



THE TRENDS EDITION

AI, Influencers, CTV, and the works.
What's in store for the media and advertising industry in **2024?**

The dynamic Advertising and Media industry experienced a power-packed year with evolving innovation and strategy, offering a glimpse of what 2024 may hold. Marketing is at the core of this upheaval, as marketers embrace the power of AI and Generative AI. Tech-based tools and Martech are now intertwined into a 360-degree approach.

This progression also extends to the TV landscape, where Free Ad-Supported Television (FAST) is about to facilitate inclusive storytelling that resonates across diverse audiences. Regional advertisers contribute to the narrative, while global co-productions are about to enter a high-octane outlook.

2023 has also been the first year after Digital took over TV in AdEx, and the next year is forecasted to reshape the narrative. With B2B marketing, the AVOD model, and Social Media Trends taking centre stage, micro-targeting and AI tools will pave the way for interactive and gamified marketing strategies, bolstered by the emergence of CGI marketing.

Media trends mirror this evolution with generative experiences and AI integration in hybrids and crossovers. The General Elections 2024 and T20 Cricket World Cup are about to dictate media choices with a high emphasis on News and Sports channels. Creative trends echo the media choices, where tailored and targeted content is powered by democratized Gen-AI and AI-imagined creativity.

Print, OOH, and Radio, the traditional media platforms that went through a major downfall due to changing consumer inclinations and the pandemic are now going through a resurgence that paints an optimistic outlook for 2024. Print is riding an upward trajectory with a surge in advertisers. Out-of-home (OOH) and Experiential Marketing seamlessly join the digital revolution, projecting double-digit growth in 2024. On the other hand, Radio, guided by TRAI recommendations, undergoes a metamorphosis in audio content.

Industry Experts share detailed insights on what 2024 holds for the A&M industry.



MARKETING TRENDS

2023 was marked by transformative trends that shaped consumer behaviour and industry strategies. Technological advancement was at the forefront with AI, Generative AI, Chat GPT, and the Metaverse influencing marketing discussions and efforts. Marketers experimented with these tech-based tools, creating new possibilities such as cloning celebrities and engaging in creative storytelling.

Additionally, Martech gained momentum, emphasizing data integration, analytics, and process automation. In 2024, Martech will continue its ascent, transitioning from experimental use to becoming the new normal. Generative AI and other tools are expected to find mainstream adoption, reshaping marketing efforts.

BY ANJANA NASKAR

AN ACTION-PACKED YEAR

VISHAL SUBHARWAL

CMO & Head Strategy, HDFC Life



“In 2024 many Martech tools like generative AI and others are likely to find more mainstream adoption and come into standard use in marketing efforts. We will move from experiments to regular and more widespread use of tech-based marketing. Also, 2024 will be an action-packed year, especially with the General Elections, T20 World Cup, and Paris Olympics preceding the festive season. Also, companies will focus more on Tier II and III as these cities are now claiming their share of the consumption pie.”

FOCUS ON HEALTH

DS SACHDEVA

CEO, Weikfield



“Looking ahead to 2024, two key trends are on our radar: the first centres around health and nutrition, fitting perfectly into the post-COVID consumer mindset seeking healthier and better-for-you products. The second trend observes a shift post-COVID, with a decline in eating out and an increase in home cooking. This change calls for convenient products, prompting our R&D efforts toward creating more convenience-focused offerings.”

RISE OF AI

DEBA GHOSHAL

VP and Head of Marketing, Voltas Ltd.



“One prominent trend is the rise of AI-powered video marketing, where businesses aim to leverage AI and data analysis on platforms like Snapchat, Instagram, TikTok and others to enhance audience targeting and optimise video content for increased user engagement. Additionally, Augmented Reality (AR) experiences are expected to gain further traction, offering businesses opportunities to create immersive interactions and simplify user engagement with online services.”



RISE OF VIDEO MARKETING & SHORT-FORM CONTENT

SUJATHA V KUMAR

Head, Marketing India & South Aisa, Visa

“The influence of video marketing has surged with the emergence of short-form video platforms. Brands are capitalizing on short-form videos not only for advertising but also for narrative storytelling, product debuts, and even customer testimonials. Also, the modern consumer is not only interested in purchasing a product or service; they’re keen on understanding the brand’s values, particularly concerning environmental and social responsibility. 2024 will be about brands’ values and the value they offer.”



FOCUS ON CONSUMER ATTENTION

GIRISH HINGORANI

VP - Marketing (Consumer Products) & Corporate Communications, Blue Star Ltd.

“The trend I foresee is marketers paying closer attention to consumer attention spans in 2024. Looking ahead, there’s a shift towards prioritizing quality over quantity in creatives, focusing on impactful communication. Concerns about decreasing attention spans on Digital platforms prompt a re-evaluation of metrics beyond impressions and reach. Marketers will increasingly explore tools to gauge attention on various platforms, moving beyond traditional metrics to assess the true impact of Digital communication.”

SUSTAINABLE APPROACH

UTTAM MALANI

Executive Director, Centuary Mattresses

“Looking ahead to 2024, the industry is projected to prioritize eco-friendly practices, including the use of sustainable materials, the exploration of innovative recycling processes, and the implementation of energy-efficient manufacturing. This commitment reflects a broader industry-wide shift towards environmental responsibility and aligns with the increasing consumer preference for sustainable products. A key trend to anticipate in the mattress industry is the emergence of customizable options designed to cater to diverse body types and sleep styles.”



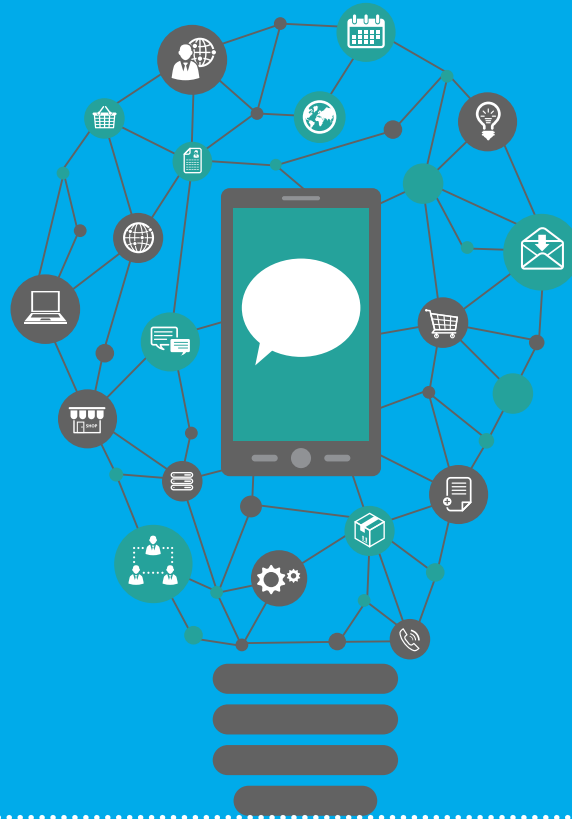
GOING 360-DEGREE

MVS MURTHY

Chief Marketing Officer, Federal Bank

“From a FOMO (fear of missing out) perspective, artificial intelligence (AI) takes centre stage in marketing discussions. However, a shift is evident as branding and marketing revert to a comprehensive 360-degree approach rather than solely focusing on Digital. The analogy of a horse running well emphasizes the need to consider the whole picture, not just the digital ‘tail’. Industry professionals are increasingly recognising the importance of being custodians of great brand stories, combining timeless narratives with evolving technological elements.”





DIGITAL PLATFORMS

The marketing ecosystem in 2023 witnessed a profound shift, with video content, influencers, and creators taking centre stage. This year, social media trendoids took over the Digital space, with meme language by their side, the unofficial language embraced by millennials and Gen Z. B2B marketing underwent significant growth in creativity, as marketers discovered unique ways to engage with consumers. Another major trend that made waves was the rise of the AVOD model, propelled by high-quality content and creative viewer engagement. During the same period, authenticity became the cornerstone of content creation, leading to the rise of micro-influencers from Tier III cities and beyond with niche followings and engaged communities. Furthermore, after talking to experts, it was revealed that user-generated content (UGC) is poised to surpass high-production content.

BY ARYAN KHANNA

RISE IN B2B MARKETING

ASHUTOSH GUPTA

Country Manager, LinkedIn India



“In 2023, B2B marketing witnessed a significant rise in creativity, with marketers finding innovative ways to engage with buyers.

Looking ahead, CMOs will play a more direct role in driving revenue and expansion, and with the strategic investments they have made, they are now poised to build memorable, best-in-class B2B brands to power the next wave of growth.”

THE AVOD MODEL

ABHIRUP DATTA

Head - AVOD Marketing, ZEE5



“The AVOD segment is poised for growth not only in India but globally. From a content perspective, quality storytelling, premium titles, demand for regional content, and sports shall remain prominent growth factors. Demand for enhanced viewing experiences with the penetration of connected devices/ smart TVs will see a surge and drive AVOD consumption from smaller markets. Seamless in-app experience and widening the spectrum of advertising opportunities creatively like gamification, and play-ons will engage the audiences more effectively and drive in more advertisers.”

MEASURING EFFECTIVENESS

MOUSUMI MISHRA

Head of Consumer Marketing, ShareChat & Moj



“In 2023, millions of marketing dollars were allocated to innovative campaigns led by Gen AI. However, their impact on actual business metrics remains debatable. In 2024, as marketers continue to disrupt storytelling formats and mediums, there is hope that the focus will return to measuring effectiveness and attributing outcomes that directly affect final business goals.”



AUTHENTICITY BECOMES THE CORNERSTONE OF CONTENT CREATION

SUNIL KUMAR MOHAPATRA

Chief Revenue Officer, VerSe Innovation

“In 2023 brands embraced AI to tailor content as per audience preferences while short-form videos continued to grow in popularity, reshaping the influencer marketing landscape.

As we look to 2024, anticipated trends include more advanced AI applications in content creation and an increased reliance on micro-influencers for forging unique audience connections. The evolving synergy between AI and influencer marketing is set to redefine the landscape, ensuring more personalised and impactful brand-consumer engagements.”



MEDIA TRENDS

The power-packed H2 due to the Cricket World Cup x Festive Season, after the slowdown on H1, surfaced several emerging and already forgotten trends for 2023 in the media landscape. AI & ML, and social commerce are steadily taking centre stage. We are also living amidst increasing chaos and uncertainty. The ‘funding winter of start-ups’ was a contributing factor for H1 AdEx 2023 not achieving the estimated growth and consequently on the industry. This further led to the performance marketing juggernaut beyond the start-up eco-system with traditional businesses buying into the conversion narrative. The changing definition of television from Linear TV to Connected TV, a rise in Ad Tech solutions across media, and similar factors are prompting the big shift from mass marketing to more personalised marketing. Vernacular content, OTT commercials, customization, live streaming, sustainable initiatives, etc. were some buzzing topics in 2023. User Privacy, blockchain, AVOD’s cost-effectiveness and targeting, short-form content dominance, and AI; ML integration are also dictating media choices.

BY PAAWAN SUMAN

GENERATIVE EXPERIENCES

ANITA KOTWANI

CEO - Media (South Asia), dentsu



“In the year 2024, the media landscape is poised to undergo a profound integration of AI technologies, particularly Generative AI, despite the looming challenges. The convergence of entertainment platforms and experiences is evident in the resurgence of cinema attendance. Highly driven by blockbuster releases and enhanced viewing technologies such as IMAX and Dolby Atmos, it marks a return to the allure of the big screen. Gaming platforms such as Fortnite and Roblox are merging gaming and cinematic experiences, hosting movie screenings and events.”

DRIVEN BY AI

MOHIT JOSHI

CEO, Havas Media Network India



“With advancements in artificial intelligence, media platforms might focus more on personalised content delivery. AI algorithms could curate tailored content recommendations for users across various platforms, including streaming services, news portals, and social media. With the imminent demise of third-party cookies, brands are shifting focus to capture first-party data. Key strategies include identity resolution, unifying fragmented customer data, and contextual targeting for personalized yet privacy-compliant advertising. There might also be a stronger emphasis on sustainability and ethical practices in media production and consumption.”

HYBRIDS & CROSSOVERS

VANITA KESWANI

CEO, Madison Media Sigma



“The boundaries of media will become more blurred. While we will continue to experience the boom of Digital media, other media will digitize and innovate. Agencies have been working on developing a hybrid talent pool, and this effort will intensify further. In 2023, while most brands have started holistic planning, particularly regarding video, TV planners and buyers will no longer be siloed from their separate digital and CTV counterparts. Agencies and Advertisers will make serious efforts towards integrated media planning and measurement by investing in indigenous tools. 2024 will also see the media industry explore integrations of AI.”



TECHNOLOGY & ITS TENTACLES

MAUSUMI KAR

MD - Motivator

“Technology will be the biggest player of 2024, with tentacles spreading across various domains. The simplicity of voice search is gaining traction with technology providing improved search precision. With the appeal of personalization and accurate results match, voice is poised at the brink of a huge leap. First-party data and investment in data stack will keep growing. It appears that Google will finally start phasing out the third-party cookies starting the first quarter of 2024. Many global and large brands have already invested heavily in First Party Data and linked tech stack. Cord-cutting in India is finally a stark reality. The march of CTV will continue.”



NEWS - THE ELECTED MEDIA

VAISHALI VERMA

CEO, Initiative

“Typically H1 is not the year when the brand spends more. It’s a 40:60 ratio, with 40% dispensed in the first half and 60% in the second, linked to the purchase behaviour. But with General Elections 2024, and the T20 Cricket World Cup, we may see a disruption in H1 2024. I see News as a genre catching up on both television as well as the internet. News will become a significant contributor because that’s where the eyeballs will be. While News is still a very important part of the media mix, with elections coming up, a minimum of 20 to 25% jump in advertising contribution will be seen in this category.”



CREATIVE TRENDS

The creative landscape in the A&M industry has been fascinating with at least one appealing swing in a span as short as the current video format. Some turned out to be just a fad, while others are sticking through. AI in personalization is the present but may already be in the past, and technology has been masquerading as creativity, but it’s time for the next phase of the use of AI where tech itself is not the campaign idea. Hyper-realistic CGI Animations was one of the defining trends of the year, but it may not just be a fad. Sustainability is still a checkbox for several brands, but now it’s time for ‘more acts, not ads.’ Brands are blindly following trends, but the emerging concern of what they’re doing and how can they do it the best is also coming into picture. 2023 also marked the slow return of humour in advertising, with more than half of the 2023 Cannes Lions winners being humour-based. As we conclude this roller-coaster ride, eminent creative connoisseurs of the industry direct us to the next ride in this amusement park, to gauge what would be the next sight to behold.

BY PAAWAN SUMAN



ENTICING INTERRUPTION

SUKESH NAYAK

CCO, Ogilvy

“If I go back a decade, we could only do about four things for a campaign, and now we can maybe do ten things for a campaign and each of it can be so magical, that it can enrich a campaign’s life cycle. There are new happenings across the system, and we are also welcoming new kinds of creators into the creative fold, which was not happening, let’s say, a decade or even five years back. The creative partnerships on a project are expanding, I’m working with artists, and people from the technology sector. Marketers also give more prominence to the quality of work, instead of the quantity.”

RESTRUCTURED CREATIVITY

RAHUL MATHEW

CCO, DDB Mudra Group

“Now that we’ve spent a year experimenting with technology in creativity, we can finally get down to disrupting it and making it our own. You’ll see AI and all its avatars find forms that are unique to the idea and/or the communication.

However, the availability of tools at everyone’s disposal automated mediocrity, and hence it will not keep agencies running for long. We will have to elevate our game and show the brilliance that we are capable of. This will also impact our structure, the kind of talent we hire, and what we want to be recognised for. The Indian influence on global creative stages will grow even stronger. Indian work, people, and agencies will be celebrated even more.”



GOVERNED GENERATION OF CONTENT

JANMENJOY MOHANTY

CCO, Dentsu Creative India

“As we embrace AI as a powerful exploratory partner to sharpen ideas and enhance creativity, we will also need creative and brand governance. The risk assessment will also be key, as automation can lead to inconsistent brand tonality, insensitive content, potential plagiarism, and a wasteland of uninspiring work/content. While we surf the genAI wave, our self-imposed lifeguards should always be around. Consumers are also becoming more aware of the ethical impact of their purchase decisions. The eco-friendly conversation is finally becoming genuinely friendly, as smart brands are thinking and acting beyond greenwashing. Data on tap is perhaps taking a toll.”





TAILORED & TARGETED CONTENT

ANUPAMA RAMASWAMY

CCO, Havas Worldwide India

“The advertising landscape in 2024 is characterized by innovation, personalization, and a strong focus on data privacy and emotional connection. AR can now help brands to become highly personalized. With user data and preferences, advertisers can deliver tailored experiences that cater to individual tastes and needs. Brands are using AR to leverage location with relevant information and promotions based on their physical surroundings. Gamification is another powerful technique to engage audiences, and AR makes it easy to integrate games and challenges into advertising campaigns.”

DEMOCRATIZED GEN-AI

MUKUND OLETY

Group Chief Creative Officer, VMLY&R India

“In 2024, we can expect a democratization of Gen AI, with more brands and creators adopting these tools to create deeper and more meaningful pieces. New stories that have never been told, will be told. Two years ago, when we created ‘Young Sachin,’ the tools were still evolving, and getting the right look was a task. Today, you could achieve the output in a matter of days. As the volume of AI-generated content increases, authenticity will matter the most. Experiences that seamlessly integrate diverse emerging technologies will start to take shape and gain prominence. Award case studies will go beyond the ‘created using AI’ narrative, and focus on the quality and impact of the content itself.”



AI-IMAGINED CONTENT

VIKASH CHEMJONG

CCO, Cheil India

“The possibilities of AI tools such as DALL-E and ChatGPT will dominate 2024, to keep the promise of the kind of work that’s ‘beyond human imagination.’ No matter what combination or permutation is used, human-created work has gained a kind of familiarity, and AI promises an edge and freshness with a brave new mix of things. With the latest products of wearable technology, the possibilities are endless, in terms of the human solution and personalization that it provides. The possibility of automating the grunt work in marketing will be a key necessity in the market, and the existing resources could be more effectively utilized.”





DIGITAL AGENCIES

The year 2023 has witnessed several emerging trends in the Digital domain, but one trend that has proven to be a disruptor in the real sense is artificial intelligence (AI). The usage of AI and its tools for content creation, consumer data analysis, and personalised messaging is becoming a common practice in the industry, making way for new avenues and opportunities. During this period, social commerce continued its growth, fuelled by short-format videos and influencer marketing. Omnichannel strategy notably became the ideal choice to provide seamless customer experiences across online, offline, and mobile channels. This year, in a bid to engage with audiences, brands started using gamified marketing. Additionally, the trend of CGI marketing, which gained prominence in the final months of 2023, is expected to continue making strides in crafting brilliant campaigns throughout 2024.

BY ARYAN KNANNA

MICRO-TARGETING AND AI TOOLS

MITESH KOTHARI

Co-Founder and Chief Creative Officer, White Rivers Media



“At the intersection of technology and creativity, VR and AR are enabling brands to craft immersive experiences. With advancements in hardware, we can expect their widespread adoption by brands in their marketing strategies. Similarly, conversational marketing, driven by AI-powered chatbots and virtual assistants, will improve customer interactions, providing a seamless and personalised experience that can potentially boost conversions.”

INTERACTIVE MARKETING

SHRADHA AGARWAL

Co-founder and CEO, Grapes



“Interactive marketing is quite an interesting trend that we’ll experience in the future. Interactive videos are being regularly launched on OTT platforms such as Netflix; a similar concept applied to marketing activations and ad films is not very far away. This is especially true for Digital marketing, where the audience can be an active participant in their ads, as they are in their content.”

SHORT FORM VIDEO AND DEATH OF THE COOKIE

HARIKRISHNAN PILLAI

CEO and Co-founder, TheSmallBigIdea



“First-party data will become the most powerful way to reach consumers and build loyalty in the coming years. In addition to browsing platforms, the government’s focus on privacy will make first-party data the most important weapon in the Digital arsenal. So those brands that have invested in building first-party data with years of relentless subscription offers and newsletters are pegged to benefit the most from this.”

GAMIFIED MARKETING AND CONCEPT OF CHANNELS

MRUNALI DEDHIA

Vice President, Chtrbox



followers and potentially secure significant brand deals.”

“In 2024, the social media landscape will see a surge in platforms that have newly implemented the concept of channels for individuals with verified blue ticks. This feature will provide a secure space for verified users to engage with their

INFLUENCER MARKETING AND CGI MARKETING

RAJNI DASWANI

Director- Digital Marketing, SoCheers



of 2023, is poised to continue making strides in crafting brilliant campaigns throughout 2024. Additionally, there is an expectation of a notable increase in the strategic deployment of deep fake videos, but that is a thin line to tread considering the negative way it’s being used currently.”

“The influencer marketing and creator economy seem to have maintained their stronghold in 2023. The trend of CGI marketing, which gained prominence in the final months



AI AND CREATIVITY

ADITYA MEHENDALE

National Creative Director, Schbang

“This has undoubtedly been the year of AI, and it’s been interesting to see its manifestations within the creative industry.

The proliferation of voice AI is going to phenomenally bolster the content industry by making content reach new and un-tapped audiences, reduce production costs, and increase efficiency and scale. AI-charged hyper-localisation may change the way we look at regional content.”



TELEVISION TRENDS

Consolidation, Convergence, and Content - these 3Cs dominated Television in 2023. Thankfully, the industry came out of the throes of the fourth C - COVID - completely, with both advertising and content settling at a higher equilibrium than before, albeit at a relatively lower growth rate than Digital. Among the positive fallouts of the massive churn that’s going on currently, Connected TV, Free Dish, and FAST (Free Ad-Supported Television) are, contrary to what was believed, set to grow the television-viewing audience as a new distribution dynamic emerges. With newer formats and narratives making their way into traditional TV homes, storytelling for the medium has evolved considerably as compared to the past couple of years. Narratives are becoming crisp, authentic, and relatable. There’s a heightened interest in experimentation on both the content creation as well as consumption sides.

As with everything else, AI and ML are stamping their signatures on TV content planning and production, marketing and advertising, and redefining the overall consumer experience.

BY ASHEE SHARMA

FAST AND FREEDISH- DRIVEN GROWTH

SANDEEP GUPTA

COO Broadcasting Business,
Shemaroo Entertainment Limited



“The future growth of TV households is expected to be driven by the Freedish platform, which is already at over 40 million households in the country. Going forward, Freedish is likely to surpass a base of over 50 million households by 2025. Even though at a very early stage, FAST channels could well pick up consumption in 2024, with multiple platforms already offering such services or planning to offer soon. The steady growth of Connected TV households in India (currently estimated at 32 million) is expected to reach 40 Mn+ by 2025. TV ad revenue is likely to see high single-digit growth even in 2024.”

INCLUSIVE AND VERSATILE STORYTELLING

SAI ABISHEK

Head Of Factual and Lifestyle Cluster,
South Asia, Warner Bros. Discovery



“A perennial fascination with crime will continue to perpetuate as more local stories will get unearthed both from the headline-grabbing ones to the bizarre, twisted narratives. This could allow for the comfort of watching character-led fictional narratives but with all the benefits and power of real-life storytelling. The coming year promises a shift towards unearthing lesser-known stories from across India’s collective history and mythologies and not necessarily about kingdoms and emperors. A defining shift observed in 2023 was the spotlight on underrepresented stories. In 2024, this trend is poised to soar.”

CONVERGENCE OF AFFORDABLE TECH AND CONNECTIVITY

KRISHNA MENON

Chief Operating Officer, QYOU
Media India



“The burgeoning potential of Connected TV (CTV) advertising in India is at ease to draw businesses and advertisers who are seeking to tap into a vast and engaged audience. CTV will continue to offer precise targeting, higher viewer engagement, and improved measurement tools. Advertisers will tailor their campaigns to specific demographics, ensuring more effective outreach. AI and Machine Learning are set to drive innovation in content development and targeted marketing, revolutionising the consumer experience.”



SCREEN AGNOSTICISM AND THE EMERGENCE OF GLOBAL CO-PRODUCTIONS

ANU SIKKA

Business Head - Kids TV Network, Viacom18

“The year 2024 will witness an increase in screen agnosticism. Broadcasters like us will continue to explore innovative ways to engage their target audience across different platforms, ensuring that the viewing experience is consistently captivating. In 2023, we at Nickelodeon took a pioneering step into the realm of global co-productions with the debut of ‘The Twisted Timeline of Sammy and Raj’ in India. This signalled the beginning of a trend that is set to gain substantial momentum in 2024. With so many digital platforms along with linear channels to cater to, the demand/need for content will increase exponentially, which will bring back the acquisition model to the Indian market.”



REGIONAL ADVERTISERS AND CRISP NARRATIVES ON TV

SIJU PRABHAKARAN

Chief Cluster Officer, Zee South

“In general, there has been a climate of consolidation in the industry, which will further intensify as more prudence is exercised because of profitability. In the consumer space, it’s been two years since COVID. Television is now in a steady state and advertising is back. During that time, national advertisers got maximum benefit due to their distribution strength, but now we are seeing huge excitement around retail advertising in markets like Tamil Nadu and Kerala. So regional brands are back and gaining market share from the national ones, which is great news for the years ahead. As for storytelling, TV remains a co-viewing platform and so genres such as romantic and family dramas, mythological, talent shows and comedy continue to rule.”



PRINT & RADIO

The year 2023 saw a series of recommendations by TRAI, which are expected to rejuvenate the Radio sector. 2023 further enhanced the integrations between Radio and Digital, which led to the creation of extended video content. In 2023 we saw Digital join hands with Radio, creating more opportunities for advertisers to engage in cross-channel promotions. It was also observed that people like interacting with the content, whether it is in the form of gamification or interactive shows. It is expected that experiential marketing will leverage virtual and augmented reality wherein brands will craft seamless virtual ecosystems, like virtual pop-ups and transform events into immersive Digital experiences. Print, on the other hand, especially newspapers, has become the most credible source of information. The advertising growth is on the back of a recovery in volumes; however, yield remains a challenge. In 2023, ad sales revenue will grow +8.1% to INR 175bn (\$2.2bn). The growth is expected to continue in 2024 to drive an increase of +9%, INR 187bn (\$2.4bn). While it is true that branded content and video are on the rise, the importance of content that’s well-researched, well-presented and well-targeted cannot be overstated.

BY ASHEE SHARMA & ARYAN KHANNA

AN UPWARD TRAJECTORY

SIVAKUMAR SUNDARAM

CEO Publishing
(Bennett Coleman & Co. Ltd.)



“The festive period from Navratri to Diwali and beyond witnessed a noteworthy upswing in the durables sector. Large advertisers rose by 5 per cent, indicating that in 2024 the participation of smaller advertisers, who follow trends with a lag, is poised to rise. Political advertising spending ahead of national elections is expected to surge by an expected 20-25 per cent.”

READ. THINK. UNDERSTAND.

INDRANIL ROY

CEO, Outlook Group



“As I look back at 2023, I see a revival of Print. Magazines are here to stay if they rethink and reimagine their positioning. We decided to make every issue a thematic one. We believe in the power of storytelling and decided not to be bound by the structures, formats or predictions. Credibility is important to us. We have also become inclusive and look at artists, poets, and fiction writers as our collaborators.”

We have synchronised and synergised our online and magazine journalism because we are a magazine that’s online too. Four of our recently launched long-term Ips – Start-Up, Sustainability, Retirement Planning and Responsible Tourism – are spaces to watch out for.”

REIMAGINING TRADITIONAL ADVERTISING AND SPONSORSHIPS

SANDEEP LODHA

MD, Condé Nast India



“In the world of marketing, traditional advertising has proven to be less effective, which has encouraged marketers to explore more integrated strategies. Video content has been preferred over other formats. Advertisers are keen on creating engaging visual content that resonates with audiences. Branded content has emerged victorious in that regard and has granted marketers an avenue to synergize their brand effortlessly into content consumed by audiences. I foresee them increasingly leveraging branded content via social media to establish a gripping online presence. Also, the emergence of events and experiences has added a vital aspect to marketing and provided a platform to create engaging moments for brands.”



MORE COMPETITION, MORE OPPORTUNITIES

PRASANNA VISWANATHAN

CEO & Co-founder, Swarajya Magazine

“In terms of subscription revenues, post the pandemic, everyone, including even the traditional media behemoths, has made a decisive shift towards Digital. This has led to increased competition in terms of players, existing and new, vying for subscribers. While it’s true that the entry barriers for Digital are comparatively low, because of the complex economics involved, the challenge in such a scenario is to build an enduring business model. I see that a lot of suboptimal initiatives that came up in the last decade or so might have to fall by the wayside if they are not catering to a niche or haven’t built a loyal readership through differentiated offerings. This is also true because given the information overload and dismal attention spans, both content and audience discovery are going to become increasingly difficult.”

GAMIFICATION AND EXPERIENTIAL MARKETING

ABRAHAM THOMAS

CEO, Reliance Broadcast Network Ltd.



“Transforming passive viewers into active participants, gamification seamlessly integrated interactive elements, challenges and rewards into the content consumption experience. It extended beyond entertainment, creating meaningful interactions and fostering a sense of achievement and community.

In 2024, the convergence of content and technology will redefine brand-consumer relationships.

Experiential marketing will leverage virtual and augmented reality wherein brands will craft seamless virtual ecosystems, like virtual pop-ups and transform events into immersive Digital experiences.”

APPOINTMENT LISTENING AND INTERACTIVE SHOWS

RAHUL NAMJOSHI

CEO, MY FM



“Interesting long-format content and captivating storytelling drew in listeners who tuned in specifically for an exceptional narrative experience. Intriguing narrative and immersive storytelling make it so compelling that people make a point to tune in specifically for the unique experience they provide. This leads to dedicated listening.

Interactive talk shows are on the rise. Today in India, people don't just have opinions, they have strong opinions. Therefore, Radio will work best for a talk format show. People want shows where they can voice their opinions and where everyday individuals are represented.”

TRAI RECOMMENDATIONS AND AUDIO CONTENT

NISHA NARAYANAN

COO & Director, Red FM & Magic FM



“A mid-year recommendation list from TRAI on issues related to the private radio sector included the removal of an avoidable clause on annual licence fees, an opportunity for private FM radio players to create news and current affairs programs, and a mandate for mobile handset companies to offer in-built FM radio. These changes, once implemented, will make it easier for new players to enter the industry and make it more competitive.

We observe a trend of increasing audio content consumption. The podcasting landscape is likely to continue evolving and growing. Further, this growth will continue with an emphasis on niche and specialised content.”



INTEGRATIONS

SREEDHAR N MENON

Deputy Chief Manager - Radio Solutions, Club FM

“Radio and social media are getting more integrated. Content, which was only going on air, now has a video extension connected with various social media handles. Club FM is very strong on each social media platform and we have been engaging a good number of audiences with our specialised in-house team for our listeners and our advertisers.

Radio advertising is evolving to stay ahead of the digital age, where Radio stations are increasingly embracing digital platforms, offering advertisers opportunities for cross-channel promotion. This Radio-Digital journey has opened a new world of opportunities for our sales team to look beyond radio ads and offer solutions to TV advertisers who focus on GEC and other TV channels.”



OOH & EXPERIENTIAL TRENDS

In 2023, Out-of-Home (OOH) and Experiential industries have staged an impressive recovery, reaching pre-COVID levels. Notable trends included the resurgence of cinema advertising, accelerated roadside digitization in metro cities, and a revival of events and activations. Experiential marketing thrived with a surge in innovative and immersive brand experiences. Moreover, AI gained momentum, shaping experiences through augmented reality, virtual reality, try-on apps, and holograms. In 2024, the OOH industry is anticipated to see double-digit growth with industry players focussing on pDOOH and advanced technological integrations. In the experiential industry, customer experience will be at the forefront with a focus on sentiment analytics, while sustainable marketing practices gain prominence, emphasizing transparency about environmental efforts. Additionally, a shift towards empathy, wellness, and mental health will emerge as significant trends.

BY ANJANA NASKAR

ADOPTION OF PDOOH

AJAY MEHTA

MD – GroupM Out of Home Solutions, India



“Now that the Digital OOH infrastructure is in place and is being scaled up, it is time for pDOOH to be actively used in the country. This will help deliver campaigns with strong outcomes and reduced wastage which can help clients achieve their business objectives. If done right, this can be a game-changer for the OOH industry in India and get us access to a larger pool of budgets. Clients are already demanding measurement of their investments and this trend will garner speed in 2024. Large advertisers will want to know clearly what their investments are delivering and will spend only on mediums that can help them understand that.”

ANTICIPATED DOUBLE-DIGIT GROWTH

SANJEEV GOYLE

CEO - OOH and Rural, IPG Mediabrands India



“The OOH industry is poised for robust double-digit growth in 2024, reflecting confidence and optimism. This projection highlights the industry’s ability to not only recover but thrive, setting the stage for a prosperous year ahead. The sectors that played pivotal roles in the OOH resurgence in 2023—OTT platforms, FMCG, NBFCs, and the automotive industry—will continue to be major contributors in 2024. Their sustained significance reaffirms their position as driving forces behind the growth and dynamism of the OOH landscape. DOOH takes centre stage in metro cities as a significant evolution is expected in 2024.”

UNIFORM AD POLICIES

PRAMOD BHANDULA

Executive Chairman, JCDecaux Advertising India



“In 2024, OOH will clock double-digit growth. Also, state governments and smart city CEOs will start working on uniform ad policies to implement OOH media in their respective states and cities. Furthermore, the transformation from static to Digital will grow double digits along the enhanced Measurement and Analytics tools.”



ADVANCED TECHNOLOGY INTEGRATION

JAYESH YAGNIK

CEO, MOMS Outdoor

“2024 will witness a surge in the integration of advanced technologies like augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) into outdoor advertising, creating interactive experiences through Digital billboards and smart display interaction. A significant trend will be the increased use of data analytics to personalise outdoor advertising content based on audience demographics, behaviours, and preferences. This will lead to dynamic content adapting to real-time conditions and audience characteristics. There will be a shift from top-funnel focus to consideration and enrolment.”

SOCIAL MEDIA AMPLIFICATION

ATIN GUPTA

MD, Atin Promotions & Advertising Pvt. Ltd.



“In 2024, brands will keep looking for ways to integrate their campaigns with social media amplification, while preferences will keep moving to programmatic Digital. Money will be spent on targeting interest groups and relevant hyperlocal media.”

SENTIMENT ANALYTICS

HARINDRA SINGH

Chairman & Managing Director, Percept Limited



“Customers will pay more for good experiences and companies will compete to offer innovative, remarkable, frictionless, and rewarding experiences in 2024. Sentiment analytics will become pivotal in 2024. A deeper comprehension of how sentiment affects satisfaction, loyalty and advocacy will become vital and I foresee companies designing smart CX strategies that embed and increase metrics such as conversions and loyalty. Creating unique experiences that capture and engage customer attention will become the key differentiator in 2024. Sustainable marketing practices will dominate trends as consumers increasingly prefer to engage with brands.”

COLLABORATIVE PARTNERSHIPS & CO-CREATION

SAMEER TOBACOWALA

CEO, Shobiz



“Like almost all other fields, Artificial intelligence (AI) is set to play a pivotal role in creating personalized and predictive experiential marketing in 2024. From utilizing AI algorithms to deciphering consumer data, AI will enable brands to perhaps predict preferences and maybe hyper-personalise experiences. In case marketing budgets don't allow the above, AI will still be tossed around thematically, being forcefully integrated into experiences, just to be part of a global trend. Brands will look forward to real and shared experiences to prove the value they bring. They will collaborate with influencers, other brands, and consumers to become more authentic.”

EMPATHY & WELLNESS

ANIL SINGH

Managing Director, Procam International



“I would not classify Digital, AI, Blockchain or Cryptocurrency as trends. They are amazing tech innovations which we all will gravitate towards, for better or for worse. Time will tell. The three key trends according to me will be, empathy - willingness to lend a hand to people in need; wellness - the desire and habitual change in one's approach to health and fitness; mental health - a malaise that until now was misunderstood and forced to keep within, can now be shared, treated and cured. Whether we define the above as trends or any other nomenclature, I pray it continues well past 2024. This world will surely be better served.”