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Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
MID TERM EXAMINATION (TERM -III)**

Subject Name: **Production and Brand Management**

Time: **01.00 hrs**

Sub. Code: **PGM32**

Max Marks: **20**

Note: Use-Case Section (All Questions are Compulsory)

Beyond the buzz: How digital innovations are redefining Brand Engagement in 2024

As we navigate through 2024 and beyond, embracing these tech-first strategies Brand experts can ensure their campaigns are more targeted, transparent, and impactful. This article delves into the key technology-driven trends that are redefining the landscape of PR, offering a glimpse into a future where tech-first approaches are paramount.

In 2024, the fusion of deep technology with traditional Brand Management tactics is not just an emerging trend but a necessary revolution. Modern Brand Management campaigns demand the marriage of micro personalization with macro immersiveness. This article delves into the key technology-driven trends that are redefining the landscape of Brand Engagement offering a glimpse into a future where tech-first approaches are paramount.

1. AR Events Reinventing Brand Engagement

There were a million brand events last year and a few million to follow this. What's worse is almost each one looks identical with the same vanilla schedule checklist of emcee, talk, lunch, talk, music and drinks. Brands as well as audiences would rightfully expect more from their chargeable events now. And not like the usual small side note of an AR selfie point for press release tick, the right, front and centre of it all. The AR market is projected to reach \$198 billion by 2025. So beyond gimmick, utilising AR strategically in PR events can significantly increase engagement. For instance, in FIFA World Cup Qatar 2022, sponsor brands utilised AR and VR to enhance fan engagement. The integration included AR filters on social media and improved stadium experiences. The event saw nearly 6 billion social media engagements and a cumulative reach of 262 billion across platforms.

2. Block-chain Ushering in a New Era of Brand Integrity

The intentionally neutral blockchain technology market is projected to experience significant growth in the coming years. The market size, valued at USD 11.14 billion in 2022, is expected to grow to USD 469.49 billion by 2030, with a CAGR of 59.9%. PR professionals can use blockchain to track media coverage, develop new data points for analysis, and measure campaign results more accurately. It will also enable verification of ad views or article reads, providing clear insights into media placements and audience reach. And most importantly blockchain technology could be used to enhance transparency in PR, particularly in areas like supply chain management or corporate governance, providing verifiable and immutable records of a company's claims. *e.g A luxury fashion brand in India can incorporate blockchain to track and verify the ethical sourcing of materials and child labour free production practice. Customers can scan a QR code on a product to view its supply chain journey, ensuring authenticity and ethical production, thereby boosting the brand's image for social responsibility.*

2. Voicing the Future: How Voice Tech is Amplifying Brand Messages

Google reports voice queries are 30 times more likely to be action queries than typed ones. Brands will produce more voice-optimized content, such as branded news briefings or informational content for smart speakers. It won't be any more for the trillion-dollar clubs but for the humble startups around too.

A home appliance brand could create a voice-activated recipe guide. When users ask for a recipe, the guide not only provides instructions but subtly incorporates the brand's appliances into the preparation process.

As we navigate through 2024 and beyond, embracing these tech-first strategies, PR experts can ensure their brand campaigns are more targeted, transparent, and impactful. When the public's relation with content consumption has completely changed, how long could it have taken for public relations to upgrade their content dissemination.

BE BRIEF:

Answer the following questions based on the above scenario:

- Q. 1.** How is Augmented Reality (AR) revolutionizing traditional brand events, and what potential impact does it have on audience engagement and brand differentiation? **(CO1 L2) 5 Marks**
- Q. 2.** 'With the rising trend of voice technology, brands can leverage voice-activated content to amplify their messages and engage with consumers in innovative ways.' Take the example of automobile or edutech or any such sectoral brand and explain the application of this novel technology. Will brands fortify (strengthen) or leverage (ability to influence situations) their brand equity? Will it give rise to new customer experiences? **(CO2, L4) 10 Marks**
- Q. 3.** Give two examples of brands how AI technology is being utilized by brands to enhance customer engagement and interaction? **(CO1, L5) 5 Marks**