

# Exclusive: Resurgence in Consumer Electronics sales expected, backed by synergies of Festivals and Sports

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**W**ith the festive season in full swing and sports fervor at an all-time high, brands have left no stone unturned to leverage the high media engagement and gift-giving spirit, which is at its peak in India. From CGI to OOH, every arena of marketing, digital, and on the ground is overflowing with festive campaigns.

On the sidelines of this, MediaBrief caught up with **Sunil Narula**, Senior Vice President – Sales & Marketing, Panasonic India; **Priyanka Sethi**, Head of Marketing, Haier India; **Salil Kapoor**, CEO, Hindware Home Innovation Limited; **Kishan Jain**, Director, Goldmedal Electricals; **Archit Aggarwal**, Co-founder, Crossbeats; and **Varun Poddar**, Founder, GOVO, to learn more about their expectations for the festive season, the strategies their companies are leveraging, and their unique approach to marketing. Read on.

## Expectations from the Festive Season

With festivals and cricket being the core of India's spirit, the ongoing season in India is extremely significant for brands to undoubtedly see an upsurge this quarter, in a year that has been slow and low on demand. **Sunil Narula, Senior Vice President- Sales & Marketing, Panasonic India** is confident about, "A healthy business growth for the Fast-Moving Electric Goods (FMEG) industry in the approaching festive season," highlighting that "categories like switches, switchgear and wiring are expected to benefit during this festive season."

**Crossbeats' Co-founder Archit Aggarwal**, shares, "Our extensive data analysis from previous years and current market trends have led us to project a substantial increase in sales for the next 60-90 days."



**Salil Kapoor, CEO, Hindware Home Innovation Limited** notes the surge in demand for consumer durable products at Hindware Smart Appliances while **Kishan Jain, Director, Goldmedal Electricals** marks his expectations around a surge in demand for LED lights, wires, MCBs, doorbells, and other electrical items.

**Varun Poddar, Founder, GOVO** is optimistic about a resurgence in sales with the increasing demand for audio technology among their key demographic of 18-32 year olds.

**Priyanka Sethi, Head of Marketing, Haier India**, observes, "Premiumization has been a consistent trend in the consumer electronics industry, and we anticipate premium segments will continue to lead the festive sales, contributing significantly to our success."

### Marketing Strategies for the Festive and World Cup season

With different goals and target groups in mind, brands have to ensure their campaigns reach the correct market and set the tone to achieving their vision.

Companies have to be conscious about the messaging and spirit of their campaigns, especially with the festive and sporting season in mind, to avoid backlash and associate their product with negative recall.

Weighing in on their strategies, **Sunil Narula** mentions that the main goal of **Panasonic's** campaign is "to maintain top of mind recall for consumers" and to sustain this, they have taken an aggressive approach by launching back to back campaigns, the 'Load Lega Leader' for the Cricket World Cup and the 'Right Light' festive campaign, along with providing consumer promotions and incentives for their distribution channels.



**Priyanka Sethi** underlined, that with the aim to strengthen customer connections, build brand awareness, enhance brand loyalty, and drive business growth in the Indian market, **Haier** strategized to “bridge the synergies of festivals and sports to tap the premium audience,” by adopting an omni-channel approach with the digital segment boasting an “always-on communication module” as well as offline “innovative shop floor mechanisms and activations.”

**Salil Kapoor**, explains that ‘**Hindware Smart Appliances**’ are the driving force of their marketing this season. With the promise to enrich lifestyles and enhance convenience, Hindware poses their smart appliances as the perfect gift for the festive season. Using multi-channel marketing, “Hindware enjoys high visibility in both digital and physical stores.”

**Archit Aggarwal**, shares that **Crossbeats** has an ongoing World Cup campaign that includes interactive content, giveaways, and special promotions, across social media platforms to engage a wider audience.

With Diwali around the corner, Crossbeats is also putting together a meaningful campaign that will form a connection with customers during festival time, therefore encouraging trust and reliability in the brand.

## Staying a cut above the rest

In a digital-centric world, festival time not only creates traffic on the streets, but also generates it online. To drive customers to their sites and elevate engagement, brands need to create clutter-free campaigns that stand out and draw attention amidst the overcrowding of festive campaigns.

New initiatives including digital (CGI Ads AR website features etc) and on ground activities can help a brand stand out and get noticed.

“Both our campaigns play along the emotions that Indian households carry,” says **Sunil Narula**. With the elements of “togetherness and family bonding” being crucial to Indians, and emotional sentiments at an all time high during the festive season, the campaigns are sure to make themselves unforgettable among the rest. He also adds that **Panasonic** has aimed to keep their campaigns “conventional yet convincing”, identifying the potential of rural markets.

**Hindware's** approach to standing out is product forward rather than campaign forward with its “feature-rich products and innovative technologies”. **Salil Kapoor** discusses the launch of Hindware’s “first AI smart chimney” at attractive price points and posits them as a “game changer” to attract customers.

**Priyanka Sethi** elaborates on how Haier is “bringing a power-packed amalgamation of sports and festivals to customers across India,” with its multi-fold marketing initiatives to stand out from the crowd including; Sport-O-Tainment Marketing – Partnering with “high-impact properties” such as World Cup 2023, IPL 2023, Big Boss Telugu, Big Boss Tamil, Dadasaheb Phalke International Film Festival Awards 2024, Regional festivals-based campaigns, customer-inspired product innovations and exclusive Consumer offers.

**Crossbeats** intends to stay ahead of the game through their partnership with cricketing superstar, Surya Kumar Yadav for the ICC World Cup, launching special world cup edition products with signed goodies.

For the festive campaign they plan to leverage innovative OOH advertising, which will be a refreshing break from the excessive online campaigns.



## Marketing / Media Mix

Leveraging a dynamic mix of traditional and digital channels is key to maximising customer reach and engagement. It is crucial to determine the ratios of both and what campaigns would work better online versus online. Identifying the correct media and marketing mix for a campaign can make or break it. Here's how some electronic brands are doing the same...

**Sunil Narula** shares Panasonic's media mix stating, "Our festive campaign for power items is mainly supported by radio (to assist on-ground activations), digital (with a 2.5X budget increase from the previous campaign), and out-of-home (OOH) advertising. For this campaign, we're also making good use of below-the-line (BTL) techniques to guarantee consistent brand recall all through the season."

**Kishan Jain** explains how **Goldmedal Electricals** is utilizing their digital and social media platforms to amplify their reach to a wide audience. Goldmedal Electronic's aim to is enhance the holiday experience in the festive season, with this in mind, "Goldmedal is creating engaging holiday-themed content and offering exclusive discounts" for home and automation technology to add convenience and security during the holidays.

Apart from its digital-first approach, **Haier** is also making strategic investments in innovation and marketing and capitalizing on the growing demand for home appliances.

**Priyanka Sethi** underlines, "our marketing efforts will focus on both ATL and BTL initiatives to create a comprehensive customer experience. Digital and TV will be our prime focus as they've become our preferred channels for engaging with our audience."



**Varun Poddar** states that **GOVO** is focusing on “festive-themed content tailored to our 18-32 age group audience, along with the promotion of exclusive discounts,” across their digital and social media platforms. GOVO is also collaborating with influencers in the audio tech and lifestyle space.

Highlighting GOVO’s commitment to responsive customer engagement and data-driven decision-making to form an emotional connection with consumers, Poddar comments that the brand encourages “user-generated content, initiates interactive campaigns, and employs live streaming to provide real-time insights and responses” from consumers.

With its target group in mind, **Crossbeats** has invested significantly in digital platforms and brings forward digital strategies which including campaigns and contests to align with the celebratory spirit.

**Archit Aggarwal** comments, “We are not pushing our campaigns aggressively on TV as we feel our audience is more active on digital platforms. Digital marketing including social media and online advertising platforms play an important role in our strategy. We are pushing our campaigns on all social media platforms such as Instagram, Facebook, Twitter, and YouTube to engage with our target consumers in a more interactive and personalized manner. We are also exploring influencer collaborations as they allow us to tap into their credible audience who align with our brand values.”

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