

"THE BEST ADVICE I EVER GOT"

Top CEOs and
Celebs Speak Out



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HITS & MISSES
A SNAPSHOT OF
THE BEST AND
WORST OF THE
YEAR 2008.

"BE FAIR IN
SUCCESS & YOUR
PEOPLE WILL
BE WITH YOU IN
FAILURE"

by Rajita Chaudhuri

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RENDEZVOUS
WITH JEAN
C. BABIN,
GLOBAL CEO &
PRESIDENT,
TAG HEUER

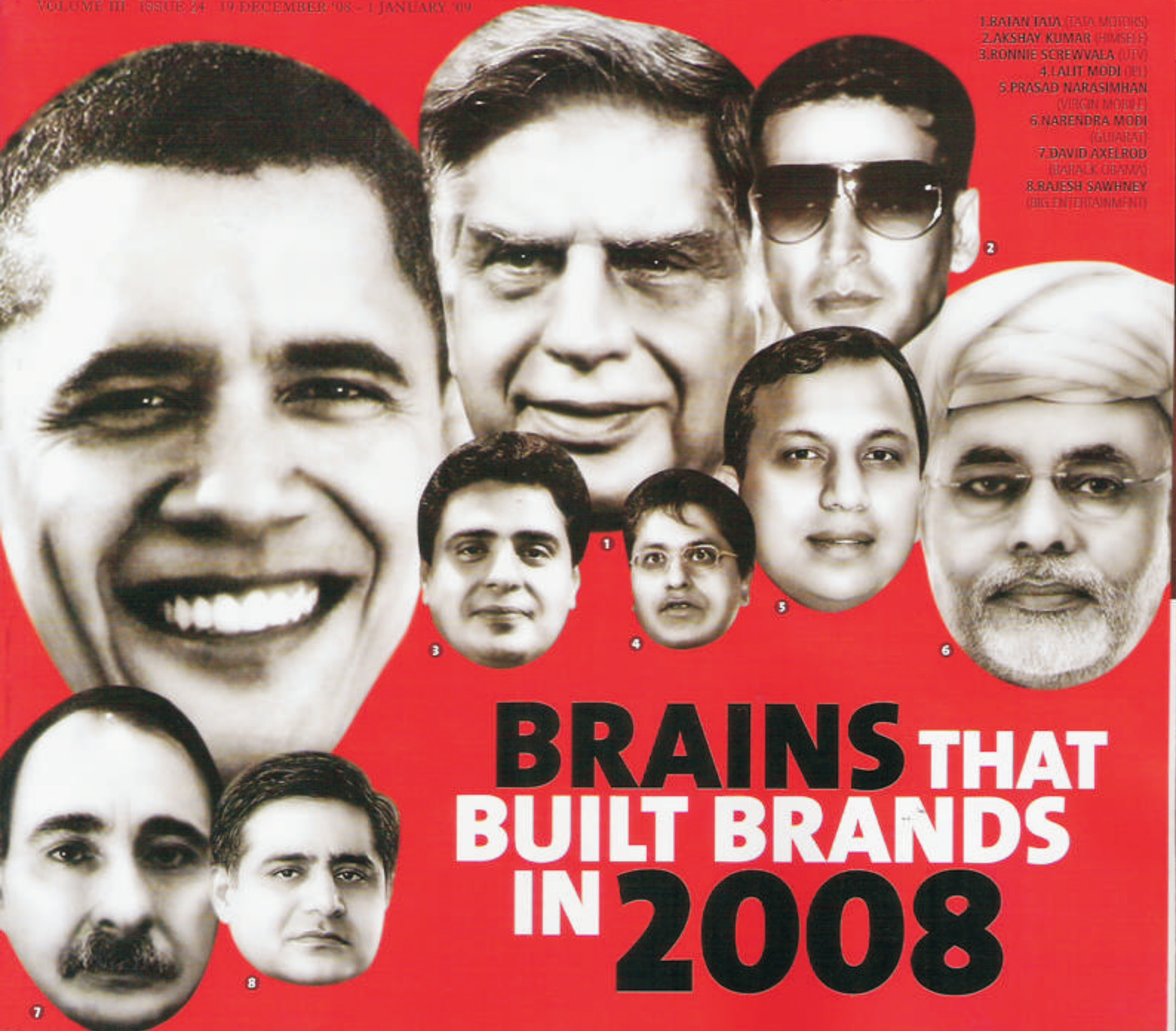
☆ PRODUCT ☆ PRICE ☆ PLACE ☆ PROMOTION ☆

4Ps

BUSINESS AND MARKETING

VOLUME III ISSUE 24 19 DECEMBER '08 - 1 JANUARY '09

1. BAIJAN TATA (TATA MOTORS)
2. AKSHAY KUMAR (HIMSELF)
3. RONNIE SCREWVAEA (UTV)
4. LALIT MODI (DPL)
5. PRASAD NARASIMHAN (VIRGIN MOBILE)
6. NARENDRA MODI (GUJARAT)
7. DAVID AXELROD (BARACK OBAMA)
8. RAJESH SAWHNEY (BIG ENTERTAINMENT)



BRAINS THAT BUILT BRANDS IN 2008

Branding In Bad Times

Brands are real biz assets, you'd do well to remember that!



Ramesh Jude Thomas,
President & Chief
Knowledge Officer
EQUITOR Management
Consulting P Ltd.

What do the really smart guys do in bad times? They hold their marketing budgets. And there are at least four sound business reasons for this:

- When the R word hits the market, most companies put their marketing budgets under the scanner. So the entire expenditure in the category falls. And the guy who holds his marketing spends suddenly has a much higher share of voice. The smart guy knows that bad times give you a free playing field. When there is less noise in the market, you can only sound louder.
- When the media market shrinks, deals abound. You end up getting much better value for the same budgets.
- Your confidence infects the eco system. Trade pushes your product harder, adding to the extra share of mind you have generated with the customer. Get the drift?

- Finally, when things turn around, folks will always remember the good stuff that they used in bad times.

When 9/11 happened, most airlines honchos just shrunk into their corner rooms. Literally. Investment budgets were cut. Marketing budgets disappeared, salaries were frozen... all the now familiar stuff. Most were dead certain that the world will stop flying from 12th September. In the face of this gloom, a certain Mr. Ahmed Makhtoom ordered \$ 26 bn worth of aircrafts and also upped his marketing budgets. Emirates haven't seen a drop of red ink since then. Apple has not cut back a penny from their original plans or got rid of a single person in an economy that will shed close to a million people by the end of the year. Moral of the story: Sound offerings with quality leadership will always back themselves to win under any conditions! **IN**



KJ Singh,
Co-Founder, Evolve Brands

What Slowdown? Take the Brand Loyalty solution and innovate

An unbeatable time for improving consumer experience!



Harish Motwani,
Co-Founder, Evolve Brands

When cash flows are starved, the customers become more reluctant to spend their limited cash. So they are more careful about who receives their business. During the Great Economic Recession of the 1930's, people were so short of cash, they often were dependent on credit at certain stores. That hard earned trust was considered a two way arrangement. In return for the credit during cash shortages, customer loyalty was nurtured that continued even when the economy improved. It became a commonplace for those who lived through the Great Depression; to retain this loyalty for their entire lives.

So it's not enough to expand marketing efforts and to increase sales staff to gain market share. Those contrarian activities are important in recessions to retain and expand your company's customer base. At the same time,

it's crucial that your products meet the promises made in those marketing materials. A customer, who feels as if their needs were ignored (*taken for granted*), will take their potential for long term loyalty to your competitors. A promise kept on brand performance can still build lifetime loyalty, and create customer evangelists who will spread your word. Brand loyalty becomes even more crucial to business survival when money is tight. A brand loyalty solution delivers on three promises: a. Take opportunity to interact and mingle with consumers, when your competition is potentially not; b. Encash on the mind share of customers; c. Capitalise on the emotional benefit your brand enjoys which has resulted in a significant heart-share of customers. An unbeatable opportunity to put distance between you and your competitors! **IN**