

# TRIBES TALK

## MONTHLY DIGEST

EDITION 1, SEPTEMBER 2024



### Leaderboard

Greetings to all! It gives me immense pleasure to welcome you all to the inaugural issue of the Tribes newsletter. With this edition of Tribes Talk, we begin a new chapter that will keep us all informed, connected and inspired as we work towards our shared goals and vision. As we inch closer to our 10th year of inception, I take pride in our achievements and growth – from a bold idea to a thriving organization, we have come a long way. Our success serves as a testament to our incredibly talented teams, their dedication and unwavering commitment. As we continue to evolve, it is important, now more than ever, to maintain and continue our dialogues. Tribes Talk is a platform where we can celebrate our achievements, share our stories, highlight our amazing work and the people who make it happen. It is also a space for us to not only showcase our triumphs, but also our vision for the future; to continue building the strong and supportive culture that is the cornerstone of our success. Looking ahead, I am confident that we will together take greater strides to reach new heights by further creating a dynamic culture and a shared sense of purpose.

Best regards,  
Gour Gupta, MD & Chairman, Tribes Communication

### Clan Power



**Amazon Prime Day 2024**

Transforming spaces into immersive experiences



**Swiggy InstaSmart Billboard**

A category first with first of its kind adaptive technology



**Xynteo Exchange 2024**

Sustainable activation that fostered a breathing event



**M&S Ganjing**

Turning the quaint streets of Lucknow to a vibrant fashion runway

### Celebrations with Coca-Cola Team!



In collaboration with Coca-Cola India, we at Tribes curated a first-of-its-kind rural re-engagement campaign. The campaign was a resounding success and in appreciation of the efforts for a job well done, team Tribes was taken out for a celebratory lunch by the client. Sweet victories indeed.

# In the News

Gour Gupta, Chairman & MD of Tribes Communication in an in-depth conversation with Ruhail Amin, IMPACT Weekly Magazine, talks about how Tribes has used technology, big data and analytics to its advantage, allowing for better measurement of OOH campaigns and what lies ahead for the medium.

Excerpts from the Interview:

**Q] How do you see out-of-home advertising evolve in the coming years?**

Out-of-Home (OOH) advertising has always been a dynamic and impactful medium for reaching audiences outside their homes. In recent years, the OOH industry has witnessed significant transformations, driven by advancements in technology, changing consumer behaviours, and the need for innovative and engaging advertising solutions. The advent of Digital technology has revolutionised the OOH industry. Digital displays, including LED billboards, digital signage, and interactive screens have transformed static advertising spaces into dynamic and engaging platforms.

Data-driven targeting is becoming increasingly essential in OOH advertising. With the integration of advanced analytics, audience measurement tools, and location data, advertisers can deliver highly targeted and personalised messages. The integration of OOH advertising with mobile and digital channels has become a powerful trend. By leveraging mobile technology, QR codes, or Bluetooth beacons, OOH ads can interact with smartphones, allowing for seamless integration between offline and online experiences. Personalisation and contextual relevance are driving the future of OOH advertising. Advertisers are leveraging data insights and dynamic content delivery to create tailored messages based on factors like location, time, weather, or audience demographics.

To stand out in a crowded advertising landscape, OOH campaigns are focusing on delivering creative and interactive experiences. Immersive technologies like augmented reality (AR) and virtual reality (VR) are being integrated into OOH ads to provide captivating and memorable experiences for audiences. Sustainability has emerged as a significant trend in the OOH industry. Advertisers are seeking environment-friendly solutions, such as LED lighting, energy-efficient displays, and solar-powered installations, to reduce the ecological impact of OOH campaigns.

**Q] Are there any emerging markets or untapped opportunities that hold significant potential for OOH and Digital advertising?**

To truly unlock the full potential of this medium, brands need to think beyond the traditional billboard approach. By getting creative with their OOH strategy, such as utilising digital screens, experiential installations, or interactive displays, brands can better engage with their target audience and create a memorable impact. So, if a brand wants to stand out and make the most of its OOH advertising dollars, it's essential to think outside the billboard box. Creative OOH campaigns set themselves apart by disrupting the mundane. Clever copy, eye-catching visuals, interactive elements, and unexpected placements give viewers an experience they won't expect and won't soon forget.

Take Apple's 'Shot on iPhone' campaign that began in 2015 and has since become a global sensation. It features stunning user-generated photos and videos captured on iPhones. This campaign has been effective because it showcases the exceptional camera capabilities of iPhones while celebrating the creativity of its users.

**Q] How do you see artificial intelligence influencing the future of advertising in the realm of personalised and immersive brand experiences?**

As we stand on the brink of a new era, the integration of Artificial Intelligence (AI) is reshaping video advertising, transcending traditional boundaries and ushering in a wave of immersive brand experiences. AI algorithms are making this a reality by analysing user data to create highly personalised video content. It is transforming video advertising from a one-size-fits-all approach to a personalized, immersive experience.

Through advanced data analysis, AI identifies patterns in user behaviour, allowing for precise targeting. This maximizes engagement by delivering content that aligns with the viewer's interests, behaviours, and demographics. AI-driven shoppable videos seamlessly integrate e-commerce, allowing consumers to make purchases directly from the video, transforming the viewing experience into a transactional journey.



AI enables dynamic video optimization in real-time, adjusting elements such as pacing, colour schemes, and even narrative flow based on user reactions and engagement levels.

AI is bringing emotional intelligence to video advertising by analysing facial expressions, tone of voice, and even user comments. The future holds the promise of AI-driven storytelling that adapts in real-time to evoke specific emotions and enhance brand affinity.

**Q] How does Tribes use data and analytics to understand audience behaviour and preferences?**

Often, OOH is considered to be mass media with limited or no measurability. Tribes has used technology, big data and analytics to its advantage and helped research, plan and measure outdoor campaigns better. Most of our campaigns are planned with Target Group Index (TGI) data to understand audience behaviour, consumption patterns and habits, most visited hotspots, etc.

Our planners further layer this data into our in-house campaign planning and audience measurement tool. Basis the given inputs, it generates a heat map of the locations in a city where there are higher TG congregation points. The sites are then evaluated based on the measurability index of sites, i.e., 8 key parameters such as size, angle, eccentricity, height, illumination, clutter, obstructions and visible distance. Further, AdEx data coupled with industry reports are used to build a comprehensive OOH media plan. Pre and post-evaluation reports of the plan are generated thus providing campaign effectiveness & ROI measurement.

**Q] What metrics do you consider most important when tracking the success of an OOH or digital campaign?**

By focusing on a combination of impressions, reach, frequency, engagement, location-based metrics, conversion rates & brand awareness, marketers can gain a comprehensive understanding of their campaign's impact and make informed decisions for future initiatives. Also, as technology continues to evolve, so will the methods of measuring OOH campaign success. This will enable businesses to refine their strategies and deliver even more compelling campaigns in the future.

**Q] With increasing focus on sustainability, how is Tribes incorporating eco-friendly practices into its operations and campaigns?**

Education, awareness and implementation are all critical aspects of sustainability. Both Tribes as well as our clients have started the journey. We are encouraging our clients to talk about their sustainability initiatives to spread awareness. The McDonalds campaign is a good example. In terms of operations, we have started with the recycling and re-usage of vinyl flex which is used in outdoor hoardings.

To read the full interview, logon to:  
<https://www.tribeww.in/news/growing-tribe>

## Voices

### The Experience of the Wat Pa Tam Wua Monastery and more.... Radhika Das, Head, Corporate Communication

It is believed that when you wish for something with a true heart, the universe conspires to give it to you. This trip to the Wat Pa Tam Wua Monastery was a manifestation of this for me, in retrospect. It was an interesting experience in my spiritual journey of the last few years. It added to my practice of mindfulness by showing how to be more focused. Something as simple as a meditative walk, forced me to slow down my pace of walking and be more aware of my surroundings and mindful of each step. It made me realise the need to slow down the pace of life, be less frenetic and more patient. More mindful. Of our breath. Of our path and purpose. And of ourselves.

But like most spiritual paths, this one was not without its challenges. The daily rituals and regimen of the monks in the monastery were not an easy task to follow. But like with all challenges, come the lessons. These taught me the value of discipline and persistence, and to find joy in the mundane. Chores as routine as chopping of vegetables for lunch, or preparing the rice offerings for the monks, or cleaning the meditation hall and washing utensils took a new meaning when done in the right spirit and with a purpose. It was up to each of us to define that purpose – be it an act of devotion, or building a sense of community, or maintaining a routine.



This experience of 'seva', opened my mind to the concept of selflessness – and how little acts of kindness and doing selfless service didn't take much away from me. But instead, filled me with humility and grace towards others. The little interactions with other residents of the monastery who flocked from all over the world were a memorable experience. They helped foster a sense of fellowship amidst the residents as we shared experiences and recounts of different cultures and personal narratives. Amongst these, the narratives shared by the monks were perhaps the most interesting. The accounts of their travels to India, their experiences of Indian hospitality and stays at the monasteries in India were vivid and gave an interesting perspective and insight to our own culture. Their spiritual guidance and discourses were equally insightful, compelling one to introspect and look within.

Perhaps the part that was the most beautiful, was the setting of the monastery itself. Set amidst a tranquil forest, with mystic rivers, and winding paths, it was a different world where time almost stood still and you became one with nature. Breathing the fresh air, walking barefoot in the rain and listening to its soothing sounds on the roofs of our huts (kutis), or feeling the gentle breeze on our faces as we meditated in the dhamma hall – was like tonic for our bodies. As they say, "Nature never did betray the heart that loved her" – in a setting so idyllic as this, one couldn't help but fall in love with the forest and all that it had to offer. It made think that ironically, while we are in the business of curating sensorial experiences, Mother Nature happened to have curated the best for us! Apart from the experience of the monastic way of life, the trip also fostered a sense of camaraderie and sorority amongst the team. Be it following the routine of the monks or the rituals of the monastery or walks together in quietude or even shared anecdotes and jokes, this journey gave a chance to get acquainted with colleagues beyond the workspace. The experience of it was, of course, memorable.

All in all, the experience of this trip reinforced a sense of gratitude, for all that came my way. I walked away with questions, the answers to which I still seek but also knowing that the answers lie within. As does happiness and peace.



## Beyond Business

**The Tribes Foundation:** In a world where inclusivity and support for marginalized communities are essential, Tribes Foundation has stepped forward with an initiative aimed at empowering children with special needs. Recognizing the importance of equal opportunities for every child, the Foundation has collaborated with 'The New Age Society for All' to support a program that addresses the unique needs of these children.

Based in the rural West Bengal district of South 24 Parganas, the program runs a dedicated resource center for children with special needs, most of whom have been abandoned by their own families. The Tribes Foundation works to ensure that these children have access to healthcare and quality education so that they are able to lead fulfilling lives and achieve their full potential. The ultimate aim is to facilitate social inclusion where every child is valued and respected.

Tribes Foundation's CSR initiative to empower children with special needs exemplifies its commitment to social responsibility and inclusive development. By addressing the unique challenges faced by these children and their families or the lack thereof, the Foundation is committed to making a tangible difference in the lives of marginalized communities. Through collaborative efforts and meaningful interventions, Tribes Foundation is paving the way for a more equitable and inclusive society where every child has the opportunity to thrive.

## Hall of Fame



### WOW Awards Asia 2024

Gold for our Xynteo Exchange 2024, for Sustainable Activation of the Year.



### WOW Awards Asia 2024

Silver for Marks & Spencer's "Fashion on the Streets" campaign.



Most Awarded Independent Media Agency at the Abbys Once Show - 3 Golds, 2 Silver, 7 Bronze



International Judging Panelists 2024 Dragons of Asia: Arpan Jain - Chief Creative Officer, Minal Brahmane - Group Creative Director, and Tavleen Budhiraja - Senior Director, Creative Strategy



INTERNATIONAL JUDGING PANELLISTS 2024 DRAGONS OF ASIA





# Happy at Tribes

At Tribes, we believe that happy employees make for a happy workplace. A step in that direction is the practice of mindfulness, facilitated at the **Wat Pa Tam Wua Forest Monastery in Thailand**. Set amidst tranquil forests, the monastery offers a serene home to practice mindfulness.



**In the pics:** Team Tribes, with every breath and step, focusing inwards with the daily rituals and practices at the monastery.

## Tribes Trivia

One of the oldest outdoor ads was carved on a stone column in the ancient city of Memphis in 500 BC and said: "I live here, Minos from Cyprus, who can interpret dreams for a moderate fee."

The statistics say that AI will replace more than 80 mn jobs. But the WEF projects that more than 97 mn new jobs will also be created by 2025 due to AI. (source: PWC)

Which country has won the most football World Cups? (Answer in next edition)



 **Printed on recycled paper.**

At Tribes, sustainability is at the core of our values, and we strive to make meaningful impact through responsible business practices – such as printing this newsletter on recycled paper and ensuring that our new office premises in Gurugram are completely plastic free.