

The logo for the MMA Forum India 2018 is a large, multi-faceted geometric shape composed of various shades of blue, purple, and orange. It has a 3D effect with shadows. The text is centered within this shape.

MMA FORUM
INDIA 2018
#SHAPETHEFUTURE

NAVIGATING TODAY'S SEISMIC SHIFTS:
**A VISION OF
WHAT LIES AHEAD**

SHASHI SINHA
CEO | IPG MEDIABRANDS INDIA



IT'S A
VOLATILE

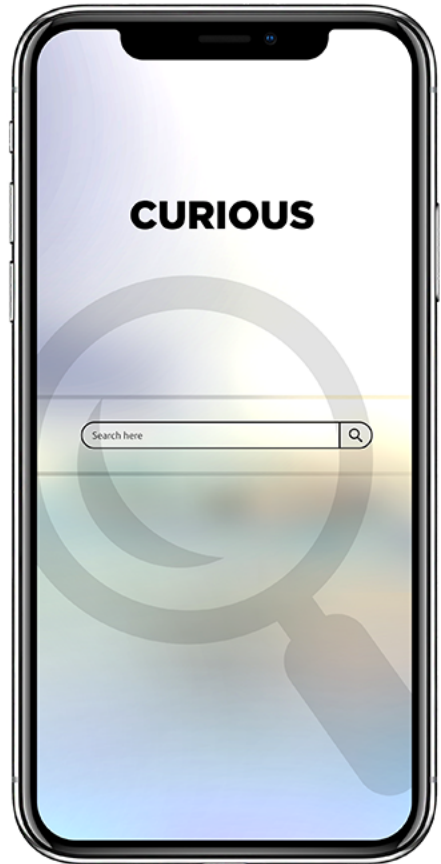
UNPREDICATBLE

COMPLEX

AMBIGUOUS WORLD

DIGITAL CONFLUENCE IS ACCELERATING

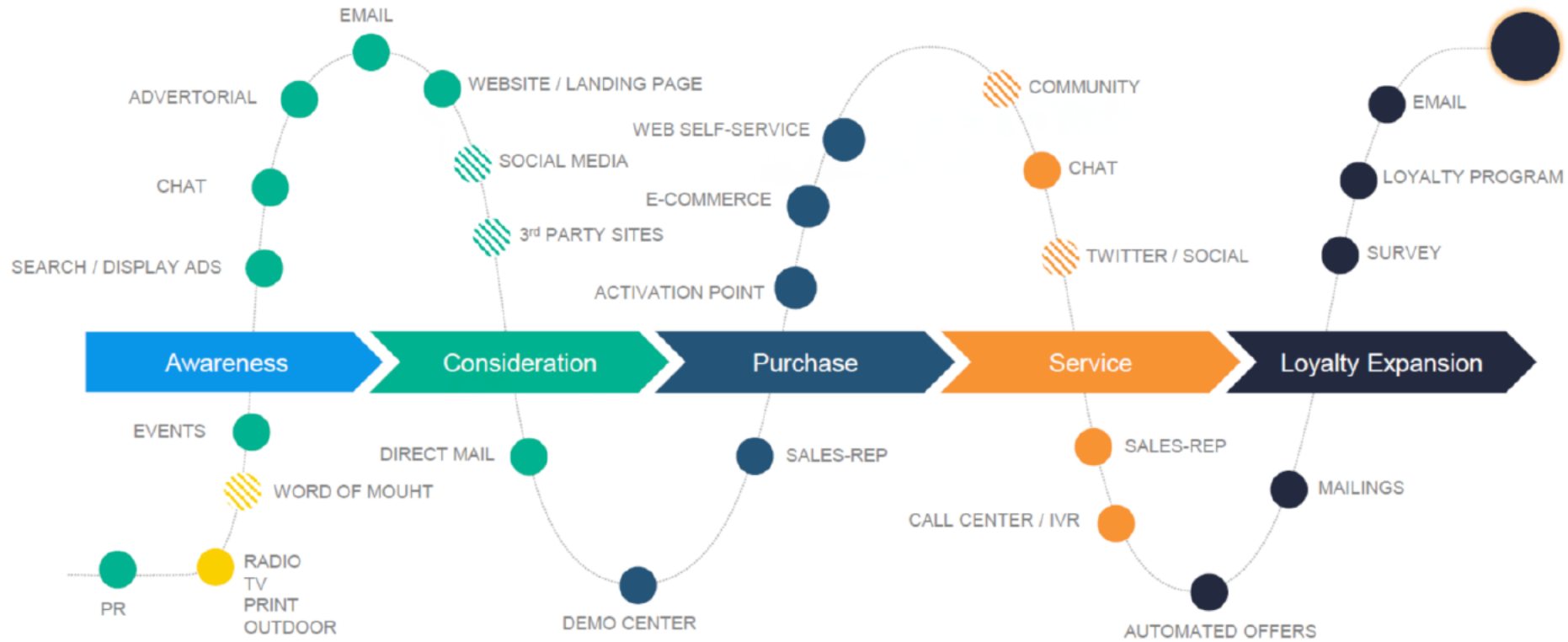
THE RISE OF MILLENNIAL TECHSUMERS



MEDIA IN MOTION:

IT'S ALL ABOUT INDIVIDUAL JOURNEYS

Online TOUCHPOINTS



Offline TOUCHPOINTS

Reference: Harvard Business Review – Competing on Customer Journeys

DATA, DATA EVERYWHERE....



VOLUME



TERABYTES - PETABYTES

VARIETY



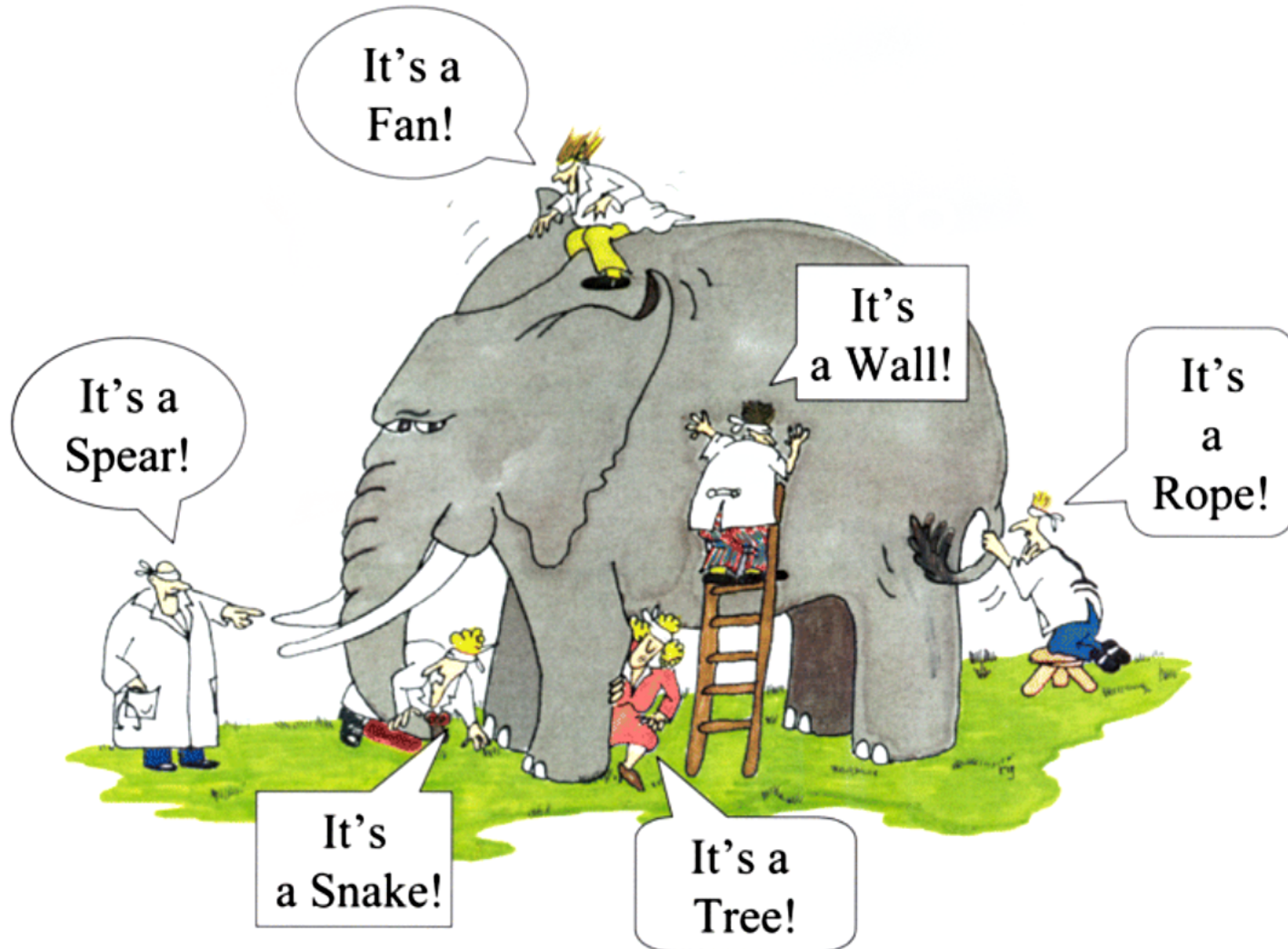
TEXT - FILES - IMAGES - VIDEO...

VELOCITY



REAL-TIME - BATCH - STREAM

IMPERFECT MEASUREMENT



FLUID, DYNAMIC PLANNING

MULTI-CHANNEL



WIN 'THE' MOMENT



IMPERATIVES FOR SUCCESS

- A BALANCE BETWEEN LONG TERM AND SHORT TERM
- A FOCUS ON THE “WHY”
- AGILITY
- STRATEGIC PARTNERSHIPS
- DIVERSE LEADERSHIP TEAMS

BUILDING FUTURE ORGANIZATIONS

TALENT



TECHNOLOGY





**The best way to predict
the Future is to create it.**

- Peter Drucker



THANK YOU