

THE ECONOMIC TIMES

Bb

BEST
BRANDS

2014

2014

BRANDS
BEST

16th October, 2014 | Hyatt Regency - Mumbai

Celebrating Brand Excellence

Brought to you by

 **Edge**

An Economic Times Initiative

Innovate

Most Valued

Have The Highest Recall

Consistently Deliver Quality

Innovate

LEADING BRANDS

Provide Best Service

Have The Highest Recall

Register High Referrals

Provide Best Service

Most Valued

but...

Are All
Leading Brands

The
Best Brands ?





Brands reflect product quality, trust and status and are of significant importance, both, when entering a new market or retaining leadership status. These also play a crucial role in acquiring and retaining assets and form the basis for investor sentiments. Given that India is growing at a tremendous rate amidst dynamic competition, the importance of brands in providing a competitive edge cannot be undermined. Needless to say, the companies now focus seamlessly towards creating a brand, increasing its recall and referral value and bringing it alive.

However, while every organization has joined the race to build its brand, there are few who have moved ahead of others and created benchmarks. What sets them apart? What creates lasting impressions in consumers' minds and successfully builds a lasting connect? What makes leading brands the best brands and vice versa?

To gain deeper insights into the role of new age branding and brand association with consumer preference, The Economic Times & Nielsen conducted an extensive study resulting in the first edition of ET Best Brands.

"It's not what the brand stands for but what consumers perceive the brand stands for"

- Sudio Sudarsan, Brand Strategist, Author & Academician



BRINGING THE BEST TOGETHER

IDENTIFYING THE BEST

In the present competitive globalized framework, brand presence provides the leading companies with an edge to project their brand as the best. In a quest to understand if leading brands are also the best brands, The ET Edge team, in collaboration with Nielsen, identified certain variables that would help evaluate a 'Best' brand. After initial rounds of in-depth interviews with Nielsen Industry Practice heads, inputs were gathered from Brand Managers across varied categories. These were collated to identify variables which were further validated by industry specialists as appropriate measures for identifying 'Best Brands'.

RESEARCH METHODOLOGY

A list of 400 brands was finalized for the survey. Brands were included based on their sales, retail and media visibility. This was done to ensure that the final list of brands was a fair representation of brands across categories. Face to Face interviews were conducted with the target group with a structured questionnaire. Respondents evaluated brands they are familiar with. Each respondent could rate a maximum of 25 brands based on their familiarity levels.

Respondent Profile



Male & Female



SEC A/B/C Households



Age: 24-50 years

The survey was restricted to SEC A, B and C households in urban India, with a view to focusing on the core target audience for most branded products and services. The study was carried out in the following 16 cities across India. Total sample size was 13,120 distributed equally across respondent types within segment.

Town Class	Total
M8	7,040
M	3,200
5 - 10L	2,880

Total Respondents: 13,120



HIGHLIGHTS

16th October 2014 - Mumbai

WORKSHOP

PANEL DISCUSSIONS

COFFEE TABLE BOOK

FELICITATION

09.30 - 10.00 REGISTRATIONS & REFRESHMENTS

10.00 - 10.30 Chief Guest Address

What Makes Leading Brands the Best Brands?
Prasoon Joshi, Chairman, McCann Worldgroup Asia Pacific

10.30 - 11.00 Keynote Address

Branderstanding: Let Your Brand Speak for Itself
Suhel Seth, Author & Marketing Maven

11.00 - 11.15 TEA/COFFEE & NETWORKING

11:15 - 12:15 Panel Discussion 1: 5 Steps to Building Lasting Connect with the Consumers

Session details
Localising Globalised Brands
Technology
Innovations
Brand Accountability
Brand Visualization

Panelist
Jean-Christophe Letellier, Managing Director, L'Oreal
Sushobhan Dasgupta, MD, Johnson & Johnson Medical India
Himanshu Kapania, MD, Idea Cellular
Karan Bajwa, MD, Microsoft India
Kirthiga Reddy, India Head, Facebook

Moderator
Harish Bijoor, Brand Expert & CEO, Harish Bijoor Consults Inc.

12:15 - 13:15 LUNCH & NETWORKING

13:15 - 13:45 Armchair Interview: Co-Making : The Next Era of Branding?

Nadir Godrej, MD, Godrej Industries

Interviewer *Malika Rodrigues, National Editor, The Economic Times*

13:45 - 14:15 Special Session: Making of an Iconic Brand

Sunil Vysyaprat, Executive Creative Director, Wieden+kennedy

14:15 - 15:15 Panel Discussion 2: Indian brands taking it Global - Challenges & Opportunity

Panelist
Manoj Kohli, CEO, Airtel
Subrata Datta, CEO, FabIndia
Dilip Kapur, President, Hidesign
Ranjit Yadav, President (Passenger Vehicle Business Unit), TATA
P Pradeep Kumar, CEO, SBI

Moderator *Sam Balsara, CMD, Madison India*

15:15 - 15:30 TEA/COFFEE & NETWORKING

15:30 - 16:30 Panel Discussion 3: Brands in a Virtual Globe : Talking to 24x7 Connected Consumers

Session details
Will Your Consumers Miss You if You Stop Emailing Them?
Social Media Image Building
Sensible, Useable Data Instead of Big Data
Visiting eyeballs = ROI?
Viral campaigns

Panelist
Saugata Gupta, CEO & MD, Marico
Amarnath Ananthanarayanan, MD & CEO, Bharti AXA
Erick Haskell, MD, Adidas Group, India
Bertrand Delagneau, MD, Reckitt Benckiser
Siddharth Lal, CEO, Royal Enfield

Moderator *Nirmalya Kumar, Professor - London Business School; Co-Director - Aditya Birla Group*

16:30 - 17:00 Closing Keynote : New Product Line : Leveraging Existing Brand Vs. Creating New Identity

Tony Fernandes, CEO, Airasia

COMPREHENDING MODERN BRANDS
& BRANDING STRATEGIES

LAUNCHING



ADVISORY BOARD

- Below advisory members are invited / confirmed



Harish Bijoor
Brand Expert & CEO
Harish Bijoor Consults Inc



D Shivakumar
CEO
Pepsico India



Manish Tiwary
Executive Director
HUL



Sam Balsara
CMD
Madison World



Suhel Seth
Managing Partner,
Counselage India &
Founder Equus

RECOGNIZING THE **EXCELLENCE OF BEST BRANDS** WHICH HAVE SET A YARD STICK FOR THEIR FOLLOWERS IN ASPECTS RELATED WITH:



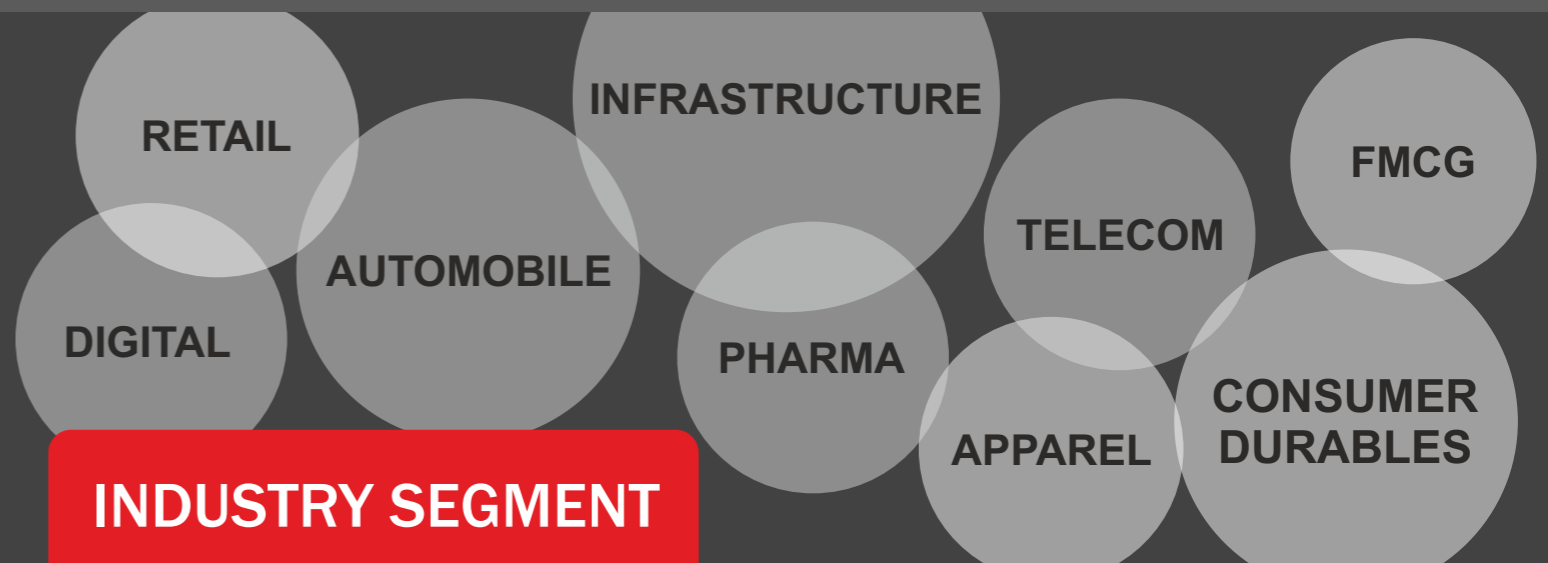
CUSTOMER SERVICE & QUALITY

CONSUMER SATISFACTION

BRAND RECALL

BRAND VALUE

INNOVATION



THE ECONOMIC TIMES



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