



K GANAPATHY SUBRAMANIAM
as the
IMPULSE IGNITER

Brand Velocity

#115

**JULY
2025**

Google Marketing Live
Leadership
Circle

IN THE FAST-PACED WORLD OF FMCG, CAPTURING IMPULSE BUYS AND BUILDING LOYALTY AMIDST FIERCE COMPETITION IS TOUGH. WITH CONSUMERS NAVIGATING THE **SEARCHING, SCROLLING, STREAMING, AND SHOPPING** ECOSYSTEM IN A NON-LINEAR WAY, STANDING OUT AND DRIVING INSTANT CONVERSION FEELS LIKE A DAILY CHALLENGE.

How do we make our brand pop, even when they're distracted? How do we inspire that immediate 'add to cart' moment across all their digital touchpoints?

BUT FROM THE CORE OF GOOGLE'S CONSUMER INSIGHTS, A SOLUTION AROSE - THE POWER OF **GOOGLE AI!**

YES! This is it!
The power to understand micro-moments of desire, to deliver personalized prompts, and to transform browsing into immediate purchase! From craving to conversion!

In FMCG, connection is key! And with **Google and YouTube**, we are building our brand to be the **Consumer's Omnipresent First Choice**, reaching customers and maximizing ROI across every point of the 4S!

THE IMPULSE IGNITER

EMPOWERED BY **GOOGLE AND YOUTUBE**, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S WITH INSTANT CONNECTION. THESE PLATFORMS ENABLE THEM TO BE DISCOVERED, DESIRED, AND DELIVERED WITH EASE.

YOUTUBE RECIPE
RECIPE TUTORIALS

BRAND
LOYALTY

YOUTUBE
SOULPOINT-POP-
YOUTUBE SHORTS
TUTORIALS

DETAILS
Personalised
Personalised
Recommendations

Conrient