

JANUARY 2024

Marketing Insights Newsletter of Marketing360.in

PANORAMA M360

Shark Tank S3
Chrome
Google Cadbury
Electric vehicles Vibrant Gujarat



WWW.MARKETING360.IN

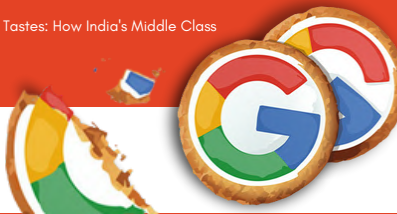
JANUARY 2024

Table of Content

- Vibrant Gujarat 2024 ignites investment frenzy, proving India's economic might
- Google Chrome starts blocking data tracking cookies
- Sony Liv Bites Back at Corporate Grind with "Corporate Bidaai" for Shark Tank S3
- Paradise with Politics

- Government's Preference for PLI Over FAME II in Promoting Electric Vehicles
- Cadbury marks birthday with 200 years of history in 60 seconds
- Did you know?
- Marketainment
- AIDA Model- H&M
- Blog of the month - Boom Times, Booming Tastes: How India's Middle Class is Reshaping Consumer Choices

L'ORÉAL
PARIS



ABOUT M360.IN

Everything you're looking out to quench your curiosity of marketing, whether it be marketing concepts, latest trends, news, brand stories, innovative campaigns, buzz-worthy advertisements, we've got you covered, marketing360.in is your one-stop solution to look forward to.

Click on the Icons below to Follow us:



[MARKETING360.IN](https://www.marketing360.in)

JANUARY 2024

GLOBAL NEWS

VIBRANT GUJARAT 2024 IGNITES
INVESTMENT FRENZY, PROVING
INDIA'S ECONOMIC MIGHT



The 10th Vibrant Gujarat Global Summit concluded in a blaze of glory, showcasing India's economic dominance to the world. With MoUs signed for over 41,000 projects and investments exceeding ₹26 lakh crore, the summit proved Gujarat's magnetic pull for global businesses. This, combined with agreements secured during the pandemic-deferred 2022 summit, paints a stunning picture of a trillion-rupee investment boom across sectors like urban development, minerals, and textiles. Over 61,000 delegates from 140 countries flocked to the event, including dignitaries like UAE President Mohammed bin Zayed Al Nahyan, underscoring the global interest in India's economic surge. Prime Minister Narendra Modi's keynote address set the tone for a summit buzzing with optimism and collaboration.

Gujarat's vibrant pulse was undeniable, with investors across sectors eager to be part of its growth story. From urban skylines to bustling factories, the summit painted a picture of a dynamic economic hub brimming with potential. This international engagement reinforces India's position as a key player on the global economic stage, attracting partnerships and propelling growth. So, mark your calendars! The next Vibrant Gujarat promises to be bigger, bolder, and even more vibrant, propelling India's economic engine to new heights.

This reframed version removes technical details and numerical data, focusing on the event's overall impact and significance. It uses concise and action-oriented language to paint a vibrant picture of the summit and Gujarat's economic potential, appealing to a broader audience interested in India's economic rise.

JANUARY 2024

Digi-Buzz



GOOGLE CHROME STARTS BLOCKING DATA TRACKING COOKIES

Google's Chrome browser is introducing a new function that turns off third-party cookies. The feature will first be tested on 1% of users worldwide or about 30 million people, and then it will be fully implemented later this year. Giving randomly chosen users the choice of a more private browsing experience is the main goal of enhancing user privacy. Advertisers, however, express worries about possible negative effects on revenue. Google prioritizes being responsible, unlike competitors like Apple's Safari and Mozilla Firefox, which already provide ways to block third-party cookies. They give websites experiencing problems functioning without these cookies the opportunity to temporarily reactivate them. Even though Google is working to improve internet privacy, websites that depend on advertising view cookies as essential. Critics argue that the Chrome Privacy Sandbox, Google's solution, primarily benefits Google and may make it more difficult for publishers to generate revenue. If the plans are thought to be harmful to other businesses, the UK's Competition and Markets Authority has the authority to step in and take action.

Sony Liv Bites Back at Corporate Grind with "Corporate Bidaai" for Shark Tank S3 Sony Liv's "Corporate Bidaai" campaign for Shark Tank season 3 flips the script on the office goodbye. This witty video ad takes viewers on a young employee's escape from a toxic workplace, his sarcastic retorts to exploitative demands turning farewell into a victory lap. Gone are the days of choked goodbyes and forced smiles. Our hero, amidst snide remarks about unpaid overtime and unreasonable deadlines, retorts with clever comebacks "Is that the bonus you forgot to pack?" leaving the bosses fumbling. But the real twist comes when we see the employee's co-founder, ready to embark on a new venture with a promise of respect and fairness. Their car, emblazoned with "Just Founded," speeds away, symbolizing the triumph of entrepreneurial spirit over corporate grind. The farewell is more than just goodbye; it's a bold statement. It speaks to a generation yearning for meaningful work and the freedom to pursue their dreams amidst workplace constraints. The campaign's success is evident. With over 11 million views across platforms, "Corporate Bidaai" has struck a chord. It's sparking a conversation about workplace culture and the yearning for something better. Sony Liv has dared to bite back at the corporate grind, and by doing so, it's reeled in a hungry audience eager for sharks who invest not just in businesses, but in dreams.

Social media Ad'

SONY LIV BITES BACK AT CORPORATE GRIND WITH
"CORPORATE BIDAAI" FOR SHARK TANK S3

**SHARK
TANK
INDIA**

JANUARY 2024

GOVT NEWS

PARADISE WITH POLITICS



Maldivian anger erupted online following Indian Prime Minister Narendra Modi's recent visit to Lakshadweep, a string of idyllic islands off India's southeastern coast. Modi's social media posts, highlighting the stunning scenery and diving opportunities, seemed designed to promote Lakshadweep as a competitor to the Maldives.

Maldivians saw this as a thinly veiled attempt to steal their tourism crown. Hashtags like #IndiaOutMaldives trended, with accusations of "neocolonialism" and

concerns over Maldivian economic dependence on India. Memories of past military tensions also resurfaced, further chilling relations. This backlash highlights the sensitive dance between tourism promotion and regional sensitivities. The economic benefits of tourism for both nations risk getting tangled in political anxieties. Finding common ground on sustainable tourism practices and addressing Maldivian concerns are crucial to mend the fractured relations and ensure a brighter future for tourism in both island nations.



JANUARY 2024

INDUSTRIAL TREND

Government's Preference for PLI Over FAME II in Promoting Electric Vehicles



The Indian government is contemplating discontinuing the ₹10,000 crores FAME II scheme for electric vehicles (EVs) in favor of prioritizing the Production-Linked Incentive (PLI) approach. PLI, superior to the Faster Adoption and Manufacturing of Electric Vehicles (FAME) subsidy, incentivizes increased EV production, addressing consumer demands and generating employment. It promotes production efficiency by encouraging manufacturers to enhance processes and innovate, fostering technological advancements. Unlike short-term FAME subsidies, PLI ensures long-term sustainability, providing a stable framework for strategic planning and global competitiveness. With incentives directly linked to production levels, PLI encourages manufacturers to invest in research and development, contributing to increased production capacity. This strategic shift is expected to revolutionize the Indian EV sector, boosting demand, customization, and overall industry growth, while generating employment and contributing to economic expansion and technological leadership.



Brand in Talk

**CADBURY MARKS BIRTHDAY WITH 200
YEARS OF HISTORY IN 60 SECONDS**

In honor of its 200th anniversary, Cadbury is re-creating its 2018 "Mum's birthday" advertisement as part of its "Birthday" campaign, which takes viewers from Georgian England to the early 20th century in just 60 seconds. The larger campaign, "Yours for 200 years," consists of social media and out-of-home components with pictures of Cadbury fun submitted by the general public. A limited edition of seven classic-designed Cadbury Dairy Milk bars is released, and Publicis Media oversees media planning. Recognizing its values and relationship with the British public, Cadbury honors its enduring ties that date back to 1824. The brand captures the special moments associated with Cadbury products as they express gratitude for the brand's two-century relationship. The campaign celebrates Cadbury's rich history and ongoing presence in British lives, reflecting the joyous journey.

Brain Maze

Question 1:

This brand now owned by a famous entrepreneur rebranded itself with just a letter took the crown for the world's cheapest logo and the name of the logo was lary?

a) Twitter b) Nestle

Question 2:

The brand has 24 mini logos in all combined?

a) Hindustan Unilever b) Dabur India

Question 3:

Once just an online bookstore, it is now a household name?

a) Ebay b) Amazon

Question 4:

It became India's most prominent telecom provider, and most families have at least one subscriber?

a) Airtel b) Reliance Jio

Question 5:

In 2011, this Corporation paid \$8 million for SKYPE?

a) Google b) Microsoft



DID YOU KNOW?



Market-Tainment

COLOUR THEORY OF BRANDS

1. Red is the color of choice for Target's branding because it evokes a sense of urgency and motivates consumers to act quickly, whether they are responding to a time-limited flash sale or making an impulsive purchase.
2. To communicate security and dependability, tech behemoths like Dell and Intel use blue.
3. The rich royal purple design of Cadbury's logo, which evokes visions of something exquisite and delightful, celebrates the deliciousness of its chocolate delights.
4. With its understated style and sophisticated black tone, the BBC logo radiates dignity and respectability—a fitting combination for a broadcaster of the highest caliber.
5. Nickelodeon's vibrant orange logo highlights the company's upbeat, playful vibe and stands out in a crowd.



H&M AIDA model.

ATTENTION	INTEREST	DESIRE	ACTION
<ul style="list-style-type: none"> • Eye-catching visuals: H&M's marketing is a feast for the eyes. Vibrant in-store displays, dynamic website banners, and captivating social media posts featuring diverse models and trendy styles grab attention instantly. • Celebrity collaborations: H&M frequently partners with renowned designers and celebrities, like Zendaya and Simone Rocha, creating limited-edition collections that generate buzz and exclusivity. • Sustainability initiatives: H&M's Conscious Collection, made from recycled materials and organic cotton, attracts eco-conscious consumers and positions the brand as environmentally responsible. 	<ul style="list-style-type: none"> • Trendy and affordable: H&M offers a constantly updated selection of clothes, shoes, and accessories that reflect the latest trends, all at accessible prices. This keeps customers coming back for more. • Variety and inclusivity: From casual basics to statement pieces, H&M caters to diverse styles and body types, making it a one-stop shop for many. • Engaging content: H&M's social media platforms are full of inspiring outfit ideas, styling tips, and behind-the-scenes glimpses into the design process, keeping customers engaged and interested. 	<ul style="list-style-type: none"> • Emotional connection: H&M's marketing goes beyond just showcasing clothes. They evoke emotions like confidence, joy, and individuality, encouraging customers to express themselves through fashion. • Scarcity and urgency: Limited-edition collections and flash sales create a sense of urgency and exclusivity, making customers eager to own a piece before it's gone. • User-generated content: H&M encourages customers to share their photos and styling ideas on social media, leveraging the power of peer influence to drive desire. 	<ul style="list-style-type: none"> • Convenient shopping experience: H&M offers a seamless omnichannel experience, allowing customers to shop online, in-store, or through their mobile app. • Multiple payment options: H&M provides various secure payment methods, including credit cards, debit cards, and online wallets, making checkout quick and easy. • Loyalty programs: H&M's loyalty program rewards frequent customers with discounts, exclusive offers, and early access to sales, further incentivizing purchases.

JANUARY 2024

BLOG OF THE MONTH

BOOM TIMES, BOOMING TASTES: HOW INDIA'S MIDDLE CLASS IS RESHAPING CONSUMER CHOICES



India's middle class, now over 600 million strong, is ditching "jugaad" for "premium." A recent McKinsey report states that by 2030, 25% of Indian households will fall into the "upper-middle class" category, with significantly higher disposable incomes and evolving expectations. This "premiumization" trend is reshaping consumer habits, with Indians willing to spend more on quality experiences and products.

From organic groceries adorning pantry shelves to liquor cabinets overflowing with premium alcohol, the desire for something better is undeniable. Rising incomes, fueled by a 7.7% GDP growth projection for 2024, empower consumers to explore beyond essentials. Social media and travel broaden horizons, while brands like Christian Louboutin with Aditya Birla and Balenciaga with the Reliance brands aggressively moving towards the Indian market is a true sign that the Indian market is ripe for Luxury.

Birla and Balenciaga with the Reliance brands aggressively moving towards the Indian market is a true sign that the Indian market is ripe for Luxury.

Beyond goods, experiences are the new status symbols. Gourmet dining and curated travel adventures are in high demand. Despite the high air tariffs, Indians still decided to fly to their favorite domestic and international destinations. But amidst the opulence, responsible financial planning is crucial, especially with diverse income levels within the middle class.

Experts said a K-shaped recovery is fuelling the influx of global luxury brands. India's luxury market is expected to grow 3.5 times the current size to reach \$200 billion by 2030. While the entry level product categories have been hit by inflation and other factors, luxury products appear to be booming.

As India's middle class ascends, its premium aspirations will undoubtedly shape its future.

Answers to The Buzzmaze

- 1- Twitter
- 2- Hindustan Unilever
- 3- Amazon
- 4- Reliance Jio
- 5- Microsoft

GRAPHICS TEAM



**Manish
Kadur**



**Bhakti
Mangrulkar**



**Rinkita
Virvani**



**Sonali
Majire**

CONTENT TEAM



**Aaryan
Mathew**



Haard Shah



Sonia Ratti



**Kumar
Shantanu**

PROOFREADING TEAM



**Chaitali
Gangurde**



**Jeevan
Thakre**



**Tanishka
Rane**

