

**MARKSMEN**  
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Presents

★ ★ ★  
**MOST**  
**PREFERRED**  
**BRANDS 2022**  
**2<sup>nd</sup> EDITION**

**30** **SEPTEMBER 2022**  
📍 HOTEL SAHARA STAR, MUMBAI

Telecast Partner

**TIMES**  
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## Overview

Over the last few years, there has been a paradigm shift in the consumer expectations and brand preferences forcing marketers to rethink their branding strategies. Proliferation of technology has empowered the consumer even more by giving access to a range of products and services to choose from. With numerous brands vying for consumer's attention, it is imperative that brand custodians take a unique approach to establish positive brand equity.

In such a highly competitive landscape, what can brands do to ensure that consumers choose their products or services over the competitors? Best-in-class brands realise that being able to create strong customer centric brand identity is a key to building brand preference which has a greater impact on advocacy and loyalty.

Building brand preference doesn't happen overnight, it requires consistent efforts on the part of marketers and brand custodians, but if done right can prove to be a huge competitive differentiator.

Getting this strategy on point and continuing to resonate with the demands of a new breed of consumers - where price and quality are still of paramount importance - remains a daunting challenge. But a few brands have picked up the gauntlet and risen to the occasion, and in the process ascended to the exclusive pantheon of those counted amongst the **Most Preferred Brands**.



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**MOST PREFERRED BRANDS 2022**

**2nd EDITION**

After a resounding success of the inaugural edition of **Most Preferred Brands in 2021** which saw brands like Colgate, Nescafe, Big Basket, Center Fresh, SBI General, Maggi, Bath & Body Works, Sugar Cosmetics, Swiggy & many more, the second edition of the flagship initiative will honour brands across industries that are loved and revered.

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Market Research

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## A Research-Based Initiative

This one-of-a-kind initiative draws insights from a study conducted by our partner, Allegiant Market Research, with brands appraised on the following parameters



**Advocacy**



**Brand Appeal**



**Consumer Demand -  
Online and Offline**



**Consumer Perception  
and Experience**



**Innovation**



**Reliability quotient**

## Agenda

10:00	Registrations
10:30	Welcome Address
10:35	Opening Remarks
10:40	<p><b>Keynote address: Brand Mantras: Breaking through the marketing clutter and making your brand stand out</b></p> <ul style="list-style-type: none"> <li>- How can brands build a compelling narrative to out manoeuvre competition?</li> <li>- Imperatives of driving creativity, storytelling, and emotional connections in building a world class brand</li> </ul>
11:00	<p><b>Case Study: Building brand preference through consumer insights</b></p> <p>Data and analytics have enabled organizations have greater access to consumer insights, their buying behaviour, and the way they interact with their brand. Companies that can capitalise on this information have a huge competitive advantage as they are able to cater to the needs of the consumer better than their competitors. In this session, we discuss:</p> <ul style="list-style-type: none"> <li>- New and evolving technologies that enable gain consumer insights and improve outcomes for consumers and businesses alike.</li> <li>- How brands leverage consumer insights to deliver right messaging and increase brand loyalty?</li> <li>- How to overcome challenges associated with consumer data privacy?</li> </ul>
11:20	<p><b>Fire-side chat: Influencer Marketing: Here to stay or fade away?</b></p> <p>The Indian influencer industry is expected to grow at a CAGR of 25% through 2025, when its worth will be Rs 2,200 crore as per the Influencer Marketing Report. A recent study also revealed that 49% of consumers depend on influencer recommendations on social media to make their purchase decisions which makes it a very attractive space for brands. However, determining the ROI of influencer marketing programs remains a huge challenge for brands. In this session, we bring together brand custodians to discuss:</p> <ul style="list-style-type: none"> <li>- The impact of influencer marketing on brand engagement</li> <li>- The challenges associated with influencer marketing and how brands navigate through these bottlenecks.</li> <li>- Traditional marketing and Influencer marketing: Getting the mix right.</li> </ul>

## Agenda

11:40	<p><b>Panel Discussion: Keeping pace with dynamic consumer behaviour through enhanced consumer experience (CX) strategy</b></p> <p>Over the years, there has been a dramatic shift in the consumer behaviour. It not only changed ways in which consumers shop for products and services but also how they interact with the brands. A recent study jointly undertaken by KPMG and Equitor indicates that purchase decision for most consumers is influenced by the experience provided by brands as opposed to its reputation. And today, consumers do not shy away from paying a premium for superior experience.</p> <p>With consumers becoming more discerning and savvier it is a top priority for brands to develop customer-centric approaches and create seamless consumer experience. In this session, we bring together leaders from across industries to discuss:</p> <ul style="list-style-type: none"> <li>- How consumer buying behaviour has evolved?</li> <li>- What are the factors that influence consumers' buying decisions?</li> <li>- How have these changes impact marketing strategies for brands?</li> <li>- How can brands deliver better CX?</li> </ul>
12:20	<b>Recognition of Most Preferred Brands</b>
13:00	<b>Lunch and Networking</b>

\*This is a draft agenda and is subject to changes

# Brands that Prefer us


# Glimpses 2021





## Past Speakers



**CHANDAN MUKHERJI**

Director & Sr. VP Strategy  
Marketing & Communication  
Nestle' India



**ROHIT OHRI**

Chairman & CEO  
FCB Group India



**SANJEEV SRIVASTAVA**

Chief Risk Officer  
IIFL



**ANAND PEJAWAR**

Executive Director Marketing  
SBI Life Insurance Company  
Ltd

## Key topic of discussion

- **Futurescope:** Emerging industries and Consumer Trends to Watch Out for
- **Brilliantly Bizarre Ideas:** How to Catch, Cultivate and Develop Them
- **How Brands in India are Reimagining Customer Experience**
- **Deep Impact:** Creating Business Value through Customer Centricity and Digital Agility

# Post Event Coverage - Press Release

## Business Standard

### Delivering on brand promise

The success stories of these brands were also chronicled on Marksmen Daily, a one-stop destination for highly specialized, industry-led content featuring actionable insights that equip leaders with the knowledge they need to navigate a changing world order.



Never before has the power of branding been as prominent as it has been of late, and the Most Preferred Brands 2022 embodies this to the hilt.

## ZEEBUSINESS

### Delivering on brand promise

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## INDIA TODAY

### Delivering on brand promise

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## FORTUNE

### Delivering on brand promise

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## BW BUSINESSWORLD

### Delivering on brand promise

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## MARKSMEN DAILY.com

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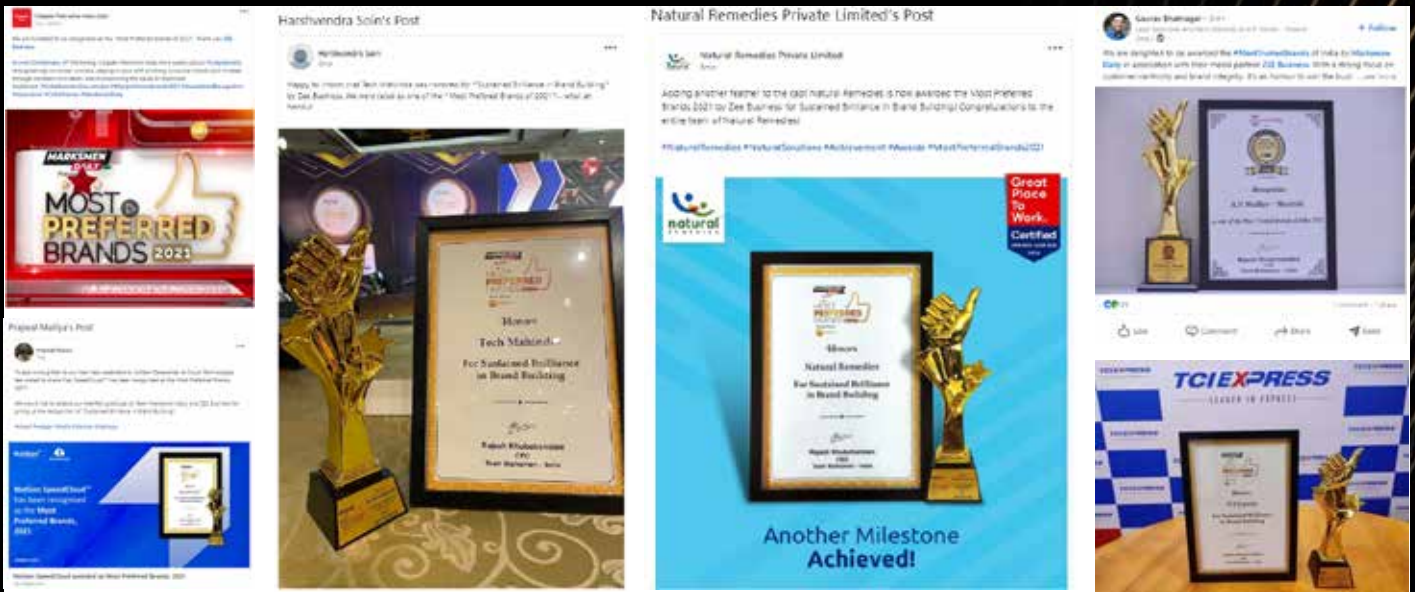
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