

# FUTURE OF WORK



## 9<sup>TH</sup> NATIONAL MARKETING CONCLAVE

22 SEPTEMBER, 2018

## About the Conclave

The National Marketing Conclave is an annual convention, organised by KIIT School of Management (KSOM), and attended by industry leaders from the Marketing world as well as academicians from prestigious institutes.

The Conclave this year is based on the theme 'Future of Work' (FOW). As we know, the concept of FOW is expected to unleash the forces related to demographics, technology and customer voice. Traditional marketing is

becoming less effective in achieving the marketing goals of the firm. This Conclave will address a range of new realities in the marketing world affecting businesses today. Large scale technology disruptions have forced marketers to adapt and tweak their marketing strategies to resonate with new customer groups and enhanced consumer experiences. In this Conclave, marketing pundits from the industry will deliberate on varied issues pertaining to the ever-changing marketing landscape.

The conclave will have a formal inauguration followed by discussions in subsequent tracks. Interactive student workshops would be conducted in the second half of the day. Undergraduate and Post Graduate student contests shall be run before the Conclave, winners of which shall be declared on the day of Conclave



## Tracks:

### 1. Marketing to Gen Z

Generation Z will account for 40% of all consumers by 2020. This generation rivals the ever-popular millennials and consists of a new breed of consumers that need careful consideration when marketing to them. Members of Gen Z are tech savvy and can mine information on marketers and their products. This powerful consumer base throws tremendous opportunities and challenges because of their access to information and propensity to use social media for feedback.

### 2. End of Customer Engagement or Rise of Customer Empowerment

This is the biggest paradox facing marketers. Are these two sides of the same coin? Can a firm ignore any opportunity to enhance the customer experience just because today's customer is well aware and more powerful to deal with any offers made by the firms?

Marketers have to move on to a customer centric business model using analytics to get to know customers, establishing their business goals and identifying the highest value tactics. They also have to take into account the current set of 'informed customers' while framing their marketing communication strategies.

## Themes for Interactive Workshops

### 1. Marketing Intelligence

Marketing Intelligence leverages technology, extensive cognitive analytics and proven digital best practices to yield data-driven, scalable and actionable guidance. In future, there could be many more upcoming technologies that would shape the market environment in terms of demographical classification, use of technology and customer voice.

### 2. Digital Distribution

The industry is experiencing rapid change, where new business fundamentals are key to capitalizing on evolving challenges and opportunities in distribution. Many wholesale distributors are looking for insights into distribution disruption and the myriad forces that are shaping the industry by leveraging digital innovations and redefining their business models.

### 3. Experiential Retail

The retail industry is undergoing a major transformation as e-commerce has disrupted traditional brick-and-mortar store models and has given rise to new modes of “experiential retail.” The experiential retail trend is being driven by a number of factors, including the

increasing popularity of e-commerce, the decline in traditional department store traffic, and the proliferation of mobile devices among Gen X, Gen Z and Millennials.

### 4. Content Marketing

Content Marketing will become even more important in future. Content creation and distribution are changing radically. There’s a reason Seth Godin calls Content Marketing “The only marketing left - it’s authentic, useful and perfectly suited for the internet generation.”

### 5. Influencer Marketing

The ever-expanding social media platform has significantly increased the impact of influencers. The challenge in front of marketers is to collaborate with an influential person on social media to promote a product, service, or campaign. Celebrity endorsements were the original form of influencer marketing. But in today’s digital world, regular content creators with social audiences can often offer more value to brands.

### 6. Return of Analog in a Digital World

Consumers are using more and digital technology every day, but older analog



technologies provide the kind of tactile physical experience that a purely digital world has started to remove. There is a trend to go back to the analog products and have a 'real' experience. The success of new age vinyl records, turntables and Carvaan, an offline music player with pre-loaded old songs, are testimony to the return of analog in a digital world. The resurgence of printed books is also a part of the analog resistance, and some may argue, even resurrection. Analog products offer tangibility, nostalgia and sometimes superior performance.

## 7. Programmatic Marketing

Programmatic Marketing is widely seen as the future of work in advertising, especially on the web and platforms enabled by the internet. Google is already targeting 60% of digital advertising budgets to be spent on Programmatic by next year. According to Forrester, programmatic will account for the majority of all digital advertising spending over the next few years. Using consumer data, programmatic marketing can identify what resonates with each consumer and target him or her they are most likely to engage with and at the time they are most likely to engage. It would allow advertisers to procure digital media without having to pre-negotiate a price, so they pay only for the relevant impression that they receive.

## 8. Omni Channel Marketing

Omni-channel Marketing has become key to marketing success as customers engage with companies in a variety of ways, including in physical stores, online via websites and mobile apps, through physical and virtual catalogs, and through social media. The challenge for organizations is to make all of these interactions and experiences as seamless, consistent and effective as possible for customers.

## 9. Changing aspirations of Rural Markets

The changing rural consumer is also defying stereotypes and outdated assumptions. Rural consumers aged 18-28, are Young enthusiasts who make extensive use of digital technology and buy branded products to enhance their social image and have a better quality of life. Village elites are the progressive rural consumers, boasting high education and awareness levels, and desire the best in all products.

## 10. Rise of ethnic and identity-based marketing

Shoppers can express their values. Political consumerism is turning the market into a site for politics and ethics, as consumer choices reflect personal attitudes and purchases are informed by ethical or political assessment of business and government practice. Marketers are identifying and marketing to ethnic and other identity bases more and more, with more tools for accurate segmentation and targeting being at their disposal today.





## CONCLUSION

The future of work is unfolding rapidly. Businesses have to align their marketing strategies in keeping with the major intervention of technology in every aspect of business. Be it carrying out customer research in real time to buying analog products in the digital space, marketers will use the digital platform more and more to augment the customer experience through better curated content.

## Programme Details

TIME	SESSION DETAILS
9.00 am – 9.30am	Registration of Delegates
9.30 am – 9.40 am	Welcoming of the Conclave Dignitaries
9.40 am – 9.50 am	Lighting of lamp and Inauguration by Hon'ble Founder - KIIT & KISS, University Dignitaries and Guests
9.50 am – 10.00 am	Context setting of the Conclave by Director - KSOM
10.00 am – 10.15 am	Theme Video
10.15 am – 11.15 am	Perspective Sessions I & II (30 minutes each)
11.15 am – 11.30 am	<b>Tea</b>
11.30 am – 1.00 pm	<b>Track I: Marketing to Gen Z</b>
1.00 pm – 2.00 pm	<b>Lunch</b>
2.00 pm – 3.30 pm	<b>Track II: End of Customer Engagement or Rise of Customer Empowerment</b>
3.30 pm – 5.30 pm	Interactive Workshops
5.30 pm – 6.00 pm	'Chai Pe Charchaa'

# Who should attend ?

**Students** having an inclination towards marketing must look forward to be a part of the conclave and benefit from the discussions and interaction with the Industry experts. It is also an opportunity to test their marketing acumen by participating in the business contests.

**Industry Experts** shall share this platform with other stalwarts from industry as well as academia to discuss and debate on diverse

issues concerning the future of Indian marketing. It is also opportunity for them to interact with the young minds to get a fresh perspective on various aspects of Indian marketing scenario.

**Academicians** can utilise the conclave to share their thoughts on the future of Indian marketing world with participants from industry as well as with students.



**FLASHBACK  
2017**

## Speakers at previous National Marketing Conclave



**Mr. Prahlad Kakkar**  
AD filmmaker and Entrepreneur



**Prof. Pankaj Chandra**  
Director of IIM, Bangalore



**Mr. Aditya Puri**  
MD, HDFC



**Mr. N Sivaramakrishnan**  
MD, Mother Dairy



# About Us

**KIIT School of Management (KSOM)** is a constituent unit of KIIT Deemed to be University, established under section 3 of the UGC Act, 1956. This is the 25th year of its existence. The National Institutional Ranking Framework (NIRF) has ranked KSOM in the top one percent of five thousand plus B-schools in India since last two years. It has been rated in 'A' Grade by National Accreditation and Assessment Council (NAAC). The school is an SAP University Alliances partner and also has tie-up with Dassault Systems, a world leader in Product Lifecycle Management solutions.

**Kalinga Institute of Industrial Technology (KIIT)** with an impressive cluster of 28 academic campuses spread across 25 square kilometers, has the unique distinction of becoming the youngest educational institution in the country to be declared as Deemed to be University (U/S 3 of the UGC Act, 1956). Recently it has been conferred with category 'A' status by Ministry of HRD, Govt. of India.

However, the jewel in the crown has been Kalinga Institute of Social Sciences (KISS), where more than 27000 children from lesser known tribes are being provided free boarding, lodging, education and vocational training. It is education coupled with empathy that makes KIIT stand out from the rest.

**Kalinga Institute of Social Sciences (KISS)**, Bhubaneswar, India is a fully free, fully residential home for more than 27000 poorest of the poor indigenous children who are provided holistic education from Kindergarten to Post Graduation along with lodging, boarding, health care facilities besides vocational, life skill empowerment. With an humble beginning in 1992-93 with only 125 students, it has now become World's largest residential institute for indigenous children. The Institute plans to educate 2,00,000 poor indigenous children over the next decade by setting up branches in 30 districts of Odisha and all the states of India.



**KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY**

Deemed to be University U/S 3 of the UGC Act, 1956

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