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Gone are the days when a straightforward campaign could deliver across all parameters. Today, consumers value more customised offerings, and the ability to reflect local nuances has become increasingly important to them.

ASHUTOSH CHAUDHARIE

General Manager – Marketing and Modern Trade
VI-JOHN

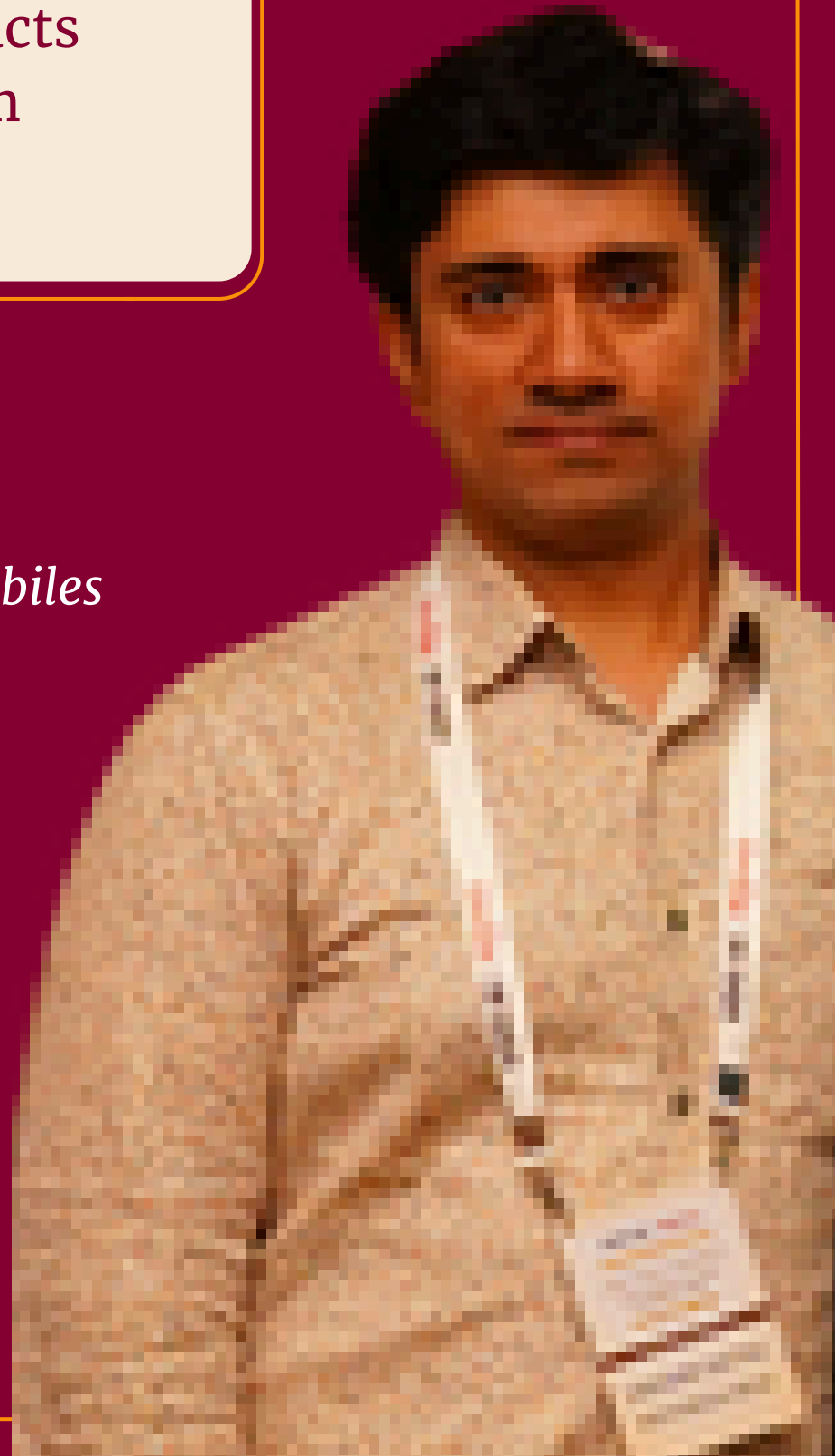




Product launches usually come with bigger budgets and a defined narrative. Festive campaigns are a different game, tighter spends, diverse audiences, and sharper targeting. Instead of one big ad, the focus shifts to content tailored for specific cohorts through nano influencers, UGC, and reaction videos. The hero products remain, but how you showcase them becomes far more precise.

LAKSHAY KATYAL

Marketing Lead – Premium and Flagship Mobiles
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Today, we are seeing the rise of AI models that have even challenged how we use Google Search, forcing us to rethink everything, including marketing. Consumers aren't actively searching the way they used to. You need to build a compelling narrative, offer value, inform them, and then guide them toward engaging with your brand.

ARJIT SACHDEVA

*Co-Founder & CTO,
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