



Driving Innovation through Mobile: Road to Making Digital India a Reality

Brand and Marketing Perspective

Iteration

- Doing the same things better

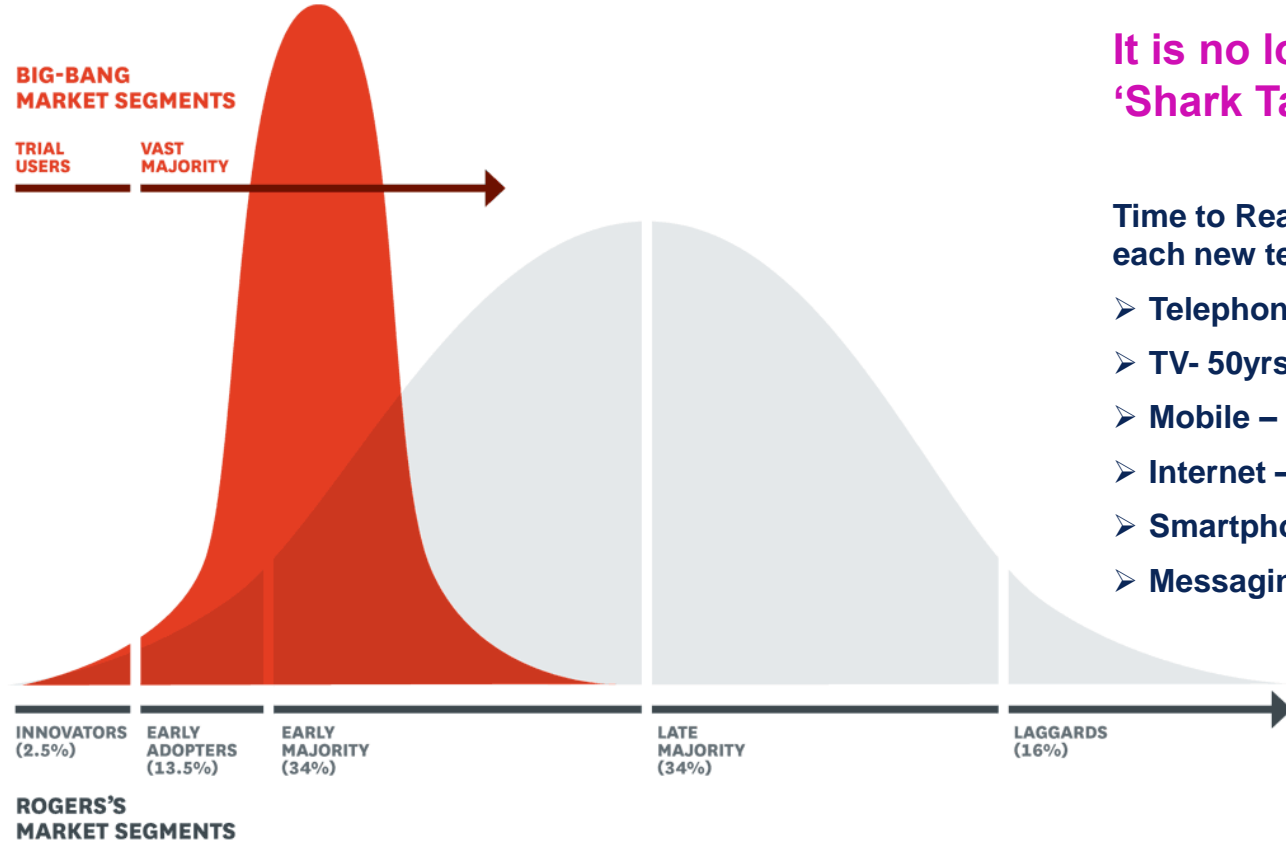
Innovation

- Doing New Things

Disruption

- Doing new things that makes the old ones 'obsolete'

INCREASINGLY RAPID ADOPTION OF INNOVATIVE TECHNOLOGIES



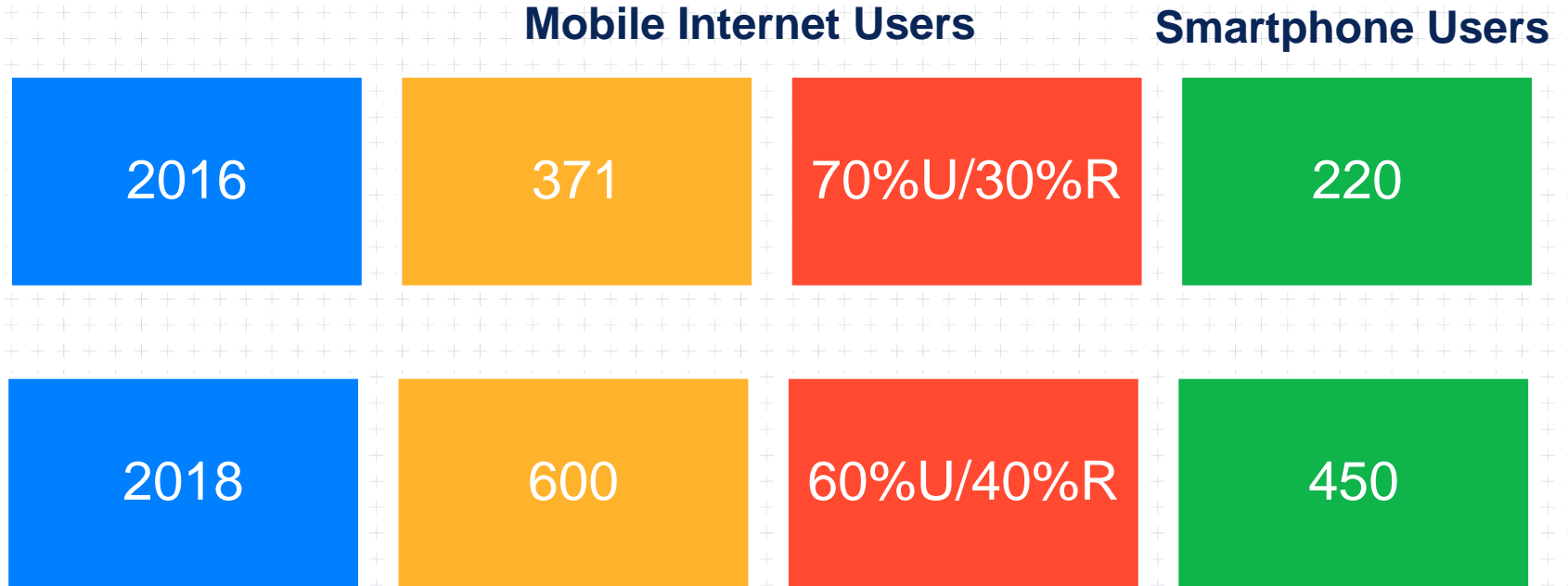
It is no longer a 'Bell Curve' but a 'Shark Tank'

Time to Reach 1Bn users has been having with each new technology

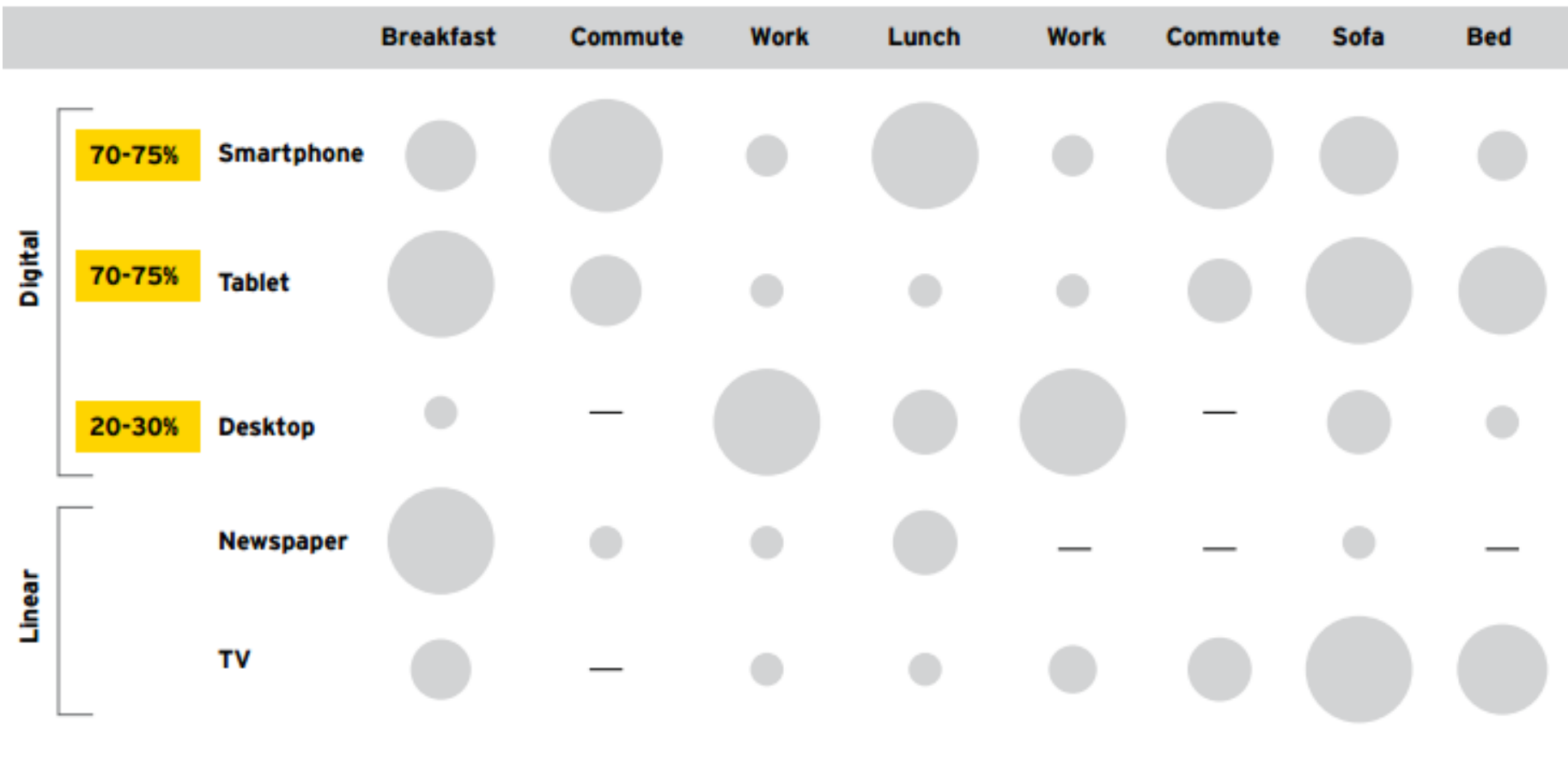
- Telephone – 110yrs
- TV- 50yrs
- Mobile – 20yrs
- Internet – 15yrs
- Smartphones – 8yrs
- Messaging Apps – 2yrs

Next 1Bn in less than ?

IT'S A GROWING MARKET



DEVICE USE BY TIME OF THE DAY





Disrupting Consumer experience with Mobile

COLGATE KUMBH MELA

"Colgate Turned
the Maha Kumbh
Mela into the
Maha Tech Mela"

TATA TEA – POWER OF 49

"Tata Tea's Power of 49 campaign, aims to empower and educate India's women voters

BACARDI – THE DRINK RESPONSIBLY APP

“Drink
Responsibility
App“

Bacardi wanted to
create
responsibility
(drinking) among
the Youth by
creating a
consumer
experience on
Mobile.

NIVEA SUN KIDS



"Showing Nivea Sun Kids' protection capacity through an ad, they decided to protect children from another huge parents' concern: the risk of them getting lost in a crowded area."

CAFÉ AMAZON

"Drive Awake"
The World's First
Mobile Application
that helps wake
up drowsy drivers
by using
advanced eye and
face tracking
technology to
analyze driver
sleepiness while
they are behind
the wheel



Tweet Café
Tweet for a treat !!!

Tweet for a treat
How to use the free café:

- 1 Note the number of the door that contains the treat you want
- 2 Then tweet the following: #sweetcafe1door number (for example, door 4 is #sweetcafe4)
- 3 Watch your order on the screen... and when it gets to the door with your screen... you'll see your order is ready to go

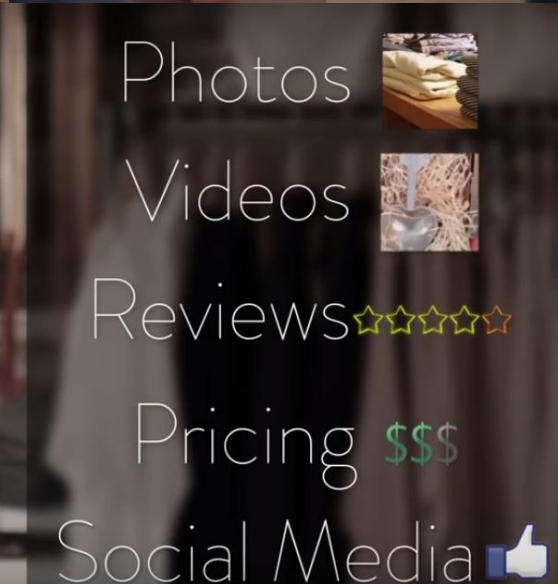
electric ireland



TWEET FOR A TREAT



Retail Shops
Virtual Catalogues!!



Mobile = Disruption

