

PARTNERSHIP ONBOARDING



MarketingWeek's

Festival of Marketing

For The Ambitious Marketer

Mumbai · February 2027

A word from the Editor-in-chief.

Russell Parsons · Editor-in-chief, Marketing Week & Festival of Marketing

🎬 Asset needed – video being arranged



A GLOBAL AUTHORITY · SINCE 1978

**Marketing Week is recognized as
one of the top-rated marketing
publications in the world.**

Read by the people who decide what the industry does next

MARKETING WEEK, BY THE NUMBERS

47 years. 90,000 stories. One authority.

1978

Marketing Week founded.

2013

Festival of Marketing launched – 13 editions since.

90k+

Articles, case studies & interviews.

Own research

Proprietary data from our own industry surveys.

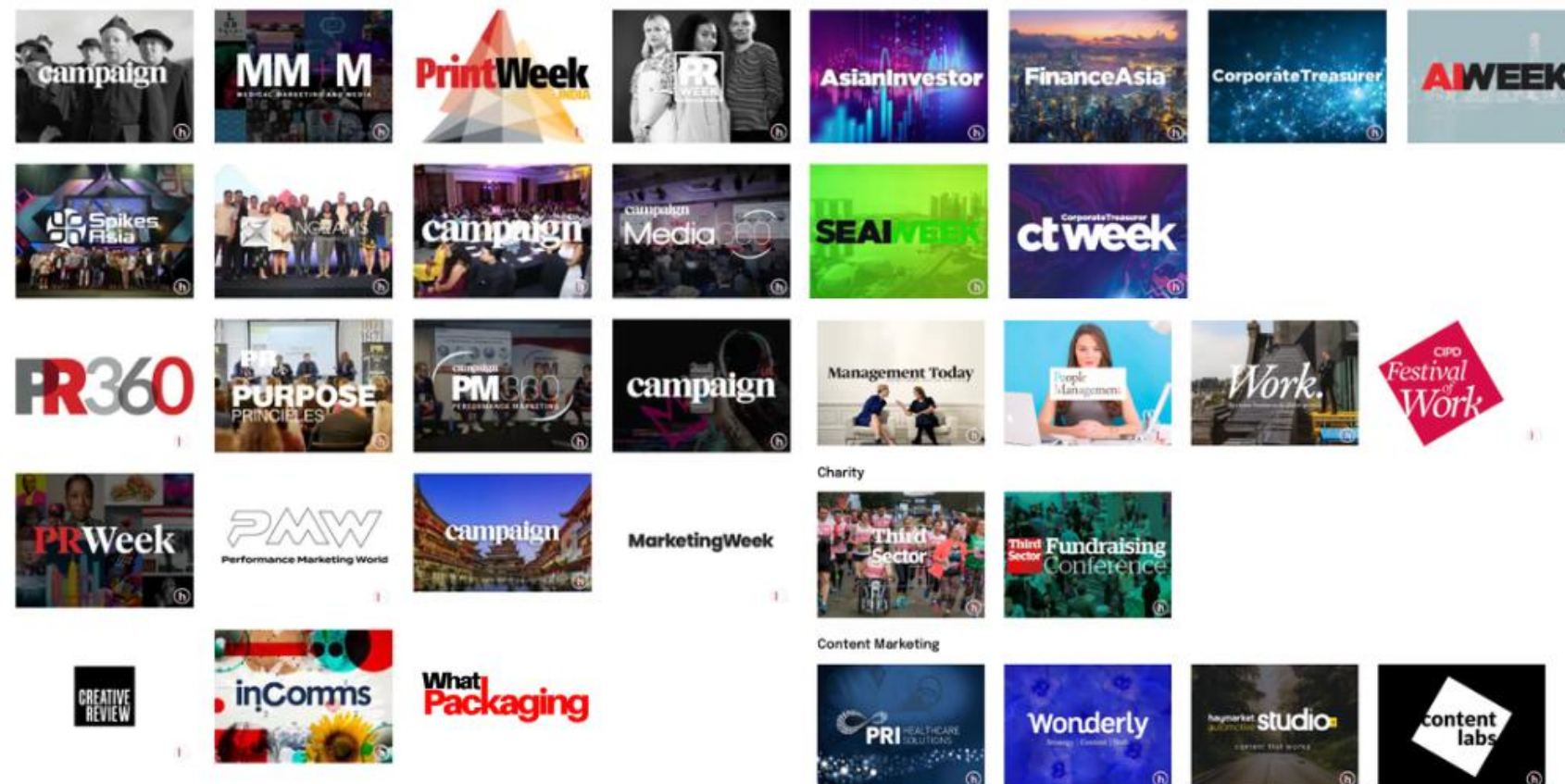


THE GROUP BEHIND IT

Haymarket Media

Founded by Lord Michael Heseltine . One of the world's significant independent media groups – 70+ brands across marketing, business and specialist media. Founded 1957.

A PART OF HAYMARKET MEDIA GROUP



The portfolio, by category

🔊 Marketing & communications

📁 B2B & management

🏥 Medical & healthcare

🎨 Design, packaging & specialist

ALREADY HERE

Haymarket has been in India since 2006.

This isn't a foreign property testing a new market. Haymarket India has been publishing here for years, with established titles and an established team. Marketing Week is the next title to arrive – and Festival of Marketing comes with it.

THE PEOPLE WHO TAKE OUR STAGE

Mary Portas

Retail leader & broadcaster

Antonia Wade

Global CMO, PwC

Taide Guajardo

SVP Brand, P&G Europe

Les Binet

The industry's leading effectiveness
thinker

Javier Meza

President & CMO Europe, Coca-Cola

Munnawar Chishty

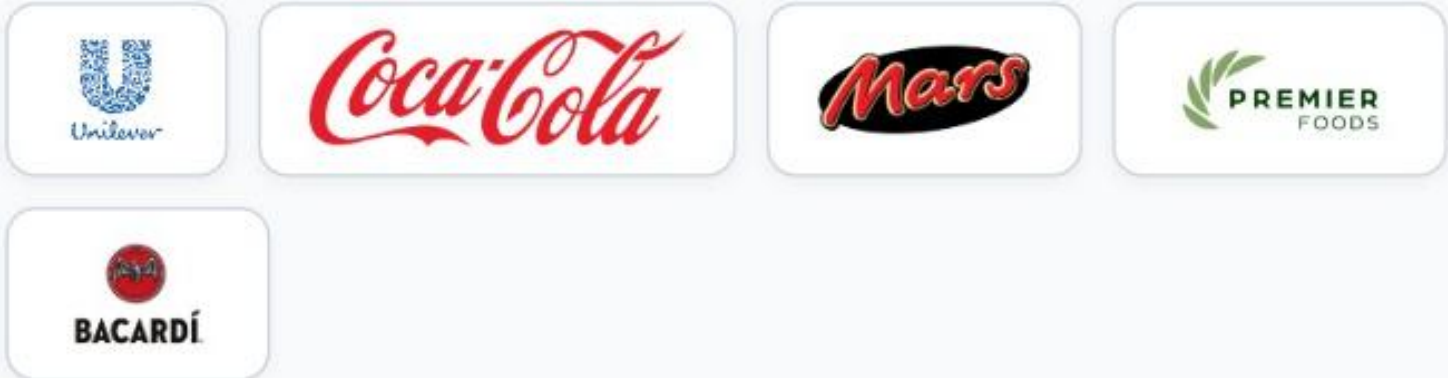
CMO, Carlsberg Britvic

**Sold out, year
after year.**

Plus Lego · Macmillan Cancer Support · Paddy Power · Jellyfish · JCDecaux · System1

The world's leading brands are in this room.

FMCG



RETAIL



MEDIA & BROADCAST



FINANCIAL SERVICES



TECH & TELCO



PHARMA & CONSULTING



AND THE BRANDS THAT KEEP COMING BACK

Partners prove the value of being in the room.

Delegates prove the room exists. Partners prove it's worth being in – and the ones that matter renew, year after year.

amazon

aws

LinkedIn

INTUIT
mailchimp

Dropbox

FASTCOMPANY

Inc.

Disney

seguno

SHOTDECK

Meta

NAVAN

Off via Travel Partner of Calvo Creat

RWS

Monotype.

nitro

WHAT MARKETERS SAY ABOUT IT



“It's where we marketers can be among our own people – it is our Glastonbury, and I love it.”

“Festival doesn't feel like a conference; it feels like a fun day out.”

“An essential event for every marketer to have in the diary.”

“Delivered by some of the most impressive practitioners in the world.”

“If you're looking for your marketing tribe, here they are.”

Part Two

The Festival

WHY INDIA, WHY NOW

Indian marketing has the ambition. It doesn't yet have the room.

What the circuit offers today

- ✗ Too many awards
- ✗ Distraction
- ✗ Live for the day
- ✗ Nothing institutionalised
- ✗ Topical and trendy
- ✗ A stage to show off from

What we deliver

- ✓ Depth
- ✓ Genuine statements of expertise
- ✓ A forum for evidence
- ✓ Something built to last
- ✓ Meaningful
- ✓ A room to think in

THE CHALLENGES MARKETERS FACE

What every ambitious marketer is dealing with.

The pressures that define the job right now – and that no awards evening will help with.



Is it return-worthy?

Proving marketing spend earns its place.



Attribution

Showing what you do actually moved the business.



Pace of change

Martech, adtech, AI and the journey – all shifting at once.



Brand investment

Budgets defended quarter by quarter.



Performance vs brand

The inability to separate the two – with real consequences for careers.

SO HERE'S WHAT WE PROMISE

For the marketer who wants more.

And for the marketer who deserves it.



Participation

Everyone in the room
shares, learns and asks
– not just listens.



Evidence

Depth and proof, not
trends and platitudes.



Expert editors

Our journalists hold
the room, not emcees.



Global perspective

The thinking that
shapes marketing
worldwide, brought
here.



A curated senior room

Capped by design,
senior by intent.

WHO IS IT FOR?

The Ambitious Marketer

**The marketer who wants more – for the brand and for themselves.
Building something that lasts, not just something that trends. Senior,
brand-side, and tired of being sold to from a stage.**

THE FESTIVAL, IN ONE LOOK

One day. One room. Built with intent.

1

Day only, in person —
Mumbai

4

Content stages —
Main Stage, Platform A
& B, the FaceOff Studio

30+

Content sessions
across the day

500

Delegates — capped
by design (target)

The Social Zone

Coffee, food, the Reading
Room & Martech Partner Lab
in one hub

The Creator Hub

Press & content space, open
all day

Experiential spaces

Lounges and signature
moments throughout

75

VIP guests alongside the
capped room

A FESTIVAL BUILT ON PARTICIPATION

Participation, not presentation.

There will be grand stage moments. But the day is designed so everybody has a chance to share, to learn and to inquire – formats built to force exchange.



Participation

Everybody shares, learns and inquires – by design.



Evidence

Depth and proof over trends and platitudes.



Editors, not emcees

Our journalists hold the room and keep it honest.

FESTIVAL LAYOUT

The festival lives in the spaces between sessions, too.



One central hub — not scattered corners. Delegates pass through it at every break, so the energy compounds instead of dispersing.

THE PROGRAMME

Four stages. One argument: say something real.



Main Stage

Plenary keynotes, flagship panels, the FaceOff moments.



Platform A

Brand Strategy, Marketing Intelligence & Growth.



Platform B

The Ambitious Marketer: Career, Leadership & Growth.



The FaceOff Studio

A marketer and an adjacent stakeholder, unscripted, editor-moderated.

THE DIFFERENTIATOR

THE MAIN STAGE

Where the day is set and closed

Plenary sessions for the full room, flagship panels, and the debates only this festival will stage.

WHO IS IT FOR?

Everyone in the building.

WHAT YOU'LL TAKE AWAY

What senior Indian marketers actually think ·
the decisions that compound over a career ·
where the industry disagrees with itself.

ILLUSTRATIVE SESSIONS

The Marketer Who Builds What Lasts

The Long Game vs The Next Quarter

What Indian CMOs Are Really Talking About

PLATFORM A



Brand Strategy, Marketing Intelligence & Growth

India-specific practitioner depth. The conversations that only make sense here.

WHO IS IT FOR?

Brand, strategy, insight and growth leads who want India-specific depth, not imported frameworks.

WHAT YOU'LL TAKE AWAY

How to build a brand when the platform controls discovery · what works across India's many markets · where budget is actually moving.

The Algorithm Is Your Shelf

One Brand, Many Indias

D2C Meets FMCG: The Acquisition Conversation

Illustrative sessions, practitioner-led.

PLATFORM B

The Ambitious Marketer

The stage no other Indian event runs properly.
Not the brand, the marketer.

WHO IS IT FOR?

Anyone thinking about their own next chapter – their development, their influence, where the career goes.

WHAT YOU'LL TAKE AWAY

How to make the case for marketing in the language finance responds to · the move from marketing leader to business leader · navigating the moments that looked like failure.

From CMO to CEO

How to Speak Finance

Confessions from the C-Suite

THE FACEOFF SERIES

One marketer. One adjacent stakeholder.

A real, unscripted, two-way conversation, moderated by an editor, recorded live in a podcast-quality studio.

ILLUSTRATIVE PAIRINGS

CMO x Quick Commerce

CMO x Creator

CMO x Design Agency



 Recorded live, editor-moderated

THE ROOM WE'RE CURATING IN MUMBAI

Same standard, same editorial team.

THE CATEGORIES WE'RE PROGRAMMING FOR

FMCG & D2C challengers

Quick commerce

OTT & streaming

BFSI

Tech & SaaS

Beauty & health food

THE CONVERSATIONS ONLY THIS FESTIVAL WILL HOST

The D2C-FMCG acquisition conversation, from both sides

What Indian CMOs are really talking about

CMO x quick-commerce platform, face to face

WHO'S BUILDING IT

PK

Payal Khandelwal

Editor, Marketing Week India

SS

Shubhranshu Singh

Advisory input

👥

The Festival editorial team

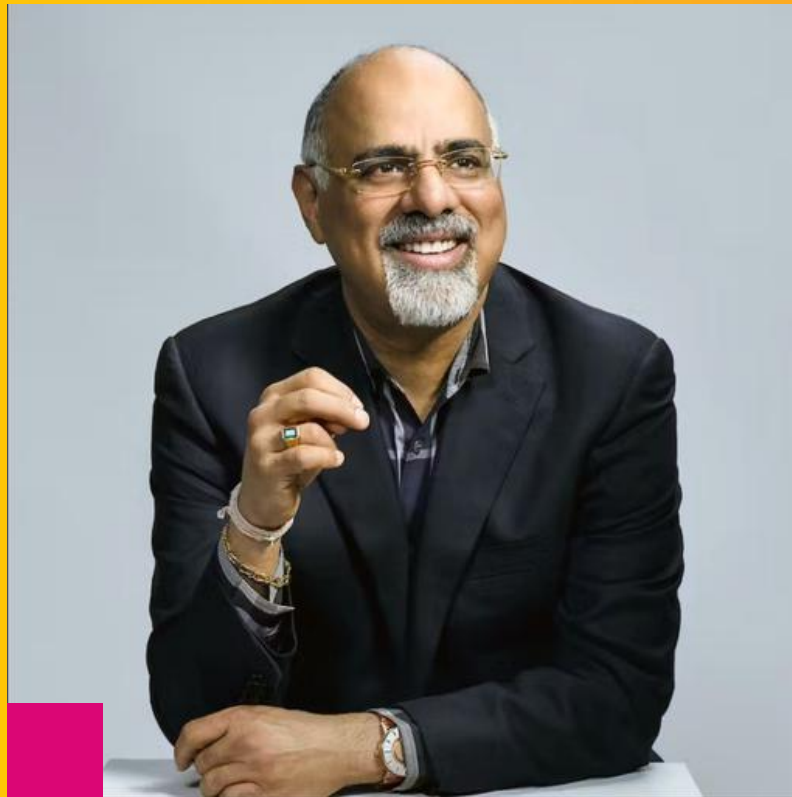
Behind Festival of Marketing

VOICES THE INDUSTRY ALREADY TRUSTS

TBC



The calibre we're building around.



Raja Rajamannar
Senior Fellow, Mastercard

From one of the world's most-watched marketers.



Pratik Thakar
Global Vice President and Head of
Generative AI, The Coca-Cola
Company

From inside Coca-Cola's
transformation.



Richard Shotton
Live on stage
Marketing Week's own "Why It
Works" columnist.



Tom Fishburne
The Marketoonist
The industry's sharpest
observer.

THE SOCIAL ZONE

Own moments rather than stalls.

One central space every delegate passes through at every break. F&B, experiences, the Reading Room, the Martech Partner Lab – concentrated, never scattered, so the energy compounds. This is where partners live.



THE SOCIAL ZONE

Where the festival actually happens

One central space every delegate passes through at every break. Coffee, food, the Reading Room and the Martech Partner Lab — concentrated, never scattered, so the energy compounds.

High footfall by design

This is where partners live — not a hall no one walks to.

The Coffee Experience

The MW India Reading Room

One central hub

Everyone passes through, every break — coffee and food at the centre.

The Food Experience

The Martech Partner Lab

THE CREATOR HUB

A plug-and-play content hub, open all day.

Fast Wi-Fi, a clean branded backdrop, good lighting, room to record. Somewhere journalists, speakers and delegates want to be seen working from.

 **Fast Wi-Fi**

 **Room to record**

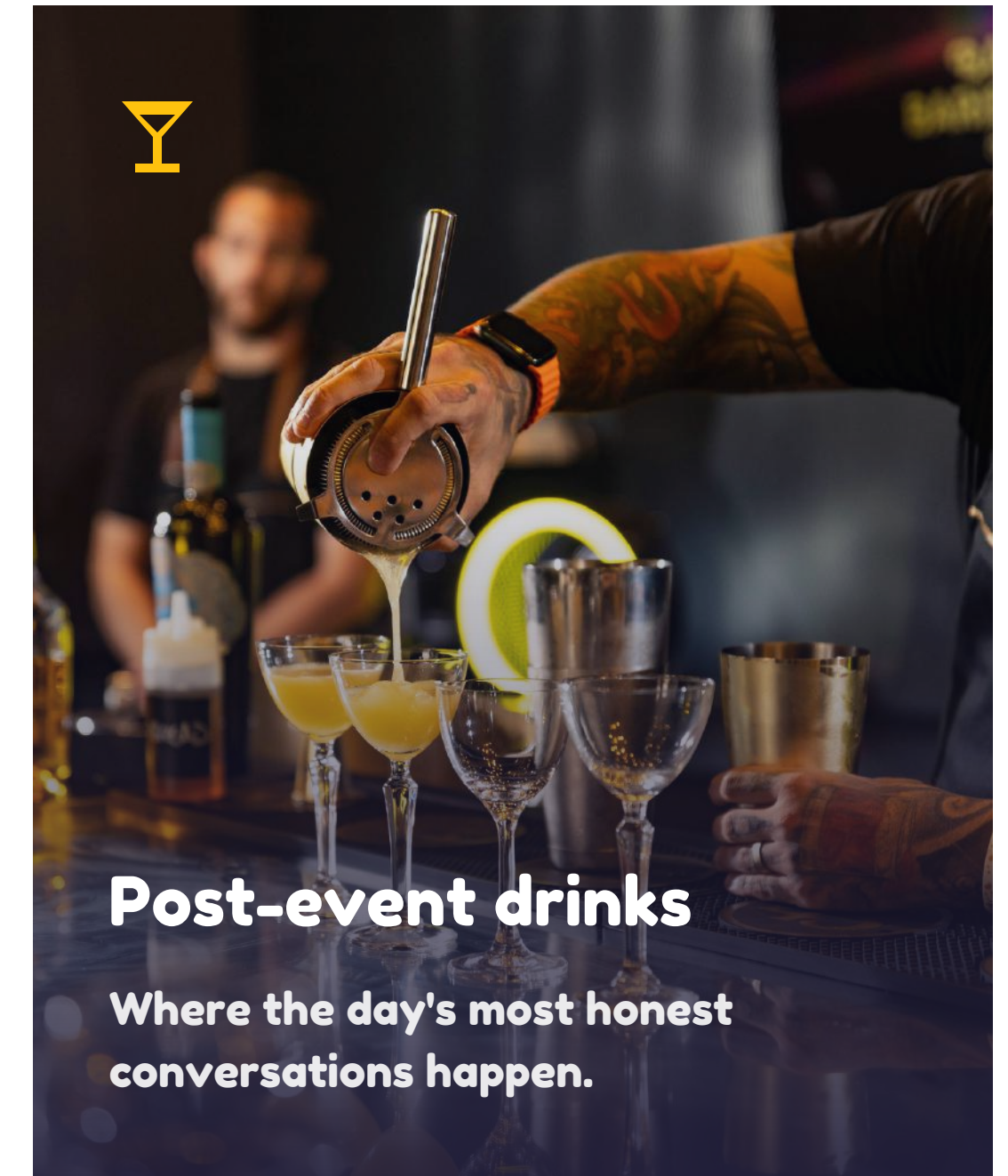
 **Good lighting**



SIGNATURE EXPERIENCES

The moments people talk about afterwards.

Curated music between sessions. Large-format design worth photographing from any corner.



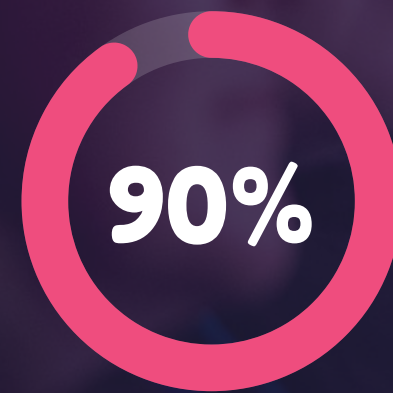
WHO YOU'LL MEET

We're not selling footfall.

Year-one audience targets



Manager or
above



Spend responsibility
or influence



Brand-side

500

+75 VIP

Delegates, capped by design

From large organisations

50%

TARGET SECTORS

FMCG & D2C · BFSI · Media, Entertainment & OTT · Retail & Quick
Commerce · Tech & SaaS · Ads, Marketing & Comms

Year-one targets, modelled on Festival
of Marketing's audience profile.
Verified figures published post-event.

TRUST, BUILT IN THE ROOM FIRST

We're not arriving cold in February.

We'll launch Marketing Week India with a curated, by-invitation gathering of senior CMOs – establishing the standard before the scale, and giving the industry's leaders time to commit to the festival itself.

50–60

Senior Indian CMOs, by invitation

Held at the launch of the title

Date & venue – to confirm

Rory Sutherland, Ogilvy

Part Three

Partnership

HOW PARTNERSHIP WORKS HERE

We monetise adjacency and formats — never stage time

Here's the honest bit. Partners don't buy speaking slots — they own the formats, experiences, spaces and categories around content that stays independent. It's a better deal: you're associated with the credibility, not competing with it.



Adjacent, touching — never overlapping.

WAYS TO PARTNER

Four ways in – and plenty of room to shape them.

Some routes are fixed and exclusive. Others are deliberately flexible
– tell us what you want to own and we'll build it with you.

OPEN · MANY PARTNERS

EXCLUSIVE · PREMIUM »

TIER 01



Experiential

Own a space or moment – F&B, an experience or recreation zone, gaming, gifting, a demo kiosk, registration.

📄 Non-exclusive · the open door

TIER 02



Format

Own a format – the FaceOff Studio, a masterclass track, a research co-presentation.

📄 Limited · a few per festival

TIER 03



Category

Own your category, exclusively. No competitor in the room.

🔒 Exclusive · one per category

TIER 04



Leadership

Own the senior room – the VIP / NED lounge, the evening.

👤 Most premium · most exclusive

📈 Investment scales with the tier – exclusivity and prominence, never stage time.

🔧 This is the template – we'll build the right shape with you.

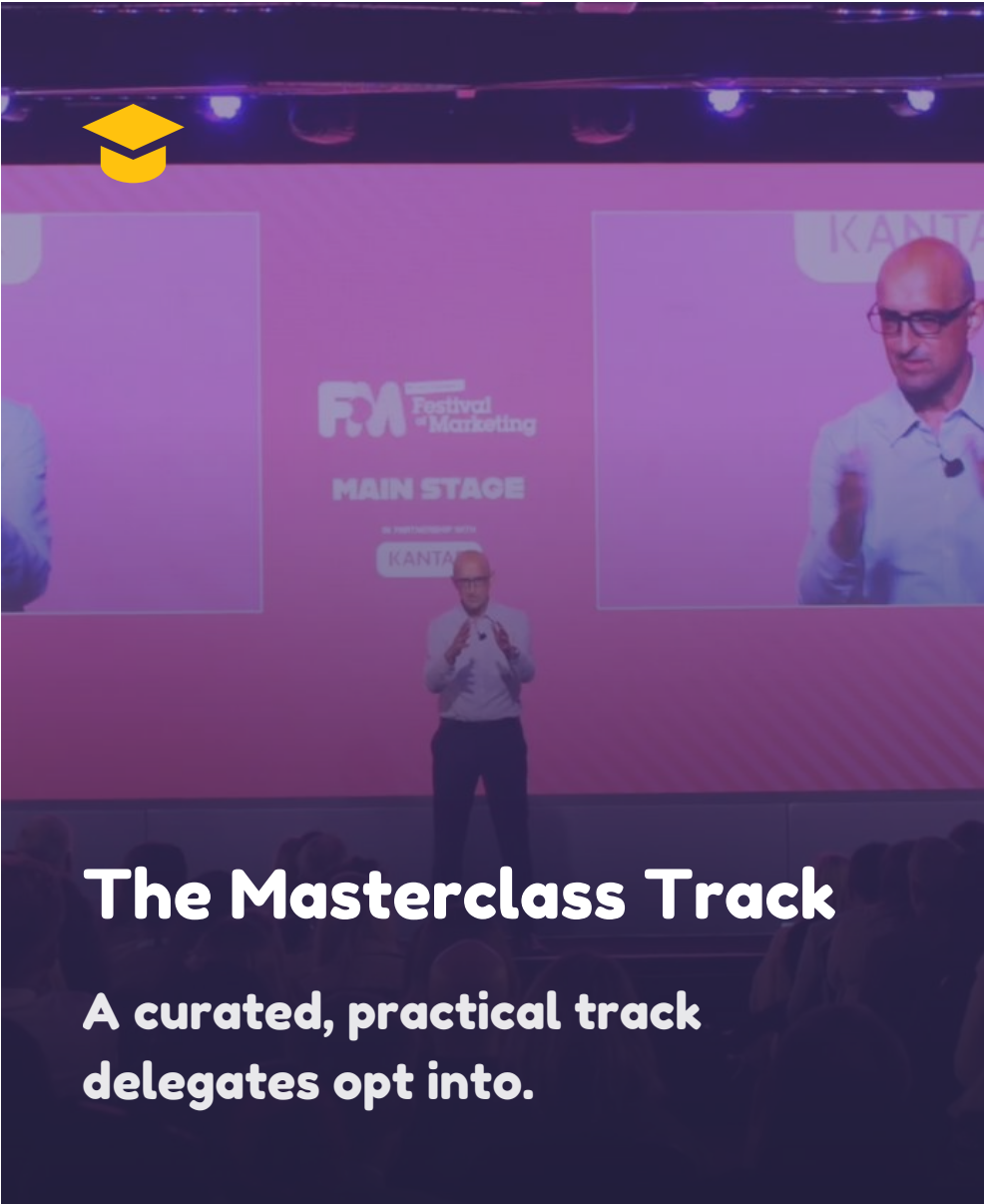
FORMAT PARTNER

Own a format, not a slot.

Put your name on a format the whole festival talks about, while the content inside it stays editorial.



The FaceOff Studio
Presented by [Partner] – the flagship format.



The Masterclass Track
A curated, practical track delegates opt into.



Research Co-Presentation
You fund the report; editorial owns the findings; a session launches it live.

CATEGORY PARTNER

Own your category, exclusively.

One name per category. No competitor in the room.

Martech & adtech

 **ONE PARTNER ONLY**

Quick commerce

 **ONE PARTNER ONLY**

Strategy consultancies

 **ONE PARTNER ONLY**

Streaming & OTT

 **ONE PARTNER ONLY**

HR & executive search

 **ONE PARTNER ONLY**

Cloud & AI platforms

 **TOP OF THE TIER**

Ask us what's still open in your category »

LEADERSHIP PARTNER

Own the senior room.

The most senior marketers in the building, in the settings where the real conversations happen.



The VIP / NED Lounge

Premium branding, senior networking.



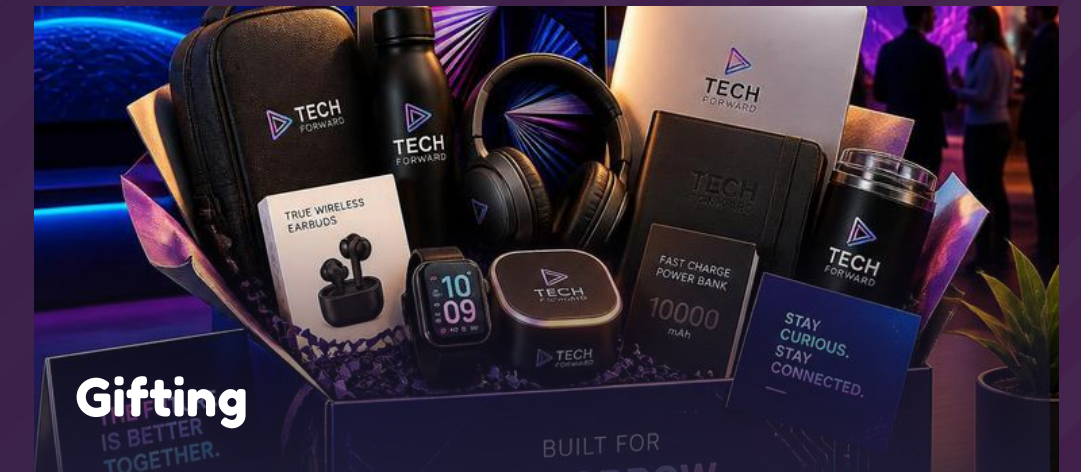
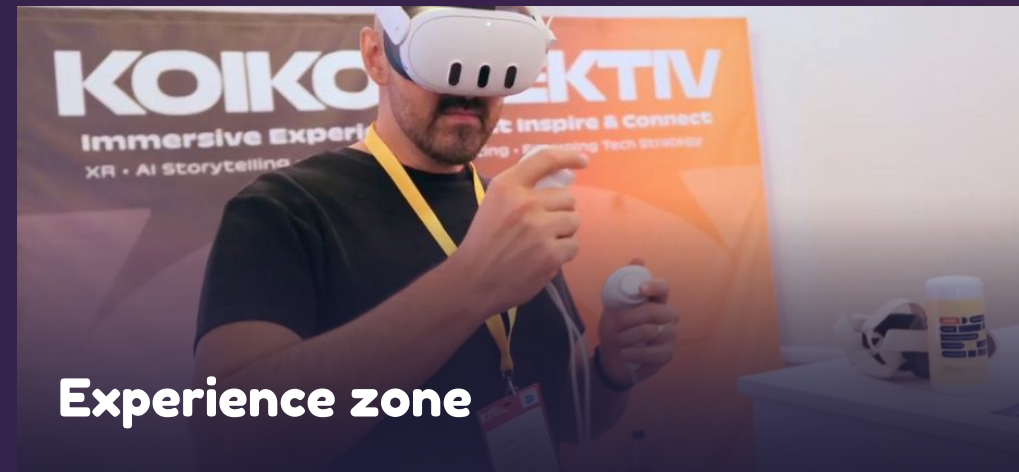
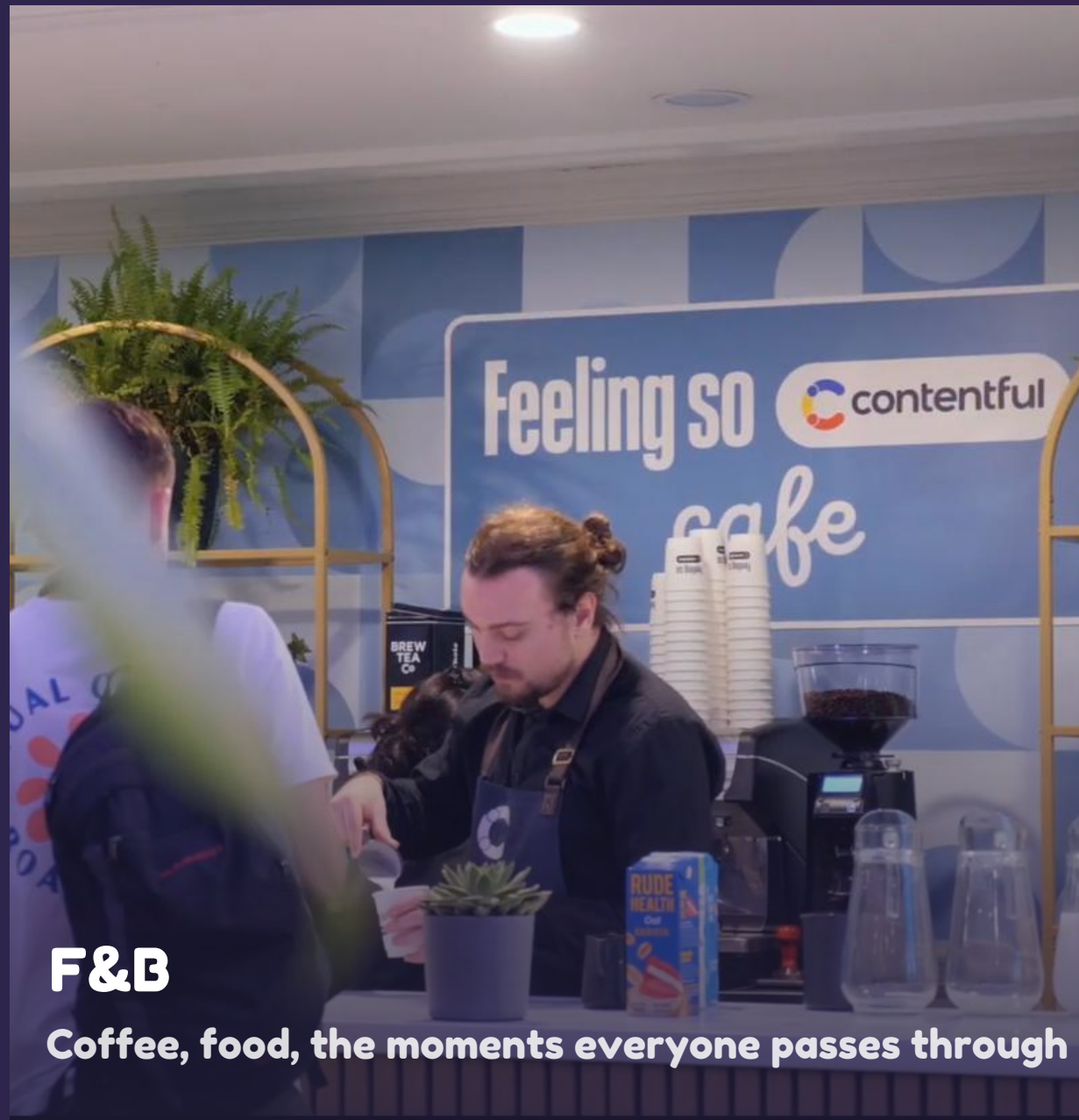
The Evening

Brand the ending – where the day's most honest conversations happen.

EXPERIENTIAL PARTNER

Own a space, a moment, an experience.

The Social Zone is high-footfall by design. Whatever you bring – if it gives the room something useful, memorable or fun, we're interested.



The questions partners ask.

When & where?

February 2027, Mumbai. Venue announced shortly.

Can we get a speaking slot?

Editorial content isn't for sale – but there are strong ways to own formats and moments around it.

Can we do something bespoke?

Yes. Most of the best partnerships are built, not picked off a list.

How big?

Capped and curated – quality over footfall. Number pending the venue decision.

What do we get in data?

Audience data from your owned format or experience. India data terms to confirm.

What does it cost?

Priced by format, experience and category – never by stage time. We'll build the right shape with you.

GET IN TOUCH

Let's build something worth stopping for.

Festival of Marketing India · The Ambitious Marketer · Mumbai, February 2027

PARTNERSHIPS

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EDITORIAL

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