



**MMA**  
**IMPACT**  
**INDIA**

**SHAPE THE FUTURE OF MODERN MARKETING**

# **Year 2021: Survival of the Fittest**

**PREETI REDDY**

CHAIRWOMAN, SOUTH ASIA

**KANTAR**

# We started the year on a somber note

72% Indians were impacted economically by COVID



A drop of ~ Rs 188 Billion monthly in the disposable income in Urban

## Extent of drop in income

**25**

up to 10%

**17**

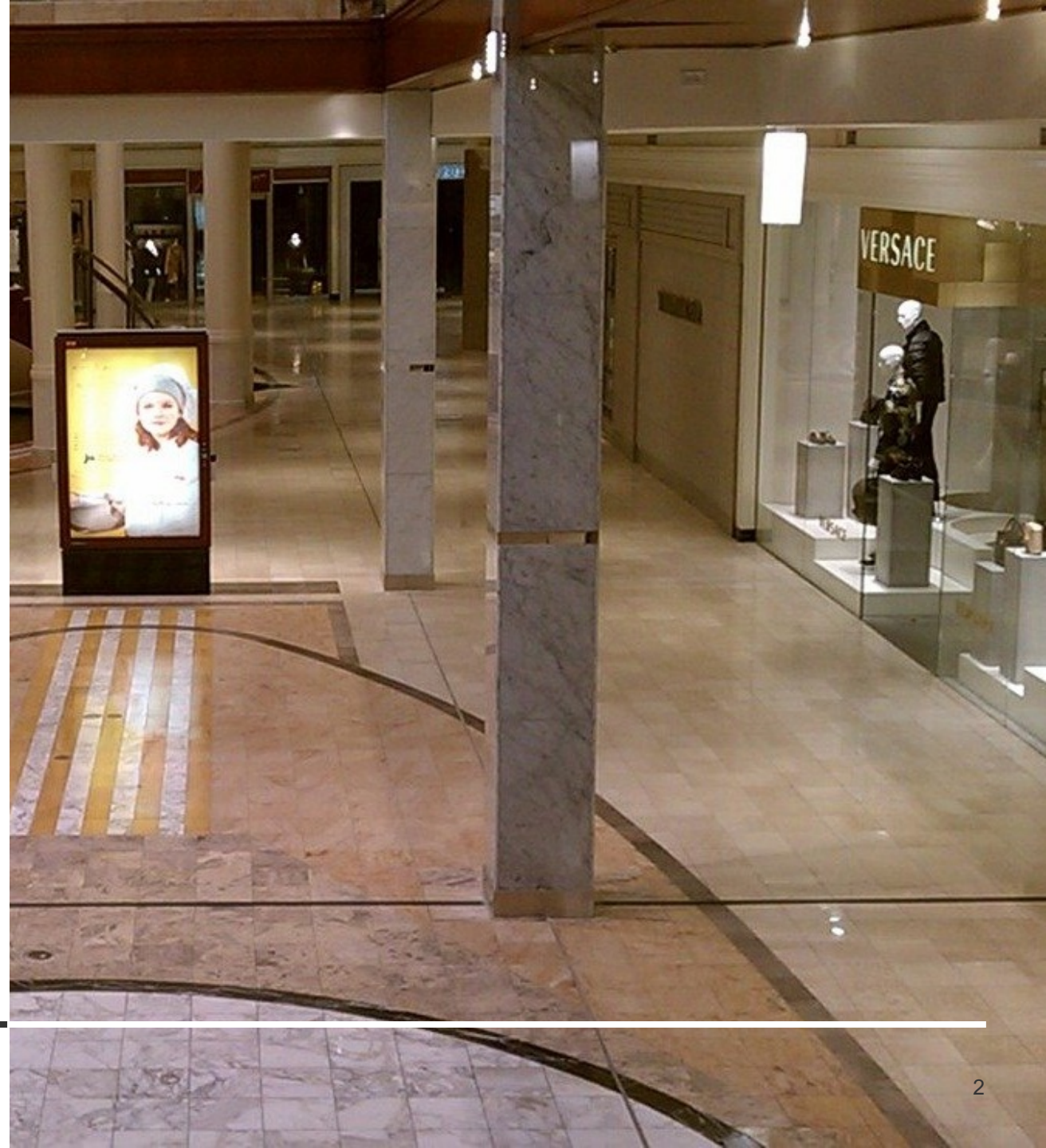
11 to 20%

**15**

21 to 40%

**15**

41+%



# Brands have had to craft new strategies

Shifts in consumer buying patterns

Changed brand preferences & loyalties

Drop in impulse purchases

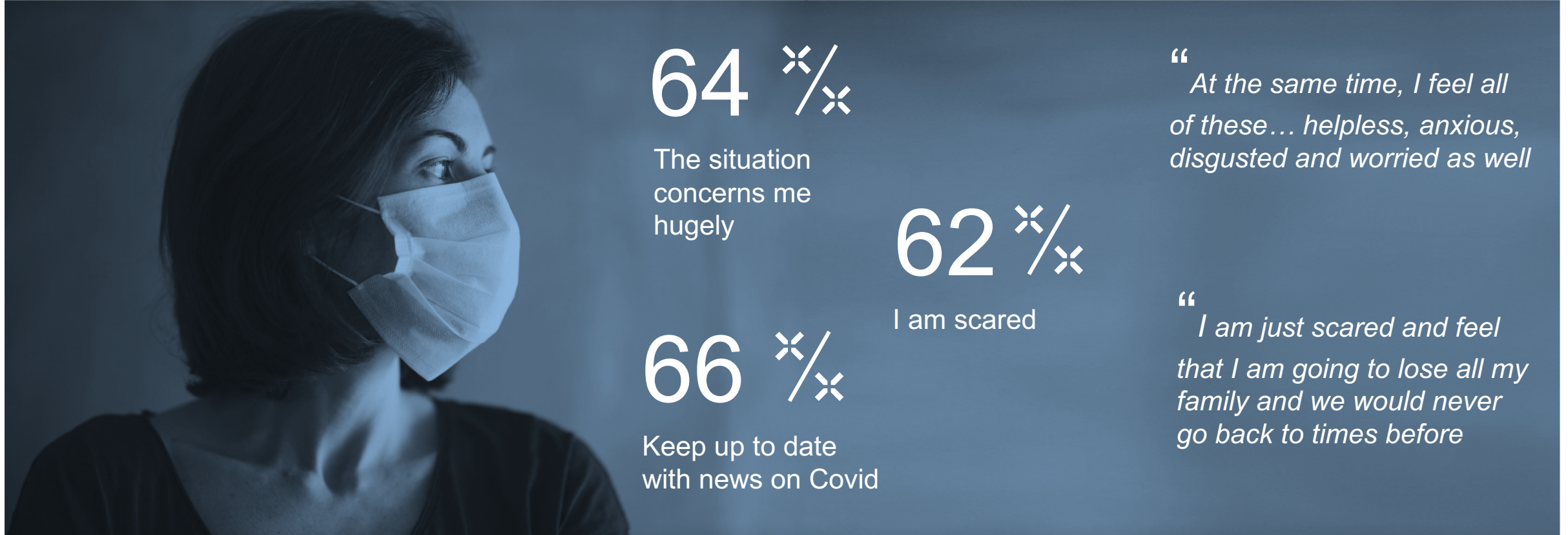
Focus on home vs. outdoor activities, leisure

Recrafting trade strategies to address issues in distribution and channels

Change in the tone of messaging to consumers to resonate with current sentiments



# The deadly second wave has however taken us back in time, with higher anxiety levels that goes beyond financial concerns



# The emerging Indian



*“You either make yourself accountable OR you will be made accountable by circumstances.”*

- Unknown



1.

## Collective accountability

Indians are demanding accountability from governments, institutions and fellow citizens

*“Out of the fires of desperation burn hope  
and solidarity.”*

- Sharan Burrow



2.

## Communities in isolation

Rise of communities of volunteers to aid in the battle against the pandemic, despite isolation

3.

## We have found new heroes

Rise of heroes born in crisis. With real narratives



*“Hard times don't create heroes. It is during the hard times when the 'hero' within us is revealed”.*

- Bob Riley



*“Never take anything for granted, learn to appreciate what you have, before its no longer yours to appreciate.”*

- Unknown



4.

## Count your blessings

Increased focus on relationships,  
beyond immediate family

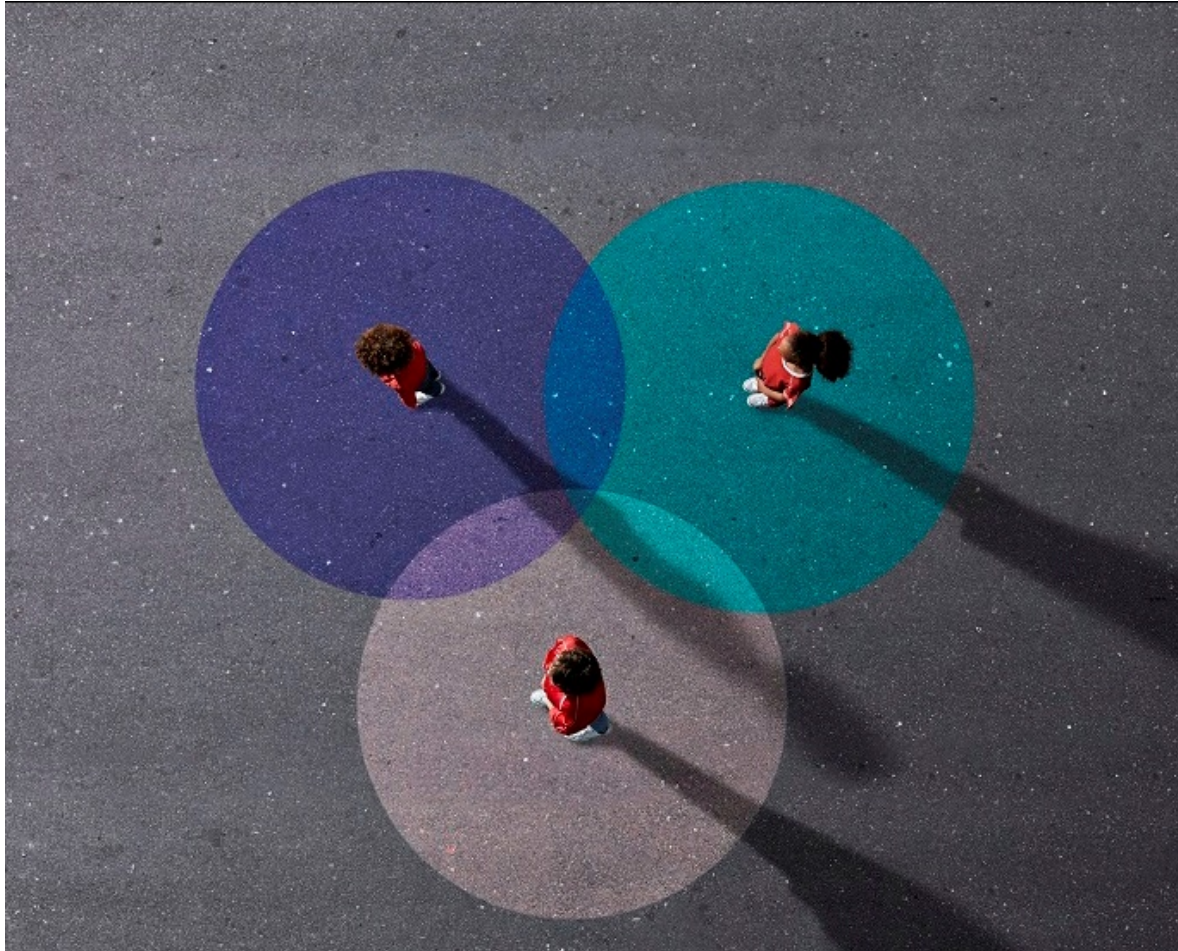
5.

## Financial prudence is here to stay

Strong apprehensions about the future make financial security paramount. Reprioritizing needs, higher savings – the starting point



*"I make myself rich by making my wants few".*  
- Henry David Thoreau



*"Time to reevaluate my circle."*  
- Unknown

6.

## A return to the tribe

People are creating and defending a patch between their tribe and the world

*“From here begins the battle”*

- Bienvenido Comas



7.

## Home is the new war room

2021 has widened the realm of possibilities, beyond just work, study or shopping from home

8.

## Forced “Aatmanirbharta”

In the absence of any help from outside or inability to go out during lockdowns, dependence on self, ability to find convenient mechanisms to get their work took precedence

*“In yourself right now is all the place you've got.”*

— Flannery O'Connor, *Wise Blood*



*“Many people are not used to spending all day every day inside a home space. Like any place that you’re occupying without a break or interruption, it can become tedious.”*

- Unknown



9.

**The heady sense of togetherness is losing its sheen**

| A yearning for the lost 'my space' is creeping in



*“Out of suffering have emerged the strongest souls;  
the most massive characters are seared with scars.”*  
— Kahlil Gibran

10.

## It's okay not to be okay


People are coming out and seeking support groups, counsellors to deal with anxiety, depression issues caused by the pandemic

## **Brands must solve not sell**

Customer expectations from brands  
have evolved from emotional  
succour to practical utility







2021 – promises to be an unforgiving year that has revealed our fears, vulnerabilities and infrastructural inefficiencies. It will perhaps be the turning point for rebuilding and emerging stronger.

We look to going through 2021 with a line from the Woodstock-era peace activist Wavy Gravy,

**Dare To Struggle,  
Dare To Grin.**



**THANK YOU**

**SHAPE THE FUTURE OF MODERN MARKETING**

