

**TATA** CONSULTANCY SERVICES

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# SOCIAL POWER OF DIGITAL - THE STORYTELLING WAY!

## #DigitalEmpowers

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**A YEAR CHARACTERIZED BY SHOCK AND  
UNCERTAINTY**





# DIGITAL DISRUPTION & THE FOURTH INDUSTRIAL REVOLUTION

# VUCA

## *Volatility*

- unexpected
- unstable
- of unknown duration

## *Uncertainty*

- cause is unknown
- outcome is unknown
- impact is unknown

## *Complexity*

- many interconnected components
- volume of information overwhelming

## *Ambiguity*

- little or no information
- unclear relationships

# WORLD ECONOMIC FORUM

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD





# #DIGITALEMPOWERS

Exploring how digital can respond to some of the world's biggest challenges and deliver the greatest opportunities for us all...



# #DigitalEmpowers

**Digital Inclusion means access to new markets...**

The TCS mKrisi® rural service platform helps farmers in India turn their mobile phones into intelligence centres. Real-time information on prices and alternative markets empowers them to realise the best value for their produce.

#DigitalEmpowers



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**Digital Inclusion means not losing the crop to blight...**

We help leading agribusiness companies harvest the power of digital to reimagine crop science. Real-time data analytics on weather, soil, seeds, fertilizers and pesticides empowers farmers to better protect their crops.

#DigitalEmpowers



TATA TCS CONSULTANCY SERVICES

**Digital Inclusion means breaking through the glass ceiling...**

As a first of its kind in Saudi Arabia, TCS set up an all-women services centre in partnership with GE and Saudi Aramco. Today it empowers 1000+ women to realise their potential.

#DigitalEmpowers



TATA TCS CONSULTANCY SERVICES

**Digital Inclusion means saving the Rhino, one drone at a time....**

From managing forests in Finland to protecting Rhinos in Assam, high-end drones developed by TCS empower forest rangers to deliver a new era of conservation.

#DigitalEmpowers



TATA TCS CONSULTANCY SERVICES

**Digital Inclusion means maintaining your independence...**

The Kity lab is a leading research facility set up by Singapore Management University and TCS. Its SHINE Seniors initiative empowers care of the elderly, by using the Internet of Things to transform in-home monitoring and emergency response.

#DigitalEmpowers



TATA TCS CONSULTANCY SERVICES

**Digital Inclusion means new skills to reimagine their future...**

The fourth industrial revolution requires a new generation to embrace advanced digital skills. Our STEM education initiatives, with schools in every continent of the world, empower and inspire over 2 million children.

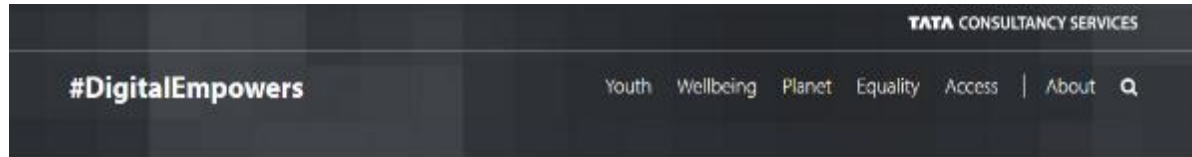
#DigitalEmpowers



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# #DIGITALEMPOWERS STORY-TELLING MICROSITE



Helen Gallagher, January 19, 2017  
Harnessing digital technology to tackle bedwetting in children



Amit Bajaj, January 12, 2017  
Perfecting the art and science of wellbeing



Andrea Willige, January 10, 2017  
The world is ageing. Smart homes will keep us independent for longer



Alex Gray, January 10, 2017  
What happens to the charity collection tin in a cashless society? This.



Surya Kant, January 13, 2017  
We must help the next generation thrive in this digital era



Maria Damanaki, January 13, 2017  
How technology is helping save our oceans





# PROMOTING THROUGH INFLUENCERS

- *Maria Damanaki, Global MD, The Nature Conservancy*
- *Shelley Zalis, CEO of The Female Quotient and Creator of The Girls' Lounge*
- *Krishnan Rajagopalan is Executive Vice President and Managing Partner, Executive Search, at Heidrick & Struggles.*
- *Miguel Milano, President EMEA at Salesforce*
- *Ruthbea Clarke, Research Director at the IDC*
- *Helen Gallagher, Senior Director at Ferring Pharmaceuticals*



# PROMOTING THROUGH MULTIPLE PLATFORMS

## BLOGS



Keith Breene, January 7, 2017

**Digital skills: The key to helping the world's disadvantaged youth**



Andrea Willige, January 10, 2017

**The world is ageing. Smart homes will keep us independent for longer**

## VIDEOS



## EMOTIVE VISUALS





# INTEGRATING #DIGITALEMPOWERS WITH MARKETING



# TOP LINE RESULTS ACHIEVED DURING THE FIRST FIVE DAYS AT DAVOS 2017

- **3.3 million** Twitter impressions
- Editorial content viewed for at least **5 minutes**
- **70k** unique visitors to the [www.digitalempowers.com](http://www.digitalempowers.com) website
- Top tweet made **948.5k** impressions
- **161,714** Twitter video watches
- Hashtag mentioned **2,445** times
- Website now appears at **top of Google** search for “Digital Empowers”
- .....And we have a sustain campaign kicking off



# COMMENTS FROM READERS



Krishnan Rajagopalan, January 19, 2017

**Three ways analytics can improve diversity in the workplace**

*"This piece was worth reading and talks to now and the future of. Employment opportunities. This well written piece and its direction could help to lead the world into uniting so as to definitely provide "equity in employment" for all people. I intend to pass this piece on."*  
USA



Alex Gray, January 11, 2017

**This software teaches adults to read and write, in just a few weeks**

*"Thanks very much for educating the less privileged ones. I believe this adult teaching will help us to eradicate high level of illiteracy gradually in the global world. I will advise if the software can be easily get by individual. Thanks."*  
Nigeria



Paul Muggeridge, January 13, 2017

**Intelligent water? It's how smart cities can avoid wasting a precious resource**

*"Every new build ought to have water harvesting and re-use of grey water for w.c. Flushing, with storage build in, I have recently bought a 1000 litre new tank (£60) to collect rainwater, which otherwise I pay for in waste recycling on my water bill."*  
UK

# FIVE KEY TAKEAWAYS

1. The world changed in 2016
2. But we shouldn't retreat into our shell – digital technology, global trade and international connectivity are still potent forces for good
3. It's therefore essential global brands find a positive response to these changes
4. Take what you know – what you can authentically lay claim to – and use that to draw insights that are relevant to today's opportunities and challenges
5. Campaigns must be integrated to generate cut through



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# THANK YOU

