

MARCH 2024

Marketing Insights Newsletter of Marketing360.in

PANORAMA M360



WWW.MARKETING360.IN

MARCH 2024

Table of Content

- Forced Labor Profits Soar - Can Marketing Be a Weapon?
- Dream11 Scores Big with "Team Se Bada Kuch Nahi" Campaign
- National Creators Award 2024: Categories, Winners, and Recognition by PM Modi
- Marketers Embrace Cross-Channel Campaign Evaluation with Surge Reported by Google

- Lay's Scores with Interactive Campaign at
- UEFA Champions League.
- Did you know? Geometry in products.
- Marketainment
- AIDA Model- Duolingo
- Blog of the month - How ASMR Became a Marketing Powerhouse



duolingo

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)

MARCH 2024

GLOBAL NEWS

**FORCED LABOR PROFITS SOAR
- CAN MARKETING BE A
WEAPON?**



A shocking UN report exposes a grim reality: profits from forced labor have skyrocketed 37% in a decade, reaching a staggering \$236 billion annually. This human tragedy not only ruins lives, but also taints the products that reach our shelves.

Fortunately, the concept of ethical consumerism offers a path forward. Today's shoppers are more aware of the social impact behind their purchases, and they're increasingly making choices that align with their values. This trend presents a powerful opportunity for businesses to connect with ethically-minded consumers.

Savvy companies are employing ethical marketing strategies to do just that. This can involve providing transparency about their supply chains, partnering with anti-slavery organizations, and launching consumer education campaigns. These efforts are more than just good PR; they demonstrate a commitment to ethical practices, which attracts customers who share their values, builds brand loyalty, and generates positive press.

Eradicating forced labor is a complex challenge, but the power lies in informed consumers and responsible marketing. Together, they can be powerful weapons in this fight for human dignity.



MARCH 2024

Digi-Buzz



DREAM11 SCORES BIG WITH "TEAM SE BADA KUCH NAHI" CAMPAIGN.

TDream11's IPL 2024 campaign, "Team Se Bada Kuch Nahi", is a masterstroke in getting into the spirit of the tournament.

The campaign cleverly portrays the shift in loyalties for players during the IPL. National teammates become rivals, united by their new franchises. This resonates with fans who prioritize their chosen team's success above all else.

Dream11 creates a broad appeal and injects a dose of entertainment by featuring a star-studded cast of cricketers alongside celebrities. This multi-layered approach reinforces the core message - on Dream11 too, the best team wins, driving user engagement for the fantasy platform.

Prega News highlights the dedication of many working women and celebrates achieving in both career and family. There are some quite fantastic lessons that we can learn from this campaign.

Go Beyond the Product :

Focus: The campaign doesn't solely promote pregnancy tests; it positions Prega News as a brand that understands working mothers.

Building Trust: Shifting the focus to support creates a perception of Prega News caring about women's well-being, fostering trust and loyalty.

Champion Social Values :

Alignment: The campaign aligns with the growing desire for gender equality. By highlighting thriving working mothers, Prega News positions itself as a progressive brand.

Brand Image: This association with positive social values enhances Prega News' brand image and resonates with a socially conscious audience.

Leverage Social Proof :

Statistic: Quoting the statistic that over 50% of working women continue working during pregnancy adds social proof to the narrative.

Credibility: This data reinforces the campaign's message and strengthens its connection with the target audience.

Consider User-Generated Content :

Expansion: The campaign offers the potential for user-generated content with the hashtag #SheCanCarryBoth.

Amplification: Encouraging women to share their own stories expands the reach and impact of the campaign organically.

Social media Ad'

PREGA NEWS' #SHECANCARRYBOTH CAMPAIGN
HONORS WORKING MOMS.



MARCH 2024

GOVT NEWS

NATIONAL CREATORS AWARD 2024: CATEGORIES, WINNERS, AND RECOGNITION BY PM MODI

The National Creators Awards 2024, under the leadership of Prime Minister Narendra Modi, marks a significant milestone in India's digital journey. With 1.5 lakh nominations and 10 lakh votes, the event celebrates social media content creators' immense talent and impact. From captivating storytellers to environmental champions, the awards highlight 20 diverse categories, resonating with millions across the nation.

By aligning with the awards, brands can tap into content creators' vast reach and influence, fostering authentic partnerships that resonate with their target audience. As the digital content industry continues to thrive, collaborations with award-winning creators offer brands an avenue to engage with consumers in innovative and meaningful ways.



The selection process was democratic, with nominations invited through the Innovate India website, followed by extensive public voting. This inclusive approach ensured that the voice of the Indian youth, who actively participated in supporting their favorite creators, played a pivotal role in determining the winners. In essence, the National Creators Awards 2024 celebrates creativity and presents a strategic opportunity for brands to connect with audiences authentically and drive impactful marketing campaigns in the digital sphere.



MARCH 2024

INDUSTRIAL TREND



**Marketers Embrace Cross-Channel
Campaign Evaluation with Surge
Reported by Google**

In today's world, where people are scattered across different media platforms and privacy rules keep changing, marketers are turning to Marketing Mix Models to make sense of it all. Recently, a Google blog pointed out this trend, showing how marketers are using MMMs to understand how their ads are doing across different channels.

Research by Kantar tells us that 60% of advertisers are already using MMMs, and another 58% in the U.S. are planning to start. Now, there's a new player in town: Meridian. It's like a guide in this confusing world, offering a way for businesses to understand and improve their marketing strategies.

Meridian focuses on being innovative, transparent, and easy to understand. It gives marketers tools to measure their success while respecting people's privacy. Studies by Deloitte also show that companies who take MMMs seriously tend to make more money.

Meridian isn't just for big companies or tech experts. It wants to help everyone, so they're making their tools accessible to everyone. So, get ready for better ways to plan your ads, understand your customers, and make smarter decisions, all thanks to Meridian, as it steps onto the stage in the world of marketing.



**LAY'S SCORES WITH INTERACTIVE
CAMPAIGN AT UEFA CHAMPIONS
LEAGUE.**

Lay's strikes gold with their "No Lay's, No Game" campaign, cleverly blending real-life and digital experiences.

Using celebrity power, football legends David Beckham and Thierry Henry surprise fans with Lays at the San Siro stadium. This unexpected stunt gets massive media attention and makes clear Lay's association with football. Interactive engagement soars with "Chip Cam," rewarding viewers spotted with Lay's chips during live broadcasts, building a sense of community.

Lay's extends its reach beyond the stadium with digital gamification. "Lay's Detector" allows fans at home to participate by scanning QR codes for a chance to win prizes and even UCL final tickets, incentivizing brand loyalty and product consumption.

This campaign goes beyond traditional advertising. Combining celebrity endorsements, interactive elements, and targeted rewards, Lay's strengthens its connection to football, positions it as an essential part of the UCL experience, and fuels excitement around Lay's brand. This drives brand awareness.

MARCH 2024

Market-Tainment

Guess the brand's Mascots with the help of the brand origins



1 Origin Anand in Gujarat, India
A : Amul Mascot
B: Parle G Mascot



2 Origin : Corbin, Kentucky, U.S.A
A : Monopoly Mascot
B: KFC Mascot



3 Origin : Jacksonville, Florida
A : Burger King
B: McDonald's



4 Origin : Hollywood, California
A : Mickey Mouse
B: Cheetos Mascot



DID YOU KNOW?

Market-Tainment

GEOMETRY IN PRODUCTS.



1 The Lacoste logo was initially sketched on a piece of paper and was chosen for its geometric simplicity and association with tenacity on the court.

2 The hexagonal honeycomb shape of the L'Oreal Revitalift moisturizer jar is a scientific design that mimics the structure of a beehive, which allows the jar to be lightweight yet durable, protecting the product inside.

3 The Tetra Pak, the iconic pyramid-shaped drink container packs more drink in less material, making it light, stackable, and travel-friendly.

4 The teardrop shape of M&M's candy shell's pointed end allows for a more even coating of chocolate during the production process, ensuring a perfect bite-sized candy experience.

5 The iconic Hershey's Kiss shape cools and hardens consistently thanks to this asymmetrical shape, resulting in that smooth and creamy Hershey's texture we all love.

HERSHEY'S
THE HERSHEY COMPANY



AIDA model.



ATTENTION	INTEREST	DESIRE	ACTION
<ul style="list-style-type: none">• Free & Accessible: Duolingo grabs attention by offering a free language learning app. This removes a significant barrier for people curious about learning a new language but hesitant about upfront costs.• Friendly Mascot & Gamification: The cute, green owl mascot, Duo, adds a touch of personality and memorability. Gamification elements like points, streaks, and leaderboards make language learning feel less like a chore and more like a fun activity.	<ul style="list-style-type: none">• Bite-Sized Lessons & Gamified Learning: Short, manageable lessons make language learning feel approachable and achievable, even for busy schedules. The gamification keeps users engaged and motivated to learn more.• Variety of Languages: Duolingo offers a wide range of languages to choose from, catering to diverse interests and goals.	<ul style="list-style-type: none">• Visible Progress & Achievements: Duolingo tracks users' progress, awarding points and badges for completing lessons. This allows users to see their improvement and motivates them to keep learning.• Real-World Application: Duolingo focuses on practical skills, teaching users vocabulary and phrases relevant to everyday conversations. This fosters a sense that the learned language can be used in real-world situations.	<ul style="list-style-type: none">• Freemium Model: While the core learning experience is free, Duolingo offers a paid subscription with additional features like ad-free learning and progress tracking. This caters to users who want a more premium experience.• Convenience & Mobility: The mobile app allows users to learn anywhere, anytime. This convenience removes a significant barrier to consistent learning.

MARCH 2024

BLOG OF THE MONTH

HOW ASMR BECAME A MARKETING POWERHOUSE



ASMR

Have you ever found yourself inexplicably relaxed while listening to someone crinkling paper or tapping their nails on a box? If so, you've experienced the phenomenon of ASMR (Autonomous Sensory Meridian Response). This tingling sensation, often described as a wave of calmness, has exploded in popularity in recent years, particularly on social media platforms. But what does this have to do with marketing? ASMR has quietly become a powerful marketing tool, with brands leveraging its unique ability to captivate and connect with audiences.

The power of ASMR lies in its ability to trigger positive emotions. ASMR videos typically feature soft sounds, whispering voices, and calming visuals. While the experience itself is subjective, studies suggest it can trigger feelings of relaxation and well-being. This inherent connection to positive emotions makes ASMR a goldmine for marketers looking to create a positive brand association.

Brands are using ASMR in innovative ways to not just promote products but to create a more immersive and engaging brand experience. Imagine a makeup tutorial where the sounds of brushes gliding across palettes and lipsticks clicking shut are accentuated. This creates a more satisfying viewing experience for potential customers, subtly associating the brand with feelings of ease and satisfaction.

Travel companies might use ASMR to create a virtual vacation, transporting viewers to a dream destination with the sounds of ocean waves lapping at the shore. The soft, intimate nature of ASMR fosters a sense of connection between the listener and the speaker. Brands can leverage this intimacy to create a more personal and memorable brand experience.

While ASMR marketing is still in its early stages, it holds immense potential. As virtual reality (VR) and other immersive technologies evolve, we can expect even more innovative applications of ASMR in the marketing landscape. However, using ASMR effectively requires careful planning. Inauthentic attempts can backfire, so ensuring the sounds and visuals are genuinely calming and relevant to your brand is crucial.

ASMR presents a unique opportunity for brands to connect with consumers on a deeper sensory level. By harnessing the power of the tingle, marketers can create more engaging and memorable brand experiences.

Answers to The Buzzmaze

- 1- Amul
- 2- KFC
- 3- Burger King
- 4- Mickey Mouse

GRAPHICS TEAM



**Bhakti
Mangrulkar**



**Rinkita
Virvani**



**Sonali
Majire**



**Manav
Jain**



**Chinmay
Dharakh**

CONTENT TEAM



**Aaryan
Mathew**



Haard Shah



Sonia Ratti



**Kumar
Shantanu**

PROOFREADING TEAM



**Chaitali
Gangurde**



**Jeevan
Thakre**



**Tanishka
Rane**



MARCH 2024

Marketing Insights Newsletter of Marketing360.in

PANORAMA M360



Scan This to Know More