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Business Line

From 9 months to 9 minutes, the PepsiCo way

Real-time marketing tips from AdTech

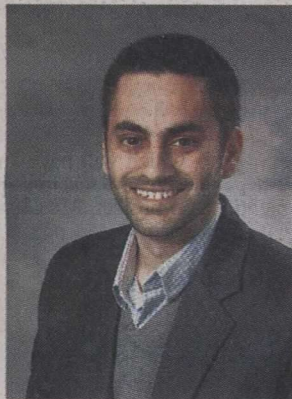
Our Bureau

New Delhi, Feb. 23

Marketing time cycles have to come down from nine months to nine minutes and further down to nine seconds, says Mr Shiv Singh, Global Head - Digital, PepsiCo.

His vision for real-time marketing shared with delegates attending AdTech, the premier digital marketing summit, was how to condense this time cycle.

"Imagine you are on Fifth Avenue in Manhattan and see Lady Gaga sipping a Pepsi, walking. You quickly take a video shot of her sipping the beverage, post it to your real-time content studio which creates a mash-up and posts it on Lady Gaga's fan page. Within minutes you have told



Mr Shiv Singh, Global Head - Digital, PepsiCo

40 million Lady Gaga fans that she is sipping the drink," he suggests.

"But no marketing organisation is currently set up to do this," he rues.

"Real-time marketing means we have to change soul up, start from scratch, and go from insight to execution in all of nine seconds," he says.

REAL-TIME INSIGHT, SPEED NEEDED

For this, he says you need to gather real-time insights and responses, create real-time content studios, co-create content, manage distribution and engagement all in a matter of minutes.

In the world of connectedness, you need observers, sponsors, curators, creators, he added.

Asked about key digital

media trends, he said the Social TV phenomenon is the future.

"It couldn't be bigger than anything else," he said. Other big trends include hyper location-based marketing.

"This is going to play a bigger role. The third thing is how different pieces of data are being linked together in real time."

Adtech's second edition in India has brought together 2,800 participants, with nearly 200 CMOs in attendance.

"We have got 100-plus foreign delegates from ten countries," said Mr Rammohan Sundaram, CEO and MD of NetworkPlay and Event chairman of NetworkPlay.

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