



We Spoke To Anshuman Chakravarty, Head of Brand and Corporate Communications, Orient Electric, About The Importance Of BTL Activations : An Interview

Interviews July 16, 2017



Q How can venues be strategic partners in the future for brands in their marketing budgets.

Given the ever-changing face of the business landscape and consumer preferences, it becomes important for companies to use the right marketing mix to foster stronger relationships with the consumers. I believe that the more informed, more involved and more empowered consumers of today want information, experiences and not just products. One of the mediums that has always proved effective in improving engagement with the target audience is the experiential marketing which provides an opportunity for the marketers to deliver a brand-relevant consumer experience leading to increased brand recall, trigger purchase and help build loyalty. Considering how important a role experiential brand activation can play in improving a brand's image in the minds of consumers, marketers are allocating the marketing spends accordingly. Having said so, marketers must also hone in on selecting the right location whether online or offline where they can find their relevant audience for their experiential marketing event keeping in mind, expected touch counts. If the activities are flanked with social media, chances of getting higher yield is imminent.

Q How well can BTL activation work, when compared to ATL activities which is for masses at a time?

Every marketing medium has its own importance. While ATL is for mass reach with no or less direct consumer involvement, however it is very important for creating a brand recall and bringing the brand into the consideration set. BTL is done at micro level focusing on specific target audience and with a specific intent. BTL becomes more relevant in case of POS promotions where the TG is making up its mind for the purchase. The key to running a successful BTL activation is to understand your target consumers and to reach them at the right moment and at the right place. From experiential events to in-store retail marketing to promotional activities, there are different strategies a brand can use for an activation campaign. However, it's important to understand the key metrics to gauge the upshot of any BTL activation which may include the consumer reach, ROI, brand relevance, etc. Also important is to see that the activation campaign can be complemented with other marketing vehicles for better results. I believe that the selection and mix of marketing vehicles, be it events, sponsorships, exhibitions or in-store activities, depends on a brand's overall marketing strategy.

Q What is your opinion on choosing Activation on a new product launch?

While the landscape today offers great prospects to build strong connection with the target audience, marketers must stay cautious of its complexity to reap the best benefits. At Orient Electric, we continuously look at ways to improve needs and experiences of our consumers both online or offline. We are working on a multichannel strategy and our focus is to improve overall consumer experience by creating more engagement points. Being a consumer facing brand, we carry on BTL activities for our product range using different mediums throughout the year. For select product launches, we usually go for comprehensive 360-degrees marketing campaign covering print, TV, radio, digital, dealer level activities and OOH to raise brand awareness and reach target audience.

Q What recently-developed marketing strategy, technique or tool interests you the most right now?

Marketing is an ever-evolving phenomenon. As I said earlier, understanding what your target consumer wants is the key to create the ideal marketing mix. Technology is playing an important part, Amazon's of the world are becoming search engines and competing with Google and social peers, blogs and ratings are influencing in creating a brands perception. Internet access and mobile access and purchases are increasing. So a whole lot of variables are important to be considered before devising a plan as consumer touch points for a brand is increasing and becoming even more complex. At Orient, we intend to connect and engage with the new age consumer's therefore our strategy of new product development to the choice of marketing mix encompasses both traditional and online mediums. Of late, we are focusing strongly on digital mediums and social platforms to increase the amplification of our activation campaigns while on ground we are opening up experience centers known as Orient Smart Shops and also increasing engaging with our last mile stakeholders i.e retailers and electricians and are increasing our focus on after sales consumer engagements.

Raveena Sakiri



Tags assigned to this News:

Anshuman Chakravarty Brand communications manager Interview Orient Electric