

MARKETING TO THE NEW AGE CONSUMER

CII Brand Summit

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THE NEW AGE CONSUMER

SPOILT FOR CHOICE



- Limited Brands to Brand Influx
- Brand Relationships not committed

INFORMATION EXPLOSION



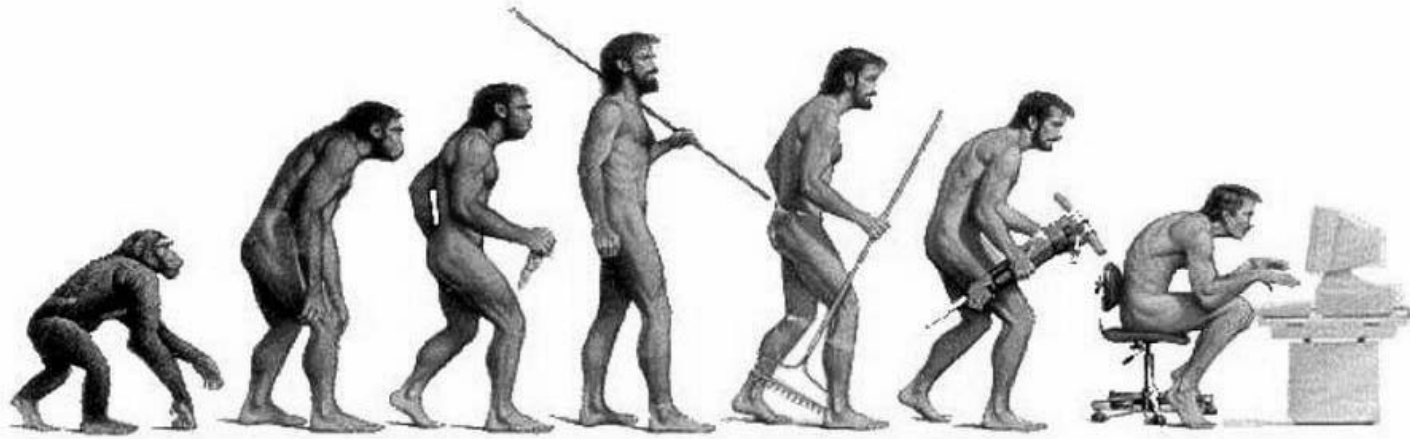
- High Media Exposure
- Ease of Access

VALUE FOR TIME



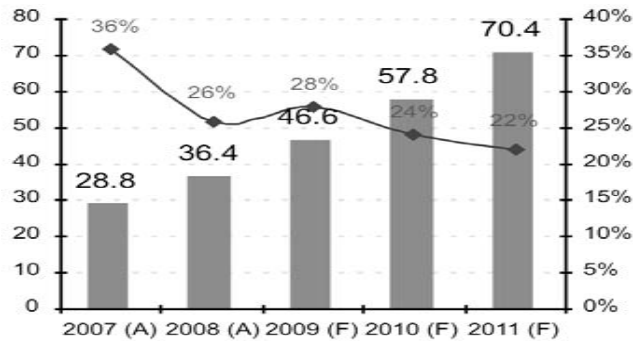
- Less Patience
- High Stress, Less Time

EVOLUTION OF THE NEW AGE CONSUMER



Internet is growing rapidly

Active Internet Users (M) & Growth Rate (%)



Source: IMRB I-Cube

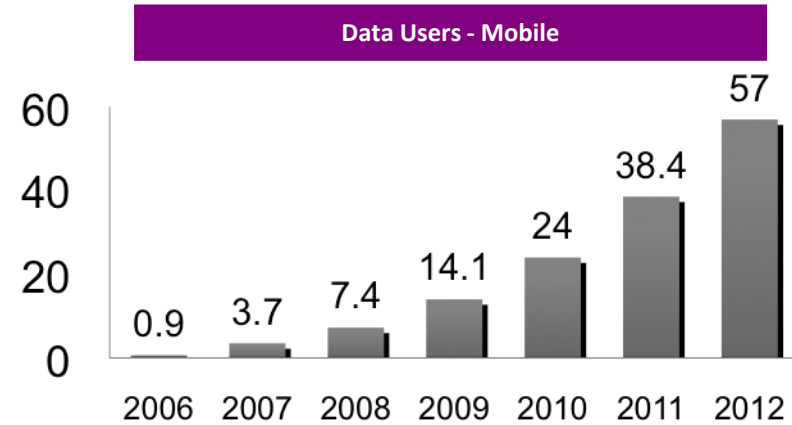
- Share of time is increasing versus other media



THE SCREENS OF HIS LIFE ARE EXPANDING



Mobile will become the primary access point

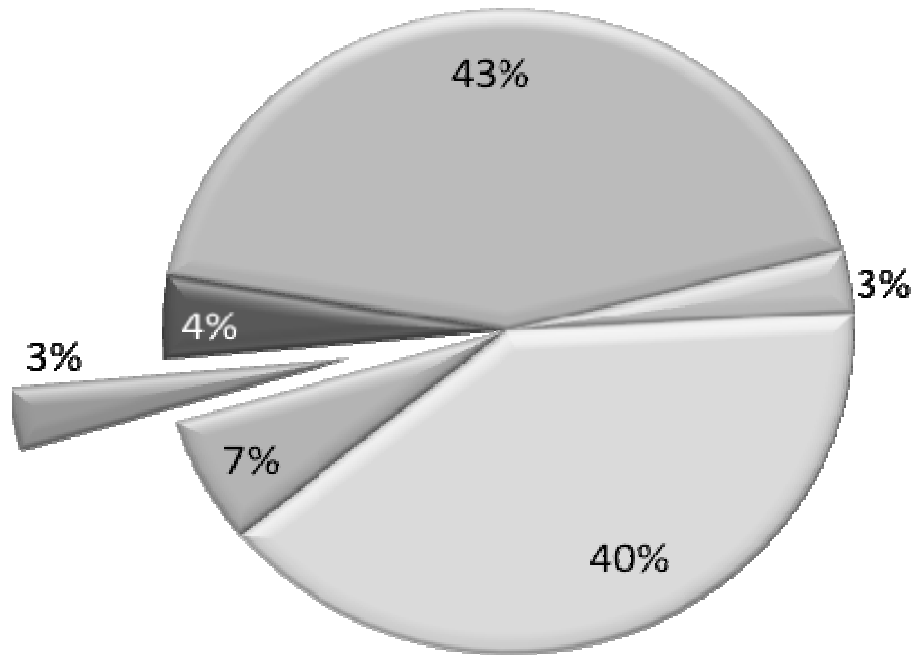


- Tariff wars
- 3G / Superior access quality



Internet Advertising: Under-leveraged

Advertising Expenditure by Media (2009)



Source: GroupM Media Study 2009

- Newspapers
- Magazines
- TV
- Outdoor
- Internet
- Radio

Audience Opportunity

Ad Spend



Myth# 1

Advertising
budget
allocation is
rational



- Leading auto brand
- 80% of this brand's prospective consumers are online
- Just 3% of the budget is invested online



- Leading insurance brand
- 62% of their customer database has EMAIL
- Just 0.7% of the budget is invested online

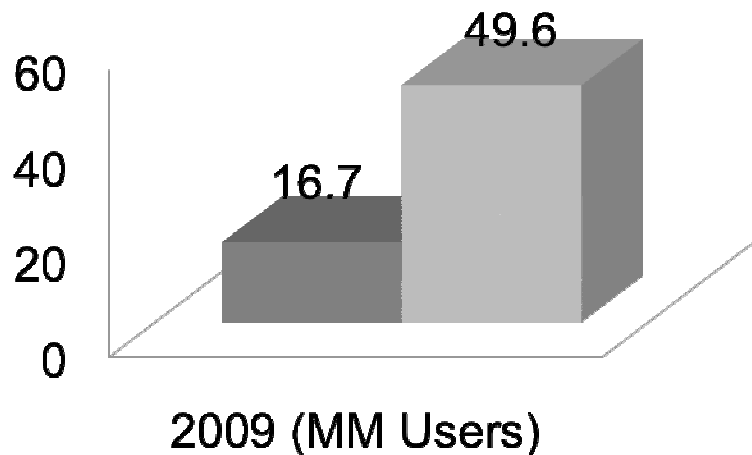


Myth# 2

Internet is
a niche medium

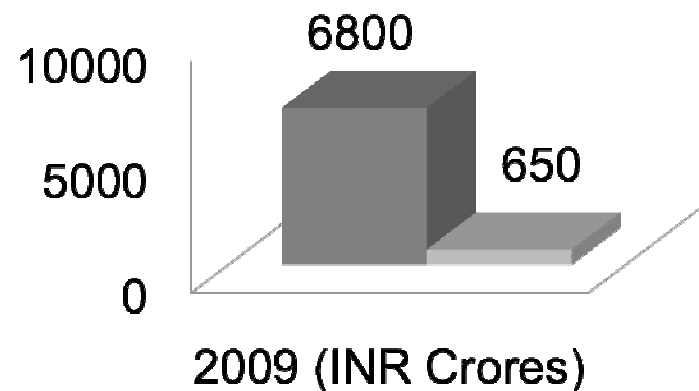
INTERNET ADVERTISING – UNTAPPED OPPORTUNITY!

No. of Users (MM)



■ English Newspapers ■ Internet

Ad Revenue (INR Crores)



■ English Newspapers ■ Internet



Myth# 3

Internet is
all about young
audience

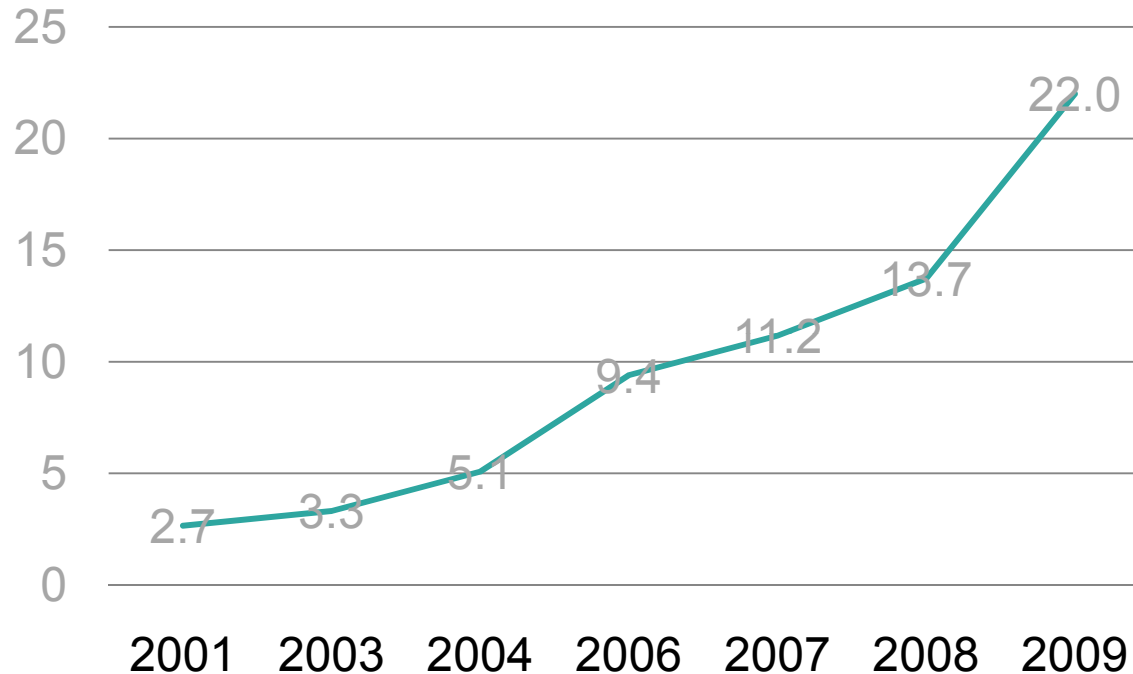


NOT JUST YOUTH!



NOT JUST YOUTH!

Internet Users 25+ Years



Source: Icube, comScore

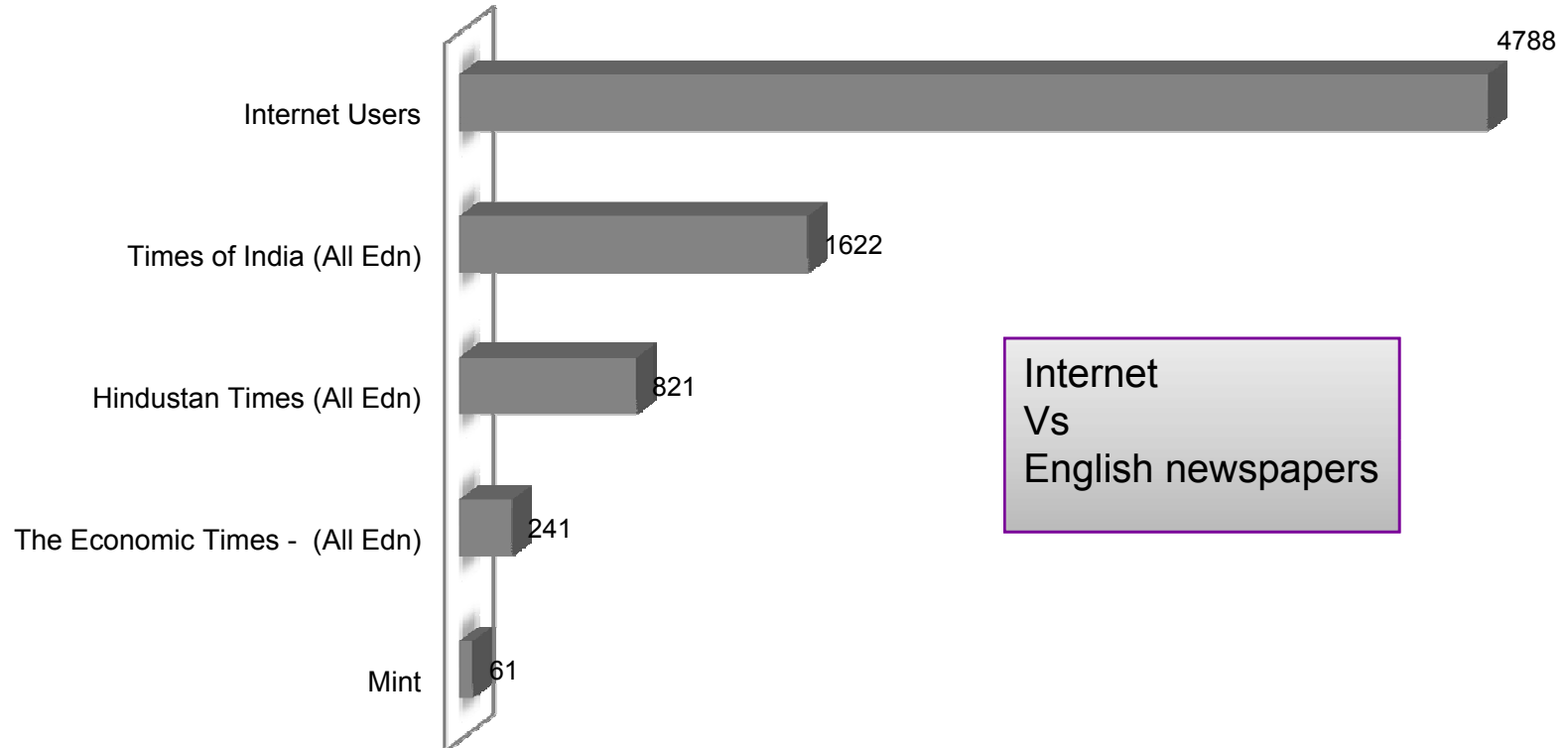
22 Million Users 25 Years+ on the Internet
And Growing !



Internet offers diverse audience

Lets take a Segment: Males, 25+, SEC AB, Top 8 Metros

Average Daily Users / Readers



Figures in '000s

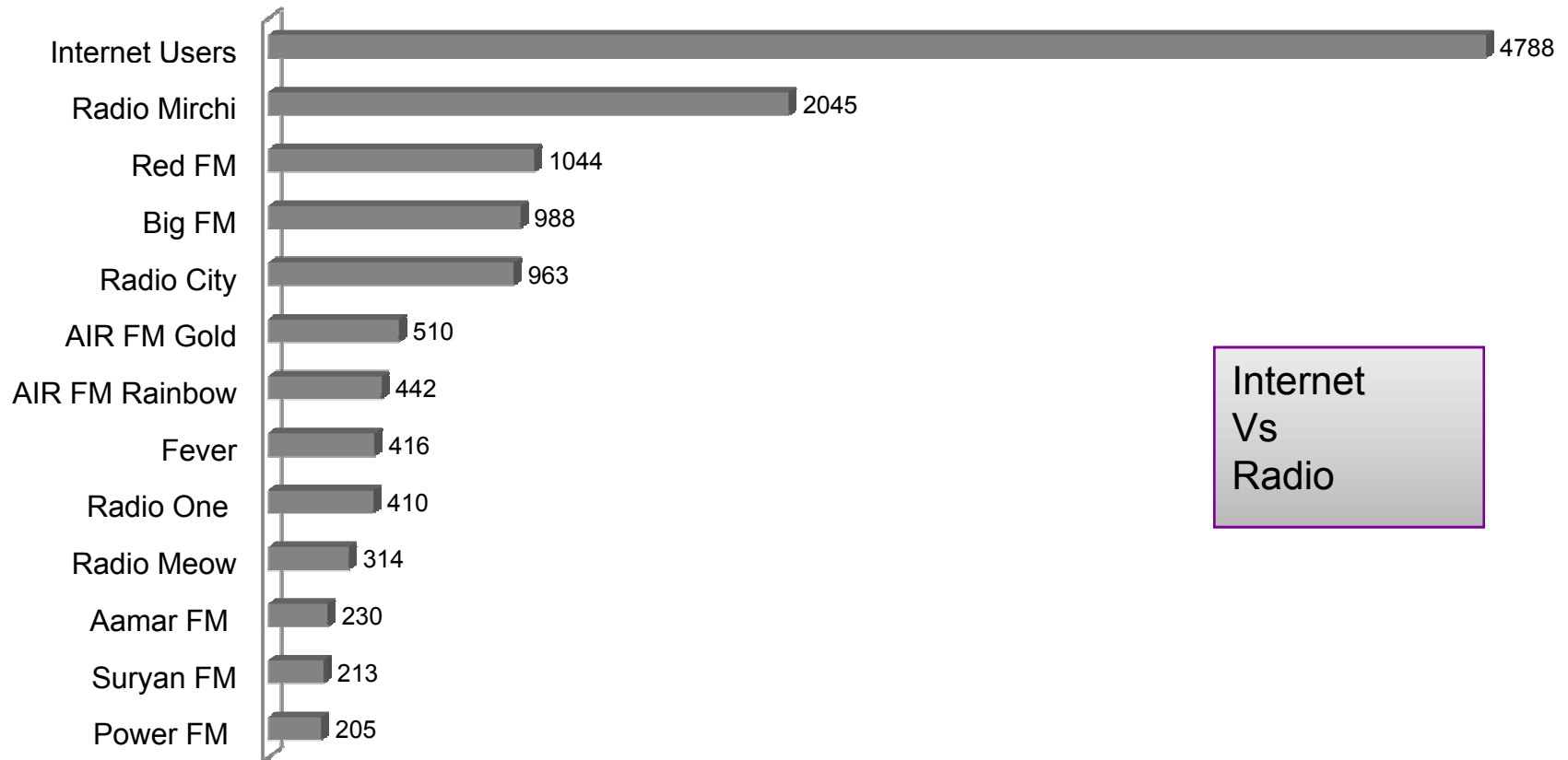
Source: IRS 2009,R2, comScore Jan 2010



Internet offers diverse audience

Segment: Males, 25+, SEC AB, Top 8 Metros

Average Daily Users / Listeners



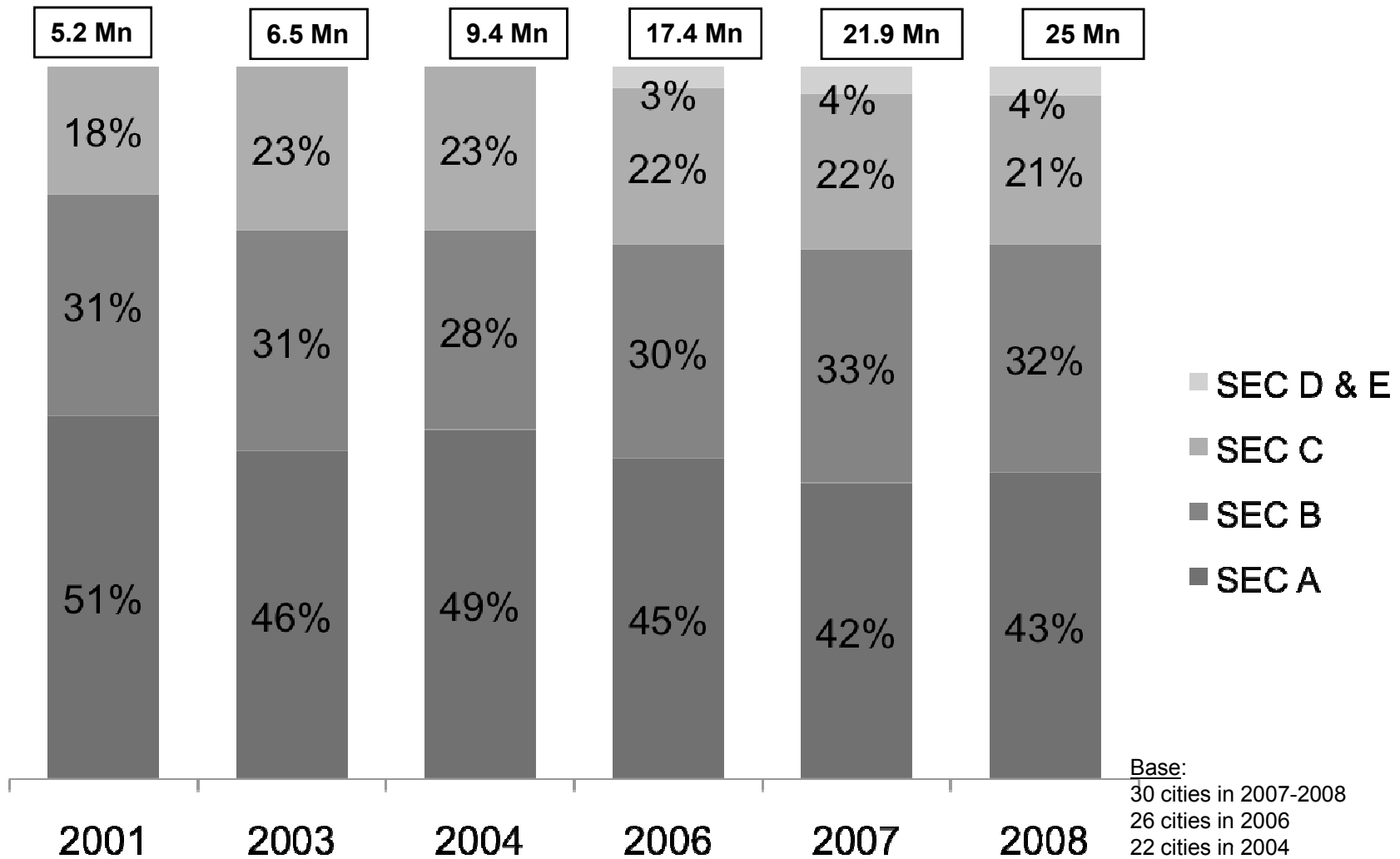
Internet
Vs
Radio

Figures in '000s

Source: IRS 2009,R2, comScore Jan 2010



NOT JUST SEC A



Base:
 30 cities in 2007-2008
 26 cities in 2006
 22 cities in 2004
 16 cities in 2000-2003

Source: IMRB I-Cube Study 2008



Myth# 4

Internet is
fragmented

IT'S NOT JUST ABOUT DEMOGRAPHICS. IT'S ABOUT INTERESTS.

Adults:
25-54

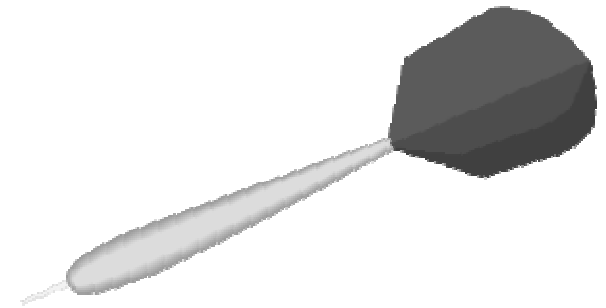
Women:
50+

Men:
18+



TARGETING. AN INTERNET ADVANTAGE

- Efficient Targeting Opportunities
- Only Connect with Consumers that “Matter”
- Minimal Spillover



SMART ADS!

Dynamically generate a million advertising combinations:

- Target consumer
- Message
- Visuals



Gifts for Him
Great gifts for guys,
but safe to give to the rest.

free shipping
Camera with
18-55mm
Lens - D40

Usually ships
within 24 hours.
This item is
available online
and in stores.

NEW! Nikon D40
Digital SLR Camera

+ Add to Cart

Only at **Target.com**

Call 1-800-440-0900
Avg. Guest Rating: 4.5

NEW AGE CUSTOMER IS CONTINUOUSLY EVOLVING.
SO IS INTERNET ADVERTISING



Myth# 5

You can
advertise online
with small
budgets

Minimum threshold needed for any medium



Try out Radio Advertising with a budget of 5 Lacs?



2 Billboards will tell me if Outdoors Works?



Myth# 6

Internet is good
for lead
generation only

UNLEARN THE CLICKS MEASUREMENT



CREATIVE IMPACT ON INTERNET IS POSSIBLE

make Yahoo! India your homepage

YAHOO! INDIA

Web Images Local

Search: Web Search

My Yahoo! Wed, Dec 10, 2008 Page Options

Answers
Cricket
दैनिक जागरण
Finance
Games
Local
Maps
Mobile Web
Movies
News

All Yahoo! Services

Small Biz
• Get a Website
• Search Ads
• Web Hosting

Perspective Masala Lifestyle

Meet Diana Penty

Following the footsteps of Deepika, Diana Penty who has taken the modeling industry by storm, might enter the film industry.

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 Diana Penty is latest buzz in Bollywood

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 Groups  Astrology

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Real 100Hz
1000,000:1 dynamic contrast
1080 24P Real Motion
3D
SAMSUNG

Ad Feedback

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