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# NEXT DRAFT

ICE GROUP INDIA

NOVEMBER '21



# From the Director's Desk

MOHIT KHANNA | DISHA SHAH

“

The rainy and autumn seasons mark the start of festivities, revelries and gaiety for us all. There is merriment, joy and cheer all around; this time of the year. 2021 is no different and we Indians are bracing ourselves for the long period of festivals and celebrations that lie ahead.

Raksha Bandhan, Janamashtami, Ganesh Chaturthi, Dussehra, Halloween, Diwali, Guru Purab, Christmas and New Year and many small occasions thrown in between. The weather has begun changing too and a slight nip in the air is being noticed in the wee hours of the morning and late at night.

The celebrations have begun for us too and we are all set to usher in positivity and seek the blessings of the Almighty for more optimistic, confident, healthier and better times ahead for everyone; the world across!

We are all so proud to be a part of a nation that embraces and assimilates all religions and cultures alike and gives ample opportunities to rejoice and revel. Wishing you all a happy festive season of the best of the times, clothes and food.

Love and peace from us to you!

”



**MOHIT KHANNA**  
CEO



**DISHA SHAH**  
COO







## ICE COMPASS

**W**e truly go by the dictum of all work and no play make Jacks and Jills dull children! So, we do not miss any opportunity to have fun and make merry. The diverse land which we all live in gives a plethora of opportunities for the same.

We celebrate festivals, professional wins, birthdays and work anniversaries with equal gusto. Whenever, there is immense work and we feel the need to take a break and recharge our batteries, we plan a fun activity that peeps our mood instantaneously. Two rounds of dumb charades or Tambola and we are back in the groove to take on challenges head on.

Whenever there is confirmation from the client on a new project; that is an occasion that merits celebrations. The celebrations are always those which justify the statement that money cannot necessarily buy happiness.

The latest celebrations at ICE were the celebrations for Ganesh Mahostava, Dussehra, Diwali, completion of 10 professional years at iCE for 5 very revered employees, birthday celebrations for 2 and big project completion.

And we are beaming from ear to ear; awaiting the next celebration.



# EXPERIENTIAL MARKETING UPSCALED

Experiential marketing has been the one that has seen such a dynamic and widespread transformation in such a small timeframe. We all know that now this domain is near going to go back to what it was before the pandemic struck. There have been newer and constant developments and innovations in this space.

Earlier, experiential marketers focussed on knowing market was. Now, they focus on knowing the segment of the market they operate in. With physical proximity getting stalled; the customers now started looking for customized and bespoke options. So, it became imperative to study, analyse and understand customer behaviour and psyche and buying patterns and trends.

It has now become very important for experiential marketers to send messages that are personally relevant keeping in mind demographics such as age, gender, educational qualifications, personal beliefs and values. An analysis of personal behaviour is made on the basis of attitudinal and psychographics.

Now, there are so many options for the customers to choose from. Now, it is no longer stepping up your game and gaining an edge over your competitors. It is now about stepping up your game and offerings and giving to the customers something that is way beyond and above their last experience. And that they are not willing to compromise one bit.

Scaling up the deployment of scale for Artificial Intelligence has also been one very notable upshoot of the pandemic. A perfect balance of automation and human touch has been achieved too. Effective story telling and the use of data as the fuel to craft the most perfect human touch. A fine line has to be treaded between performance marketing and brand marketing for experiential marketing to be able to deliver experiences and beyond, every time.





# FIRST HAND EXPERIENCES; BEFOREHAND THROUGH TRAVELOGUES

In the age where all of us are heavily dependant on the internet, travelogues are picking up like never before. Travellers and tourists do not want to just read theoretical stuff base their decisions on them. They want to base their decisions on travelogues.

The dictionary defines a travelogue as a film, book, or other documented literature of the experiences of a traveller. These have been in existence since as early as the 2nd Century AD. These are first person accounts of the experiences and memories amassed by the person at that particular geographical location. A good travelogue is informal and chatty in style. Many times, by way of interacting with the target audience; the writer poses them some questions. Many times, he/she talks of what the expectations were before the travel was undertaken and how different the reality was.

Interactions and conversations with the local people feature here and how following the counsel of the inhabitants of the place proved to be a blessing in disguise. Following their recommendations on eateries and pubs, local shopping places and small tourist attractions could make the journey al the more awesome. Most of these would not find a prominent place on the internet and this is where the human element and experiences come into play.

A travelogue is always through the eyes and the lens of a traveller and therefore is always a personal account. Through personal experiences, the traveller the pluses and minuses of his/her stay at that particular place. Reading travelogues before the start of the journey; often prepares people on what to expect at that place. Recommendations on what all are essentials to be carried; also prepares them beforehand.



# TRAVELOGUE

# Pet Peeves of the Signs



*Aries*

Arians are those who are forever on the go. Red lights and traffic snarls irk them the most and test their patience.



*Cancer*

The crabby crabs place a lot of importance on materialistic things. People who misplace or lose their belongings irritate them no end.



*Taurus*

The workaholic bulls ensure that planning happens with utmost precision. People who operate without schedules and timetables completely turn them off.



*Leo*

These people are self-proclaimed monarchs. They feel that it is their moral responsibility to protect masses. They hate not being acknowledged for their supremacy.



*Gemini*

The Geminis are the social butterflies of the zodiac and at all times would want to be at places where the action is. The FOMO is their biggest pet peeve.



*Virgo*

The virgins are the perfectionists of the zodiac. They have an uncanny eye for detail and when their expectations from the others are not met; they freak out.

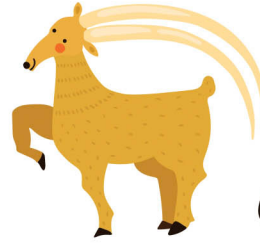


# Pet Peeves of the Signs



*Libra*

The Librans are peace loving beings and the thing they want most in their lives is harmony and amity. Unnecessary arguments and wiles spoil their peace of mind no end.



*Capricorn*

The goats are always wise beyond their years and despise irresponsibility and childishness immensely and passionately.



*Scorpio*

Integrity is everything for the Scorpions. Being lied to or deceit are things that they can never stand and they will not hesitate to sever ties with those guilty of the same.



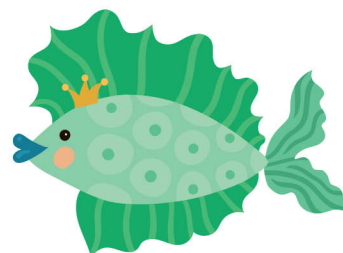
*Aquarius*

These people are humanitarians to the core of their hearts. Selfish people with vested interests they loathe.



*Sagittarius*

The Archers are highly independent and free-spirited. They are forever on an exploration quest. Cling to them and they will run away and never come back.



*Pisces*

The fish are extremely emotional and sensitive people. They hate insensitivity and futile gossiping.



**TARUN**  
SNEAK PEAK



## A Sneak Peek into me:

1. My loved ones call me: Bhai
2. I am a (Zodiac Sign): Cancerian
3. The subject I hated the most at school: Maths
4. The strangest place I have fallen asleep has been: The roof of a bus
5. My first celebrity crush was on: Divya Bharti
6. My pet peeve is.: Always want to speak first
7. The animal I resemble the most is. Lion (I believe)
8. The song which is on my lips these days is: Kar har medan fathey o bandhya (Sanju movie)



# PUT ON YOUR TRAVELING CAPS!!! - NOVEMBER '21

1. Which country is made up of 180,000 islands?

- a. Japan                      b. Indonesia                      c. Finland                      d. Sri Lanka

2. On which Caribbean Island can you swim with pigs?

- a. Big Major Cay                      b. Barbados                      c. Douglas Cay                      d. Isla Gigi

3. How many provinces are there in Canada?

- a. 21                      b. 10                      c. 17                      d. 12

4. Hanoi is the capital of:

- a. Turkey                      b. Cuba                      c. Vietnam                      d. Brazil

5. The main ingredient of Hummus is:

- a. Kidney Beans                      b. Black eyed beans                      c. Chickpeas                      d. All of these

6. Which movie was filmed at the Niagara Falls?

- a. Superman II                      b. Batman                      c. Gladiator                      d. Fast and the Furious





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