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**THE TV TALES
OF INDIA**



INDIA^{TV}

2.30 PM DAILY

PERSONAL**Who is your biggest professional mentor?**

To be honest, the experiences and opportunities that came my way are my biggest professional mentors.

If not a brand marketer, what would you be?

I'd certainly be in some creative field where I can use my imagination and innovate, in the field of writing, storytelling, music or ideation.

Name a brand (other than your own) you admire.**And tell us why.**

I admire all the work done by marketers to distinctively tell their brand/product story to audiences. We're bombarded with such content today. Emotional, sarcastic and comedy content is most appreciated.

CATEGORY**What are the big challenges you see coming your way in the next 12 months?**

For marketers, challenges are constantly there. Markets and consumers are ever-evolving and I need to be on my toes to reach out to them with product offerings and communication of the kind they want. Another challenge for me as a marketer is maintaining an emotional connect with my consumers.

What's the biggest change in the way consumers approach your segment today, versus a year back?

Today, the home appliances and home entertainment categories are no longer seen as 'luxury' but 'lifestyle' essentials. Also, today consumer want products to provide value that touches their hearts; they want things 'experientially'. We let our customers use our products for seven days before making the actual purchase.

Which product segment out there impacts trends in your category most? Why?

We've identified our consumers' need for environment-friendly and energy-conservative products.

In what way/s does your marketing strategy change from Tier I to Tier II and III markets?

In this era, we cannot differentiate basis Tier I, II or III markets. We have a customer for our entry level product in Dehradun, and also have a world class signature OLED for a customer in Bangalore or Mumbai. Also, with digital media, anyone and everyone who has a smartphone in

his/her hand is my potential target consumer. However, on traditional media, like, TV and radio, we do select genres and channels basis their affinity to different audiences.

MARKETING**What's the toughest part of being a brand marketer?**

The content is the most important and toughest part. If we are not able to tell our story in a meaningful and engaging way, then no matter how good we are with our products, we will not be able to find a place in the hearts of our audience.

Name the biggest professional hurdle you faced recently. How did you tide over it?

Being a marketer itself is an everyday challenge.

Marketing as a role is seen as a 'spending' function. The challenge is to reflect those spends into revenue earnings via sales. The ROI of your marketing spend should reflect in the brand image, consumer connect, brand preference, sales, etc. So there is lot at stake when you run any campaign. Before conceiving any thought, our 'output image' must be ready.

As a marketer in the digital age, what is your biggest nightmare?

In the digital age, we are actually very vulnerable. While digital helps us interact with our audience in real time, it's also like an open field with no shield. We have to be extra careful and sensitive about what's being exchanged with our audience on digital/social platforms, keeping the sensibilities of different people in mind.

ADVERTISING**Are the best creative minds still in advertising?**

Yes and no. Yes because advertising is one of the foremost arts of story-telling and if the story is not creative, audiences won't be attracted. No because creativity is needed in R&D too, without which innovation will cease.

Are you open to paying agencies a pitch fee?

Pitch fee as remuneration, in my opinion, doesn't stand. Agency partners and brands should align as one team with a common goal.