



WHAT
THE
INDUSTRY
LEADERS
SAY

THE WAY FORWARD FOR BRANDS AND MEDIA AGENCIES



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For all my advertiser friends:

- Our belief is that advertisers should not and will not sacrifice brand building efforts to protect their profits in H2 20.
- Advertising is the cheapest known stimulus to stimulate demand and retain and build share. Enlightened advertisers know that share once lost is extremely difficult to regain.
- Advertisers should focus on supply chain management and on advertising inputs in the select high potential districts of semi urban and rural India.
- Madison's Town and Country software tool can help advertisers identify these high potential districts in semi urban and rural areas, as these districts are likely to yield higher returns to advertising investments.
- Advertisers should focus on

e-commerce and set high targets as percentage contribution to sales from e-commerce.

- Digital adoption is likely to continue, and advertisers should hone in their capabilities and expertise in these channels.

Some advice for all my media friends:

- Media should be as flexible as possible and try to attract as much advertising as possible and help advertisers maximise their return on advertising investments, at a time like this.
- It is in media's interests to attract as much advertising as possible in volume terms and not in terms of cost per unit. This will bring demand back into economy and push the economy into an upward spiral, which in turn will benefit media.

*(*From Balsara's advice given in August 2020 at the release of Pitch Madison Mid-Year Report)*