



# Reimagining **COMMUNICATIONS**

IN A TURBULENT WORLD

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<b>3:00 PM - 3:15 PM</b>	<b>PRologue 2024 Registration Commences</b>
<b>3:15 PM - 4:00 PM</b>	<b>Feel the Mojo!</b>
<b>4:15 PM - 4:22 PM</b>	<b>PRCAI Welcome</b> Introductory remarks by <b>Kunal Kishore</b> , Vice President, PRCAI
<b>4:23 PM - 4:40 PM</b>	<b>PRCAI What's Next?</b> Remarks and updates by <b>Deeptie Sethi</b> , CEO, PRCAI
<b>4:41 PM - 4:46 PM</b>	<b>SABRE Preface &amp; PProvoke Welcome</b> Opening remarks by <b>Arun Sudhaman</b> , CEO & Editor-in-chief, PProvoke Media
<b>4:47 PM - 5:05 PM</b>	Section 1: <b>SABRE Awards 2024 SA commences</b> <b>Awarding excellence and celebrating the win!</b>
<b>5:06 PM - 5:12 PM</b>	<b>PRologue 2024 Keynote Address</b> <b>"Reimagining Communications in a Turbulent World"</b> by <b>Atul Sharma</b> , President, PRCAI Let's celebrate with a champagne toast!
<b>5:15 PM - 5:55 PM</b>	Panel One: <b>Cracking The Gen Z Code</b> In conversation with <b>Sushant Dash</b> , Starbucks Pvt. Ltd., <b>Navya Naveli Nanda</b> , Entrepreneur, Women's Rights Advocate and Podcaster, <b>Anushka Rathod</b> , Content Creator, and <b>Ashutosh Munshi</b> , Edelman India
<b>6:00 PM - 6:45 PM</b>	Panel Two: <b>Navigating the AI Tightrope in Communications - Innovation vs. Misinformation</b> In conversation with <b>Sangeeta Gupta</b> , NASSCOM, <b>Atul Rai</b> , Staqu Technologies, <b>Nikhil Pahwa</b> , Medianama and <b>Nandagopal Rajan</b> , The Indian Express, and <b>Yatin Naik</b> , Fever FM (HT Media Ltd.)
<b>6:46 PM - 6:48 PM</b>	Section 2: <b>SABRE Awards 2024 SA continue</b> <b>Celebrating more wins!</b>
<b>6:49 PM - 7:04 PM</b>	<b>CEO of the Year SABRE Award &amp; Keynote Speech</b>
<b>7:05 PM - 8:00 PM</b>	Section 3: <b>SABRE Awards 2024 SA conclude</b>
<b>8:00 PM - 8:05 PM</b>	<b>Vote of Thanks</b> Closing by <b>Vineet Handa</b> , Secretary, PRCAI
<b>8:05 PM - 10:00 PM</b>	<b>Cocktails &amp; Dinner   Sign your way into a new GWR record and spread the #WellDone love!</b> <b>Celebrating life, everyday, everywhere</b>





## Atul Sharma

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

### Reimagining Communications in a Turbulent World: The Gen Z Influence

In today's rapidly changing world, communications is undergoing a significant transformation- the largest demographic profile- Gen Z is leading this change, coupled with advancements in technology, digitalisation and artificial intelligence (AI). As we navigate these turbulent times, to stay relevant and effective, Public Relations must evolve, embracing these influences and aligning with the unique values of Gen Z.

Born between the mid-1990s and early 2010s, Generation Z is now entering the workforce in significant numbers. This generation, shaped by digital technology and global connectivity, brings unique perspectives and expectations to the table. They value authenticity, social responsibility and digital fluency.

### Gen Z Values: Changing the game

Authenticity is table stakes: They value transparency and authenticity like no other generation and growing up in the digital age, they can easily spot when a brand or an organization is not being genuine. They will have more respect for a company that owns up for their mistake and takes corrective action than the one who chooses to stay silent. For PR professionals, this simply means that authenticity and openness are non-negotiable-

if you want to connect with Gen Z, you've got to keep it real and authentic.

Technology is innate: Tech-savviness is a hallmark of Gen Z. They are digital natives, having been immersed in technology from a young age. They live and breathe social media, and they expect brands to be just as adept. This means PR strategies need to be content and digital-first, using social media platforms creatively, developing engaging content. This also means that the story becomes more important than the medium, and will be found by Gen Z irrespective of which platform it is, as long as it sticks. And a big part of this change is using AI to personalize interactions, drive discoverability and create seamless experiences.

Leading with purpose: Purpose-led communication is crucial for Gen Z. They care deeply about social issues and want to support brands that stand for something meaningful. They want to see themselves and their values reflected in the brands they support. Organizations that align with values like work-life balance, safety at work and mental health will resonate deeply with them.

Sense of community: Last but also very important, community is everything for Gen Z. They crave for a sense of belonging and want to be part of something bigger. Brands that foster a sense of community and create spaces for meaningful interactions are the ones that will win their loyalty. Creating spaces for community building, like forums, social media groups, or collaborative projects, can significantly boost loyalty and engagement.

### Conclusion

The future of PR lies in its ability to innovate and connect on a deeper level. As Gen Z continues to shape the digital and cultural landscape, organisations that adapt and evolve alongside them will not only survive but thrive. The journey is about continuous learning and adaptation, ensuring that every step taken resonates with Gen Z's ethos. This generation is not just the future; they are the present, and their influence is undeniable. By aligning with their values and vision, brands can create powerful, meaningful connections that stand the test of time.





## Deeptie Sethi

Chief Executive Officer, PRCAI

### Reimagining Communications With Communities, Connections and Conversations

In the past, communication was a one-way street: brands spoke, and audiences listened. Today, that street has transformed into a bustling, interconnected highway where every individual has a voice, and every voice matters. People themselves are the new communication channel, that is paving the way for communities to develop, grow, thrive and become the heart and soul of brand interactions and influence.

Communities have always existed – a village, an army squad, freedom fighters. In the digitalization era, communities have exploded. Today, brands are not just entities but have become thriving communities. Reddit for instance, boasts over 73.1 million daily active users who engage in endless discussions, making it a vibrant hub of shared interests and passions. Ford's Mustang Lover's Club, share their exclusive experiences about their favourite pony. Nike+ Run Club has created a global network of runners who motivate and support each other, transforming solitary runs into collective experiences.

Companies have reimagined communications, transcending their customer-centric philosophy to make brands an integral part of consumers' lives. At Public Relations Consultants Association of India (PRCAI), India's most influential communications association, we understand that communities are the lifeblood

of the PR industry. By fostering a sense of belonging and shared purpose, within our member groups, we are committed to building platforms for them to connect, upskill, and grow together. We have rolled several initiatives from training, and aspirational thought-leadership on trendsetting topics, as well as offering members platforms to contribute to the community with rich expertise and knowledge exchange. Not just India, PRCAI is expanding its reach to Sri Lanka and Bangladesh chapters.

### What Makes Communities Successful?

How can a community truly flourish? As communicators, we have to reimagine the pulse and the very reason why it exists in the first place. The 5 guiding principles include:

#### Authenticity

Real connections and genuine interactions build trust and loyalty, far outweighing the importance of size. Whether it's a small niche group or a large global network, the authenticity of the relationships within it is what matters most. When members share their stories and experiences, they create a rich tapestry of authentic conversations and create connections that foster engagement and belonging.

#### A Shared Mission

This provides clear direction and motivation, encouraging members to contribute and collaborate for a common area of interest. The Ford Endeavour Club exemplifies this by seamlessly blending online and offline interactions to enhance engagement through community events, expeditions to endorsing their product choice or shared experiences - good or bad!

#### Diversity

Diversity is the spice that enriches communities. By bringing together varied perspectives and experiences, people and discussions become more insightful, and innovation thrives. Inclusivity ensures every member feels valued and respected, which is crucial for the vibrancy and health of the community.

#### Frequency of Connections

Unlike the past, where sporadic updates sufficed, today's communities demand

continuous and dynamic interactions. Learn from how Facebook, LinkedIn, and WhatsApp communities emerged, enabling real-time sharing of updates, and discussions, fostering a constant flow of information. This continuous engagement transforms passive members into active participants because when communities engage frequently, they cultivate a lively ecosystem where ideas and camaraderie flourish, fueling growth and resilience.

### Personalized Communication

Despite frequent outreach, communities thrive on tailored interactions that resonate on a personal level. Platforms like Discord through its diverse servers cater to specific interests, and Twitch allows streamers to directly interact with

their audience in real-time. When community members feel seen and valued, they are more likely to invest in the community, Personalized communication turns a group of individuals into a cohesive, thriving community

A new era of engagement has dawned upon us, as communicators. Communities are not merely about numbers, they are about the connections and relationships built from within the community itself. The magic is created with shared experiences and common goals unite us. At PRCAI, we celebrate these connections and are dedicated to fostering a thriving community, where every member feels valued, heard, and empowered. Join us as we continue to reimagine and always think - what's in it for you?



**Arun Sudhaman**

CEO and editor-in-chief,  
PProvoke Media

### Reimagining Communications in a Turbulent World

In an increasingly turbulent world, characterised by geopolitical conflict, economic headwinds and social polarisation, the corporate reputation landscape must evolve. That is as true for South Asia as it is for anywhere in the world, even if this particular region is blessed with strong macroeconomic growth trends.

Regardless, South Asian PR practitioners will be aware of a range of challenges and opportunities that require navigating if they

hope to safeguard and enhance reputations. Here are some of the key issues:

### Media Fragmentation and Trust

An increasingly fragmented media landscape is leading to a decline in trust in mainstream media and institutions, posing unprecedented challenges for communicators. Social media algorithms create echo chambers, amplifying misinformation and deepening societal divides. The advent of generative AI and deepfake content adds another layer of complexity, making it crucial for communication professionals to uphold authenticity and precision in their messaging to cut through the noise.

### Prioritizing Internal Stakeholders

Effective crisis and issues management starts with prioritizing internal stakeholders. Maintaining the trust and support of employees is crucial. Informed and motivated employees are an organization's most valuable asset, particularly in navigating the complex and volatile landscape that lies ahead. Engaging employees with meaningful communication that instills a sense of purpose and partnership is paramount.

### The Integration of AI and DEI

The rapid evolution of technology, particularly artificial intelligence (AI), coupled with the intentional implementation of Diversity, Equity, and Inclusion (DEI) practices, presents



significant opportunities. AI can enhance productivity and creativity, while DEI initiatives can drive positive societal change. A data-driven approach to measure and demonstrate the value of these initiatives ensures they contribute meaningfully to corporate reputation.

### Transparency and Authenticity

In a data-driven world, maintaining trust through transparency and authenticity is critical. Proactive crisis communication planning and a stakeholder-centric approach are essential. Authentic communication, especially during crises, is fundamental for effective reputation management. Organizations must build credibility by being transparent and authentic, demonstrating their commitment to ethical practices and stakeholder engagement.

### ESG and Ethical Practices

Environmental, Social, and Governance (ESG) factors are increasingly important in reputation management. Superficial ESG efforts are insufficient; there must be a genuine commitment to ethical practices. Organizations must align their actions with their stated values to build and maintain trust with their stakeholders. The backlash against superficial ESG efforts highlights the necessity for

authentic and transparent communication, rooted in genuine operational practices.

### Financial Implications of Poor Reputation Management

The financial impact of poor reputation management cannot be overstated. Reputation is an intangible asset worth billions, if not trillions, of dollars. Boards and executive teams are increasingly aware of the need for sound reputation practices. Mismanagement can lead to immediate and widespread reputational damage, impacting a company's financial standing. This necessitates genuine, transparent communication to manage and mitigate such risks.

### Addressing ESG Backlash

The ESG backlash underscores the need for authentic and transparent ESG communication. ESG efforts should start from operations and not be seen merely as a PR exercise. As new ESG reporting measures are introduced, there is an opportunity to embed reputational measures across organizations. The challenge lies in meaningfully integrating these measures for businesses of all sizes.



## Kunal Kishore

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

### Crisis Communication in the Modern-Day Media Landscape

Managing crises has never been a straightforward task for brands, or their PR teams. In the modern business ecosystem, however, the expanded crisis landscape is more difficult to navigate than ever before. The increased complexity, as we well know by now, stems from the rapid and unbridled proliferation of digital platforms. This reality has not only amplified the potential for crises but has also completely transformed the way we approach them.

### Social media never sleeps!

The internet is vast and growing. Today, brands and their activities are discussed (read: dissected) across platforms. Social media giants like Facebook and X (formerly Twitter), anonymous review platforms like Reddit and Quora, and niche forums like Glassdoor, all offer individuals a voice and the potential to reach a massive audience. This presents brands with multiple 'warfronts' that demand simultaneous



attention. One negative review or a single viral tweet could unexpectedly originate and spread like wildfire.

And then, there's the added complexity of deepfakes – extremely convincing manipulated videos or audio recordings that can conjure crises out of thin air, pushing brands to put out fires that they never really started.

This technologically-charged scenario begs the question: If it's never quiet on the social media front, does this mean brands always need to be in battle mode?

Well, yes. In a manner of speaking. Given the minefield that is the new-age business landscape, a brand can effectively manage and mitigate crisis only through a long-term strategy. They must prepare and reinforce their arsenal so they are ready to act when a situation turns into a crisis.

### Modern problems, modern solutions

It was poet laureate Robert Frost who said 'The only way out is through'. When it comes to reputation crisis, this is largely the truth we live by. Ignorance breeds escalation, and brands must act swiftly to get through the situation and emerge the other side. How? Here are some strategies that have been developed partially from research and largely from hindsight.

**Rapid Response.** A quick and well-drafted response relayed across relevant platforms can make all the difference between a contained episode and an uncontrollable incident. The right spokesperson, the right messaging, and the right platform will help brands open communication channels with the public and take the first step towards restoring the status quo. Here, PR practitioners must bring in their expertise to ensure that the message is tailored for different platforms and stakeholders for maximum impact and damage control.

**Media Partnerships.** It goes without saying: traditional media remains the most critical ally for a brand going through a challenging situation. Key media outlets can provide credible platforms for brands to present their side of the story and counter misinformation. Building good relations with media outlets, then, continues to be essential for brands.

**Listening Mechanisms.** An ongoing effort, the deployment of AI-led listening tools will help brands monitor relevant conversations and detect potential issues before they grow into a full-blown crisis. Listening tools will also help brands carry out sentiment analysis and audience profiling which gives them the awareness required to manage brand perception.

**Third-Party Advocacy.** While direct communication channels work wonders during tough times, it is sometimes most suitable to utilise a neutral third-party advocate for more credible communication. I've found that building a network of industry experts, influencers, and satisfied customers who can speak on behalf of an organisation can all be impactful advocates to mitigate crisis situations.

**Trend Mapping.** Leveraging predictive analysis to map past crises and current trends helps brands predict potential issues that may crop up in the future. Preemptive strategies can stop negative scenarios in their tracks even before they occur. (PR)evention, as they say, is better than cure!

### A view of the future of crisis management

Unfortunately, it's only going to get more complicated. Fortunately, this will keep giving us opportunities to be more hands-on and devise better, more ironclad strategies. The PR function will become a core necessity for brands as new platforms emerge, technologies advance, and the speed at which information spreads increases.

We'll have more tech-backed tools to circumvent crises and manage them. The fundamental principles of effective crisis management will, however, remain the same – transparency, authenticity, and responsiveness. These three, in the right combination, will see brands through the most turbulent of waters.

In the end, we must view each crisis as a chance to connect with stakeholders, build trust, speak our truth, and turn challenges into stepping stones. Most importantly, in the era of the 24-hour digital news cycle, proactive and adaptive resolution strategies are indispensable. There is simply no other option.



## Vineet Handa

Secretary, PRCAI  
Founder & Director,  
Value 360 Communications

### Content Remains the King in This Disruptive World of Communication

It is a regular evening at home. I have finally logged off from my work devices and am scrolling through my mobile, going through content—a mix of news, memes, trending events, and snippets of food and travel stories from creators. All of these are interspersed with content created by my friends and family. I linger on some, swipe immediately through others- there are a few that I not only linger on but also interrupt my wife Puja to show her a content that I really loved. Puja, scrolling through her own device, is in equal parts irritated by my interruption and sometimes is equally involved. Her reactions remind me of the times a few decades back when we were first married. With a cable connection and a color TV, we had to negotiate what we'd watch during dinner. The 9 o'clock news was non-negotiable, and I usually had to give in to her choice of sitcoms.

Reflecting on the past, it is obvious that the thing that has always stood the test of time is content. Even today whether we are negotiating what we watch on TV or zero in on content in OTT, the appeal of good content to capture attention has been the only constant. The proliferation of different platforms, democratization of content creation, and penetration of internet and mobile devices in the remotest of villages have each played their

role in the disruptive and ever-evolving landscape of communication. However, good content has always ruled and continues to be the main vehicle of engagement- content is the 'king.'

Even in today's disruptive communication world, it is the quality of content that delivers results. If we take examples of new age platforms, be it a channel like YouTube for longform content, a social media channel like Instagram, or even podcasts, there are a handful of creators that consistently deliver on a chosen subject. It merely takes seconds for topics to become 'viral' today, and everyone jumps on the trend to create or engage with the content. However, only a few achieve the desired result. The mark of superior storytelling is the ability to fuel imagination, capture the audience's attention, create engagement, and drive the desired action.

### Good content factors in the following:

- **Credibility and Trust:** This most important aspect of storytelling involves providing reliable information to the audience consistently and requires thorough research and transparency. Names like Prajakta Koli, Dhruv Rathee, Tanya Khanijow, and many others have carved a niche for themselves in their chosen fields because of the trust their audience has in their content.
- **Innovative Storytelling:** Today, a creator has just 5 seconds before the audience swipes or scrolls to the next piece of content. It requires talent and skill to grasp your audience's attention with a compelling narrative.
- **Localization and Stickability:** It is important to understand cultural nuances and use them sensitively. Most importantly, the content should be memorable or 'sticky.'

Platforms play a critical role in the distribution and visibility of content. From amplification of the content to giving the audience an opportunity to engage via comments etc., various platforms thrive because of their own unique personalities and how the audience connects with the creators. Forums like Reddit and Quora walk hand in hand with YouTube and Instagram. Spotify is not only a music library but also a provider of various podcasts on subjects ranging from science to mythology, business to arts. These platforms also provide monetization



opportunities to creators and have opened a whole new segment of career opportunities for the younger generation.

While content is the undisputed king, the

platforms that host and distribute this content are the backbone of this realm. Together, they shape the future of communication in a world where chaos and disruption are the new norm.



**Deepshikha  
Dharmaraj**

Chief Executive Officer,  
Burson Group India

### **Building Reputation Capital in a Complex World**

Building reputation is a high-stakes game of chess in today's world of rapid change. The rise of AI, dwindling attention spans, and a crisis of authenticity have fundamentally changed how reputation is built and protected. Navigating this complex terrain requires not just skill, but an entirely new playbook that balances technological savvy with purpose-led communication, data analytics with creativity, ambition with authenticity.

#### **Attention**

Attention has become the most valuable currency today. With an average person's attention span now shorter than eight seconds, it is not enough for a communicator to relay information. Social media feeds constantly refresh, news cycles churn at breakneck speeds, and viral content emerges and fades within hours. In this frenetic environment, building and maintaining a robust reputation requires more than just quality content—it demands cut-through creativity, strategic timing, format versatility, and an acute understanding of

platform-specific engagement patterns. We need to craft messages that are instantly captivating, make an impact and maintain consistency across a fragmented media landscape. The art of reputation building has thus evolved into a delicate balance of depth and brevity, substance and style, in a world where every second of attention is precious.

Moreover, aligning with a clear purpose and tapping into the right influential voices have become crucial for delivering messages with maximum impact. With a wide range of influential voices available today, we must choose wisely to align with our values and objectives.

#### **Artificial Intelligence**

Much is being said every day about the disruption AI has caused in the reputation of business and the business of reputation. On the positive side, AI enables us to gather faster, more accurate insights, engage with audiences more precisely, and create agile, culturally relevant content. These capabilities allow us to respond swiftly to emerging trends and crises, ensuring that our clients' reputations remain robust in an ever-changing environment.

However, the rise of AI has also ushered in unprecedented challenges. We now face issues such as weaponized information and deep fakes, which can potentially devastate reputations in mere moments. The spread of misinformation and disinformation has reached alarming levels, making it increasingly difficult to distinguish fact from fiction.

In this context, our role as stewards of reputation has evolved. We must leverage the positive aspects of technology to counter its negative implications. This means using AI-driven tools and data analytics to monitor sentiment, predict potential reputation risks, and craft proactive strategies. It also involves educating our clients about these new threats and preparing them to respond effectively when faced with AI-generated challenges to their reputation.



## Authenticity

Perhaps most importantly, we must recognize that in today's world, reputation is built not only on truth and fact but also on belief. While factual accuracy remains crucial, the perception and emotional resonance of a message often carry equal, if not greater, weight. Our communication efforts must therefore focus on creating narratives that inspire trust and belief. This shift requires a more holistic approach to reputation management and focus on building authentic connections with stakeholders. This involves crafting stories that align with the values and aspirations of our target audiences, inspire meaningful dialogues and demonstrate a genuine commitment to doing well by doing good.

As I mentioned at the beginning, building

reputation capital in today's complex world demands a delicate balance of traditional principles and innovative approaches. We must harness the power of digital platforms and AI while remaining vigilant against their potential misuse. By focusing on creativity, purpose and authentic engagement, we can navigate this new landscape and help our clients build strong, resilient reputations that withstand the test of time and technology.

The key to success lies in our ability to adapt, innovate and maintain unwavering ethical standards. Harold Burson said, "Public relations is fundamentally a problem-solving discipline." Now, more than ever, we should live up to that statement—for our clients and for our people.



**Rakesh Thukral**

COO-Edelman APAC and  
MD, Edelman India

## Building Trust in an Uncertain World: How Brands Can Navigate Global Challenges

As the world navigates geopolitical uncertainty, the landscape of trust is evolving. Cycles of misinformation and fear are fueling distrust and polarisation within many countries. In addition, concerns have been raised about the role and rising power of technology and innovation, including how they impact our work, life and how we make decisions.

Amidst this, channels of communication have expanded significantly, accelerating the speed at which we receive news and views. The speed at which we discover and react to news has been expedited manifold. Technology and tools are revolutionising engagement, providing real-time insights and personalised communication. Artificial intelligence (AI) is leaning in to transform how brands and businesses communicate.

But there are worries about deepfakes, technological manipulation, and the misuse of innovation. People are concerned about innovations, especially about not having enough say in their implementation. The public wants more from innovation, having more say and control over it. They want to know how innovation will bring them a better future.

Amid tech advances and geopolitical uncertainties, there is also a global rise in identity politics that has led consumers to make purchasing decisions based on political beliefs. The 2024 Edelman Trust Barometer Special Report: Brands and Politics reveals that 60% of consumers base brand choices on political views, and over 70% consider origin of country of brand while making purchase decisions. Consumers also expect brands to tackle key issues like climate change, fair pay, reskilling, and diversity, viewing these actions as vital for societal progress.

In such a landscape where politics, climate change, health, technology, and economic uncertainties are significantly affecting trust, businesses need to partner for change. Businesses that have emerged successfully are those that have deployed resilient communication strategies to traverse uncertainties and connect with diverse audiences.

A key segment within this framework is Gen Z, a vocal cohort, influenced by the numerous challenges facing the world today. Given how they can challenge companies, brands will be remiss in their duties to ignore this demographic. Gen Z constitutes 40% of the global consumer market and significantly influences other generations in terms of purchasing decisions, lifestyles, and beliefs. Significantly, Gen Z trusts businesses more than any other institution.

These expectations make a compelling case for brands to change how they engage. Businesses could develop strategies based on shared values

and brand identity. Engaging on sensitive issues and continuously evaluating communication strategies help foster trust with stakeholders. This allows businesses to address new challenges or opportunities.

Navigating today's complex global landscape demands a reimagined approach to communications. Here's how businesses and brands can communicate:

- Embrace agility and flexibility
- Think digital first
- Act multi-locally to show agility and adaptability
- Demonstrate positive impact
- Recognise that action drives trust

Every brand has an opportunity to create a unique space for itself based on meaningful steps driven by action and engagement.



**Udit Pathak**

Founder and Director,  
Media Mantra

### How Can PR Enhance Its Significance for the Largest Demographic Profile Gen Z?

Today's ongoing dynamic marketplace demands grasping the varied preferences and behaviours of different generations for crafting successful public relations (PR) strategies. From the digitally adept Gen Z and socially aware

millennials to the flexible Gen X, each cohort communicates in its way, shaped by the rapid changes in the digital world.

To effectively engage Gen Z, it's crucial to employ customised outreach methods that resonate with their distinct traits and expectations in this digitally driven environment.

### The Gen Z Mindset: Authenticity and Purpose

Generation Z's perspective on life is defined by its search for authenticity and purpose. PR professionals must create genuine connections with Gen Z by showcasing real stories, real people, and transparent messaging. This approach, avoiding polished or salesy methods, is key to building trust through honesty and relatability.

Agencies can combine media relations, social media spotlights, and interactive events to create multiple touchpoints and cultivate a sense of trust not only among the students but also among the communities they serve.

### Harnessing the Power of User-Generated Content

User-generated content, or UGC, is a potent tool



when it comes to targeting Gen Z. Social media platforms have become the epicentres of viral trends, and PR professionals should capitalise on this. To facilitate this interaction, it is necessary to provide clear and relevant ways for Gen Z to engage and attract rewards. Providing incentives like a discount or a chance to be featured on the brand's social media accounts are simple yet effective ways to appeal to this generation's desire for self-actualisation and social recognition.

### **Personalised Experiences: The Key to Engagement**

Gen Z has grown accustomed to personalised experiences in their online lives. They expect brands to be aware of their preferences and needs. Individualised content, personalised recommendations, and interactive experiences are crucial to gaining their interest.

PR strategies should incorporate personalised messages and interactive elements like quizzes, polls and AR filters to engage Gen Z on a more personal level and sustain their attention.

### **Navigating the Evolving Media Landscape**

The media landscape is constantly changing, and Gen Z is at the forefront of this evolution. To remain relevant, PR professionals must modify their strategies accordingly. This means exploring creative strategies to captivate and engage various demographics through their preferred channels, and being proactive in adapting to these changes.

### **Defining Core Values Clearly**

Gen Z has unique values and preferences that differ from previous generations. They place high importance on authenticity, social and environmental responsibility, inclusivity, and personalisation. When crafting messages and campaigns, communicators must align with these values to connect with this audience effectively.

Understanding and interacting with Gen Z demands a comprehensive strategy based on an authentic goal at its core. As the world of digital media constantly evolves, PR professionals must remain alert and constantly adapt their strategies to engage the constantly changing public, particularly Gen Z effectively.



**Archana Jain**

CEO, PR Pundit Havas Red

### **"Cracking the Code: Level Up Your Communication for Gen-Z Engagement"**

As millennials get older, brands are turning their attention towards Gen-Z, aged between 15-27, an age group that is exhibiting unique values

around work, family, environment and society as well as bending the rules of social-media engagement. India has approximately 116 million Gen-Z consumers (and the world approx. 2.5 billion). 2 out of every 5 urban Indian consumers in the 15 and 55 years of age are Gen-Z. The magnitude of this population represents an important stakeholder for brands.

The internet, smartphones, and social media platforms were exciting developments for the X and Y generations. However, for the Gen-Z, these are absolute essentials and normcore. This significantly differentiates their perspectives, expectations, and requires brands to adapt communications from previous generations to connect with them. The question before all brands is how to engage the Gen-Z consumers and build PR strategies to grab their attention? I have no template for you to follow, but certainly some tips from our practise to share.

Gen Z loves attention-grabbing content and they are not fussed about who is it coming from. They will assign credibility irrespective of the source, whether that be a brand or a content creator. Once that credibility is



established the business can move to promote their brand transparently. Brands tend to present overtly perfect images on social media, which actually do not resonate as authentic to Gen-Z. My guidance would be to take some smart risks and lean into more DIY nature of user-generated or creator-driven content.

Gen Z audiences value influencer marketing more than any other generation. That said, you can't just pick just any buzzy creator and assume it will be an easy path to success. Gen-Z expect brands to build authentic influencer and creator partnerships. Nano and micro content creators that align to the brand's ethos and message is key. Uniqlo's efforts in this regard are laudable. Tools can help you track and analyse conversations, brand mentions and industry trends so you can spot advocates that align with your brand with ease.

Brands need to nurture communities of all types, sizes and in interest areas that align with the brand even if they are niche, community-driven social media spaces. Closed Discord communities, create members-only spaces that

encourage open dialogue and connection. Vertical networks like Strava for runners, bikers or Letterboxd for film enthusiasts, Loco for gamers cater to the interests of interest-based communities. Offline engagements are of course even more powerful, like Adidas running groups or Harley Owners Group for bikers.

Gen Z think it's important for brands to raise awareness and take a stand on sensitive issues. A significant percentage expresses a preference for environmentally sensitive products. Hence it's important to amplify your brand's beliefs and values. But please note that it is not enough to share a basic message of solidarity. Brands are expected to address environmental problems such as climate crises, pollution, recycling, animal rights, and environmental disasters with a thoughtful and proactive approach. Effectively communicating such meaningful efforts with Gen-Z can build powerful connections and foster brand affinity.

Gen-Z represent a new frontier in brand-consumer relationships—one where authenticity and relevance reign supreme.



**Shefali Sapra**

VP-Corporate  
Communications,  
Diageo India

### **Building Brand Identity through Social Impact**

India is in the middle of deep societal change and the biggest transformation that we see is a whole new generation entering adulthood driven by values of authenticity, individuality, inclusivity, local pride, and sustainability. The

fundamental shift in core values of the new-age Indian consumers led by Gen Z and Gen Alpha has nudged organisations to rethink their value proposition. The 3 important Cs – Conscious growth, Consistent action and Commitment to the greater good have embedded the path of profitability with purpose. Last year, the Indian Government shared the vision of Viksit Bharat 2047 encompassing various aspects of development, including economic growth, social progress, environmental sustainability, and good governance further emphasizing the need for holistic growth where individuals and businesses will lead as catalysts for change.

A recent survey by PwC India reveals that roughly 19% of Indian consumers are open to paying up to 20% more to companies with a reputation for ethical practices.

Another study by The Advertising Standards Council of India (ASCI) and UN Women's Unstereotype Alliance states that about 48% of Indian consumers demand more inclusivity from brands, surpassing the global average of 33%, and highlight a significant market opportunity for brands embracing diversity and inclusion.

The task for marketing and communication teams has in turn become more challenging and all encompassing. Their endeavour is to create a meaningful brand framework influencing its overarching brand identity. My own experiences as a Communications professional in the CPG and FMCG industry for over two decades has allowed me to see increasing consistency in impact-driven campaigns. Brands no longer want to sell a product alone they want to tell a tale of triumph, a humanistic story that is a reflection of society, empowering consumers to express themselves authentically.

Brands today are bringing alive the shared vision of embracing inclusivity and diversity in their campaigns, and have made 'progressive portrayal' the mainstay of their communication efforts, and this resonates deeply with consumers, as they look for brands that place the values of sustainability and inclusion at the heart of everything right from manufacturing to packaging design and in market execution.

Companies in the retail and consumer goods sectors have evolved with the awareness that their businesses have to adapt and respond to Environmental, Social, and Governance (ESG) concerns. They have been swift to adopt and build brand identities based on sustainable development as a response to evolving consumer expectations. At Diageo we attempt to depict an aspirational and inclusive view of society, break stereotypes, and reflect the amazing diversity in society. Some examples include Diageo's Walkers & Co Aravani project with transgenders. In our Nara Sher campaign, we challenged traditional advertising norms by featuring a model with vitiligo alongside Virat Kohli, sharing the stage to promote diversity.

We all know that the emphasis on creating a robust ESG or CSR framework is gaining significance in India and the Business Responsibility and Sustainability Reporting (BRSR) reporting mandate to disclose the ESG performance in a quantitative and standardized format for top 1000 listed companies (by market capitalisation) has nudged companies to maintain transparency. However, ESG cannot be a mandated checkbox in principle. For companies who are market leaders and have the power to impact communities, consumers, suppliers, and the ecosystem at large, it is

imperative to take action that will reflect a positive change for years to come.

Another important element and at times overlooked is 'Bringing a Change from Within.' For an organisation to carry reforms externally, its own talent must be aligned to the organisation's Purpose. Engaging employees in the ESG roadmap fosters a sense of ownership, purpose and pride.

The integration of ESG into brand identity represents a transformative approach in corporate communications. By aligning CSR initiatives with brand values, engaging employees, and consumers, and leveraging strategic PR initiatives, organisations can build a powerful and authentic brand identity. In a world where social impact increasingly influences consumer and employee choices, this approach not only enhances corporate reputation but also drives long-term success.





## Nitin Mantri

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

### AI and Human Ingenuity: Shaping the Future of PR

Public relations (PR) has always been about adapting to change, but the past decade has presented us with unprecedented challenges. We have weathered a global pandemic, economic turbulence, and the urgent need for climate action. Yet, the most transformative force has been the rise of Artificial Intelligence (AI), compelling us to reimagine the way we think and work. So, how do we position our industry to leverage one of history's biggest innovations while it changes everything around us?

To address this, the PR discipline must seize two urgent opportunities. First, we need to help our clients navigate the AI era and harness its tremendous potential. Second, we must integrate the best AI tools into our own work to better serve our clients and partners.

### Guiding Brands Through the AI Era

PR professionals have long guided business leaders through various tech innovations—from social media to VR, blockchain, and beyond. As we face new technological frontiers, we must continually seek ways to enhance productivity, innovate through AI, and ensure human

intelligence and creativity remain central. A significant obstacle, however, remains: a major gap between AI optimism and action. WE's 2024 Brands in Motion technology report, "Bridging the AI Expectation Gap," shows that while 83% of business leaders globally (74% in India) are optimistic about AI's benefits, only 37% (45% in India) actively communicate these benefits within their organisations, and 54% (50% in India) lack investment in AI training.

To capitalise on AI, organisations must act quickly to engage both internal and external stakeholders with compelling and effective communications. Communicators must lead in educating and informing clients about AI, helping them step out of their echo chambers by providing an unbiased, external perspective that can demystify AI and alleviate fears.

Addressing ethical concerns and potential risks, such as cybersecurity and job displacement, is also crucial. According to our Brands in Motion report, 92% of business leaders globally (93% in India) are concerned about the broader adoption of AI within their organisations. As communicators, we must rigorously question and verify everything AI presents, ensuring its responsible and transparent use.

### Integrating AI Within Agencies

Integrating AI into the workforce demands persistent effort and significant investment in infrastructure and training. Agency leaders must foster an AI-literate culture, continually learning and adapting to rapid advancements. A WE survey with the USC Annenberg Center for Public Relations last year found that communicators are worried about factual errors (61%) and disinformation (58%) generated by AI tools. However, 80% believe AI is crucial for the future of PR.

As AI technologies advance and become more prevalent, our creativity, strategic thinking, and ability to leverage these tools will distinguish us. Early adopters who develop expertise in generative AI and understand its applications will gain a competitive edge. To achieve this, agencies must cultivate AI familiarity and fluency within teams through hands-on exploration of case studies, tools, and guided experiments. By positioning AI as a valuable partner and staying at the forefront of



innovation, we ensure greater value for our clients.

### Human Touch: The Game Changer

Looking ahead, the intersection of AI and human creativity will define the future of PR. AI offers an analytical edge, enhancing our understanding of complex patterns and consumer behaviours. Yet, it's the human touch—our ability to empathise, engage ethically, and connect emotionally—that turns data into compelling stories.

This blend of AI-driven insights and human empathy will set successful PR strategies apart. It is about using technology to amplify our human strengths, not replace them. As PR leaders, our role is to steer this integration, ensuring that while we embrace technological advancements, we also uphold the fundamentals of our profession. By staying adaptable, honest, and forward-thinking, we can meet today's challenges and reshape the communications of tomorrow.



**Ruchita Masrani**

Associate Vice President,  
MSL India

### Navigating the PR landscape: Engaging with Bharat Z

#### OR Reimagining PR: Connecting with Bharat Z

The world of communications is shifting gears at an astonishing pace. Not surprisingly, the role of Public Relations (PR), too, is evolving to adapt to the new demographic and technological shifts. Each generation also has a distinct communication style, and Gen Z, with their unique attitudes and behaviors, is remixing the PR playbook further. Therefore, capturing Gen Z's attention—and securing their engagement—requires reimagined strategies that align with their unique characteristics in this constantly evolving digital realm. After all, there are 1.8 billion of them in the world and 472 million in India alone!

One of the major obstacles PR is currently encountering is the fact that this generation cannot be put in a box. Gen Z comprises over 27% of India's population, and the dichotomy in this vast population is visible in India's rural-urban divide. We, at MSL India, wanted to explore this contrast and teamed up with the research firm Local Circles, to look at 16,000 unique Gen Z respondents from India's 191 tier 3 and 4 cities. The result was our Make Way for Bharat Z report that decodes India's non-metro residing Gen Zs, representing a different side of this demographic. This report highlights how communication strategies in India need to be relooked from a Bharat Z lens.

As digital natives, Gen Z is heavily influenced by social media platforms and technology when it comes to making buying decisions. Some may think celebrities are the top influence, but that's not true for Bharat Z. For their spending decisions, Bharat Z heavily relies on need and value for money—aspects that portray a prudent side of this demographic. While most PR strategies today are roping in celebrities and influencers to engage this audience, they also need to appeal to small-town Gen Z's pragmatic side and showcase value in the products and services.

Similarly, for their media consumption, we may think Gen Z will be driven by digital media and OTT platforms, but this report surprises us. 83% of Gen Z in tier 3 and 4 cities rely on print media for news and 86% on television for entertainment. Living within close-knit families that subscribe to newspapers and cable TV, relying on traditional media as their go-to source is a reality for Bharat Z. This doesn't mean they are disconnected from the digital

media platforms as 71% go to social media for news while 51% watch reels and shorts for entertainment. But this duality in character indicates that while social media and internet usage are growing, current PR strategies would do well if TV and print are also taken into account as key communication channels for this audience.

One thing's for sure: PR needs to amp up its game amidst these tectonic shifts. This demographic is constantly evolving, making it imperative for PR firms to keep up with the changes and create the right communication plan in order to 'click' with this set.

# THE **SABRE** AWARDS SOUTH ASIA **2024**

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#InfluencingPRogress | #pRologue2024 | #ReimaginingCommunications

**SABRE Awards**  
SOUTH ASIA 2024

**FINALISTS**



# 2024 South Asia IN2 SABRE Awards Winners

## Experiential Marketing

### Live Events

#### Winner:

- Seeking God in the Jungle — Hyundai Motor India with First Partners

#### Certificate of Excellence

- Crime Proofing Mega Events of G20 Summit and Ayodhya Temple Inauguration — Staqu Technologies with First Partners
- 'Coke Is Cooking' | Coca-Cola's global meals platforms — The Coca-Cola Company
- From Charkha to Chips — IESA with Value 360 Communications
- Made in Singapore — Singapore Tourism Board with Homegrown, MSL India, Zenith Media, Publicis OOH

## Earned Media

### Digital/Print Media

#### Winner:

- From Sidelines to Match Day MVP: How Lay's Dominated Match-Day Snacking — PepsiCo India with Edelman India & Leo Burnett

#### Certificate of Excellence

- Bukhara, world's most famous Indian restaurant, turns 45! — ITC's Hotel Group with First Partners
- DI-verse: Disability Inclusive Place to Work — American India Foundation with Hill & Knowlton
- Hope to Happiness — Ferty9 with Hill & Knowlton
- Kaise Ka Cancer (The Hows Of Cancer) — Tata Trusts with Current Global India

### Earned Media with Influencers + Communities

#### Winner:

- #IronLadiesIndia - Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners

#### Certificate of Excellence

- ORRA Fine Jewellery - The Leading Diamond Destination — ORRA Fine Jewellery with Hill & Knowlton
- Science of Purpose — Games24x7
- Take BoldCare of Her — BoldCare with Value 360 Communications
- Vedanta For India: The Return of Iron Ore Mining in Goa — Vedanta Sesa Goa with First Partners

# 2024 South Asia IN2 SABRE Awards Winners

## **Persuasive Content Winner:**

- #PVRHeardYou — PVR INOX with Weber Shandwick India

## **Certificate of Excellence**

- Fairtrade: Mainstream Sustainable Fashion conversations from side-lines — Fairtrade CSM India with Hill and Knowlton
- Gamers for Dementia Awareness — Mobile Premier League (MPL)
- Hope to Happiness — Ferty9 with Hill & Knowlton
- MPL: Saving Game Point — Mobile Premier League (MPL)

## **Sponsored & Paid Media**

### **Product Placement Winner:**

- Maroo Newspaper Se Nahi, Laal HIT Se — Godrej Industries (Godrej Laal HIT) with Godrej Corporate Brand & Communications Team

### **Certificate of Excellence**

- ORRA Fine Jewellery - The Leading Diamond Destination — ORRA Fine Jewellery with Hill & Knowlton

### **Earned Media with Influencers + Communities Winner:**

- #IronLadiesIndia – Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners

### **Digital Marketing/Advertising Winner:**

- Lost & Found in Singapore — Singapore Tourism Board with MSL India, MX Player

### **Certificate of Excellence**

- Bharat Ke Liye (For India) — Organisation of Pharmaceutical Producers of India (OPPI) with Weber Shandwick India

## **Social Media & Community Management**

### **Social Visual Winner:**

- Hope to Happiness — Ferty9 with Hill & Knowlton

# 2024 South Asia IN2 SABRE Awards Winners

## Certificate of Excellence

- DI-verse: Disability Inclusive Place to Work — American India Foundation with Hill & Knowlton
- Mission India 2047: Har Jazbe Ke Liye — Clix Capital with First Partners
- Sixth Sense — ITC with First Partners with Dentsu Webchutney
- Time To Decide Destiny - Stroke Awareness Campaign — Medtronic with Dentsu Creative

## Owned Media

### Websites & Mobile apps

#### Winner:

- DI-verse: Disability Inclusive Place to Work — American India Foundation with Hill & Knowlton

## Certificate of Excellence

- Hope to Happiness — Ferty9 with Hill & Knowlton

## Annual Report

#### Winner:

- Jagatjit Industries Transformation: A Communication Success Story — Jagatjit Industries with 80 dB Communications

## Documentary Film and Video

#### Winner:

- #CelebratingAcceptance — Godrej Industries & Associate Companies

## Certificate of Excellence

- DI-verse: Disability Inclusive Place to Work — American India Foundation with Hill & Knowlton
- Project Pankh: Promoting sexual reproductive health and youth wellbeing in rural India — Engender Health with Hill and Knowlton India

## Tools and Tactics

### AI/Virtual Reality/Augmented Reality/Immersive Technology

#### Winner:

- #MagicWaliDiwali | 'Iss Diwali, Forwards Waali Nahi, #MagicWaaliDiwali Manao' — The Coca-Cola Company

## Certificate of Excellence

- Britannia's '1947% More History' — Britannia India with Genesis BCW
- Lost & Found in Singapore — Singapore Tourism Board with MSL India, MX Player
- Upgrading B2B Events with Immersive Technology: The 'Brick Breaker' Interactive Exhibit — Edelman x HPE Aruba Networking



# 2024 South Asia IN2 SABRE Awards Winners

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## **Real-time Engagement Winner:**

- #PVRHeardYou — PVR INOX with Weber Shandwick India

## **Certificate of Excellence**

- Bukhara, world's most famous Indian restaurant, turns 45! — ITC's Hotel Group with First Partners
- DI-verse: Disability Inclusive Place to Work — American India Foundation with Hill & Knowlton
- Hope to Happiness — Ferty9 with Hill & Knowlton
- Kaise Ka Cancer (The Hows Of Cancer) — Tata Trusts with Current Global India

## **Data in Campaign Planning and Development Winner:**

- What's your rhythm — Medtronic with Dentsu Creatives

## **Certificate of Excellence**

- Back Up Effortlessly — Western Digital with Archetype
- Sixth Sense — ITC with First Partners with Dentsu Webchutney
- Win Over Varicose — Medtronic with Synapse Advertising

# SABRE Awards SA 2024 Finalists

## Diamond SABRE Awards

### CEO of the Year

- Winner will be announced during the ceremony

### Company of the Year

- Big On Communication — Aditya Birla Group
- Integrated brand building and brand reputation — Dr. Reddy's Laboratories
- MPL: How communications led the charge in the battle for survival — Mobile Premier League (MPL)
- Re-Imagining PR - The Godrej Way — Godrej Industries & Associate Companies (GILAC) with Godrej Corporate Brand & Communications Team

### The SABRE Award for Superior Achievement in Brand-Building

- 60-City Innovation Yatra by Schneider Electric — Schneider Electric with Adfactors PR
- Making Safety Visible in India Because...Safety Is Invisible...Till Tested — Škoda Auto India with MSL India NCC
- Sixth Sense — ITC with First Partners with Dentsu Webchutney
- Taking India Places — Alstom with Genesis BCW

### The SABRE Award for Superior Achievement in Reputation Management

- #IronLadiesIndia - Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners
- MPL: Saving Game Point — Mobile Premier League (MPL)
- Urban Company - Sustained Media Outreach for Brand Building — Urban Company with Hill and Knowlton
- Vedanta For India: The Return of Iron Ore Mining in Goa — Vedanta Sesa Goa with First Partners

### The SABRE Award for Superior Achievement in Research and Planning

- 60-City Innovation Yatra by Schneider Electric — Schneider Electric with Adfactors PR
- Feel Good with Fama Mental Well-being Survey — ITC Fama with Genesis BCW
- Gamers for Dementia Awareness — Mobile Premier League (MPL)
- Nerivio, a drug-free migraine management device. — Dr. Reddy's Laboratories with SPAG - A Finn Partners Company

# SABRE Awards SA 2024 Finalists

## The SABRE Award for Superior Achievement in Measurement and Evaluation

- Enhancing Brand Admiration Through New Data Analytics Approach — Godrej Industries with Brand Balance
- Gamers for Dementia Awareness — Mobile Premier League (MPL)
- MPL: Saving Game Point — Mobile Premier League (MPL)
- Take BoldCare of Her — BoldCare with Value 360 Communications
- Vedanta For India: The Return of Iron Ore Mining in Goa — Vedanta Sesa Goa with First Partners

## The SABRE Award for Superior Achievement in Creativity

- #IronLadiesIndia – Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners
- #Tuffies — Cipla with GCI Health India
- Gamers for Dementia Awareness — Mobile Premier League (MPL)
- Kaise Ka Cancer (The Hows Of Cancer) — Tata Trusts with Current Global India
- Seeking God in the Jungle — Hyundai Motor India with First Partners

## Professionals of The Year

### Agency Head of The Year

- A Story of Resilience and Commitment to Excellence — Adfactors Public Relations Lanka
- PR Trailblazer: Vineet Handa — Kaizzen

## Geographic

### Bangladesh

- Winner: Coke Studio Bangla — The Coca-Cola Company

### Sri Lanka

- Bridging Boundaries Limitless Possibilities — Port City Colombo with Hardtalk
- Sustainable Livelihood for Every Plantation Worker — Planters' Association of Ceylon with Adfactors Public Relations Lanka



# SABRE Awards SA 2024 Finalists

## South/Southeast Asia

- #BeatPlasticPollution — Vistara - Tata SIA Airlines
- Moving towards a Tobacco-Free World — Institute for Global Tobacco Control (IGTC) with SPAG - A Finn Partners Company
- Take BoldCare of Her — BoldCare with Value 360 Communications

## Practice Areas

### Business-To-Business Marketing

- Adobe Crafting Responsible GenAI Innovation Narrative Amidst Tech Frenzy — Adobe India with Ruder Finn
- Empowering Every Retailer: ONDC's Journey to Transform Indian E-commerce — ONDC, Government of India with Value 360 Communications
- TechEd - SAP — SAP with Genesis BCW

### Corporate Image

- #IronLadiesIndia - Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners
- Big On Communication — Aditya Birla Group
- Crime Proofing Mega Events of G20 Summit and Ayodhya Temple Inauguration — Staqu Technologies with First Partners
- Happy Bags — McDonald's India - North & East with First Partners
- Re-Imagining PR - The Godrej Way — Godrej Industries & Associate Companies (GILAC) with Godrej Corporate Brand & Communications Team

### Corporate Culture & Change

- #IronLadiesIndia - Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners
- Adding the 5th Dimension to Investment - Gender Lens Investing — Caspian Debt with First Partners
- Work Happy Work Hybrid HP India Campaign — HP with Edelman India

# SABRE Awards SA 2024 Finalists

## Corporate Social Responsibility

- #BeatPlasticPollution — Vistara - Tata SIA Airlines
- Gamers for Dementia Awareness — Mobile Premier League (MPL)
- Happy Bags — McDonald's India - North & East with First Partners
- Re-start: A Second Chance at Life — Max Healthcare with First Partners
- Sixth Sense — ITC with First Partners with Dentsu Webchutney

## Crisis/Issues Management

- MPL: Saving Game Point — Mobile Premier League (MPL)
- Vedanta For India: The Return of Iron Ore Mining in Goa — Vedanta Sesa Goa with First Partners

## Digital and Social Media Campaign

- EatQual 2.0 - Colours — McDonald's India (West & South) with Avian WE
- Gamers for Dementia Awareness — Mobile Premier League (MPL)
- One Earth, One Family, One Future — G20 India with Avian WE
- Take BoldCare of Her — BoldCare with Value 360 Communications

## Diversity Communications

- #ShushTheHush - Bleed Shamelessly — Bill & Melinda Gates Foundation with Organic by MSL (MSL India)
- Let's Talk Gender — Tinder India with PCA (MSL India), Gaysi Family
- Olay #STEMTheGap — Olay India with Madison PR
- Sixth Sense — ITC with First Partners with Dentsu Webchutney
- Teaching India to #SpeakSign — KFC India with Edelman India

## Employee and Workforce Engagement

- #IronLadiesIndia - Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners
- INSWA Communities — The Coca-Cola Company
- Sixth Sense — ITC with First Partners with Dentsu Webchutney
- SmarterTech for SuperFoods — Lenovo India with The Practice
- Without us, Samsung wouldn't be Samsung - Positioning Samsung Semiconductor India Research as the nerve centre of every Samsung innovation — Samsung Semiconductor India Research (SSIR) with Archetype Agency

# SABRE Awards SA 2024 Finalists

## Employer Branding

- #IronLadiesIndia – Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners
- #TheFutureOfMetAL — Vedanta Aluminium with Archetype Agency.
- Sixth Sense — ITC Limited with First Partners with Dentsu Webchutney
- Without us, Samsung wouldn't be Samsung - Positioning Samsung Semiconductor India Research as the nerve centre of every Samsung innovation — Samsung Semiconductor India Research (SSIR) with Archetype Agency

## Financial and IPO Communications

- Nexus Select Trust: The Reit Choice for Investors — Nexus Select Trust with Adfactors PR
- Yatharth Hospital & Trauma Care Services Limited: Better Healthcare, Better Tomorrow — Yatharth Hospital & Trauma Care Services with Adfactors PR

## Integrated Marketing

- #MakeGurugramroadssafe — Park+ with Kaizzen
- Alchemy - Kaleidoscope of Time — Chivas Regal with PR Pundit Havas Red
- Durex The Birds and Bees Talk — Reckitt with Avian WE
- Sixth Sense — ITC with First Partners with Dentsu Webchutney
- Time To Decide Destiny - Stroke Awareness Campaign — Medtronic with Dentsu Creative

## Marketing to Consumers (New Product)

- Indkal Technologies - Launch of Acer Google TVs — Indkal Technologies with Hill and Knowlton
- ITC Mission Millets Campaign — ITC Foods with Avian WE
- Launching Asaya - Breaking Barriers in Beauty — Asaya with Ebony & Ivory PR
- Mainstreaming Millets & Millet-Based Ready-To-Cook Products — Godrej Industries (Godrej Yummiez) with Godrej Corporate Brand & Communications Team
- Urban Company - Launch of Native RO — Urban Company with Hill and Knowlton

## Marketing to Consumers (Existing Product)

- #KisanFashion - Highlighting the evolving landscape of men's grooming in rural areas — Godrej Industries (Godrej Expert Rich Creme) with Godrej Corporate Brand & Communications Team
- Beyond Films and Beyond Boundaries — PVR INOX with Avian WE
- Mission India 2047: Har Jazbe Ke Liye — Clix Capital with First Partners
- Sixth Sense — ITC with First Partners with Dentsu Webchutney
- Take BoldCare of Her — BoldCare with Value 360 Communications



# SABRE Awards SA 2024 Finalists

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## Media Relations

- #BeyondThePill — Lupin with Genesis BCW
- Invest in your Sleep — Polyflex India with Concept Public Relations India
- Lionsgate has got G.A.M.E aka 'Greatest Action Movie Ever' — Lionsgate India with RF Thunder
- MPL: Saving Game Point — Mobile Premier League (MPL)
- Strengthening Maruti Suzuki SUV Story — Maruti Suzuki India with Avian WE

## Public Affairs/Government Relations

- Empowering Growth: Strengthening the Regulatory Framework of India's Skill Gaming Industry — All India Gaming Federation with Kaizzen
- From Charkha to Chips: Navigating India towards Homegrown Chip Manufacturing with IESA — Indian Electronics and Semiconductors Association(IESA) with Value 360 Communications
- Indian Leadership Forum Against Trafficking — ILFAT with Chase Avian Communications
- Re-start: A Second Chance at Life — Max Healthcare with First Partners
- Sustainable Livelihood for Every Plantation Worker — Planters' Association of Ceylon with Adfactors Public Relations Lanka

## Public Education

- Dettol Hygiene Olympiad — Reckitt with Avian WE
- Gamers for Dementia Awareness — Mobile Premier League (MPL)
- Haath Dhona Cool Hai — ITC Savlon with Genesis BCW
- Kaise Ka Cancer (The Hows Of Cancer) — Tata Trusts with Current Global India
- Sixth Sense — ITC with First Partners with Dentsu Webchutney

## Special Event

- #MaidaanSaaf (Clear the Field) — Anandana - The Coca-Cola India Foundation
- Bukhara, world's most famous Indian restaurant, turns 45! — ITC's Hotel Group with First Partners
- Coke Studio Bangla — The Coca-Cola Company
- Inked with Care — Manipal Hospitals with Concept Public Relations India
- One Earth, One Family, One Future — G20 India with Avian WE

# SABRE Awards SA 2024 Finalists

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## Emerging Markets

- #KisanFashion - Highlighting the evolving landscape of men's grooming in rural areas — Godrej Industries (Godrej Expert Rich Creme) with Godrej Corporate Brand & Communications Team
- Perfect Blend of Science & Entertainment — Games24x7
- Science of Purpose — Games24x7

## PR Aspirant/Student of the Year

- #PausePR — SCoRe
- PRime Campaign — PRCAI
- WeArePR- Putting the 'Relations' in Public Relations — Arpita Hota with School of Communications, XIM University

## Industry Sectors

### Associations

- #EUUnitedINDiversity — Delegation of European Union to India and Bhutan with Avian WE
- Bharat Ke Liye (For India) — Organisation of Pharmaceutical Producers of India (OPPI) with Weber Shandwick India
- Choose Safer Healthcare — NATHEALTH - Healthcare Federation of India with Avian WE
- From Charkha to Chips: Navigating India towards Homegrown Chip Manufacturing with IESA — Indian Electronics and Semiconductors Association(IESA) with Value 360 Communications
- Sustainable Livelihood for Every Plantation Worker — Planters' Association of Ceylon with Adfactors Public Relations Lanka

### Consumer Products/Services

- #KisanFashion - Highlighting the evolving landscape of men's grooming in rural areas — Godrej Industries (Godrej Expert Rich Creme) with Godrej Corporate Brand & Communications Team
- EatQual 2.0 - Colours — McDonald's India (West & South) with Avian WE
- Invest in your Sleep — Polyflex India with Concept Public Relations India
- Starbucks #ItStartsWithYourName — Tata Starbucks with Edelman India
- Teaching India to #SpeakSign — KFC India with Edelman India

# SABRE Awards SA 2024 Finalists

## Fashion & Beauty

- #Coloursareforall - A Diverse & Inclusive Approach to Celebrating Everyone — Godrej Industries (Godrej Professional) with Godrej Corporate Brand & Communications Team
- Feel Good with Fama Mental Well-being Survey — ITC Fama with Genesis BCW
- Launching Asaya - Breaking Barriers in Beauty — Asaya with Ebony & Ivory PR
- Miss World 2024 - Beauty with Purpose — Miss World Foundation with Value 360 Communications

## Financial & Professional Services

- Adding the 5th Dimension to Investment - Gender Lens Investing — Caspian Debt with First Partners
- Bridging Boundaries Limitless Possibilities — Port City Colombo with Hardtalk
- Indeed is Shaping the Future of Work: Empowering Through AI — Indeed with Archetype
- Mission India 2047: Har Jazbe Ke Liye — Clix Capital with First Partners
- Your Gateway to Decentralized Future — Unocoin with Media Mantra

## Food & Beverage

- Achaar Ka Perfect Jodidaar — Adani Wilmar with AdFactors PR
- Delicious Design Project 2.0 — Glenmorangie with PR Pundit Havas Red
- India's SnackKing — Samosa Singh with Media Mantra
- ITC Mission Millets Campaign — ITC Foods with Avian WE
- Kurkure: Championing Anti-Hustle and Embracing Individuality with "Chatpate Se Sab Patein" — PepsiCo India with Edelman India & Leo Burnett

## Industrial/Manufacturing

- 60-City Innovation Yatra by Schneider Electric — Schneider Electric with Adfactors PR
- From Charkha to Chips: Navigating India towards Homegrown Chip Manufacturing with IESA — Indian Electronics and Semiconductors Association(IESA) with Value 360 Communications
- Seeking God in the Jungle — Hyundai Motor India with First Partners
- Sixth Sense — ITC with First Partners with Dentsu Webchutney
- Vedanta For India: The Return of Iron Ore Mining in Goa — Vedanta Sesa Goa with First Partners



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## Healthcare

- #Tuffies — Cipla with GCI Health India
- Dettol Hygiene Olympiad — Reckitt with Avian WE
- Kaise Ka Cancer (The Hows Of Cancer) — Tata Trusts with Current Global India
- Let's Get Tested — TB Alert India with Hill & Knowlton

## Media, Arts & Entertainment

- Lionsgate has got G.A.M.E aka 'Greatest Action Movie Ever' — Lionsgate India with RF Thunder
- Main Khush Toh Family Khush — Sony SAB with Ruder Finn
- Miss World 2024 - Beauty with Purpose — Miss World Foundation with Value 360 Communications
- Royale Glitz Tribute to West Bengal — Asian Paints with Madison PR

## Mining and Extractive Industries

- #IronLadiesIndia - Shattering More Than the Glass Ceiling! — Vedanta Sesa Goa with First Partners
- #TheFutureOfMetAL — Vedanta Aluminium with Archetype Agency
- Vedanta For India: The Return of Iron Ore Mining in Goa — Vedanta Sesa Goa with First Partners

## Not for Profit

- #BeatPlasticPollution — Godrej Industries & Associate Companies
- #MaidaanSaaf (Clear the Field) — Anandana - The Coca-Cola India Foundation
- Indian Leadership Forum Against Trafficking — ILFAT with Chase Avian Communications
- Kaise Ka Cancer (The Hows Of Cancer) — Tata Trusts with Current Global India
- Transforming Markets for Improved Nutrition — Access To Nutrition Initiative with Kaizzen

## Public Sector/Government

- Crime Proofing Mega Events of G20 Summit and Ayodhya Temple Inauguration — Staqu Technologies with First Partners
- One Earth, One Family, One Future — G20 India with Avian WE
- Startup Mahakumbh 2024 — Startup Mahakumbh with Avian WE
- Why New Zealand — Education New Zealand with Ruder Finn

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## Startup Communications

- #MakeGurugramroadssafe — Park+ with Kaizzen
- Adding the 5th Dimension to Investment - Gender Lens Investing — Caspian Debt with First Partners

## Technology

- Adobe Crafting Responsible GenAI Innovation Narrative Amidst Tech Frenzy — Adobe India with Ruder Finn
- Crime Proofing Mega Events of G20 Summit and Ayodhya Temple Inauguration — Staqu Technologies with First Partners
- Empowering Every Retailer: ONDC's Journey to Transform Indian E-commerce — ONDC, Government of India with Value 360 Communications
- Gamers for Dementia Awareness — Mobile Premier League (MPL)
- Science of Purpose — Games24x7 with NA

## Travel & Leisure

- Bukhara, world's most famous Indian restaurant, turns 45! — ITC's Hotel Group with First Partners
- Creating Inviting Moments for Indians to Come and Say G'Day — Tourism Australia with MSL India
- Looking Beyond Maldives — EaseMyTrip with Value 360 Communications
- Made in Singapore — Singapore Tourism Board with Homegrown, MSL India, Zenith Media, Publicis OOH