

Brand Trust in a D.U.C.A world





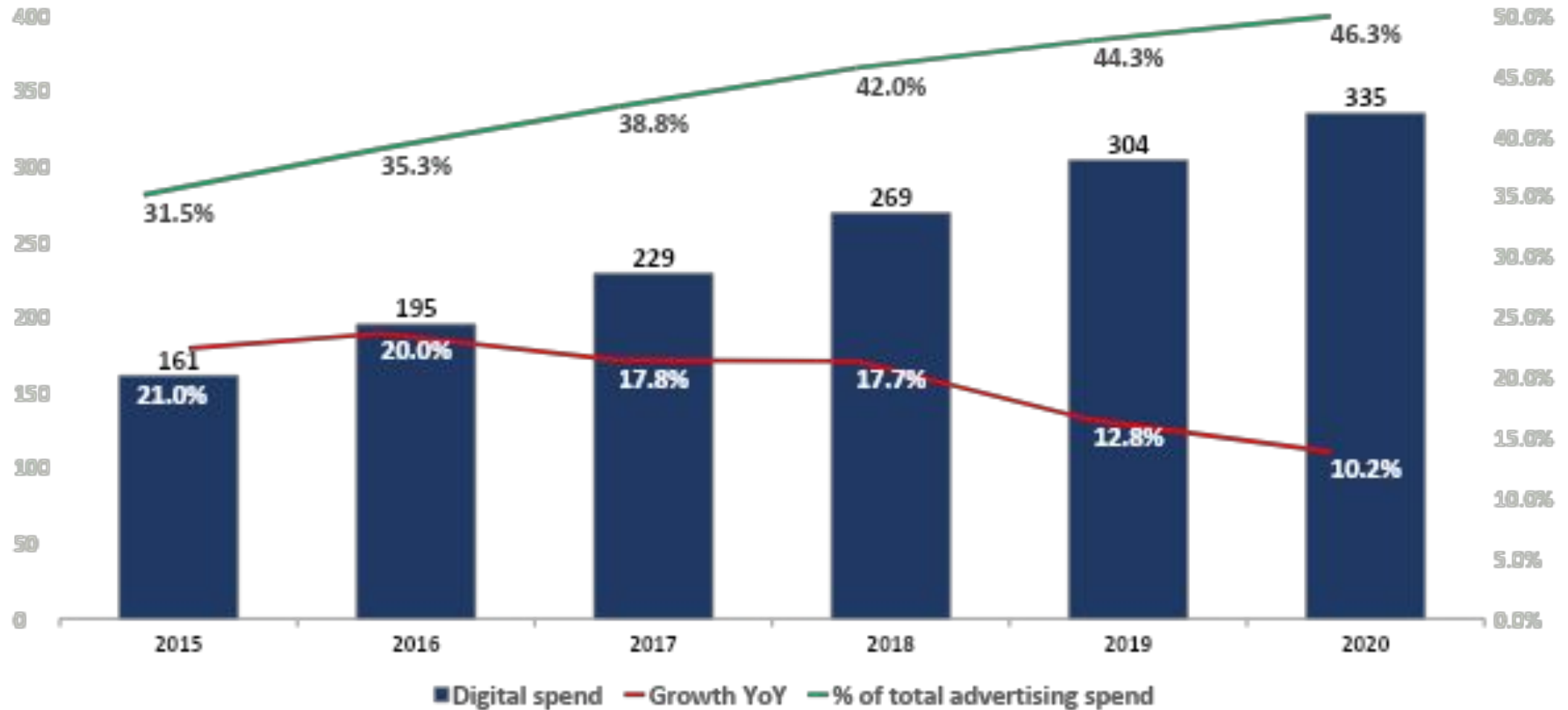
Structure

- Digital is now mainstream
- Context of Digital
- VUCA and DUCA
- Examples and lessons
- Way forward

**36% of world population is on social media
and 51% of world population is on the
internet.**

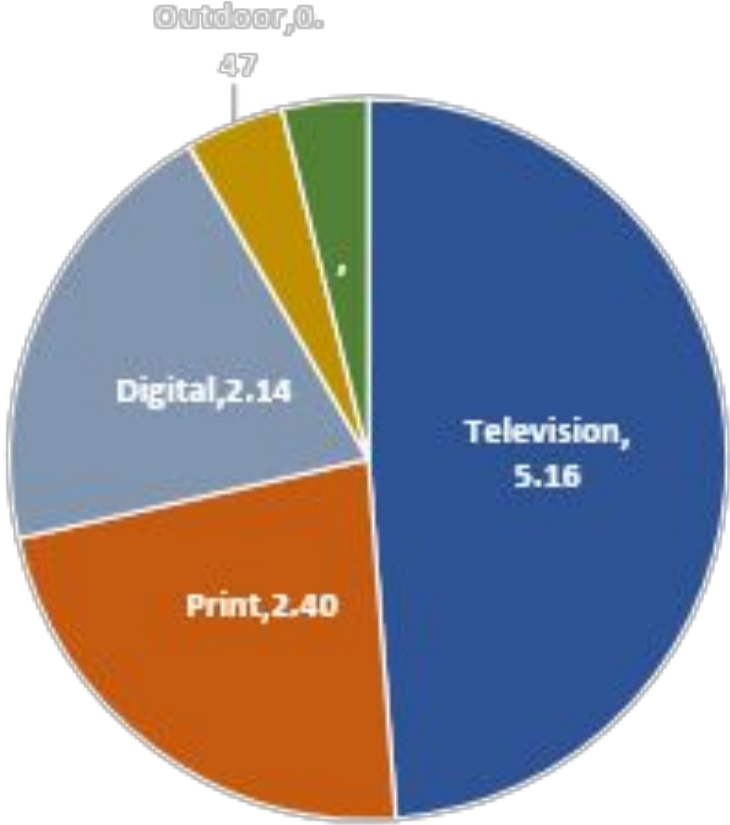


Digital spend - Global



Note: Digital spends in USD Bn

Ad Spend in India (Forecast – 2019)



Note: All figures in USD Bn

Pre industrial Revolution

- Trust in retailers,
not organizations,
where you shopped
- Brands and
consumers, a new
economic
relationship





Consumers are more aware, more cynical and more distrusting



M E D I A

**is distrusted in 80% of
the countries surveyed
by Edelman.**



What advertising sources do you trust?

- Sources I Know > 80 %**
- Consumer opinion >60 %**

**No one
platform
unlike TV**

- 
- Facebook has reach
 - Twitter has rapid build
 - Linked in is good at biz networking
 - Instagram storytelling in a visual creative way



Digital world – No room for secrets

- Brands know a lot more about consumers
- Consumers know a lot more about brands
- Distrust is big

**Society is the stakeholder, not
your board or your shareholders.**



Businesses face a VUCA world

Brands deal with D.U.C.A



Digitally Unacceptable Content and Attitude



**Benetton institutes
a “no girls
allowed” policy**



**Dolce and Gabbana's
co-founder calls
customers fat, stupid**



Burger King – Free Whoppers for World Cup babies



English Russia
@EnglishRussia1



Burger King promises \$50,000 and lifetime whopper supply for Russian women able to get pregnant from any football celebrity (to transfer good genes to Russia)

♡ 230 7:16 PM - Jun 19, 2018



Splenda ✓
@Splenda

Fact: food safety authorities around the world have proven #Splenda is safe. #DebunkTheJunk

If you believe everything you read online you should see my online dating profile.



som^{ee}cards Splenda SWEETENERS #DebunkTheJunk

Don't believe what you see online



**Reformation
models their
dress in a
clothing
factory**

Would You Rather?
Impossible Choices

WOULD YOU RATHER!

**Slap
Rihanna**



**The insensitive
Snapchat ad that
cost the company
\$800 million**



Lockheed Martin

@LockheedMartin

Follow

Do you have an amazing photo of one of our products? Tag us in your pic and we may feature it during our upcoming [#WorldPhotoDay](#) celebration on Aug. 19!



**Critics take a cheery
Lockheed Martin
tweet request and
run with it**



Jeff Bezos
@JeffBezos

Follow



Dog sledding above the Arctic Circle in Norway. Jim Lovell says it's not that you go to heaven when you die, but "you go to heaven when you're born." Earth is the best planet in our solar system. We go to space to save the Earth. [@BlueOrigin](#) [#NoPlanB](#) [#GradatimFerociter](#) [#EarthDay](#)



Jeff Bezos's ill-timed vacation tweet

Digital Films: Top Liked and Least Scored

Top Liked



Samsonite
#KeralalsOpen



Samsung
Bixby Voice Assistant-#VoiceForever



Hyundai
Celebrating 20 Years of Brilliant Moments

Least Scored



Fortis Healthcare
A short film about 'giving' and living



Johnson's Baby
Happy Mother's Day from Johnson's



Google
India Inspires India

TVCs: Top Liked and Least Scored

Top Liked



Like you, our Swiggy delivery partners, too, have nice names.

Swiggy

What's in a name?



HUL

Start a little good – Water



Kotak 811

Unveiling Kotak 811

Least Scored



Jabong

Big Brand Sale | #OutOfTheWorld |



Samsung Galaxy

Tiger Shroff is #AlwaysOn his Samsung Galaxy On6



Magnum

#TakePleasureSeriously

Top Influencers by FOLLOWERS



01



Priyanka Chopra
Actor
39.9m followers

02



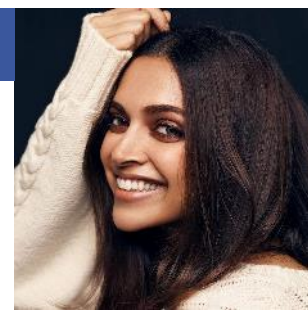
Virat Kohli
Sports
37m followers

03



Salman Khan
Actor
36.3m followers

04



Deepika Padukone
Actor
34.3m followers

05



Amitabh Bachchan
Actor
30.3m followers

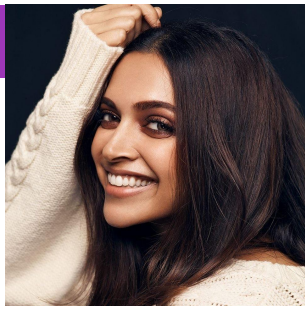


01



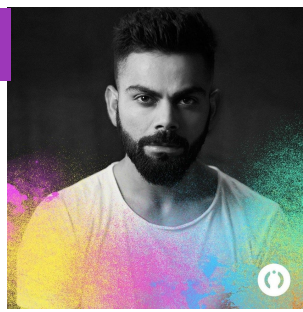
Priyanka Chopra
Actor
35.9m followers

02



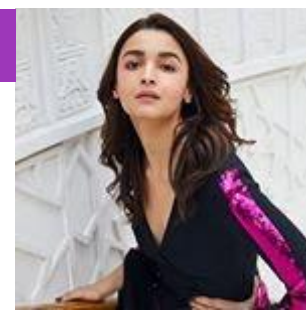
Deepika Padukone
Actor
32.1m followers

03



Virat Kohli
Sports
30m followers

04



Alia Bhatt
Actor
28.3m followers

05



Shradha Kapoor
Actor
27.4m followers

Top Influencers by ENGAGEMENT



01



Amit Bhadana
Viner
4.8m followers
762K Engagement

02



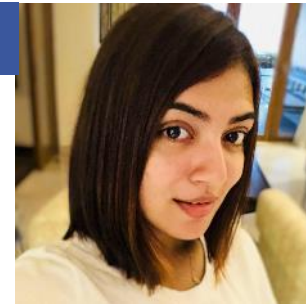
2foreignersinbollywood
Humor & Comedy
4.5m followers
392K Engagement

03



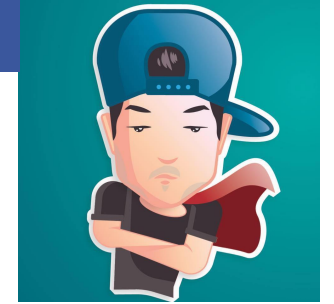
Elvish Yadav
Viner
1.8m followers
334K Engagement

04



Nazriya Nazim
Actor
7.7m followers
144K Engagement

05



Harsh Beniwal
Actor, Viner
30.3m followers
141K Engagement

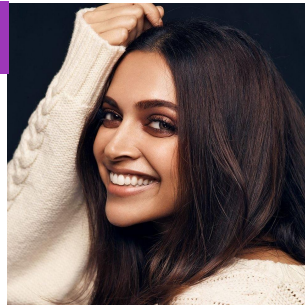


01



Virat Kohli
Sports
30m followers
1.8m Engagement

02



Deepika Padukone
Actor
32.1m followers
1.6m Engagement

03



Priyanka Chopra
Actor
35.9m followers
1.44m Engagement

04



Anushka Sharma
Actor
23.9 followers
1.4m Engagement

05



M S Dhoni
Sports
11.9m followers
1.3m Engagement

**Influencer
marketing is
about
genuine
relationships**

**INFLUENCER
MARKETING**



**Bootea Shake's
Influencer Marketing
Campaign is a little
too obvious**

The Lessons for us

**1. Collective
experience is the
dominant force**





2. Internal culture and speed of a company

3. Ethical vs legal



4. Heritage is a driver of trust



**5. Reliability is
the foundation
of trust**



**6. Data - how it is collected
and how it will be used?
P R I V A C Y**



Data leak issues account for \$3 Trillion per annum, 3.3% of global GDP



7. Standards for transparency, eco system partners

8. Social media posting guidelines

9. Junior people with your handles

Summary for DUCA