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

Apart from my work, my passion is music. I am the lead singer of a rock band called 'Mid Life Crisis', and have performed in numerous concerts.

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

Sundar Pichai – he has reached amazing levels of achievement, but is as down to earth as any person on the street. He is truly inspirational.

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

Consumers look for friction-free, seamless experiences in everything they do. This is also a core reason why the growth of different payment form factors have been seen.

Hence, Visa launched its Contactless Card with the proposition of being an easy, secure and seamless way to pay. Cardholders can simply tap their card on a terminal to pay without any signature or pin for transactions up to ₹2,000.

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

In our category we don't necessarily look at a specific age group; rather, we look at what we call 'Ageless Progressives', people who never stop being open to new solutions, regardless of their age. They are early adopters of new products and technologies, and lead the way among family and friends.

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?

With digital and social media, we are seeing a great deal of interaction between consumers and brands. However, with this growing access, we are also witnessing a lot of feedback – sometimes, impulsive feedback – from our users.

As responsible marketers, our task is to listen to our consumers and ensure the platform continues to be engaging and not offensive to our wider audience. In my opinion, brands have a huge responsibility to manage social conversation in a constructive manner.

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

It would be social media, because it lets us have a two-way communication with our users, helps us connect with the 'Ageless Progressives' and also lets us create content that is interactive and engaging!

What do agency partners grumble about most, today?

With digital and social media on the rise, agency partners often lack time – they don't have the time that's needed to turn around quality output, given the speed that is required. ■