



# JISHNU SEN

Chief Marketing Officer | Big Bazaar

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## PERSONAL

**Who is your biggest professional mentor?**

Too many. I am proud to have interacted with and learnt from some great minds.

**If not a brand marketer, what would you be?**

A chef.

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

Tanishq, from its very inception, I have admired the clarity of strategy combined with the excellent execution at every stage of growth, and as it has grown, the way it has launched sub-brands, managed tonalities, etc.

## CATEGORY

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

We are on a significant growth path; it's about sustaining the momentum and creating a significant share of our own brands.

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

**To what do you attribute this?**

A lot more people are visiting organised retail. We have seen a significant growth in the number of bills, and a closer look at data shows that it's new people. They now look at Big Bazaar and fbb not only as value destinations but a value-added one. They buy many more categories from our formats than before.

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

We are a true hypermarket, there isn't any one product that affects our category. We're affected by the overall economic and consumption trends, rather than by products.

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

While we are a national brand, we are simultaneously mandated to be absolutely local. The assortment of our stores changes depending on the city. So whether it's fashion or food, we are sensitive down to a catchment and not just a market. And that reflects in our marketing strategy which changes by category, media choices and product offers.

## MARKETING

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

The toughest part remains unchanged – finding unique, compelling and refreshing ways of driving brand equity. Only the complexities are different today – touch points, noise levels, channels...

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

It was more of a challenge. Big Bazaar has been known for its event-based, offer-based and occasion-based footfalls. We decided to completely turn that around on its head and create a compelling 'everyday consistency' model. This strategy needed a paradigm shift in thinking at an organisational level across all levels and functions. We tided over it as a team and rallied around a single war cry, "Har Din Lowest Price, Yeh Hum Nahin Sara Hindustan Bolega". The response has been fantastic.

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

Being a marketer in the digital age is a dream, never a nightmare.

## ADVERTISING

**What is your lead medium of communication today? Which medium do you use least?**

In rupee terms, we use both TV and print fairly equally and fairly extensively. I guess radio would be the least.

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

Creative is a loosely defined word. Is the best art and copywriting talent in advertising still? Yes. But are great ideas coming from everywhere? Also yes.

**In what way has your relationship with your agency partners - creative and media planning/buying - changed of late? What's the one must-have quality for an agency today?**

Future Group has really long-standing relationships with its agency partners. The must-have quality for any agency of ours is to be able to change with the volatility of retail and yet think of great ideas that are beyond the current transaction.

**Are you open to paying agencies a pitch fee? Why/why not?**

We are open to anything depending on the circumstance. There are no absolutes.

**Do you wish you could work with just one full-service creative agency instead of multiple creative minds?**

There's no reason to believe there aren't multiple creative minds in a full-service agency. But diversity of ideas must be encouraged.