

# Branding & Marketing

CONCLAVE CUM EXCELLENCE AWARDS

AI IN MARKETING: UNRAVELLING THE NEXT FRONTIER

28<sup>th</sup> March 2025 | Hotel Le Méridien, New Delhi



The Associated Chambers of Commerce and Industry of India



## About Conclave & Excellence Awards

ASSOCHAM is delighted to unveil its 4th Annual flagship conclave on Branding and Marketing, themed “AI in Marketing: Unravelling the Next Frontier”, accompanied by the prestigious Excellence Awards. This year’s conclave delves deeper into the transformative role of AI in shaping the marketing landscape, featuring panel discussions, Fireside Chat, and masterclasses that explore cutting-edge strategies and innovations. The Excellence Awards continue to stand as a testament to marketing brilliance, celebrating AI-powered and impactful campaigns that set new benchmarks in the industry.

Join us for insightful sessions and awards encompassing diverse categories and criteria, focusing on AI’s role in driving authentic branding and customer engagement. Whether you are a seasoned marketer, a business leader, or fascinated by the evolving world of marketing excellence, this conclave promises to be a game-changer.

## Topics for Discussion

### Revolutionizing marketing with AI – Digital, creative, insights, and innovation

- How AI is revolutionizing customer experiences, digital marketing & platforms by creating hyper-targeted campaigns.
- Brand Marketing; The potential of generative AI in creating personalized content, ad creatives, and Marketing copies
- AI-Driven Consumer Insights: analyze consumer behavior and preferences through big data, helping marketers make informed, real-time decisions.
- How AI is helping crash timelines for GTM and speed to market on innovation
- Influencer Marketing: Methods, ethics, and the impact of AI-driven influencer marketing on brand trust and engagement.

### AI Tools for Marketing Automation

- Hands-on training on AI tools for marketing automation.
- Coverage of chatbots, analytics, and automated customer journey mapping.
- Practical tips for integrating AI seamlessly into existing marketing workflows.
- Finding the right balance between automation for efficiency and human creativity in crafting impactful marketing narratives.
- Brand safety and reputation management using AI for proactive monitoring, sentiment analysis, and addressing challenges like deepfakes and AI-based influencers.

### Revolutionizing B2B marketing strategies with AI – Driving innovation, personalization, and efficiency

- Impact on Marketing Analytics and optimization: Uncovering cause-and-effect relationships between marketing efforts and outcomes.
- Predictive decisioning and Customer Journey Mapping: Using AI to predict customer behavior and optimize the customer journey for better conversion rates.
- Importance of ethics and transparency in AI-driven marketing, including issues related to data privacy, bias, and accountability.
- Programmatic Advertising & Real-Time Bidding with AI: The future of ad buying through AI-powered real-time bidding and programmatic advertising solutions
- AI in B2B Marketing Automation: Streamlining lead generation, nurturing, and sales processes through AI-powered marketing automation tools.

## Eminent Jury Members



**Mr. Puneet Das**  
Chairman, National Council on Branding and Marketing, ASSOCHAM & President, Packaged Beverages (India & South Asia), Tata Consumer Products Ltd.



**Mr. Vivek Malhotra**  
Co-Chair, National Council on Branding and Marketing, ASSOCHAM & Group Chief Marketing Officer, India Today Group



**Mr. Gaurav Ramdev**  
Co-Chair, ASSOCHAM National Council on Branding and Marketing, ASSOCHAM & Chief Growth and Marketing Officer, Protean eGov Technologies Ltd.



**Mr. Govindaraj Avasarala**  
Head Customer Experience Excellence Vodafone Idea Limited



**Mr. Tarun Jha**  
Head of Marketing, JSW Steel



**Ms. Shalini Rao**  
CMO Bangalore International Airport Ltd.

## Company Award Categories

- Brand of the Year
- Brand of the Decade
- Brand Turnaround of the Year
- D2C Marketing Campaign of the Year
- Best adoption of AI in Marketing organization/agency partnerships
- Innovative Marketing Campaign of the Year
- Customer Engagement Campaign of the Year
- Influencer Marketing Campaign of the Year
- Integrated Marketing Communications Campaign of the Year
- Retail Marketing Campaign of the Year
- Sustainability Marketing Campaign of the Year
- Best Use of Data Analytics in Marketing
- B2B Marketing Campaign of the Year
- Best Public Relations Campaign
- Best Use of Social Media in Marketing
- Best Use of Experiential Marketing/Best ON-Ground Activation of the year
- Best Use of Technology like VR/AR in Marketing
- Best Out-of-Home Marketing Campaign of the Year
- Best Packaging Design of the Year
- Best Performance Marketing Campaign of the Year
- Omnichannel Marketing Campaign of the Year



## Talent Award Categories



**Marketing Leader  
of the Year**



**Marketing Team  
of the Year**



**Brand Builder  
of the Year**



**Lifetime  
Achievement**

## Why Should You Participate

- ❖ Elevate Credibility
- ❖ Showcase pinnacle achievement
- ❖ Extensive Coverage
- ❖ Celebrate Success
- ❖ Elevate Team Morale

## Nominations are Closed

## Judging Criteria

The jury will evaluate the nominations and finalize the Gold & Silver category winners based on creativity and innovation, strategic impact, measurable results, and effective communication.

DELEGATE REGISTRATION:  
Scan the QR Code to  
Submit Your Details



## Marketing Opportunities

Benefits & Deliverables to Partner Company	Presenting Partner (Exclusive)	Platinum Partner	Gold Partner
<b>Speaking Opportunity</b>			
Inaugural Session	YES	YES	—
Panel Discussion	YES	YES	YES
<b>Branding at the Venue</b>			
Corporate Video	YES	YES	YES
Backdrop	YES	YES	YES
Thank You Partner Board	YES	YES	YES
Company Standees	3	2	1
Exhibition Booth	YES	YES	YES
Selfie Booth	YES	YES	YES
<b>ASSOCHAM Website &amp; Social Media Promotion</b>			
Social Media Handle	YES	YES	YES
Conclave Creative	YES	YES	YES
Video Bytes (Experts & Speakers)	YES	YES	YES
Thank You Partners Post (Post Conclave)	YES	YES	YES
<b>Other Benefits</b>			
Complementary Nominations in Awards	3	2	1
Company Literature in Delegate Kit	YES	YES	YES
Delegate Passes	15	10	5
<b>Amount (excluding GST)</b>	<b>₹ 7,00,000</b>	<b>₹ 5,00,000</b>	<b>₹ 3,00,000</b>

## PARTNERS



**For inquiries regarding speaking engagements, branding, and marketing opportunities, please reach out to:**

**Mr. Krishan Sharma, Deputy Director, at +918512072265 • Krishan.sharma@assocham.com**

**The Associated Chambers of Commerce and Industry of India**

4th Floor, YMCA Cultural Centre and Library Building, 01, Jai Singh Road, New Delhi-110001



# Glimpses of Previous Editions

