MMA SMARTIES UNPLUGGED INDIA

INNOVATING
RECOGNIZING
CELEBRATING

Welcome to SMARTIES Unplugged

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The Inaugural Edition of SMARTIES Unplugged

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OUR PARTNERS

PRESENTED BY

AudiencePro
a vserv product

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Google

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12TH EDITION MMA SMARTIES INDIA CELEBRATION OF TALENT

Shoutout to our 2023 Submitters!

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HAVAS
convosight
CEAT
AnyMind
affle
AppLabs DIGITAL STUDIOS
360 ONE
hansa cequity ENRICHING CUSTOMER EQUITY
affinity
Flipkart Ads
HiveMinds A UNIT OF MADISON WORLD
INMOBI
dentsu x
ET MEDIALABS
groupm
FCBKINNECT
BRIDGESTONE Solutions for your journey
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pHd
socialpanga
media.monks
MINDSHARE
Ogilvy
MYGLAMM
OMP
MULLENLOWE LINTAS GROUP
Performics
PUBLICIS GROUPE
paytm ads
PERFETTI van Melle
QRIUS Creative Labs
Organic by MSL
SEEDTAG
kaya clinic
Schbang.
SOCHEERS
AudiencePro a vserv product
foundit
TATA AIA LIFE INSURANCE
Teads
THE Good Glamm GROUP
TOASTER
tonic WORLDWIDE
TVS
Xapads
VAYNERMEDIA
SIRONA
tyroo
wrm
Zenith The ROI agency

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Congratulations, 2023 Finalists!

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InMobi
interactive avenues
HAVAS
Schbang.
Jio saavn
groupm
AudiencePro a vserv product
AppLabs
AnyMind
Digital Turbine
essencemediacom
TVS
dentsu x
CARAT a dentsu company
amazon ads
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Xapads
PUBLICIS MEDIA
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media.monks
mCanvas
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Leo Burnett
kaya clinic

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Top Categories

Category	Sub-Category
Marketing Impact	Brand Experience
Impact Media	Social Media Marketing
Impact Media	Creator/Influencer Marketing
Experience Technology	Experimental/Innovation Technology
Purpose Driven Marketing	Social Impact Marketing

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New Categories

Category	Sub-Category
Purpose Driven Marketing	Brand Purpose / Activism
Impact Media	Omnichannel Marketing
Emerging Tech Marketing	Spatial / AR / VR / NFT / Metaverse Tech

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SMARTIES
BUSINESS IMPACT INDEX

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MMA India SMARTIES Business Impact Index

Top brands in India

(Location is where the brand's campaign(s) ran)

Rank	Brand	Product category	Total brand score
1	Boost	Food	178.3
2	Cadbury	Food	168.6
3	Google	Technology & Electronics	128.3
4	Sunlight	Household & Domestic	96.7
5	UltraTech Cement	Business & Industrial	68.4
6	Swiggy	Retail	61.2
7	Dove	Toiletries & Cosmetics	58.1
8	Upstox	Financial services	54.4
9	Lotus Herbals	Toiletries & Cosmetics	49.1
10	Star Sports	Media & Publishing	46.1
11	Amazon Prime Video	Media & Publishing	43.7
12	Bharti Airtel	Telecoms & Utilities	40.4
13	L'Oréal	Toiletries & Cosmetics	36.3
14	B Natural	Soft Drinks	32.3
15	Vim	Household & Domestic	30
=16	Nissan	Automotive	28.2
=16	boAt Lifestyle	Retail	28.2
=16	Samsung Galaxy	Technology & Electronics	28.2
=16	Hershey's	Food	28.2
=16	Meesho	Retail	28.2
21	Horlicks	Soft Drinks	26.1
=22	Raymond	Clothing & Accessories	24.2

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MMA India SMARTIES Business Impact Index

Top advertisers in India

(Location is where brands belonging to the advertiser ran campaigns)

Rank	Advertiser	Points
1	Unilever	422
2	Mondelēz International	184.8
3	Alphabet	128.3
4	Aditya Birla Group	92.6
5	Amazon	72
6	L'Oréal	64.6
7	Swiggy	61.2
8	The Walt Disney Company	58.2
9	Upstox	54.4
10	Lotus Herbals	49.1
11	Bharti Airtel	44.4
12	ITC Limited	40.4
=13	Raymond	36.3
=13	Renault	36.3
=15	Imagine Marketing Limited	28.2
=15	Samsung	28.2
=15	The Hershey Company	28.2
=15	Meesho	28.2
=19	Noise	24.2
=19	HDFC Bank	24.2
21	Titan Company	20.2
22	Tata Group	17.1

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SMARTIES
Business Impact Index

Top digital/specialist agencies in India

(Location is where the agency is based)

Rank	Agency	Agency Location	Country	Agency Type	Agency Group/Network	Holding company/Owner	Total agency score
1	SoCheers	Mumbai	India	Digital/Specialist Agency			44.7
=2	Interactive Avenues	Mumbai	India	Digital/Specialist Agency	IPG Mediabrands	Interpublic Group	40.4
=2	Interactive Avenues	Bangalore	India	Digital/Specialist Agency	IPG Mediabrands	Interpublic Group	40.4
4	Schbang Digital Solutions	Mumbai	India	Digital/Specialist Agency			36.3
=5	Kinnect	Mumbai	India	Digital/Specialist Agency	FCB	Interpublic Group	32.3
=5	Performics	Mumbai	India	Digital/Specialist Agency	Performics	Publicis Groupe	32.3
7	Digitas	Mumbai	India	Digital/Specialist Agency	Digitas	Publicis Groupe	24.2
8	Blink Digital	Mumbai	India	Digital/Specialist Agency			16.9
9	Xapads Media	Noida	India	Digital/Specialist Agency			12.1
=10	White Rivers Media	Mumbai	India	Digital/Specialist Agency			8.1
=10	Organic by MSL	Mumbai	India	Digital/Specialist Agency	MSLGROUP	Publicis Groupe	8.1
=12	LS Digital	Navi Mumbai	India	Digital/Specialist Agency			4
=12	Korra Worldwide Advertising	Gurgaon	India	Digital/Specialist Agency			4
=12	Lintas Live	Mumbai	India	Digital/Specialist Agency	MullenLowe Group	Interpublic Group	4
=12	Hiveminds Innovative Market Solutions	Bangalore	India	Digital/Specialist Agency			4
=12	Look Who's Talking	Gurgaon	India	Digital/Specialist Agency			4
17	Ordinary	Mumbai	India	Digital/Specialist Agency			2

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SMARTIES
Business Impact Index

Top media agencies in India

(Location is where the agency is based)

Rank	Agency	Agency Location	Country	Agency Type	Agency Group/Network	Holding company/Owner	Total agency score
1	Mindshare	Mumbai	India	Media Agency	Mindshare Worldwide	WPP	272.6
2	Wavemaker	Mumbai	India	Media Agency	Wavemaker	WPP	168.6
=3	Madison World	Mumbai	India	Media Agency	Madison World		40.4
=3	EssenceMediacom	Gurgaon	India	Media Agency	EssenceMediacom	WPP	40.4
5	OMD	Gurgaon	India	Media Agency	OMD Worldwide	Omnicom Group	36.3
6	OMD	Mumbai	India	Media Agency	OMD Worldwide	Omnicom Group	20.2
=7	EssenceMediacom	Mumbai	India	Media Agency	EssenceMediacom	WPP	16.1
=7	Wavemaker	New Delhi	India	Media Agency	Wavemaker	WPP	16.1
=9	Carat	Mumbai	India	Media Agency	Dentsu International	Dentsu	12.1
=9	Wavemaker	Gurgaon	India	Media Agency	Wavemaker	WPP	12.1
11	Mindshare	Gurgaon	India	Media Agency	Mindshare Worldwide	WPP	10
12	GroupM	Mumbai	India	Media Agency	GroupM	WPP	2

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The exciting new era of marketing and Artificial Intelligence (AI)

Staying ahead of the curve while embracing the latest in tech trends.

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Groundbreaking Study On Gen AI

5 AI Debates: We asked companies what they think

World at large

1. Utopia or dystopia?

2. Shinny object or historic change?

My company

3. Moving fast or slow?

4. Do we know where to focus?

5. Insource or outsource?

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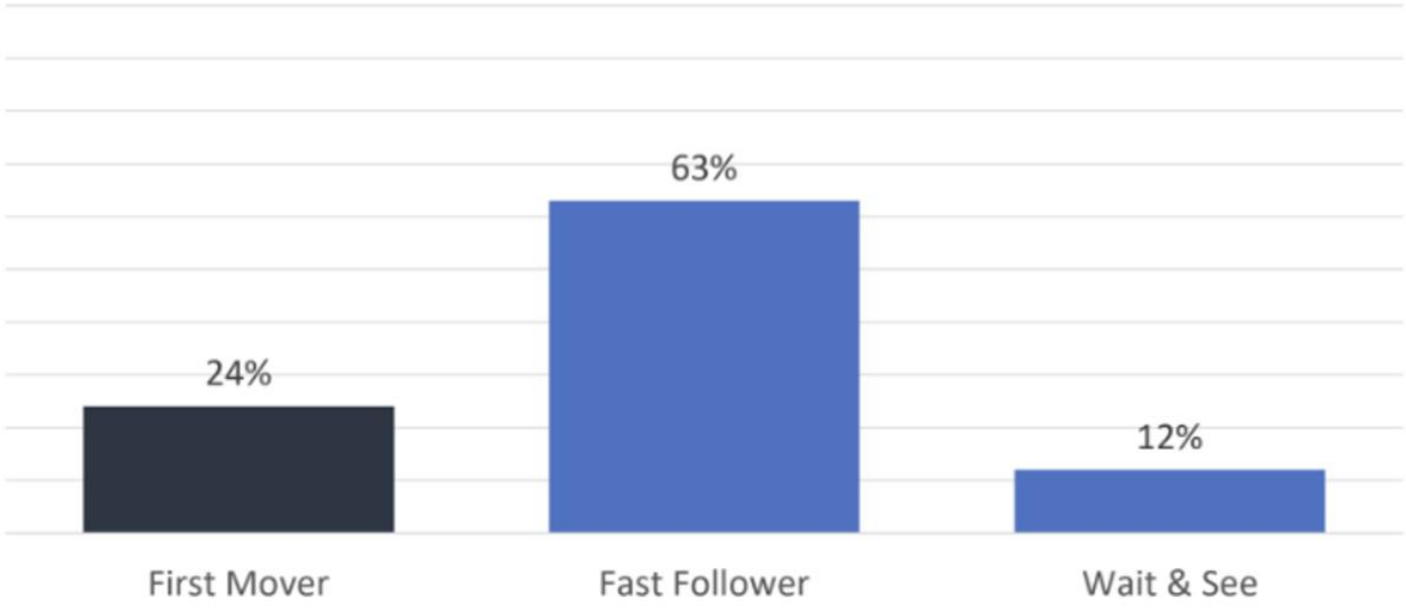
The AI Revolution in Marketing

The majority plans to be a fast follower when it comes to GenAI



25 Q14: When it comes to the adoption of generative AI in your business, do you believe it is more advantageous to be: (Select one) (N=)

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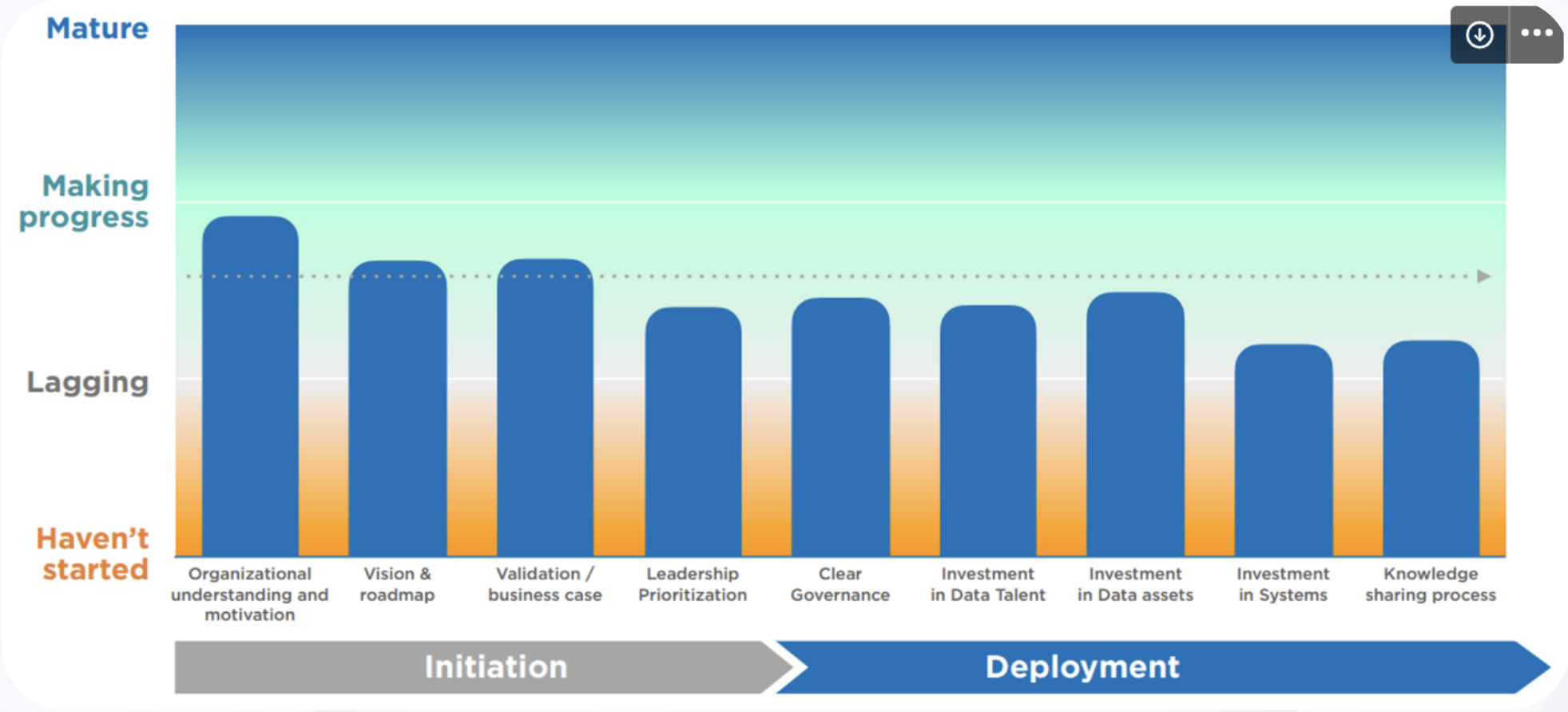
A Solid Business Case For AI



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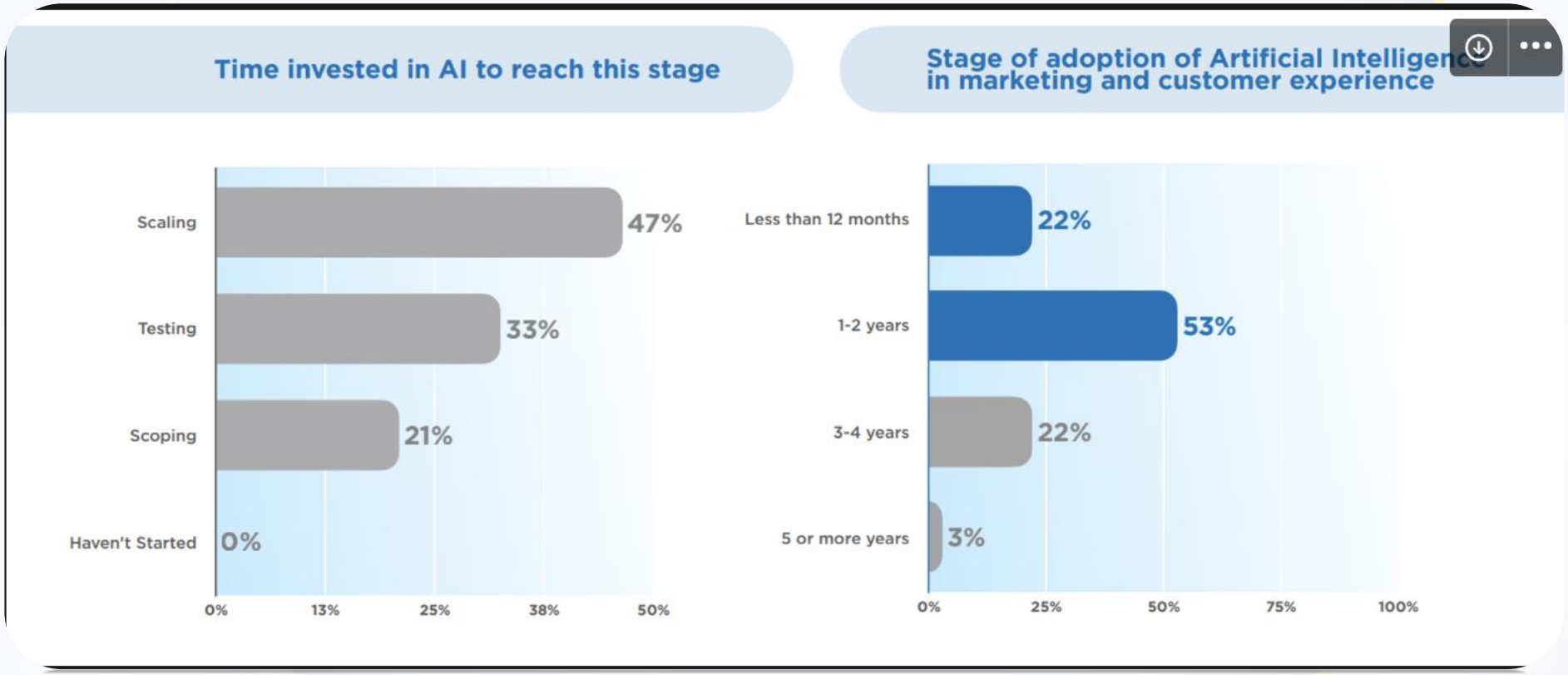
AI Risk Awareness & Preparedness



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Gen AI: A Subject of Discussion

OPTIMISTIC

What if how you could call a number, leave a quick voice mail and get a diagnosis (by AI) for dementia or even throat cancer?

PESSIMISTIC

What if you lost a job interview if the hiring software analyzed your voice to track your mental condition?

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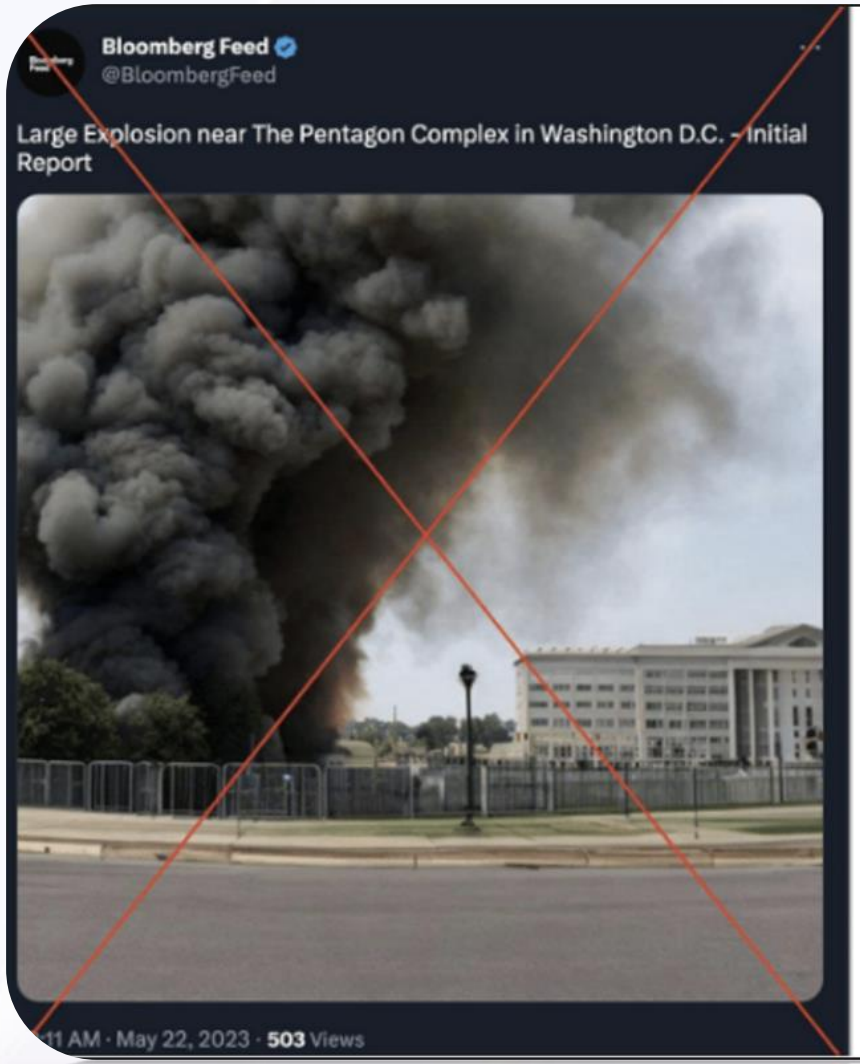
Myths & Misconception



1

THE BATTLE FOR ATTENTION

People have gone to war for a #story.

"Primitive AI" has already been used in social media to destabilize elections

Now Gen #AI will do that at scale.

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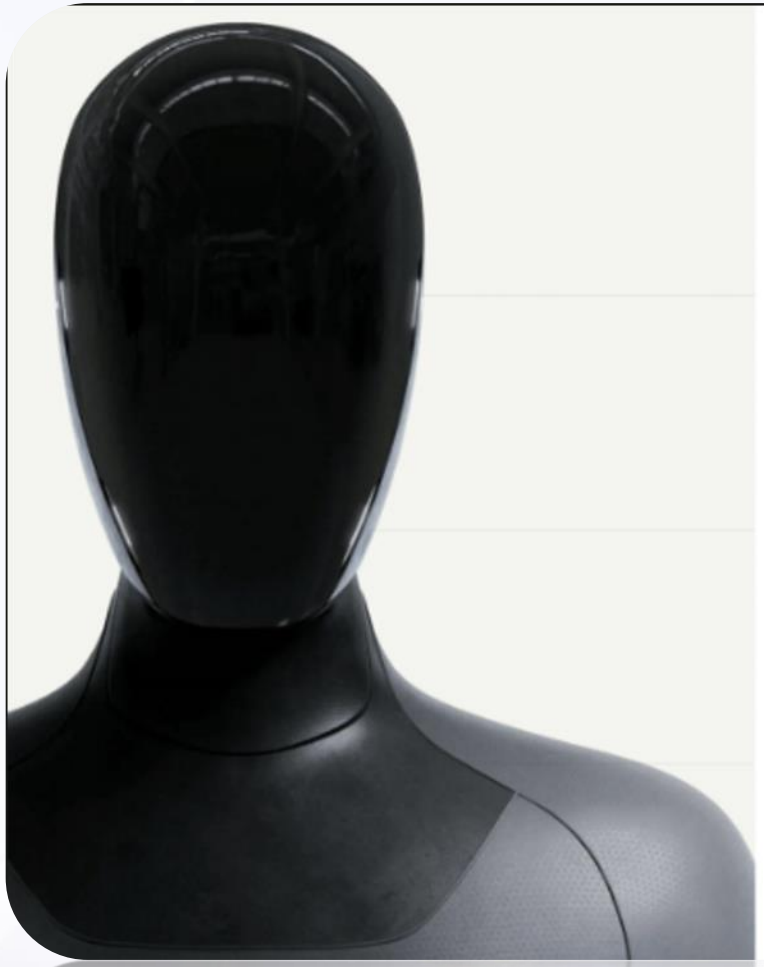
Examining Perspectives & Expectations



2

THE BATTLE FOR JOBS

"Traditional AI" and basic robotics are already expected to replace repetitive, non-cognitive jobs.

GenAI now threatens cognitive, creative and high paying jobs*

*GENERATIVE AI AND FIRM VALUES
NATIONAL BUREAU OF ECONOMIC RESEARCH May 2023

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5 AI Debates: MMA Global Asked Companies What They Think

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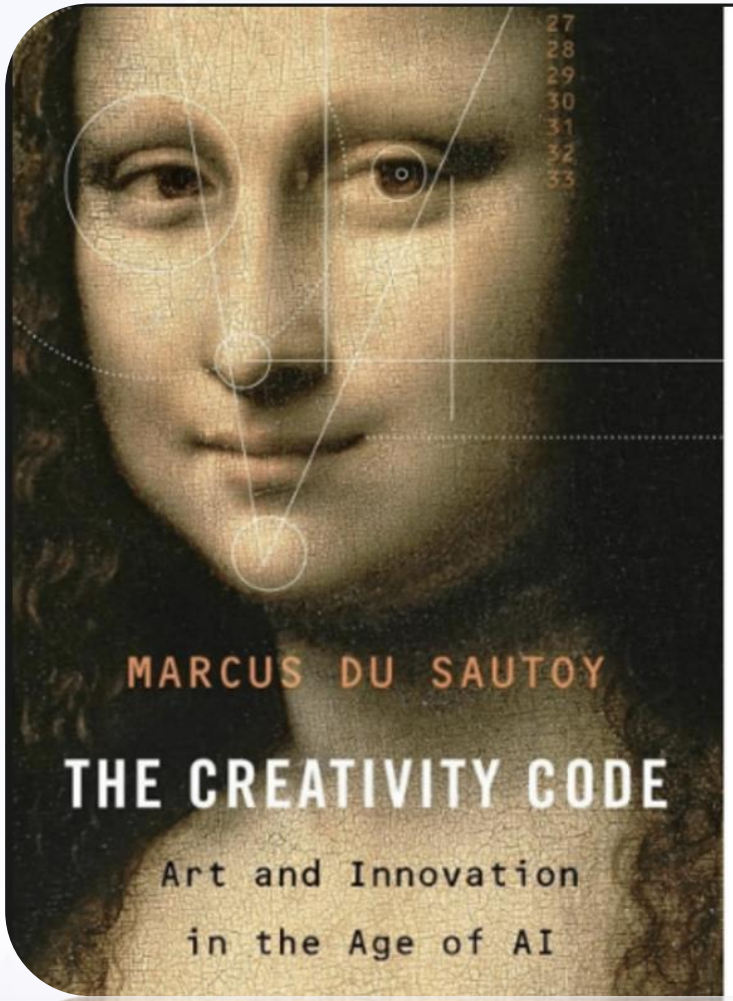

3

THE BATTLE FOR MEANING

Creative activity captures human's attempt to understand being in the world"

Imagine a world that is designed by non-humans

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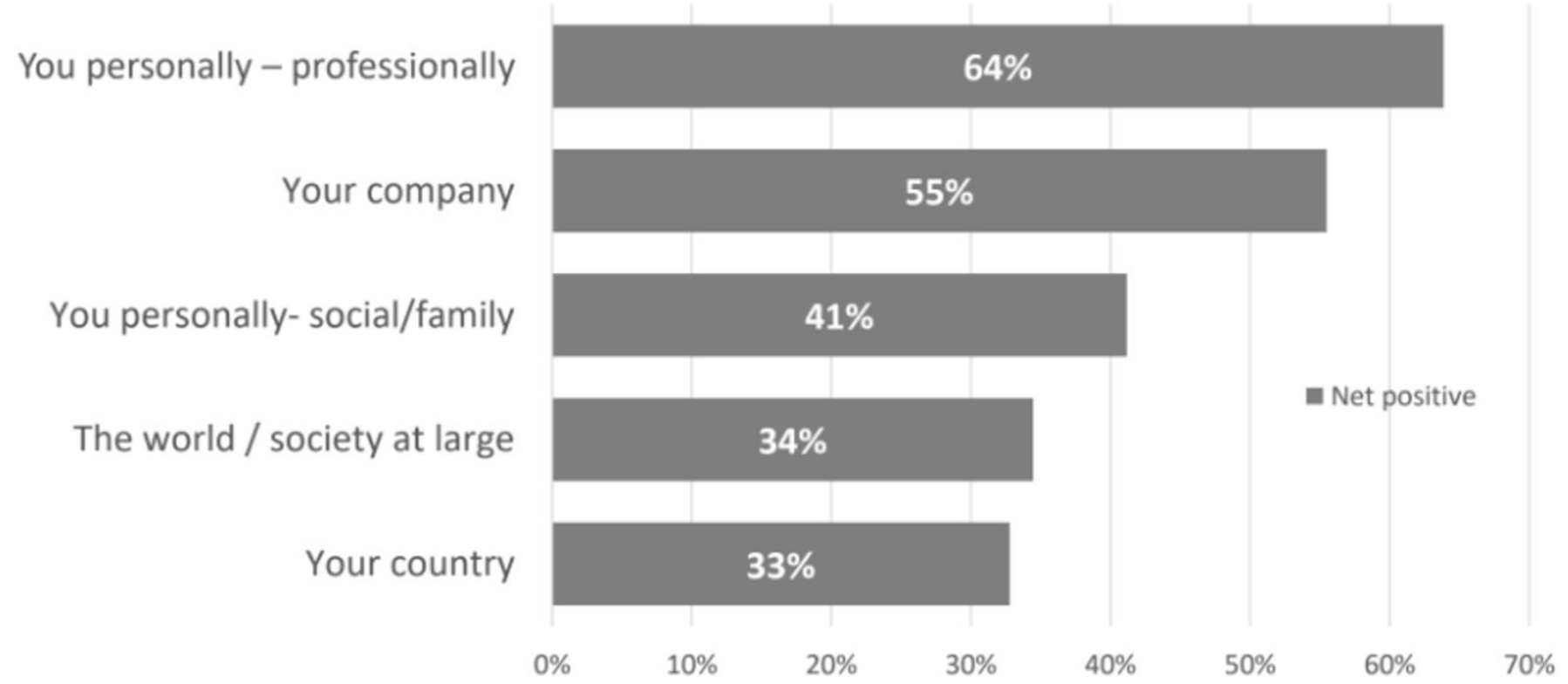
Myth 1: Gen AI Will Take Your Job & Kill Your Family



15 Q10. When considering the broader implications of generative AI, please indicate your level of optimism or pessimism regarding its impact on each of the following: (N=)

@gorecki36 #StateofAI

Automation of Repetitive Tasks

1.

Utopia or dystopia?

Verdict: Utopia

Marketers don't agree with the dystopia myth

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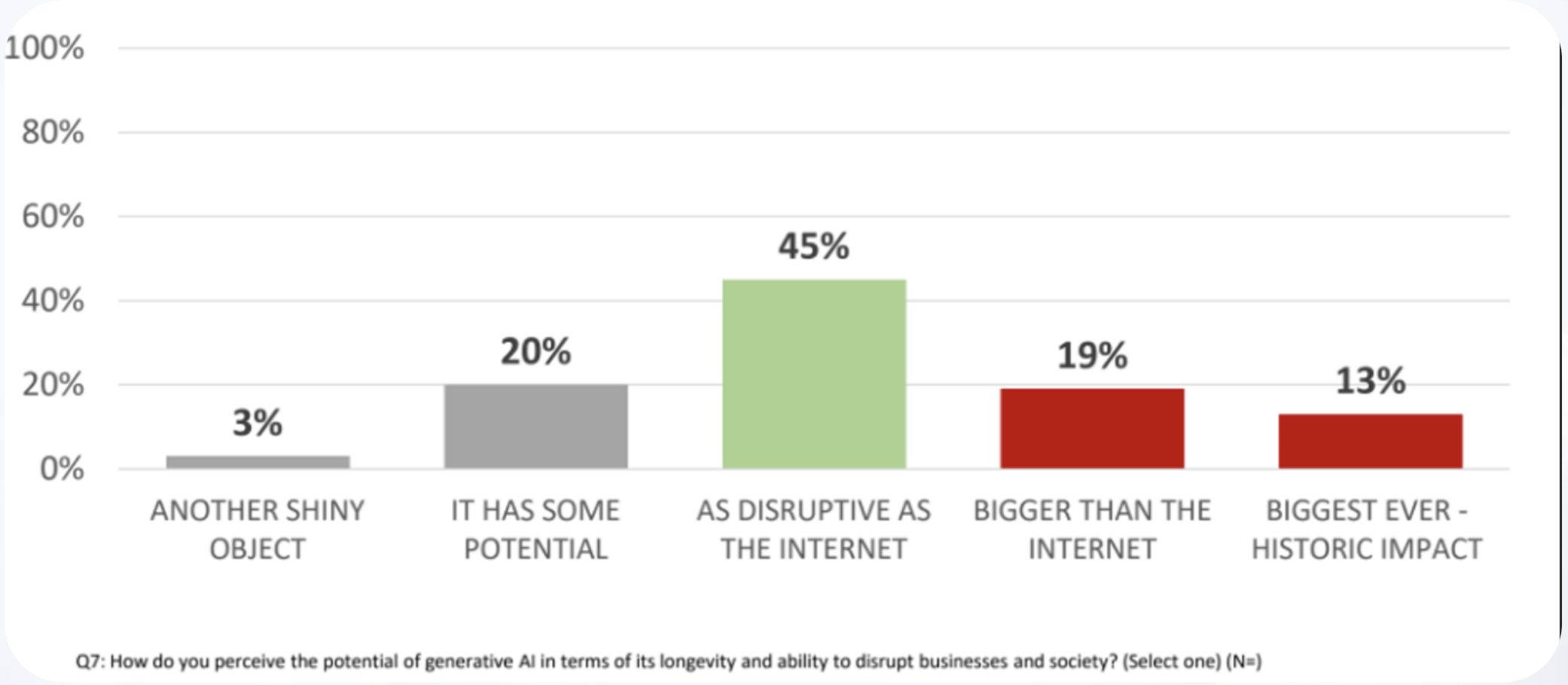
Myth 2: Gen AI Will Bring Biggest Disruption In History



Q7: How do you perceive the potential of generative AI in terms of its longevity and ability to disrupt businesses and society? (Select one) (N=)

Its True Potential Lies In Integrating With Technology & Marketing Practices

2.

Shinny object or historic change?

Verdict: Disruption

Marketers expect disruption and fast change, but not historic

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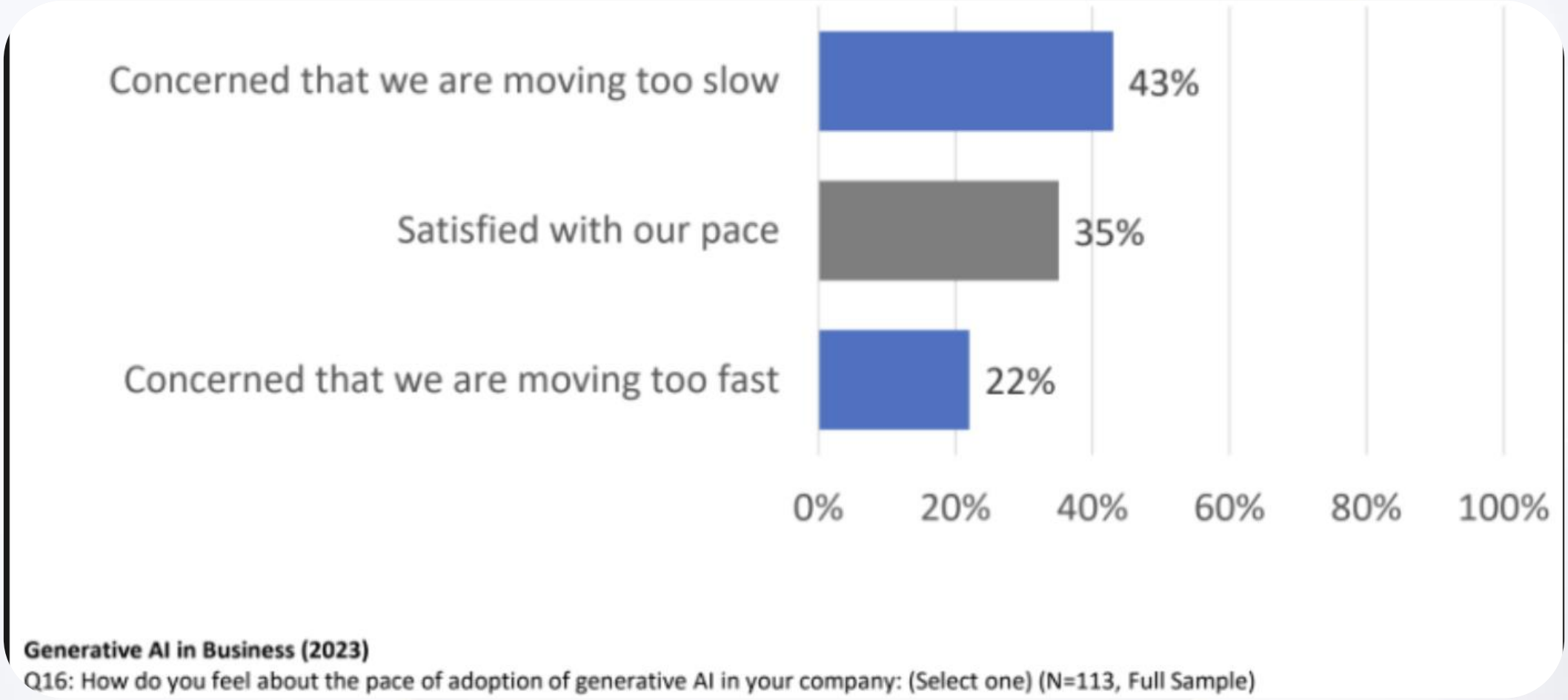
Myth 3: We Are Too Late With Gen AI



Generative AI in Business (2023)

Q16: How do you feel about the pace of adoption of generative AI in your company: (Select one) (N=113, Full Sample)

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Staying Ahead of The Curve

3.
Moving fast or slow?

Verdict: Too slow

Marketers are indeed worried about their pace of adoption

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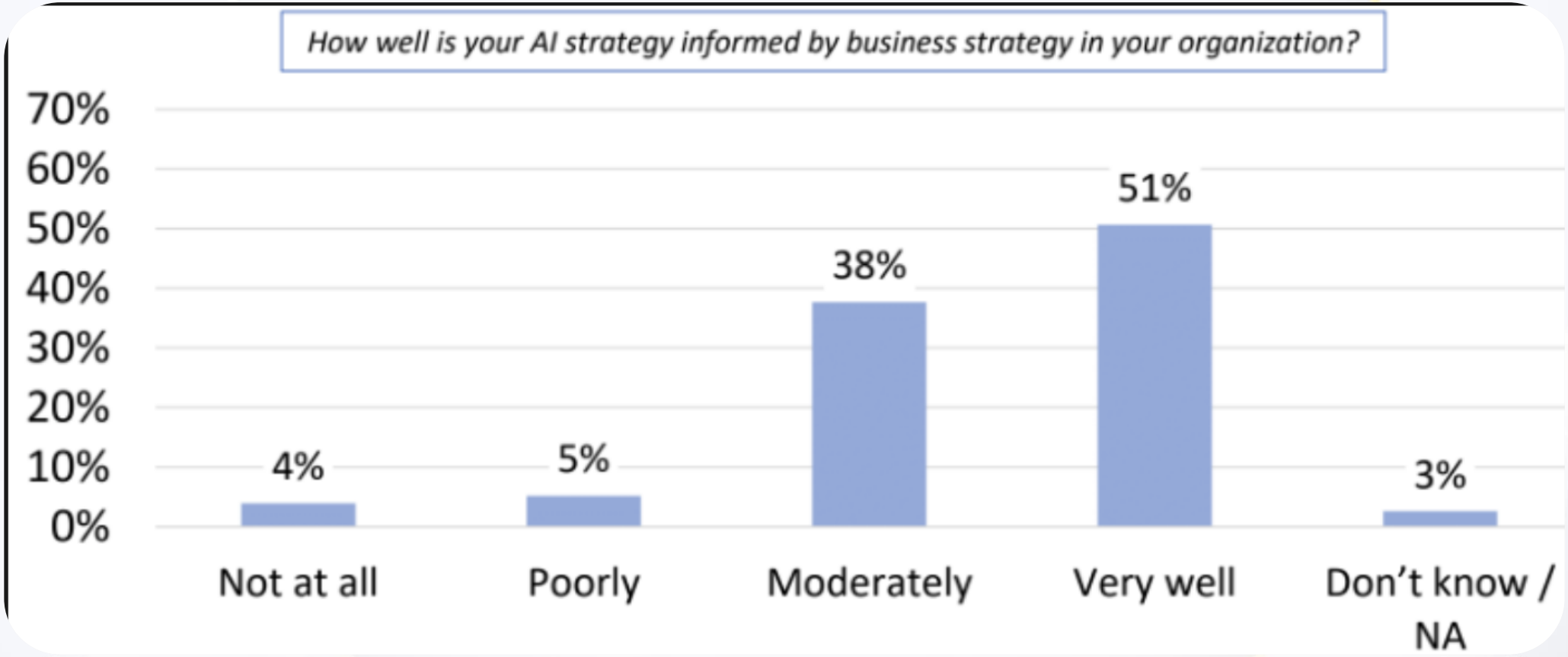
Myth 4: Everything Is Changing So Fast, We Don't Know Where to Focus…



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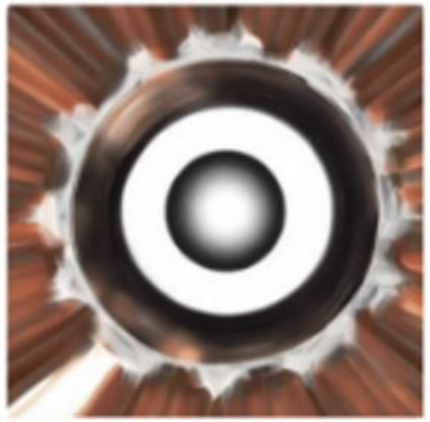
Identify The Areas Where Gen AI can Make An Impact

4.

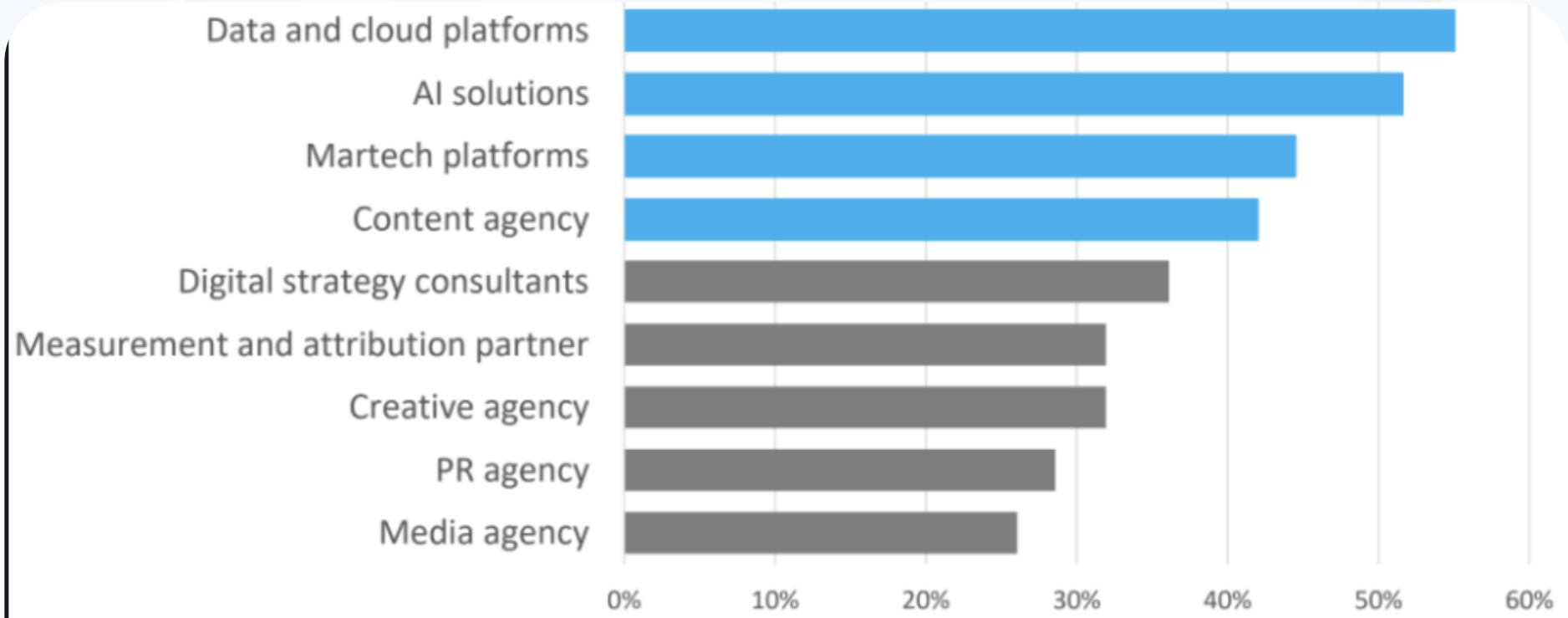
Do we know where to focus?



Verdict: Clear focus

Marketers have clear priorities in terms of use cases

Myth 5: Gen AI Will Bring A Ton of Insourcing



39 Q21. A year from now, how much will you rely on each of the following types of partners, compared to now? A year from now we will...(N=)

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An Exciting Time for Marketers, Filled With Possibility

5.

Insource or outsource?

Verdict: Not ready for insourcing yet

Marketers will outsource more in the short term

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SMARTIES India Agenda

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2:30 PM – 3:00 PM

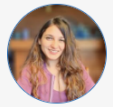
Top Categories in Spotlight - Part 1 | Channels, Data & Analytics

Imperial Room

Left-brained marketer vs. right-brained marketer is the common debate in marketing but here at Unplugged, we want to move the 'vs' to intelligent conversations & insightful - often fun - discussions between our top category shortlisted at SMARTIES India and our facilitator. Between showcasing the secret sauce behind their campaigns, these nominees will talk about marketing channels, data, and analytics.

Categories Covered:

- Product and/or Service Launch
- Customer Journey Marketing - Lead Generation / CRM
- Cross Digital Media Marketing
- Brand Experience
- Omnichannel Marketing



RATI MEHRA
Senior Associate Director - Sales & Global Lead - Newton
MAAS Platform

KANIKA BHATIA
Associate Director - Brand Planning
Performics

SAMEER JAIN
VP & Head D2C - Ecommerce
Max Life Insurance

RAJIT DESAI
Sr Vice President – Client Leadership
Mindshare

SEJAL LODAYA
General Manager
Wavemaker

FACILITATOR

SAURABH PARMAR
Fractional CMO/ Growth Head & Conducts Corporate Workshops

3:00 PM – 3:10 PM

Brands that know what works, and how!

Imperial Room

Focussing on what the winning campaigns have done right; to further understand the strategies behind the brand's media planning and content customization. Let's deep dive into the golden trio of Brands, Media and Content! Let's see what's in trend and what's here to stay!

KAVITA CHAND
Vice President (Media), South Asia, Insights Division
Kantar

In Partnership With:

KANTAR

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SMARTIES India Agenda

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4:45 PM – 5:00 PM

Building Advocacy in Online Communities

Unlock the power of authentic conversations in online communities by building an army of evangelists who advocate for your brand and amplify its impact. Additionally, discover the proprietary, AI-driven MarTech innovations that help transform consumer insights into actionable strategies that inform your marketing and growth plans.

TAMANNA DHAMIJA
CEO & Co-founder
Convosight

In Partnership With:

convosight

5:00 PM – 5:30 PM

Marketing Excellence Unplugged - Navigating New-Age Trends & Tech

Imperial Room

SMARTIES every year does push the envelope as far as the future of marketing excellence, this year being no different hence the intent is to talk about the elephant in the room and elicit views from our industry experts on the future of marketing excellence on the back of ever evolving trends and technologies that all marketers need to harness and leverage upon.

VIKRAM PANDEY
National Creative Director
Leo Burnett India

DEVIKA SHARMA
VP and GM – India
InMobi

SIDHARTH SINGH
Lead – Countline & Gifting Marketing
Mondelez India

SHALINI PILLAI BANERJEE
Head of Consumer Apps Marketing
Google India

VIJAY IYER
Director, Large Customer Ad Sales
Amazon India

ROHIT DADWAL
MMA Board Member and Managing Director APAC
MMA APAC

MODERATOR

SAURABH PARMAR
Fractional CMO/ Growth Head & Conducts Corporate Workshops

6:00 PM – 7:00 PM

SMARTIES India Gala Night Registration Begins

Grand Ballroom

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