other is regional festivities during JFM. There's a stark difference in both these periods, in terms of marketing and campaign management. That's where data & technology play a massive role in segmentation, and delivering the right message at the right time.

PREETAM JENA

*CMO & Head of eCommerce,
FIXDERMA INDIA*



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Festival season in India is huge. And great festive performance starts with great creatives. Moments that are captured and shown on the creatives should really align with consumers, which in turn, set the tone for the entire buying cycle.

AKSHAY CHATURVEDI

Chief Business Officer,
VDO.AI

