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## Marketers & the market

In its inaugural session, India's first-ever marketing festival brought together Indian and globally-renowned marketers to share ideas and opinions under the same roof

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**L**ast week saw leading Indian marketers coming together with global thinkers on strategy as part of Star FLOW - The Change Festival, an initiative of The Times of India. This coming together of India's marketing fraternity was driven by cutting-edge learning with several iconic speakers.

Across 13 sessions, 29 panellists and speakers, not to mention nine knowledge-sharing sessions and workshops, it was a freewheeling exchange of ideas and opinion. For many delegates, it was perhaps the first time that they were witnessing marketing issues being discussed from a scientific standpoint. Emerging trends, the latest in technology-driven customer engagement and new approaches to understanding the consumer were all on the agenda at this festival, which aimed to equip marketers with tools to adapt to change.

Among the most popular speakers at the session was humanologist Julia Izmailkova, who conducted a session and a workshop. In an insight-



ful comment in her session 'The Psychology of Lies for Business', she stressed that marketers should try to find answers themselves rather than rely on consumers. "You should not ask consumers for solutions. They are not there to tell you what to do," she said. "You are getting paid for finding solutions."

Similarly, in his session 'The beginning of every project is like an art project', Charles Adler, co-founder and former head of design at Kickstarter, spoke about how different startup ideas leveraged Kickstarter for crowd-funding and went on a growth trajectory. In another session, Leonard Mlodinow, speaking on 'Why your brain is killing your ideas', spoke of the need for elastic thinking



as an essential aspect to succeed in today's working environment. And those are just a few of many other sessions.

Star FLOW - The Change Festival, presented by Star India and an initiative of The Times of India, was in partnership with associate sponsor Dainik Bhaskar. In association with Times Network, music entertainment partner Radio Mirchi, digital partner Times Internet and brand partner Interbrand.



Leonard Mlodinow



A participant at the Star India experience zone



Roger Fisk with anchor Suresh Venkat



Julia Izmailkova during her workshop



Delegates connect over lunch



A packed house



Preeti Hoon anchoring a workshop



An entertainer evening with the Shillong choir (Quavers)

### 'India's #MeToo is far from a success'

Cindy Gallop, founder of MakeLoveNotPorn, believes there is a lot more that still needs to be done for women

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Cindy Gallop, former advertising guru and founder of social sex-sharing platform MakeLoveNotPorn, was one of the speakers at Star Flow - The Change Festival by The Times of India.

Gallop talked about a range of topics in an email interview. Edited excerpts:

**Do you think movements like #MeToo help empower women in workplaces?**

#MeToo has done two important things. Firstly, it has made women in workplaces realise, 'It wasn't just me'. And secondly, it's made them angry at the scale, scope and systemic nature of sexual harassment everywhere - angry enough to take action.

I know from issuing my own callout to name the Harvey Weinsteins of the advertising industry, how difficult it is to break stories and name names. This is because people are terrified. Terrified because the powerful men doing the harassing are the gatekeepers of everything - jobs, pay



His Highness Maharaja Sawai Padma Singh of Jaipur  
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Cindy Gallop

career paths, reputations - and retaliation happens. We need more women and men to feel emboldened to speak up, and the good news is that over time #MeToo is enabling that to happen.

**In India, the #MeToo movement led to a shakeout in the advertising industry. Would you call it a success?**  
No, India's #MeToo moment is far from a success. I can't applaud enough the brave women who spoke out, and I am appalled at the lack of support they received. There have been no serious

the offenders. Sexual harassment is the single biggest business issue facing our (and every other) industry today because it manages to keep out of leadership and power the brilliant, talented, creative female leaders who would ensure gender equality, diversity and inclusiveness for all.

**What percentage of video sharing on MLNP or the viewers are from India?**  
India is a regular fixture in our top-10 traffic sources for MakeLoveNotPorn. As I write, India is in sixth place for traffic, behind the US, UK, Canada, Australia and Germany. We have many youngsters from India asking us to launch a localised version of MLNP.  
So, I'm currently seeking Indian investors and partners to launch MakeLoveNotPorn India, which would be redesigned and rearticulated for India with a local team as a home-