



SRIVATS TS

Vice President - Marketing | Swiggy

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Advertising is still a wonderful way to build brands and work out a narrative that works with consumers.

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**Small Talks Ko
Khamkha Essay Banaa.**

TUNE IN TO
Magic
106.4FM
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CATEGORY

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

In the next 12 months, we not only need to keep up this growth momentum, but also understand the triggers for category adoption for the next set of users, vis-à-vis the early adopters. We also need to devise ways to enable adoption amongst the early and late majority at the same pace as the early adopters.

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

Positive recommendations and word of mouth from friends and family continue to help us reach users across the board, resulting in higher consumer adoption. Of course, we've invested in building the brand as well with our first TV campaign earlier this year, and again with our second set of IPL-themed ads. Through digital channels we're reaching out to a lot more potential users at a much higher scale than earlier. However, the crux of our message has remained the same.

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

The last few years have witnessed an exponential increase in the penetration of smartphones, as well as e-commerce brands in the country. This has helped pave the way in tier I and II markets as audiences are no longer alien to the concept of shopping online. Swiggy is currently present in over 13 cities and we've seen a strong pace of adoption in the newer cities as well, indicating strong equity for the brand. That said, triggers for different audiences would be different and with food being one of the necessities, the level of trust to be built is higher.

MARKETING

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

Striking the right balance between the left-brained and right-brained pieces of marketing is an ongoing exercise, as is meshing traditional brand fundamentals with new-age, modern marketing practices, in order to specifically target individual users, as opposed to mass communication. Today there are 100 different channels for brand communication as compared to just a few important ones earlier. Finally, measurement – this requires understanding what's working, finding the ROI of various channels and then leveraging them to increase the reach of the brand. Brands that can do this well will succeed.

As a marketer, what is your biggest nightmare?

Accurately measuring the ROI of every single channel. It isn't a nightmare, but a necessity today. It is an amalgamation of art and science as opposed to purely being a science. Another vital aspect is to understand the needs of the consumers and to tailor the messaging to suit their individual needs and wants. Lastly, one must be on top of all aspects of a business.

ADVERTISING

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

TV is our lead medium of communication, followed by digital. We have recently launched a set of witty and relatable TVCs that have been very well received by the audience. Apart from this, outdoor and print are also used selectively and tactically.

Are the best creative minds still in advertising?

Yes, very much so. Advertising continues to be a wonderful way to build brands and businesses, and to work out a narrative that suits the brands and hits the right spot with the consumers. If the fundamentals are in place, then there's enough creativity to tap into the ad industry.

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?

Traditional brand fundamentals have not changed — understanding the role a brand plays in a consumer's life, the short, mid and long-term trajectory of the brand in terms of tonality, personality, core brand idea, and consumer insights. Agencies that bring this to the table are always welcome. The media industry is evolving, with digital increasingly becoming a way of life. Thus, leveraging the traditional, offline and new-age channels in tandem is the key to standing out.

Are you open to paying agencies a pitch fee?

Varies on a case-by-case basis.

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

I believe that having a full-service agency as a brand partner is pivotal. However, this also needs to be augmented with multiple creative minds to tap into relevant insights and audiences.

**Meeting Main Khamkha
Moonwalk Karke Jaa.**

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