



Clients always get the creative that they deserve.

RAJAT GUPTA

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**ONE MAN
ONE SHOW**
THAT GOT INDIA TALKING



**आप की
अदालत**

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

I started kickboxing this year; it's been a great way to stay fit and is also a massive stress buster post work.

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

I truly admire Shantanu Khosla (former P&G India CEO for more than 10 years). His in-depth understanding of the Indian consumer and sharp focus on the most critical issues always helped uncover innate consumer insights that eventually translated to big brand building ideas. But most importantly, it was his humility that made him the most respected leader for an entire generation of P&G managers.

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

Our biggest challenge this year was to continue the exponential year on year growth on Pampers that we have seen over the last few years (almost doubled the business size over the last three years). Add to this a context of an unprecedented competitive environment with multiple new brand launches and deep promotions.

The biggest learning that I draw from this year is that if the brand stays focused on the consumer and keeps a razor-sharp focus on strengthening each business fundamental, it can emerge as the winner, however tough the context or external ecosystem.

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

With the new generation of millennial parents, we see a clear shift towards shared responsibilities and equal parenting. With our 'It Takes 2' campaign, we sparked the conversation around the fact that 'Happy, healthy babies need both mom and dad from Day 1'; because the insight was so close to the consumer, the response from both moms and dads has been phenomenal.

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

Diapers is a unique category - consumers are entering and exiting it every day. For us, it is imperative to win every day with new parents across touchpoints, and most importantly hospitals. Given that the millennials are and will be the new generation of parents, nurturing

brand love for Pampers with millennial parents continues to be a key driver of our success.

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?

Fortunately, we have never experienced any notable incidents of trolling on social media. I feel it is important for the brand to stay honest and genuine on social media, and on any other touchpoint for that matter. For the rest, one can ignore the trolls.

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

If I must choose only one medium, it will be TV. In a mass category, TV continues to be the biggest driver for brand awareness and consideration.

What do agency partners grumble about most, today?

Agency partners crave for clarity of consumer understanding from brand teams, which then gets distilled into a simple and clear brief. As they say, clients always get the creative that they deserve. ■

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