

Brand Boss: Ashwin Uppal, GM – Marketing, South Asia, Baskin Robbins



PERSONAL:

Name: ASHWIN UPPAL

Current designation : GM - MARKETING, SOUTH ASIA, BASKIN ROBBINS

Educational qualifications:

GRAD SCHOOL Sydenham College, Mumbai - 2002 MBA ISB, Hyderabad - 2010

CAREER:

Career Trajectory

Baskin Robbins: 2010 onwards Lintas : 2006 - 2008 Leo Burnett: 2005- 2006 Nestle: 2003 - 2005 Emerald Communications: 1999 - 2003

One thing you would like to remember from B-school education?

It is quite possible to not sleep for days & weeks and your productivity will still not suffer. In B-school , sleep was a luxury with assignments and project deadlines looming large.

Some of the unconventional ways you have used to get in touch with the target audience

I was part of the team which was involved in promoting Sikhism as a brand. It was the largest event ever in the history of the religion which 1 in every 5 sikh from across the world was expected to attend. This happened in Nanded, an international airport was created, the infrastructure of the place was beefed up. There was live telecast of prayers happening in Nanded on Punjabi channels across the globe. A rath yatra was done carrying some ancient stuff of the religion taken around 5 holy cities in India before coming back to Nanded. It was a well-attended event, even Dr. Manmohan Singh was there. The event was an unforgettable experience in customer engagement.

How important is market research to your brand?

Until last year we didn't do much. But recently we did perhaps the biggest ever consumer survey in ice-cream space. It is very important to know the consumer well and for our brand to know him well in his local market.

Media agencies versus creative agencies when it comes to innovation and clutter breaking ideas?

They both have their respective spaces to operate in. One is the creator of the message and the other is the carrier of the message, they both compliment each other and do not compete with each other.

The marketer you admire the most and why - Indian or global?

Vodafone . Their creative is clutter breaking and very engaging

Your most memorable field visit and what made it memorable

It was when I was standing outside a church on Sunday morning selling Nestle products to people coming out of church after the morning mass. It was a great experience.

Any interesting insight that you picked from the rural market

When I was with Lintas' rural arm I realized that brands often treat rural consumers as illiterates who do not understand what is going on in the outside world. That is not true, they may not know to read and write but they still understand the world. I think they are as evolved as urban Indians and any communication directed to them should be simple yet smart, else they will dismiss it.

The last time a celebrity worked well for the brand:

Zoozoos for Vodafone. I think Zozoo is a celebrity.

Your favourite marketing book?

Philip Kotler's basic book on marketing management.

Any sport or hobby that you play or indulge in? Any lessons learnt from the sport that are applicable in your corporate or professional duty?

I am a long distance runner and I think the sport teaches you patience, tolerance and to keep endeavoring until you achieve your goal.