



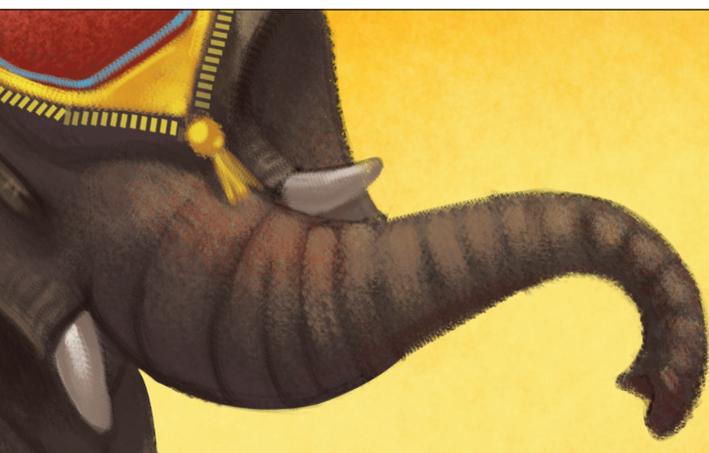
SILVIA TALLON

Senior Marketing Director | Reebok India

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Store launches and in-store activations form Reebok's core of expanding across tier II and III cities.

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**AROGYA MASIKA - THE NO.1
HEALTH & LIFESTYLE MAGAZINE
IN MALAYALAM**

Source: IRS 2017
Total Readership:
Mathrubhumi Arogya Masika - 22.69 Lakhs
Nearest Competitor: 11.76 Lakhs

Mathrubhumi
Arogya Masika
Health & wellness magazine

PERSONAL

Who is your biggest professional mentor?

Nuria Gonzalez, my best friend and ex-colleague at Levi's. We started together in 1988. She is a talented and recognised professional at Levi's, where she has worked all of her professional life. Her fresh mind and distance from my reality always provides me with new angles to my strategies.

If not a brand marketer, what would you be?

I wanted to study journalism to become a travel reporter. My parents were not happy and convinced me to study law to become a notary. During my studies at the university, I started working at Levi's and my entire life changed when I discovered what marketing was.

CATEGORY

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

While the demand from metros and large cities continues to be strong, tier II and III cities are also demanding the latest in apparel. With significant changes in consumer topography, people from small towns are looking at a wider range of products that are not easily stocked by the local shops. As a brand, this is a gap that we want to fill.

What's the biggest change in the way consumers approach your segment today, versus a year back? To what do you attribute this?

Indians are becoming increasingly health and fitness conscious. They seek the right fitness clothing and footwear. According to the Reebok Fit India Survey, conducted across eight Indian cities last year, running is becoming the most popular fitness form, followed by yoga, CrossFit and mixed martial arts.

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

We're looking at a stronger foothold across India. We want to extend the experience of fitness across tier II and III cities. In the last few years, we have been building our Reebok FitHub stores across Lucknow, Chandigarh and recently in Bangalore, with the aim of taking fitness into the retail space. Store launches, and in-store activations form our core of expanding across tier II and III cities.

MARKETING

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

Today, consumers not only discuss and publicise brand content, they also create it. To manage the content created, and align brand tactics with the short and long-term goals of the company, is the toughest part for a marketer.

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

It was not in India. It was at my former company. I joined when the currency was at its highest level. But soon after, the volatility of international markets caused a lot of instability in currency exchange. This pushed us to rethink all our strategies. We adapted our prices on a weekly or monthly basis, redesigned the supply chain and realigned all product assortment and marketing strategy. This became the new normal and helped us stay on track with our yearly targets.

ADVERTISING

What is your lead medium of communication today?

Which medium do you use least?

In this age, where consumers engage directly with brands on social media, the most important medium of communication is digital. We use television the least.

Are the best creative minds still in advertising?

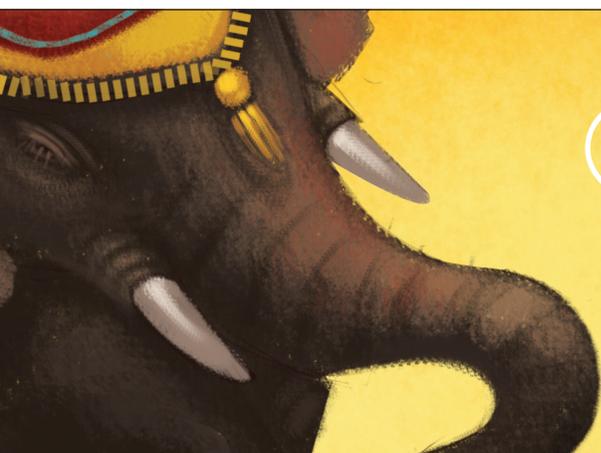
Advertising today doesn't operate as a standalone discipline, but is integrated with sales promotion, public relations, direct marketing and social media, ensuring an omni-channel distribution of talent and resources. It is a mix of creative minds that combines different elements to provide consistency and maximum communication impact for any campaign.

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?

Visual content is how brands express their identities and communicate with viewers. Given the increasing need to produce more content, as brands we have been quick to turn to our agency partners for an effective output.

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

Specialisation provides the best results. Creative agencies should focus on excelling in their area of expertise.



YATHRA - THE NO.1
TRAVEL MAGAZINE IN MALAYALAM

Source: IRS 2017 (Total Readership)

mathrubhumi
yathra
The Complete Travel Magazine