

Sessions

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The Power Of Audio Campaigns

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The world of advertising is constantly and rapidly evolving, but institutions have leveraged radio, television, print, billboard, transit and other “traditional” mediums. In a world full of success stories, different paths and journey’s have been taken to deliver meaningful campaigns, remarkable narratives and explore new possibilities in Audio. What is the successful creative format of engagement? How does the brand continue to evolve? How do brands capitalise on this golden age of audio. Come hear from a host of industry visionaries on some of the excellent campaigns presented on audio.



Led by - Ashwin Padmanabhan
Head Trading and Partnerships
Group M



Panelist - Anita Bose
Chief Operating
Officer
Madison Media



Panelist - LV Krishnan
CEO
TAM Media Research



Panelist - Rajiv Dubey
General Manager
Dabur India

Influencer Marketing -

Immersive Marketing The GAMECHANGERS That Weave Magic Through Their Stories!

Radio Jocks are one of the most effective influencers today because they offer measurable results as a viable marketing strategy. With the help of celebrities, Radio has the ability to reach and engage with a large number of audiences over the airwaves - to increase awareness and drive sales for brands. RJs create content rich campaigns that engages audience and make Advertisers understand the power of Influencers. How relevant is the Influencer's following to their brand? What are some of the incredibly effective ways they strategise their high-engagement and authentic reach to a vast audience of potential consumers? Let's hear from the best in the radio industry on their engagement ratio between branded and non-branded content.



Moderator - Akash Banerjee
Co-Founder, NAB Digital
Media & Host
The Desh Bhakt



Panelist - RJ Ginnie
Radio City



Panelist - RJ Naved
Radio Mirchi



Panelist - RJ Nitin
Big FM



Panelist - RJ Raunac
Red FM

Storytellers in Audio – From Radio to Podcasts

THWINK
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The average attention span for the notoriously ill-focused goldfish is nine seconds, but according to a 2015 study from Microsoft Corp quoted in the Time Magazine, people now generally lose concentration after eight seconds, highlighting the effects of an increasingly digitalized lifestyle on the brain. How can Radio storytellers spin their magic on air to keep distracted audiences hooked on the power of audio alone. Let's hear from the best creators in Radio and Podcasts on the power of long form audio stories and the challenges they face in today's hyperkinetic world.





Led by - Indira Rangarajan
National Programming Head -
Mirchi Love
Radio Mirchi



Panelist - Kavita Rajwade
Co-Founder
Indus Vox Media (IVM)



Panelist - Riya Mukherjee
Founder
RMWP



Panelist - Soela Joshi
Business Director
Big FM

Radio's Dilemma - A Unified Measurement System

The need of the hour is a comprehensive Radio Audience Measurement system which is critical at a time when Radio advertising revenue is growing leaps and bounds. What is stopping people from investing towards a robust radio measurement system for the medium? While different stations resort to different ways to measure their audiences, it is absolutely necessary for the category to have a unified audience measurement system. Come hear from the industry experts their perspective about the viability and the roadblocks in making this transition.



Led by - Meenakshi Menon
Managing Partner
Spatial Access



Panelist - Divya Karani
CEO
Dentsu X India



Panelist - Nisha Narayanan
COO
93.5 RED FM & Magic FM



Panelist - Sanchayeeta Verma
Senior Vice President
Wavemaker

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