



Today, the main role of a CMO is to create an ecosystem of different agency partners.

ANUPAM BOKEY

CMO | RPSG FMCG – RP-Sanjiv Goenka Group

WHEN EXPERIENCE MEETS EXPERIENCE IT'S EXPERIENCE²

INDIA^{TV}
indiatvnews.com

क्रिकेट की बात

7 PM DAILY

What's the most interesting thing you've done outside of work in the last 12 months?

I've dedicated the last couple of years completely to work. We built brand Too Yumm! from scratch. The brand was growing fast and needed 24X7 engagement.

Due to my hectic schedule, last month was the first time I managed to take a couple of weeks off and go on a vacation with my family. I spent time teaching the first strokes of swimming to my younger daughter – that was the most fun I have had in a long time.

Name a brand marketing executive or corporate personality – Indian or international – you admire. And tell us what about her/him is admirable.

Former global CEO of Unilever Paul Polman has left a meaningful impression on me. He drove the agenda on sustainability as a purpose in Unilever and has convinced many other companies to do the same. I implemented this learning while working on (HUL) brands like Pureit, Sunlight, etc.

I also admire Mr Sanjiv Goenka, chairman of RPSG, for his ambition to build an FMCG business worth ₹10,000 crore, from a start-up. His ambition and conviction help me find my own purpose with brand Too Yumm!.

If your brand were an animal, what would it be – and why?

Today, Too Yumm! is like an eagle – exploring the terrain, looking for opportunities with sharp sight, and attacking with speed before soaring to a point that's out of everyone's reach.

What was the biggest challenge you and your team faced in the last 6-12 months – and what did you learn from it?

We ended up winning over a dozen accolades for our strategy, marketing, communication, design and purpose, for Too Yumm!. Some of the titles under our belt are 'The Best Structure and Surface Design' in Rio, Brazil, 'Eat Right Award' from FSSAI, 'The Top 50 Transformational Brands in India' from WCRC in London, and 'Product of the Year' and 'Food Innovator Award' from Annapoorna.

Over the past few months, growth in the FMCG category has slowed down drastically. For a new brand like ours, sustaining growth has become a challenge. Our differentiated proposition has kept us ahead of the game. This is, perhaps, motivating competition to distract us via legal routes and trade tactics. But it has increased our conviction to stay on the course of health. To tackle the industry slowdown and competitive challenges, we're revising our strategies and redirecting our efforts.

Which outside forces or trends impact consumer behaviour in your category most? Give an example.

Two trends in particular are important: First, a conscious move towards healthy snacking; consumers are making lifestyle changes through fitness bands, fitness apps, sports, diet, etc. The second trend is the quality and quantity of content consumption, across TV (IPL, ICC World Cup, other sporting series) or digital. This content consumption is typically accompanied by snacking. The perfect TG for Too Yumm! comprises 'guilty snackers' who binge on unhealthy snacks and are looking for guilt-free, healthy binging options.

Marketers across segments have fetishised the millennial. But hand on heart, which demographic will drive growth for your brand over the next 12 months?

Millennials or Gen-Y are a large part of the demographic we reach out to for Too Yumm! and rightly so. Millennials are the go-to audience because they are open to experimentation. We're seeing higher awareness from Gen-Z too, as their eating habits are not so ingrained and they're far more aware of healthy choices. We see the strongest equity for Too Yumm! in these age-bands. They're the key influencers for the 'snacking' purchases of a household.

Nowadays brands get trolled all too frequently on social media. As a marketer, have your views on trolling changed in the last couple of years?

I don't think trolling has changed too much over the years but the numbers have gone up. There is a need for brands to be sensitive and serious about this 'digital power' that's in the hands of so many consumers. Brands need to be aware and responsible.

If you could advertise on only one medium for the next 6 months, what would that be – and why?

For a mainstream FMCG brand, TV remains the biggest medium for driving reach and awareness, and will continue to be the dominant media of choice. But today's younger audiences view content on multiple screens, so a combination of TV and digital optimisation is imperative to drive efficiency of media investments.

What do agency partners grumble about most, today?

Every agency has issues they are unhappy about. In the past, when one or two media vehicles were relevant, one agency was able to deliver it well. Today, the main role of a CMO is to create an ecosystem of different agency partners and get them to work cohesively. This may create some friction. ■



**9 PM RAJAT SHARMA LIVE
PURE NEWS. NO RHETORIC**



INDIA^{TV}
indiatvnews.com

**9 PM
WEEKDAYS**