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Vigyap Editorial

The rate of evolution of technology has reached a fever pitch in recent years. From the massive power of data and analytics to emerging AI and VR technologies, there is no dearth of information that advertisers can leverage to truly connect with their audience.

Ads are created in many different mediums with varying levels of effectiveness, in hopes that they will break the clutter. What are the implications of this phenomenon for advertisers in the present and the future? Are they able to utilise this technology to create stunning advertisements, or have they fallen prey to spreadsheets and numbers and lost emphasis on ad creativity?

It brings us great pleasure to bring to you this issue of Vigyap- The Future of Advertising in Evolving Technology. We, as the advertising batch of 2019-22 will soon be diving headfirst into the industry and will be presented with a gamut of tools and technologies. Some of them will be familiar, but most of them will be new- it will be our first time interacting with them in a hands on fashion. This episode was a way for us to research the current scenario of these tools and technologies as well as provide you, the readers, with an insight into the current standing of the ad industry. We look at different trends, talk to various industry members, and even provide some fun activities for your entertainment.

In this issue of Vigyap, we will explore the ins and outs of technology, and how it's a powerful force that will shape the future of the industry. We hope you enjoy reading this issue as much as we did creating it.

The Editorial Team
Vigyap Magazine

How has Machine Learning changed our online shopping experience?

Machine Learning, a subset of AI, can be defined as a machine's ability to detect a pattern, interpret data from the past and improve performance based on the information collected without being specifically programmed.

Every person is different, and so is their purchasing behaviour. You must comprehend them. Whether it's a large e-commerce conglomerate like Amazon or a small kirana shop, they all need to adapt to the demands of their customers to make a profit and grow.

Machine learning comes into the dynamic by understanding the consumers. The machine learns the behaviour of the consumers and creates clusters of similar individuals. In laymen's terms, a cluster is a group of points in a dataset. These points have a higher degree of similarity than they do with points from other clusters. Once these clusters are created, it becomes easier for the e-commerce platforms to make personalised recommendations for their clients.

This concept was introduced in Marketing in the late 90s by Amazon by introducing a lesser-known feature then known as "recommendations" to its consumers. Machine Learning and User Behaviour Analytics were deployed to understand and collect data about the consumer's likes and dislikes, demographics, and reactions to the suggestions in real-time. After becoming a success for Amazon and its consumers, other e-commerce websites, streaming websites, social media platforms, and various other platforms started using AI to understand their consumers and communicate with them.

As the technology advances, one can observe newer sections on e-commerce platforms such as "Top Picks for you", "Inspired by your purchases", "Explore more", and others because of the use of clusters. The machine learns the shopping behaviour by tracking a consumer's shopping journey. It also analyses the activities of a consumer before and after purchasing to collect some additional data, such as seeing your likes, dislikes, shares and comments on your social media platform. After collecting this data, it looks at similar data sets and creates suggestions for the consumers.

Machines that can learn without human input were once considered science fiction. It's now very much a part of daily life. Machine learning and other AI-based processes are all over the place. And their influence is only increasing.
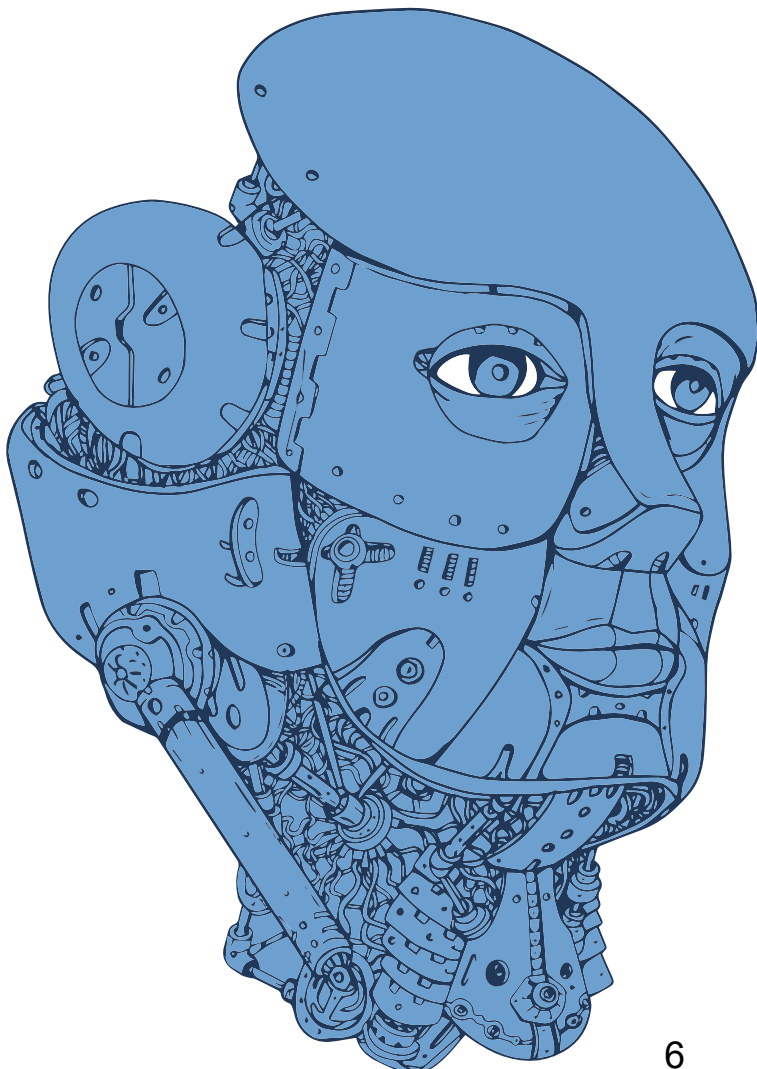
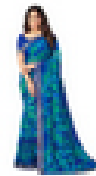**Customers who bought SIRIL Women's Bandhani Printed & Embroidery Work I... also bought**

RAJESHWAR FASHION WITH RF Women's Georgette Printed...
₹499.00 ✓prime
See all buying options

SIRIL Women's Lace & Printed Chiffon Saree with Blouse
See all buying options

MIRCHI FASHION Women's Stylish Chiffon Contrast...
₹439.00 - ₹449.00
✓prime
See all buying options

WRITTEN BY
GAURI KAUSHIK

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Advertising in the Metaverse

WRITTEN BY SHRADDHA RAGHAVAN

The tools that marketers and advertisers have at their disposal have drastically changed and improved over the years. It is undeniable that the automations in place help them reach their customers with a higher degree of accuracy and frequency. Every facet of digital advertising has been automated to a certain degree, giving advertisers more control over how their message reaches the public. Not only does this allow them to positively reinforce buying behaviour they want to encourage, but it also helps them account for the needs of returning customers.

With the rise in the number of channels specifically in the digital sector (with both digital and social media marketing), it wasn't long before the advertising industry fine-tuned and enhanced marketing automation tactics to be useful and appropriate in the advertising sector. Advertising automation essentially works in streamlining processes such as lead generation, processing of analytics, customer segmentation, and more related advertising tasks. The key benefits of advertising automation are most prominently seen in omnichannel advertising strategies where there are multiple groups of data to process.

Examples of advertising automation have no boundaries today, when almost everything from creating an ad to the intricacies of displaying it can be handled by software. Companies like Facebook and Google have various options to automate various processes that companies can take advantage of. This includes controlling the scheduling of displaying advertisements as well as the actual bidding process to buy the digital space to display those advertisements. Google also gives users access to machine learning technologies that takes in a database information inputted by advertisers and create an ad using various combinations that would most likely appeal to a certain customer. There are many more, of course.

Advertisers need to be cautious of the combination of tools they use for their campaigns. While an impressive gamut of automation is available at their fingertips, using any and all of them indiscriminately will not inevitably lead to a successful campaign. Advertisers must take time to understand what each tool does and choose what to use based on a discerning strategy.

Human Angle to creating Content alongside Technological Advancements

Can technology ever surpass human creativity? This is a never-ending debate. But today, brands have realized the tremendous value of a personal approach, human touch and real experience. Experts suggest that a brand must have a human at its heart to survive in the modern era. But what's the best way to balance the two ingredients?

So far, the content has been very manual and the whole process was driven by intuition. However, there are several stages where the technology is very relevant. From research to creating a content strategy based on TG, managing channels and costs, curating content, distributing it, and measuring the final content performance, the journey itself has a clear goal for technology and content. We need to find the right balance between the entire manual content creation process and how technology can enhance the overall content creation process. Modern technology can tell what engagement rates look like, if it is being targeted at the right audience, and if it helps us better understand the tone of our content, the sentiments that are excluded from it, and sensible recommendations, it will make a huge difference to the lives of content marketers and brands around the world.

However, authorization at this stage requires the oversight of humans. Technology serves to enhance human ingenuity, creativity and innovation. Technology must also democratize the entire content space. Technology can help narrow the target of mass personalization and mitigate information leaks. We were also able to hear and understand consumers at a much smaller, much finer level of granularity at a much deeper level. But technology is a good servant, not a good master. Most of the magical creations are still human.

We need to look modern and stay in touch with our consumers because technology benefits both marketers and content creators. If marketers can understand and combine both, they will provide consumers with fantastic offers. This is a strategy brand managers can use to succeed.

When it comes to human touch in content creation, nothing beats human creativity. All we have to do is draw a line between technology and human creativity and try to integrate both. Technology can only guarantee that the reach is wide and the distribution is amazing, but when it comes to the whole aspect of creation, it praises the hearts of all human beings. Technology needs to play a role in enhancing people's creativity, not replacing it. In short, we can't talk about creativity and technology alone.

WRITTEN BY ISHIKA SINGH

How brands are using AR, VR & MR to improve customer experience

In the year 2013, we had ourselves clicking selfies on Snapchat using the Dog filter, little did we know we would be soon using this technology to purchase and try on products virtually. This technology is now totally integrated into our daily life. Companies these days are moving beyond simple marketing strategies such as pop-up adverts. Instead, they're turning to communication solutions that allow them to interact with their target audience directly. Because of the desire to be more engaging and immersive, marketers are turning to gimmicks to extended reality (ER) like AR, VR, and MR to engage with their target audience. This includes real estate, video games, medicine, and education. These technologies, too, are the new realities of marketing, and we are here for it! But before we get into talking about this technology we need to know what the terminology AR, VR & MR is about.

Virtual reality is also known as VR is a 3D and computer-generated virtual environment created by a combination of realistic sounds, images, and other sensations delivered via devices such as VR headsets/helmets, gloves, and body detectors equipped with sense detectors to either replicate a real environment or an imaginary world.

Augmented reality (AR) is a real-time view of a physical world with digital sensory input such as sound, images, films, or GPS data. To put it another way, AR resides on top of our real world, allowing users to view the actual environment through the screens of their phones/tablets or smartglasses and make virtual changes to it on the screen.

Mixed Reality (MR) also known as hybrid reality, is the blending of the virtual and physical worlds to create a new environment in which real-time interactions between virtual and actual items are possible.
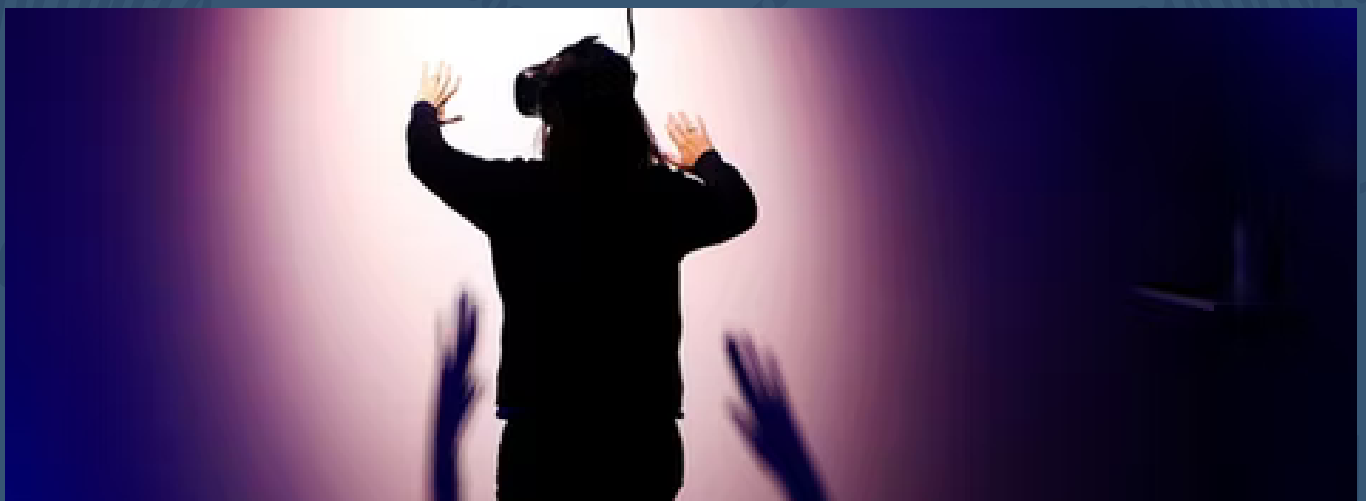
Let's look into how businesses are using External reality (ER) to build customer experiences.

1. Virtual Shopping- A virtual store where we can explore, shop, and receive real-time virtual assistance from the comfort of our own homes. This implies that our purchasing experiences aren't constrained by time or geography, allowing us to have a genuinely global shopping experience with no effort. Customers are significantly more likely to browse and test new things
now that much of the logistical effort has been eliminated from the purchasing experience. A brand that well-integrated this concept is IKEA. They provided customers with a functional and immersive experience using AR when they were allowed to place IKEA's virtual furniture in the room. This gave users a sense of freedom to choose the products that suit their rooms.

2. Sensory Effect - A deep emotional connection is built among users and brands use this link to engage with customers in new and relevant ways. Customers are more likely to make repeat purchases and become lifetime brand loyalists when
they are emotionally connected with a brand. The sportswear brand, Addidas, during the pandemic used the AR try-on technology which allowed users to try on sneakers in real-time with or without shoes. This feature became successful for the brand as it gave users the visual experience of how the shoe will look on the user's feet.

3. Enhanced Customers service- Quick and easy queries are resolved with the use of AI and chat boxes but apart from this the experience the users have when virtually trying out the product also gives better customer service. Sephora Virtual Assistant App does just that, the brand uses face technology that allows users to try on the different shades and speak to the makeup artists about their requirements.

In an age where technology is driving how people connect with companies, creating strong, smart, and meaningful customer experiences is critical for a company's survival. Immersive technologies like Augmented Reality and Virtual Reality are changing the way we do business and can make clients feel special, empowered, and appreciated. As a consequence, they are our most valuable asset in developing a great CX strategy to help build strong customer connections based on immersive and emotive interaction that may lead to lifelong loyalty.
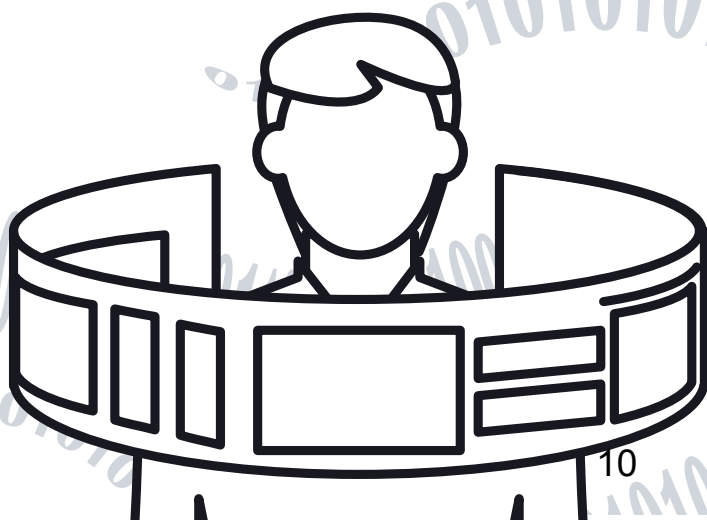
WRITTEN BY
NIKITA JOHN

Blockchain is Not Just About Cryptocurrency

WRITTEN BY TEJASVI VANKAYALAPATI

There is a lot of buzz around the term 'blockchain technology', especially in recent times. Most people associate blockchain technology with bitcoin, a popular cryptocurrency; however, there's more to blockchain than merely Bitcoin. Not many are aware that blockchain technology has applications in other fields apart from finance. So how exactly is blockchain useful to digital advertisers?

Blockchain, simply put, is a distributed digital ledger technology that is established to offer highly secure and transparent transactions online. Therefore, once a digital record is created on a blockchain there is no way that anyone who is able to view it can in any way modify it, making it incredibly trustworthy. This is what makes the adoption of blockchain attractive to digital advertisers handling their total ad spend. This technology allows advertisers to not only monitor their ad spend but also prevents them from falling prey to fraudulent activities in the ad supply chain.

Ad vendors can inflate numbers when it comes to metrics such as views, clicks, engagements and impressions. Blockchain can however solve problems that arise from such fraud. Since transactions done on blockchain are highly secure and transparent it is easy for advertisers to see where their money goes or check the veracity of user metrics. Blockchain technology has made it possible to offer secure environments to advertisers by eliminating such fraud and providing transparency.

Blockchain's benefits in advertising are not simply limited to verifying transactions. It can also help solve user privacy issues, track digital marketing campaigns, target the right audience for campaigns and customize ad delivery. These are rather only a few things that blockchain technology can do. With the adoption of this technology by giant companies like IBM, AWS, Unilever and Microsoft, it is only a matter of time before blockchain is utilised by a majority of digital marketers and advertisers.

Future of OOH Advertising

WRITTEN BY NIKITA JOHN

Billboards have been around for a long time. While they have changed and adapted to a constantly changing advertising environment, they are still regarded as one of the most conventional and classic forms of advertising. Unlike 2D billboards, the attraction and persuasion of digital ones are undeniably greater than that of traditional ones. That is why many nations, such as Japan, China, and South Korea, are known for their excellent and high-end technology since they are employing and catching up on the trend and benefits of adopting 3D and 4D billboards.

It all started with the massive floating cat emerging mid-air over Tokyo's Shinjuku railway station. It stretched awake in the morning, meowed at pedestrians, and curled up into a sleeping ball at midnight throughout the summer. This gained worldwide attention on social media, and news through it didn't advertise any specific brand. Many brands saw this as an opportunity to bring their campaigns to life. Though this format of advertising is considered to be expensive, it does bring in maximum ROI in terms of engagement, awareness and publicity.

Talking about India, 3D digital billboard concepts haven't made their entry yet, but recently, the real estate agency - Shapoorji Pallonji initiated India's first 4D billboard in Mumbai! The billboard featured a real-size balcony over 20 feet above the ground. Real actors and influencers practised yoga, sipped coffee, and enjoyed golf, gardening, and a romantic candlelight meal with their loved ones on the 4D balcony, exhibiting the leisurely pleasures that Skyraa's balcony area offers.

This made the brand stand unique from its competitors and gained a lot of buzz both online and offline.

Digital billboards in 3D & 4D are a novel concept. These billboards not only put the message on the audience's faces, but they also turn the watching experience into a visual one. As a result, this technology is an excellent choice for advertising since it keeps the audience engaged for a longer amount of time. Even after the film is finished and the participants leave, the public will remember the hypnotic sensation they had for a few seconds. It's more than simply a commercial; it's a visual experience.

Technology & People

The Impact of Video Ads on Consumers. What Does Their Future Look Like?

Sanju Ayappa is the director of a film production house, Early Man Films, based in Mumbai. He is the director of commercials, documentaries, and television series. His work has been highly awarded at both Indian and international festivals and he is known for his offbeat directing style and unusual casting. One of the most famous ad films that he directed was the Cred ad with Rahul Dravid. I recently sat with him for an interview and we spoke about how video ads have come a long way and what role does it play in the future. Sanju is an intellect when it comes to the advertising industry, and he managed to provide me with a lot of interesting insights.

Q. Since people, today have the freedom to control what they see and when they see it on their smart devices, has this had a negative impact on the consumption of video ads?

On the digital platform people are bound to get distracted, so no matter how creative an advertisement is, consumers will get annoyed if an ad suddenly pops up. However, an ad played on TV has a much different effect, because the viewer has no choice but to watch the ad play. The debate should be more about TV ads vs digital ads, because how do we force consumers to watch ads on the digital platform?

Q. Since the introduction of the *Skip Ad feature*, can advertisements be made in such a way that consumers don't skip such ads? Do you think agencies have this pressure upon them to constantly think about creative ideas, is it an exciting challenge? Or is it stressful?

The normal idea to get people to watch an ad is in the first five seconds. However, I believe this idea often leads to ads that are rushed which then leads to the loss of integrity in the story.

It is of course a stressful challenge because brands always have high expectations for those first five seconds, but a good ad needs a good storyline and sometimes you can't fit it all in five seconds.
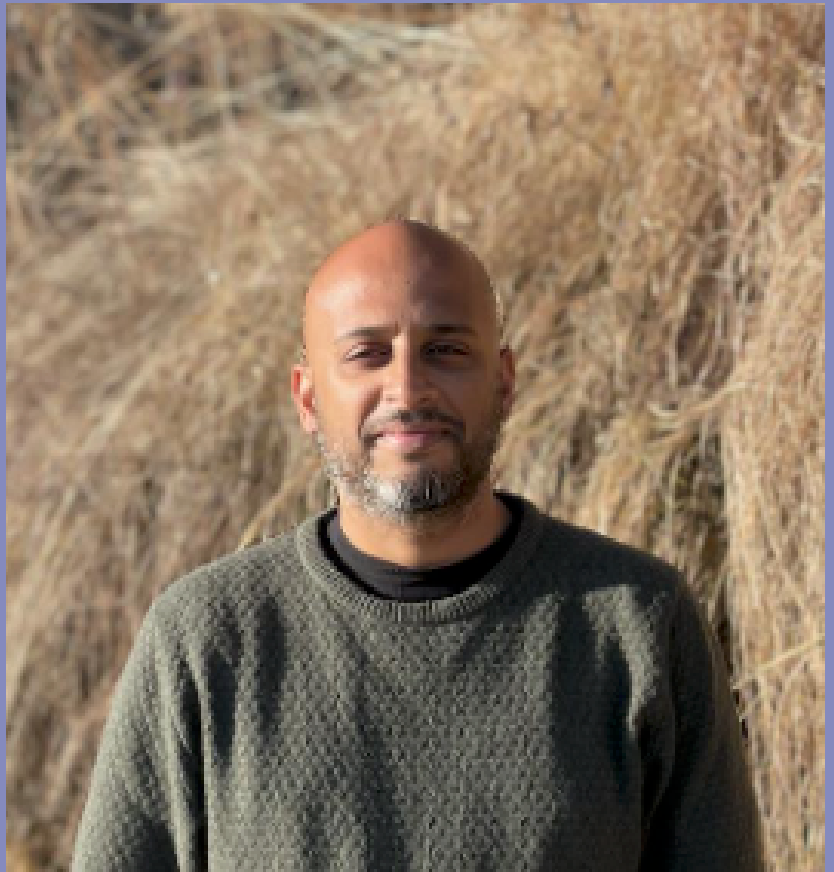
As a brand, you want to show your consumers the integral and emotional aspect of your product or service and that takes a whole story, it's not something you can do in 5 seconds.

Q. Today, the metaverse is taking the internet by storm, a lot of brands have already started using the metaverse as a tool for advertising. Do you believe that video ads have the potential to be used in the metaverse as well? If yes, in what way?

The best or even rather annoying part of advertising is that they leech onto new inventions. The industry is known for monetizing all new developments. They recently managed to make use of NFTs so definitely they'll find their way into the metaverse as well.

Q. Would there ever come a time when video ads get redundant? How much longer can ad films be used as a means to attract consumers?

Not in the next 20 to 30 years at least. Right now video ads are only getting bigger. The budget and the investments as well. Brands are willing to pay huge amounts, just so their ads can be better than their competitors. And as I mentioned before if video ads do die out, the advertising industry will manage to leech onto something better.

WRITTEN BY
SHIVANI ACHAYA

Digging Into DDB Mudra Group

WRITTEN BY ISHIKA SINGH
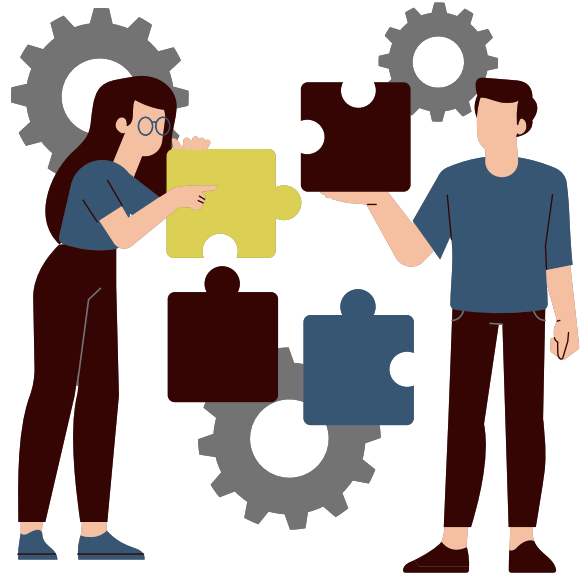
About:

The DDB Mudra Group is an advertising holding company that is part of the DDB Worldwide Communications Group. It was previously known as Mudra Communications Limited and Mudra India. DDB Mudra is one of India's leading marketing and creative services groups, as well as one of the top advertising agencies. Mudra Group was acquired by Omnicom Group in 2011, after which it was rebranded as DDB Mudra Group and merged with DDB Worldwide Communications Group, one of the world's largest and most influential networks. The marketing communications and services network company has founded MICA – Mudra Institutes of Communications Ahmedabad. MICA is India's first institute for communication and advertising education.

History:

A.G Krishnamurthy founded Mudra Ahmedabad on March 25, 1980, as a spin-off of Reliance Industries' advertising division. It began with only 15 employees, 500 square feet of space, and Rs 40,000 as the start-up capital. Vimal was the company's very first customer. Mudra Day is still observed on March 25th in all Mudra offices. Rasna was added as a client in 1982. Mudra signed a collaboration agreement with DDB Needham Worldwide in 1990. In 2011, ADA Reliance decided to sell the majority of its stock to Omnicom, the parent company of DDB. DDB acquired 22Feet Tribal World Digital Agency in 2013, and the company's headquarters are in Bengaluru. DDB Mudra Group's headquarters are in Mumbai, and the company now employs over 850 creative professionals across the country, with 10 offices in major cities and 27 satellite offices.

Services & Expertise:

The Advertising Company's business includes advertising preparation and placement in newspapers, radio, periodicals, television, and other print and electronic media outlets. From experience design to digital strategy to brand strategy, media planning and buying, campaign design, content solutions, analytics and reporting, and data-driven marketing, the advertising agency provides a unique combination of expertise.

Awards:

The agency has been named No. 3 in India and No. 7 in Asia by Cannes Lions Awards, one of the Top 20 Most Effective Agencies in the World by Effie Index in 2020, one of the Top 20 Global Creative Agencies by WARC, National Creative Ranking No. 5 by Campaign Brief Asia, and No. 1 in New Business Rankings 2020 by R3. At AdFest 2022, their campaigns McDonald's EatQual, Stayfree's Daughter's Day, BattleGrounds Mobile India's Game Responsibly, and Volkswagen's Incomplete GPS won three gold, two silver, and five bronze metals.

Clients:

As one of India's most awarded and creative marketing communications firms, the Group's belief that creativity is the most powerful force in business is reflected in their partnerships with over 200 brands. Future Group, Volkswagen, Aditya Birla Group, ITC, Emirates, Henkel, Reebok, Puma, ACC Limited, Bharat Petroleum, Gulf Oil, USHA, McDonald's, Linen Club, Pepsi, Colgate, Peter England, Castrol, Dabur and others are among the company's major clients.

Notable Campaigns:

DDB Mudra's first campaign was the launch of the clothing and textile brand Vimal, with the tagline "Only Vimal." Its second notable campaign was the introduction of the soft drink concentrate Rasna in 1983, with the tagline "I love you Rasna." Rasna became India's best-selling soft drink concentrate in 1986. Mudra positioned Peter England's apparel brand as 'The Honest Shirt' in 1998, assisting in the sale of 2 million shirts. It also coined the phrase 'Zindagi ke saath bhi, zindagi ke baad bhi,' which is still used today.

People and Culture:

DDB Mudra Group shares their parent company, Bill Bernbach's belief – 'an idea can turn to dust or magic depending on the talent that rubs against it.' Their work is based on ideas, and diversity is essential to their creative process. DDB Mudra is home to people from all walks of life, each with their own set of stories and perspectives to share. People who aren't afraid to disagree, break the rules, and stand out. They value individuality while working as one cohesive mind. Diversity and inclusion are the creative fuel at the DDB Mudra Group. Not only with the people they hire, but also with the companies with whom they choose to partner.

The Group has also been honored for its efforts to develop talent and its dedication to creating a diverse, equal, and inclusive culture.

They have received Gold for the Campaign South Asia Talent Development Program four years in a row, and they have been named one of IWEI's Top Employers 2020 for the LGBT+ community, making them the first Indian advertising agency to be included on the list. They are also the first Indian advertising network to offer medical coverage to same-sex and live-in couples.

Their Initiatives:

The Phyllis India Project

The Phyllis India Project is a comprehensive leadership development programme that aims to build a community of female leaders who support one another. The programme focuses on the personal and professional development of DDB Mudra Group's top female performers. It pays homage to the legendary Phyllis Robinson, the first female copy chief at DDB and in the United States.

OPEN Pride

OPEN Pride, an Omnicom initiative, raises awareness, acceptance, and advocacy for the LGBTQIA+ community and its allies by providing equal opportunities for leadership, visibility, community involvement, networking, and business.

Free The Bid

To promote equal representation in advertising and film production, the DDB Mudra Group, in collaboration with Diageo, has pledged to Free The Bid and to include at least one female director in any creative bids.

The Four Freedoms

Their talent is their greatest asset. They strive to provide talent with an environment that encourages creative pursuits in order for it to reach its full potential. The presence of freedom is the most important aspect of such a talent-friendly environment.

Each employee at the DDB Mudra Group is entitled to the Four Freedoms.

- Freedom from Fear - Intimidation causes fear, which paralyzes the creative mind. Management by fear has no place in the DDB Mudra Group.

- Freedom to Fail - It is in the nature of creative talent to go beyond what is known. Talent should not be criticized for daring to fail if the quest for the new is responsible and intelligent.

- Freedom from Chaos - The talented mind may appear erratic, but it welcomes a clear understanding of responsibilities while still allowing for the floating dream. These responsibilities must be clearly understood, and all parties must uphold their end of the bargain.

- Freedom to Be - Every person is entitled to be treated with dignity and to be encouraged and supported in their pursuit of greater success. Aside from professional development, talent must be given the opportunity to live a life that includes time for personal contentment, laughter, love, and celebration.

Currently, DDB Mudra is ranked among India's most successful creative agencies. They are known for having the kind of creativity that touches people's lives, starts conversations, and makes a difference. DDB Mudra Group places a premium on diversity, inclusivity, empathy, equality, and respect. They value talent, encourage collaboration, and value individuality. This is reflected in their initiatives, employee policies, leadership development programmes, and community service.
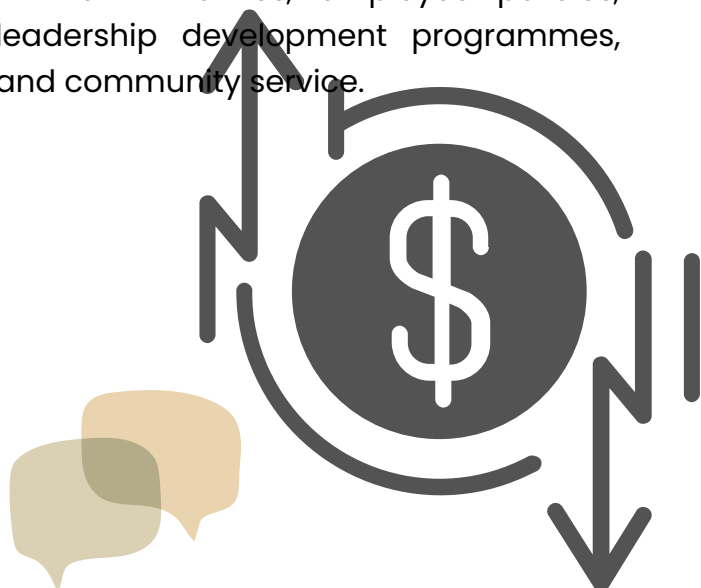
ROLE OF TECHNOLOGY ON ADVERTISING AGENCIES - UNDERSTANDING FROM THE INDUSTRY VETERAN

Changing Industry/Job Scenarios

Sartaj Jaffri, CEO of Black or White Brand Communications Pvt. Ltd has been a part of the advertising industry for the last 28 years. He has been a part of some of the top agencies, such as McCann Erickson, followed by R K SWAMY BBDO to Percept/h to Saints and Warriors. In his advertising career, he has worked on brands such as Coca Cola, Raymond, Siyarams, Pantaloons, SBI Mutual Fund, Life Insurance Corporation of India, DHFL, Bajaj Almond Drops, Red FM, Star Sports, Panasonic and many more. With great learnings from these brands, he decided to take over as CEO of Black or White in 2012.

Q. From the time you first started, what is the most significant change you have seen in the agency with the introduction of technology?

Sartaj laughed and reminisced about his past and said, "In 1994, an art department in the agency would sit down and cut paste on different sheets to see what looks attractive. They'd spend so much time using different stationery, and today? It is all about one click on the system."

As he talked about the change, he mentioned about the new concept of digital agencies and the tough competition it was giving to some creative agencies and said, "I remember when there was a team (laughs) of two people in the 90s that used to go to a computer store to send emails cut to today where people are building agencies to market everything digitally. The world is changing. Isn't it?"

Q. With the introduction of AI and ML, do you think it takes jobs or creates jobs in the ad industry?

"I don't think there is a right answer to this", Sartaj started with. He continued by saying, "People who have accepted the change and learnt have grown and moved to better places. Yes, some jobs have become redundant, but they've been replaced with new jobs. At the end of the day, the man must turn on the computer and understand the technology".

Q. Do you think "Metaverse" is a new platform to advertise?

Metaverse is a very new concept in the advertising industry. As we discussed this platform, Sartaj focused on the thought that the platform doesn't matter. It is about the target audience and the need gap.

"If your customers are at Metaverse, then sure it is your platform. Always focus on the audience. I believe that many people still don't understand the concept of Metaverse". Sartaj highlighted. He further continued by giving an example of the growth from landline to a pager to a mobile. He said, "The consumers found the need to use mobile and moved towards it. Today brands are making use of this need to advertise to them. Similarly, if the customers find the need to move to Metaverse, brands can use the platform".

Before moving on to the next question, Sartaj also shared an interesting motto of his work – Ideas must be exciting and wild, no matter what the platform is.

Q. Do you think traditional advertising becomes redundant at one point?

"Television will always be number 1", Sartaj laughed and went on by asking me a question, "Which platform do you think is the most expensive platform to advertise?" I very quickly told him that it was TV. However, he said that it's digital. I thought it was the TV because the TV has always had that perception of being more significant and superior. This last statement answered my question; traditional advertising will never get redundant because of the power it holds.
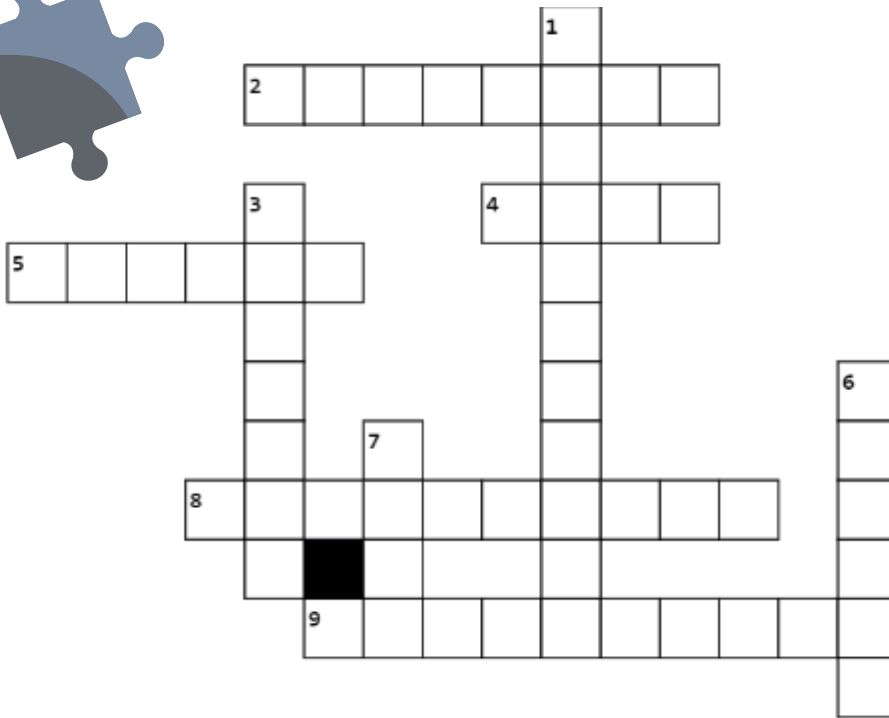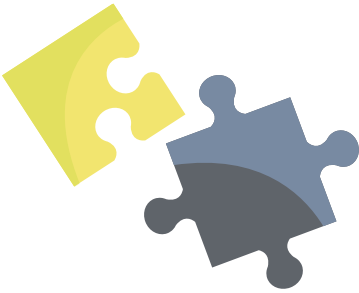
WRITTEN BY GAURI KAUSHIK

ENTERTAINMENT

CROSSWORD

Into the Meta-Word

Across

2. This Brand partnered with Tafi to design virtual wearables
4. announced the acquisition of RTFKT, a non-fungible token studio that produces digital collectibles to merge culture and gaming.
5. This brand launched an organic meta campaign to promote its burgers
8. Launched an immersive NFT collection of Indian tourist destinations
9. A fashion house partnered with Epic Games to integrate high-fashion Fortnite skins

Down

1. This luxury fashion house created a virtual game, that follows the story of a mascot called Vivienne
3. launched Mobility Adventure, a metaverse space on Roblox
6. collaborated with the NFT Board Ape Yacht Club
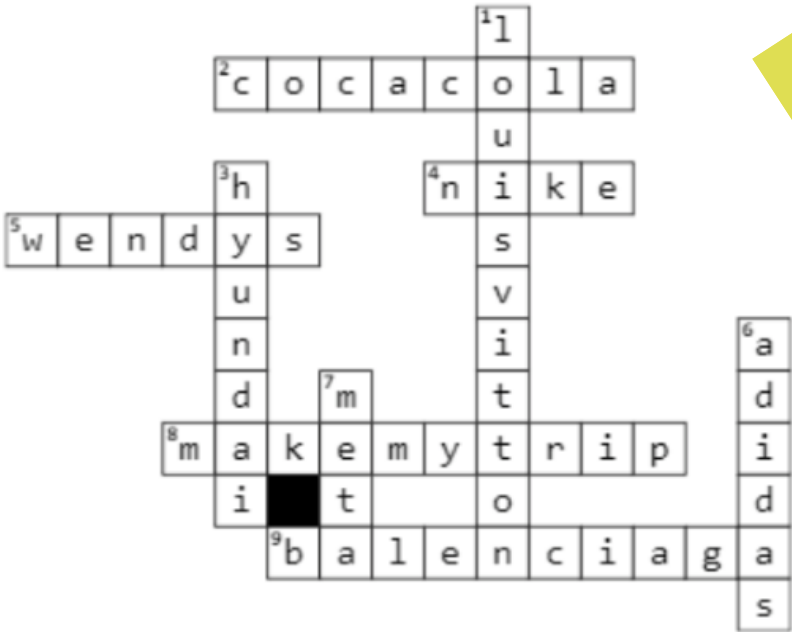7. This technology conglomerate was recently rebranded

JUMBLED WORDS

WORDS RELATED TO ADVERTISING

- SLINURCFNEE
- OAICSL AMDEI
- OSTAORNIPIALNES
- NRMTOPOOI
- IKAMTGREN

ENTERTAINMENT

CROSSWORD

Crossword grid (across answers):
- 2. c o c a c o l a
- 4. n i k e
- 5. w e n d y s
- 8. m a k e m y t r i p
- 9. b a l e n c i a g a s

Crossword grid (down answers):
- 1. l o u i s v i t t o n
- 3. h u n d i m i t
- 6. a d i d a s
- 7. m e

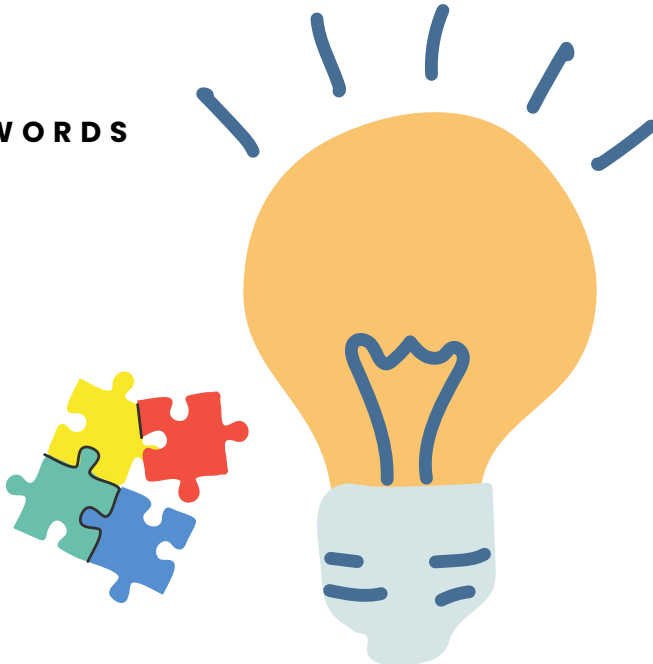**JUMBLED WORDS**

- Influencers
- Social Media
- Personalisation
- Promotion
- Marketing

NFTs - The new and advanced type of digital marketing, why have brands chosen it?

WRITTEN BY SHIVANI ACHAYA

Adidas, Nike, Gucci, Louis Vuitton, Emirates, Make My Trip, Samsung. The list doesn't just end here, but these are some of the brands that have already started making use of NFTs. NFTs are non-fungible tokens that are digital assets, where each token is unique and irreplaceable. NFTs are such a success among brands today because they get the chance to capitalize on all their unique assets, which leads to strong engagement with fans and the generation of revenue.

These brands are constantly adapting to the changing needs of consumers as well as the changing pace of technology and innovation, today NFTs are the new in-thing, and everyone wants to try their hand at it. If you don't have a place in the NFT realm, then you are not cool enough.

So, the bigger question here is, have NFTs become the new digital marketing medium? The answer is yes. One of the main reasons NFTs are important to brands is that they can be used to represent digital files, such as art, audio, and video. They are so versatile, that they can be used to represent other forms of creative work like virtual real estate, virtual worlds, fashion, and much more.

Millennials prefer to purchase from brands that align with their values, and in this technological growing age, the GenZ and the Millennials are embracing the digital collectibles and virtual ownership trend. The metaverse is a 3D world that focuses on social connections, and the NFTs play a huge role in forming such connections, among people and brands.

One of India's online travel leaders, Make my Trip has also invested in NFTs. They recently launched limited edition NFTs. The artwork for these NFTs, the company said, has been conceptualized and designed to commemorate some of the popular as well as the unexplored travel gems of India. The landscape design was of popular and unexplored locations as well. The main idea behind MMT's initiative was to connect with their customers on a personal level, to give them a chance to own digital collectibles of different locations, and to highlight the culture and serenity of India. These NFTs were created using AI Generative Adversarial Networks, a tool that uploads images that depict its realistic beauty.

We have truly come a long way in the digital marketing era. A post on Instagram can be liked and shared, but the material on an NFT platform can be owned with a certain value attached to it. After all, brands are all about creating value, that's why NFTs are the next big thing.
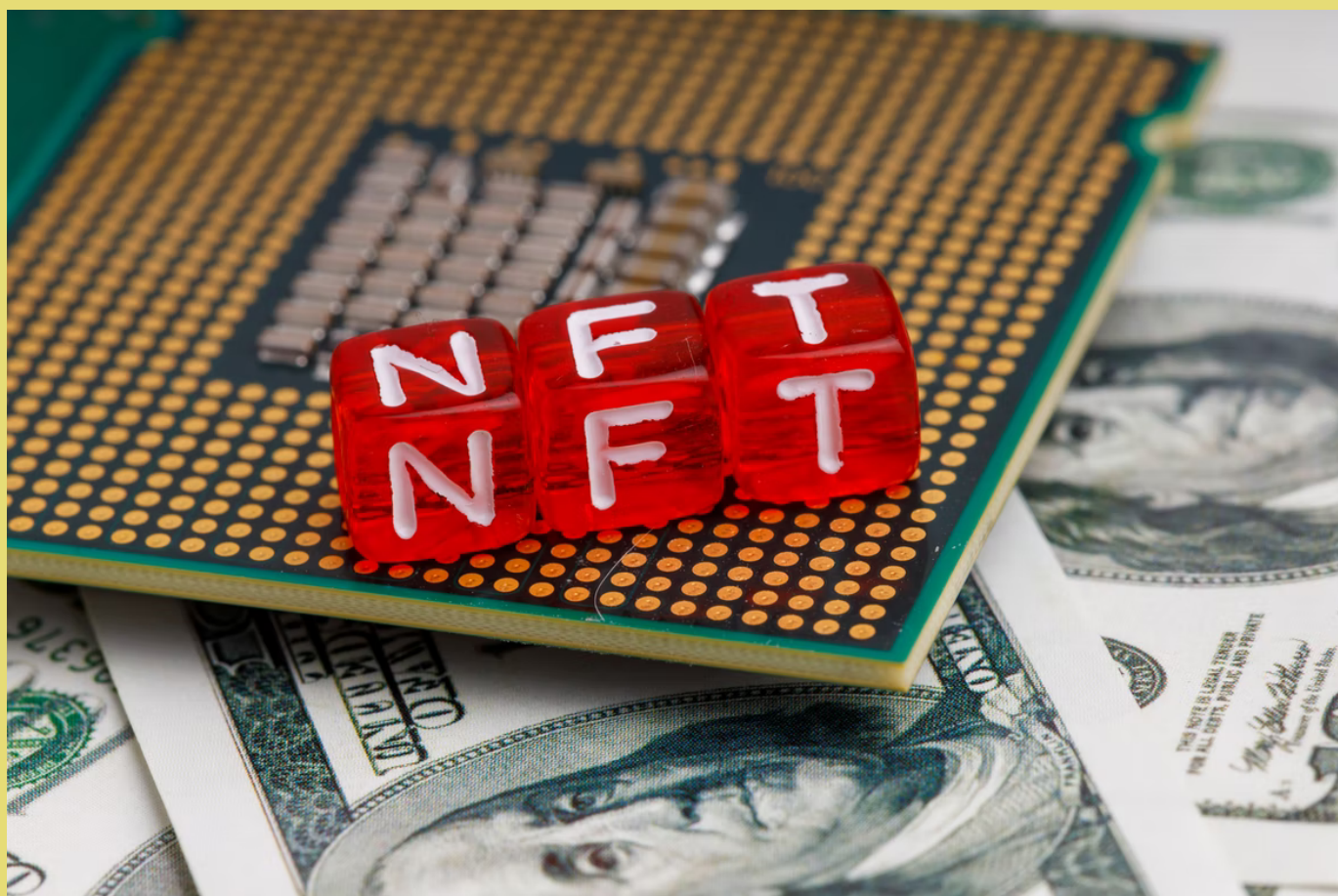
Big Data and Consumer Analytics

WRITTEN BY SHRADDHA RAGHAVAN

Data is one of the most invaluable assets one can have today. The advertising industry itself is fuelled by it, relying on consumer analytics to fine tune their messages, trying to reach the right person. To understand consumer behaviour, you need to understand data and everything it entails. The 6 Vs of Big Data are Volume, Velocity, Variety, Veracity, Value, and Variability. Understanding these factors help us decode consumer insights generated through different systems of insight generation. The value of analytics is inherently interwoven with the basics of marketing, and advertisers need to be in tune with these analytics and insights to understand how to make appropriate use of the data.

There are many forms of data, namely, structured, semi structured, and unstructured. The third category- unstructured- consists of vital information that advertisers can use to gain insight into their target consumers' behaviours and thought processes. Understanding the 6 Vs of data can help advertisers break down the monolith of data they receive every day.

1. Volume: The dimension of data. Every single day, there is a massive amount of data generated by every single internet user. Sorting through this data and retrieving useful, actionable information is critical for advertisers.
2. Velocity: The speed at which data is created. Insights drawn from old data may not be relevant and hence there is a need to keep a finger on the pulse of one's target base.
3. Variety: Big data incorporates the 3 forms of data from various different channels. This factor is related to the first 2 Vs, and advertisers should be mindful of the various channels their audience uses.
4. Veracity: The credibility of the data plays a major role in determining an audience's trust in a brand.

5. Value: Only certain data will be useful in deducing insights and making the right decisions.
6. Variability: This relates to the ways big data can be used and formatted.

These parameters help advertisers understand data and provide a roadmap on how to effectively use it. Brands and advertisers have to constantly engage with their customers to collect insights that they can further use to fine tune their messages. These insights are ones that resonate within the target demographic.

This data and the retrieved analytics can be used to develop a comprehensive profile of each customer and can hence identify and predict the needs and wants of the consumer. This can further be translated into predicting what product or service the customer is more likely to purchase, and this information can be used to make that product or service more appealing to that consumer. With this rich data, advertisers can put forward fine-tuned marketing strategies and promotions and can even predict customer reactions to them. Using data from their real reactions is put into a feedback loop, and the overall message and advertisements can be tweaked further till the optimum outcome is reached. Big data is no longer a trend. With the rapid influx of data, advertisers should be discerning and be able to segregate useful data to be analysed and acted upon. In order to generate sales, a brand must be willing to listen to what its consumers are saying and cater to their needs.

The six Vs of big data

Big data is a collection of data from various sources, often characterized by what's become known as the 3Vs: *volume, variety and velocity.* Over time, other Vs have been added to descriptions of big data:

VOLUME	VARIETY	VELOCITY	VERACITY	VALUE	VARIABILITY
The amount of data from myriad sources.	The types of data: structured, semi-structured, unstructured.	The speed at which big data is generated.	The degree to which big data can be trusted.	The business value of the data collected.	The ways in which the big data can be used and formatted.

THE ADVERTISING WORLD IS BEING TAKEN OVER BY AI

WRITTEN BY SHIVANI ACHAYA

We have come a long way since the inception of advertising, from what used to be a mass targeting concept, it has now emerged to be as personalized as possible. Over the past few decades, there have been major technological advancements and the advertising industry has been quick to hop onto that bandwagon.

Amazon was one of the first brands that decided to make consumers' shopping experiences as personalized as possible, they have AI-driven mechanisms to keep a close eye on what consumers are searching for, whether it's on their laptop, a text message to their doctor or even if they're speaking to a friend on a call. Is Alexa listening to everything you're doing at home? Well take a look at your shopping recommendations and you'll find out.

However, it's not just about personalizing recommendations, today brands are creating advertisements that are completely scripted by AI. Artificial intelligence is the process of making machines smarter, to enable them to think, write, read and speak on their own, this technology has been created to detect patterns in data, and once patterns have been detected AI can quite successfully create an advertisement that would cater the right audience. In 2018 Lexus did exactly that and released an advertisement created by the AI mind; cut to 4 years later and the AI-driven technology in advertising has just grown to become stronger and smarter.

Today the only question in my mind is; will the advertising world still make use of human-induced creativity, or will AI take over that as well?

Evolution of Personalization in Advertising

WRITTEN BY ISHIKA SINGH
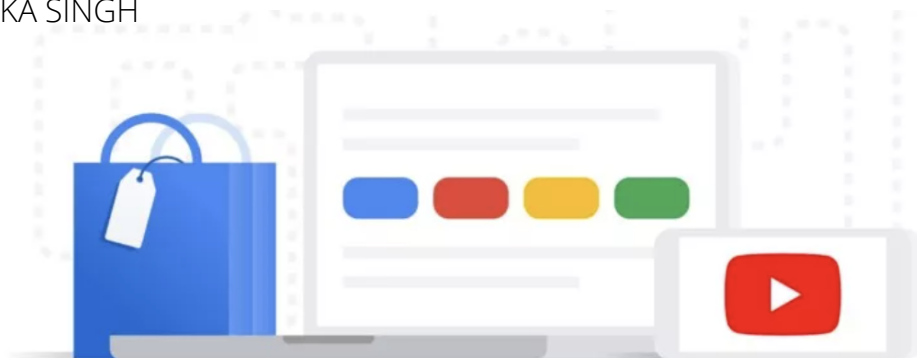
Personalized ads have a higher click-through rate (CTR) than generic ads and waste less money. End users benefit from seeing fewer ads that are tailored to their current needs and interests.

According to research by Adlucent, consumers want to see relevant advertising.

- 71% of respondents said they prefer ads personalized to their interests and purchasing habits.
- 75% prefer fewer ads that are focused on their needs and interests.

The benefits of personalized advertising for consumers are immeasurable. In their survey, consumers were asked to rank the top three benefits of personalization, which they listed as follows:

- 46% of irrelevant advertising is reduced
- 25% as a way to discover new products
- 19% making online searching and shopping faster and easier

How are Brands currently leveraging the personalization of ads?

- 80% of consumers are more willing to buy from a brand that offers personalized experiences.
- 80% of returning customers only purchase with brands that personalize the experience.
- According to marketers, personalization efforts can increase revenue by up to 15%.
- When millennials receive personalized communication, their brand loyalty rises by 28%.

Since technology is constantly evolving, and with the introduction of artificial intelligence into the advertising world, personalized ads will become more accurate and tailored specifically to a customers' requirements in the future, as:

- 44% of Chief Marketing Officers believe that advanced statistical insights will be used by service personnel to provide a personalized offering.
- 40% believe that personal shoppers will use AI-enabled tools to enhance service.
- And 37% believe that facial recognition, location recognition, and biometric sensors will be much more abundantly used.

Advertising in the Metaverse

WRITTEN BY SHRADDHA RAGHAVAN

Digital marketers are working with an extremely volatile medium- it changes from one minute to the next, and we are quickly approaching a stage where it will change from one second to the next. They have to keep tabs on the various technological developments and how they can potentially use them advantageously. This includes understanding the metaverse and the extent of its potential.

To understand the metaverse, one must first be familiar with the concept of a virtual space- one we can access through a virtual reality or augmented reality device. This is a space that the digital world creates above the world we already live in. It mirrors the real world but has more connectivity to everything present in it. The metaverse is a shared virtual space where people can interact with other users through virtual avatars of themselves. It is always active, existing in real time exactly like the real world. It is also important to note the channels one can use in the metaverse. Due to its virtual nature, NFTs and other kinds of collectibles are natural channels that develop.

Hence, when it comes to advertising inside this virtual space, marketers must be aware they have the choice of 2 worlds- the real one and the virtual one. For example, if one is playing a video game in the metaverse, they could spot a virtual billboard for a product from a real or virtual brand. This could encourage them to buy this product in the metaverse or out of it.

This example puts into perspective exactly what advertisers need to keep in mind while advertising in the metaverse- they should note the environment of the user. This virtual environment is different from a real one- here, ads can be completely immersive, or they can blend in and simulate real life ads. These different experiences will have different effects on the users.

What marketers need to understand is that metaverse is not just a fad that will die out soon; it seems like it is here to stay and is making its way to be the next big thing. The target audience consists primarily of millennials and Gen Z; hence, it is vital that advertisers not only understand the intricacies of the platform that they're using, but also the behaviour of their target audience.
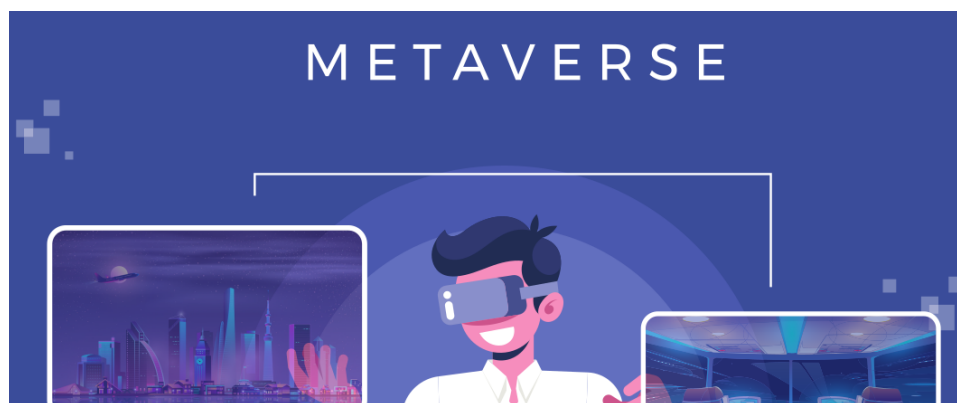
Spotify's Clever Way of Using AI and Machine learning

WRITTEN BY TEJASVI BHOOMIKA VANKAYALAPATI

Even if you have never used Spotify, you sure must have come across stories of your friends sharing pictures of their Spotify Wrapped. And if you are a Spotify user, you must have tried Spotify Wrapped yourself. At the end of each year, Spotify users can find out their most listened to songs, favourite artists and more by using Spotify Wrapped feature.

Spotify, despite being a music-streaming application, has cleverly leveraged artificial intelligence to show its users their music listening habits. In a sense, Spotify is an extremely data-driven firm. Since most users tend to use both the website and the mobile application, Spotify is able to use the vast amounts of data that it has collected to generate user insights. As this data keeps growing, the company trains the machine learning algorithms to identify patterns and make personalised recommendations to users.

Spotify Wrapped is just one of the personalised features that the company offers. Prior to that, features like Discover Weekly, Daily Mix and many others were already in existence. It was with the coming of Spotify Wrapped that the brand gained a lot more traction. Spotify has been very smart with its technology acquisitions as well. The company puts extraordinary amounts of effort into improving its technological systems and making the most out of the data it has collected. As more and more data is gathered, machine learning algorithms are fed this information and trained to draw insights from it. The insights that are eventually extracted from these algorithms are what end up as your next recommended playlist or artist.

been able to provide each user with the personalization they wish for. Since Spotify's recommendation engines are highly driven by big data analytics, collaborative filtering, machine learning and other such technologies, the company is able to keep a track of customer data, analyse it and offer improved solutions to its users. Spotify also makes use of natural language processing or NLP which translates human inputs into machine understandable language. The company's algorithms can recognize search inputs quickly and show results based on them. Tracking such information has allowed Spotify to understand what most users are discussing about be it artists or songs or even podcasts. Moreover, Spotify analyses various audio models to examine data from raw audio tracks and then categorize songs accordingly to offer recommendations for the next song to users.

No other music streaming does it as Spotify does. It is interesting how well the company has been making use of its AI and machine learning technology to offer the best solutions to its users. Their most recent feature called 'Blend' allows a user and their friend to receive a unique playlist based on the music tastes of both users. Unlike most other music-streaming applications, Spotify has been very innovative in offering the best features to its users and listening to their users. This only goes to show how advancing AI technologies are beneficial in offering superior customer satisfaction.

Why Chatbots are Becoming Increasingly Important

WRITTEN BY TEJASVI BHOOMIKA VANKAYALAPATI

Anyone who has ever used the internet for some purpose or the other must have come across a 'chatbot' at some point during their time. Chatbot is a software application that conducts online conversations either through text or voice. Chatbots are not unfamiliar to anyone who has ever surfed the internet looking to purchase something. In fact, a chatbot is a perfect example of an AI that utilizes all 3Vs of Big Data- Volume, Velocity and Variety. This is also a reason why chatbots have been excelling at delivering a great customer experience that leaves behind great customer satisfaction.

With conversational marketing tools like chatbots becoming more and more common today, conversations between a human and a machine do not seem so odd anymore. Customer service has become much easier to avail thanks to chatbots and there has been an increasing inclination towards chatbot assistance in recent times. Chatbots have been able to positively influence customer relationships given their ability to be quicker while simultaneously answering questions.

While chatbots cannot handle complex customer queries, they are extremely useful when answering frequently asked questions by scanning keywords and phrases. AI-powered chatbots together with natural language processing (NLP) are able to better answer customer queries given the technology they come built with that enables them to respond more intelligently. Over time, these AI-powered chatbots can also be trained to learn from customer interactions in order to provide an enhanced experience to a customer the next time.

In a sense, chatbots can utilize predictive analytics and analyse customer-specific data to create hyper-personalization to build intimate relationships with customers. Being able to focus on a customer's needs and address them soon is an effective way of improving customer experience.

What marketers need to understand is that metaverse is not just a fad that will die out soon; it seems like it is here to stay and is making its way to be the next big thing. The target audience consists primarily of millennials and Gen Z; hence, it is vital that advertisers not only understand the intricacies of the platform that they're using, but also the behaviour of their target audience.

A report by Salesforce mentioned that 58 per cent of marketers use AI to automate customer interactions over social channels or messaging apps. There's no reason not to employ chatbots if a business wishes to offer a great customer experience. With AI-powered chatbots, companies are able to cut down on customer waiting times, boost efficiency and offer leads to customers much quicker. This very software also helps cut down on operating costs as well. In fact, research has pointed out that 77 per cent of customers believe that chatbots are already or will transform their expectations of companies within five years. So it should be of no surprise if one-day people have more conversations with a chatbot than with a friend.

Source:
https://www.salesforce.com/eu/blog/2019/04/what-is-a-chatbot.html

HOW AI IS RE-SHAPING EMAIL MARKETING
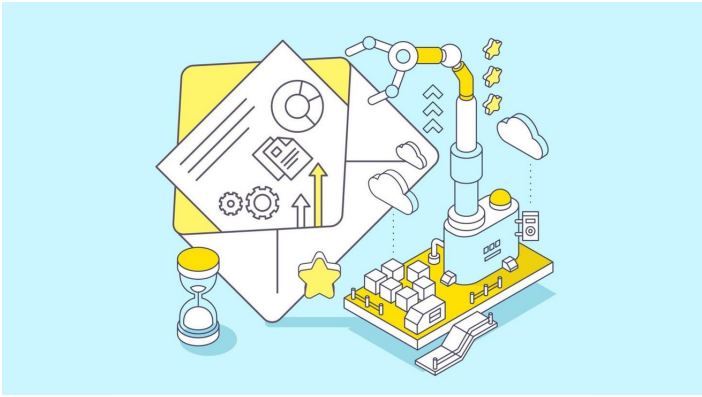
Artificial intelligence has come a long way since its inception. As technology is used to enhance various processes, there are rising patterns across numerous sectors. Artificial intelligence in simple words is technology aimed at assisting machines in doing certain cognitive tasks at par with or better than humans. It has been a part of our lives for quite some time, especially with businesses using it as a tool to engage their consumers and as well meet their business goals. A big portion of the transformation has been driven by the adoption of new technologies that have made it simpler to contact customers and customise messaging to their unique needs and desires.

Email marketing has been around since the 1970s and is still used to this date for commercial purposes. However, with changing trends in the industry, digital marketing along with AI have become the new tool that helps marketers streamline their workflows when analysing, and utilising large data in real-time. But what does AI-based email marketing do? And how does it help them?

In a nutshell AI-based, email marketing allows marketers to reach hundreds or thousands of inboxes and produce better, more tailored content for subscribers. Now here we focus on the word 'tailored'. It is nothing but personalisation and AI does that! Each of the customers' histories, engagement patterns, hobbies, and routines are all learned by AI. And this information is then used to evaluate which product recommendations, discounts, or freebies will be most appealing to each person on your list. However, personalization extends beyond just adding someone's first name to an email. It interacts with them depending on their actions, increasing the likelihood of them becoming a customer, thus faster lead generation. AI-based email marketing also does save a lot of time and money as AI does the job of segmenting users based on the data collected. Apart from this, it reduces room for error due to its automation factor as it helps in sending the appropriate message to the right person at the right time. And also engages your audience without any human participation by having prewritten copy, promotions, links, and excerpts from blog posts.

Ultimately AI-based email marketing is a strong digital marketing channel and marketers have understood that artificial intelligence does not replace them; rather, it increases their capacity to provide exceptional experiences.

WRITTEN BY NIKITA JOHN

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