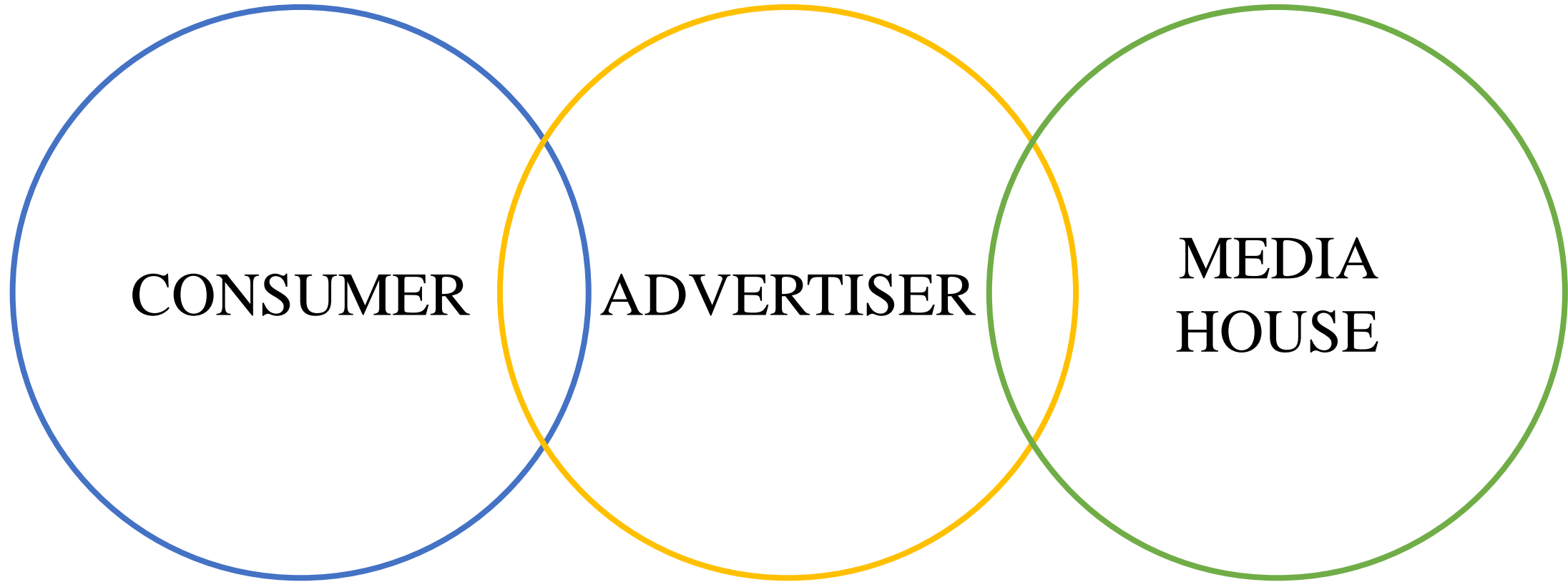


THE EVOLVING MEDIA LANDSCAPE & 360° MARKETING

How is the media landscape changing?



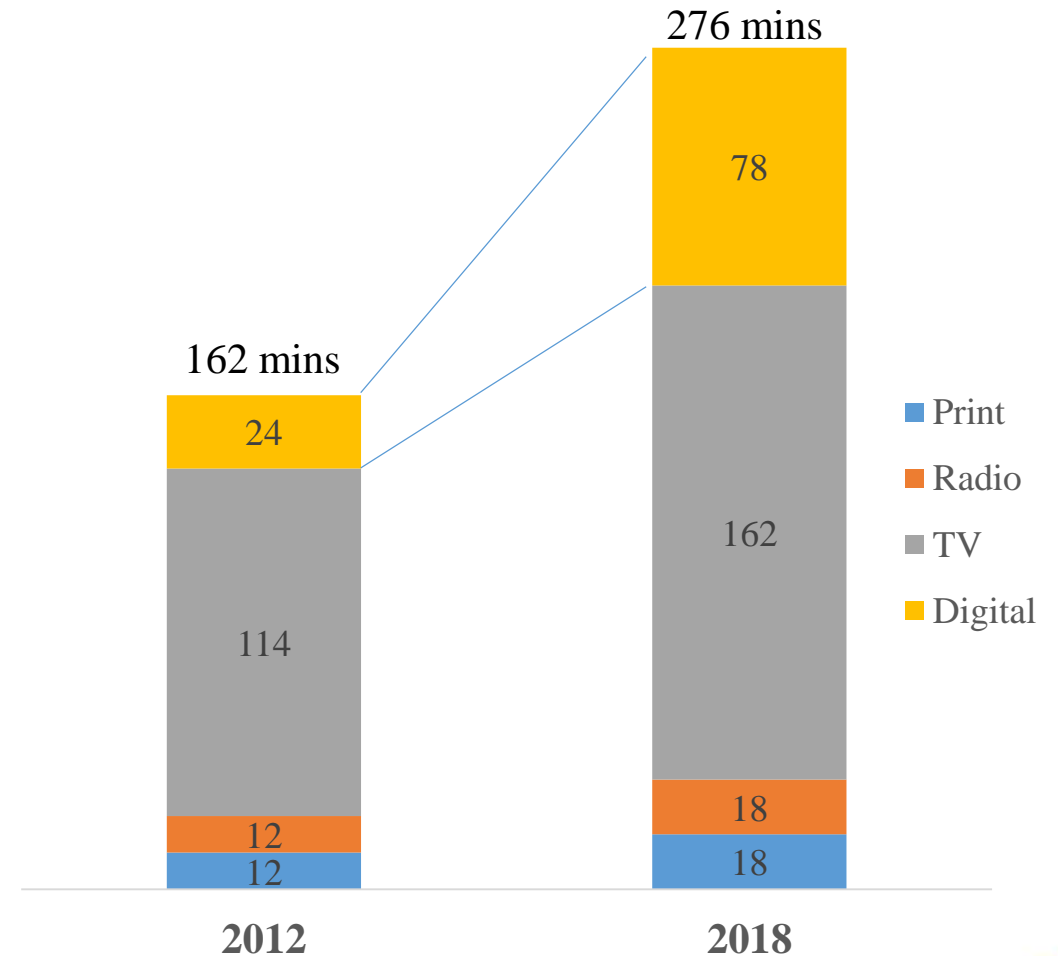
CONSUMER

Changing media consumption patterns

- Strong growth in media consumption in India : 9% CAGR from 2012 to 2018
- Time spent on all media have grown
- Exponential growth for time spent on digital

Source: BCG-CII, One consumer many interactions report, Dec 2018

Media consumption in mins/day



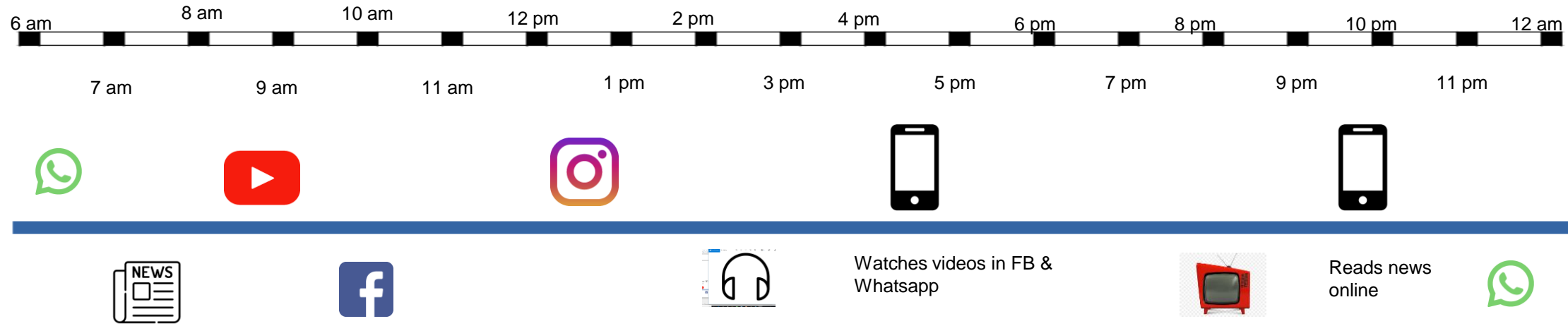
A typical day



Senior manager in a tech company

Devices Used: Mobile, TV, Laptop

Media consumption: 3-4 hours





The content consumption pattern has changed drastically over the period of years.



The new media platforms along with the traditional medias are fighting for the consumer's time and attention.

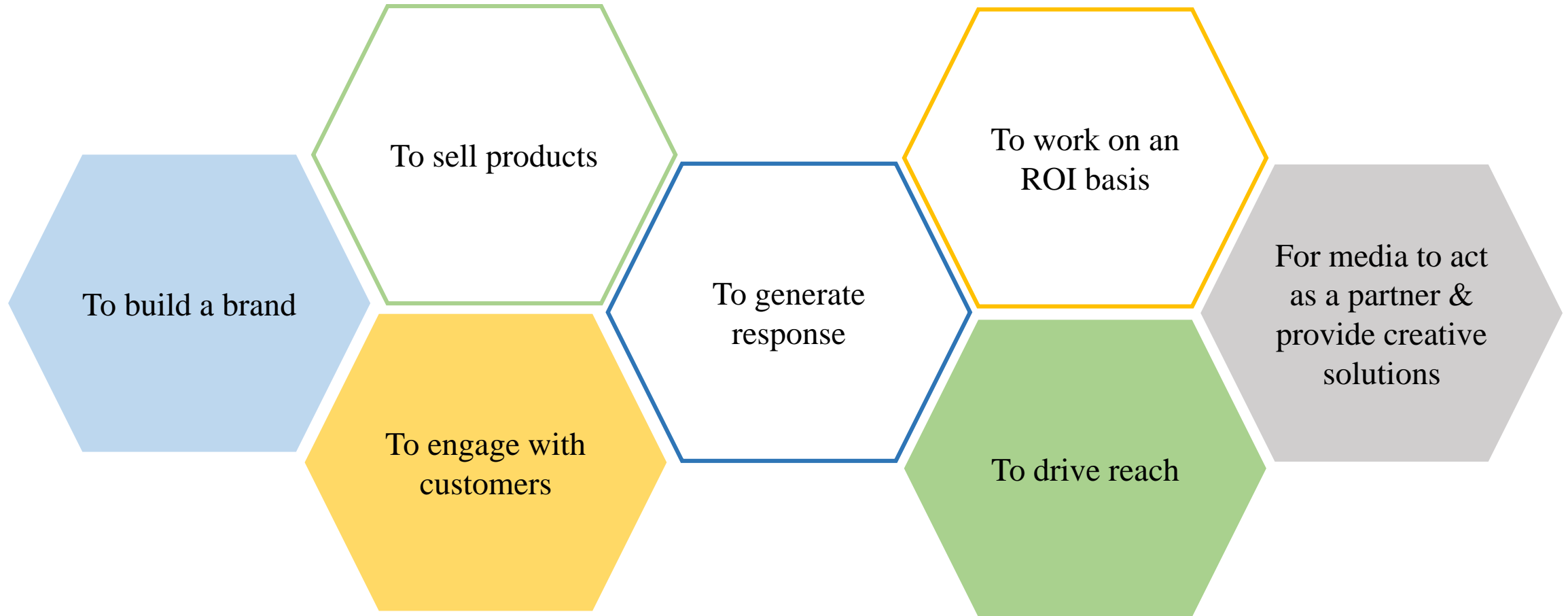


Where as, the consumer are actively seeking ways to avoid ads and enjoy content.

The way forward is to cover all the consumer touch points. Be where they are, when they are present. At the same time interact with them and fulfill their needs.

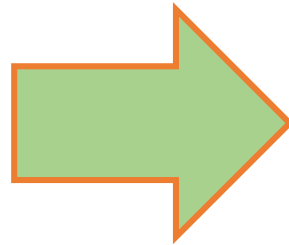
ADVERTISER

Advertiser expectations



Advertising challenge

- Getting the time and attention of consumers to deliver a message is more challenging today, than ever before
- Consumers looking for ways to avoid ads and enjoy content uninterrupted



- Advertisers & media planners have become media agnostic
- Looking for solutions to maximize ROI – increased mileage for ad budgets

“

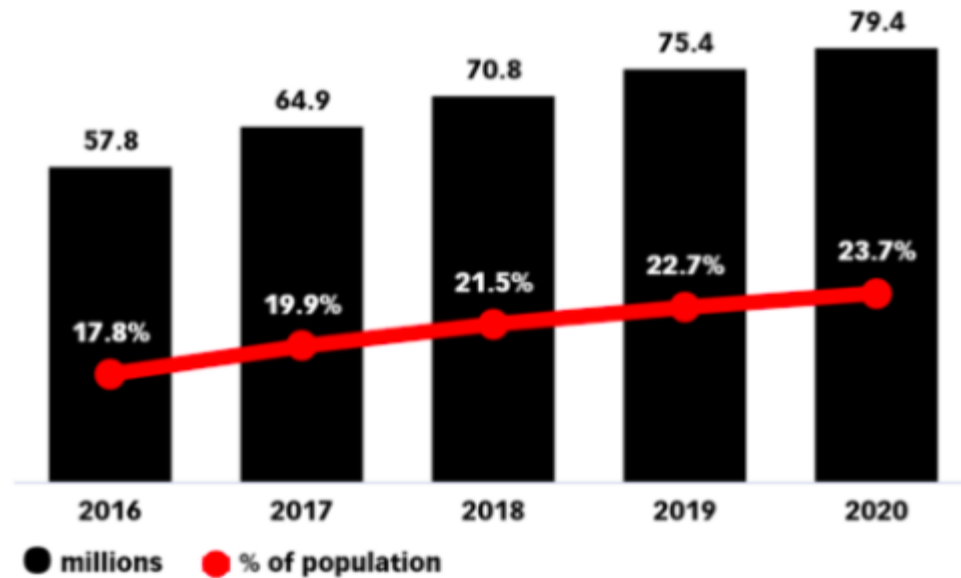
*In simple words, advertisers have an objective to be fulfilled .
Irrespective of the media chosen, the right TG has to be reached
thereby fulfilling the objective*

”

Ad avoidance

Ad Blocking Users

US, 2016-2020



Source: eMarketer, August 2018

Reasons for Blocking Ads While Using the Internet According to Ad Blocking Users Worldwide, Q3 2017

% of respondents

Too many ads are annoying or irrelevant

51%

There are too many ads on the internet

50%

Ads are too intrusive

47%

Ads sometimes contain viruses or bugs

42%

Ads take up too much screen space

40%

To speed up page loading times

37%

I try to avoid all ads wherever, whether on TV or online

29%

To avoid having to see video ads before watching clips/shows

29%

Ads might compromise my online privacy

27%

I want to stop my data allowance from being used up

25%

Note: n=39,438 ages 16-64

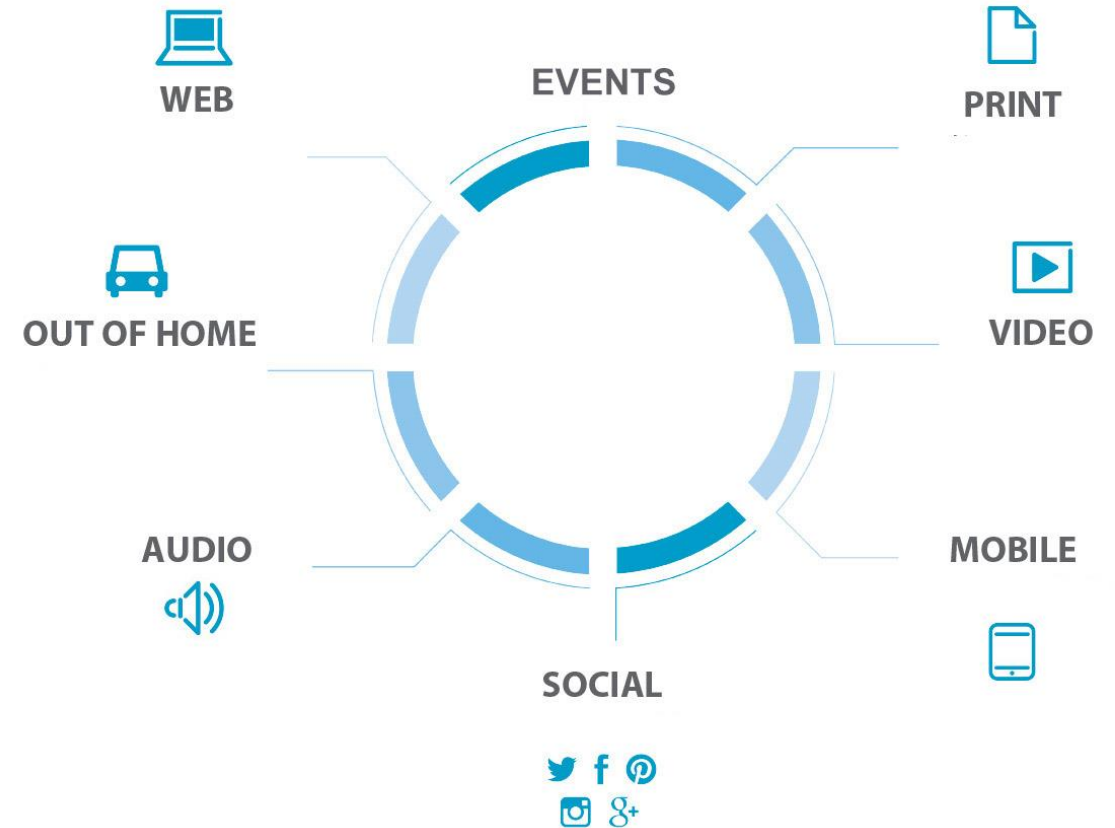
MEDIA HOUSE

Disruptions



- Fragmentation of audiences
- Traditional media is no longer the sole channel for audience aggregation
- One medium/channel alone may not be enough to achieve objectives

Solution - integration



The need for integration

1

Increase reach- by adding another medium

2

Add frequency- by using a less expensive medium

3

Reinforce the message- Using different kinds of sensory stimuli

4

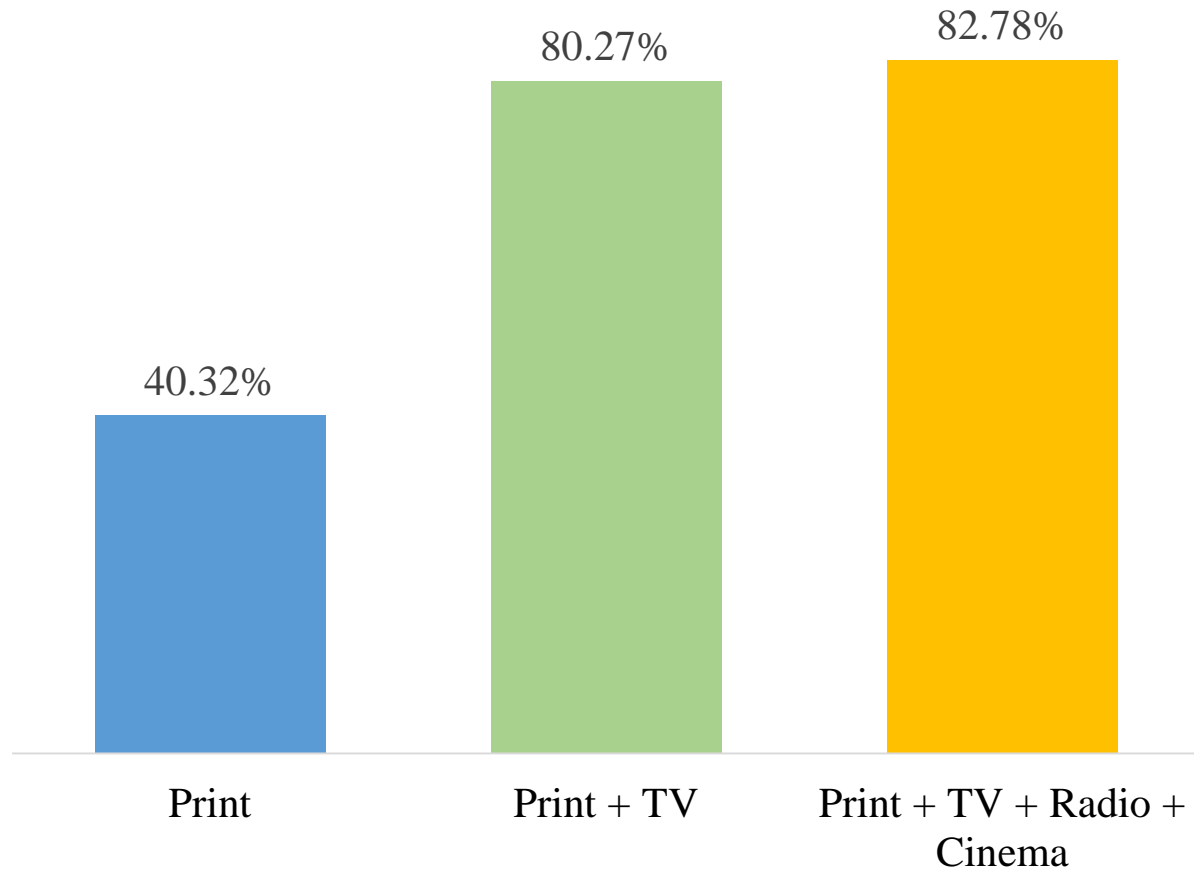
Deliver the message to the consumer through his/her day

5

Build interactivity, relationship- dialogue not just monologue

Media multiplier effect

Monthly reach of media in India – IRS 2019 Q2



By the Theory of **Media Multiplier effect**, a consumer when exposed to multiple mediums get more awareness on a brand as compared to a single medium

Why Events?

Marketers need opportunities to build relationship, generate goodwill and get the trust of prospective consumers

Relationship

Interaction

- Unique opportunity to interact with the brand. Get first hand experience
- Consumers seeking more than a pitch while making a purchase decision.

We also need to re-look at our selling strategies



Consultative selling



Understand the deeper needs and buying motives of the advertiser and act as a trusted advisor by offering solutions within their relationship

Collaborative selling



Partnership between advertiser and media. Both organizations realize that their longer term success is predicated on both of them staying in business - and this means that supplier needs matter too E.g. Co-branded campaigns: Malayala Manorama weekly Pampers – Kunjikiruthal



Malayala Manorma advantage in Kerala

1

Power to aggregate audience – we reach out to 93%* of Kerala's population

Malayala  Manorama



India's No.1 Magazine

* - traditional media alone

Source: IRS 2019-Q1, BARC

2

**We have a relationship with both sides of the table
– Advertisers and Readers**

3

**We enjoy the first mover
advantage**



Case studies



Pampers –
P&G

Nestle
Milkmaid

UNDP

Kerala
Blasters



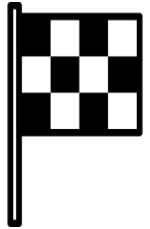
CASE 1 : PAMPERS

OBJECTIVE

Bringing about a behavioural change. To break the habit of using cloth diapers and promote the usage of disposable diapers

Call to action
Via the Manorama
daily

Classes taken by the
best pediatricians and
neonatologists on baby
care



Advertorials in Manorama
Weekly to instill the
benefits of diapers

Mothers, pregnant women
and caregivers have a clear
understanding on the
benefits of diapers

Outcome

Benefits of using disposable diapers for the kids were instilled into the minds of the mothers and caregivers

Increase in market share

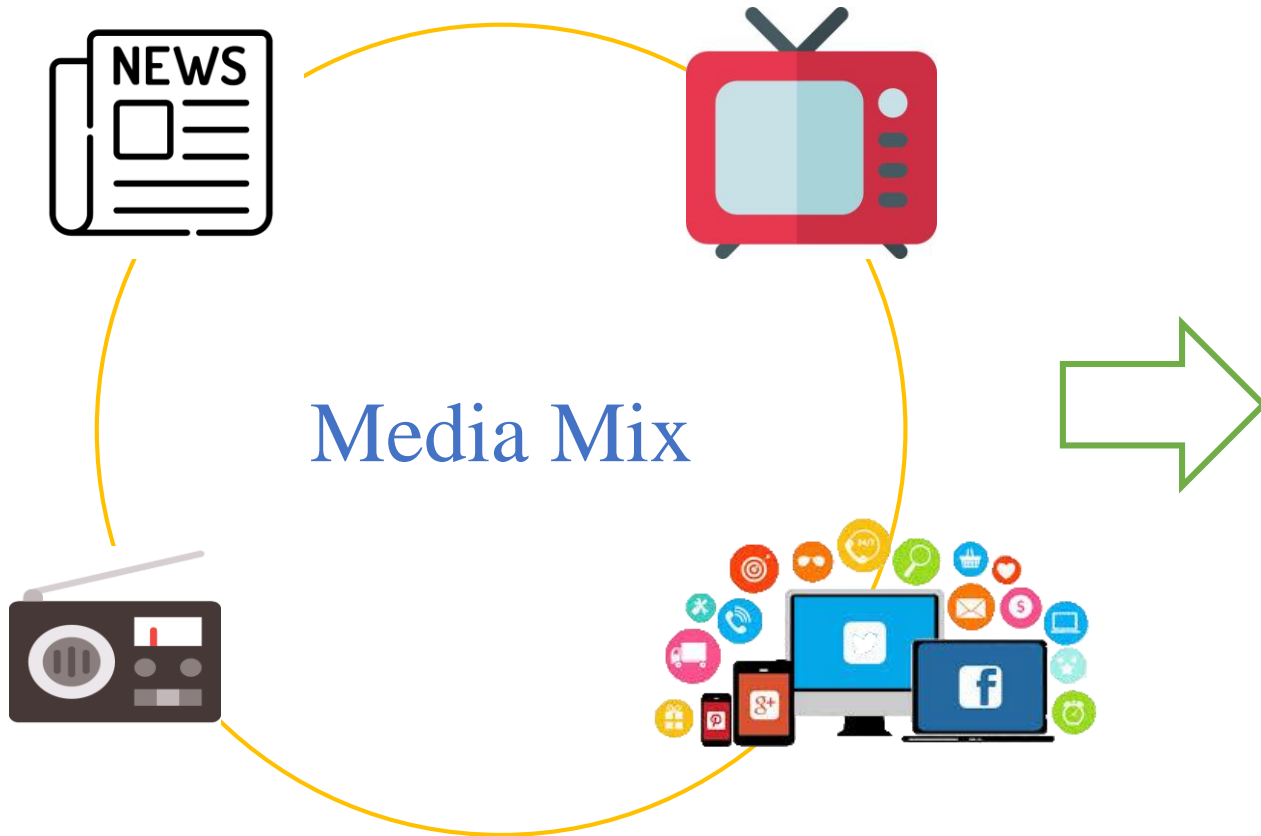
Category expansion in Kerala

Currently the 3rd season is going on

CASE 2 : Nestle

OBJECTIVE

- Build on brand familiarity
- Top of mind recall



The main event



CASE 3 : UNDP- Surakshitha Kerala

OBJECTIVE

To create awareness on resilient construction methods, through exhibitions and road shows. in flood affected districts of Kerala.



Surakshitha Keralam



CASE 4 : KERALA BLASTERS

- Kerala – The paradoxical Indian state where football rivals cricket
 - Launched in 2013, ISL became the platform for Malayalees to showcase their love and support for the football
 - Forseeing a great reception in Kerala for ISL, Malayala Manorama decided to associate with KBFC since the very first year
 - Manorama sees it as an opportunity to leverage the association by pulling famous players and staff for various sponsored events of its own
-
- Kerala also saw devastating floods in 2018

Event

OBJECTIVE

To aid the “Re-build Kerala” initiatives following the Kerala floods in 2018

A pan Kerala road show activation

Promotions in Malayala Manorama daily and Radio Mango

Kerala Blasters players and staff flagged off the event

Through the activation, a contribution was handed over to the CMDRF to aid the “Re-build” initiatives of the Kerala government



1

Plethora of choices
– change in the
patterns of media
consumption

2

Fragmentation of
audience

3

Change from
content to
consultative &
collaborative
selling

4

The need & power
of integration