

A report on the
**IAA YOUNG PROFESSIONALS
INTERACTIVE SESSION
15th March 2018**



Inspiring Excellence
in Communications
Worldwide™



MR. ASHISH BHASIN
Chairman & CEO South Asia
- Dentsu Aegis Network



Ashish Bhasin, Chairman & CEO, Dentsu Aegis Network, South Asia gave an interesting flavor on how difficult or how easy a business can be. Prior to this, Ashish Bhasin successfully led and set up several of Lintas India's (IPG) businesses and also had the global role of Executive Vice President, Lowe Worldwide and Asia Regional Director for Integrated Marketing.

Ashish Bhasin said that he had Sam Balsara to thank for this turning point. He happened to attend a Madison Report where he realized that digital had potential and ventured into this.

From where Ashish Bhasin bought Aegis Media in 2008, a start up with a not-so-pleasant past , today Dentsu Aegis Network is the 2nd largest Advertising and Marketing Communications Group in India, overturning for the first time the existing ranking, which has historically been in place for over 80 years. He has built the Dentsu Aegis Network in India from a 50 member team to a 3500 member powerhouse. The concept of one P&L encourages everyone to work together as a team and be there for each other.



Some interesting pointers shared during the interactive session:

- One must have a vision and stick to values. Values are the moral compass. Our DAN values - Be Collaborative. Be Agile. Be Ambitious. Be Responsible. Be Innovative.
- Specialization beats generalists. Be the best in what you do.
- People matter the most. Put your mouth where your money matters. Management is all about growing. Rely on people who can be your extensions.
- Make sure there is a plan and work your strategy in achieving it.

He mentioned that we are in the cusp of next generation where Digital will lead.

Sales , delivery, compliance is gaining prominence and the relevance of marketing is decreasing. In such a scenario, marketing must equip themselves with digital strength to be in the game.

Consumer has changed faster than the agency and we are playing catch-up. There is space for agencies who are quick to adapt especially since we as agencies have the understanding of consumer and brands.

