“Brand Activism in India” a new report by WARC to launch Spotlight India - an exclusive series offering guidance and insights to help brands market effectively in India

WARC expands its team in India with Kunal Sinha as Principal Consultant for Advisory and Biprorshee Das as India Editor

February 25, 2021 – WARC’s Spotlight India is a new bimonthly series, with each edition focused on a current topic geared towards helping brands market effectively in India. The series is a capsule collection of expert commentary and insights, tackling each subject from a range of angles. Contributors to the series are highly-regarded industry professionals offering the latest advice into what’s working.

Launching with the theme “Brand Activism in India”, this Spotlight edition is the first of five slated for the year and includes eight exclusive pieces bringing together varying points of view, consumer sentiment, data and expert guidance for marketers to draw upon.

Biprorshee Das, India Editor, WARC says: “As consumers become more vocal about environmental, political and social causes, there is pressure on brands to speak up too. While many worldwide are answering that call, most Indian brands have stayed silent. Brands are still wary about being outspoken and the recent Tanishq case is a clear example. With little escaping the public eye these days, being vocal about issues that plague society has often proved to be risky business.

“That said, should the Indian marketer choose to stay silent and go about its business the way it always has? Or should he or she become braver? The answer will be different for every brand but some core themes have emerged from this edition of our Spotlight series: Any step towards activism needs to be backed up by tangible action that stays true to a brand’s core values. And while there is risk involved, as more consumers increasingly become belief-driven in their choice of brands, how can any brand afford to stay safe but silent?

“If there ever was a time to be outspoken and be heard, it is now.”

The exclusive content that makes up “Spotlight India: Brand Activism in India” is available in full to WARC clients, with selected articles available for all to read:

- Puneet Das, SVP, Marketing - Beverages, TATA Consumer Products tells WARC how standing up for a cause must go beyond just communicating it in order to be meaningful. Read how Tata Tea issued a “Wake up” call to highlight national issues here.
Over the years, The Times of India has been at the forefront of brand activism with popular campaigns raising pertinent issues. Malcolm Raphael, Senior Vice-President and Head - Trade Marketing, Innovations, Creative Strategy, Times of India explains how the country’s leading newspaper leads with social activism at its core and talks about initiatives such as Teach India and Aman Ki Asha. Read here.

Chase Buckle, Head of Global Trends, GlobalWebIndex, explains how brand purpose can also be a competitive differentiator amid the spike in online shopping. Read here.

Biprorshee Das, India Editor, WARC, spells out why brands need to get proactive about activism. Read here.

Ajeeta Bharadwaj, Chief Strategy Officer, Wondrlab, shares why it is becoming increasingly important for India’s brands to be vocal about issues, and how to do so the right way.

Ankit Singh, Senior Vice President - Strategy, Leo Burnett Delhi, draws on global parallels to show why Indian brands must stand up for issues and walk the talk.

Ashraf Engineer, Principal Consultant, Pitchfork, takes a look at how it’s getting harder for Indian brands to separate their values from their business.

Suraja Kishore, CEO, BBDO, introduces Brand Activism 101, a strategic framework that marketers in India can follow if they want to champion an issue.

The next Spotlight India will be released in April. Spotlight India complements WARC’s Spotlight Australia, Southeast Asia and US series, with further market-specific Spotlights being released over the coming months.

WARC expands in India

As brands and agencies in India look to address the challenges ahead, the right insights and expertise to help craft strategies designed for success are critical.

Ed Pank, Managing Director, WARC APAC, says: “To ensure that brands have access to in-depth local expertise and the latest insights, we’ve expanded our team in India with Kunal Sinha, Principal Consultant, for WARC’s new local advisory service, and Biprorshee Das, India Editor.”

With a shared vision, Kunal and Biprorshee, together with Iwaton Consultancy, WARC’s commercial partner in India, and the rest of the WARC team, will help brands and agencies in India market more effectively.

Kunal Sinha, Principal Consultant, WARC, is an award-winning consumer strategy and foresight expert with experience in driving demand generation, market innovation and engagement in fast growth markets.

Biprorshee Das, India Editor, WARC, is a Mumbai-based journalist with over 14 years of experience writing on varied subjects like finance, advertising and marketing, pop culture, lifestyle and current affairs.

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WARC is part of Ascential: the path-to-purchase company that combines intelligence, data and insights to drive growth in the digital economy. We do this by delivering an integrated set of business-critical products in the key areas of product design, marketing and sales.

For over 30 years WARC has been powering the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. WARC services include 92,000+ case studies, best practice guides, research papers, special reports, trend data, webinars, awards, events and advisory services; has 1,400+ client companies, 21,500+ active users in 100+ countries; collaborates with 50+ industry partners; has offices in the UK, US, China and Singapore.