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**THE
SABRE
AWARDS
2023
SOUTH ASIA**



PUBLIC RELATIONS CONSULTANTS
ASSOCIATION OF INDIA

Glocal Junction

Worli, Mumbai | August 31, 2023

1:00 PM - 3:00 PM

AIPRodigy Challenge

Mentoring and nurturing the **AIPR winners for the perfect media pitch**

3:30 PM - 4:00 PM

PRologue 2.0 Registration

Let's ignite the Mojo moments and feel the vibrant vibe!

4:00 PM - 4:10 PM

PRCAI Welcome

Introductory remarks by **Atul Sharma**, President, PRCAI

Let's toast to celebrate!

4:10 PM - 4:20 PM

PRovoke Welcome

Opening remarks by **Arun Sudhaman**, CEO and Editor-in-Chief, PRovoke Media

4:20 PM - 4:50 PM

SABRE Awards 2023 South Asia Commences

Awarding excellence and celebrating the win!

4:50 PM - 5:00 PM

PRCAI Remarks

Building PR community and profession, remarks by **Deeptie Sethi**, CEO, PRCAI

5:00 PM - 5:30 PM

PRologue 2.0 Keynote Address

Keynote by **Shiv Shivakumar**, Operating Partner, Advent International, addresses audience on **Storytelling In The New Word Order**, followed by a **fireside chat** with **Kunal Kishore**, Vice President, PRCAI

5:30 PM - 6:00 PM

Felicitation of AIPR Winners

Saluting industry stalwarts: **Certifications achieved and recognized**

6:00 PM - 6:30 PM

AIPR Panel

Unveiling insights: The next generation's vision for the PR Industry in conversation with **Annie Arakkal Marwaha**, Executive Producer & Radio Host, 94.3 RadioOne

6:30 PM - 7:00 PM

PRCAI PRoTalks

Partha Sinha, President, Bennett Coleman & Co. Ltd., will share his views on **New Stories For New Audiences On New Platforms**

Vineet Handa, Secretary, PRCAI, follows through with a Q&A thereafter

7:00 PM - 7:20 PM

Unwind, Relax and Laugh Your Heart Out

With **Prashasti Singh**, comedian, actor and writer

7:20 PM - 8:00 PM

SABRE Awards 2023 South Asia Continues

Celebrating more wins!

8:00 PM - 8:10 PM

CEO Award and Q&A with Deeptie Sethi

8:10 PM - 8:15 PM

Vote of Thanks

Closing by **Vineet Handa**

8:15 PM Onwards

Cocktails and Dinner

Sip, Savor, Socialize, Indulge!



Atul Sharma

President, PRCAI
CEO, Ruder Finn India
& Head – Middle East

Striking the Balance: Generative AI in the world of PR

In an era where technology is rapidly evolving, public relations professionals are increasingly exploring innovative tools to improve overall client experience. Amongst these disruptive technologies, Generative Artificial Intelligence (AI) holds great potential to improve content, messaging, processes and enhance overall creative output.

However, while we're all enticed by the allure of rapid content generation, it's crucial to exercise caution and ensure that adequate regulations are in place to govern the use of Generative AI in PR. It will be important to take a step back and talk about the importance of instating regulations and why PR professionals should tread carefully when embracing Generative AI for content creation.

If you yawned a little and wondered, why am I sounding so clinical, then my friend, that was Generative AI writing for you – the latest disruptor in the market. There isn't an iota of doubt that artificial intelligence has been transforming industries across the world. Strides have been made in the way AI is being used for mankind's benefits for decades now –

be it in healthcare where robotic surgeries have been carried out or education wherein smart classes have equipped the young bright minds of the next generation with the requisite skills. Today, AI has touched every industry in one way or other, by virtue of the fact that it is in the generative realm now.

And communications industry is not very far behind. We have experienced the benefits of this emerging technology first hand in different aspects of Public Relations. For instance, today data analysis provides us with crucial information on consumer behaviour that enable us to devise tailor-made strategies for brands. Or Generative AI that has enabled young professionals to churn out higher standards of content for our clients, taking their brand's narrative notches up with crisp storytelling.

But like every other industry that has laid down regulations for using AI, we too need our own set of guiding principles that acts as our North star when it comes to using artificial intelligence, especially Generative AI. It isn't a choice but an imperative for the industry and it needs to be done now. Because when casually used, it spells disaster for all of us as PR practitioners.

Gen AI can compromise confidentiality, be a responsible prompter

Back in February this year, when Alphabet launched Bard, it ended up losing \$100 billion because Gen AI answered a query incorrectly. Similarly, a tech giant banned Chat GPT and other similar platforms when they found out that confidential data was being loaded onto these platforms by employees while giving prompts.

Generative AI scouts through widely

available information as well as data that has been scraped off the internet to generate a response, thus posing a risk of copyright infringements. If the information used to generate a response is another organization's intellectual property, we can end up creating a crisis for our clients rather than mitigating them.

Further, there are no prizes for guessing that keying in prompts that have confidential data in it, can lead to blasphemous outcomes for a brand including loss of business and consequently a mammoth PR crisis to manage for the PR consultants in questions. But if we have a set of regulations in place, we can significantly reduce the risks of data leaks and even misinformation about our clients.

Even Gen AI has its biases, look out for them

While making an attempt to understand Generative AI platforms, I realised that it necessarily cannot understand the cultural sensibilities of a certain geography when creating content, at least not as of now.

It takes cues from information, opinions and views from across the world to generate a response, which may not necessarily be the ideal answer. The logic is simple here. All Generative AI platforms that are available to us have been developed in the West and therefore are heavily influenced by Caucasian sensibilities.

While there is ample work happening around the globe, to make Gen AI more global in its outlook, as of now we would need a few guidelines to ensure that the information generated suits regional narratives and the cultural sensibilities of the geography we are aiming to cater.

Adding versatility to human ingenuity

Generative AI is a great enabler and can add versatility to a team by promoting creativity amongst people. A fine example is right in this article when you read the introduction and the latter part of it. Each one of us has many thoughts and ideas that we are unable to communicate eloquently. Generative AI allows us to do that. Nevertheless, we need to remember that it is the thought, our ideas that are the seeds of creativity and nothing can replace them. Thus, to use Generative AI as a substitute for human ingenuity and intelligence will be erroneous on our part.

We are in the business of building relationships based on trust and respect. And Generative AI is a great enabler for that. As an industry, we need to come together to clearly define a few guiding principles and some simple ground rules to ethically use AI while creating content and for other jobs to deliver greater value to our clients.

After all, by treading thoughtfully in the realm of Generative AI, we can harness its power while preserving the core values of public relations, fostering trust, and delivering high-quality content that serves the best interests of clients, stakeholders, and the public.



Deeptie Sethi

Chief Executive Officer, PRCAI

From Citizen Journalism to Content Creation: Navigating New Frontiers in Storytelling

Hours before India's Chandrayaan 3 scripted lunar history, millions of Indians shared messages, memes and emojis of the much-anticipated moon mission. As soon as India achieved the feat social media channels were filled with a deluge of messages, posts and memes. And it wasn't just the brands on Twitter and Instagram vying for consumer attention and engagement. The historic moment had struck a chord with every Indian. From family and friends to colleagues, WhatsApp messages and images were exploding. It made one thing clear. **In the digital realm, anyone can become a Content Creator -- A Storyteller.** Each one of them, driving a set of narratives and trying to establish an emotional connect between people.

At **PRCAI PRologue 2.0**, we continue to invite thought leaders and explore trends. Diving into this year's theme, **'Storytelling in The New World Order'** this year, we discuss how story telling has evolved and how communicators can stay ahead of the curve.

Less is more: Our new superpower

Decades ago, the era of broadcast television proved to be a game-

changer. One that cracked wide open the possibility of visual storytelling. Back then, long form programming and daily soaps were a rage. Today, a host of OTT platforms have sprung up to feed the entertainment appetite of the younger and multi-gen audiences. In the era of choices, they have far lesser time to consume lengthy content. For young audiences, watching a movie in less than an hour is enough to boost their endorphin levels. If we want to crack the storytelling code for Gen Z and millennials, we need to craft narratives that cater to their short attention spans. In an always-on world, PR professionals must learn to declutter and remind themselves that sometimes 'less is more'.

With everyone fighting for consumer eyeballs today, businesses need to align their messaging and ensure a crossover between the work of PR, marketing, social media and digital teams for lasting impact. The Study of Public Relations Insights, Nuggets and Trends (SPRINT 2022-23) by PRCAI is a case in point. It mentions that integrated communications are the way forward, with 77 percent respondents agreeing that integration of digital and traditional PR will rise.

Seize the moment, embrace new ideas

Since consumers are now dominating the content creation process, as communication experts, we need to deliver story experiences in topical moments, through new mediums. For example, podcasts are emerging as a great way to tell inspiring stories. Do it right and you have a powerful narrative. And if the podcast content resonates with people, they will come back for more. PRCAI is doing exactly that with its first-ever podcast- 'UNMUTE with PRCAI'. With this podcast, we are finding new and diverse audiences including the C-Suite. The series amplifies their voice

and evokes emotions about a bold and progressive India. Salesforce's Arundhati Bhattacharya; Madison World's Vikram Sakhuja; former banker, Naina Lal Kidwai; BlueDart's Bhairavi Jani; former Chairman of Microsoft, Ravi Venkatesan; digital entrepreneur, Priyanka Gill and marketer, Avinash Pant have shared great stories so far. What's more? One can easily tune in to this podcast on 75 free platforms like Spotify, Bingepods, Google and Apple Podcast.

As custodians of trust and architects of powerful and ethical narratives, communication professionals have a greater responsibility towards the culture of moral conduct; ensuring facts are not compromised in this age of misinformation and disinformation. Today, there is more content posted on YouTube in a month by citizen journalists and influencers than what was created by a television network over several decades. Then how do we make our stories stand out? By making sure they are authentic and help build a positive reputation. That is what will drive business outcomes.

Marching forward, the PRCAI way

Undoubtedly, we at PRCAI are reinventing ourselves every day. Watch out for a brand-new story convention 'PRana' coming up soon!

Each day we are finding new audiences, growing our community, and most of all, unlearning and learning with all of you. We will continue to celebrate achievers and advocate excellence in PR to keep raising the bar for the communications landscape. This is a golden opportunity for us to master our craft by trying new things. And that is how we will redefine storytelling in the new world order.





Arun Sudhaman

CEO and Editor-in-Chief,
PRovoke Media

Storytelling Capabilities More Vital Than Ever For Communicators

This is a pivotal moment for India's public relations sector. That much is made clear by PRCAI's 2022 SPRINT study, which paints a compelling portrait of an industry that is on the cusp of significant transformation, making its storytelling capabilities more vital than ever.

Many of the trends uncovered in the research mirror the global shifts that have made corporate communicators more valuable in the C-suite, and PR firms less dispensable as trusted advisors. This makes intuitive sense, as India not just becomes increasingly integrated into the global economy, but even begins to play a leading role in a range of areas, including fintech, aviation, infrastructure and social impact.

For example, nine out of 10 respondents report that the client leadership teams are involved in public relations planning and strategy, while 80% of corporate communications heads report to the

CEOs. Both findings reflect the inexorable upstream trajectory of the PR profession, while other findings demonstrate how PR counsel is now sought for a broader range of areas. These include disinformation, paid media, digital/social, content management — making the industry far less reliant on commoditized media relations than it once was.

Bringing all of this together are the PR sector's storytelling abilities, which underscores its ability to provide counsel across crisis handling, public affairs/advocacy and internal communication. These are deemed the top three services by PRCAI's SPRINT study, in line with global trends during the Covid-19 era. But storytelling itself continues to evolve — 72% of respondents state that consultancies are expected to play a more strategic role, with similar proportions reporting increasing integration of digital and traditional PR, along with more adoption of technology and automation.

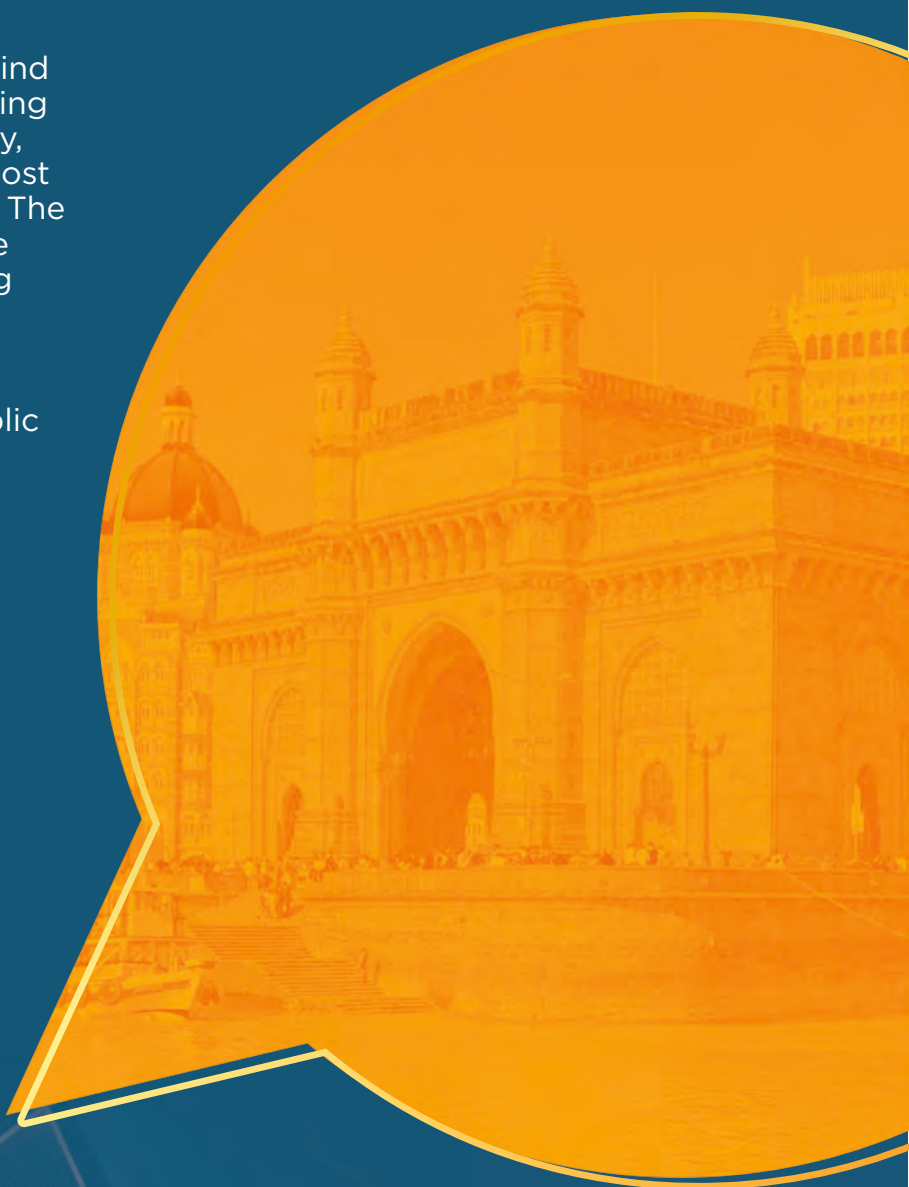
Further, the rise of regional PR spends (from 15% of consultancy PR budgets three years ago to 25% three years hence) also has significant storytelling implications, revealing how India's tier two and three cities are fueling growth and requiring far more localized content strategies.

All of these trends explain why three out of four of the country's PR firms expect 10%+ growth in the 2022 fiscal year and underlines their improved performance at the Global SABRE Awards, where India's unique flair for storytelling is increasingly being paired with a sophisticated understanding of insights and analytics, technological platforms and social impact.

Yet, there is no doubt that several pressing challenges must be addressed too. Thankfully, this year's SPRINT study reveals that one of the sector's longstanding bugbears is finally being tackled in a meaningful manner. 95% of respondents measure their PR efforts, with 80% reporting that measurement metrics are finalized at the beginning of the campaign. Even more importantly, three out of five respondents agree that PR measurement and evaluation is shifting from AVE to other metrics - a long-overdue development that supports the industry's efforts to develop more effective campaigns.

It will surprise a few observers to find that talent remains the most pressing challenge facing India's PR industry, particularly when it ranks as the most important factor for clients (86%). The SPRINT findings offer considerable insight into this quandary, detailing not only a compensation and capability mismatch, but also a shortage of skill sets for emerging areas and specialist needs like public policy and ESG.

The SPRINT research also concludes that India's PR market accounts for just 1% of the global industry figure. That is surely too low; tackling the challenges and grasping the opportunities uncovered in this report will help India take its rightful place as one of the world's defining 21st century public relations markets.





Kunal Kishore

Vice-President, PRCAI
Founder & Director, Value 360
Communications

AI's Impact on Communication: Navigating Complexity with Precision

In the era of relentless influx of information, communication has evolved from one-sided to a dialogue to a multifaceted assortment of voices, all trying to make themselves heard. As content flows ceaselessly from various sources, it is interesting to see content's journey in the communication landscape.

First, we had professionally generated content – the be-all and end-all of information. Our journalists, newspapers, and magazines comprised this cohort. Then, platforms like Facebook, Instagram, and Twitter (now X) emerged. We saw the rise of UGC – the very impactful and beneficial user-generated content.

And now, we've stepped into the age of PUGC – paid user-generated content. Or, more simply put – creator content. Undoubtedly, creators are now at the top of the communication landscape food chain. However, professionally generated and user-generated content also continues to interest us.

Thus, the communication landscape is now a smorgasbord of voices – each impactful in its own way. This growing

complexity begs the question – can humans alone manage the communication space? Well, of course not. Which is why we've turned to technology, specifically Artificial Intelligence, to simplify some of our tasks.

From Potential Chaos To Perpetual Clarity

AI has revolutionized the very essence of effective communication. As the way we interact with content continues to change, gone are the days when success was merely measured by the resonance of professionally crafted messages. Today, the landscape demands a delicate balance between traditional content, user-generated perspectives, and strategic paid content. The challenge lies not only in creating these diverse forms of communication but also in deciphering their impact in real-time. This is where AI steps in as a game changer. Its power lies in its ability to swiftly and accurately analyze colossal amounts of data, providing insights that would otherwise be elusive to the human eye.

AI's capacity to gauge performance in real-time is a revelation for communication professionals. Imagine having the ability to assess the effectiveness of a campaign immediately after its launch – and then continuing to map its performance as time progresses. This agility enables communication professionals to pivot strategies as needed, adapting to the ever-shifting preferences of the audience.

The heart of PR has always been results, and AI injects a new level of result-oriented precision. By making data analysis accessible to every professional, AI empowers us to make informed decisions efficiently, no matter how many communication avenues we utilize.

Right Place At The Right Time

Ever since AI became more ubiquitous in the form of ChatGPT, Midjourney, and other tools, professionals have been fearing replacement. In my opinion, AI is simply augmenting our capabilities. With AI at our fingertips, we can handle data-driven intricacies in a matter of seconds and then focus on what we do best – create narratives and build connections.

This is to say that AI could not have come into the picture at a better time. The industry is becoming more complex and would have posed a significant challenge to us in the coming years. Instead, now we have a catalyst for progress that makes things simpler. It's here to untangle an intricate web of data for us, so let's welcome it with open arms!





Vineet Handa

Secretary, PRCAI
Founder & CEO, Kaizzen

Influence with Responsibility: Navigating an Evolving Communications Landscape

Digital platforms and social media have not merely revolutionized how we communicate and disseminate information, but it has also created a shift in Public Relations and Communications as an industry.

The modern-day storytellers or influencers, as we call them, have harnessed the strength of their narratives, grasp on a subject and have intertwined them with personal anecdotes and emotional appeal that makes them relatable to their audience. Wielding their influence to impact not just consumer choices but even matters of policy, news, and advocacy it becomes imperative to understand the implications of this phenomenon on both the PR industry and the wider society.

Social Media, Rise of Influencers & changing Communications landscape

As on date, we have seen influencers who have carved credibility of their opinion and knowledge with focused storytelling and built their content with personal experiences, anecdotes, and emotions making their narrative

personal and relatable for everyone. Influencers are no longer only limited to lifestyle and fashion; they are also valued for their knowledge and deep understanding of various subjects. Even the data supports this. For example, a study by the UK-based Reuters Institute noted that out of the 94000 respondents that were interviewed, almost 55% of TikTok, Snapchat, and Instagram users rely on "personalities" for their news consumption. This trend is more prominent amongst younger users. In comparison, 33-42% of users on these platforms turn to mainstream media outlets and journalists for news.

Earlier this year, celebrity content creator and actor Prajakta Koli was chosen among the six YouTube influencers to cover the World Economic Forum 2023 (WEF 2023) at Davos.

Leading content creators Dolly Singh and Kusha Kapila also graced the Cannes red carpet this year along with a slew of celebrities. A London School of Economics study, done for BBC, confirms that influencers can reach audiences that traditional media is unable to tap into or does not have much influence with.

Is it scary that influencers today are also reaching their audiences on important matters including policy, news, and advocacy? I'd say it is. But it is important to acknowledge that influencers have ushered in a new era of storytelling in the PR landscape. Similarly, it is also important for the audience to be able to make a distinction between the authenticity of the influencer's opinions and whether ethical practices have been maintained in voicing their opinion. Moderated content is no longer viable, and fact-checks are a passe.

One could experience the power of influencers when during the worst phases of COVID, various influencers created content to spread and amplify messages related to public health and safety. While most of these influencers created content for their own handles, governments across the globe, UN and related bodies, health councils, etc. also appealed to the influencers to spread the right information and quash disinformation.

For instance, Kusha Kapila known for her satirical and humorous content, used her platform to create engaging and relatable content that conveyed important messages about COVID-19 safety protocols while still keeping the tone lighthearted. Through a series of short videos and memes, she effectively communicated the seriousness of the pandemic while encouraging people to wear masks, practice social distancing, and stay informed. Similarly, Sonu Sood also received massive applause for his efforts in safely transporting people to their homes, while also spreading the message of positivity, and community while maintaining social distance.

Round-up and Conclusion

There is no doubt that World Economic Forum and COVID-19 are milestone events that highlight the rising popularity of influencers; not only as subject matter experts but also how audiences today consume content. Today influencers are not merely content creators but are trusted purveyors of information. As the landscape continues to evolve and influencers continue to tackle complex subjects with personal flair; with the ability to engage with their audience and amplify critical messages, it is important that all creators are genuine with their

representation of stories and experiences, which will help both consumer and brands harness the power of these partnerships. As we navigate this evolving terrain, one thing remains clear -- the rise of influencers is not just a trend, but a seismic shift that demands a discerning eye, an informed mind, and a commitment to harnessing the transformative power of digital influence. It is no longer about fun, publicity and money on-the-job for an influencer, it is a responsibility, hence they should create content that is honest, authentic, and relatable.





Archana Jain

Managing Director & CEO,
PR Pundit

Navigating the Art of Storytelling in the Multiverse

influence. Our communication industry, which aims to inform, shape opinions, influence the process of decision-making and mold perceptions, share stories each day that are meant to travel far and wide to create lasting traverse from one medium to the next?

As PR professionals, we recognize that effective storytelling is not just about conveying messages; it's about crafting experiences that leave an indelible mark on the hearts and minds of the audience. We have also understood that in the digital age, social media and interactive platforms empower audiences to participate in the narrative-building process. Public Relations professionals have embraced this interactivity, inviting audiences to contribute to the story, share their experiences, and co-create content.

So, what are the new tentpoles of communication in the multiverse? I believe these are hinged on multiple factors- Does the message/story have a **CREATIVE** impact? Is it **COLLABORATIVE** and suited for many universes? Is it rooted in popular **CULTURE**? Does it spark **CURIOSITY** in the mind of the receiver to know more?

CREATIVE: In today's dynamic communication landscape, creativity isn't just a trait it's a necessity. Our content is a canvas where innovation meets expression. Our commitment to creativity must ensure that the message or experience is never mundane, but an artistic journey through thought-provoking narratives and one such example is Whisper's 'The Missing Chapter' campaign that took a taboo topic and used creativity to place it in the hearts and minds of the consumer.

Whisper The Missing Chapter campaign

COLLABORATIVE: Communication is known to be most impactful when a chorus of voices chime in symphony, hence our approach must be a carefully orchestrated. By working together across platforms with differing voices, we enrich ideas and create conversations that echo across boundaries, inviting everyone to be part of a collective dialogue. Coca-Cola captured the pulse of collaboration with the launch of Coke Studio Bharat enthralling audiences across platforms.

Coke Studio Bharat Apna Sunao

CULTURE: In a world of interconnected lives, culture is the thread that weaves communities together. By infusing our content with cultural insights and context, we bridge gaps, fostering mutual understanding and respect in an evolving global society. An example to this would be how United Colors of Benetton redefined purpose with its campaign during 2019 General Elections in India. The manifesto of the campaign emphasized that the real power does not lie with the political parties, but the power lies within each voter. A second example would be Adidas #StanSmithForever

campaign focusing on a conscious narrative and creating advocacy in the friendlier constructed Stan Smith shoe as their new lifestyle choice.

CURIOSITY: By creating an aura of fascination around our messages, we kindle a desire for exploration and unravelling the unknown. This approach invites the audience to delve into the heart of our narratives, igniting a hunger for discovery and continuous engagement. Swiggy is an example of one of the brands that have leveraged curiosity marketing very smartly, especially in their (WITASA) campaign. With just a single sentence, the campaign generated curiosity, confusion, conversations and much more.

Amidst this kaleidoscope of channels, while storytelling remains a potent instrument for bridging the gap between information and impact, narratives that are mindfully shaped on the 4Cs will leave the recipient engaged and enlightened.





Nitin Mantri

Regional Executive Managing Director (APAC) of WE Communications
Group CEO, Avian WE.

Unleashing the Power of Storytelling in the Age of AI

Since time immemorial, storytelling has been the cornerstone of effective communications in the world of public relations (PR). Now, a formidable ally has emerged to elevate this age-old art: artificial intelligence (AI).

Armed with its remarkable ability to process vast amounts of data and generate insightful perspectives, AI stands as a game-changer for PR professionals seeking to craft compelling narratives that captivate audiences across multi-generational divides. Let's delve into how this newest tech disruptor is not only helping the PR industry navigate our ever-evolving world, but also reshaping the very fabric of storytelling.

Balancing human imagination and AI ingenuity

In an industry where creativity rules the roost, the collaborative possibilities between human imagination and AI ingenuity are endless. Deep learning algorithms that enable AI to learn from existing content and mimic style, tone and vocabulary can help PR professionals to maintain a consistent brand voice throughout their storytelling

endeavors.

Moreover, AI empowers PR teams to gather valuable information from a variety of sources and understand emerging trends and consumer behaviour, including their predilection for digital platforms. Equipped with this knowledge, PR professionals can create narratives that stand out amidst the chatter and connect with their audiences across different channels, ultimately leading to enhanced value for clients.

Navigating Ethical Concerns

However, like any novel technological tool, AI is not without its pitfalls, and a cautious approach is advisable. Recent research by WE Communications, in partnership with North America-based USC Annenberg's Center for Public Relations, shed light on how communications leaders across the US perceive AI. The survey results showed a mix of fear and fascination among these leaders.

Some of the major reservations of the respondents about the adoption of AI tools in the PR discipline included factual errors and misinformation (61%), fake information/disinformation (58%), data privacy (45%), information security (44%) and unknown/potential legal ramifications (43%).

Generative AI does raise ethical concerns regarding content ownership, plagiarism, and the potential for spreading misinformation. AI-generated content might inadvertently include biased or false information, damaging the reputation and credibility of a brand. To counter this, PR professionals must remain vigilant in maintaining content accuracy and integrity by instituting rigorous verification protocols. Additionally, they must prioritize the

Another concern around the safeguarding of sensitive information such as customer data, intellectual property, and proprietary strategies.

Human-Centric Skills integration of generative AI in PR is the potential impact on employment opportunities. It is essential to recognize that AI does not seek to replace human creativity, critical thinking, or the ability to craft human stories and build relationships. While AI may excel at generating text, it lacks the depth to comprehend complex emotions, cultural subtleties, and the fine art of storytelling. Although AI, like ChatGPT, can write a great story, the special ability to select stories that resonate with diverse audiences remains a quintessential PR skill.

The Journey Ahead

The journey of AI adoption in the PR industry has just begun, and it promises to be an exciting ride. Amidst this transformation, it remains crucial for agencies to implement security measures and uphold ethical considerations. That done, agencies must find the right balance between utilizing AI's capabilities and harnessing human creativity. Through this groundbreaking partnership, storytelling will transcend conventional boundaries, ushering in a new era of PR and communications excellence.





Rakesh Thukral

COO APAC and CEO - India,
Edelman

Gen Z, architects of the Trust Loop in a new world of marketing

Brands can step away from the sales funnel, commence journeys with the Trust Loop, and bring Gen Z to their side.

Gen Z has a radically different lens with which it sees the world. It wields greater connection, knowledge, and influence than any generation prior. Having come of age in a complex world, it is also the 'sensibility generation', its pursuit of safety and realism guiding its researched assessment of what brands offer. Gen Z also seeks to use its power to solve humanity's most glaring issues, valuing safety, sensibility, and realism in its actions.

Most significantly, Gen Z exercises a gravitational pull with buyers across demographics. As findings of the 'Edelman Trust Barometer: The New Cascade of Influence' demonstrate 68% of the general population say Gen Z is influencing them in terms of where they buy and how they interact with brands. Gen Z is thus redefining global commerce, embedding its priorities into what people buy, the causes people support, and everyday behavior. Gen Z is quickly emerging as

the trend setters for what brands must say, do, believe, and act -- from sustainability to diversity.

It can thus be said that for brands, the new world order is one where Gen Z commands not only the greatest brand influence, but also sets a radically different playbook on how it must be won over.

In a status quo world, brands would leverage this reality with a very linear approach – put out more ads aiming to persuade Gen Z audiences that their actions are aligned with purpose. But that does not work anymore. And yet, brands continue to view the online community experience as just yet another checkpoint to borrow trends to leverage – or as Gen Z call it, “lurking to learn”.

As digital natives looking for meaning in a digital, feed-first world, Gen Z value brands that both speak and act in ways that uphold their values. Gen Z also see themselves as active participants, finding belongingness in the online world as their community, whose members must participate and contribute in order to be seen as relevant.

While many issues affect the world today, Gen Z expects brands to align their actions towards issues relevant and authentic to them. Significantly, brand success is not predicated on a single campaign or brand action, but the trust that is earned and sustained – which means brands must both engage and be engaged by the conversations and the people and platforms over time. Brand stories must be embedded in, but not be the hero of the content that brands share online.

Gen Z's ability to buy decisively, based on research and the guidance of social connections and influencers, and keep a close eye on what brands say vs. how they act also represents a new era of marketing. The linear

purchase funnel is fast becoming irrelevant as it limits consumer relationships within the boxes of awareness-interest-decision-action and is not open to the dynamic brand relationships that consumers – especially Gen Z – expect.

What is truer to Gen Z realities is ‘The Trust Loop’ -- an ongoing loop between brands and consumers built on the understanding that purchases are sparked off by initial curiosity (and research) that encourages consumers to embark on a journey of engaging with brands and vice-versa. Brand action, reinforced by communications, builds trust with a beautiful spirit of reciprocity between brands and consumers -- where brands can not only make a good product but do good in the world, and that in turn will fuel consumer action of purchase, advocacy, and loyalty. Trust drives growth beyond just a transaction, leading to greater purchase, advocacy, and loyalty.



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Diamond SABRE Awards

CEO of the Year

- Winner will be announced during the ceremony

Company of the year

- A Year of Transformation for Mobile Premier League (MPL) — Mobile Premier League (MPL)
- Re-Imagining PR at Godrej Industries — Godrej Industries and Associated Companies with Godrej Corporate Brand & Communications Team

The SABRE Award for Superior Achievement in Brand-Building

- #RunForZeroHunger — Vedanta Limited with Avian WE
- Green Yodha- A Sustainability Initiative by Schneider Electric — Schneider Electric with Adfactors PR
- 'McDonald's For Youth' – Unlocking Equal Opportunities For Underprivileged Communities — McDonald's India - North & East with First Partners
- Mobile Premier League: Player-First — Mobile Premier League (MPL)
- The Story of Godawan – The Spirit of the Desert — Diageo India with Genesis BCW

The SABRE Award for Superior Achievement in Reputation Management

- #IronLadiesIndia - Saluting the Iron-Willed Women of Goa — Vedanta Sesa Goa with First Partners
- #SesaForGreenerGood - Sanquelim Mines Reclamation a Green Model Exemplar — Vedanta Sesa Goa with First Partners
- Aditya Birla Group: Visionary Leader Drives Consistent and Remarkable Growth and Shapes a New Narrative — Aditya Birla Group with Adfactors PR
- Green Yodha- A Sustainability Initiative by Schneider Electric — Schneider Electric with Adfactors PR
- The Stars of Urban Company — Urban Company with H+K Strategies

Diamond SABRE Awards

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The SABRE Award for Superior Achievement in Research and Planning

- Are Some Women Their Own Glass Ceiling? — India Leaders for Social Sector (ILSS) with First Partners
- Changing Lives, One Service at a Time — Urban Company with H+K Strategies
- Come Let's Clean — Urban Company with H+K Strategies
- Godrej Food Trends Report 2022 — Godrej Industries with Godrej Corporate Brand & Communications Team
- Mobile Premier League: Player-First — Mobile Premier League (MPL)

The SABRE Award for Superior Achievement in Measurement and Evaluation

- A Year of Transformation for Mobile Premier League (MPL) — Mobile Premier League (MPL)
- Changing Lives, One Service at a Time — Urban Company with H+K Strategies
- 'McDonald's For Youth' – Unlocking Equal Opportunities For Underprivileged Communities — McDonald's India - North & East with First Partners
- Making Indian Villages Climate Smart — ITC Limited with First Partners
- The Stars of Urban Company — Urban Company with H+K Strategies

The SABRE Award for Superior Achievement in Creativity

- #IronLadiesIndia - Saluting the Iron-Willed Women of Goa — Vedanta Sesa Goa with First Partners
- Come Let's Clean — Urban Company with H+K Strategies
- Eno: A Plateful of Laughs — Haleon (GSK) with Genesis BCW
- Green Dot For Progress — Bill & Melinda Gates Foundation with Organic by MSL
- The Missing Chapter — P&G Whisper with 20:20 MSL

Practice Areas

Business-To-Business Marketing

- Decoding 37 Trillion Cells — Lenovo ISG with Zeno Group India
- Making Slack the 'OG' of Workplace Collaboration — Slack with Archetype
- Reimagining ecommerce for Bharat — ONDC with Value 360 Communications
- Simplifying Technology for Local Indian Merchants — Shopify with Value 360 Communications
- Unraveling the AI enigma with Findability Sciences — Findability Sciences with Ruder Finn India

Corporate Image

- 125 Years — Godrej & Boyce with Avian WE
- 5G is Coming — Nokia India with Kommune Brand Communications
- Buckle Up Young India - Be The Better Guy! — Hyundai Motor India with First Partners
- Oyo For All — Oyo Rooms with Avian WE
- Storytelling That's All 'About Amazon' — Amazon India with Avian WE

Corporate Culture & Change

- #IronLadiesIndia - Saluting the Iron-Willed Women of Goa — Vedanta Sesa Goa with First Partners
- A Year of Transformation for Mobile Premier League (MPL) — Mobile Premier League (MPL)
- Are Some Women Their Own Glass Ceiling? — India Leaders for Social Sector (ILSS) with First Partners
- 'McDonald's For Youth' – Unlocking Equal Opportunities For Underprivileged Communities — McDonald's India - North & East with First Partners
- Stronger Together — Amazon India with Hill+Knowlton Strategies

Corporate Social Responsibility

Practice Areas

- #RunForZeroHunger — Vedanta Limited with Avian WE
- Asian Paints Mumbai Urban Art Festival — Asian Paints with Madison PR
- Making Indian Villages Climate Smart — ITC Limited with First Partners
- Missing - Sensitively spreading awareness about human trafficking among gamers — Mobile Premier League (MPL)

Crisis/Issues Management

- Beating the odds - WazirX — WazirX with Value360 Communications
- Catalysing India to become self-reliant for semiconductor manufacturing in India — India Electronic and Semiconductor Association (IESA) with Value360 Group
- Creating PR Opportunities in Crisis — Vistara - Tata Sia Airlines with Adfactors PR
- Fighting the Betting Menace in India — Mobile Premier League (MPL)
- I-Clean – Transforming Rural Lives and Livelihoods — Syngenta India

Digital and Social Media Campaign

- #GelusilLoAcidityGo — Pfizer India with Organic by MSL
- Democratising Courage In The World's Largest Democracy – A Mountain Dew Story — Mountain Dew with Edelman India
- Eno: A Plateful of Laughs — Haleon (GSK) with Genesis BCW
- MPL Sports - Har Fan Ki Jersey — Mobile Premier League (MPL)
- Oreo #BringBack2011 — Mondelez India with MSL

Diversity Communications

Practice Areas

- Creating an Equitable Workforce — VMware India with AvianWE
- DEI — Prime Video
- MPL Sports - Har Fan Ki Jersey — Mobile Premier League (MPL)
- Not just Fantasy! Online games an equalizer for sporting women — Games24x7 (My11Circle) with First Partners
- W-Inclusive by Godrej Properties — Godrej Industries Limited with Corporate Brand and Communications team, Godrej Industries Limited

Employee and Workforce Engagement

- #IronLadiesIndia - Saluting the Iron-Willed Women of Goa — Vedanta Sesa Goa with First Partners
- The Stars of Urban Company — Urban Company with H+K Strategies
- Vistara's Culture Credo — Vistara - Tata Sia Airlines with Adfactors PR

Employer Branding

- #IronLadiesIndia - Saluting the Iron-Willed Women of Goa — Vedanta Sesa Goa with First Partners
- AR Sorting Hat — Vedanta Aluminium
- Come Let's Clean — Urban Company with H+K Strategies
- 'McDonald's For Youth' – Unlocking Equal Opportunities For Underprivileged Communities — McDonald's India - North & East with First Partners

Financial and IPO Communications

- From Legacy to modernity: TMB Securing investor interest — Tamilnad Mercantile Bank Limited with Adfactors PR
- The Power of Two — PVR INOX with AvianWE

Integrated Marketing

Practice Areas

- Democratising Courage In The World's Largest Democracy – A Mountain Dew Story — Mountain Dew with Edelman India
- Engineering Change — Gillette India with Genesis BCW
- Farzi — Prime Video
- The Delicious Design Project — Glenmorangie with PR Pundit Public Relations

Marketing to Consumers (New Product)

- adidas Originals by Parley — adidas India with PR Pundit Public Relations
- Great India Drive 2023 – Commemorating 75 years of India's Independence — Hyundai Motor India with First Partners
- Make Every Step Spotless — Philips with Ruder Finn India
- The Story of Godawan – The Spirit of the Desert — Diageo India with Genesis BCW
- Transform The Night — Oppo India with RF Thunder

Marketing to Consumers (Existing Product)

- #Glocal – German Technology and Made in India products — BSH Home Appliances with Genesis BCW
- Come and Say G'day — Tourism Australia with MSL India
- Engage Suddenly for Engage On, Pocket Sized Perfumes — ITC Engage with PR Pundit
- Not just Fantasy! Online games an equalizer for sporting women — Games24x7 (My11Circle) with First Partners
- Pen Drive for Mobile - SanDisk Dual Drive — Western Digital with Archetype

Media Relations

Practice Areas

- Breaking the norm, #LollaIndia takes Asia by storm — BookMyShow with Genesis BCW
- Building India's Sports Tech Titan — Dream Sports with MSL India
- Joytown — BMW Group India with NA
- Škoda Slavia - The Car is Back — Škoda Auto India with MSL NCC

Public Affairs/Government Relations

- Fighting the Betting Menace in India — Mobile Premier League (MPL)
- Indian Leadership Forum Against Trafficking — ILFAT with Chase Avian Communications
- New Starts With You — Education New Zealand with Ruder Finn India
- The Fight against Toxic & Illegal Mosquito Repellent Incense Sticks by Goodknight — Godrej Industries with Godrej Corporate Brand & Communications Team

Public Education

- Arogya City Bengaluru — Arogya World with The Practice
- Be The Change For TB — Johnson & Johnson India with Avian WE
- Guardians of the Heart — Manipal Health Enterprises Private Limited with Concept Public Relations India Limited
- Missing - Sensitively spreading awareness about human trafficking among gamers — Mobile Premier League (MPL)

Special Event

Practice Areas

- All that wins is not Cricket - Commonwealth Games — Sony Sports Network with MSL India
- Bayer-Run Blue Campaign — Bayer with Edelman India
- Empowering the future of automobile engineering — Godrej & Boyce
- The Atal Tinkering Labs Marathon: Inspiring India to Cultivate 'Neoteric Innovators' — Niti Aayog with Avian WE
- The Story of Godawan – The Spirit of the Desert — Diageo India with Genesis BCW

Technology Integration in Communications

- 175 Re-Played — Bharti Airtel with Genesis BCW
- Engineering Your Dreams - "DreamVerse: NFT Campaign — House of Hiranandani with Madchatter Brand Solutions
- Eno: A Plateful of Laughs — Haleon (GSK) with Genesis BCW
- MakeMyTrip Launches Limited Edition Non-Fungible Tokens (NFTs) — MakeMyTrip

PR Aspirant/Student of the Year

- PRime Your Future: #NotOneSizeFitsAll — PRCAI with XIC Mumbai
- WeArePR — Janvi Chaturvedi (Indian Institute of Mass Communication)
- #WeArePR: A Step Ahead — Kenny Sikri, Xavier Institute of Communications with PRCAI

Industry Sectors



Associations

- #AsliGamer — E-Gaming Federation with Avian WE
- "Abortion - A Right to Healthcare and Autonomy" — Pratigya Campaign with Hill+Knowlton Strategies
- Catalysing India to become self-reliant for semiconductor manufacturing in India — India Electronic and Semiconductor Association (IESA) with Value360 Group
- Sabka Haq Swachhta — NFSSM Alliance with Avian WE
- The journey of building HAI as the Voice of India's Hospitality Industry — Hotel Association of India with Consocia Advisory

Consumer Products/Services

- Engineering Change — Gillette India with Genesis BCW
- KFC Kshamata | #SpeakSign — KFC India with Edelman India
- Mobilising India for a Better Tomorrow — Ola with Ruder Finn India
- The Fight against Toxic & Illegal Mosquito Repellent Incense Sticks by Goodknight — Godrej Industries with Godrej Corporate Brand & Communications Team
- The Stars of Urban Company — Urban Company with H+K Strategies

Fashion & Beauty

- Aveda X Nykaa Salon Launches in India — Aveda with PR Pundit
- Forest Essentials Yuvati Selection - Because Your Dreams Matter — Forest Essentials with PR Pundit
- Pamper That Pout — Vaseline, Hindustan Unilever Limited with MSL Group
- Saritoria - To you, with preloved — Saritoria with PR Pundit

Financial & Professional Services

Industry Sectors



- Empowering every Indian with Financial Protection — Max Life Insurance Company Limited with Edelman India
- Future Generali Stands with Pride by Redefining Family — Future Generali India Insurance with Concept BIU
- Kotak Katha — Kotak with Avian WE

Food & Beverage

- 5 Stars Everywhere — Mondelez India with MSL
- Godrej Food Trends Report 2022 — Godrej Industries with Godrej Corporate Brand & Communications Team
- Millets on the Plate — ITC's Hotel Group with First Partners
- Oreo #BringBack2011 — Mondelez India with MSL
- The Story of Godawan – The Spirit of the Desert — Diageo India with Genesis BCW

Healthcare

- "Abortion - A Right to Healthcare and Autonomy" — Pratigya Campaign with Hill+Knowlton Strategies
- Be The Change For TB — Johnson & Johnson India with Avian WE
- Berok Zindagi 5.0 — CIPLA with GCI Health India
- Eyva - The non-evasive tech — Bluesemi with Value360 Group
- Otrivin: Pollution Capture Pencils — Haleon (GSK) with Genesis BCW

Industrial/Manufacturing

- #SesaForGreenerGood - Sanquelim Mines Reclamation a Green Model Exemplar — Vedanta Sesa Goa with First Partners
- 120 years of GE in India — General Electric (GE)
- Joytown — BMW Group India

Industry Sectors

- The Addverb Story: Making Businesses Future Ready — Addverb with Kaizzen

Media, Arts & Entertainment

- Asian Paints Mumbai Urban Art Festival — Asian Paints with Madison PR
- Mukhbir: The Story of a Spy — Zee5 with Chase India
- P&G #WeSeeEqual Summit 2022 — P&G India with Madison Public Relations
- Prime Video Presents India — Prime Video
- Redraw Your World — Cartoon Network with Allison+Partners

Mining and Extractive Industries

- #IronLadiesIndia - Saluting the Iron-Willed Women of Goa — Vedanta Sesa Goa with First Partners
- #SesaForGreenerGood - Sanquelim Mines Reclamation a Green Model Exemplar — Vedanta Sesa Goa with First Partners
- Cairn Oil & Gas, Vedanta — Cairn Oil & Gas, Vedanta
- Embracing Gender Neutrality — Hindustan Zinc Limited (HZL) with Concept PR

Not for Profit

- "Abortion - A Right to Healthcare and Autonomy" — Pratigya Campaign with Hill+Knowlton Strategies
- Indian Leadership Forum Against Trafficking — ILFAT with Chase Avian Communications
- Sabka Haq Swachhta — NFSSM Alliance with Avian WE

Industry Sectors



- Swasth Jeevan Ki Aur — Global Alliance For Improved Nutrition (GAIN) with Hill+Knowlton Strategies
- UdyamStree Campaign — EdelGive Foundation with Chase Avian Communications

Public Sector/Government

- #60SaalEkSaath — Delegation of the European Union to India and Bhutan with Avian WE
- Envisioning an inclusive clean energy transition for India — Smart Power India with On Purpose
- The Atal Tinkering Labs Marathon: Inspiring India to Cultivate 'Neoteric Innovators' — Niti Aayog with Avian WE

Startup Communications

- Missing - Sensitively spreading awareness about human trafficking among gamers — Mobile Premier League (MPL)
- Organising the Unorganised Agriculture Sector — nurture.farm with Value 360 Communications

Technology

- 175 Re-Played — Bharti Airtel with Genesis BCW
- AWS: Silver lining India's Startups with Cloud — AWS with Archetype
- Building India's Sports Tech Titan — Dream Sports with MSL India
- Creating an Equitable Workforce — VMware India with AvianWE

Travel & Leisure

- A Flying Start for Brand NIA — Noida International Airport with Genesis BCW
- Come and Say G'day — Tourism Australia with MSL India
- Oyo For All — Oyo Rooms with Avian WE
- Road To FIFA — Qatar Airways with Hill+Knowlton Strategies
- Serving The Curiosity of the Indian Travellers — Kayak with Value360 Group

Geographic



South/Southeast Asia

- Aluminium - The Metal of Future — Vedanta Aluminium
- Vistara's Culture Credo — Vistara - Tata Sia Airlines with Adfactors PR
- Decoding 37 Trillion Cells — Lenovo ISG with Zeno Group India

International

- Cyient-Designing Tomorrow Together — Cyient with Kaizzen
- Decoding 37 Trillion Cells — Lenovo ISG with Zeno Group India
- Road To FIFA — Qatar Airways with Hill+Knowlton Strategies