



KARTIK MAHADEV as the

**REACH
AMPLIFIER**

Engagement Ascendant

#48

JULY

2025

Google Marketing Live

**Leadership
Circle**

Created with  Google Gemini

IN THE RAPIDLY EVOLVING WORLD OF ENTERTAINMENT AND MEDIA, CAPTURING AND RETAINING AUDIENCE ATTENTION IS A CONSTANT BATTLE. WITH CONSUMERS ZIPPING ACROSS **SEARCHING, SCROLLING, STREAMING, AND SHOPPING** IN A NON-LINEAR WAY, DELIVERING ENGAGING CONTENT AND **IMPACTFUL ADS** IS A RELENTLESS CHALLENGE.



How do we cut through the noise? How do we get our stories seen, our ads heard, and truly connect with our audience wherever they are in this scattered landscape?

BUT FROM THE HEART OF GOOGLE'S CREATIVE INTELLIGENCE, A SOLUTION AROSE – THE POWER OF **GOOGLE AI!**



YES! This is it! The power to understand audience intent, to craft irresistible content, and to deliver it precisely where it captivates! From casual scrolling to deep dive immersion!

THE REACH AMPLIFIER, EMPOWERED BY GOOGLE AND YOUTUBE, NOW HELPS THEIR BRAND REACH AND WIN CUSTOMERS ACROSS THE 4S WITH COMPELLING CONTENT. THESE PLATFORMS ENABLE THEM TO CAPTURE ATTENTION AND ENSURE EVERY STORY RESONATES.



In Media, engagement is our currency! And with Google and YouTube, we are building our brand to be the **Ultimate Story Amplifier**, reaching customers and transforming attention into lasting connections across every point of the 4S!