Goafest Conclave

AAAI,AdClub

Shiv

3 rd April,2008

This presentation is dedicated to all the people in Advertising, Media, PR, Event Management who helped me with 34 brands.

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Structure

1. The Economy
2. Telecom
3. Show me the value
4. Summary

The Indian GDP hit a trillion USD in 2007. At 1 Trillion, the 12th largest economy.

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The first trillion took 62 years.

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The economy is expected to hit 2 Trillion USD by 2015. The second trillion will take 8 years.

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The Indian First Trillion was about basic needs, mostly price driven, distribution led and @ cost.

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The client of this period was a LopZee person. (Lo price , zero experience era)

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The second Trillion will be about Wants and Desires.

It will be "Value" led but Value Experiences in every way.

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India will have its own unique growth pattern. There will be no Benchmarks, with other countries.

Lessons ? may be!

Growth will be discontinuous , not linear.

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Pay More, Get More

Worth the Price

Pay Less, Get Less

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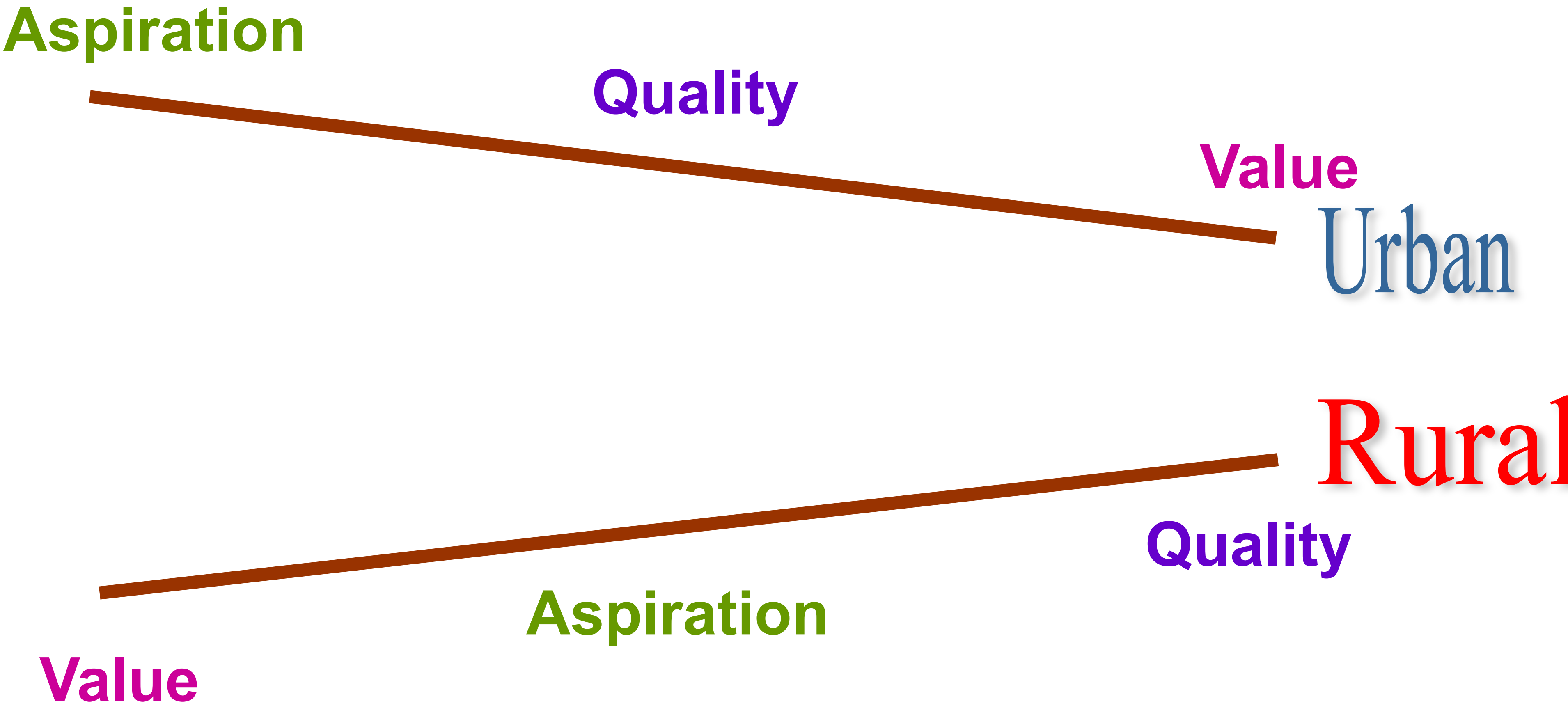
Triggers



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Consumer Spend

	2000	2007
FBT	51.5%	42.7%
CF	5.3%	4.5%
Rent & Utilities	11.4%	12%
Transport & Communications	13.1%	17.5%
Medical	4.4%	4.4%
Recreation/Education	3.4%	4.2%

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E . T . C .

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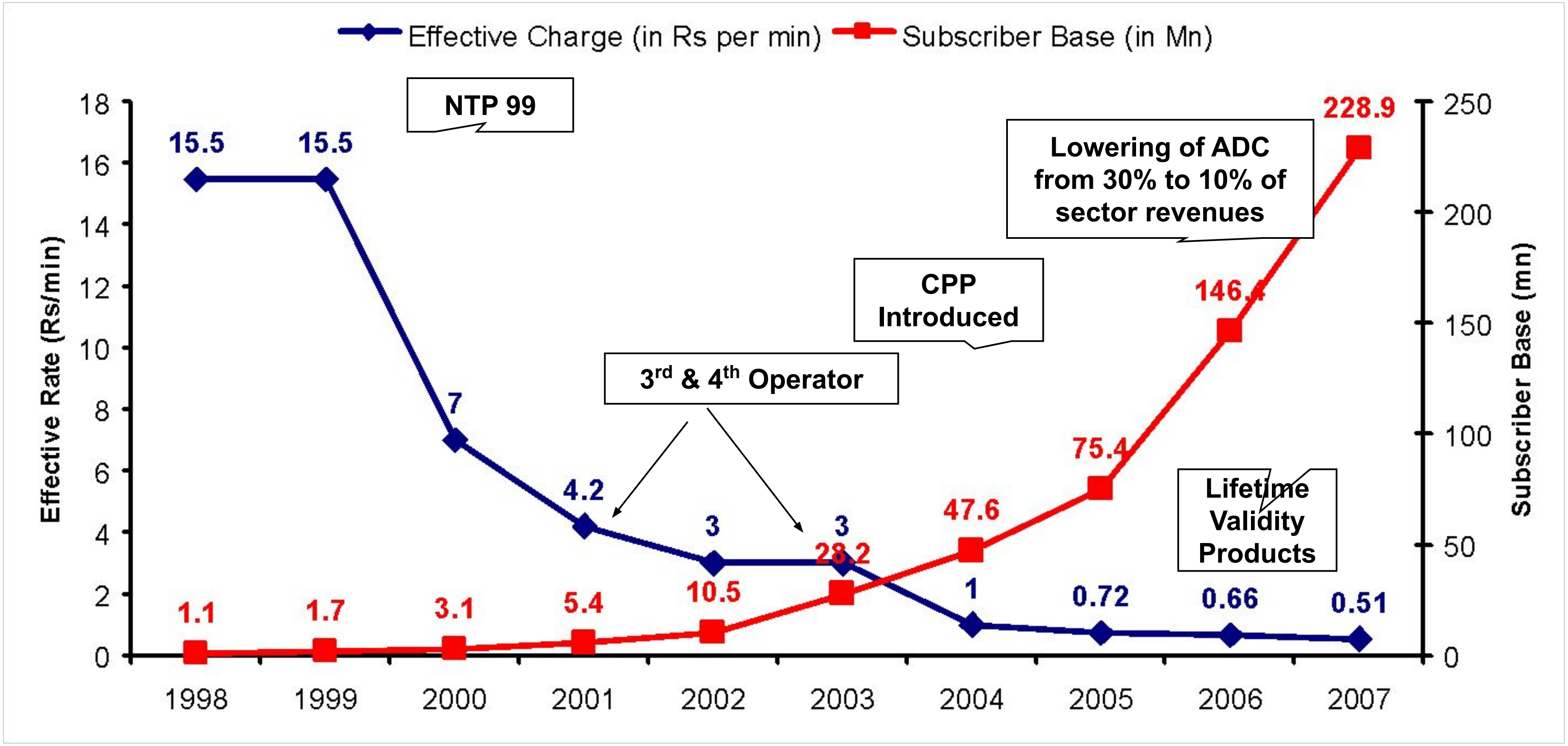
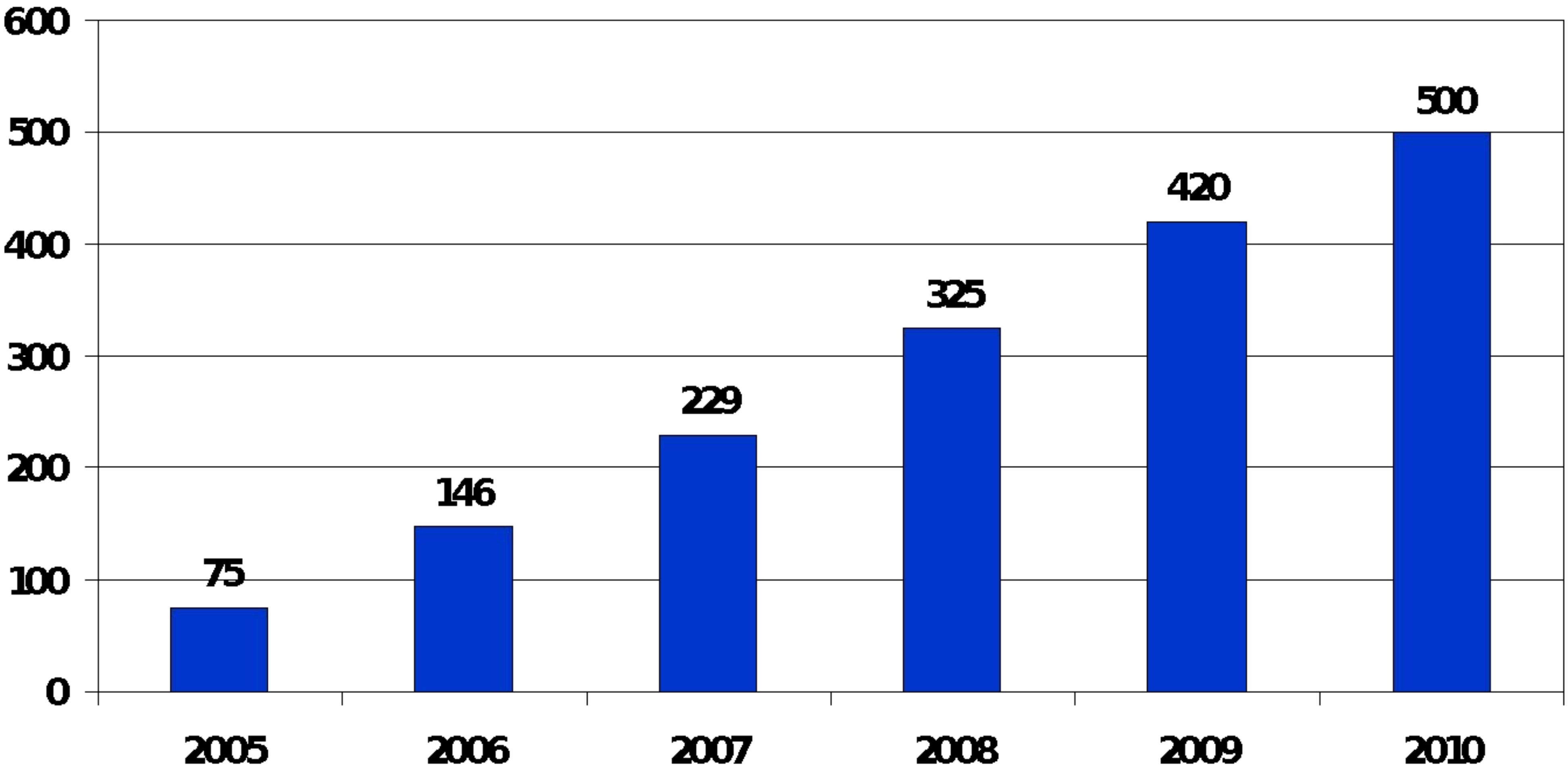
India Telecom ,1998 to 2007



Source: TRAI

Subscriber Forecasts



Source: COAI, AUSPI & Nokia Analysis

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India in 2010 = 500 Mln Phones

60 mln will have Video capability

100 mln will have Music capability

200 mln will have Radio capability

250 mln will have Camera capability

250 mln will have Internet connectivity

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Every Business in the last decade has become fragmented, less in control and more transactional

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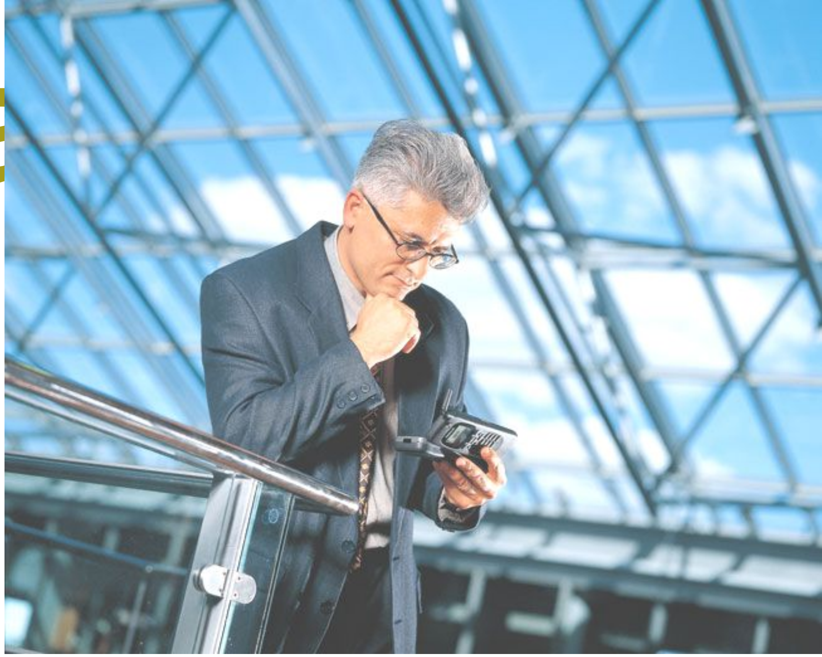
Structure Spea



- Solid Line
- Dotted Line
- Vapour Line
- Local Boss, Regional Boss , Global Boss

WHO IS ACCOUNTABLE?

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Business Model Speak

- Outsourcing
- Off-Shoring
- Near-Shoring
- Moonlighting

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Technology Speak

- 1.0 □2.0 □ 3.0
- User Generated Content

What has changed

- Strategy partner is now the Consulting firm.
- 360 (was about two compasses)
- Fee structure
- Respect for each other
- Fast cycle markets.
- Puffery and criticism in equal measure
- The “Creative” Agency CEO
- Retail, the Net, small town

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What hasn't changed …

- Investment in Training is still low.
- Low salaries !!!!
- Time management
- Research as the enemy of Creative.
- India is different !
- Chat about Rural.
- Competitor focus

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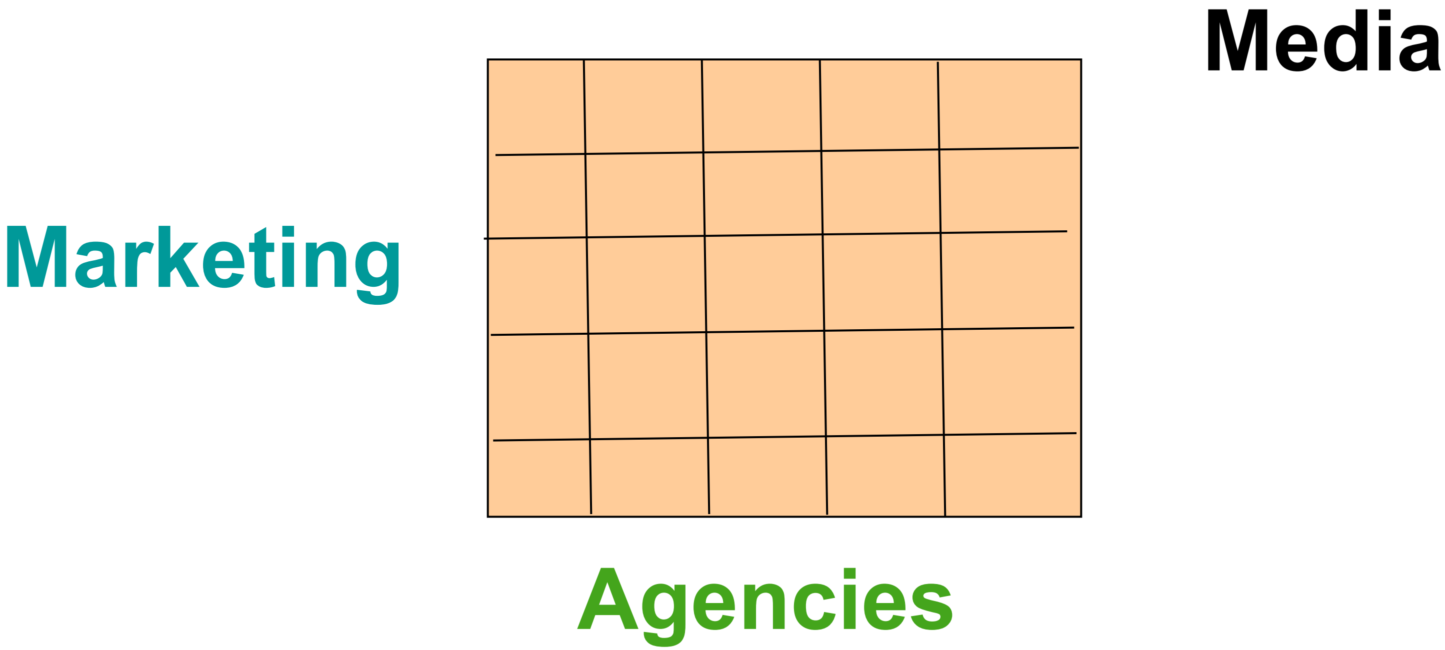
The New Rubik's Cube



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How do we build Value together?

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Are we talking to each other or listening to each other?
Are we having conversations between the deaf !!

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Consumers are building multiple communities. Brands should help integrate the community.

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Think Global, Work local, act Viral

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Trust will come from meeting and beating consumer experience expectations.

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The Future client will drive collaboration, will share, will reward, will build trust, will take risks and look for everyday innovation from his agencies.

The Future agency will do better prog management, rebuild strategy skills, invest in the process of ideas, will stand accountable and will develop business leadership capacity (over and above creative leadership capacity) in its top people.

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Three things you could do ……

1. Be TRUE to the brand , not to the CLIENT

2. Be an ACTIVE PARTNER in addressing brand issues.

3. Be ACCOUNTABLE even though you may not be RESPONSIBLE.

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Three things Clients could do.....

1. Be CLEAR

2. LISTEN

3. APPRECIATE

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Summary

- The Economy 1 Trillion to 2 Trillion
- LopZEE
- E>T>C., 2010 = 500
- The Changes
- Thoughts for Agencies and Clients

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Thank you