



MARKETING TRENDS

2023 was marked by transformative trends that shaped consumer behaviour and industry strategies. Technological advancement was at the forefront with AI, Generative AI, Chat GPT, and the Metaverse influencing marketing discussions and efforts. Marketers experimented with these tech-based tools, creating new possibilities such as cloning celebrities and engaging in creative storytelling.

Additionally, Martech gained momentum, emphasizing data integration, analytics, and process automation. In 2024, Martech will continue its ascent, transitioning from experimental use to becoming the new normal. Generative AI and other tools are expected to find mainstream adoption, reshaping marketing efforts.

BY ANJANA NASKAR

AN ACTION-PACKED YEAR

VISHAL SUBHARWAL

CMD & Head Strategy, HDFC Life



"In 2024 many Martech tools like generative AI and others are likely to find more mainstream adoption and come into standard use in marketing efforts. We will move from experiments to regular and more widespread use of tech-based marketing. Also, 2024 will be an action-packed year, especially with the General Elections, T20 World Cup, and Paris Olympics preceding the festive season. Also, companies will focus more on Tier II and III as these cities are now claiming their share of the consumption pie."

FOCUS ON HEALTH

DS SACHDEVA

CEO, Weikfield



"Looking ahead to 2024, two key trends are on our radar: the first centres around health and nutrition, fitting perfectly into the post-COVID consumer mindset seeking healthier and better-for-you products. The second trend observes a shift post-COVID, with a decline in eating out and an increase in home cooking. This change calls for convenient products, prompting our R&D efforts toward creating more convenience-focused offerings."

RISE OF AI

DEBA GHOSHAL

VP and Head of Marketing, Voltas Ltd.



"One prominent trend is the rise of AI-powered video marketing, where businesses aim to leverage AI and data analysis on platforms like Snapchat, Instagram, TikTok and others to enhance audience targeting and optimise video content for increased user engagement. Additionally, Augmented Reality (AR) experiences are expected to gain further traction, offering businesses opportunities to create immersive interactions and simplify user engagement with online services."



RISE OF VIDEO MARKETING & SHORT-FORM CONTENT

SUJATHA V KUMAR

Head, Marketing India & South Asia, Visa

"The influence of video marketing has surged with the emergence of short-form video platforms. Brands are capitalizing on short-form videos not only for advertising but also for narrative storytelling, product debuts, and even customer testimonials. Also, the modern consumer is not only interested in purchasing a product or service; they're keen on understanding the brand's values, particularly concerning environmental and social responsibility. 2024 will be about brands' values and the value they offer."