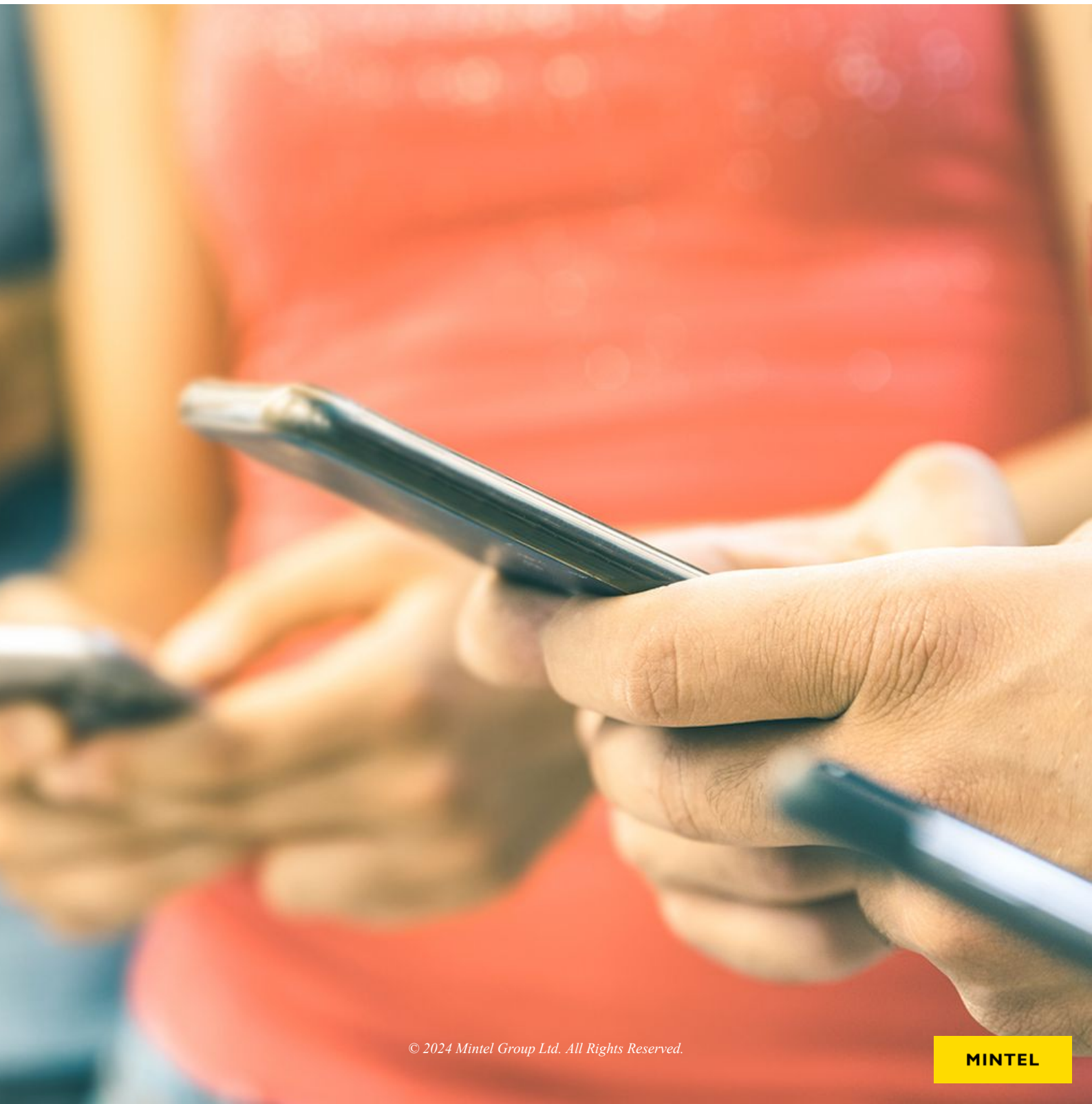


SOCIAL MEDIA & CONTENT – INDIAN CONSUMER – 2018

Go the social media route to connect with consumers. Create intelligent subscriptions-based content for new age digital consumers.



Saptarshi Banerjee,
Senior Research Analyst –
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Report Content

EXECUTIVE SUMMARY

- What you need to know – Summary
- Position brands as social cause pioneers to build strong equity with social media-active consumers
- Ride the new age social media apps wave
- Exercise caution with use of social media
- Empower women with knowledge about hygiene and grooming through social media
- Offer easy payment for subscriptions to digital content
- What it means

KEY TRENDS

- What you need to know

Key drivers

- Target older consumers with offers and services
- Cater digital ads to older consumers adapting to new technology
- Offer cutting-edge content for new age 'video on-demand' consumers
- The changing face of entertainment in India
- Social media helps unify people to increase awareness and voice their opinions

Global trends and how are they playing out in India

- Life on a 'click'
- New age online apps to cater to needs of 'modern' consumers

CONSUMER INSIGHTS

- What you need to know

Online video streaming

- Increase viewership with engaging, new age content
- Customise gender-specific content to increase online viewership
 - Graph 1: Online video content streaming services, by gender, April 2018
- Infuse content with regional flavours to become 'most preferred'
- Address regional boundaries in India for success
- Tailor global content to Indians' needs to appeal across genres, from youngsters to homemakers
 - Graph 2: Online video streaming services , by select occupation, April 2018

- Explore potential for content subscription services across consumer groups
 - Graph 3: Video attitudes and behaviour, by gender, April 2018
- Drive the need for paid content with region-specific campaigns

Digital advertisement

- Create women-centric ads to connect with this active consumer group
- Cater digital ads to appeal to middle-aged consumers as they translate 'likes' into 'purchase'
 - Graph 4: Social media activity, by age, April 2018
- Expand digital advertisements beyond social media platforms
- Contextualise digital content as per regional tastes and pay heed to tier 2 consumers' digital tastes
- Personalise digital ads for feminine hygiene to build brand equity with women
- Innovate online shopping to convert socially active women into buyers
- Reflect the current social media activity landscape in online shopping services offered

Social media-led awareness

- Invest in brand equity on social media to become favourable among women
- Monitor brand's image on social media as impact of negative publicity increases with age
 - Graph 5: Select social media attitudes and behaviours, by age, April 2018
- Formulate the perfect mix of entertainment and information in digital content
- Build beauty and grooming content to keep up with consumers' social media trends
- Create informative and entertaining social media content to help spread awareness of women's issues
- Take cues from information-packed digital campaigns to combine brand equity with social issues

MARKET APPLICATIONS

- Opportunities: Key areas of focus

Opportunities

- Move beyond traditional entertainment content to connect with Millennials
- Craft entertainment content in line with popular web series – Creative and realistic
- Create and maintain strong brand equity on social media
- Guard brands against negative reviews on social media
- Increase brand recall with a 'social message' attached to it
- Associate brands with relevant social causes to drive consumers' purchase behaviour
- Brands with strong opinions on women's issues find popularity among women

Who's innovating

- Support social causes discussed on social media platforms to establish credibility with people
- Tap the potential of netizens with a social media following to promote brands
- Innovate ideas for social media marketing to help brands grow

- Associate with realistic and original content on digital platforms to connect with consumers

Global innovators

- Online apps to help cater to new consumer demands and associate with social issues

APPENDIX

- Consumer survey methodology
- Definitions and terms

MINTEL INDIAN CONSUMER - OTHER REPORTS AVAILABLE

About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

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03

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