

**21** SAHARA  
STAR HOTEL,  
MUMBAI  
**JUNE 2023**



# THE BRAND PLAYBOOK, REFRAMED

Presented by



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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

**77%**

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

**77%**

of marketing leaders say branding is critical to growth

**72%**

of global consumers feel loyalty to at least one brand

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:



## BAROMETERS OF **POPULARITY**



Net Promoter Score



Trust & Loyalty



Activism



Innovation



Sustainability



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.*

# 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 **SPEAKERS**



**ARIJIT SENGUPTA**  
*Chief Marketing &  
Communications Officer*  
**NSE**



**KAUSHIK  
MUKHERJEE**  
*Co-founder*  
**SUGAR Cosmetics**



**KRUNAL DESAI**  
*Director Marketing*  
**ZEE5 Global**



**MAYANK KUMAR**  
*Co-founder & MD*  
**upGrad**



**PARIKSHIT PAWAR**  
*Chief Marketing Officer*  
**Shapoorji Pallonji Real  
Estate**



**PRAHLAD KAKAR**  
*Founder*  
**Genesis Film Productions**

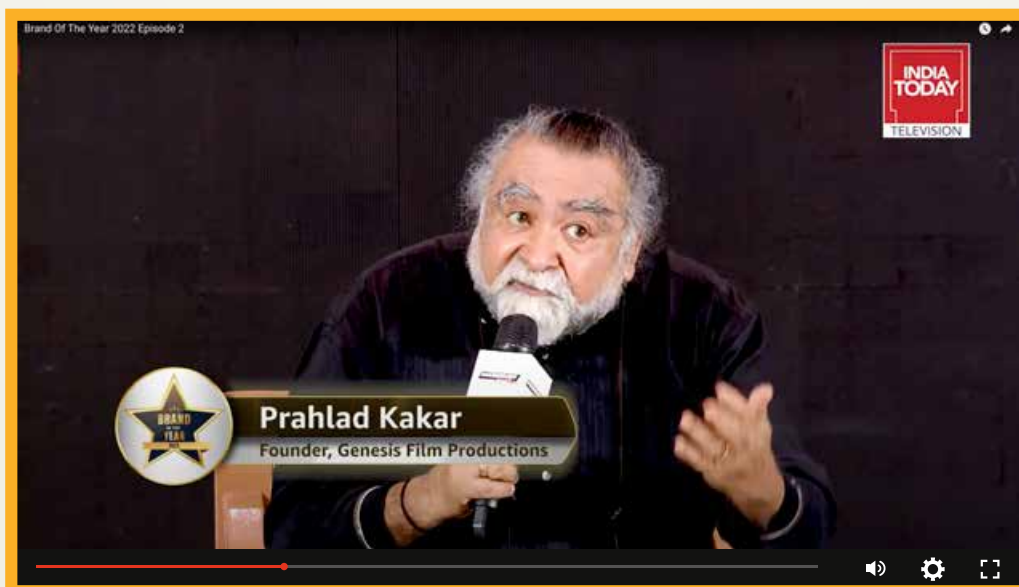


**SANDEEP SHARMA**  
*Chief GM (CC & Branding)*  
**IndianOil**

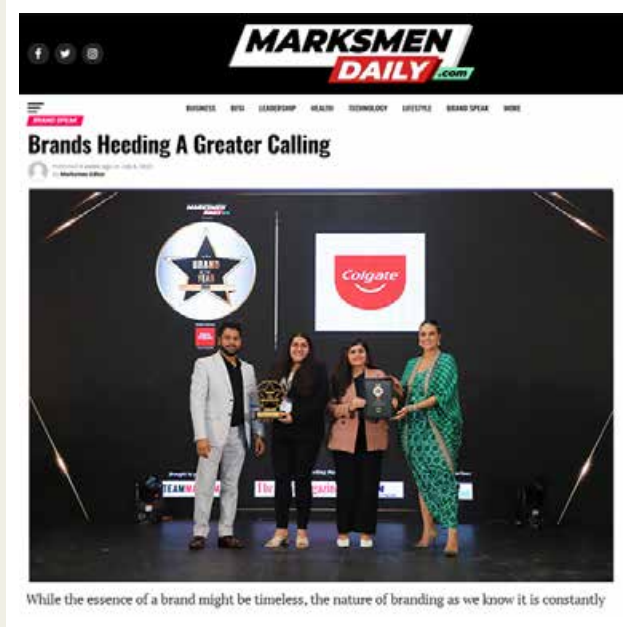


# MEDIA COVERAGE

TELEVISED ON **INDIA TODAY**



# DIGITAL COVERAGE : PRESS RELEASES









# GLIMPSES OF PAST EDITION



# 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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