

*In conversation with
Mr. Anil K Nair*

*Managing Partner – Digital L&K Saatchi & Saatchi | **SIMSR Alum Batch 1995-97***



Q. In your rich work experience in the field of marketing and brand consulting, what are the moments that you cherish the most?

A. The best moments are when your work gets recognition on the ground and in the market, when you see your brand making an impact on the consumers, when you are blessed with the right environment and resources to create brands such as LoveMark. These are moments I cherish.

Q. As a CEO and Managing Partner of such a reputed firm, what do you feel is the most critical factor that drives innovation?

A. I feel that innovation needs to be seeded in the DNA of the organization, in the body language, muscle memory and attitude. It needs to be cemented through processes and practice.

Q. As an organization gets larger, there can be a tendency towards dampening inspiration. As the CEO of your firm, how do you keep this from happening?

A. By hiring younger smarter and better people and by creating a culture of creativity can help keep complacency from setting in.

Q. There is fierce competition in the field of brand management. What are few things in your opinion that make a brand stand out?

A. The most important factor for brand success is a 'fierce reputation', consistency of keeping a promise and an unswerving need to add value to consumers.

Q. Have you observed any trends that you feel might have a significant impact on marketing strategies?

A. The internet, content, broadband speed, proliferation of devices, democratization of content, AI/ML, big data. This is the fastest pace of change the world has ever seen in such short duration in the history of the world.

Q. How do you think emergence of digital media has impacted traditional advertisement channels?

A. More than impacting I believe digitization has accentuated traditional media thereby giving campaigns more leg and longevity.

Q. You have the experience of working in various sectors of marketing, which facet of marketing intrigues you the most?

A. Though all aspects of marketing are equally challenging, I feel consumer insight mining and strategic brand work has been the most fulfilling for me.

Q. How do you cope with failures that you encounter in your professional life?

A. Failures make you stronger and give you a valuable life experience that is worth its weight in gold.

Q. If you have to relive your days at SIMSR, how differently would you like to live them?

A. I would not change anything. Those were the best days of my life.

Q. What are some of the significant learning you had in your two years at SIMSR?

A. I learnt to hustle and to think on my feet. I learnt some of my key lessons in leadership here. Most importantly the college through its ethos taught me early on to take people along and play as a team to win.

Q. What would be your advice for the students/young alumni who are starting their careers?

A. My only advice is to never settle for mediocrity and to always guard your reputation because that's all you have at the end of the day.

RAPID FIRE QUESTIONS:

- | | |
|--|--|
| a) Role Model: God is my role model | b) Success Mantra: "Never say never" |
| c) Quote you always go by: Be easeful, peaceful and useful | d) Your goal in life: To lead a life rich with good health, laughter and love |
| e) Favourite hangout spot in SIMSR: Don't Want to reveal some hidden gems | f) Favourite holiday destination: Any place with good weather and wine |
| g) Books/Movies: Life has changed after Netflix | h) Favourite cuisine: Anything spicy and flavourful |

-Interviewed and Drafted by: Apurva Bhushan and Divya Yadav