

A Cheerful Look Back...

Dear All!

All good things come to an end—but only to create another wave of good things. The New Year celebrations are over, and the festive, spirited mood is slowly fading away. New challenges, as well as new possibilities are presenting themselves. Well, now is the time to have a look back at 2022. Truly, the year gone by was quite wonderful for Prism.

The entire team showed their mettle in successfully navigating the varied challenges and grabbing the opportunities. Whether it is creativity, innovation, employee wellbeing, management, enhancing the work environment or overall efficiency enhancement, Prism was able to set new benchmarks in the respective segments.

Recognitions, Pride & Joy!

All those hard work, passion and commitment did pay off in terms of recognitions, growth and success. Awards and recognitions always have their positive impact. They reinforce a team's belief in themselves and the value of strategic and out-of-the-box thinking, passion and commitment. The MUSE GOLD Award 2022 (Corporate Identity – Brand Identity Category) that was awarded to Prism for its innovative and effective conceptualisation of Gulf Paints' rebranding and retargeting campaign.

New Clients, New Possibilities

Prism also onboarded amazing new clients last year. They included top brands such as American Classic, Gulf Paints, Mimar Models, Super General, Lacoste, #VDR, and Life Pharmacy. Prism takes this opportunity to thank all our esteemed clients—existing and new—for choosing Prism as their preferred advertising/branding agency. We truly value the amazing partnership with each of you! We are passionate about exploring with you new possibilities to make your brand stand out!

All of us at Prism are on a mission to make 2023 an amazing year—for us and for our clients!

We also examine the future of advertising in the New Year Issue of Anchor. Happy reading!

Future?

What lies in store for advertising?

The newness of 2023 is still in the air. As an advertising agency, we want to shed some light on the future of advertising.

To go straight into the topic, what is sure to gain momentum in the advertising field in 2023 is targeted, data-driven digital advertising with highly restricted third-party cookies. Driven by innovative internet technologies, data gathering is going to be more accurate. Same is the case with sorting and filtering, as well as usage of data. All these are going to enhance the power of digital advertising.

The growing threat to the privacy of users or customers posed by third-party cookies had been the bone of contention last year. However, with browsers implementing strong privacy settings in favour of users, they (users) are sure to love digital marketing. Digital or otherwise, ads that are "likeable", creative and unobtrusive are going to be the winners. In fact, advertisers are well advised to stay off from auto-playing video and audio ads as these are considered annoying by most of the customers.

According to analysts, the ad industry is expected to lose its vigour in 2023 after witnessing years of appreciable growth. This is primarily due to expected economic headwinds. However, ad spending will continue to grow, driven by strong spending by retail media and connected TV channels. More personalized ads based on data and analytics will be the norm. People still love good brands even in the face of economic or physical hardships. Personalized, highly targeted marketing that effectively engage consumers through Conversational AI, fresh content, and machine learning models that enhance consumer journeys is the way to go in 2023.

Ads that convey a "we care for you" message than "we want to sell to you at any cost" are going to succeed as post-pandemic, people look for trust, support and reliability more than anything else. Such ads can really boost sales.

At the same time, a surprising revelation is that brand loyalty is fading fast. Advertisers that can deliver strong business outcomes in an increasingly complex and data-driven digital landscape can look

forward to exciting times. Data will play the kingmaker and will be crucial in crafting and delivering contextually relevant content to boost growth and brand loyalty. How effectively advertisers use new activation platforms in retail media, eCommerce, and B2B will determine the success rate.

The good news for 2023 advertising is that there is an expected increase in available media options: more retailers are launching media networks, while streaming services are opening up ad inventory. Advertisers will be able to drive value by focusing on identity resolution (building first-party identity graphs etc. using customer information data), which enable them to connect with target audiences across new networks. Talking about the streaming ad landscape, the subscription-plus-advertising model is not expected to gain momentum anytime soon.

Interestingly, and as expected, the traditional marketing funnel is nearing its final days. With customers' attention-to-action timeframe reducing to a few seconds, grabbing those moments is crucial for advertisers. Those who can deliver a rich brand experience in such a short time to the target audience can win. Advertising agencies that can ensure better media-creative synchronicity are better positioned to harness the attention-to-action moments effectively.

Advertising agencies can help brands achieve more exposure and encourage customers to purchase by creating customized "storefront-like" experiences and addressable messaging within streaming offerings.

This year, advertisers will need to rely more on exploiting the power of social commerce as a means of better connecting community, shopping and entertainment.

With a looming recession and the ensuing economic volatility, it is going to be a tough game for advertisers as the performance of media spend will come under stricter-than-ever scrutiny. Advertising that is driven by innovations across OOH, digital storefronts and other tech-enabled media is sure to win the battle this year.

Santa Came Saying



The much-loved 2022 ended with the sprightly and wise Santa paying a visit to Prism office in the wee hours of Christmas day. It was amazing that Father Christmas, who is seriously pressed for time with scheduled visits and delivery of gifts to nearly 800 million children in 200 million homes across the world, decided to uplift our spirits by fulfilling our wish list.

Special thanks, dear Santa, for delivering all the items on the wish list. The fact that each of us played Santa for someone else didn't dilute the fun. Come to think of it, possibly there is a fun-loving Santa-esque alter-ego in everyone.

HAPPY VIBES!!!

