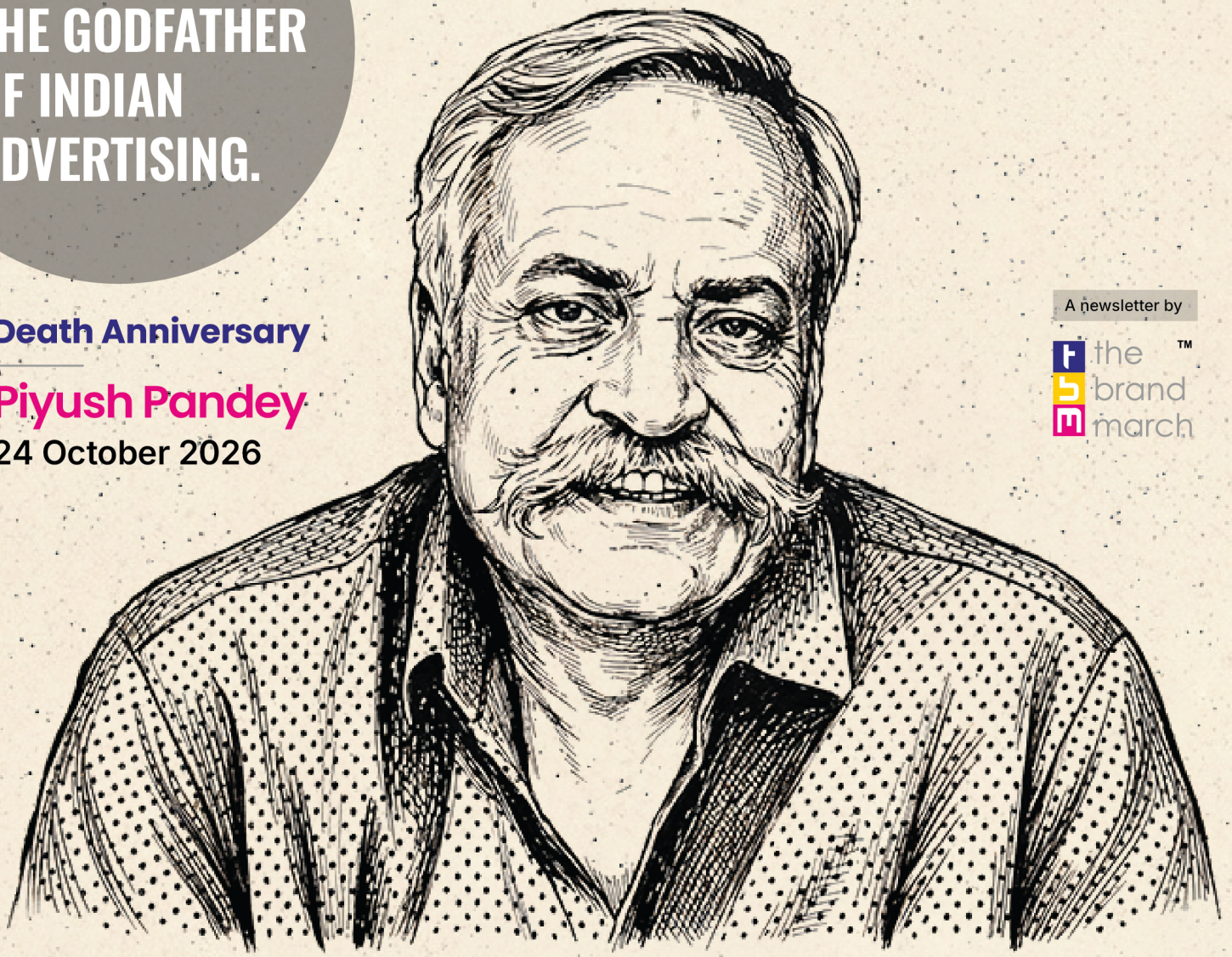
Manufacturing Special

AUGUST 2026

The Perspective™

Conversations That Shape Brands

A TRIBUTE TO THE GODFATHER OF INDIAN ADVERTISING.



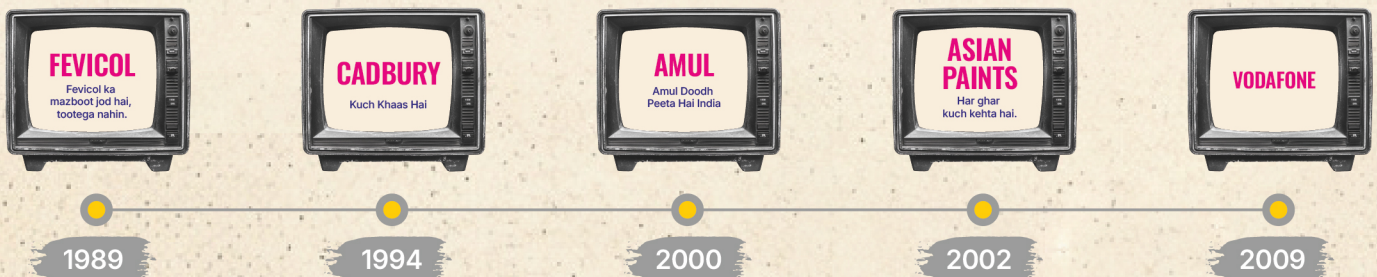
Death Anniversary

Piyush Pandey

24 October 2026

A newsletter by

the brand march™



Cover Story

Thank You for the Ads We Still Remember

Remembering Piyush Pandey and the stories that stayed with India.

“Kuch khaas hai hum sabhi mein.”



Did you read it – or did you hear it?

Perhaps you saw a girl dancing on a cricket field, celebrating as if the entire stadium belonged to her. Perhaps you remembered a bus full of passengers, a familiar tune playing on television, or an advertisement that made everyone in the living room laugh.

You may not remember what programme you were watching. But you remember the advertisement.

That is the curious thing about some advertising. It finds a place in our lives without asking for one.

On 24 October, as we mark the first anniversary of Piyush Pandey’s passing, we revisit the work that made millions of Indians smile, laugh and recognise a little of themselves on screen.

Not because these advertisements sold products alone, but because they gave us stories worth remembering.

We Called Him the Godfather of Indian Advertising

Piyush Pandey had a remarkable understanding of how India spoke, laughed and lived.

His advertising did not always need grand settings or elaborate explanations. It found its stories in familiar places, everyday characters, shared humour and the little things people recognised from their own lives.

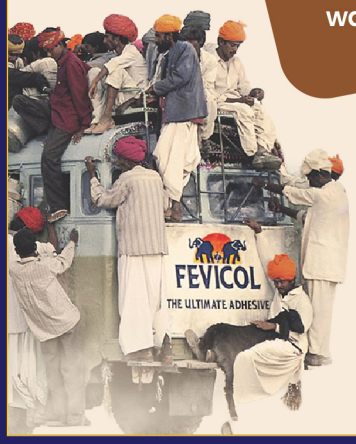
Today, we often discuss advertising through reach, recall, engagement and conversion. His work reminds us of something else: the rare ability of a brand to become part of people's memories.

Consider a few advertisements that continue to bring those memories back.

FEVICOL

Fevicol

the joke we happily watched again



"Fevicol ka mazboot jod hai, tootega nahin."

And then that impossible bus: passengers everywhere, a bumpy journey, and everyone somehow staying together.

Even before we understood advertising, we understood the joke.



Asian Paints

the walls that knew us

The campaign gave us a way to think about those spaces. Our homes carried traces of the people living inside them.



"Kuch Khaas Hai"

Cadbury DAIRY MILK

Cadbury | **a little permission to be happy**

Remember the girl who ran onto the cricket field to dance after a moment of sporting triumph?

The chocolate belonged to that moment of happiness. Watching it could make you smile before you had thought about buying anything.

That connection between a product and a feeling worth returning to is part of what made the campaign so memorable.

vodafone



amul doodh peeta hai india



Somewhere in that childhood soundtrack, Amul

A tune returns, and suddenly so does a kitchen, a school morning, a glass of milk.

Amul belongs to the broader advertising memories many of us grew up with, rather than the campaign credits being celebrated here.

Thank you PIYUSH

We may remember very little about the programmes between those advertisements. The ads gave us moments of amusement, affection and uncomplicated happiness. Their ideas were clear enough to travel; their details were familiar enough to feel ours. Piyush Pandey leaves that extraordinary gift behind: work people can still welcome into their lives. Thank you for giving us so much to smile about and so much we still remember. Sources: Ogilvy's Piyush Pandey tribute; Asian Paints campaign retrospective; Gems campaign reporting. Amul is included as broader advertising nostalgia, without attribution to Pandey.

Trend Watch



AI Marketing

What Brands Should Watch in October 2026

A roundup of recent announcements and continuing trends, verified as of 12 October.

AI adoption is broad. Making it work at scale is the next challenge.

The World Federation of Advertisers' report, released on 30 September, says 96% of surveyed major brand owners use generative or agentic AI. Its study draws on 54 senior respondents representing 46 major brand owners, rather than businesses of every size.

Usage extends into insights, media and planning. Scaling adoption is a top-three priority for 63% of respondents.

Our perspective: Measure the entire workflow. A faster draft is valuable when it also reduces the time required to reach approved, usable work.

Agentic marketing is moving beyond the first draft.

In Bernard Marr's June interview with AWS marketing leader Julia White, she described using agents in content localisation, with human linguists reviewing the resulting work. The example illustrates a continuing trend: AI taking on connected steps within a process.

Our perspective: Begin with a defined workflow, such as adapting approved product content for different markets. Give the system reliable source material, clear boundaries and a review stage. For manufacturers, translations must preserve technical meaning.

Conversational advertising is becoming a new customer touchpoint.

OpenAI announced new ChatGPT Ads capabilities on 16 September, including integrations with HubSpot and Shopify. It also announced testing of Sponsored Agents with selected advertisers in the United States: clearly labelled business-sponsored conversations that users can choose to enter after clicking an ad.

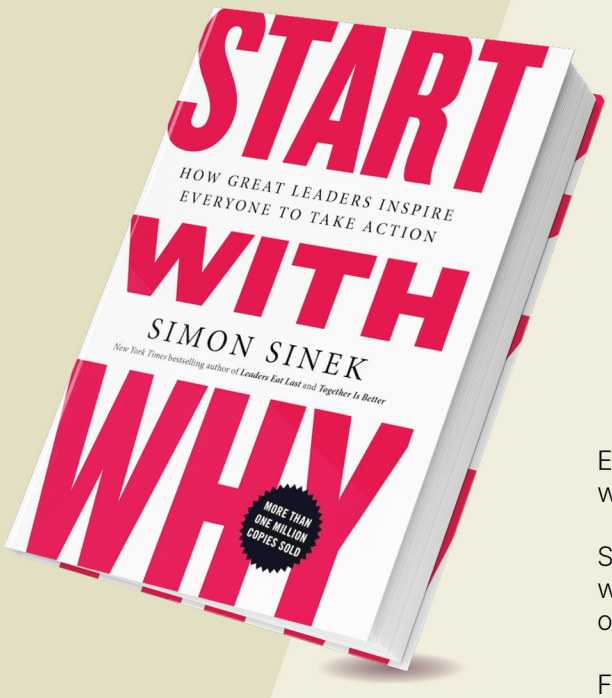
Our perspective: Brands should prepare accurate answers to the questions that follow initial interest: suitability, compatibility, price, delivery and support. Availability and test scope matter when planning a campaign.

AI discovery adds another reason to make product information clear.

Google's official guidance says SEO fundamentals remain relevant to its generative search experiences. It does not require special AI text files or a new schema for inclusion.

Agent-mediated discovery also gives brands a practical reason to maintain useful product information. Specifications, applications, limitations, availability and credible evidence help a buyer or a system assisting that buyer - compare options.

Our perspective: Keep investing in expert content and sound website structure. Review whether product pages answer real selection questions, and measure relevant enquiries alongside traffic. Treat GEO as an evolving area of discovery work, while maintaining SEO fundamentals.



Start With Why

Every manufacturer knows what it makes. But why should that work matter to people?

Simon Sinek's Start With Why encourages businesses to begin with their purpose, then explain how they fulfil it and what they offer.

For a manufacturer, that purpose could be helping factories operate more reliably. Product quality, service and everyday decisions should make that commitment visible.

The takeaway: Give people a reason to believe in your business—and support it with what you deliver.

Branding is discipline.
We do it mindfully.

Great brands are not built by doing more.
They are built by doing the right things consistently.

Until next publication
Less Noise. More Perspective.

The Perspective™
Conversations That Shape Brands

A publication by
the brand march™

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