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2023

SAHARA STAR HOTEL, MUMBAI

Presented by



Televised on



Magazine partner



Research partner



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WHY TRUSTED **BRANDS 2023**

There was a time when the quality and characteristics of a product determined how well it was perceived by consumers. Consistent quality over a long period of time was enough to build consumer trust in the product, which then translated into brand loyalty. Today, consumers' perceptions of product quality are influenced by various factors at each stage of the buying process.

Customer expectations with regards to brands have increased and today buyers are savvier about how a product is portrayed, where and how it's marketed and, especially with the impact of digital media on our lives, spending choices and habits have changed drastically. According to recent studies, 3 out of 5 consumers trust influencers more than advertisers, and those consumers are more likely to make a purchase based on influencer recommendations. With online communities redefining how consumers interact with brands, make purchases and form opinions, it is more important for marketers to analyse factors that influence consumers' loyalty towards the brand

As the marketplace gets crowded and competition fierce, brands have realised that what trust becomes a major differentiator that makes or breaks a brand. Marketers and brand custodians realise that brand's ability to deliver on promises, create consumer experiences and provide value to its customers consistently through its product and services are factors make a brand stand out. And the **3rd edition of Most Trusted Brands of India 2023** will laud such brands that have successfully reigned supreme in the hearts and minds of consumers and in the process embodied the spirit of brand purpose.

After a resounding success of the first two **editions** of **Most Trusted Brands** which saw brands like the **Pepsico, Bisleri, Avery Dennison, A.P. Moller - Maersk, Colgate - Palmolive, IDFC First Bank, IBM, LIC of India and Mahindra Automotive**, third edition of this initiative will honour brands across industries that have, over the years earned consumer trust.

WHY CHOOSE **MOST TRUSTED BRANDS OF INDIA?**

- ✓ The largest congregation of top brands across India
- ✓ Your gateway to recognise and honour your brand
- ✓ Hosted at the largest commercial hub of the country - Mumbai
- ✓ Connect with a cross-sector brands from diverse industry verticals
- ✓ Widely acclaimed and supported by top industry associations and government bodies
- ✓ Extensively promoted through exhaustive marketing activities & media coverage

PARAMETERS

This unique industry-led initiative has been shaped by insights drawn from an industrywide consumer study conducted by our research partner, with brands appraised on the following parameters



RELATIVE
IMPORTANCE



REPURCHASE
INTENT



PERCEIVED
POPULARITY



INNOVATION



QUALITY
CONSIDERATION



CONSISTENCY



UNIQUENESS



AFFLUENCE



VALUE FOR
MONEY



ADVOCACY



BRAND THAT TRUST US

 DESH KI SEHAT DESH KA NAMAK	 edible oils and foods	 BOWEL REGULATOR	 love begins with you		
		 Sar utha ke jayo!			
 भारतीय जीवन बीमा निगम LIFE INSURANCE CORPORATION OF INDIA					
					
	 Always Perfect			 energizing lives	
		 The Original Taste			
			 PERSONALISING TECHNOLOGY	 BE THE MOMENT	
	 CHANGING LIVES				
					
					
					
					
					

AND MORE...

AGENDA

6:00pm	Registrations
6:15pm	Welcome Address
6:20pm	Opening Remarks
6:25pm	<p>Case Study: Rethinking consumer experience through omnichannel strategy</p> <p>As customer expectations increase, the very definition of experience and superior service has shifted dramatically. One of the most difficult challenges that marketing, and branding teams face today is the seamless delivery of service and experience across channels. Customers have grown accustomed to digital interactions and expect to be able to move from channel to channel while maintaining a consistent experience. In this session, we bring leaders together to discuss how brands can create more immersive experiences for consumers through an effective omnichannel strategy. We also look at the challenges that come with implementing these strategies and the best ways to overcome them.</p>
6:35pm	<p>Fire-side chat: Influencer Marketing: Here to stay or fade away?</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: - The impact of influencer marketing on brand engagement - The challenges associated with influencer marketing and how brands navigate through these bottlenecks. - Traditional marketing and Influencer marketing: Getting the mix right.</p>
7:00pm	<p>Keynote Address: Creating brand loyalty in the rural market</p>

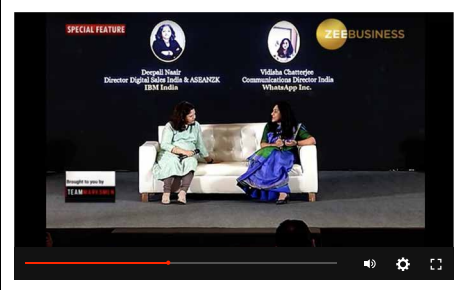
7:15pm	<p>Fire-side Chat: Capitalising on Influencer marketing to give your brand an edge</p> <p>The possibilities for influencer marketing are endless in this new era, but how can brands take advantage of these opportunities, test and learn, and overcome the challenge of determining how and where to use influencers most effectively? This session will explore the perspectives of both brand custodians and influencers in order to comprehend factors considered by brands when selecting the right influencer. Influencer expectations from brands and why is it critical for the ethos of the brand and the influencer to complement each other?</p>
7:35pm	<p>Panel Discussion: Building brand trust in the age of attention economy</p> <p>Over time, the concept of brand trust has evolved. It used to be about service or product consistency, and brand reputation. Transparency and authenticity are key components of brand trust today. Consumers in today's hyperconnected economy are exposed with thousands of brand messages and advertisements, saturating them with stimuli. As a result, the competition for consumers' fleeting attention is extremely fierce. Marketers who want to succeed in this attention economy must transform their brand from something people buy into something people believe in. This session will throw the spotlight why building brand trust is crucial to gain a competitive edge in this attention economy. We bring together brand custodians from various industries to discuss how brand trust can be built and share tenets that will shape the new marketing mandate.</p>
8:15pm	<p>Felicitation Ceremony: Most Trusted Brands of India 2023</p>
9:00pm	<p>Cocktail and Dinner</p>

MEDIA COVERAGE

2022 - TELEVISED ON **ZEE BUSINESS**



EPISODE 01



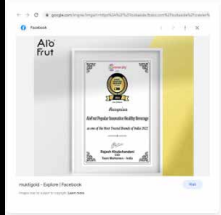
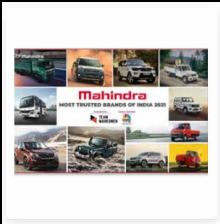
EPISODE 02

2021 - TELEVISED ON **CNBC**



EPISODE

EXTERNAL COVERAGE



AND MORE...

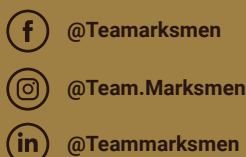
GLIMPSES OF PAST EDITION



ABOUT TEAM MARKSMEN

Team Marksmen's mission is to help organisations and leaders from across sectors create impactful change that matters. Our work stems from a holistic understanding of every client's personalised context, unique requirements, sector dynamics, and macroeconomic environment. This allows us to create brand solutions and bespoke industry-centric knowledge platforms that resonate with audiences, thereby helping advance the practice of management.

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