



# The Influencer Challenge

**Assocham Keynote 28 March 2025  
Shiv**

# How did we get to this era of Influencer marketing?



t figures, will have a good effect in many whether worn by some character or over a piece of furniture. At the same great care should be taken to avoid the n and vulgar error of combining too gay colors. Indeed, the two great of the want of artistic effect in tableaux, monly arranged, are, first, too much and, second, too much color. In almost ableau where more than three figures one, at least, should be in shadow, l by something light behind. The fol- diagram will show how the shadow may ed :

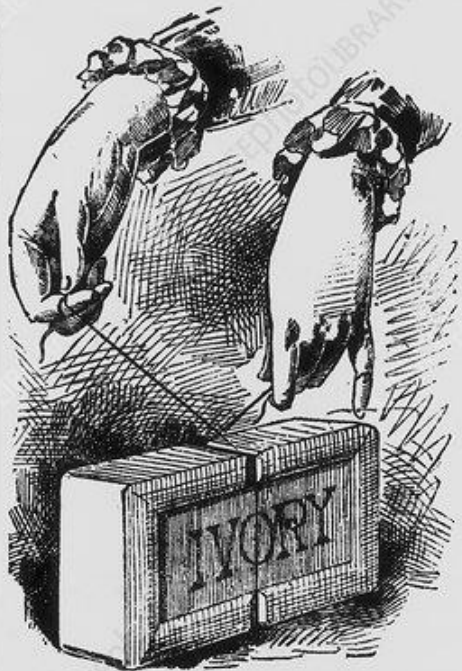


ose the figures 1, 2, 3, 4, 5, 6, 7 to repre- performers. The two lights indicated illuminate the back of the stage, form- light background. Figure 1 will then be ze of both lights; figure 2 will be par- aded by figure 5; figure 3 will be par- aded by the rear screen; figures 4 and e in full light; figure 6 in the deep / from both screens; and figure 7 dimly ated by the rear light only. Here we , different degree of light for almost character and the effect will be found a ng one. Foot-lights should hardly ever d in arranging tableaux, as they give vs exactly the opposite of picturesque. ghts should be brilliant, placed high up, w in number. A good effect may some- be got by cross-lights; but generally st to have them all on one side of the

red lights are capable of being used with ppy results, and it is by no means a diffi- atter to produce them, either by colored ch as are used at the theaters, or by globes with colored liquids and placing a front of the lamps, like those we see windows of the chemists's shops.

WERS TO PUZZLES OF DEC. 14TH.  
TRANSPPOSITIONS.  
I.

a grin—vinegar; 2, train me—raiment; 3, her—her Tom; 4, rav comes—sycamore;



THE "IVORY" is a Laundry Soap, with all the fine qualities of a choice Toilet Soap, and is 99 44-100 per cent. pure.

Ladies will find this Soap especially adapted for washing laces, infants' clothing, silk hose, cleaning gloves and all articles of fine texture and delicate color, and for the varied uses about the house that daily arise, requiring the use of soap that is above the ordinary in quality.

For the Bath, Toilet, or Nursery it is preferred to most of the Soaps sold for toilet use, being purer and much more pleasant and effective and possessing all the desirable properties of the finest unadulterated White Castile Soap. The Ivory Soap will "float."

The cakes are so shaped that they may be used entire for general purposes or divided with a stout thread (as illustrated) into two perfectly formed cakes, of convenient size for toilet use.

The price, compared to the quality and the size of the cakes, makes it the cheapest Soap for everybody for every want. TRY IT.

SOLD EVERYWHERE.



Superior Solid Steel, Col  
Pie, Butter, Dinner, D  
and Fruit Knives to

ALFORD, WARD, DAVEI

77 CHAMBERS ST., N

In order to introduce our goods t  
INDEPENDENT, we will send by ma  
1 Pie Knife.....\$2 00 1 But  
6 Table Knives..... 3 50 6 Fru  
6 Dessert " ..... 3 25 6 Nut  
6 Tea " ..... 3 00 Or an  
And any one mentioning THE I  
ceive 33 1/2 per cent. rebate.



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present t  
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Magic I  
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for  
silk  
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Steam Engines, Mechanical Toys,  
1,200 illustration sent by mail for

PECK & SN

126--130 Nassau Street

T. ASPINWALL

Nos. 75 and 77 West 23d St  
(Masonic Temp)

TILES of all descriptions  
Hearths, Fire-places,  
erally.

MANTELS, GRATES, P  
Sole Agents for MINTO.  
CAMPBELL TILE CO

T. G. SELI

No. 111 Fulton Street, -

MANUFACTURER  
OFFICE AND LIB  
FINE CYLINDER  
Offices fitted up  
Partitions, Agen  
WOOTON'S DESK

DESKS

The Product Era

Ivory The soap that floats

Ivory a soap that could  
wash clothes and also be a  
toilet soap

99.44 % Pure

MITT HANNOVY

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—FOR A  
try Marl-  
nly a few  
fference  
e → for  
milder—  
baccos—  
guished  
!

Plain Ends  
Tips (red)  
ly 20¢

A  
BEAUT  
TIP

NEW! Red — to  
match red lips and  
finger-tips!

ARLBORO *America's  
Luxury Cigarette*

The  
filter doesn't  
get between  
you and  
the flavor!

Marlboro  
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

NEW  
FLIP-TOP BOX  
Flips to keep  
cigarettes from  
crushing.  
No tobacco in  
your pocket.

POPULAR  
FILTER PRICE

Yes, this easy-drawing but hard-working filter sure delivers  
the goods on flavor. Popular filter price. This new Marlboro  
makes it easy to change to a filter. This one you'll like.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

Come to where the flavor is.  
Come to Marlboro Country.

You get a lot to like  
with a Marlboro—  
filter, flavor,  
pack or box.

Marlboro  
20 CLASS A CIGARETTES

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# The Image Era -The Marlboro Repositioning



“You girls  
who want a  
lovely skin—  
*use my beauty care*”  
says  
GINGER ROGERS

RKO-RADIO STAR

**“Don't run the risk of clogging your pores!  
I avoid COSMETIC SKIN this way”...**

• It's when stale powder and rouge *choke your pores* that Cosmetic Skin develops—dullness, blemishes, enlarged pores. Use cosmetics? Ginger Rogers does. “But,” she says, “I remove every trace of stale make-up with Lux Toilet Soap.” Clever girls use this ACTIVE-lathered soap before they put



# The first Lux Soap Celebrity

## Ginger Rogers

## Danny Denker

# The Start Of Cricketing superstars

World-class cricketer Farokh Engineer says:

**"Only Brylcreem leaves my hair the way I like it - tidy and well-groomed."**

"For me, there's only one hairdressing and that's Brylcreem.  
"It leaves my hair just the way I like it—neatly in place, without plastering it down.  
"With Brylcreem I feel well-dressed!"

**Brylcreem: the largest-selling hairdressing in the world**



# Product Placement



The Economist review “ A movie in between commercial breaks”

# Vidal Sassoon, Javed Habib, Vikas Khanna

## Sources of Authority

Editors, swimmers, coaches ,bodybuilders were sources of authority



Vidal Sassoon and Mia farrow



Javed  
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Vikas Khanna



**The Brand, The  
Celebrity, Testimonial,  
Media, Product  
Placement were all  
distinct and different  
from each other**



In 1995, HTA India spun off Fulcrum as an independent media agency  
Media agencies started dealing with brand managers and started selling them tactical media innovations



**With digital, that's changed significantly.**

**Brands own websites**

**Influencers have websites**

**Brands get backlinks**

**This bypassing traditional media.**

**Influencer Marketing is a combination of all the eras we have seen.**

# Influencer market globally \$ bln

Year	Billion \$	Year	Billion \$
2015	1.7	2021	13.8
2016	2.3	2022	16.4
2017	3	2023	21.1
2018	4.6	2024	24
2019	6.5	2025	32.5
2020	9.7		

With influencers, we are handing over our brand, our creative and media to the influencer

Source : Statista

# Influencer Marketing Share of Marketing Budget January 2025

%	% Brands	%	% Brands
< 5 %	5.1	30-35 %	6.8
5-10 %	12.7	35-40 %	8.1
10-15 %	14.4	40-45 %	6.8
15-20 %	11.9	45 -50 %	7.2
20-25 %	9.7	>50 %	11.9 %
25-30%	6.8		

**41 % of brands globally are spending > 30 % of their budgets on Influencer Marketing**

Source : Statista

# Instagram Top 5 Countries

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- 1. India 362 million users**
- 2. USA 169 million**
- 3. Brazil 135 million**
- 4. Indonesia 101 million**
- 5. Turkey 57 million**

Indian marketers will write the rules of Instagram marketing



# Instagram Followers split

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1. **1000 – 10,000 - 77 %**
2. **10,000-50,000 – 18.2 %**
3. **50,000 – 500 k – 4.6 %**
4. **> 1 million 0.16 %**

ROI typically highest in Group 2





**Globally**

**38 % of brands worked with minimum 10 influencers**

**14.7 % of brands work with about 1000 influencers each.**

**That's a lot of potential complexity and confusion!**

Source : Statista

In 2020 India had **9.62 lac**  
Influencers

in 2024 India has **4.06**  
Million Influencers

Anyone with a smartphone  
and followers is an  
influencer !





**Indian Influencer  
market size in  
2026 is expected  
to be Rs 3375  
crores**





**Total spend on digital Rs 45,292 crs\***

**Total spend on social media Rs 10,506 Crs\***

**Total spend on Influencer Marketing ~ 2800 Crs**

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\*Source Pitch Madison

**47 % of brands  
are using  
influencers**



# Top 5 Categories

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1. **Fashion (Personality)**
2. **Gaming (Get rich quickly)**
3. **Arts and Entertainment**
4. **Beauty (Visual).**
5. **Parenting (Nuclear Families).**



## Statutory warning : Regulation is a Matter of Time

Financial sector

Education sector and

Health sector

Risks taken to making  
content



We co - created  
with consumers,  
now we co  
create with  
influencers

**YOU MAKE THE  
NEXT PEPSI AD**  
We'll play it on TV during Pepsi IPL.

WANT TO BE THE FIRST JURY MEMBER?  
SUBMIT YOUR ENTRIES BEFORE  
MARCH 26TH 2008.

**CRASH  
THE THE pepsi  
IPL**

**Are you ready for the challenge?**  
[Click here](#) to check out contest deadlines,  
Do's and Don'ts and submit your Pepsi ad

**Brands worry about  
edgy influencers**

**while consumers**

**do not want  
sanitized, censored,  
staid influencers**

## INFLUENCER MARKETING



**Sponsorship 1 : 7**

**One Survey \$ 1 : \$ 6.5**

**Do your homework**

**Set a clear brief**

**Choose relevant**

**Influencers**

**Agree on collaboration**

**principles**

**Maximize content value**

**Comments >> Likes**





**Finally**

**Who owns the Consumer?**

**What if there is a fallout?**

