

# Financial Thought Leaders

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## Lessons from Their Media Impressions

When media, and the devices on which we consume them, evolves at a rapid pace, then creating an optimum media presence becomes a matter of consistency and adaptability.

When we did our own number crunching to see how some of the top financial leaders fared in terms of media presence in the last quarter of 2015, we got some interesting insights.

Overall, Chanda Kochhar, Managing Director & CEO (ICICI Bank), received the most diverse and prominent coverage among all the financial leaders.

Here are some more insights.

### 1. Text must accompany photographs

As different media competes for audience eyeballs, their attention span is reducing fast. Text-based coverage can no longer guarantee information retention and audience reach, and photographs or visual aids are quickly becoming their effective and popular replacement, enabling better recall in the minds of the audience.

This is proving to be true for both Print and Internet:

Out of the total print coverage for Aditya Puri (Managing Director, HDFC Bank), 26% of the articles carried his photograph. In case of Chanda Kochhar, this figure was 24%.

Even on the Internet, Aditya Puri continued his lead over Chanda Kochhar. Out of the total internet coverage for him, 36% of the articles were published with his photograph. But, out of the total internet coverage for Chanda Kochhar, only 24% of the articles carried her photograph.

### 2. Print – Writing yourself to leadership

Traditionally, to secure an engaging coverage in the Print medium, interviews have always been a popular format. However, in the last four years, more financial heads are making their presence felt using the Author Articles, which can expand their credibility and help them emerge as thought leaders in a much more direct manner.

While Aditya Puri managed to contribute maximum interviews, it was Rashesh Shah (Chairman & CEO, Edelweiss Group) who led in the author article space, leaving Keki Mistry (CEO, HDFC) behind by a huge difference.

### 3. TV – Dominated by company and industry talks

As financial spokesperson, Keki Mistry received maximum buzz, followed by Chanda Kochhar and Rashesh Shah.

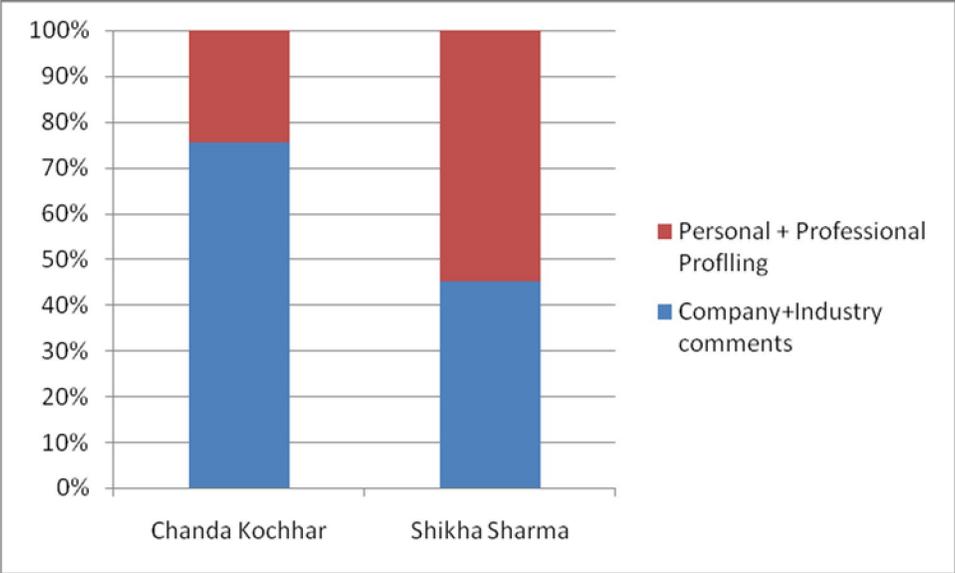
For both Chanda Kochhar and Rashesh Shah, over 80% of their total TV coverage centered on the industry, while majority (about 60%) of Keki Mistry's TV coverage was on his company itself.

4. Topics – Being diverse is the key

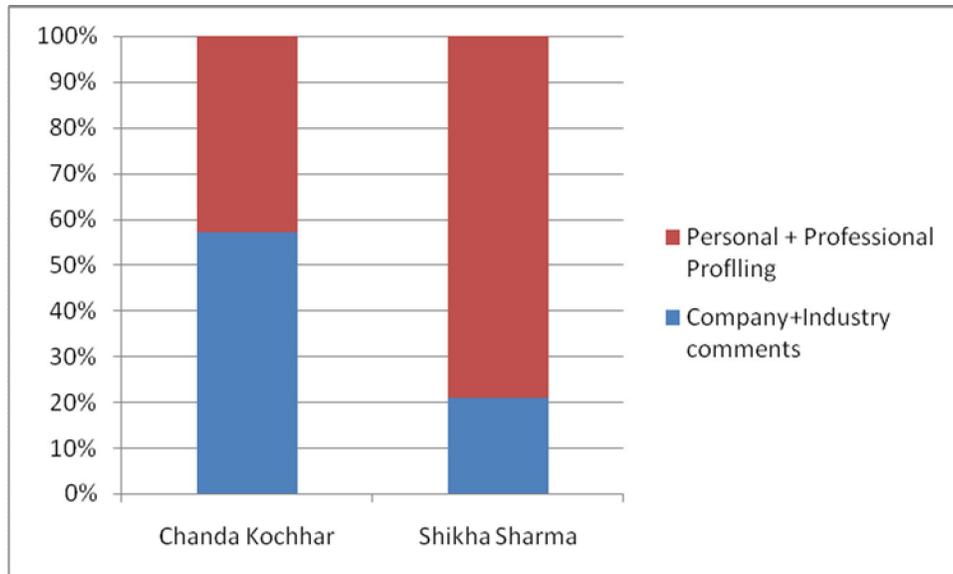
In terms of topic-wise coverage, what's most curious is how Chanda Kochhar covered a variety of topics (ranging from Industry to Equity Market to Company Performance to Personal), while the coverage of Shikha Sharma, the new Managing Director & CEO of Axis Bank, mostly centered on her and the professional recognition she received as Banker of the Year 2014-15 (Business Standard).

By having the most diverse discussion over all mediums, Chanda Kochhar clearly came on top as a thought leader over Shikha Sharma.

(In Print) –



(On Internet) –



#### Actionable insights

- Top management can climb the pedestal of thought leadership only when they start addressing the industry and not just their own company. For this, they have to be visible across all mediums, cover a range of topics, and utilize diverse formats such as interviews and author articles.
- Rather than letting the CEO/MD to speak entirely on the company, several members of the top management must take up this spokesperson position. This way, they allow the CEO/MD to focus solely on the industry and, thus, help him or her alleviate as a thought leader.
- Use the power of visuals: Identification (recall/recognition) of top management increases when text is accompanied by photographs or visual aids.

Source: [www.kanalytics.in](http://www.kanalytics.in); Duration: October – December, 2015 (3 months)