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Context to the nugget

KV Sridhar (Pops) talks about how hyper collective (a company he has just started) operates at the intersection of Strategy, Creative, Technology and Data and combines all four diverse disciplines to present an integrated offering to the clients. He specifically talks about the crucial role of orchestrators that connect the dots across the various disciplines.

Transcription

Deepak Jayaraman (DJ): Tell us a little bit about Hyper Collective and more importantly what lies behind you setting this up?

KV Sridhar (KV.S): There are two things advertising and communication system has not changed for many years as the industry is progressing now digital technology has come in and marketers have far more choice and far more tools now people are changing so they are also adopting newer technology. So, how do you become more relevant to this audience advertising agencies may not doing it so I thought technology company will help me so I joined the technology company, learnt everything it was almost like a break and then take going to an university for me, that's a sapient experience and then when I came back and I realize that no individual company can ever cater to the entire landscape so you need specialists you need to collaborate with many people so gone on the days where companies has started by individuals now you see three four people coming together and then starting so that collaborative nature of bringing all the expertise together and also build certain kind of agility where we can change and where we can bring in the latest cutting edge technology to our clients within no time so that was the background with which first scanned many companies and finally we zeroed in on 21 companies and then we have another 40 affiliates and close to 60, 70 individual consultants in the platform so we use all of them to really deliver the results to the client.

DJ: Across these 28 or 60 depending on how you cut it are there themes in terms of types of companies in the sense Classic marketing, Digital, how do you segment them?

KV.S: We have segmented everything into four buckets, first is strategy, so you have business strategy, you have creative strategy, you have brand strategy and then you have got experience strategy and then you have got performance strategy, you have got e-commerce strategy, so all the strategies in one bucket. So, we believe that there can't be hundreds of strategies, there is only one strategy called business strategy and everything must flow out of that. So, we have some companies and some individuals and they actually helping us in this strategic part of it. Which is where most of our work 80, 90 percent of work we have been doing from last six, eight months which was all strategy.

The second is a creative bucket the creative bucket is not just Television commercials but going on to the YouTube, Social and Gaming, Mix reality, AR, VR, Bringing all the things together 360 so a lot of things which we are doing, which are all very creative in nature even doing physical experiences you need to have the ability to tell the same consistent brand story and then create the experiences which evoke the same kind of response which you seek so that's the second bucket where all the creative actually sits.

The third is the technology while we live it to a lot of clients to do their own backend technology they don't have then we have couple of people in our group who can who can actually come and in build the entire platform, integrate all the data and then make sure that all the things have been in place, then we do all the front end work, we have a lot of experienced designers who come in with a lot of UI, UX, experience in that and then we do as I said, a lot of innovation. Whether it involves technology and both physical and technological and then stitching of very complex VR films into your story line so a lot of technology driven experiences which we create, whether it is a web or otherwise a mobile, so that's into the technology bucket, we don't do back end technology we do front end technology and then backend if client want us to orchestrate then we bring in those specialists and then the last part is data and analytics I mean data is usually there are two kinds of data, Visible data, which is all your social media data and invisible data, your journey's your paths. What was really happening when you bought one piece, how did you end up buying second one, so tracking the consumer journeys tracking the behaviour of people, try and understand what they are doing and then we have a lot of partners who do a lot of predictive analysis for you, where you can use the data to really predict on laws of the consumer intelligence to predict which platforms will deliver most or which length and which topics you can really pick and take it forward so that's the model we bring in the entirety of strategic thinking, creativity, marketing technology and data and analytics and performance, so that we take ownership from end to end.

In house resources are like far more like orchestrators people who are there in the content, technology, so deal with the client and they connect the dots across these buckets and we also have very large muscle of creative which is what was lacking in the, in all the verticals so bring in that ability, creative ability.

Reflections from Deepak Jayaraman

DJ: The key takeaway for me from this piece was the fact that we live in a world where there is a lot of value being added at the intersection of disciplines. While there is something to be said about deep domain capability in a certain area, there are fascinating opportunities that lie in the convergence of topics and fields where there is an opportunity to rethink the way value is being added. It was also interesting to hear Pops talking about him going out of the comfort zone to join a Tech company (Sapient) after a long successful stint in the Ad world and then launching Hyper-collective. In a way, this is an indication of how careers will look more and more as we move forward. We need to be willing to take a leap, explore a new frontier and that possibly might open a door to something else at some point and we go from there. As Lynda Gratton of LBS days, gone are the days where life would be divided up in three clean phases – study, work, retire. Like Pops talks about his sapient experience as a learning experience, I guess, we need to get used to mixing up studying, working and retiring as we move through life.

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End of nugget transcription

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KV Sridhar - Nuggets

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About Deepak Jayaraman

Deepak seeks to unlock human potential of senior executive's / leadership teams by working with them as an Executive Coach / Sounding Board / Transition Advisor. You can know more about his work [here](#).

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