

Reputation

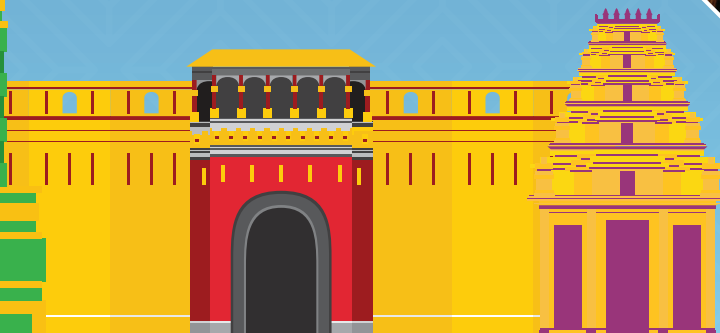
TODAY

A magazine for Public Relations and Corporate Communications Professionals

The official magazine of

PRACCIS
PUBLIC RELATIONS AND CORPORATE
COMMUNICATIONS INDIA SUMMIT

Back to Basics - Culture, Community & Creativity



PRAXIS 2024 Schedule

#PRAXIS11

www.praxisonline.in

Day 1 – Friday, 20th September

11:00 am	Summit Check in Opens
12:30 pm	PRAXIS Welcome Lunch
2:00 pm	Group Photograph
2:15 pm	Opening Remarks
2:30 pm	Felicitations - SCoRe Scholarships & PRAXIS Partners
3:15 pm	Welcome Remarks
3:30 pm	Keynote Address 1
4:15 pm	Keynote Address 2
5:00 pm	Tea / Coffee Break
5:45 pm	Keynote Address 3
6:30 pm	Keynote Address 4
7:15 pm	Keynote Address 5
8:00 pm	Super Night Power Talk: Special Session 1
8:45 pm	Cocktails and Opening Dinner
9:00 pm	Live Concert by Agnee
11:00 pm	End of Day 1

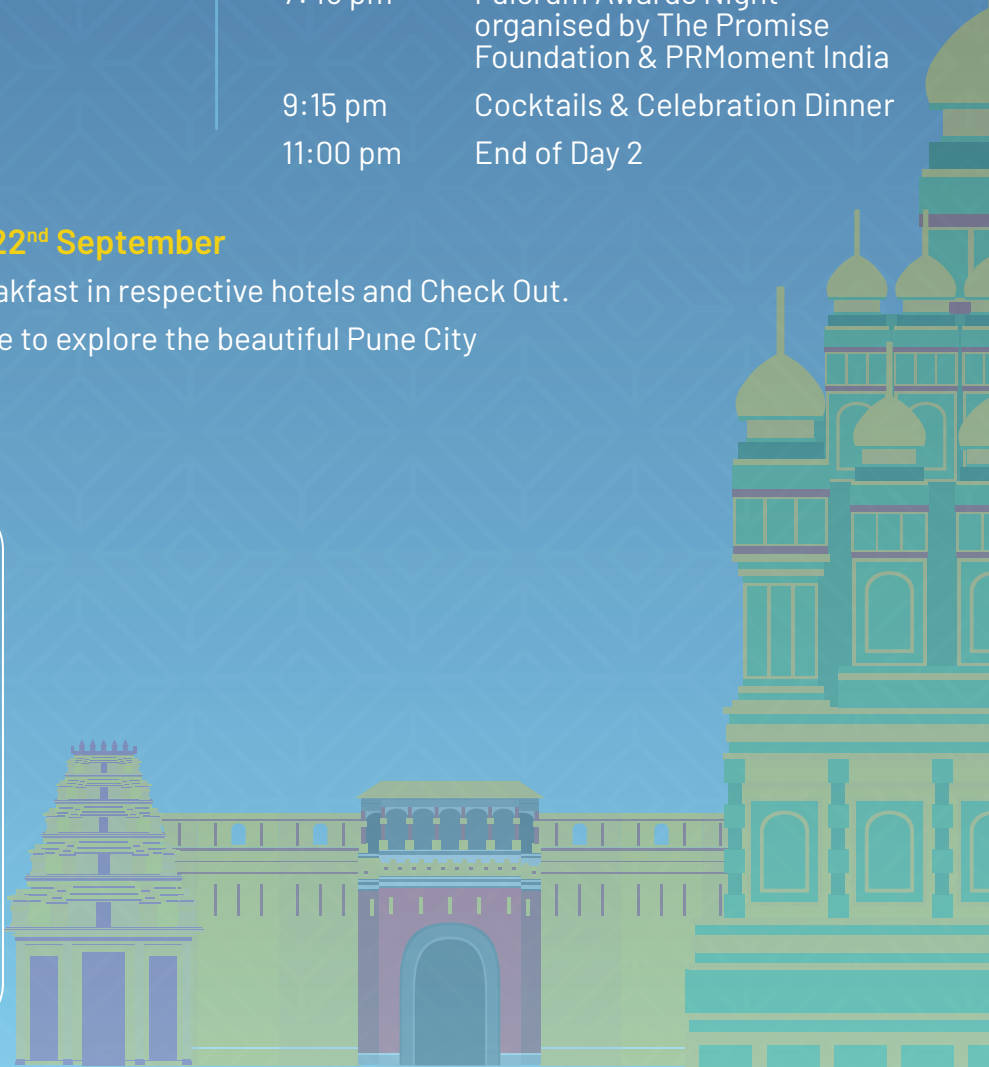
Day 2 – Saturday, 21st September

7:30 am	Breakfast in respective hotels
9:00 am	Early Bird Lucky Draw
9:30 am	Keynote Address 6
10:30 am	Keynote Address 7
11:15 am	Tea / Coffee Break
11:55 am	Keynote Address 8
12:40 pm	Keynote Address 9
1:20 pm	Lunch
2:30 pm	Special Session 2
3:00 pm	Special Session 3
3:30 pm	Keynote Address 10
4:15 pm	Keynote Address 11
5:00 pm	Closing Remarks & Vote of Thanks
5:15 pm	PRAXIS 11 Closes followed by a 120 minute break
7:45 pm	Fulcrum Awards Night organised by The Promise Foundation & PRMoment India
9:15 pm	Cocktails & Celebration Dinner
11:00 pm	End of Day 2

Day 3 – Sunday, 22nd September

7:30 am	Breakfast in respective hotels and Check Out. Time to explore the beautiful Pune City
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Cover Page Collage



PRINT LINE

PUBLISHER



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DESIGN

KRITICAL
EDGE >

BACK TO THE BASICS – FOCUS ON CULTURE, COMMUNITY & CREATIVITY

Almost all businesses aim for one thing: Credibility. The ultimate goal of Public Relations is to ensure that the entity for which PR efforts are being put in, enjoys Credibility. The foundation of all Public Relations is laced with Communications, Common Sense & Campaigns. The underlying aspect is Behaviour which transcends into **Culture**. These four Cs form the bedrock of any reputation management programme. All these four elements need to be steeped in **Creativity** because the stakeholder, whom a message is aimed at or to whom a story is being told, is bombarded with multiple sets of communication from umpteen brands. The stakeholders form the **Community**. They may include customers, employees and others.

We want to highlight these three factors that play an important role in the business of Public Relations. Hence, the theme of the 11th edition of PRAXIS focusses on these. We have a variety of speakers from around the world who are experts on **Creativity, Culture & Community**. They will deliver powerful keynote addresses. Make sure you subscribe to the YouTube channel bit.ly/RTONYT to listen to these addresses in future.

We are at the 11th edition of PRAXIS. Thanks for being at this unique summit. It is unique because over a decade we have built a **culture** that is rare to find at events such as these. We do not repeat venues, speakers or the music concert. The only thing we repeat is the **community** – the community of partners and delegates that we have nurtured over the years. We also try to bring in various **creative** elements to ensure everyone takes back a memorable experience. #PRAXIS11 is a great example of how Culture, Community and Creativity come together to offer a credible platform for practitioners.

As always, this edition would not have been possible without the support of our 35+ partners. Many of whom have been supporting this idea for over a decade continuously and consistently. Some are first time partners, and we are grateful to all of them.

The Title Partner this year is Avian WE.

The Platinum partners are Fuzion PR, Kaizzen, MSL India, SPAG-FINN Partners, Value 360 Group and Comms News.

The Gold Partners are mostly corporate organisations – Aditya Birla Group, Godrej Industries Group, Hero MotoCorp, PepsiCo India, TAFE, Vedanta Group, ANTS Digital (*who supports us with all the creative work you see as part of the summit*) and Sparkle Gift Cards (*the social impact partner*).

The Silver Partners are Burson India, Edelman India, First Partners, Impact Research and Measurement, PR Professionals, PR Pundit HAVAS Red, Ruder Finn India, The PRactice, PProvoke Media and SCoRe – the School of COmmunications & REputation.

The Bronze Partners are Actimedia (*who is also the lifestyle PR partner*), Blue Ink Content, Madison PR, Nemi Insights, NewsVair, Zeno Group + corporates; Bayer, Biocon, Mondelez India, NewsChecker, Kritical Edge (*they are the ones who have designed this magazine*) and Avignyata (*who manage our digital presence*). A word of thanks to Skoda & Titan for their support.

We are thankful to the partners, speakers and participants of #PRAXIS11.





Honouring Public Relations Excellence

FULCRUM AWARDS 2024 SHORTLIST

SECTOR AWARDS

Organisation Name Campaign Title Client/Consultancy Name

Best Hospitality and Travel Sector Campaign (B1)	First Partners Communications Kaizzen MSL India MSL India Value 360 Communication	Bukhara, world's most famous Indian restaurant, turns 45! The Great Indian Luxury destination – Deltin Creating Inviting Moments to Come And Say G'Day Choose Your Changi Adventure Looking Beyond Maldives	ITC's Hotel Group Deltin Tourism Australia Changi Airport Group Ease My Trip
Best Automobile Sector Campaign (B2)	Avian WE Avian WE First Partners Communications RF Thunder Ruder Finn	Castrol CRB TURBOMAX Pragati Ki Paathshala Strengthening Maruti Suzuki SUV Story Seeking God in the Jungle End Ice Age Making India EV Ready	Castrol India Maruti Suzuki Hyundai Motor India Ola Electric MG Motor India
Best Luxury Campaign (B3)	PR Pundit Havas Red PR Pundit Havas Red	Alchemy - Kaleidoscope of Time Estée Lauder x Sabyasachi Limited Edition Collection	Chivas Regal Estee Lauder
Best Technology and Telecom Sector Campaign (B4)	Archetype Avian WE Burson India Edelman India Mobile Premier League (MPL) Mobile Premier League (MPL) Value 360 Communications	Without us, Samsung wouldn't be Samsung – Positioning Samsung Semiconductor India Research as the nerve centre of every Samsung innovation Deloitte India: Technology, Media & Entertainment and Telecommunications Predictions Report India Chapter 2023 Tech-Ed HP India Chromebook launch campaign Saving Game Point Gamers for Dementia Awareness Empowering Every Retailer: ONDC's Journey to Transform Indian E-commerce	Samsung Semiconductor India Research (SSIR) Deloitte India SAP India HP India ONDC
Best Healthcare and Pharma Sector Campaign (B5)	GCI Health India GCI Health India GCI Health India Roche Diagnostics India Value 360 Communications Weber Shandwick	#Tuffies #BerokZindagi #ImplantWeTrust Raho Dil Se Fit Humour to Health – #TakeBoldCareofHer Saving Lives: Word-of-Mouth Brings Vital Infant Care	Cipla Cipla Organon Medisage Bold Care Motherhood Women's & Childcare Hospital
Best Consumer Products and Retail Sector Campaign (B6)	Aditya Birla Group- Birla Opus Paints Avian WE Avian WE Avian WE Edelman India First Partners Communications Value 360 Communications	Emergence of a Challenger Brand Lego Small Hand Big Dreams Bisleri Limited Edition Bottles ITC Mission Millets #ItStartsWithYourName Sixth Sense #TakeBoldCareofHer – From Humour to Health	Adfactors PR The Lego Group Bisleri International ITC TATA Starbucks ITC Limited Bold Care

Organisation Name

Campaign Title

Client/Consultancy Name

Best Not-for-Profit and Association Sector Campaign (B7)

Chase Avian Communications
Current Global
Edelman India
PR Professionals
Value 360 Communications

Indian Leadership Forum Against Trafficking (ILFAT)
Kaise Ka Cancer
Teaching India to #SpeakSign
First female overhead crane operator at Jindal Stainless
Charkha to Chips

Tata Trusts
KFC India
Jindal Stainless
India Electronic and Semiconductor Association (IESA)

Best Food and Beverage Campaign (B8)

Avian WE
Avian WE
Avian WE
Burson India
Godrej Industries Group

Bisleri International – Bottles for Change
ITC Mission Millets
McDonald's EatQual Colors
Britannia's '1947% More History'
Mainstreaming Millets & Millet-Based Ready-To-Cook Products

Bisleri International
ITC
McDonald's India (West & South)
Britannia

Best Entertainment and Media Sector Campaign (B9)

Avian WE
Burson India
RF Thunder
MSL India
Weber Shandwick

Beyond Films, Beyond Boundaries
BMS Puts India on the International Live Events Map
John Wick: Chapter 4 – Lionsgate has got G.A.M.E aka Greatest Action Movie Ever
Chandrayaan 3 #CountdownToHistory
PVR Heard You

PVR INOX
Book My Show
Lionsgate India
National Geographic India
PVR INOX

Best Banking and Financial Services Sector Campaign (B10)

Aditya Birla Capital
First Partners Communications
Godrej Industries Group
Max Life Insurance
PhonePe

ONE ABC, ONE P&L Communication for all stakeholders – investors, employees, media, and business partners
Mission India 2047: Har Jazbe Ke Liye
Beyond Lending
The Bharosa Blueprint
Equity Investing for Everyone, Everywhere!

Adfactors PR
Clix Capital
Edelman India

Best Services Sector Campaign (B11)

Ants Digital
Burson India
First Partners Communications
PRHUB

#BestJobEver
Delivering Excellence: Zomato's Journey of Resilience and Adaptability
Bukhara, world's most famous Indian restaurant, turns 45!
ODN's Rise as a Pioneer in Shop Now Content

Concentrix
Zomato
ITC's Hotel Group
ODN (Open Doors Now)

Best Sports Campaign (B12)

PRHUB
MSL India

INBL's Impact on Indian Basketball Culture
A New Era Begins

Indian National Basketball League (INBL)
LALIGA

Best Infrastructure and Real Estate Sector Campaign (B13)

Burson India
First Partners Communications
First Partners Communications
Godrej Industries Group
PR Professionals
PR Professionals

#TakingIndiaPlaces
#IronLadiesIndia – Shattering More Than the Glass Ceiling!
Vedanta For India: The Return of Iron Ore Mining in Goa
Godrej Properties: Leveraging Quantum Growth through PR
The Pathan of Indian Real Estate
Signature Global from affordable housing to luxury housing

Alstom
Vedanta Sesa Goa
Vedanta Sesa Goa
DLF
Signature Global

Best Campaign by a PSU (B14)

PR Professionals

Redevelopment of Gomti Nagar Railway Station

Rail & Land Development Authority (RLDA)

SPECIAL AWARDS

Organisation Name

Campaign Title

Client/Consultancy Name

Best Brand Reputation Campaign of the year (D1)

Avian WE
First Partners Communications
First Partners Communications
Mobile Premier League (MPL)
Mobile Premier League (MPL)

PepsiCo Lay's Biochar project
Sixth Sense
Vedanta For India: The Return of Iron Ore Mining in Goa
Saving Game Point
Gamers for Dementia Awareness

PepsiCo India
ITC Limited
Vedanta Sesa Goa

Best Corporate Reputation Campaign of the year (D2)

First Partners Communications
First Partners Communications
First Partners Communications
Mobile Premier League (MPL)
Mobile Premier League (MPL)
Weber Shandwick

Sixth Sense
#IronLadiesIndia – Shattering More Than the Glass Ceiling!
Crime Proofing Mega Events of G20 Summit and Ayodhya Temple Inauguration
MPL: How communications led the charge in the battle for survival
Saving Game Point
PVR Heard You

ITC Limited
Vedanta Sesa Goa
Staqu Technologies
PVR INOX

TECHNIQUE AWARDS

Organisation Name

Campaign Title

Client/Consultancy Name

Best Use of Content (A1)

Aditya Birla Group
Archetype
Archetype
Godrej Industries Group
Mobile Premier League (MPL)
MSL India
Value 360 Communications

Yeh Duniya Gal Hai
Without us, Samsung wouldn't be Samsung: Positioning Samsung Semiconductor India Research as the nerve centre of every Samsung innovation
World Backup Day 2024
Godrej Food Trends Report
Saving Game Point
Assembling IKEA's Content Engine
Humour to Health - #TakingBoldCareOfHer

Cognito India
ISamsung Semiconductor India Research (SSIR)
Western Digital

IKEA India
Bold Care

Best Use of Creativity and Innovation (A2)

Burson India
Edelman India
Edelman India
First Partners Communications
Godrej Industries Group

Britannia's '1947% More History'
Teaching India to #SpeakSign
HP India Gaming Landscape Study 2023
Sixth Sense
Maroo! Newspaper Se Nahi, Laal HIT Se

Britannia
KFC India
HP India
ITC Limited

Best Use of Event (A3)

Burson India
Edelman India
Godrej Industries Group
L'Oréal India
Tinder India

Redefining Pet Care through ITC Nimyle's Pet Fed Collaboration
Introducing KFC's first-ever college fest: VIBE by KFC
L'Affaire - All Things Goodness
L'Oréal Paris Stand Up - Gateway to Change
Let's Talk Gender

ITC Nimyle
KFC India

CAB Experiences
PCA (MSL) India

Best Use of Digital (A4)

Aditya Birla Group
Avian WE
Godrej Industries Group
Value 360 Communications
Weber Shandwick

Change The Game
McDonald's EatQual Colors
Aap Rishte Nibhao, Riwaaz Toh Sath Aa Hi Jayenge #CelebratingAcceptance
Humour to Health - #TakeBoldCareOfHer
PVR Heard You

Brandmovers India
McDonald's India (West & South)

Bold Care
PVR INOX

Best use of Integrated Communications (A5)

Avian WE
First Partners Communications
Nestle India
The Coca-Cola Company
Tinder India

Dettol Hygiene Olympiad
Sixth Sense
Project Hilldaari
Echoes of Passion: Unveiling Coca-Cola's ICC Sports Chronicles
Let's Talk Consent

Dettol India
ITC Limited
Burson India

PCA (MSL) India

Best Use of Public Affairs (A6)

Chase Avian Communications
Current Global
First Partners Communications
GCI Health India
Mobile Premier League (MPL)

Indian Leadership Forum Against Trafficking (ILFAT)
Kaise Ka Cancer
Vedanta For India: The Return of Iron Ore Mining in Goa
#ImplantWeTrust
Saving Game Point

Tata Trusts
Vedanta Sesa Goa
Organon

Best Management of Crisis (A7)

Burson India
First Partners Communications
First Partners Communications
Mobile Premier League (MPL)
PR Professionals
Weber Shandwick

realme II Pro series 5G: A glimmer of light through the gloom
Vedanta For India: The Return of Iron Ore Mining in Goa
Crime Proofing Mega Events of G20 Summit and Ayodhya Temple Inauguration
Saving Game Point
Brand Management for Rodic Consultants
PVR Heard You

realme
Vedanta Sesa Goa
Staqa Technologies

Rodic
PVR INOX

Best Use of Internal Communications (A8)

Aditya Birla Group
Ants Digital
Bharat Serums & vaccines Limited (BSV)
First Partners Communications
Hindustan Coca-Cola Beverages
Mobile Premier League (MPL)

Driven By Purpose
Airtel Suraksha
WOMENToring
#IronLadiesIndia - Shattering More Than the Glass Ceiling!
Becoming the Best
A Family Affair: Internal Comms Campaign

Bharti Airtel
Avian WE
Vedanta Sesa Goa
Weber Shandwick

Best New Product Launch (A9)

Archetype
Avian WE
MSL India
Organic by MSL
PR Pundit Havas Red
PR Professionals
Ruder Finn

Launching Shakti Cloud - A critical enabler of India's AI mission
ITC Mission Millets
A lap of victory for Aprilia in India
Mahindra Vista
Unveiling Aurva: A Symphony of Shiraz Mastery
The Pathan Of Indian Real Estate
Redmi Note series Launch

Yotta Data Services
ITC
Aprilia
Mahindra Lifespaces
CHANDON
DLF
Xiaomi India

Best Use of Media Relations (A10)

Avian WE
First Partners Communications
GCI Health India
Mobile Premier League (MPL)
MSL India
Sony LIV

Strengthening Maruti Suzuki's SUV Story
Seeking God in the Jungle
#BeyondThePill
Saving Game Point
A New Era Begins
Building a New India

Maruti Suzuki
Hyundai Motor India
Lupin

LALIGA
Avian WE

Best Use of Community Outreach (A11)

Avian WE
Avian WE
Current Global
GCI Health India
&TV

Dettol Hygiene Olympiad
Bisleri International - Bottles for Change
Kaise Ka Cancer
#Tuffies
UP Road Safety

Dettol India
Bisleri International
Tata Trusts
Cipla
Burson India

Best Regional Campaign (A12)

Avian WE
First Partners Communications
Godrej Industries Group
Godrej Industries Group
The PRACTICE

Poshan Right toh Future Bright
Vedanta For India: The Return of Iron Ore Mining in Goa
Kisan Fashion - Showcasing the evolving landscape of men's grooming in rural areas
Resurrecting the "Combine" aura by Godrej Agrovet Limited
SmarterTech for SuperFoods - Lenovo Work for Humankind Campaign

PepsiCo India
Vedanta Sesa Goa

Lenovo India



2024

FULCRUM AWARDS JULY 2024



Abhishek Mahapatra
Director - Public Relations
Amazon India



Anubha Pandey
Head - Communications
(Asia Pacific and Japan)
Broadcom Inc



Ajey Maharaj
Head - Corporate Communications
and PR
Fortis Healthcare



Asawari Sathaye
Director - Communications and
Patient Advocacy
OPPI



Ashutosh Sharma
Global Head - Corporate
Communications & Corporate Affairs
HCL Technologies



Bibhu Mishra
Director - Corporate Communications
& Public Relations
InMobi



Geetanjali Bhatia Nehru
Head - Asia Communications
GE Vernova



Jasrita Dhir
Director - Marketing and
Communications
Karkinos Healthcare



Jeyasingh Balakrishnan
Head - PR & Corporate
Communications
Metropolis Healthcare



KASTURI PALADHI
(Former)
Protean eGov Technologies



Kavita Doshi
Head - Corporate and Digital
Communications
NASSCOM



Lavanya Mandal
General Manager - Head of PR and
Internal Communications
Aster DM Healthcare



Nadhiya Mali
Head, PR and Corporate
Communications
Agilus



Neha Singhvi
Lead - Public Affairs,
Communications & CSR
Games24x7



Pooja Thakran
Australian Institute of Business
Executive & Lead Public Affairs -
India & Philippines, Wells Fargo



Pooja Trehan
Communications, PR & Content
Jio World Centre



Rasick Gowda
Head of Communications - Asia
Fortinet



Rishi Basu
Global Head & Director - Corporate
Communications & PR
Infosys



Sakshi Talwar
Head of Communications
LinkedIn India



Sameer Bajaj
Head - Corporate Communications
& Corporate Affairs
MakeMyTrip



Sandeep Fernandes
Head - Public Relations &
Communications
Skoda Auto India



Saumya Bhushan
Lead - Corporate Communications
S&P Global South Asia



Shivanjali Singh
Chief Corporate Communication Officer
Cairn Oil & Gas



Sunaina Jairath
Vice President - Brand and
Communications
Aliaxis India



Saba Khan
General Manager and Head - Marketing
Communications and PR
Honda India

#FulcrumAwards

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ACADEMIC PARTNER

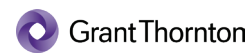
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SOCIAL IMPACT PARTNER



From Algorithms to Human Inspiration: Keeping Creativity Alive in PR

Neha Mehrotra

Managing Director
Avian WE



In a world dominated by Artificial Intelligence (AI), machine learning and algorithms, it might seem like human creativity is losing its relevance in public relations (PR). Yet, the truth is quite the opposite. Creativity has always been at the heart of our business and remains our most valuable asset. Contrary to the notion that technology and human creativity are at odds, tools like generative AI, when used responsibly, are powerful enablers that expand our possibilities.

However, the widespread availability of tech tools like ChatGPT and Midjourney could also lead to a homogenisation of ideas. To stand out, we need to enhance our creativity, curiosity and adaptability, and lean on virtues like empathy, humility and self-control.

Here are a few strategies to enhance creativity within our consultancies and campaigns:

Encourage Creative Bravery

Creative bravery requires more than just courage—it demands a willingness to be raw, vulnerable and adventurous. True innovation comes from stepping into the unknown and daring to explore uncharted territories. In our pursuit of perfection, we often strip our work of its essence and authenticity. Instead, let's embrace imperfection and the unexpected. Challenge yourself daily with this question: "How can I use what I don't know to approach my creative work with a fresh perspective?" By allowing uncertainty to fuel our creativity, we can uncover groundbreaking ideas and produce truly original work.

Embrace Diverse Perspectives

To boost creativity in our firms, we must prioritise diverse perspectives. Frans Johansson, author of 'The Medici Effect', found that innovation is more likely when people of different disciplines, backgrounds, and areas of expertise share their thinking. Leaders play a crucial role in this. Their priority should be to engage the right people at the right times in creative work. However, hierarchical structures and status differences within companies often impede the exchange of ideas. To counter this, we must build diverse teams, refresh our talent pool, and be open to new mindsets. By embracing diversity, we can avoid dull, repetitive work and keep our consultancies at the forefront of innovation.

Prioritise In-Depth Research

Creativity must be rooted in research. Effective campaigns delve into local cultures and nuances, gaining insights that lead to authentic and resonant messages. It's crucial to encourage our teams to move beyond surface-level data and immerse themselves in the diverse contexts of their target audiences by reading extensively. This deep understanding fosters sophisticated storytelling that truly connects and leaves a lasting impact.

Keep It Simple

In a world overwhelmed by information, the power of simplicity cannot be overstated. Simple yet powerful ideas often have the greatest impact. Stripping away the unnecessary allows the core message to shine through, making it more relatable and impactful. Focus on simple ideas driven by emotions, empathy and consumer understanding. Simplicity combined with humanity creates memorable campaigns.

Fuel Change

Creativity is a powerful catalyst for change, and today, our planet and society need it more than ever. We must channel our creativity towards meaningful causes. This means engaging with our communities, advocating for sustainability and striving for social betterment. Creativity helps us find innovative solutions to complex problems and communicate these ideas effectively to diverse stakeholders. By fostering a culture of creativity within our teams and firms, we can push for advancements in environmental stewardship, social justice and overall well-being.

Conclusion

In conclusion, while technology is unavoidable, it's essential to return to the basics of PR by keeping the human element central. This approach ensures our work stands out in an increasingly cluttered landscape.

Albert Einstein once said, "Creativity is seeing what others see and thinking what no one else ever thought." We all have this ability to think differently, but we often lose sight of it in the hustle of life. Don't lose this side, because this is what will help us blend the precision of AI with the irreplaceable human touch, creating campaigns that resonate deeply and drive meaningful change. By combining innovation with empathy, we can create new spaces for connection and collaboration, where our creative spark lights the way.





Harnessing the Power of **Communications** to Move People to **Positive Action in the World**

Corporate Reputation & Brand Purpose
Public Policy & Advocacy
Digital, Content & Creative Experience
Social Impact
Issues & Crisis Management
Insights & Analytics

People, Clients, Community



Celebrating One Year of Sparkle Gift Cards: A Journey of Purposeful Gifting



It is incredibly gratifying to see how Sparkle Gift Cards has evolved over the past year. What began as a simple idea has now flourished into a fully realised product, embraced by people who share a belief in the power of meaningful gifting. It was merely an idea 18 months ago which has taken wings.

The concept behind Sparkle Gift Cards was both simple and impactful - Why spend money on gifts that are often unwanted and quickly discarded or re-gifted? Instead, we aimed to create something that was solving the gifting dilemma and also genuinely benefiting those in need. This vision set us on a humble journey, starting with the outreach to NGOs based on an approach that was scientific and clear-cut. We had to convince leading NGOs to trust our mission and partner with us. Though it may have seemed risky for these organisations to associate with an unknown entity, the power of Public Relations helped us cross this bridge. We believe their trust has paid off—we've successfully raised over ₹10 lakh (INR 1 million) in funds for our NGO partners.

The journey of building brand Sparkle Gift Cards with limited resources has been challenging but rewarding. We left no stone unturned, meeting with CEOs of PR firms, heads of communications teams and corporate leaders to spread our message. We ensured our presence at prominent events like TEDx Gateway, Sabera Awards, Godrej L'affaire and the Dehradun Lit Fest. Every speaker at The Promise Foundation series of events was honoured with a Sparkle Gift Card instead of a random memento. Starting with just a physical card, we've since expanded to e-cards and secured placements in some retail stores as well. The past 12 months have been an incredible learning experience, teaching us the importance of persistence, trust and collaboration.

This is just the beginning for Sparkle Gift Cards. We have a long way to go, but we're committed to taking it one step at a time. For now, it's one card at a time, each one making a difference. We urge you to read through our key milestones and opt for Sparkle Gift Cards as the months evolve.

The Sparkle Gift Cards year-long journey:

1. **August 2023** Conducted product trials with friends and family
2. **September 2023** Officially launched Sparkle Gift Cards at the World Public Relations Forum (WPRF) followed by PRAXIS Chennai
3. **October 2023** Featured at the Dehradun Literature Festival
4. **November 2023** Sparkle Gift Cards given to speakers at REPRISE followed by QUORUM and SPECTRA
5. **December 2023** Ensured presence at the Sabera CSR event
6. **January 2024** Launched e-cards and digital cards
7. **February 2024** Introduced our monthly newsletter
8. **March 2024** Participated in TEDx Gateway
9. **April 2024** Partnered with L'affaire as the Goodness Partner
10. **May 2024** Collaborated with Vodafone Idea retail stores in the NCR and Mumbai regions
11. **June 2024** Cards were part of Huddle 2024 and Assembly 2024
12. **July 2024** Reached the INR 1 million mark





World Public Relations Forum 2024

Purposeful Influence for the Common Good

The World Public Relations Forum (WPRF) stands as a premier global conference in the field of public relations and communication management. WPRF is more than just a conference; it is a global gathering that celebrates the diversity and dynamism of the public relations profession.

The theme is **“Purposeful Influence for the Common Good”**, encapsulates the evolving role and aspirations of public relations profession in a rapidly changing global landscape. The topic is both timely and timeless, reflecting a deep understanding of the power and responsibility that come with the ability to influence public opinion and behavior.

This year’s forum will be held in Bali, Indonesia, on 19-22 November 2024 co-hosted by **Perhumas, Indonesia Public Relations Association** in collaboration with **Official Event Management Katadata Indonesia**.



“WPRF brings a unique opportunity to gain global perspectives as well as to meet peers from different cultural backgrounds, and contribute to the collective advancement of the profession.”

Boy Kelana Soebroto
Chairman of Indonesia Public Relations Association (Perhumas)

Why should I attend World Public Relations Forum 2024?

- 1. Alignment with Global PR Trends and Value
- 2. Engagement with Diverse Perspectives
- 3. Inspiration and Creativity
- 4. Ethical and Social Responsibility Focus
- 5. Cultural and Professional Exchange



“WPRF is more than just a conference; it is a global gathering that celebrates the diversity and dynamism of the public relations profession.”

Prof. Justin Green
President & CEO, Global Alliance for Public Relations & Communication Management

Exchange of Ideas from Distinguished Scholars

1. On the World Stage: Purposeful Influence for the Common Good
2. Next Gen Public Relations: Purposeful Progress

19 November 2024

 Prof. Emeritus Anne Gregory, PhD, Hon.Fell. CIPR, FRSA, FHEA Emeritus Chair of Corporate Communication, Huddersfield Business School University of Huddersfield, UK	 Prof. Mike Hardy, CMG OBE FRSA Chair of Intercultural Relations and Founding Director of the Centre for Trust, Peace and Social Relations, Chair of International Leadership Organization Coventry University, UK	 Prof. Jesper Falkheimer Editor in Chief of the Journal of Communication Management, Lund University, Sweden	 Amith Prabhu Reputation Scientist, Co-creator of PRAXIS, Founding Dean of School of Communication & Reputation for Post-Graduation, Delhi, India
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The Power of Public Diplomacy & Nation Branding | The Super Power of a Nation’s Soft Power | Sustainable Future: DEI, ESG and Business

20 November 2024

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Shaping Global Standards in PR and Communication | Purposeful Social Change Through Culture

21 November 2024 | 22 November 2024

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Back to Basics: Culture, Community, and Creativity

Vineet Handa

Founder and CEO
Kaizzen



'Creativity' is one of the most used yet abused terms in Communications. When we ideate a campaign, the first mandate we have is always to "Be Creative". But what is creativity? For me, creativity means crafting simple messages that connect deeply with people, emotionally. Few taglines that have stayed with people are "Daag Acche Hain" (Surf Excel), "Amul: The Taste of India", and "Har Ghar Kuch Kehta Hai" (Asian Paints). Each of these creative campaigns highlight that culture and community are the pillars of creativity.

Can Creativity Function in Solitude

In my view, creativity sans a pinch of culture and community doesn't sit right on the palette of its audience. As storytellers, we build narratives that not only demand creativity but also resonate deeply with the community and are enriched with cultural references. As an Indian, my identity is a blend of diverse cultural experiences: a Punjabi raised in Madhya Pradesh, married to a Punjabi raised in Chennai, and now living in Gurgaon. Each of these have blended to create my personality. I may not be an exception here; there are many like me. A compelling story demands that we draw insights from these various identities.

History & Culture

India is a mosaic of diversity: languages, food, clothing, religious practices and geography, ranging from snowy mountains to pristine beaches. Amidst all these are cultural practices steeped in local values. From folk songs to stories told to children, from recipes shared by mothers and passed on to their children, to heirloom seeds and secrets shared by fathers, culture encompasses the collective wisdom of our ancestors and the evolving entities that navigate the present and help shape the future.

Globalisation & Culture

The internet has penetrated even the most remote parts of our country. While smartphone penetration varies, exposure to global content and news is widespread. This exposure has reshaped the aspirations of today's generation and altered the dynamics of culture and community. Brands are taking note of these changing dynamics and interacting with the

masses accordingly. In our globalised world, communities have expanded beyond physical geography and thrive in the virtual realm.

Creativity is Rooted in Community & Culture

"Daag Acche Hain"—such a simple message, yet so profound. Especially today, when even children are hooked to gadgets, this campaign has continuously emphasised the value of children being children. A stain that is typically considered dirty becomes the hero here, and the brand succeeds in aptly showcasing its USP. Similarly, "Amul The Taste of India" transports the viewers from a region to India as whole. The brand screams "I am India" and brings out the patriotic fervor in all of Amul's moment-marketing initiatives. It resonates perfectly with the moment while maintaining cultural nuances and reaching the right community. Homes also have unique identities just like their owners, and Asian Paints captures this essence perfectly.

Creativity allows us to reinterpret our cultural narratives, adapting them to contemporary contexts and delivering relevant stories to the community. Through creative endeavors, we contribute to the collective story of humanity. As communications professionals, we tell the stories of brands and connect them with their audience.



Ultimately, creativity that is not rooted in culture and community—what value does it truly hold?





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Conquering the 3 Cs—Culture, Community, and Creativity

Amit Misra

CEO

MSL South Asia and Southeast Asia



MSL South Asia and Southeast Asia

The COVID-19 pandemic has been a game-changer, flipping consumer behaviour and pushing brands to rethink their playbooks. With internet usage skyrocketing and attention spans dwindling, over the past few years, a new currency has risen in value: **authenticity**.

To build trust and foster real connections, brands must now focus on genuine engagement, weaving together the holy trinity of culture, community and creativity to resonate deeply with the audience. This means it's time to strip things down and embrace a back-to-basics, human-centric approach.

Cracking the Gen Z Code

In a diverse, populous, and young country like India, where nearly half of the population is under 25 years old, demography is the cultural compass. Cracking the code of Gen Z—the freshest faces in the job market and consumer segment—is a must for brands eager to hit the right note. Our recently launched report, **Make Way for Bharat Z** (bit.ly/MakeWayForBharatZ), reveals the distinct vibes of Gen Z in tier 3 and 4 cities, in stark contrast to their metro counterparts.

The report highlights how Gen Z in smaller cities balances traditional values with modern aspirations. For instance, while they are digitally savvy, they continue to rely on media such as newspapers and television for news and entertainment. Brands that recognise and respect these cultural nuances can build stronger, more meaningful connections with this savvy audience.

Craving the Human Touch

The pandemic may have nudged us into the digital realm, but four years later, it's clear: we still crave that human touch. Building community is the secret sauce behind effective communication. There's a fresh appetite for in-person community interactions, driven by brands eager to create more tangible intellectual properties (IPs) and events that spark face-to-face engagement.

The recent launch event for the report underscored this trend. It highlighted the appetite of both target groups and clients for live events where they can mix, mingle and weave a tight-knit community. In-person events offer spontaneous interactions,

heartfelt connections and the kind of trust-building that virtual meetups simply cannot match. In this new age of interaction, going offline might just be the best way to truly plug in.

Differentiating through Authentic Creativity

Another vital ingredient in communication that every brand acknowledges is creativity. In an age dominated by digital content, creativity is a powerful differentiator. Authentic storytelling, rooted in real experiences and emotions—a crucial part of the creative process—can captivate audiences and help brands build trusting communities. Moreover, creativity calls for fresh, original ideas—it can foster progressive cultures and even jumpstart systemic change.

No wonder there is an ever-increasing demand for more authentic creative voices, thought leadership replete with deep insights and personal experience, original ideas that sparkle and purpose-driven storytelling that hits home. Going back to the roots of creative storytelling therefore has the power to cut through the noise and make your message resonate.

By embracing creativity, culture and community, brands can build trust and forge genuine connections. The call for fresh, original ideas and purpose-driven storytelling is louder than ever. After all, authentic voices create the most powerful echoes.



India launches Digital India initiative to enhance digital infrastructure and literacy

India's GDP becomes the fifth-largest in the world India wins the inaugural ICC T20 World Cup

India celebrates 75th Independence Day Commonwealth Games held in New Delhi

India achieves polio-free status Successful launch of GSAT-1, boosting India's satellite capabilities

Indian Space Research Organisation (ISRO) launches Chandrayaan-3 India achieves polio-free status
Mars Orbiter Mission (Mangalyaan) successfully successfully lands on the moon

India successfully hosts the G20 Summit India administers over a billion COVID-19 vaccine doses

India administers over a billion COVID-19 vaccine doses Supreme Court decriminalizes Section 377, legalizing homosexuality

Launch of the Gaganyaan mission, India's first human spaceflight program

Indian government launches National Hydrogen Mission to boost clean energy

Indian Prime Minister Narendra Modi launches the Swachh Bharat Abhiyan (Clean India Mission)

India launches its first nuclear submarine, INS Arihant, enhancing its naval capabilities

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MSL

Purpose-Driven Culture: Aligning Organisational Goals with Community and Creativity

Shivani Gupta

Managing Partner
SPAG FINN Partners



"The true measure of an organisation's success lies not just in its profits, but in its purpose and impact on the world."

In today's corporate world, the most successful organisations are those that have evolved beyond the traditional metrics of success. They understand that aligning their mission and values with broader social and environmental goals is not only a moral imperative but also a strategic advantage. This alignment fosters a purpose-driven culture that enhances employee morale, community engagement and creative problem-solving.

Foundation of Purpose-Driven Culture

A purpose-driven culture begins with a clear, compelling mission that resonates with all stakeholders. This mission should reflect the organisation's core values and its commitment to creating a positive societal impact. Purpose acts as the North Star, guiding every decision and strategy, ensuring that the organisation stays true to its values while achieving its business objectives.

This alignment between purpose and operations creates a unified direction, fostering a sense of shared vision and collective effort. It is essential for leadership to communicate this purpose consistently and authentically, embedding it into the organisational system. Purpose should not be a mere statement on a wall but a lived experience that influences daily actions and long-term strategies.

Elevating Employee Morale

The impact of a purpose-driven culture on employee morale cannot be overstated. When employees perceive that their work contributes to a greater good, it fosters a profound sense of fulfillment and motivation. This intrinsic motivation often surpasses the effects of traditional incentives, driving employees to excel and innovate.

Employees who understand and embrace the organisation's mission are more engaged and committed to their work. They see their roles as part of a larger narrative, where their efforts contribute to meaningful societal impact. This connection to purpose enhances job satisfaction, reduces turnover and attracts top talent who are passionate about making a difference.

Engaging the Community

Purpose-driven organisations extend their influence beyond their immediate business environments, actively engaging with the communities they serve. This engagement goes beyond corporate social responsibility initiatives; it is about being an active participant in societal progress.

Organisations that align their goals with social and environmental objectives build stronger, more trusting relationships with community stakeholders. This engagement fosters a sense of mutual respect and collaboration, enhancing the organisation's reputation and strengthening its brand. Community engagement not only benefits the organisation but also amplifies its impact, demonstrating that businesses can be powerful agents of social change.

Sparking Creative Problem-Solving

A purpose-driven culture also acts as a catalyst for creativity and innovation. When employees are passionate about their work and its broader impact, they are more likely to think creatively and develop innovative solutions. Purpose provides a meaningful context for creativity, encouraging employees to explore new ideas and take calculated risks.

The synergy between purpose and creativity leads to breakthrough strategies and campaigns. Organisations that align their creative efforts with their purpose can address complex challenges with ingenuity and passion. This not only differentiates them in the marketplace but also drives exceptional outcomes for their clients and communities.

Aligning an organisation's mission and values with broader societal and environmental goals creates a purpose-driven culture that benefits all stakeholders. It enhances employee morale, fosters community engagement and sparks creative problem-solving. As leaders, we have the unique opportunity to champion this approach, fostering cultures that are both successful and meaningful.



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PR in the Digital Age

Manisha Chaudhary

Joint Group COO & Co-Founder
Value360 Group



Over the years, the global PR space has evolved at a breakneck pace. The fast-growing market is projected to reach \$144.28 Billion by 2028 growing at a CAGR of 6%. Two decades ago, we were printing out press releases and hand delivering them to media houses. Today, we can use AI to draft press releases, algorithms to direct entire campaign strategies and chatbots to negotiate costs with various vendors. And these are just a few examples of how technology has transformed the PR landscape.

Interestingly though, amid the whirlwind of technological advancements around us, the most powerful tools driving PR were always there in front of us: culture, community and creativity. Now, more than ever, we must return to these fundamentals to stand out in a very cluttered and fast-paced environment. Here are my two cents on the three C's.

Culture is the heart of every organisation

A company can undoubtedly set itself ahead of the curve with its culture – this isn't just conjecture but backed by facts. As per Deloitte, 88% of employees believe that a distinct corporate culture is important to a business' success. Forbes found that a company with strong cultures saw 4X increase in revenue growth.

In my opinion and experience, a company's culture trickles from the top-down. It is the leader's responsibility to consider employee well-being as a top priority and let the culture stem from this singular thought. Inclusivity, diversity, acceptance, learning, growth – these factors boost job satisfaction and innovation, ultimately contributing to organisational success.

Take Microsoft's transformation under Satya Nadella as an example. By shifting the company's culture from a 'know-it-all' to a 'learn-it-all' mindset, he not only revamped the tech giant but also offered a prolific case study that resonates across industries.

As PR practitioners, we must also appreciate the powerful narratives that were built on this cultural shift and subsequent success. Microsoft's stock price increased by over 1000% and its market value has grown to \$3 trillion since Nadella took over in 2014. There cannot be a better example of great culture spelling success.

Building bridges along with narratives

Community is an important pillar of PR strategy. Building meaningful relationships with both internal and external communities helps the brand create a long-term positive public perception. Community engagement directly impacts the consumers that a business serves, and can lead to unmatched

brand loyalty. Engaging with communities, understanding ground realities, and sparking change can also bolster brand reputation.

Consider the Tata Tea "Jaago Re" campaign in India. This initiative didn't just raise awareness about social issues; it created a movement. By encouraging people to vote and addressing issues like corruption and gender equality, Tata Tea built a genuine connection with its audience.

In an age where consumers are increasingly value-driven, community-focused campaigns can drive emotional connections that traditional advertising simply can't match. It is equally important for a business to create a sense of belonging and community within the organisation to bring out the best in their team.

The driver of memorable PR: Creativity

While technology integration has been crucial to the evolution of PR, creativity remains the lifeblood of our profession. At the cornerstone of every campaign and piece of communication, creativity ensures that PR efforts are noticed and remembered. Today, the meaning of creativity has changed. It's no longer just about clever taglines and stunning visuals. Now, it has to do with finding innovative ways to tell stories, engage audiences, and solve problems. Innovative campaigns are infinitely better at engaging audiences and sustaining their attention. Most importantly, new-age PR practitioners must have the creative prowess to tailor a single brand message for several platforms, both online and offline.

In the world of AI and automation, human creativity has become more valuable than ever, and it is this skill that will define success in the increasingly competitive market.

Striking the winning balance

A Culture, Community and Creativity form a powerful synergy and create a dynamic environment that enhances engagement, drives innovation and builds a resilient business. By understanding and leveraging the intersection of culture, community, and creativity, organisations can enhance their overall performance, build a strong brand reputation and achieve sustained growth.

The need of the hour, then, is for leaders to invest in cultivating the 3Cs as core values. Encouraging and training team leaders, managers and eventually the entire organisation to focus on these basics will provide the stability and strengthened foundation required to branch out into widespread innovation and continuous evolution. For PR firms looking to stay relevant and competitive in the long run, there is simply no other option.



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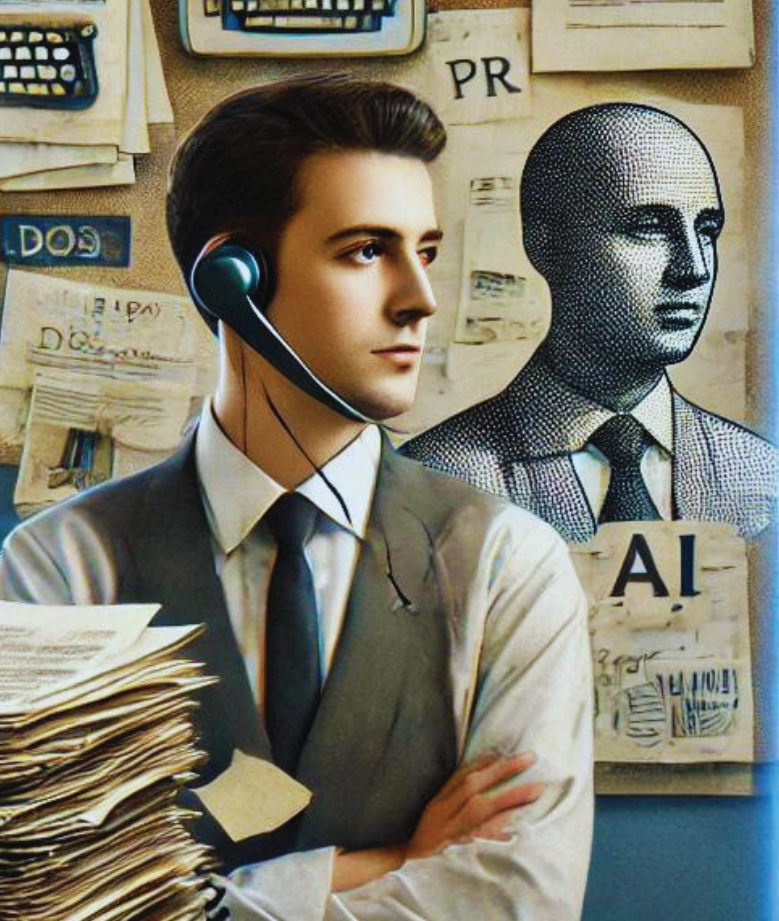
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Adfactors PR



The PR professionals of the future must evolve to be many things, but one of the most important skills they must embrace is to - Ask Better Questions. Why? Because the human who uses AI the best is the one who can ask the best questions. Many businesses will be disrupted and reshaped by AI and PR is most likely to be on that list. PR professionals who can become adept at prompting a better response will be at a huge advantage. A 'better' human will get better results from AI.

Being human and my identity as a human - what will that mean and look like in a few years where AI has touched (or tainted) everything? By extension what will the future PR professional need to prepare to embrace and brace for the change that is coming?

The 'fastfoodisation' of content is already here.

It's fun, it's tasty, it's new and everybody is trying it out. It will change the content and communication world like fast food has changed our diets, our bodies and our minds. Much money will be made by many as they capitalise on this new ability to feed the bottomless appetite for all the ways AI can make our lives faster, more convenient, fun, and easier. All the things that the world of fast food promised us not so long ago.

I can do incredible things already with the help of AI. I can create content at the speed of light. Rework, reword, SEO optimise, generate pictures, creatives, and videos, and splice and dice them all together on my own. I don't need a whole team of content experts and post-production pros to support me, all these tools are now at my fingertips. I feel as excited as the proverbial kid in a candy store. It feels too good to be true.

Will AI make PR and communications better is left to be seen.

I sincerely hope it will. I do however worry that in years to come we will be fighting the equivalent of the (content) obesity battle at one end of the spectrum, while feeding the hungry will remain a challenge at the other. A fresh

handmade meal today has become a luxury. Fresh organic food will be for the privileged few. By extrapolation, the same could happen to our profession.

So, what does the PR professional of the future need to do?

Go all in and embrace AI and be a big player there or go the other way and go for the handmade organic content? The human being who can still ideate, write, imagine and create something that is not touched or tainted by AI is likely to be a much sought-after one in the not-too-distant future. (Think small batch handmade content rather than machine made and mass produced and processed).

The human being who can use AI most smartly by asking the right questions will be in demand too. As I often keep reminding myself, there are new rules and new tools, but the game of getting and keeping attention to build reputation remains the same. The commoditisation of content and mass markets will have its place and the high-end luxury content market to build and protect reputation will also exist. Whether you use AI to create content or if you choose to go old school and do it by hand, the key will be to understand the context in which that communication will land. This is why the true power will be in the hands of those who know the right questions to ask.

P.S. Note to self. Learn how to ask better questions and keep writing and creating content that grabs attention! AI AI sir, the future is here.



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Back to Basics: Culture, Community & Creativity

Srishty Chawla

Co-CEO

One Source



Culture eats strategy for lunch, breakfast, and dinner.

It takes a village to raise a child.

Creativity is just connecting things. When you ask creative people how they did something, they feel a little guilty because they didn't really do it, they just saw something. It seemed obvious to them after a while.

The first one is my personal spin on Peter Drucker's quote that speaks to the critical role of culture in management and the second a proverb that refers to the power of collaboration & community. The third quote means to me one and one thing only – creativity is in the most obvious things. Most of us don't realise it. Oh and of course, it's Steve Jobs that said it (not me).

The ties that bind

There are so many change factors that are shaping the brand ecosystem today – the internet, the digital natives rewriting the rules, the 'cancel-culture', and whatnot. It's easy to get caught up in the hustle.

But let's hit pause for a moment. Let's reflect back on why we decided to do what we're doing in the first place? It wasn't just to ride the next big wave; it was to find meaningful connections, to make an impact and to create something larger than ourselves.

Think back and remember your best moments as a brand marketer, a communicator, that time when you worked on a successful campaign that later went to win awards? Whether it's ancient Rome, or classic brands such as Harley – culture, community and creativity have always gone hand-in-hand. The basics. The three Cs.

The culture

Culture is a projection of who we are as a people. It's about inspiration. When your team is genuinely excited about what they're doing, it shows in their work.

Take the time to define and nurture your culture; create

ethos that ring true for you. Celebrate the small wins. In an age where authenticity is everything and yet not practiced enough, a solid culture sets you apart from the noise.

The community

At the heart of everything is community. An influencer has a community. A brand's target audience is its community. Within every organisation is community. And it isn't just about numbers, but about meaning, about love. If your community loves your brand, you're good. Remember, it's not just about broadcasting your message; it's about creating meaningful conversations.

The creativity

And then there were three. Remember what Jobs' said? Creativity is in the most obvious of things. It's simple. We try so hard to look outside the box, that we forget what's inside.

Case in point?

Just do it.

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Nike, Kit-Kat, and Coca Cola took the simplest of insights and turned them into iconic taglines. It's memorable, rolls of the tongue easy and almost everybody connects.

It takes only three things to be creative – observation, belief and authenticity. That's it. Unfortunately, as a people, we seem to be a little bit lost on all three. We're caught up in the hustle.

Chicken soup for the soul

Here's the thing. Neither culture, creativity or community can exist in silos. A great culture augments creativity that builds a community; a community can have a culture of creativity; and a community of creative people can lead to a great culture. It doesn't matter what comes first.

It matters that we remember – Rome, just like brands today, wasn't built in a day. It took great culture, a solid community, and of course, creativity. I mean, have you seen the Colosseum?





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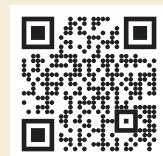
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Why Culture, Creativity and Community Matter



Arun Sudhaman
CEO & Editor-in-Chief
PRovoke Media

It is a time of considerable transformation across the world in which we live, and the PR profession – despite sometimes moving more slowly than one would hope – is no stranger to this rapid pace of evolution. Culture, creativity and community can be viewed as three pillars that have emerged as critical drivers of change, reshaping how PR professionals approach their work and engage with stakeholders in an increasingly volatile environment.

Cultural shift

In recent years, there has been a notable cultural shift within Asian PR consultancies and in-house teams. Gone are the days of rigid hierarchies and siloed departments. Instead, the Creativity in PR study* reveals a move towards more collaborative, agile structures that foster innovation and cross-pollination of ideas.

This evolution can be particularly powerful in markets like India, where a young, digitally-native workforce is ready to bring fresh perspectives to the business. PR professionals can benefit from embracing a startup-like mentality, valuing experimentation and calculated risk-taking over traditional, conservative approaches.

Supporting this kind of cultural rethink is the breaking down of barriers between PR and other marketing disciplines. The Creativity in PR study also finds that PR firms are no longer content to play second fiddle to advertising agencies. Instead, they're actively competing for lead creative duties and positioning themselves as strategic partners capable of driving integrated campaigns.

Creativity takes center stage

As the lines between earned, owned and paid media continue to blur, creativity has become a critical differentiator for PR firms in Asia. The rise of digital platforms and social media has opened up new avenues for storytelling and audience engagement, challenging PR professionals to think beyond traditional media relations.

Accordingly, there is a growing recognition that earned media is becoming increasingly important in the current economic climate. However, this presents both an opportunity and a challenge for PR firms in Asia. The Creativity in PR study reports that 57% of consultancies finding earned media

becoming more critical, but only 47% believe they are viewed as the best option to lead earned-first creative ideas.

This disconnect highlights the need for PR professionals in Asia to double down on their creative capabilities. Consultancies that can consistently deliver breakthrough earned-first ideas are poised to capture a larger share of marketing budgets and expand their remit beyond traditional PR.

Building stronger communities

The concept of community has taken on new significance in Asian PR, both internally and externally in terms of stakeholder engagement. PR firms across Asia are recognising the importance of building strong internal communities to attract and retain top talent. This involves creating inclusive work environments, investing in professional development, and fostering a sense of purpose beyond profit.

In markets like India, where competition for skilled PR professionals is fierce, consultancies are increasingly focusing on culture and community as key differentiators in the war for talent.

Externally, PR professionals in Asia are reimagining how they build and engage communities around brands and causes. Forward-thinking PR firms are moving beyond simply broadcasting messages to actively co-creating content and experiences with their communities. This shift requires a more authentic, transparent approach to communication and a willingness to cede some control to the audience.

Technology rising

The spectrum of AI cannot be ignored, even if culture, creativity and community function as the most human of qualities. This year's Creativity in PR study finds AI is making increasing inroads into the creative process, although there are considerable concerns about tools, policies and ethical guidelines. The future of PR in Asia will belong to those who can successfully capitalise on these opportunities while staying true to the core principles of public relations

*The Creativity in PR study was published by PRovoke Media in January 2024.



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Returning to Core Values with #TheLinesWeDraw

Sanjay Arora

CEO

Ants Digital



The world is returning to basics where we are reconnecting with our foundational practices. From applying organic ingredients to our skin to prioritising gut health, there's a growing emphasis on sticking to our roots. This shift towards authenticity is not just a fleeting trend but a pragmatic implementation of what has long been effective.

Transparency in the Age of Influencer Marketing

While everyone wants to jump on the bandwagon of following what influencers are using, it's integral to scrutinise what is authentically advocated. Previously, celebrity endorsements drove product popularity but today's influencers are expected to offer genuine opinions. As marketing becomes increasingly commercialised through paid promotions, we must ask whether these indicators truly reflect honesty. Just as we are embracing authenticity in our personal choices, it's time for marketing to return to clear, honest communication, cutting through the noise to reconnect with its principles.

Intersection of Creativity and Authenticity

While the digital frontier offers new opportunities, the essence of marketing should be rooted in its core principles. Data-driven strategies have transformed how we engage with audiences but responsible communication is what ultimately drives successful marketing. Many brands believe that true creativity can only be showcased through extraordinary yet false marketing gimmicks. However, creativity and authenticity do not have to be on opposite sides of the spectrum. Creativity thrives when it is anchored in transparent practices by compelling campaigns that resonate with their audience. This alignment demonstrates that ethical marketing and innovative solutions are not only compatible but mutually reinforcing.

Power of Building Strong Community

Our recent campaign #TheLinesWeDraw raises awareness about responsible marketing by highlighting the importance of ethical practices. It serves as a call to action for the marketing community to reaffirm its commitment to core values such as respect, clarity, honesty, integrity and inclusiveness. While social media explores the concept of community, this campaign reminds us of the importance of

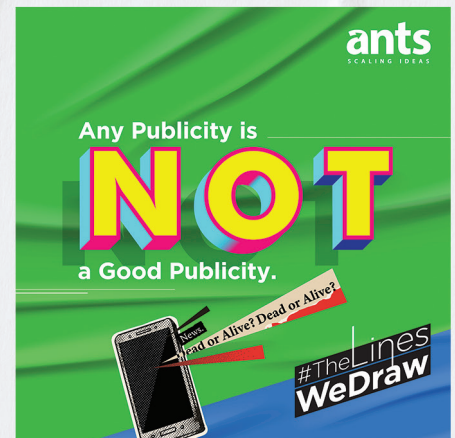
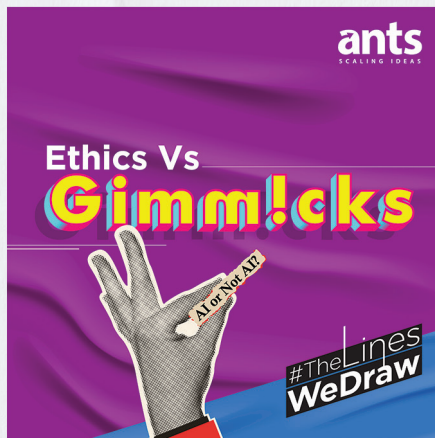
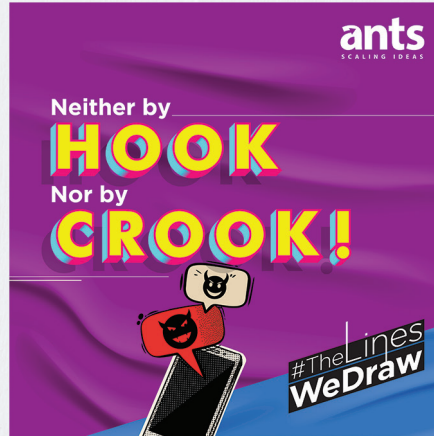
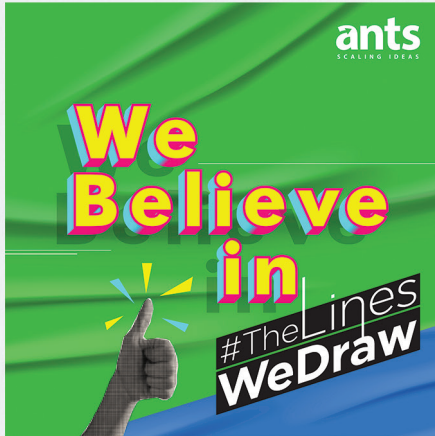
honest communication in fostering genuine connections as the foundation of real community building. The line between what is right and unacceptable is thin and it is our duty to navigate it carefully in all aspects of our lives. We created awareness and sent a powerful message about the responsible use of communication for brand integrity. By sharing this message on our social media platforms, we inspired positive change within the industry.

The Gradual Path to Cultural Shift

Building a culture based on ethical principles takes time and consistent effort. Unlike fads, true cultural change is a gradual process that evolves with sustained commitment and genuine actions. It requires organisations to continuously reflect on their practices, engage meaningfully with their audience and adhere to values that have an impact on their mission and community. Brands should prioritise these elements to create a culture that shapes trends and sets new standards, echoing the true essence of marketing. At ants, we scale ideas with integrity, driving forward a vision of #TheLinesWeDraw that converges to redefine the future of marketing.



Intrinsically **Ethical.**
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Navigating the marketing jungle with integrity, at ants, we draw lines to make content relevant for the medium. We are trend-setters, we turn the unconventional into popular.

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From middle school to the workplace, Gen Z span a broad spectrum.



Think you know Gen Z?

Myth: Gen Z gets all their news from social media.

Reality: 55% use social media for news, but 70% prefer search engines and traditional media for accuracy.

Myth: Gen Z are obsessed with AI innovation.

Reality: Their views on AI are mixed, balancing both excitement and skepticism.

Myth: Gen Z are impulsive online shoppers.

Reality: 70% carefully fact-check everything online before purchasing, highlighting their cautious approach.

Myth: Gen Z's influence is limited to social media.

Reality: 66% of people globally are swayed by Gen Z's readiness to boycott brands misaligned with their values.

Meet Edelman's Gen Z Lab

In a world where brand action earns trust, you need more than surface-level insights. Edelman's Gen Z Lab is your gateway to understanding this dynamic generation. Our team of 100+ Gen Z Lab members in India delivers real-time insights and actionable strategies tailored specifically for this influential group.

We provide instant surveys, a robust data hub, and collaborate with cultural thought leaders to ensure you stay ahead. From creative solutions to brand protection, our approach helps you engage Gen Z effectively and avoid potential pitfalls.



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Strengthening Corporate Culture Through Symbols, Rituals & Stories

Pradeep Wadhwa

Founder & Principal
Kritical Edge



For thousands of years, all major world religions have been using symbols, rituals & stories to propagate their respective faiths and to create a feeling of camaraderie and engagement. Similarly, singing national anthems before big sporting tournaments, team huddles, team chants, logos, team uniforms and hand gestures are common in sports. Ask any sportsperson why they use or follow these symbols and rituals, and they will tell you that these are the 'must-have' tools that keeps them motivated, and charged to deliver to the team's best potential.

The benefits of a strong corporate culture in today's BANI world (Brittle, Anxious, Non-linear and Incomprehensible) are crucial for the success of any organisation. It is essential to not only attract the right talent but also foster loyalty, drive performance and unite employees to achieve a common vision.

Team sports provide lessons on teamwork, winning against all odds, human endurance and excellence. Religion excels in propagating itself over centuries even without any formal structure or strings. Hence it is only natural to turn to sports and religion for lessons in symbols, rituals and stories that can effectively communicate an organisation's values and beliefs and play a vital role in building and maintaining corporate culture.

Symbols: Visual Representations of Values

Symbols are powerful tools for representing an organisation's identity and values and reinforcing the company's ethos and what it stands for.

Take for example, Apple Inc. Their logo embodies their commitment to innovation, simplicity and premium quality. Its sleek, minimalist design reflects Apple's product aesthetics and philosophy, creating a strong visual identity that employees and customers associate with excellence and creativity. It's believed that the logo reflects Jobs' philosophy that "simple can be harder than complex; you have to work hard to get your thinking clean to make it simple."

Rituals: Reinforcing Values and Fostering Unity

A ritual is a structured behaviour or practice that is repeated and is often used to unify people in their belief or support of a practice or organisation and deepen their commitment.

The first PR consultancy firm that I worked with had a ritual of weekly stand-up meetings where the team members would briefly share details of the work they were engaged in, the industry updates and also table any issues at hand. This ritual encouraged open communication, transparency and quick problem-solving and helped ensure employees stayed aligned, engaged and focused on common goals, thus reinforcing its core values of collaboration and agility. Though rituals are similar to habits or routines it is important to create a clear distinction between them.

According to Ness Labs founder and neuroscience researcher Anne-Laure Le Cunff, "The difference between a routine and a ritual is the mindset behind the action. While routines can be actions that just need to be done—such as making your bed or taking a shower—rituals are viewed as more meaningful practices that have a real sense of purpose." "What matters is your level of intentionality. With rituals, you are fully engaged with a focus on the experience of the task, rather than its mere completion. You are investing your highest levels of energy and consciousness."

A Harvard Business School study found that ritualised group bonding activities "led to a 16 percent increase in how meaningful employees judged their work to be."

Stories: Humanising the Corporate Ethos

The problem that many organisations face is that their values are too broad and not communicated in tangible terms. Stories are fantastic tools to clarify values and provide inspiration to employees regarding the behaviors expected of them. Take Disney's example. The "Disney Traditions" training programme, mandatory for all new joiners, immerses staff in tales of the company's founder, Walt Disney, and his relentless pursuit of excellence and creativity; inspiring them to bring the same passion and dedication to work early in their careers.

Integrating Symbols, Rituals, and Stories

These three elements are not distinct but should be integrated into day-to-day work to achieve maximum impact. Rather than separate initiatives, they should be seen as part of one toolbox, and work together in developing and maintaining corporate culture.



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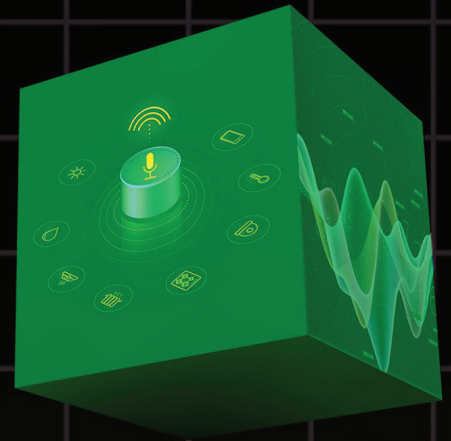
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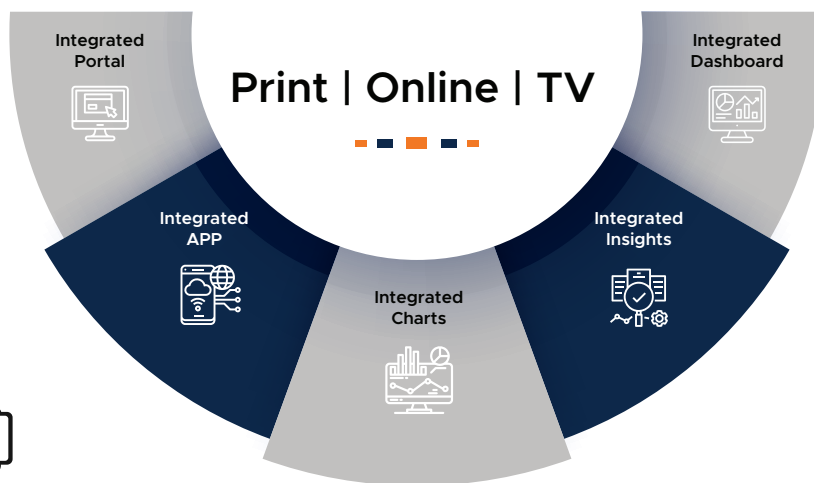
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Giving back is part of our Philosophy

Last year we created an entire new product range to democratise giving with Sparkle Gift Cards. This year we want to offer an amount of 2,02,400/- as we are in 2024 to three Grants community initiatives through **The PRomise Foundation Annual Grant**. The way it will work is as follows: Any group leader may apply by clicking on the link for details - bit.ly/TPFGRANT before October 1st for a one-time grant of Rs 67,500/- (includes GST). We have three such grants available. The amount may be used creatively for a community initiative in terms of bringing professionals together. It can be a breakfast catch up or a meeting over high tea where participants sign up by paying a nominal amount ranging from Rs 500/- to Rs 1000/- and the remaining amount is paid for by the grant. The event should have at least 24 attendees in addition to the core team of organisers. As grantees we will place the Comms News logo in the event branding and also get one access pass to the event as observers. The event will need to take place between January and April 2025. So, if you run a community initiative offline or online and wonder how to fund an in-person gathering of fellow professionals, here is your chance to make it happen. The jury that decides the Grant winner will comprise The PRomise Foundation team. The parameters for judging will be uniqueness and creativity to promote the event, the focus area of the event, research done in terms of venue and costs. Weightage will be given to the group whose leader is ideally at PRAXIS 2024 but that is not a necessary condition.

If you have it in you and are raring to go, then this is the opportunity that you must embrace. Send your submission in one page as a pdf to team@reputationtoday.in by 1 pm on October 1st with "The Promise Foundation Grant application" in the subject line. The leader and up to two more members of the

three winning grants will be felicitated at **QUORUM** in Mumbai during World Public Relations Week on November 27th.

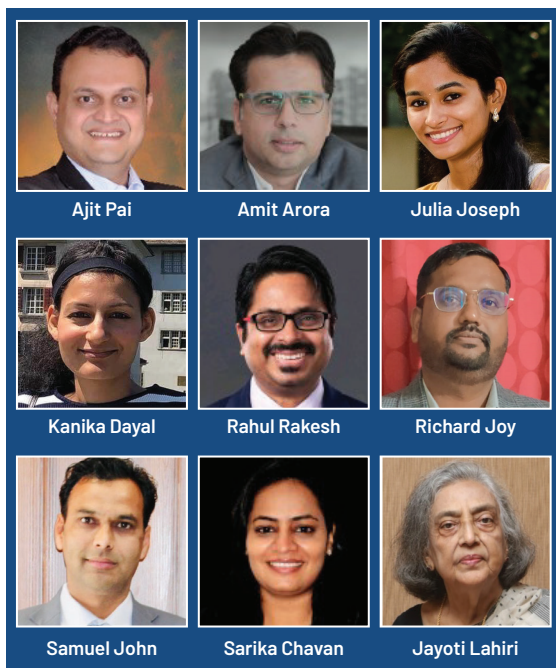
World Public Relations Week is proposed to be held from 22nd November to 30th November every year. It is the week in which the father of modern Public Relations - Edward Bernays was born. We encourage various activities to be undertaken that week by professionals from around the world. First, an online pledge that practitioners take to commit to ethical conduct in doing public relations. Second, we invite articles from professionals to be sent in throughout October, on the art and science of public relations that will be published on 22nd November and socialised on 25th November. We also plan to formally launch a significant initiative - Light A Spark that week. We will have a celebratory dinner on 25th November in NCR for CEOs of PRAXIS and Assembly partner firms. Thereafter we will gather as many professionals as possible in Mumbai for a day-long conference: Quorum and then a breakfast meeting on 29th November in Bangalore for 24 CCOs.

We hope these initiatives go a long way in making a positive difference to the PR profession.

I also want to especially mention and thank Ritu Bararia as well as the extended team in Mumbai - Hemant Gaule, Joullyn Kenny & Alisha Shireen at SCoRe and Sarika Chavan at Sparkle Gift Cards. A big thanks also to the team at Avignyata for managing our digital presence and social media content. Gratitude also to all the volunteers of #PRAXIS11.

- Amith Prabhu
Founder, The PRomise Foundation

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