India’s Best Brands

Economic Times – Shiv – ABG

We have many brand lists

Trusted brands, Cool brands, Hot brands, Growth brands, Most valuable brands, most innovative brands, best brands etc.

Just tells us what all a brand needs to do.

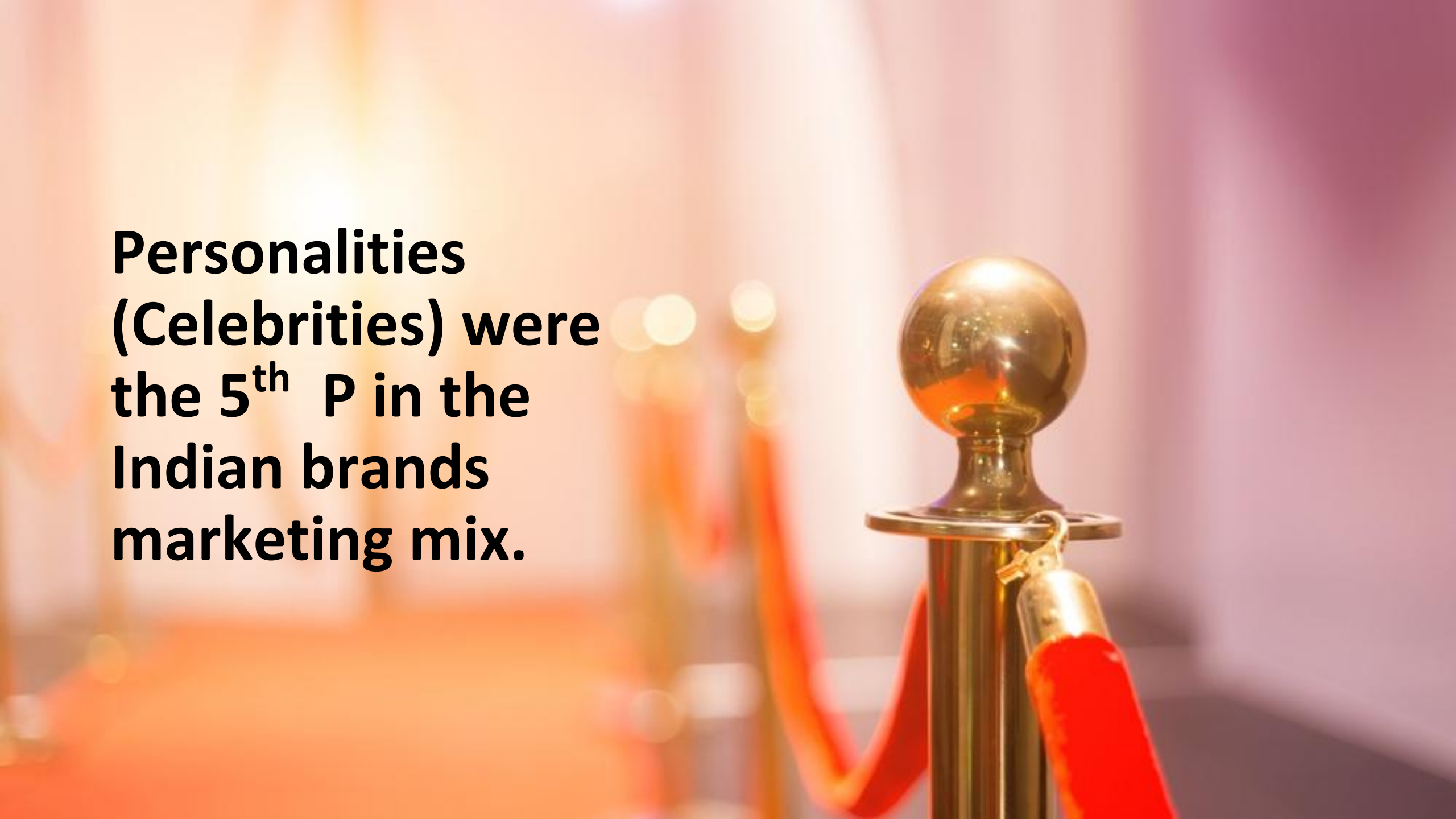
Brands have been subject to more scrutiny in the last few decades - quality, regulatory, reports, consumer courts etc.

1988 was a watershed year for brands, they started getting valued.

In India, early brands were built on distribution and retailer recommendation.

Quality was a differentiator, today it is a given

Personalities (Celebrities) were the 5th P in the Indian brands marketing mix.



Price was MRP comparison, price transparency is a different game in a digital world

Categories used multiple times a day – Ten years ago

Platforms used multiple times a day today

Brands have two phases

BD (Before digital) AD (After Digital)

Online world is about personal image building, brands that help this image building are cool.

A digital world helps us understand what’s right and what’s wrong with brands, because feedback is from real consumers in real time.

JET AIRWAYS

malaysia airlines

KINGFISHER

KINGFISHER
PREMIUM

A digital world is forgiving of genuine mistakes and issues.

1.Ten years ago FMCG brands dominated lists, now technology brands dominate the list.

2.Today a brand needs an eco system where the consumer is a significant part.

3.The good word of society is important.

4. is important- Digital Biz Models-price, convenience, speed, recommendation

5.Advertising gearing =
Brand profit/ Total
Advertising spend

The best brands today

- Financial future
- Market power
- Impact in consumer life

Summary