

# NEW IN AUSPEX

## WEEKLY AUSPEX NEWSLETTER: YOUR RESOURCE FOR NEW MARKETING UPDATES.

Welcome to the second edition of **the Auspex Newsletter**.

**Marketing is evolving** rapidly, powered by creator-led storytelling, short-form video, and AI-driven execution. **Creators** are becoming **the new gateway to brands**, while **Reels, TikTok, and Shorts** dominate as **attention-first platforms**. Behind the scenes, **AI is testing variations**, optimizing media, and scaling performance in real time.

Today, **speed, adaptability, and authenticity** matter more than size. The brands winning are those experimenting, iterating, and embracing technology without losing the human touch.

**At Auspex**, we're here to guide you through this shift with **creator-driven content, short-form strategy, and AI-led marketing**.

Let's build the future—together.



KNOW WHAT YOUR CUSTOMERS WANT MOST  
AND WHAT YOUR COMPANY DOES BEST. FOCUS  
ON WHERE THOSE TWO MEET.

# THIS WEEK IN DIGITAL MARKETING

- **Global Ad Spend Forecast Jumps:** 2025 global ad spend is now expected to hit US\$1.14 trillion, surpassing earlier estimates. The rise is driven by easing tariff pressures and improving economic conditions. AI adoption is boosting growth by automating creativity and optimizing campaigns.
- **Omnicom Acquires IPG:** Omnicom has completed its \$13B acquisition of Interpublic Group, becoming the world's largest ad-agency network. The deal merges major agencies like DDB, MullenLowe, and FCB under unified structures. Over 4,000 roles—mostly administrative and leadership—will be cut in the consolidation.
- **Samba TV Partners with Omnicom:** Samba TV will now provide Smart-TV viewership data to Omnicom for improved media planning in India. The partnership strengthens data-led targeting and enhances measurement for connected-TV campaigns.
- **AI Becomes Core to Marketing:** Generative AI is now a mainstream part of marketing workflows, powering creative production, optimisation, and attribution. Even as AI grows, brands are prioritising a strong human voice to keep content authentic and relatable.
- **India's Ad Market Stays Strong:** India's advertising industry is projected to reach ₹1.8 lakh crore in 2025, showing strong growth despite global economic uncertainty. The market remains resilient, driven by expanding digital adoption and steady brand investment.

## Benefits of Using AI in Marketing



## CROSS WORD

Amul

Samba

Omnicom

Market

Investment

Creative

P	E	A	M	U	L	L	A	N	C
B	R	S	C	G	K	I	N	A	R
R	F	A	O	K	S	G	W	B	E
A	U	S	A	M	B	A	B	B	A
N	N	E	T	D	C	V	E	N	T
D	N	D	E	S	I	G	N	G	I
O	M	N	I	C	O	M	B	R	V
C	L	F	T	J	L	Y	G	H	E
M	A	R	K	E	T	R	J	G	A
I	N	V	E	S	T	M	E	N	T

# THIS WEEK'S TREND SETTERS



## AI-LED CAMPAIGNING

Brands now build campaigns around AI insights, using predictive analysis and real-time optimisation to shape creative decisions. AI quickly tests variations, identifies audience responses, and personalises content at scale. This shift makes marketing faster, smarter, and more efficient, blending human creativity with data-driven precision for consistently better results.



## ALGORITHMIC DISCOVERY

Search behaviour is shifting as platforms recommend content before users even look for it. TikTok, Reels, and Shorts drive discovery through engagement signals like retention and interactions. Brands must create high-hook, high-value content tailored to algorithms, turning passive scrolling into meaningful product exposure and purchase moments for brands.



## AUTHENTICITY WINS

Audiences trust real, unfiltered content over polished ads. UGC, honest reviews, and relatable creators shape buying decisions more effectively than traditional campaigns. Brands showing transparency, genuine stories, and behind-the-scenes moments build stronger credibility. Authenticity has become a decisive factor driving clicks, engagement, and long-term customer loyalty for brands.

We're entering a phase where marketing behaves more like a living system than a static strategy. Power has shifted from brands to creators, who now act as distribution engines and cultural translators. The feed has become the new storefront, and short-form video is the currency of attention—highly visual, algorithm-fueled, and optimized for instant engagement.

#TRENDSMATTER

# CAMPAIGN SPOTLIGHT

## AMUL – “The Taste of India” Refresh Campaign

### WHAT IS IT ?

Amul’s “The Taste of India” refresh became one of India’s most iconic campaigns, reinforcing the brand as both a dairy leader and a cultural symbol. Its topical ads, humour, and consistent branding across categories built a sense of trust, togetherness, and everyday Indian life—turning Amul into a feeling, not just a product.

### TARGET AUDIENCE:

- Families across India — daily dairy users (milk, butter, ghee, paneer).
- Young adults who connect with topical humour and Amul’s witty creatives.
- Health-conscious consumers seeking safe, reliable, high-quality dairy products.
- Urban + rural households where dairy forms a core part of daily meals.

### CAMPAIGN STRATEGY & EXECUTION:

Amul’s campaign used the iconic “Amul Girl” to deliver witty takes on news, sports, and culture, keeping the brand constantly relevant. A unified “Taste of India” identity tied together all products, creating a strong emotional umbrella. By tapping into nostalgia and everyday food moments, Amul built a deep cultural connection. Wide visibility across billboards, print, and digital made its topical posts highly shareable. Consistent messaging on purity and cooperative sourcing further strengthened trust and quality perception.

### TAKEAWAY FOR BRANDS:

- **Consistency builds legacy** — long-term mascots/messages boost recall and trust.
- **Cultural relevance drives engagement** — topical content keeps brands present in major conversations.
- **Unified messaging strengthens the ecosystem** — one emotional theme ensures instant recognition.
- **Trust accelerates loyalty** — quality and transparency fuel repeat purchases in FMCG.

