



THE BRAND PLAYBOOK, REFRAMED

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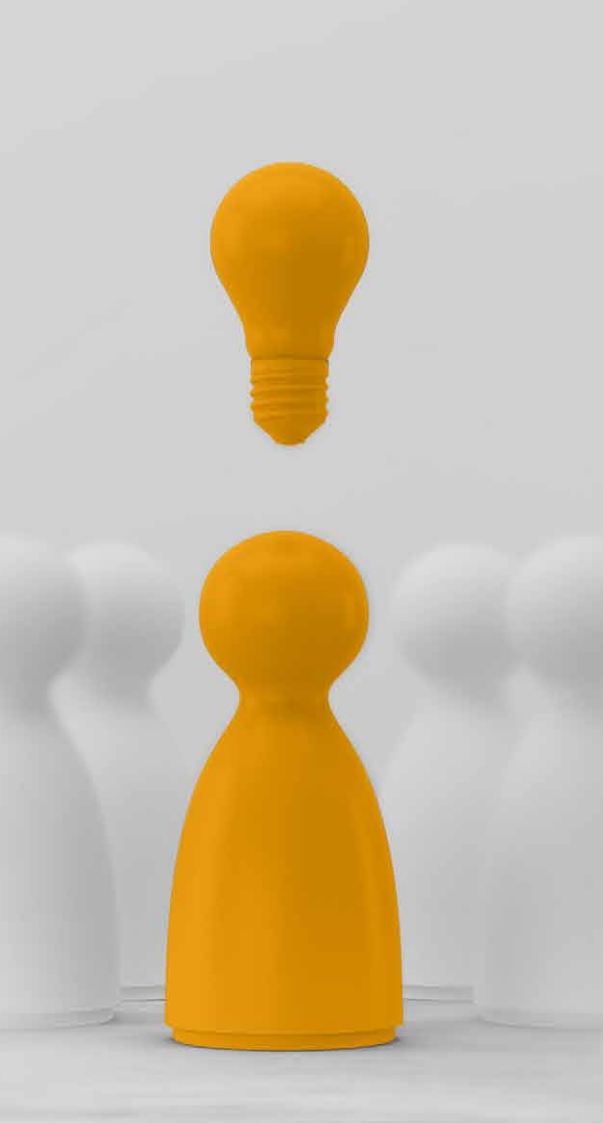


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OVERVIEW

Over the last few years, brand barons (and baronesses, for that matter) have had to revisit the brand-building playbook, rethinking and seeking fresh answers to questions critical to marketing success. This has borne out of the shifts we have seen occur, all of which have challenged critical age-old truths. As such, a new set of rules of engagement have emerged, and it is one everyone is playing by.

Today, perhaps more than at any other point in human history, brand building has taken on a decidedly dynamic and fluid nature, thanks to the democratisation of brand ownership and the greater sense of purpose and immersion desired by consumers when it comes to the brands they choose to associate with.

PERUSE THESE **EYE-OPENING** STATS ON ALL **THINGS BRANDING:**

94%

of consumers say they recommend brands they have an emotional connection with

94%

of consumers purchase an item based on the brand name rather than the product's name

94%

of marketing leaders say branding is critical to growth

94%

of global consumers feel loyalty to at least one brand

94%

of consumers are willing to pay up to 50% more for products or services if that brand makes a positive impact on the world around them

Clearly then, it is critical that branding takes on a whole new dimension in today's day and age; there's so much more than your product in play. It's all about how a given brand is helping create a better world, and impacting communities in meaningful ways. Of course, the old tenets of building, trust, loyalty, and retention remain unquestioned. If anything, they've taken on increased importance.

BREAKOUT BRAND-BUILDERS TO THE FORE

Through resilience and quick-thinking, an elite cross-section of brand-builders have recognised these essential home truths and tempered their plans to stand the tough tests that lie in the offing. By getting the basic building blocks of branding right and adding a layer of innovative thinking in line with the demands of the current consumer, these are the brands that have cut out the hyperbole and demonstrated hyper-growth. These are the doyens to be recognised as **Brand of the Year 2023**.

This unique industry platform showcases brands turning challenges into outsized opportunities, thanks to their innate brand equity and trust among consumers. Their differentiated thinking insulates them against headwinds buffeting industries, allowing them to charge head-long into a bright future.

Some of the leading lights of the industry will converge at **Brand of the Year 2023** to delve into the creative thinking is propelling myriad organisations, pinpoint the ever-changing set of skills needed to thrive in this new era, and much more, with this unparalleled journey culminating in these breakthrough brands being recognised in a celebratory ceremony in Mumbai.



SHAPED BY **IN-DEPTH** RESEARCH

This unique initiative has been shaped by insights gleaned from an industry-wide consumer study conducted by LeadCap Ventures, with brands appraised on the following parameters:



- Advocacy
- Brand Activism
- Consistently Delivers Good Quality Product / Service
- Innovative Marketing Campaign / Keeps doing something new
- Sustainability Measures
- Willing To Pay a Price Premium

*This initiative has been brought to you by **Team Marksmen**. We help organisations and leaders from across sectors create impactful change that matters through unique brand solutions that resonate with audiences.*

BENEFITS OF PARTICIPATING:

- Raises your brand image
- Business Networking Opportunities
- Meet knowledge experts sharing industry experience
- Panel discussion and industry case studies
- Felicitation Ceremony

SOME OF THE CATEGORIES

- Home & Décor
- E - commerce & Retail FMCG
- QSR
- Apparels, Accessories & Footwear
- Consumer Durables
- Real Estate
- Health & Nutritional Supplements
- Automobile & Ancillary
- Personal & Baby Care, Hygiene & Grooming
- Travel & Leisure
- BFSI
- FMCG
- & more...

PAST **SPEAKER**



ARIJIT SENGUPTA
Chief Marketing &
Communications Officer
NSE



KAUSHIK MUKHERJEE
Co-founder
SUGAR Cosmetics



KRUNAL DESAI
Director Marketing
ZEE5



MAYANK KUMAR
Co-founder & MD
upGrad



PARIKSHIT PAWAR
Chief Marketing Officer
Shapoorji Pallonji Real
Estate

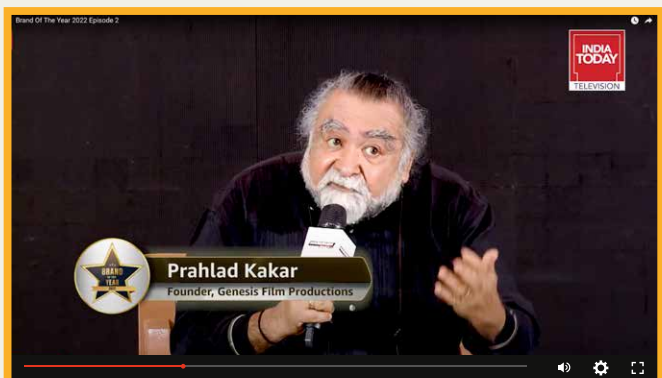


PRAHLAD KAKAR
Founder
Genesis Film Productions



SANDEEP SHARMA
Chief GM (CC & Branding)
IndianOil

TELEVISED ON **INDIA TODAY**



Business Standard

July 14, 2022 12:47 IST

Brands Heading a Greater Calling



PANEL DISCUSSION
Transforming brand strategies in the face of changing consumer expectations

While the essence of a brand might be timeless, the nature of branding as we know it is constantly evolving. Think of some of the greatest brands that come to your mind, and chances are you can chart its journey as it emerges anew every so often.

BW BUSINESSWORLD

August 01, 2022

Brands heading a greater calling

There were insights aplenty on offer at Brands Of The Year 2022 through fireside chats, keynote addresses, and panel discussions



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12 July, 2022
by BW Online Bureau

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By FORTUNE INDIA EXCHANGE - SPONSORED FEATURE, Jul 8, 2022

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Brands heading a greater calling

IMPACT FEATURE
New Delhi
July 15, 2022 UPDATED: July 15, 2022 12:44 IST



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MARKSMEN DAILY

Brands Heading A Greater Calling



Colgate

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The CEO Magazine

Press Release

Brands Heading a Greater Calling



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Editorial Staff

**Celebrating Success
of Organisations and Brands**

Monday, 8 August 2022
The Economic Times



Iconic Insights



Creating a Better Tomorrow

Neeraj Bahl, MD & CEO, BSH Home Appliances (India & SAARC), outlines the role a brand plays as a corporate citizen



A Tale of Tech Transformation

Sutal Nayak, CEO, Reliance Jewels (Reliance Retail Limited), puts forth the manner in which the brand strode into a new era

The Jewellery industry is one of the most important industries in India. The most important criteria for the buyers is the touch, feel and wear of the products, while selecting the jewellery pieces for that they run actually see how the jewellery can directly touch them. Which in turn is the main reason why the officer sales have always dominated the retail channel. This has also led to the rise of the growth in the Retail space, but can also result in being one of the



Celebrating Success
of Organizations and Brands

Building on core strengths



The Avenue of Success

The Aroma of Success



India is a non-drinking nation, person always takes a break for tea, consequently there is a prior break



...which is ready to spend. 'We
 low took that insight and thought
 a good cup of coffee at the
 HALL we were able to launch Capital



The successful brand image of the Powermax Limited has stemmed from its motto "A Promise for Power". To ensure this promise is kept, each and

"To delight customers is a common goal for companies trying to build or maintain a healthy brand image.



Celebrating Success
of Organisations and Brands

centricity at every step

Surprise Marketing, innovati Payment Solutions, offers insight into the brand



Craftsmanship, Exceptional Quality



g a Better Planet

ing, director, lead actor, thanks our
success



The key factors for our success have been our focus on our core

values and culture, which are deeply rooted in our heritage and reflect our conviction to build a vibrant, growing and resilient organization. We are



Some more important innovative products:

- **Uncrushable** - 100% lining withstands crushing
- **SmartCare** - 100% Heavy stain resistant fabric
- **Line stretch** - Lining expands stretch with you



Women: Change Enablers

business industry centre knowledge platforms that enable with success, thereby helping advance the practice of management.



ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 20 events with 300+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



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