

The Founder

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Volume 2, Issue 1

Pg 50

AI IS THE NEW
CANVAS FOR
CREATIVITY

FROM LOCAL LANDMARKS TO GLOBAL SKYLINES

How Simca Advertising
lit up New York's
Times Square



FAHIM BATLIWALA

The Visionary Driving Simca
Advertising's Global Impact



7th
March
2025



New Delhi
Hotel Pride
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Unleashing the Potential of
Technology in NBFCs

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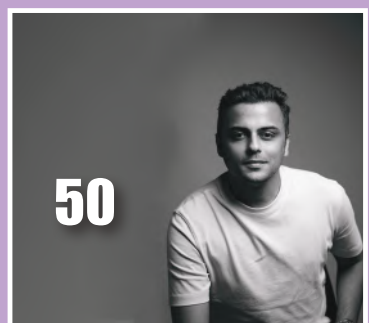
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Creative Director, Yellow

FROM THE FOUNDERS' DESK

Ashish Srivastava (L) and Anupam Gupta (R), Founders, B2B Market Media | The Founder Media

Driving OOH advertising forward

Dear Prime Readers,

We are happy to bring you another edition of *The Founder*, this time, to celebrate the visionary leaders and pioneers of the Out-of-Home (OOH) advertising industry. This edition is a tribute to the individuals who have transformed urban landscapes into vibrant canvases, driving creativity, innovation and impact through their ventures.

As we unveil this edition at the OOH Phoenix Awards & Summit 2025 in Mumbai, a city synonymous with dynamism and diversity, we reflect on the pivotal role OOH advertising plays in connecting brands with audiences in unique and memorable ways. Our pages showcase the journeys of visionary founders in the industry—those who have pushed limits, leveraged technology and overcome obstacles to transform the landscape of OOH advertising.

Through *The Founder*, we aim to offer not just a glimpse into their journeys, but also insights into the evolving trends, strategies and innovations driving this industry forward. We believe these stories will inspire current and future entrepreneurs to dream big and create their mark in this vibrant sector.

Thank you for joining us on this journey, and we hope you enjoy reading this edition as much as we enjoyed creating it.

The Educator

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Volume 1, Issue 2

**TRANSFORMING
LEARNING
IN EMERGING
NATIONS**



UPCOMING EDITION



EDITOR'S CORNER

Capturing attention, creating impact

As we step into 2025, *The Founder* embraces creativity, transformation and the dynamic world of Out-of-Home (OOH) advertising. This edition celebrates visionaries redefining audience engagement through bold storytelling, evolving technologies and data-driven insights.

Today, OOH advertising is no longer just about visibility—it's about immersive experiences that blur the lines between physical and digital. Artificial Intelligence (AI)-powered adaptability is turning billboards into interactive story-telling hubs, making advertising more engaging than ever.

Through expert interviews and thought-provoking insights, we explore OOH advertising's deeper integration into daily life, the rising influence of sustainability and the technological revolution shaping the OOH advertising industry.

The future of OOH advertising is bright and sunny, destined to bring in even bigger business, enduring hopes and loud cheers our way.

Let's get set to embrace the bigger, bolder and impactful!

Happy journey through the pages!

Akanki Sharma
editor@thefoundermedia.com



“

The future of OOH advertising is bright and sunny, destined to bring in even bigger business, enduring hopes and loud cheers our way

From local **landmarks** to

GLOBAL SKYLINES

A vibrant sunset over a city skyline, likely New York City. A large billboard on the left displays a stylized, colorful graphic of a cityscape. The sky is a mix of orange, red, and purple hues. The city lights are visible in the background.

Simca Advertising is making its mark at Times Square in New York, taking Indian creativity abroad. **Akanki Sharma** explores the company's bold campaigns, the challenges along the way, and the exciting opportunities ahead. Further, Simca's founder explains how DOOH is helping Indian creativity to shine abroad

Traditional billboards are generally more affordable than digital screens, making these accessible for brands with smaller budgets. Unlike Digital Out-of-Home (DOOH) advertising, which requires digital content production and often involves higher leasing costs, static billboards provide a cost-effective and long-term presence. Additionally, while digital ads rotate with other campaigns, traditional billboards ensure constant 24/7 visibility without competing for screen time, making them a powerful tool for long-term branding strategies.

Some of the most memorable advertising campaigns rely on bold imagery and concise messaging rather than digital animation. Simplicity can be impactful—think of Apple's minimalist iPhone billboards. Rather than replacing traditional billboards, DOOH advertising enhances the Out-of-Home (OOH) medium. Many advertisers integrate both



formats. They use static billboards for sustained messaging, while also leveraging DOOH for real-time and interactive content.

In an era of digital overload and widespread ad-blocking, traditional billboards remain a guaranteed way to reach audiences without disruption. Times Square, one of the world's most iconic advertising hubs, exemplifies the power of OOH advertising, captivating millions daily.

What makes Times Square ads iconic

Times Square attracts more than 50 million visitors annually, offering brands unparalleled exposure to a diverse,

global audience. The combination of heavy pedestrian traffic and continuous vehicle movement ensures that ad-

While Times Square remains a global benchmark, India has several high-footfall, and high-visibility locations that could serve as its own digital advertising hubs

vertisements remain in constant view. The massive Light Emitting Diode (LED) screens and interactive displays enable high-resolution storytelling,

while advanced technologies—like Artificial Intelligence (AI)-driven, data-responsive ads and 3D anamorphic billboards—enhance engagement.

"DOOH advertising in Times Square allows for real-time updates and interactive campaigns and audience-trigger content. Brands can leverage this space for time-sensitive promotions, live data integration and event-based campaigns," said Fahim Batliwala, Founder, Simca Advertising. While Times Square remains a global benchmark, India has several high-footfall, and high-visibility locations that could serve as its own digital advertising hubs.

According to Batliwala,

although the scale and media impact may differ, elements of Times Square advertising can be successfully adapted to Indian cities. Potential locations include Bandra Kurla Complex in Mumbai; Dehli's Connaught Place; Cyber Hub in Gurugram; MG Road and Brigade Road in Bengaluru; and Kolkata's Park Street and Salt Lake area, and HITEC City and Gachibowli in Hyderabad. However, replicating Times

Square's success comes with challenges. While digital billboards are expanding in India, large-scale interactive screens are still limited due to cost sensitivity. Additionally, OOH advertising regulations vary across cities, requiring a strategic and systematic approach. Furthermore, what works in Times Square may need to be localised for Indian audiences, as pricing models and engagement strategies differ.

Despite these challenges, India has the potential to develop its own digital advertising hotspots. By investing in technology, strategic ad placements and compelling storytelling, Indian cities can create their own "Times Square effect," delivering impactful OOH campaigns.

Simca Advertising's entry into the competitive New York advertising market—with brands like T10 and Rustomjee—was a strategic move requiring strong partnerships and market adaptability. Competing in a high-stakes location like Times Square meant navigating global competition while ensuring impactful ad placements.

Competing in New York's ad market

To succeed in New York's advertising landscape, businesses must leverage a strong Unique Selling Proposition (USP). A focus on promoting Indian brands on a global stage can attract companies looking to expand internationally. Offering competitive pricing models and flexible campaign structures also helps emerging brands to maximise their reach without exceeding budgets.

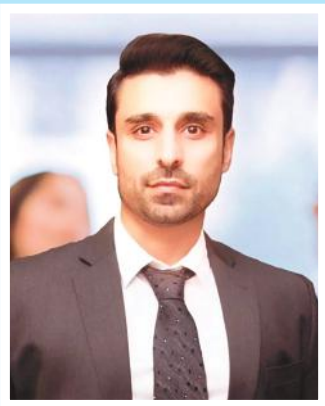
Batliwala said, "Strategic partnerships play a crucial

...To be continued on page 16



DIGITAL OOH

Transforming urban landscapes and advertising strategies



Fahim Batliwala, Founder, Simca Advertising, examines the evolution of Digital Out-of-Home (DOOH) advertising in India. He unravels the

challenges, explores cutting-edge solutions and highlights the innovative trends for brands and advertisers

While traditional or static OOH media excels at building awareness and brand saliency, DOOH advertising offers a unique opportunity to break through the clutter with dynamic messaging that engages audiences in more meaningful ways. Unlike traditional media that targets a broad audience, DOOH advertising provides an unprecedented ability to adapt content, delivering personalised experiences for consumers.

Today's consumers demand more than passive exposure. They seek engaging and interactive experiences, whether through Augmented Reality (AR), motion sensors, or touchscreens. DOOH advertising enables brands to captivate and excite audiences by seamlessly integrating with mobile, social media and other digital platforms, amplifying messages and extending reach.

Designing a DOOH advertising campaign requires a nuanced approach that combines creativity, technology and audience insight. Outdoor advertising is a six-second medium, requiring concise and impactful communication to capture attention and ensure brand recall. In DOOH advertising, where up to six brands may

share a single screen, it becomes crucial to identify and target specific demographics and select media placements that enhance campaign relevance and effectiveness. Since

India's growing population of tech-savvy consumers, particularly in urban areas, is more inclined to engage with Augmented Reality (AR)-driven DOOH ads

DOOH advertising screens are typically placed in high-traffic public spaces, creatives must deliver clear and compelling messages within seconds

of exposure. The medium's adaptability and integration capabilities further enhance its ability to engage audiences.

DOOH advertising in India

The DOOH advertising industry in India has experienced remarkable growth in recent years. In FY 2023, the sector saw a nine per cent growth compared to eight per cent in FY 2022, and it is projected to grow by 15 per cent in FY 2026. This rapid growth is fuelled by evolving demographics, such as a younger audience base, urbanisation trends like the Smart City Mission and government-led infrastructural developments, including new airports and metro stations. These factors enable advertisers to reach affluent and mobile audiences effectively.

Integrating advanced technologies

With increasing urbanisation and smart city initiatives, DOOH advertising screens are becoming integral to urban landscapes. Technologies like Artificial Intelligence (AI), AR and real-time analytics make these screens even more relevant. India's growing population of tech-savvy consumers, particularly in urban areas, is more inclined to engage



with AR-driven DOOH ads. Analytics tools improve campaign efficiency by ensuring ads reach the right audience, minimising wasteful spending.

Brands like Pepsi and Coca-Cola have successfully used AR at touchpoints such as metro stations and malls to create immersive consumer experiences. Such technologies enhance the effectiveness of DOOH advertising, making campaigns smarter, more engaging and measurable, thus increasing their value for brands as well as consumers.

Addressing challenges in DOOH advertising

Advertisers experimenting with DOOH often face challenges ranging from technical and operational issues to audience engagement and measurement hurdles. Standardising ad formats, screen sizes and specifications is essential to scale campaigns across multiple networks and locations. High initial setup costs can deter small and medium-sized advertisers, making it critical to consider pricing strategies based on location and audience reach.

The short visibility span of OOH media—exacerbated in DOOH—requires impactful creative to grab attention in busy environments, especially with non-interactive content.

Unlike digital ads online, DOOH lacks straight-forward metrics like click-through rates, making it harder to evaluate performance directly against ad spend. Implementing advanced analytics tools to measure foot traffic, dwell time and engagement near DOOH displays is crucial to justify investments.

Maximising the DOOH ad potential

As urbanisation and smart city initiatives gain momentum, DOOH advertising offers significant growth opportunities. Advertisers can maximise DOOH's potential by leveraging technology, data and creative strategies to enhance brand presence. Collaborating with authorities to integrate brands into infrastructural developments and partnering on campaigns that educate consumers about smart city initiatives can combine public awareness with brand messaging. Encouraging consumers to share DOOH ad experiences online bridges offline and online engagement.

There is substantial potential for DOOH to expand into tier-II and tier-III cities, where digital adoption is growing. Customised campaigns tailored to the cultural and economic contexts of smaller cities



can drive deeper engagement. Correlating DOOH exposure with online and offline sales data helps to showcase tangible Return On Investment (ROI).

Emerging trends and technologies

The future of DOOH advertising in India is brimming with possibilities as new trends and



make real-time adjustments for better ROI.

5G connectivity: Faster data speeds allow DOOH screens to update content in milliseconds, enabling hyper-relevant and location-specific messaging. Further, it enhances Internet of Things (IoT) integration for more sophisticated and data-driven campaigns.

AI-powered content creation: It automates video generation and optimises ad content for better performance based on audience-engagement metrics. It also utilises data from smart city sensors like traffic patterns to make ads contextually aware.

In a world where consumer attention is fleeting and competition is fierce, Digital OOH offers a powerful way for brands to cut through the noise

technologies emerge. Key advancements include:

Programmatic- DOOH : It enables real-time ad buying and optimisation based on data like weather, traffic or audience demographics, and integrates seamlessly with online and mobile campaigns for cohesive storytelling. It also leverages AI to analyse performance and

Blockchain for transparency: It ensures transparency in ad placements, reducing fraud and inefficiencies, while also automating payments and agreements based on performance metrics.

Expansion into rural and tier-II and tier-III markets: It develops hyper-local campaigns in regional languages

for deeper engagement in smaller cities and rural areas, and crafts emotionally-resonant campaigns to build stronger brand connections.

As India's cities become smarter and audiences grow increasingly connected, these innovations will revolutionise DOOH advertising. By combining technology, data and creativity, advertisers can create compelling campaigns that capture attention and deliver measurable results.

As technology continues to advance, the scope for experimentation within Digital OOH will only grow. In the coming years, we can expect even more integration of AI, AR and interactive content. Brands will have the opportunity to create hyper-personalised experiences that go beyond simply selling a product; they will be able to foster deeper emotional connections with their audience.

In a world where consumer attention is fleeting and competition is fierce, Digital OOH offers a powerful way for brands to cut through the noise. By embracing experimental advertising, marketers can create campaigns that aren't just seen, but experienced — leaving a lasting impression on their audience and setting the stage for the future of marketing.

...Continued from page 11

role in securing premium ad spaces at competitive rates. Collaborating with media owners ensures better placements, while partnerships with local businesses and event organisers help to integrate digital elements into OOH campaigns, increasing engagement and visibility."

The rise of data-driven and programmatic advertising is transforming OOH-advertising strategies. AI-powered audience targeting ensures ads appear at optimal times for maximum impact. Real-time campaign tracking further enables brands to measure Return on Investment (ROI) effectively, making advertising efforts more data-driven and results-oriented.

Investing in DOOH advertising provides a competitive edge. Using interactive billboards, Augmented Reality (AR) and 3D anamorphic displays helps brands to create visually-striking campaigns. Additionally, synchronised campaigns across multiple screens in Times Square deliver immersive brand experiences, capturing consumer attention on a massive scale.

Finally, localised and culturally-relevant advertising enhances engagement

Global brands often prefer to work with established media firms that have a long-standing reputation for delivering high-impact advertising solutions

by tailoring campaigns to New York's diverse audience.

Running ethnically targetted ads for South Asian, Hispanic and other key demographics ensures messaging resonates with multi-cultural consumers, making campaigns more impactful and relevant.

Challenges in competing with international ad firms

Competing in the global OOH advertising market presents several challenges for Indian





firms looking to establish presence in locations like Times Square, Piccadilly Circus, or Shibuya Crossing. One of the primary obstacles is the high cost of entry. Premium advertising spaces in such prime locations require significant financial investment, making it difficult for new entrants to compete with well-established global players that have deep financial resources.

Additionally, regulatory and permit hurdles pose a major challenge. "Each country and city has its own set of

advertising regulations, zoning laws and content restrictions. Navigating these complex rules, along with compliance requirements for DOOH-advertising content, can be time-consuming and costly. Without proper knowledge of these frameworks, Indian firms may face delays or rejections when attempting to secure prime advertising spots," informed Batliwala.

Establishing brand trust and market penetration is another crucial barrier. "Global brands often prefer to work

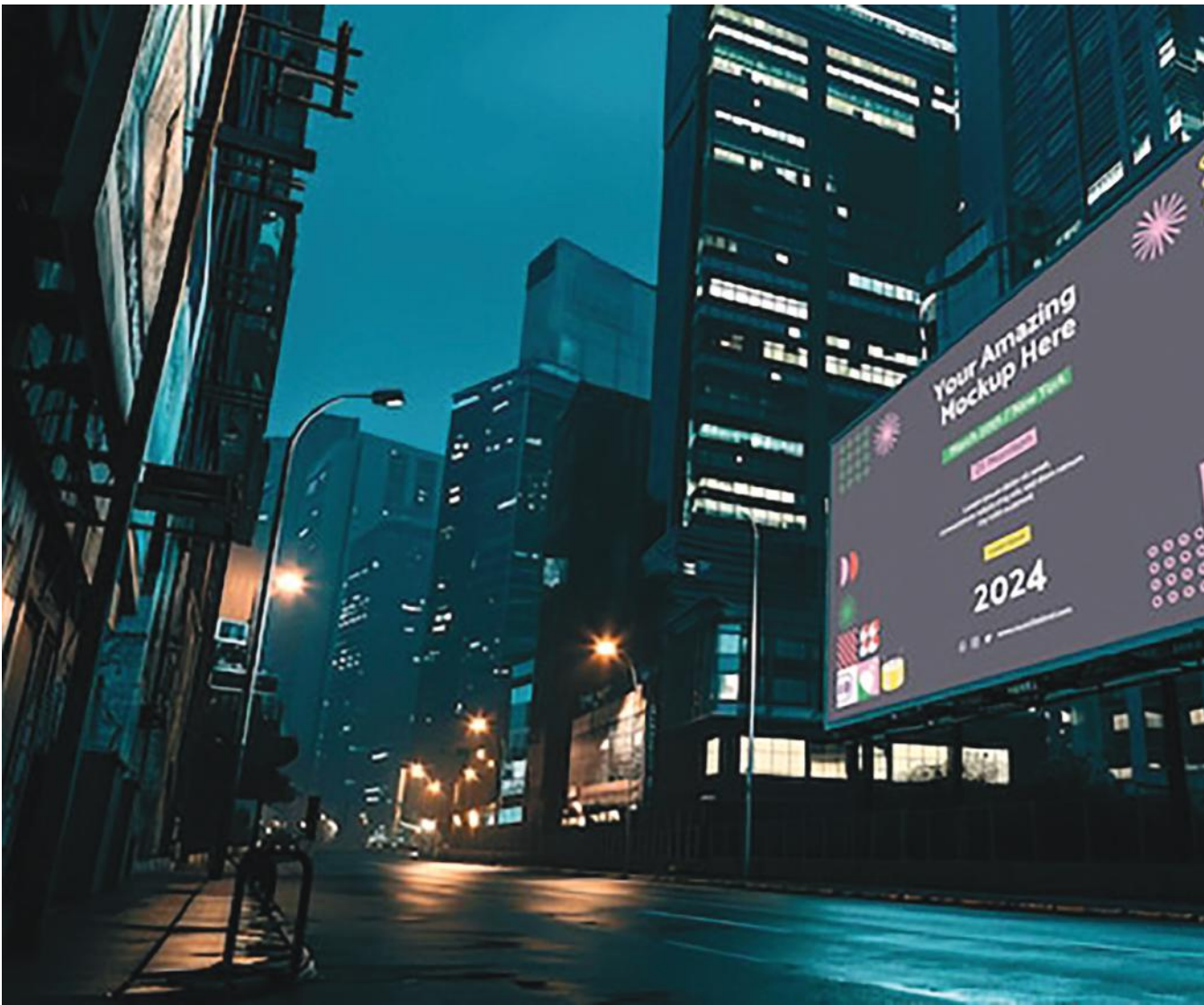
with established media firms that have a long-standing reputation for delivering high-impact advertising solutions. Convincing these brands to choose an Indian advertising firm over their existing partners requires a strong track record, innovative solutions and competitive pricing," he added.

The need for technological investment is also a key factor. The global OOH advertising industry is rapidly evolving with AI-driven targeting, programmatic advertising and real-time audience analytics. Indian firms must invest heavily in high-tech digital billboards, AI-powered ad placements and immersive technologies like 3D and AR to stay competitive.

Understanding local market dynamics is critical for success. "Consumer behaviour, foot traffic patterns and seasonal advertising trends vary across different regions. Without comprehensive market research and insights, Indian firms may struggle to design effective campaigns that resonate with international audiences," as per Batliwala.

Taking Indian advertising worldwide

Despite challenges, there are significant opportunities for Indian advertising agencies to expand internationally. One



key area of growth is helping Indian brands to enter into global markets through strategic OOH ad placements. By acting as bridge partners, Indian agencies can facilitate the entry of domestic brands into international advertising hotspots, ensuring visibility and market penetration.

Additionally, forming joint ventures with international advertising giants can provide

access to premium ad spaces and advanced technology. Partnering with global OOH firms enables Indian agencies to manage campaigns in domestic as well as international markets, giving those a competitive edge.

Another promising avenue is leveraging advanced DOOH and programmatic advertising. Collaborating with global agencies to integrate AI-driven

targetting, real-time audience analytics and programmatic OOH solutions can help Indian firms deliver dynamic and data-driven campaigns that maximise impact.

Attracting foreign brands to the Indian market is another lucrative opportunity. With India's rapidly growing consumer base, international brands need effective localisation strategies for their



agencies can create compelling campaigns that appeal to diverse audiences.

Investing right is the key to scale high

To establish a strong presence in global markets, Indian OOH advertising firms need to invest in digital advertising infrastructure. "Partnering with global tech companies like Samsung, LG and Sony can provide access to cutting-edge display technology, while collaborations with AI analyt-

To establish a strong presence in global markets, Indian OOH advertising firms need to invest in digital advertising infrastructure

campaigns. Indian OOH ad firms can provide insights and solutions tailored to local audiences, making them valuable partners for global brands looking to expand in India.

Furthermore, cross-border content and creative exchange can help Indian agencies to enhance their global footprint. By combining Indian storytelling expertise with international production quality,

ics firms like Google Ads and IBM Watson can enhance audience-targeting capabilities," Baliwala further notified.

Forming strategic partnerships with leading global OOH advertising firms such as JCDcaux, Clear Channel and Outfront Media can also help Indian agencies to secure prime advertising locations and expand their reach. These partnerships can facilitate joint ventures, revenue-sharing

agreements and collaborative marketing campaigns that benefit both parties.

Content innovation is another critical area of investment. Indian firms must develop high-end production studios capable of producing 3D motion graphics, AR experiences and digital storytelling. Collaborating with Hollywood and Bollywood studios, as well as top advertising agencies like Ogilvy, WPP and Publicis, can further enhance their creative capabilities and global appeal.

In addition, expanding into transit and retail media advertising can also provide significant growth opportunities. "Acquiring exclusive advertising rights for metros, airports, railway stations and shopping malls can help Indian firms to establish a strong foothold in global markets. Working with transit media firms and local transport authorities can facilitate entry into these high-traffic advertising spaces," Batliwala suggested.

Mergers and acquisitions can also help Indian firms to strengthen their market position. Acquiring regional OOH advertising firms in Asia, the Middle East and Africa, as well as establishing a presence in advertising hubs like London, Dubai and Singapore, can provide a strategic advantage.

Joint ventures with regional OOH advertising leaders and acquisitions of specialised DOOH advertising firms can also accelerate international expansion efforts.

Indian innovation in International OOH advertising

Indian advertising agencies have a strong reputation for creativity, which can be leveraged to gain a competitive edge in global markets. Offering cost-effective creative solutions for international OOH campaigns can position Indian firms as valuable partners for global brands.

By providing outsourced creative services, including motion graphics, 3D design and interactive billboard content, Indian agencies can deliver high-quality solutions at competitive rates.

Apart from it, developing high-impact billboards that use cutting-edge visual effects, can attract global attention and position Indian firms as pioneers in the digital-advertising space.

Forming partnerships with global OOH and creative agencies can further enhance market reach. Entering emerging markets where OOH advertising is growing presents another opportunity.

Africa, Southeast Asia and the Middle East are seeing rapid urbanisation and infrastructure development, creating high demand for innovative advertising solutions.

Establishing regional offices or partnerships in high-growth areas like Dubai, Singapore and Nairobi can help Indian firms to capitalise on these expanding markets.

Finally, utilising Bollywood and Indian cultural influence for global campaigns can en-

Indian OOH advertising firms must embrace digital innovation, form strategic partnerships, and use the most innovative content to express the best of the ideas

hance brand recognition. Designing culturally immersive campaigns targeted at South Asian communities in the United States (US), United Kingdom (UK) and the Middle East can help Indian firms carve out a niche in the global OOH advertising landscape. Partnering with Hollywood and international streaming platforms to create India-inspired advertising content can further boost visibility.

Understanding government regulations and compliance

Expanding internationally requires a thorough understanding of government regulations, including site acquisition, ad content restrictions, environmental guidelines, taxation and foreign investments. Ensuring compliance with local laws and regulatory frameworks is critical for avoiding legal issues and securing long-term success in global markets.

Key considerations include adhering to regional advertising content restrictions, securing permits and zoning approvals, meeting sustainability guidelines and understanding taxation and revenue-sharing models in different countries. Successfully navigating these regulatory challenges will determine the ease with which Indian OOH ad firms can scale their operations globally.

To compete on the international level, Indian OOH advertising firms must embrace digital innovation, form strategic partnerships, and use the most innovative content to express the best of the ideas. India is capable enough to shine whenever, wherever and however it wants.

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Patience gives dreams the wings to soar

Nikhil Verma, Rajat Sikder, Vipul Mehta and Hardeep Singh, Founders, Walk The Talk (WTT), explain how patience has been not just a virtue, but a cornerstone of their success

In the fast-paced world of media and advertising, patience often feels like a luxury few can afford. Deadlines loom, customers demand results and trends change overnight. Yet, for the

four founders of Walk The Talk (WTT), patience was not just a virtue, but a cornerstone of our success.

Before the agency took flight three and a half years back, all four of us were

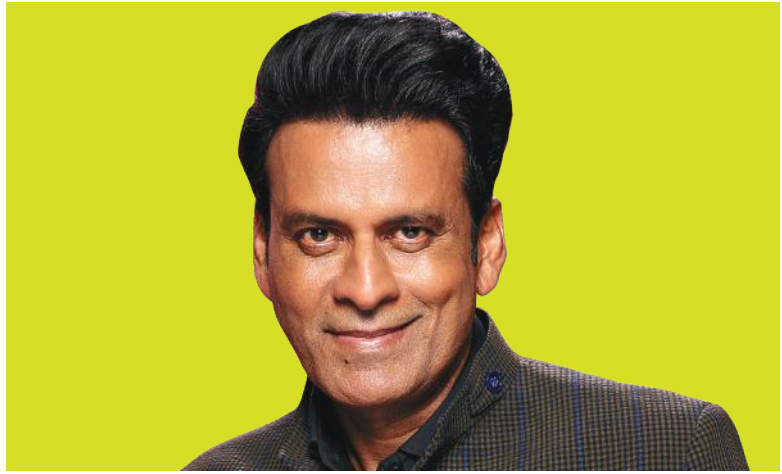
employed under various well-known banners, navigating the intricate web of Out-Of-Home (OOH) advertising. Like many professionals, we had our moments of dreaming bigger, and we often found

ourselves wondering, “If I ran this agency, I’d do things differently.” These musings weren’t just idle thoughts, these were seeds of change. Each idea, critique and innovation were carefully noted, forming a list that grew with time – a list of ideas, frustrations and innovations, that would one day become the foundation of WTT Communications.

The underlying thought was not to become just another such agency on the block. Patience, however, was the key that unlocked this vault. While ambition urged us to act hastily, patience reminded that great ideas need nurturing. A reminder that dreams are fragile, but patience is their wings, guided us not just in our work, but in how we build relationships, trust and impactful campaigns. Today, WTT is a reflection of that journey.

The genesis of a dream

Initiating the idea of a new agency, Verma’s decision to step into the entrepreneurial world wasn’t impulsive. Years of observation and learning shaped the vision of WTT founders. It was realised that the fundamentals—sticking to the basics, executing with precision and maintaining transparency, were often overshadowed by flashy trends and quick wins. The four believed



“In both art and advertising, authenticity is the key. WTT embodies this principle, which is why I felt compelled to support their mission. Their ideology resonates deeply with my own approach to storytelling and connection. It’s rare to see such purity in execution in today’s fast-paced world, and I’m proud to be part of their incredible journey

Manoj Bajpayee, Bollywood actor

in the power of simplicity. A well-crafted and a seamless campaign execution could speak volumes. By focussing on the core principles of OOH advertising, we aimed to build an agency that didn’t just promise results, but also delivered those with integrity.

Building on patience and perseverance

Patience is often mistaken for inaction. For Sikder, who was instrumental in actioning the initial plan of a new agency, it was the opposite. Patience means listening, learning and

refining ideas. It is about waiting for the right moment to act and ensuring that when we did, it was with clarity and purpose. Emphasis on transparency became a defining trait. In an industry where opacity often clouds client relationships, WTT chose to lay everything on the table, fostering trust and long-term partnerships.

Sticking to basics in a complex world

Mehta, who is on the helm of WTT’s operational affairs, always knew the timeless value



(From Left to Right) Nikhil Verma, Rajat Sikder, Vipul Mehta and Hardeep Singh

of the basics, even though digital revolution has transformed advertising. We prioritised, audience-first planning: by understanding the consumer's journey; purity in execution: attention to detail became our signature and transparent communication: whether with customers, partners, or within our team, clarity and honesty form our core ethos. WTT doesn't just believe in making bold statements, but lives by those.

The results speak for themselves

Singh is driving client acquisition at WTT that stands as a beacon of excellence in OOH advertising. Our campaigns don't just attract eyeballs, these tell stories, evoke emotions and drive results. From high-profile urban campaigns

to innovative campaigns in tier-II and tier-III markets, we have shown that patience, simplicity and integrity can work wonders for brands. Living up

In an industry where opacity often clouds customer relationships, WTT chose to lay everything on the table, fostering trust and long-term partnerships

to our name hasn't been easy. It requires discipline, trust and an unwavering commitment to our vision.

When Padma Shree awardee and celebrated thespian Manoj Bajpayee first came across WTT, he was captivated by the agency's dedication to

simplicity, creativity and integrity. Renowned for his sharp eye and unwavering commitment to authenticity, he found WTT's philosophy resonating deeply with his own values. Moved by the company's strategies and expertise in OOH advertising, he chose to go beyond mere admiration and stepped in as an investor, empowering our mission to revolutionise the industry.

A message for dreamers

For anyone nurturing a dream, there is an advice, "Trust the process. Patience doesn't mean waiting passively. It's about active preparation, staying true to your values and letting your vision mature over time."

WTT's story is a proof that while the world may rush forward, those who move with patience and purpose, ultimately soar higher. 卐

Pushing boundaries in OOH advertising

Haresh Nayak, Founder, Connect Network, shares insights with Akanki Sharma on the company's success in the Out-of-Home (OOH) advertising industry. He discusses innovative strategies, the evolution of OOH advertising and how technology-driven campaigns continue to set new industry standards



Q As the founder of Connect Network Inc., what has been your guiding vision for the company since its inception, and how has it shaped the campaigns you've executed?

Since founding Connect Network Inc., my guiding vision has been to redefine the way brands connect with their audiences by leveraging innovation, data-driven insights and technology.

This vision has shaped every campaign we've executed. From integrating cutting-edge AdTech and AI-driven solutions to crafting hyper-contextual and immersive experiences, we've consistently pushed boundaries to deliver value. For instance, our proprietary platform, Immersive, not only optimises audience targeting, but also ensures that campaigns resonate with specific demographics across cities, towns and even rural markets.

Our approach has always been centred on storytelling that transcends the conventional. Whether it's creating technologically-advanced billboards with sustainable features, using digital activations, or crafting activation campaigns that deeply engage communities, we've ensured that every initiative embodies creativity, precision and innovation.

Q Connect Network has implemented numerous Out Of Home (OOH) campaigns since 2021. Can you highlight one that stands out and explain what made it successful?

It's hard to pick just one as in the last three years, we now have more than 200 customers onboard, 16 Agencies Of Record (AOR), working on more than 1200 campaigns across 3000+ towns/cities. We've had the privilege of working on several standout campaigns for brands like Tata Motors, Hero, Gulf Oil, Vadilal, Casio and more. Each campaign brought its unique challenges and creative opportunities.

What ties all these campaigns together is our

approach: combining creativity with a clear understanding of the audience and the brand's objectives. This has allowed us to craft impactful narratives that resonate deeply with people while driving results for our customers.

Q How do you foster a balance between strategic business goals and the creative freedom needed to design impactful OOH campaigns?

We foster balance by aligning creativity with clearly-defined objectives, ensuring campaigns resonate with both audiences and brand goals. Our collaborative approach encourages teams to explore innovative ideas within strategic frameworks. By leveraging data insights, cutting-edge technology and a culture of open creativity, we deliver campaigns that are both strategically impactful and creatively inspiring.

Q In a world dominated by technological advancements, how has AdTech and MarTech transformed the landscape of OOH advertising at Connect Network?

AdTech and MarTech have revolutionised OOH advertising at Connect Network by enabling precise audience targeting, real-time content optimisation and measurable results. Our proprietary platform, Immersive, integrates Artificial Intelligence (AI)-driven insights and dynamic content across diverse markets, ensuring campaigns are impactful and data-backed. These advancements have transformed OOH advertising into an interactive, result-oriented medium, bridging the gap between traditional advertising and cutting-edge digital innovation.

Q What do you believe are the cornerstone principles of design that make an OOH campaign compelling and effective?

The cornerstone principles of compelling OOH

design are simplicity, clarity and relevance. A strong visual hierarchy, bold typography and striking imagery ensure instant impact. Messages must be concise, memorable and contextually aligned with the audience's environment. Incorporating innovation, whether through interactivity, technology, or storytelling, further enhances engagement. Ultimately, effective OOH design combines creativity with strategic intent to create a lasting impression.

Q The rise of digital billboards and interactive screens has revolutionised OOH advertising. How has Connect Network embraced this evolution?

We've embraced digital by making storytelling dynamic. From motion-activated billboards to Augmented Reality (AR) experiences, our campaigns are designed to engage audiences in new and innovative ways. These technologies have allowed us to transition from static ads to interactive brand experiences.

Q Designing for diverse markets requires nuanced strategies. How do you tailor OOH campaigns for urban versus rural, or national versus international, audiences?

We tailor OOH campaigns by aligning design, messaging and media formats with audience demographics and local contexts. For urban audiences, we emphasise innovation, interactivity and dynamic digital formats.

In rural areas, we focus on culturally-resonant storytelling and accessible visuals. National campaigns leverage cohesive narratives with localised adaptations, while international campaigns prioritise universal themes with regional relevance. By combining data insights and cultural understanding, we create impactful campaigns that resonate across diverse markets.

Q Beyond metrics like impressions and reach, how do you evaluate the creative success of an OOH campaign?

Creative success is evaluated through audience engagement, emotional resonance and the campaign's ability to spark conversations or actions. We measure brand recall, social media buzz and real-world interactions, alongside customer satisfaction. A successful OOH campaign not only achieves visibility, but also leaves a lasting impact, connecting with audiences on a deeper and memorable level.

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We foster balance by aligning creativity with clearly-defined objectives, ensuring campaigns resonate with both audiences and brand goals

Q What key trends do you foresee defining the future of the OOH industry, particularly in design and creativity?

The future of OOH will be defined by increased interactivity, AI-powered personalisation and seamless integration with digital and social platforms. We'll see more data-driven creative decisions, AR experiences and sustainable designs. Additionally, hyper-localisation and immersive storytelling will shape how brands engage with audiences, ensuring OOH remains dynamic, relevant and impactful in an evolving digital landscape.

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Why attention is the next big metric for OOH SUCCESS

Attention has emerged as an ultimate metric in the Out-of-Home (OOH) advertising. Mangesh Shinde, Co-Founder and Managing Director (MD), Osmo, explores the transformative 'attention economy,' highlighting how data-driven insights and attention-based metrics are reshaping OOH campaigns to deliver meaningful engagement, deeper impact and a new standard for advertising effectiveness



In a world where the hustle never stops, traditional and Digital Out-of-Home (OOH) advertising is undergoing a seismic shift. It's no longer just about location and impressions; attention is now emerging as the new currency in OOH, challenging the industry to think beyond static metrics and embrace dynamic realities.

The attention economy: A gamechanger in OOH advertising

Advertisers and agencies prioritise large audiences, measuring success through impressions or reach, the current two dimensions of measuring OOH effectiveness. However, in the pursuit to achieve quantity, quality is compromised neglecting the third most important dimension, i.e attention. The 'attention economy' has transformed how we think about advertising, and OOH is no exception. With the constant bombardment of digital and physical stimuli, capturing genuine audience attention has become more valuable than ever. Attention metrics focusses on the quality of engagement, assessing how long people interact with ads and how deeply they connect with the message. This aligns more with consumer intent and likelihood of action in OOH.

Attention shifts the focus from simply being seen to being noticed and subsequently engaged, creating meaningful connections with audiences on the move.

Traditional metrics like impressions provide an incomplete picture. These count the number of times an ad is potentially visible, but fail to account for how much attention it actually commands. In con-

OOH advertising must compete not only with other billboards, but also with smartphones, navigation screens and the ever-changing urban landscape

trast, attention-based metrics prioritise factors like engagement duration, field of vision, the positioning of OOH assets and the likelihood of being noticed, offering deeper insights into an ad's true impact.

Why attention matters more than ever

In the attention economy, distractions are everywhere. OOH advertising must compete not only with other billboards, but also with smartphones, navigation screens

and the ever-changing urban landscape. Measuring attention helps advertisers understand what truly works, moving beyond assumptions to data-driven strategies. Critical elements such as visibility duration, distance from centre of focal vision, traffic speed obstruction and various other environmental contexts determine how effectively an OOH asset captures attention. By analysing these factors, advertisers can optimise their campaigns for maximum impact, ensuring their messages resonate with audiences in meaningful ways.

Real-world relevance, real-time insights

Attention metrics align with the dynamic nature of the real world. Factors like live traffic data, time of day and the physical prominence of an asset within its environment provide a more nuanced understanding of performance. This data-driven approach ensures that campaigns reflect the conditions in which these are experienced, leading to more accurate and actionable insights. Moreover, attention metrics also consider the visual size of an OOH asset with respect to its position in real-world environment and how much of the human field of vision it



As the advertising industry increasingly values attention over impressions, it's clear that the future of OOH lies in understanding and optimising audience engagement

occupies. This ensures that advertisers can evaluate the true visual impact of their campaigns, helping them prioritise assets that command attention effectively.

The need for clear metrics

Attention-based metrics simplify complexity by focussing on what matters the most: engagement and impact. Metrics like visibility duration, audience engagement and cost-efficiency provide a clear roadmap for advertisers to identify high-performing

assets and maximise their Return On Investment (ROI). Artificial Intelligence (AI)-powered tools like Loc8, a proprietary platform built by Osmo, provide insights into viewability, dwell time, human-eye visibility and much more, helping advertisers make better-informed decisions.

The future of OOH advertising

As the advertising industry increasingly values attention over impressions, it's clear that the future of OOH lies in understanding and

optimising audience engagement. Attention metrics empower advertisers to move beyond visibility, enabling campaigns that not only reach audiences, but also inspire action. The attention economy is more than a buzzword, it's a paradigm shift that's redefining the fundamentals of OOH advertising. By focussing on attention, advertisers can create campaigns that are not only seen, but truly remembered.

So, the next time you're planning your OOH strategy, remember: attention isn't just a metric—it's the future. **TF**



Redefining OOH advertising with INNOVATION & INTEGRATION

Vikas Nowal, Co-Founder and CEO Interspace Communications, explains to Akanki Sharma how the company is revolutionising OOH advertising through digital integration, data-driven strategies and innovative storytelling. He delves into industry challenges, consumer behaviour and the future of seamless multi-channel marketing

Q Tell us in brief about Interspace Communications.

Since 2013, Interspace Communications has been redefining integrated media solutions across the Indian sub-continent. We orchestrate powerful brand narratives by seamlessly blending traditional media, Out Of Home (OOH)/Digital Out Of Home (DOOH) advertising, retail strategy and activation, all of these anchored in unwavering ethical standards and operational transparency.

Our strength lies in our human capital who transform customers' challenges into market-leading campaigns. Through strategic innovation and precision execution, we've built lasting partnerships with leading brands, consistently delivering measurable impact that exceeds industry benchmarks.

Q What, according to you, are the key elements of a successful activation campaign?

A successful activation campaign needs a combination of strategic planning, creativity and data-driven insights. The campaign needs to have clear objectives which can either be boosting brand awareness, driving sales, or enhancing customer engagement. The messaging needs to take into account the relevant target audience's behaviour, preferences and demographics.

A bold and creative concept forms a campaign's core; as was visible with the PVMA (rebranding PUMA to PVMA) campaign, which leveraged shock, surprise and cultural relevance to great effect. A phygital strategy enhances the campaign's reach and impact. We also incorporate real-time analytics in our campaigns

that increases its effectiveness by fine-tuning placements, messaging and timing for maximum Return On Investment (ROI). Finally, a post-campaign analysis is essential to evaluate success and refine future strategies. By combining these elements, agencies can ensure their activation campaigns are impactful, memorable and aligned with the brands' objectives.

Q How has the role of OOH advertising evolved in today's digital-heavy media landscape?

We see digital intervention as a key driver for operational efficiency, particularly in our hyper-local OOH business, which operates across diverse

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Studies show that 70 per cent of consumers notice billboards, and more than 55 per cent recall specific messaging

geographies and supply chain elements. In such an operationally-intensive environment, leveraging digital tools is essential for streamlining tasks and ensuring seamless execution. Through a process-driven approach and clear communication within our network, we have created a system that allows ideas from one city to be easily implemented across the nation.

Digital intervention plays a crucial role in enhancing our capabilities in several key areas: real-time monitoring, effective planning and optimisation, creative adaptation to local needs, swift content dissemination, particularly in DOOH, maintaining process control and

ensuring transparency. By embedding these digital strategies into our operations, we are boosting the effectiveness of our OOH campaigns.

Q How does OOH advertising influence consumer behaviour compared to other forms of media? Please explain with some statistics around this.

OOH advertising influences consumer behaviour in a unique way than other forms of media as it is omnipresent, has a distinct visual impact, and has an ability to integrate into daily life of the consumer. In digital media, there is competition for attention, whereas OOH advertising provides uninterrupted, 'larger-than-life' messaging in high-traffic locations, ensuring high visibility and recall.

Studies show that 70 per cent of consumers notice billboards, and more than 55 per cent recall specific messaging. Further, OOH advertising has an unparalleled ability to influence purchase decisions in proximity to points of sale. For example, 58 per cent of consumers have reportedly made an unplanned purchase after seeing an OOH ad. Besides, consumers also view it as non-intrusive unlike other forms of media.

We see OOH advertising as a medium that excels in creating memorable and emotional connections through creative executions. In addition, DOOH advertising helps in enhancing this impact with dynamic and data-driven content tailored to real-time conditions.

Q What are some of the biggest challenges that OOH advertising is facing today, and how do you see the industry overcoming these?

OOH advertising certainly faces challenges; the key being integration of technology. In today's landscape, brands want data-driven insights and real-time performance metrics where OOH advertising has traditionally lagged. Additionally,

the shift to digital media has intensified competition, as brands allocate more budgets to relatively measurable, highly-targeted digital channels. Another challenge is measuring ROI effectively. While digital advertising offers detailed analytics, OOH metrics, such as foot traffic and impressions, often lack granularity and real-time insights. The rise of programmatic advertising and the increasing demand for personalised experiences add further pressure on OOH advertising to modernise.

Interspace Communications is embracing proprietary tools like IMOPT and Radar to provide precise targeting and real-time campaign monitoring. There has also been a shift to embrace DOOH advertising and technologies like Artificial Intelligence (AI) and Machine Learning (ML) to overcome the challenges to OOH advertising. To overcome these challenges, the OOH advertising industry is positioning itself as a complement to digital media, focussing on creating impactful and measurable campaigns that combine creativity, technology and real-world presence. This approach ensures OOH remains relevant in an increasingly digital advertising ecosystem.

Q How do you ensure seamless integration across multiple media channels to create cohesive marketing communication strategies?

Before we proceed with integrating the campaign across multiple media channels, we like to have a clear understanding of the brand's objectives and target audience to ensure that every channel is used efficiently. This process requires a strategic and synchronised approach that aligns messaging, creative elements and execution to deliver a cohesive communication strategy. A unified creative strategy is essential that understands the nuances of each platform as what is used for print can't be used for OOH advertising. This

ensures that campaigns resonate across diverse touchpoints, whether physical or digital.

Real-time data analytics also play a crucial role in maintaining cohesion among different channels. We use proprietary tools that provide us actionable insights for real-time monitoring.

Nothing will be accomplished without clear communication across teams to help streamline execution. We aim to strategise creatively with the aid of technology to craft integrated campaigns that engage audiences, maximise ROI and deliver consistent and memorable brand experiences across all media channels.

Q What role does consumer behaviour analysis play in shaping your integrated media campaigns? In today's digital era, how do you balance physical and digital media to maximise consumer engagement?

We understand that there is no 'one-size-fits-all' solution. Our strategy with regard to the deployment of data-driven approaches, personalised marketing and immersive experiences is grounded in the understanding of goals for each campaign and the target audience. We can relate to a particular geography, knowing that every campaign is different. It may be the case that for some campaigns, phygital strategies will be necessary to engage the consumer, and, for others, data-infused media planning is the right fit.

Content localisation could also be essential for relevance and impact. Our value lies in this capability to identify the correct mix. Thus, it provides us with a strategic edge over generic media offerings. Now, combining these approaches, we look forward to create meaningful consumer connections, using data-driven personalisation and immersive technologies to enhance campaign effectiveness.

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The power of localised OOH CAMPAIGNS

Geetika Gulati, Promoter and Director, Alakh Advertising, emphasises how localised Out-of-Home (OOH) advertising is transforming the way brands connect with India's diverse audiences. By tapping into regional cultures, languages and traditions, localised OOH campaigns offer a unique and effective way for brands to forge deeper emotional bonds and enhance consumer engagement

Localised Out-Of-Home (OOH) advertising in India has proven to be a gamechanger in connecting brands with diverse audiences. By tailoring campaigns to regional cultures, languages and consumer preferences, localised OOH advertising offers unmatched effectiveness.

These campaigns stand out due to their ability to connect with regional diversity. India's rich cultural and linguistic diversity makes localisation critical. Customising campaigns in local languages or featuring regional festivals and traditions allows brands to foster an emotional bond with their audiences. Certain brands execute a city-specific campaign

with language-specific billboards across the country, raising brand awareness by catering to regional preferences.

Outdoor media is a form of advertising for hyper-local targetting. While digital media is a popular tool to execute localised campaigns – outdoor media has a surprisingly large impact. It allows brands to target specific geographical areas, such as neighbourhoods, transit hubs, or even particular streets. This makes it ideal for businesses aiming to reach people in specific communities or regions. For instance, advertising near a popular shopping area or close to a local university/college ensures that the campaign reaches the intended

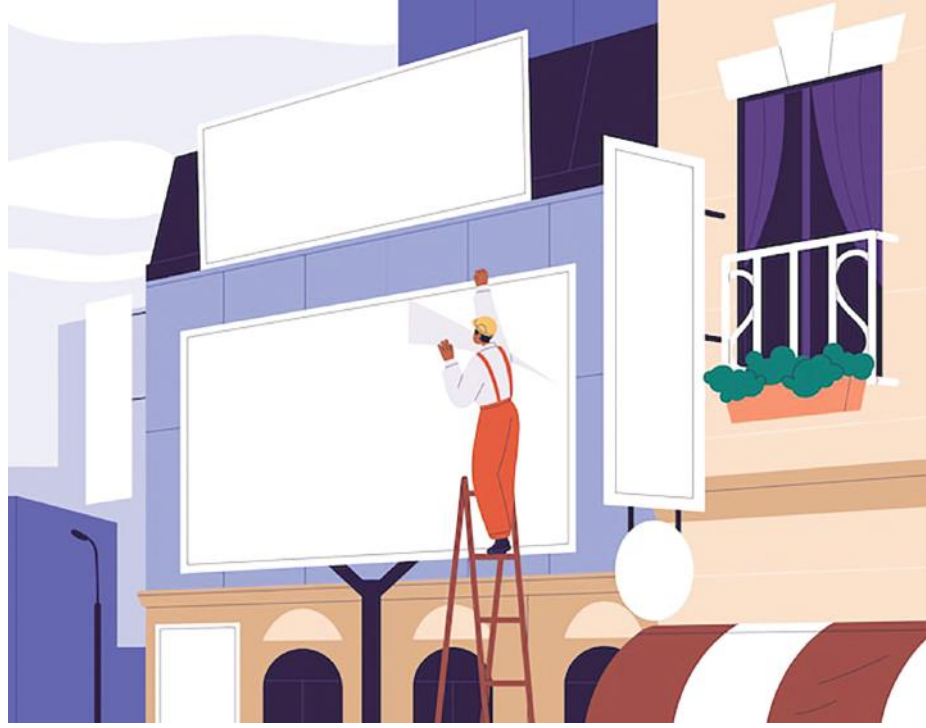
audience effectively. Real estate campaigns strategically target areas near development sites, focussing on audiences living in and around those areas. Creatives can include specific Calls-To-Action (CTAs) that resonate with the local population, like offering a special discount at a nearby store or promoting an event in the area. This kind of targetted approach increases the likelihood of driving traffic and conversions in the specific location.

Outdoor advertising can align with local events, festivals or traditions, amplifying the brand's relevance to the specific community. Festivals like Diwali, Durga Puja and Ganesh Chaturthi present

unique opportunities for localised OOH advertising. Incorporating local symbols, like *pandals* or cultural rituals, can create unforgettable experiences. For instance, Tata Tea Chakra Gold's festival innovations in Vijayawada effectively engaged local audiences. Swiggy's Ganpati festival activations resonated strongly with Mumbai's audience, while Flipkart connected with Tamil Nadu's audience during Pongal by incorporating culturally-relevant elements like diffusers releasing the fragrance of traditional *agarbattis* on bus shelters.

Interactive elements in OOH campaigns make ads more memorable and drive consumer interaction. Location-specific installations, like those near malls or landmarks, attract attention and spark conversation. The Nickelodeon outdoor campaign, particularly its "Stick with Nick" campaign, is a great example of a hyperlocal, engaging and playful OOH strategy that effectively targeted children and their parents in mall environments. The campaign was designed to capture the attention of its young audience and create a fun, interactive experience and a strong brand connection through location-centric engagement.

Localised innovations in



outdoor advertising are a powerful way for brands to stand out and resonate with their target audience. These innovations often leverage the unique

Localised OOH campaigns in India tap into regional culture and consumer behaviour, providing brands with the opportunity to forge deeper connections with their audiences

ness of a particular location, the needs of the local community, or cultural nuances, making the campaign both memorable and impactful. Hongs Kitchen launched a campaign aimed at combating Delhi/Gurugram's pollution. A prime

example is Hongs Kitchen's "Soup-er Hero" campaign in Delhi-NCR, which featured the world's first anti-pollution billboards. These billboards and bus shelters released anti-smog mist, helping to clean the air in one of India's most polluted regions. This innovation not only drew attention to the brand, but also aligned it with a local concern, enhancing its credibility and emotional connection with the audience.

Localised OOH campaigns in India tap into regional culture and consumer behaviour, providing brands with the opportunity to forge deeper connections with their audiences. By speaking the local language—both literally and metaphorically—brands can amplify their message, foster emotional engagement and achieve impactful results. **TF**

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A portrait of a man with dark hair, wearing black-rimmed glasses, a dark suit jacket, a light-colored shirt, and a patterned tie. He is smiling slightly. The background is a plain, light grey.

Bridging gaps, **DRIVING IMPACT**

Ashonal Pereira, Founder, Mancunianz, shares insights with **Akanki Sharma**, on his journey from collaborating with industry leaders to launching a marketing powerhouse. He discusses overcoming challenges, adapting to evolving market trends, and how Mancunianz is redefining brand success through innovation, empathy and strategic intelligence

Q How did your experience in strategic planning and marketing evolve over the years, and what inspired you to start Mancunianz?

My professional journey has been deeply shaped through extensive collaboration with company founders, CXOs and leadership teams across various industries. This experience, combined with my prior work alongside agency and internal marcom teams, illuminated a significant gap: the frequent disregard for critical inputs from sales teams and the valuable insights they possess about end customers and prospects.

Recognising the need to bridge this gap and fuelled by my passion for marketing, I established Mancunianz in 2020, partnering with a team of seasoned industry veterans from diverse domains. Our mission was clear, to empower brands to realise their full potential while creating a positive societal impact through campaigns grounded in thorough market research and sales team intelligence.

Q What were the biggest challenges you faced when transitioning from working with established brands to founding your own organisation?

As I transitioned into founding Mancunianz, it became imperative to stay ahead of market

trends and shifts while providing customised solutions that catered to the distinct needs of our diverse clientele. This demanded an in-depth understanding of their evolving challenges and the agility to adapt to an ever-changing landscape. Simultaneously, I was able to onboard prestigious brands and spearhead the recruitment of a core team with versatile expertise across various domains, all while successfully navigating the complexities brought about by the Covid era.

Q Mancunianz has made a mark in both Indian and international markets. What is the core philosophy behind its success?

At Mancunianz, our core philosophy is centred around empathy, innovation and collaboration. We put our customers at the heart of everything we do, understanding their challenges and aspirations to co-create solutions that drive meaningful impact.

By fostering a culture of creativity, agility and continuous learning, we have consistently delivered value and established a strong presence in both Indian and international markets. Our commitment to client servicing, maintaining a fast Turn Around time (TAT) and getting things done with precision has been the key to make things happen and ensure client success.

Q What role does mentorship play in your organisation, and how do you foster an aspirational environment for your stakeholders?

Mentorship is a core part of Mancunianz's culture, where we pair experienced leaders with emerging talent to provide guidance and support. To foster an aspirational environment, we prioritise open communication, transparency and empathy, empowering our stakeholders to dream big and pursue their passions. Additionally, we offer external sessions from industry leaders, ensuring continuous growth and development within our team.

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At Mancunianz, our core philosophy is centred around empathy, innovation and collaboration

Q The marketing landscape is constantly evolving. What strategies, do you believe, are critical for brands to stay relevant in today's digital-first era?

To stay relevant in today's digital-first era, brands must prioritise authenticity, agility and audience-centricity.

This involves leveraging data-driven insights, embracing emerging technologies like Artificial Intelligence (AI) and Augmented Reality (AR), and creating personalised, omni-channel experiences that truly resonate with their target audience.

At the same time, brands must remain open to explore new opportunities, planning for the next target group, and staying ahead of trends to ensure continued relevance and growth.

Q What key differences have you noticed in consumer behaviour between Indian and international markets, and how do you tailor strategies accordingly?

Indian consumers often prioritise affordability and convenience, while international markets tend to emphasise premium quality and unique experiences. Consequently, we tailor our strategies to align with the distinct cultural nuances and economic dynamics of each market, ensuring that our solutions resonate with their evolving preferences and expectations.

Q What has been the most significant challenge you've faced as a founder, and how did you overcome it?

One of the most profound challenges I encountered as a founder was scaling the business without compromising its foundational values and culture. As the company expanded from its inception, it became increasingly difficult to ensure that each new team member and customer was in harmony with our core vision, thus maintaining the integrity of what we set out to build.

Q Where do you see Mancunianz in the next five years, and what new opportunities are you exploring to expand the brand's footprint?

In the next five years, I envision Mancunianz as a global leader in its niche, with a strong presence in key international markets. Our ecosystem, comprising multiple subsidiaries across technology, branded content, production, performance MarTech, creative AI and other sectors, will continue to drive innovation and growth.

We are exploring opportunities in emerging technologies, strategic partnerships and geographic expansion to further establish our brand and unlock new avenues for success. With more subsidiaries ahead, we aim to expand our reach and impact across diverse industries.

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Advertising with innovation and INTELLIGENCE

Saibal Gupta, Founder, Xperia Group, tells Akanki Sharma how the company is reshaping Out-of-Home (OOH) advertising through experiential marketing and digital innovations. From pioneering in-cinema brand integrations to leveraging AI for measuring campaign effectiveness, he highlights the shift from traditional advertising to immersive brand experiences

Q You had launched XPERIA ALIVE Media in 2023. How, in your opinion, has it transformed the OOH advertising landscape till date?

XPERIA ALIVE was for music and live events. Today, GenZ and millennials do not want to see advertising, they want experience. Music can stimulate senses and can create great brand recall if it is done in the right manner. We are doing it with XPERIA ALIVE.

GenZ wants *khaana*, *gaa-na* and *hassna*, which, a live event can provide, and brand recall is quite high. In the last Sunidhi Chauhan concert, or, in such many concerts, we are integrating brands like HSBC, TVS, etc.

Q Xperia Group, in collaboration with PVR, had also introduced India's first experiential in-cinema advertising. What inspired this innovation, and what has been the audience and advertiser response so far?

PVRINOX collaboration took place to break the traditional way of on-screen cinema advertising. Nobody sees these on-screen advertising consciously if content can't draw eyeballs. We found from Adex data that a huge amount of the budget is getting spent for the

sake of spending. Marketing managers and brand custodians should think of clutter-breaking way of marketing for drawing eyeballs. Rather than checking visitor, one should look at the share of expenses versus the share of experience.

270 degree is a successful way of creating such experience inside PVR and brands like Maruti have made it happen. We are creating experiences in many ways inside PVR for many other brands too. Magicbricks, PizzaHut and Pepsi are few of those. Further, audience response can be checked as to how many people are going to washroom and

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Nobody wants to consume traditional media advertising, they want brand experiences and concept-driven campaigns touching five senses that will create brand engagement among consumers

to buy popcorn during such experience creations and how many of them are engaging themselves with the brand integration technique.

Q How is Xperia Group adapting to the integration of digital technologies in traditional OOH spaces?

Traditional advertising is a dying way of marketing, we believe; and, we should accept it. Light Emitting Diode (LED) is not only DOOH advertising, it's just one of the mediums. OOH advertising is a creative job and the way agencies will bring creativity is either with technology integration, or with content. Anamorphic content or

other way of storytelling with content can create differences, and, we, at Xperia, have our own studio pencil box to do such innovative jobs, and we are doing it.

Q How is Xperia Group measuring the effectiveness and Return On Investment (ROI) of its OOH campaigns? What metrics are the most indicative of success in this medium?

Xperia Group has created XROOH tool to measure eyeballs and attain a matrix of visibility. XROOH is an Artificial Intelligence (AI) tool integration of many Application Programming Interface (API) files like Census, Google map, traffic data, etc. We are trying to use it as much as possible.

Q What steps is Xperia Group taking to ensure its OOH advertising practices are environment-friendly?

Xperia Group is a part of OOH advertising ecosystem in India. Sustainable use of medium has started, and as industry falls into government regulations, it will get implemented in a huge manner. Xperia Group is accepting all regulations and will support the ecosystem.

Q Tell us about the emerging trends you believe will shape the future of OOH advertising in India.

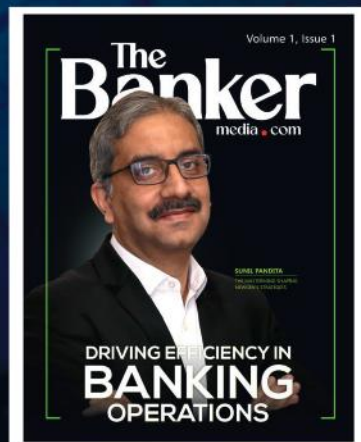
Consumer experience and brand engagement is the new way of marketing. Nobody wants to consume traditional media advertising, they want brand experiences and concept-driven campaigns touching five senses that will create brand engagement among consumers.

India is a vast country and every region has different culture, language and touch points. At Xperia Group, we look into everything before planning any campaign.

editor@thefoundermedia.com 

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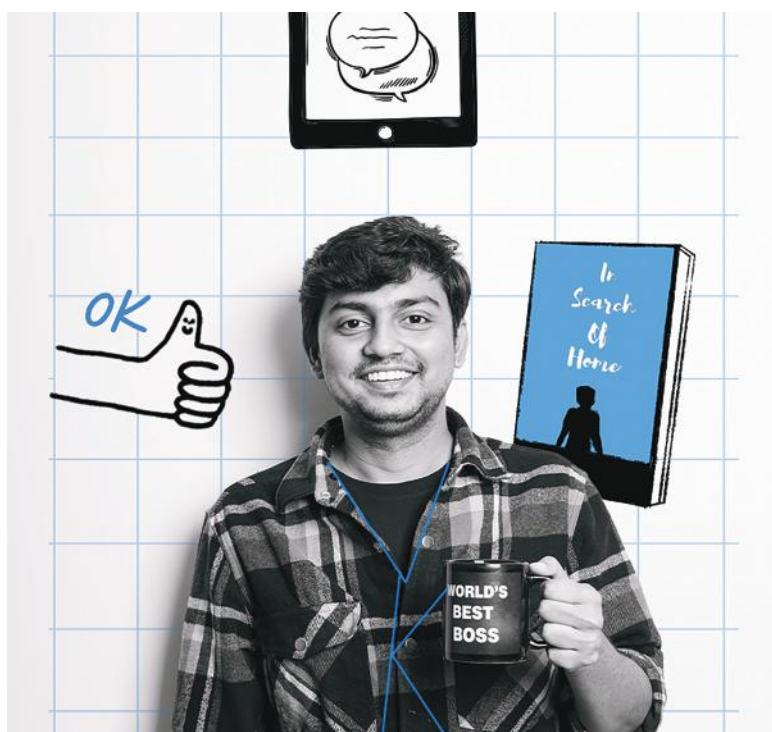
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Painting the real-world canvas with a bang



In an era dominated by digital screens, Vandit Mehta, Co-Founder, Craywingz, explores the enduring impact and evolution of Out-of-Home (OOH) advertising. He delves into its ability to capture real-world audiences, spark cultural moments, and shape a timeless connection between brands and people, paving the way for bold innovations

In a world increasingly consumed by the digital glow of screens, the bold, unmissable presence of Out-of-Home (OOH) advertising remains a powerful force. From bustling streets and crowded metros to serene highways, OOH advertising doesn't just compete for attention—it owns the space it inhabits, making it a timeless medium for brands to connect with audiences in meaningful ways.

I've had the privilege of being part of the OOH advertising revolution—a medium that has evolved from static billboards to dynamic, tech-driven platforms that tell stories in real-time. The journey has been nothing short of exhilarating, and the possibilities ahead are even more inspiring.

The OOH renaissance

2024 marked a pivotal year for OOH advertising, with the industry growing by 13 per cent to cross Rs 41.6 billion,



outpacing pre-pandemic levels. However, beyond the numbers, what stood out was the creativity and innovation driving the medium. Campaigns by brands like Zepto and Shaadi.com didn't just advertise—these

sparked conversations, created cultural moments and captured the imagination of a nation.

OOH advertising thrives on its ability to capture the real world. Unlike digital ads that vie for attention in crowded

feeds, OOH advertising occupies physical spaces—billboards, transit hubs, malls and airports—where people naturally unite. The medium's raw and unfiltered presence ensures that it can't be scrolled

past, ignored or ad-blocked. This inherent advantage is why OOH advertising continues to deliver unparalleled impact and recall.

Creativity meets technology

What's the most exciting about OOH advertising today is its fusion with technology. The advent of Digital OOH (DOOH) advertising has transformed static visuals into dynamic canvases, enabling brands to deliver tailored messages in real-time. From hyper-local campaigns that resonate with specific communities to national spectacles that leave an indelible mark, the possibilities are endless.

Craywingz has explored this dynamic interplay of creativity and technology with projects like our adaptive billboard for Shivalik Group. This wasn't just a display—it was an experience. Designed to adapt to its environment, the billboard stood out in a sea of static visuals, capturing attention and leaving a lasting impression. It demonstrated how OOH can go beyond traditional advertising to create moments of awe and wonder.

The future

The OOH advertising is poised for further transformation. It has an exciting time due to the



At a time when digital trends come and go, OOH advertising remains steadfast in its ability to connect with audiences in the real world

following reasons:

■ **Localised impact:** With the expansion of transit networks and urban infrastructure in tier-II and tier-III cities, OOH advertising offers brands the

opportunity to reach untapped audiences with hyper-targeted campaigns. The power of localised messaging is immense, creating connections that are personal and impactful.

■ **Technological integration:** Artificial Intelligence (AI) and data-driven insights are unlocking new possibilities for OOH advertising. Imagine billboards that respond to real-time events and interactive displays that engage



audiences and campaigns that seamlessly integrate with digital platforms to create an omni-channel experience.

■ **Unmatched creativity:** OOH advertising provides a larger-than-life canvas for brands to tell their stories. Whether it's a witty one-liner that sparks a chuckle or an immersive display that transports viewers to another world, the medium's creative freedom is unparalleled.

■ **Cultural relevance:** The best OOH campaigns do more than advertise, these become part of the cultural zeitgeist. By reflecting and influencing societal trends, OOH advertising has the power to shape public discourse and leave a legacy that transcends the medium.

A timeless medium

At a time when digital trends come and go, OOH advertising remains steadfast in its ability

to connect with audiences in the real world. It's a medium that demands people to look up, pause and engage.

For Craywingz, the journey has just begun. It is committed to push the boundaries of what's possible in OOH advertising, leveraging innovation and creativity to craft campaigns that don't just make an impact, but make history; because, while the future is a canvas, it's the bold who will paint it. **FF**



DIGITAL OOH

as an experiential advertising



In an era where innovation drives engagement, Shahid Hakim, Founder, Wallop Advertising, delves into the transformative impact of Digital Out-of-Home (DOOH) advertising. From immersive 3D ana-morphic billboards to data-driven personalisation, he highlights how DOOH blends technology, creativity and interactivity, setting new standards for experiential campaigns that captivate audiences and redefine the advertising landscape



Digital Out-Of-Home (DOOH) advertising has emerged as a powerful medium for experiential advertising, offering brands a platform to break creative boundaries and engage audiences like never before. Its ability to integrate technology, motion and interactivity transforms traditional billboards into immersive experiences, making campaigns more memorable and impactful.

Cities like Shenzhen and Hong Kong exemplify the experimental potential of DOOH advertising. In Shenzhen,

synchronised digital displays across skyscrapers showcase unified content, creating a city-wide spectacle that feels like a live art installation. Hong Kong's Symphony of Light, a nightly show featuring co-ordinated light displays and digital screens, highlights how DOOH advertising can narrate a city's story while captivating audiences on an emotional level.

The rise of 3D anamorphic billboards has taken experiential advertising to new heights. These installations bring life-like animations to urban landscapes, creating il-

DOOH is transforming advertising by creating unique and immersive experiences that go beyond just visuals. It uses sound, motion and even touch to make campaigns more engaging and memorable

lusions of depth and motion that leave viewers spellbound. For brands, these experiments deliver high recall rates, foster stronger emotional connections and redefine consumer perceptions.

Wallop Advertising, with India's first 3D anamorphic

billboard, demonstrates how experimental DOOH can push creative limits and set new standards in outdoor advertising. In this era of innovation, DOOH isn't just a medium, it's a canvas for bold ideas and unforgettable experiences.

DOOH is transforming advertising by creating unique and immersive experiences that go beyond just visuals. It uses sound, motion and even touch to make campaigns more engaging and memorable. For example, a digital billboard could show stunning visuals with music or respond to people's movements to create a fun and interactive experience. These types of campaigns grab attention and leave a lasting impression, helping brands stand out in a busy world.

Another great feature of DOOH advertising is its ability to target specific audiences in real time. Using data from mobile devices or local trends, brands can show ads that match the interests or location of the people nearby. For example, a coffee shop could display an ad for hot drinks during a cold day or promote special offers based on nearby traffic. This smart and personalised approach makes advertising feel more relevant and helps brands connect with people in a meaningful way. **TF**

AI is the new canvas for CREATIVITY

Shrey Doshi, Founder and Creative Director, Yellow, shares his journey of redefining branding and marketing with Akanki Sharma. He discusses the company's evolution, the balance between creativity and strategy, overcoming challenges and the transformative role of technology, data and storytelling in shaping the lasting brand connections

Q What inspired you to start Yellow, and how has your vision for the agency evolved since then?

When I founded Yellow in 2013, I envisioned a space where storytelling, strategy and design didn't just coexist—those thrived together. It wasn't about following the traditional advertising playbook, but about breaking free from the norm and creating work that felt purposeful.

The name, Yellow, itself stems from Van Gogh's connection to the colour—a shade symbolising cheer, energy and joy. At Yellow, we've taken that same ethos to heart, crafting stories that evoke emotion and resonate deeply. I

wanted the agency to be a place that mixed and matched the "primary colours" of branding—design, content and strategy—to build unique and vibrant identities for our clients.

Over the years, as the marketing landscape evolved, so did our vision. From social media marketing to data-backed UI/UX strategies and go-to-market campaigns, we've embraced innovation while staying rooted in our core mission: creating evocative stories and building strong and authentic brand partnerships. Today, we're not just an agency; we're storytellers with a game-changing mindset, constantly challenging ourselves to set higher standards in advertising.



Q How do you balance creativity with business strategy in your leadership role?

I see creativity and business strategy as the warp and weft of a fabric—these are interwoven, each thread strengthening the other. Creativity brings colour, texture and vibrancy, while strategy provides the structure and durability that holds it all together.

In my role, I'm constantly weaving these elements. The creative side pushes boundaries and explores new ideas, while the strategic side ensures those stories are aligned with business goals and drive growth. It's about making sure

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We don't just take on customers—we partner with them, immersing ourselves in their vision and becoming an extension of their team

the fabric doesn't just look good, but also serves a purpose—strong enough to withstand challenges and adaptable enough to stay relevant.

At Yellow, this mindset defines how we operate. Every campaign we create is a finely woven piece—where every detail, from design to strategy, fits seamlessly.

Q Tell us about the difficulties you faced while establishing Yellow, and what made you cope with those?

Starting Yellow wasn't always a smooth ride. There were moments when it felt like I was trying to paint a masterpiece with no clear brushstrokes

in sight. In the early days, results weren't instant, and there were plenty of times when it felt like we were moving through fog, unsure if we were on the right path. However, the secret was to keep going, even when the picture didn't look clear. Every challenge became part of the bigger vision, and every tough moment taught us how to refine our process and trust in the work. Over time, those moments of uncertainty turned into stepping stones, leading us closer to the success we'd been working towards.

Q What do you think sets Yellow apart from other creative agencies in today's competitive landscape?

At Yellow, we believe in creating work that doesn't just stand out—it sticks. We combine creativity with strategy to make brands unforgettable, not just seen. Every campaign, every visual and every story we tell is carefully crafted to spark emotion and ignite action. We're not interested in quick wins or fleeting trends; we're here to build something lasting.

What really sets us apart is our approach to collaboration. We don't just take on customers—we partner with them, immersing ourselves in their vision and becoming an extension of their team. This deep, co-creative process ensures that the work we produce feels authentic, powerful and uniquely tailored. In today's crowded market, Yellow rises above by crafting stories that cut through the noise and leave a lasting impact.

Q How have you seen the branding and marketing industry change over the past 12 years, and how has Yellow adapted to these changes?

The past 12 years have profoundly evolved the industry, reshaping its strategies and dynamics with technology playing a central role in shaping how brands communicate with their audiences. Social

media has transitioned from a peripheral tool to the core of every brand's marketing strategy, and with that, people want brands that feel real, immediate and responsive. At Yellow, we've embraced this by creating content that not only speaks to today's audience, but listens to them, too.

Personalisation became the name of the game. So, we dove into data and user experience, crafting strategies that make each interaction feel tailored. Further, with Artificial Intelligence (AI) and automation coming into play, we've used these tools to spark creativity, not replace it—staying human at the core of everything we do.

As the industry continues to shift, we stay agile, always ready to evolve while keeping our focus on building connections that are genuine and lasting.

Q What role do technology and data play in your creative process at Yellow?

At Yellow, technology and data are like the backstage crew of a great performance—these don't take the spotlight, but make everything run smoothly. We use data to guide our creative process, ensuring that every idea is rooted in real-world insights. It helps us to understand what resonates with audiences, so we can craft more personalised and impactful stories.

However, we don't just rely on data to tell us what's popular—we use it to spark new ideas, uncover hidden trends and push the boundaries of creativity. Technology, from AI to advanced analytics, lets us experiment, iterate and refine in ways that were never possible before. It's about merging the art of storytelling with the science of data to create campaigns that not only stand out, but perform.

At Yellow, technology and data aren't just tools—these're integral to our creative DNA, helping us to transform ideas into experiences that connect and drive results.

Q How do you stay ahead of the curve in terms of personal and professional development in such a fast-paced industry?

Staying ahead in this fast-paced industry is all about curiosity and constant reinvention. I think the key is never getting too complacent. Every success should be met with a sense of equanimity, not as a final destination, but, as part of the journey. There's always more to learn, more to be inspired by, and more room to grow. I try to keep that initial curiosity I had in year I alive in year II. The minute you start thinking you've achieved it all, you stop evolving. It's about staying hungry, curious, and always pushing to improve—because the industry never stands still, and neither should you.

Q What metrics do you consider when assessing the impact of Yellow's campaigns?

For us, success isn't just measured in numbers—it's about the spark we create. Of course, we track the usual suspects—engagement rates, conversions and traffic—but what really tells the story is how the campaign makes people feel. Are they talking about it? Are they sharing it? That's where the magic happens. The real gold lies in the long-term: how the campaign shapes brand loyalty and turns one-time visitors into passionate advocates. We don't measure just immediate results—we think about the lasting relationships we're building between brands and their audiences.

Q What emerging trends in design and branding do you believe will shape the future?

AI is the new canvas for creativity. As brands learn to harness their power for hyper-personalised experiences, the real magic will lie in using AI to amplify creativity, not stifle it. The brands that embrace AI will be able to craft deeper connections, delivering messages that feel uniquely tailored to each individual.

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UPCOMING EVENTS 2025-26

MARCH

7th March 2025 Pride Plaza New Delhi

19th

NBFC & FINTECH

CONCLAVE AND AWARDS 2025

150+DELEGATES

MARCH

19th March 2025 Park Plaza Chandigarh

4th

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CONCLAVE AND AWARDS 2025

200+DELEGATES

MAY

23rd May 2025 The Lalit Mumbai

500+DELEGATES

JULY

4th July 2025 Chennai

20th

NBFC & FINTECH

CONCLAVE AND AWARDS 2025

150+DELEGATES

AUG

7th & 8th August 2025 Goa

5th

BFSI & FINTECH

CONCLAVE & AWARDS 2025

100+DELEGATES

NOV

14th November 2025 Mumbai

3rd

LENDTECH X 2025

150+DELEGATES

NOV

21st November 2025 Jaipur

5th

WORLD EDUCATION & BUSINESS

CONCLAVE AND AWARDS 2025

200+DELEGATES

DEC

12th December 2025 Mumbai

2nd

BANKTECH X

150+DELEGATES

FEB

February 2026 Mumbai

Oh PHOENIX AWARDS

150+DELEGATES

4th
Edition



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CONCLAVE AND AWARDS 2025



19th
March
2025



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