

NEW IN AUSPEX

WEEKLY AUSPEX NEWSLETTER: YOUR RESOURCE FOR NEW MARKETING UPDATES.

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

As we begin this journey, I want to share something with every marketer, creator, business owner, and partner reading this:

Marketing is not magic.

It's patience, consistency, and the courage to keep showing up—even when results take time.

In a world where everything looks instant, real growth still comes from staying committed to the process:

testing, learning, refining, and repeating.

At Auspex, our goal is not just to create campaigns—but to build impact, trust, and long-term value for your brand. Whether you're new to marketing or scaling your business, remember:

"Small daily improvements lead to big, extraordinary results."

Thank you for being part of this journey. Let's grow, innovate, and build something meaningful—together.



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

Digital Marketing Trends That You Need To Follow

- 01
Content Is King
 It's the kingdom, the crown, and the connection.
- 02
Short-Form Video Content
- 03
Audience Matters
- 04
Omnichannel Customer Experience

THIS WEEK IN DIGITAL MARKETING

- Snapchat launches first India-centric campaign “Say It In A Snap” to deepen its playbook for Gen Z:** Snapchat has kicked off a campaign tailored specifically for India, aiming to boost cultural relevance and connect with younger audiences.
- Momentus Digital rolls out MoAI – an AI-powered marketing suite for streamlined ad campaigns:** MoAI promises to simplify campaign management by automating ad workflows, creative content generation, and optimization across major ad platforms – a potential game changer for agencies juggling multiple clients.
- Indian marketers increasingly embrace unified cross-media measurement:** To keep up with audiences consuming content across TV, CTV, mobile and digital, brands are shifting toward unified measurement systems – enabling better ad planning, targeting and ROI tracking.
- Premium snack segment heats up as Red Rock Deli (by PepsiCo India) enters with a gourmet offer – a sign of shifting FMCG marketing strategies:** The move underlines how legacy brands are rethinking positioning and targeting, aiming for consumers who look for premium quality and differentiated taste experiences.
- Boom in Tier-3 / non-metro demand reshapes festive e-commerce patterns across India:** Brands must now rethink fulfilment, pricing, and marketing strategies to cater to value-driven, non-metro audiences.



CROSS WORD

Auspex
Snapchat
Design
Coach
Pepsi
Brand
Marketing

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

THIS WEEK'S TREND SETTERS



Trends are important because they show where audience attention is going—so brands can stay relevant, create content people actually care about, and avoid looking outdated. They help marketers adapt early, spot new opportunities, and make smarter decisions about what to invest in. Following trends isn't about copying; it's about understanding shifts in behaviour so your brand stays visible, competitive, and ahead of the curve.

CREATOR ECONOMY GOES FULL-SCALE

The creator economy is expanding as brands invest in mid-tier influencers for their trust and conversion rates. They prefer creator-led storytelling and user-generated content over traditional ads for genuine audience engagement. AI tools are enhancing content production, positioning the creator economy as a primary marketing channel.

THE REELS-ONLY ERA

Instagram is testing a Reels-first layout for some users. Reels are trending toward very short, punchy clips (7-15 seconds) with rapid cuts and strong hooks. Micro-series style Reels (episodic content) are becoming popular: storytelling over multiple short clips instead of one-off videos.

AI AGENTS RUNNING CAMPAIGNS

AI agents now independently manage full marketing campaigns, including ad creation, testing, budget allocation, and real-time optimization. This allows human teams to concentrate on strategy and creativity, shifting marketing from automation to true autopilot.

Marketing is being reshaped by creators, short-form video, and AI. The creator economy is now a primary channel, Reels dominate attention in a near Reels-only era, and AI agents are quietly running campaigns in the background—testing, optimizing, and scaling. Together, they're creating a faster, more creator-led, and AI-powered marketing landscape.

#TRENDSMATTER

CAMPAIGN SPOTLIGHT

Maggi (by Nestlé India) — “Meri Maggi”

WHAT IS IT ?

- “Meri Maggi” is one of the most successful mass-campaigns by Maggi in India.
- The campaign re-imagined Maggi not only as a quick meal product, but as a part of everyday Indian lifestyle — promoting personalisation, convenience, and emotional connection with food.

TARGET AUDIENCE:

- Busy parents / working families seeking quick and nutritious-leaning meal solutions.
- Young adults and students — for whom quick, tasty cooking (**in 2 minutes**) is appealing..
- Value-driven consumers who want convenience without compromising on taste.

CAMPAIGN STRATEGY & EXECUTION:

- **Relatable, Real-Life Use-Cases** — Showed everyday moments (post-work meals, late-night hunger, quick breakfasts), turning Maggi into a lifestyle companion, not just a product.
- **Emotion + Convenience** — Blended comfort-food nostalgia with fast prep, making Maggi feel both familiar and practical.
- **Smart Media Mix** — Combined TV, print, digital and social to build trust offline and reach online audiences.
- **Trust-Driven Brand Promise** — Leveraged Nestlé’s credibility and consistent “Good Food, Good Life” messaging to reinforce confidence in a quick-prep product.

TAKEAWAY FOR BRANDS:

- **Simplicity + Relevance:** The core value (quick, tasty meal) is universal and easy to communicate.
- **Trust & Legacy:** Leveraging a well-established brand history helps overcome skepticism — especially in FMCG.
- **Wide Reach + Media Mix:** Coverage across TV, digital, and on-ground distribution ensures visibility across demographics.
- **Product Suitability + Market Need:** Meeting real consumer needs (time savings, convenience) guarantees recurring demand.

