

July, 2012 **Brandscapes Worldwide attends the ESOMAR BEST OF INDIA 2012 conference, Mumbai**

The Brandscapes Worldwide team including Mr. Pranesh Misra, Managing Director, attended the ESOMAR BEST OF INDIA 2012 conference held at the Taj Land's End in Mumbai in July 2012.

Brandscapes, founded in 2005, is today in a position where we are faced with a unique challenge. On the one hand, our work is being recognized and appreciated by big global clients that we have worked with, and yet we find ourselves in the thick of competition of innumerable players within the industry – a few very well established MNCs as well as smaller but established players. In such a situation, the theme of the conference, “innovation”, resonated perfectly well with the vision of the company.

It was delightful to see the conference unveil different aspects of the theme of “innovation”. The conference saw some charismatic speakers from across Europe, US and India talk about market research from a fresh and contemporary perspective. Topics like research through Gaming, Mobile Apps, Social Networking etc were handled convincingly through client case studies. One of the speakers introduced the audience to the art of selling to the subconscious, which was an enthralling topic. These innovative ideas brought to mind many exciting possibilities in our own sphere of work. There were other speakers who chose to take a difficult stance, and they propagated technology while critiquing manual efforts, especially in case of BIG Data. This gave way to a healthy debate between the old school and the new school of thought on market research.

While Brandscapes has already forayed into practices like research through Mobile Apps and has been harnessing technology to crunch BIG data, ideas like research through Gaming cued newer opportunities. It was the session on Digital Character that made the team recognize, that this would be the ‘technological’ tomorrow of all the qualitative work on customer segmentation which is done manually today. The team also appreciated that while technology was a strong weapon to compete with its peers, it is the idea generation and thinking out-of-the-box that will make us stand out in the crowd. As Mr. Pranesh Misra later quoted, “We believe that innovation is the key point of difference for Global MR. Since this conference focused on innovation, it was really an inspiring learning experience for our team.” The final session on ‘the paradox of success’ where the innovators shared their way to success, brought in the realization that failure is a part of the game, however, it is important to be mindful while failing.

Last but not the least, the 250 odd representations of the industry at the conference, and the promising questions from the young audience showed the team what they were up against in the rapidly growing market research industry, and inspired us to put on our thinking caps and take the bull by the horns!