







## Marketing Leaders who are Pushing the Boundaries of Creativity and Innovation

India's marketing environment has through the years experienced some form of radical transformation as a result of advanced technology, shifting consumer behaviour, and an upsurge in competition for the market. Given these shifts, marketing leaders in India have had to blaze the way, create innovative and creative solutions and dictate how brands and their audiences interface.

### Coca-Cola India

Innovation is a synonym for Coca-Cola- the company who redefined the entire marketing strategy of Coca-Cola for India through an extremely merged blend of global strategies and hyper-localized campaigns. It has used India's evolving digital ecosystem to make the brand's campaigns relevant to the Indian consumer.

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Why It is Breaking the Mould: Coca-Cola has executed marvellous campaigns such as "Thanda Matlab Coca-Cola" and "Open Happiness" that have found a deep cultural and social appeal in India.

Coca-Cola has embarked on some serious efforts towards leveraging this digital storytelling with social media and influencer marketing in order to remain relevant to youthful consumers. It further emphasized youth engagement through music-driven campaigns and tie-ups with Bollywood celebrities and regional celebrities.

### Mastercard India

Differentiated Approach: Mastercard helped bring about a revolution in India's marketing approach, which involved developing emotional connections with consumers through powerful storytelling. As a result, the company managed to position itself as a brand that enriches lives and experiences, not just as a payment company.

Why It is A Changemaker: Its 'Priceless' campaign, celebrating the diverse experiences offered by India, has been a huge success. India's rich culture, from the festivals to street food, was cultivated in the campaign, creating a more emotional bond with audiences.

It aims at transforming the experiential travel market in India, offering customised cultural, culinary and wellness experiences in a range of cities including Delhi, Agra, Jodhpur, Dehradun and Pune.

### Aditya Birla Group

In terms of a focus on customer-centricity, Aditya Birla Group introduced data-driven, personalized marketing campaigns wherein it catered to India's vast and varied consumer base.

How It is Innovating: Aditya Birla Group focuses on a particular advantage of digital media and consumer insight, namely the ability to create highly personalized, hyper-targeted campaigns.

The Group has focused on crafting a consistent brand story across the group's subsidiaries, developing a single marketing story that resonates with customers on both an emotional and functional level.



