



YATISH BHARGAVA as the **POINT-OF-SALE PRODIGY**

Market Velocity

#100

Google Marketing Live
Leadership
Circle

**JULY
2025**

Created with  Google Gemini

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.



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



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 POINT-OF-SALE PRODIGY, 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.

