

# Marketing Minute

## The Future of Personalization in Marketing

### How can marketers in Pakistan personalize effectively while addressing privacy concerns?

In Pakistan's dynamic marketing landscape, personalization is becoming a key strategy for engaging consumers and building brand loyalty. With increasing internet penetration and smartphone usage, marketers can now leverage data to tailor their messages more effectively. A recent study shows that 75% of Pakistani consumers are more likely to engage with brands offering personalized experiences. However, as data privacy concerns grow, companies must ensure transparency and ethical data practices to maintain consumer trust.



## Industry Insights

### Social Listening Revolutionizes Pakistani Marketing

**Tapping into Consumer Conversations** Social listening monitors online conversations to understand Pakistani consumer opinions on brands and industries. This technique helps gauge public sentiment and identify trends. Advances in natural language processing (NLP) have improved social listening accuracy. Companies using social listening can better respond to customer needs and tailor their strategies accordingly.





# Expert corner

Umer Ghumman

Director - Country Head **SAMSUNG** Mobile

[https://www.linkedin.com/in/umer-ghumman-8ab4b86/?utm\\_source=share&utm\\_campaign=share\\_via&utm\\_content=profile&utm\\_medium=android\\_app](https://www.linkedin.com/in/umer-ghumman-8ab4b86/?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app)

## How did you end up in the consumer insights industry?

My journey into the world of consumer insights began three decades ago, in 1995. As a young MBA student, I participated in a massive 1000-questionnaire survey for our marketing research class. Our team ventured into small communities and neighborhoods in interior Lahore, conducting one-on-one interviews with respondents. These interactions revealed valuable insights into consumer behavior. In 1997, I stepped into the corporate world, working in the advertising industry. Consumer information became a critical element of my work. I participated in consumer pulse sessions for brands like Coca-Cola, gaining firsthand knowledge that would later transform into actionable insights. From 2000 to 2017, during my tenure at Tetra Pak, I held various roles. Each time I visited the market and engaged with consumers, my understanding of brand dynamics and consumer preferences deepened.

## Did you work on any campaign?

I had the privilege of creating multiple campaigns, including the popular **Milkateer Cartoon Series** and the "**Doodh aur Kaya**" campaigns for Pakistan's dairy industry. Over a decade, we fine-tuned our campaigns based on insights from focus groups. The impact was tangible—sales increased as we aligned our messaging with consumer needs. Back then, communication channels were limited, with minimal internet penetration. However, as the digital landscape evolved, so did consumer expectations and decision-making processes.

## How can consumer insights play a key role in future success?

AI stands at the forefront of consumer insights. Here's how it's shaping the industry:

### 1. Generative AI for Hyperpersonalization:

Generative AI (gen AI) allows marketers to create personalized content at scale. It revolutionizes consumer marketing by enabling efficient content design, insight generation, and customer targeting.

Marketing campaigns now deploy in weeks with personalized messaging and automated testing.

### 2. Predictive Insights with AI:

AI analyzes historical data to predict future trends and customer behaviors. By understanding preferences and potential market shifts, companies can adjust strategies proactively.

## Which spectrum of research were you involved with?

Our research process was meticulous. We attended focus groups, developed battery questionnaires for quantitative research, and generated extensive reports with graphs. The entire journey—from agency pitch to proposal, qualitative exploration, quantitative analysis, and final reports—spanned 6 to 8 months. These insights guided our strategies for the next 2 to 3 years. Additionally, household data, syndicated research, and retail audits further enriched our understanding of consumer needs and segmentation.

## Have you worked on any multi-country research pursuit?

During my tenure, I also worked on large-scale consumer research projects across three markets: Egypt, Turkey, and Pakistan. Attending focus groups in these diverse regions provided invaluable information. Fast-forward to the post-COVID era, where e-commerce and influencer marketing have revolutionized consumer decision-making. Information now travels at lightning speed, and our window for conversion is as short as 12 hours. In this dynamic tech industry, agility is key—a far cry from the FMCG days when we had a month to respond.

Companies using machine learning for personalization have seen sales increase by 10% or more.

### 3. Market Research Transformation:

AI tools analyze vast amounts of unstructured data, transforming market research. Brand equity tracking, audience segmentation, and understanding consumer behavior are now possible. Companies should embrace AI tools and explore new ways to enhance their research processes.

# enFuture Corner



## Welcome

enFuture is thrilled to welcome **Urva Zainab** as a **Senior executive-Data Sciences**. She has an M.Phil. from the Pakistan Institute of Development Economics (PIDE) and has previously worked at Multinational and local research agencies as a Statistician, specializing in data analysis, sampling design, and managing large databases.

Looking forward to working with her!



## Check Out enFuture's New Look!

We're innovating a brand new look for our enFuture website. Visit the enFuture website today at <https://web.enfuture.net/> to explore the latest updates, resources, and opportunities.

We encourage you to navigate through the website and share your thoughts with us regarding any feedback at [info@enfuture.net](mailto:info@enfuture.net)



## Partnership with Taleem e Hub: Access to 800+ Schools for Genuine Recruitments

We're excited to announce our partnership with **Taleem e Hub**, granting us access to **800+** schools. This collaboration ensures genuine recruitments for our Focus Groups and CLTs, enriching discussions with diverse perspectives. It's a significant step in amplifying youth voices and fostering meaningful dialogue.



## Insights from MAP Lahore: Transforming Pakistan's Agriculture Sector

On **14th May**, enFuture attended a seminar by the **Marketing Association of Pakistan: Lahore Chapter**, where Aamir Khawas discussed the challenges in Pakistan's agriculture, including small farm sizes limiting technology use.

He highlighted initiatives by companies like **JW NUTRITION**, **Fauji Foundation**, **Fatima Group**, and **National Foods Limited**, which are introducing advanced machinery and training farmers to drive positive change. It was an engaging session with valuable discussions and networking opportunities.

