
PITCH TOP 10 YOUNG MARKETERS IN INDIA - 2015

PROJECT SUMMARY

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The **Top 10 Young Marketers 2015** was a ranking survey conducted for Pitch magazine.

The intent was to focus more on individual capacity of these young marketers and less of brand performance metrics.

The research covered a **3 year period**. All the metrics for evaluation were designed in – house.

The work was the cover story for the April – May issue of Pitch magazine.

OVERALL METHODOLOGY AND BACKGROUND

ELIGIBILITY CRITERIA

The following conditions were kept for consideration to the Top Young Marketers list

- The Marketer had to be below 35 Years of Age
- Only consumer brands were taken
- Marketers with digital – only portfolio were not taken

RESEARCH PERIOD

The research period was January 2012 – December 2014.

METRICS

The assessment was done based on the following metrics:

1. Rise in stature

Assesses the pace of growth within the organization / across organizations.

2. Mention in media

The mention of marketer in any medium. External awards and felicitation would also be included here.

3. Integration of traditional and new media

Looks at how the marketer has managed to integrate TVC, Print, Radio etc. with new media like social, digital, experiential etc.

4. Added Value

This looks at the marketing activities that is over and above regular marketing duties at the company. This will not look at merely new product launches. This will look at brand building measures that were innovative.

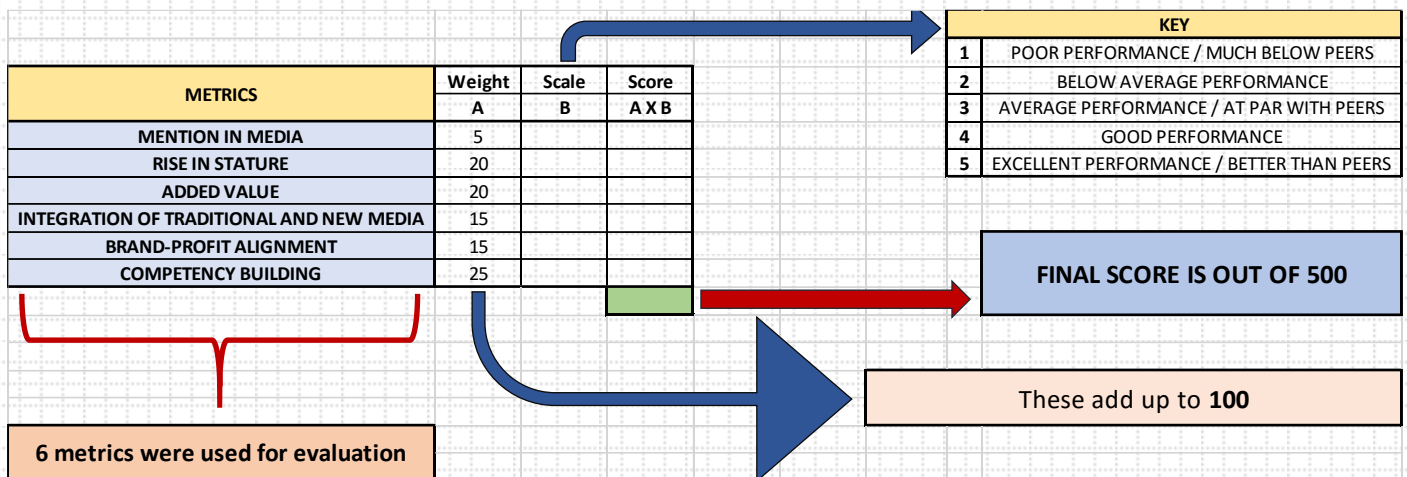
5. Brand-Profit alignment

Will look at how the brand goals are not merely aimed at profit earning but also aimed at establishing and taking forwards business purpose and mission; is more long-term in nature.

6. Competency building

Actions taken in the study period that have been strategic steps aimed at building competencies for the future such as business expansion, searching for new business opportunities etc.

The snapshot below shows the assigned to metrics as well as the evaluation process.



THE TEAM

This report was prepared by Traverse, in the capacity of knowledge partner for exchange4media and Pitch magazine, by the following people:

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