

JUNE 2024

Marketing Insights Newsletter of Marketing360.in

PANORAMA

MARKETING 360



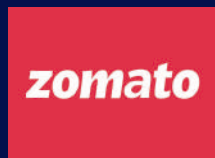
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Everything you're looking out to quench your curiosity about marketing, whether it be marketing concepts, the latest trends, news, brand stories, innovative campaigns, or buzz-worthy advertisements, we've got you covered, marketing360.in is your one-stop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

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GLOBAL NEWS

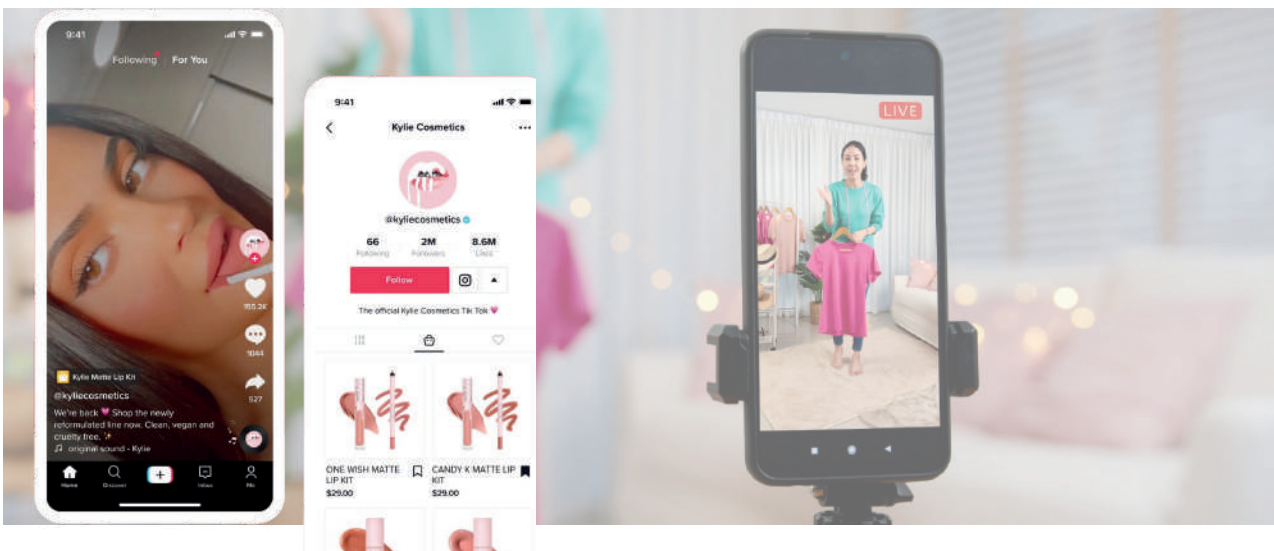
TIKTOK TESTS LIVE SHOPPING IN SOUTHEAST ASIA



TikTok, the hugely popular video-sharing platform, is expanding its foray into social commerce with a pilot program for live shopping in Southeast Asia. This initiative taps into the region's booming online shopping scene and highlights the growing importance of social commerce as a marketing strategy.

Social commerce leverages the power of social media to directly connect brands and consumers through interactive experiences. Live shopping, a key feature, lets brands showcase products and interact with potential buyers in real time using live video streams. Influencers or brand representatives can demonstrate products, answer questions, and offer exclusive deals during these live events, creating a dynamic and engaging shopping experience.

By testing live shopping in Southeast Asia, a region with high mobile penetration and strong social media engagement, TikTok is strategically positioning itself to capture a share of the rapidly growing social commerce market. The success of this pilot program could pave the way for a wider global rollout of live features on the platform.





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Digi-Buzz

INNOVATING FOR PERSONALIZATION
WITH MARTECH TRENDS

Industry leaders in India are adopting MarTech to transform marketing strategies, driven by digital consumption shifts and demand for personalized consumer experiences. Challenges like integrating diverse technologies, managing high implementation costs, and overcoming cultural resistance within organizations are prevalent. However, AI innovations offer promising solutions, for instance companies like Lenskart are using AI for advanced personalization. Marketers are encouraged to evolve by acquiring essential tech skills and prioritizing data ethics. As MarTech advances, India's marketing sector is moving towards hyper-personalization and secure, streamlined customer interactions.

Current Trends:

- Brands use MarTech for tailored interactions based on data insights.
- AI tools, like Lenskart's, enhance engagement with personalized content.
- Integration hurdles persist, including system compatibility and data management.

Future Focus:

- AI and Machine Learning is advancing hyper-personalization and agile marketing.
- Prioritizing security to build customer trust.
- Marketers need tech and data expertise to maximize martech benefits.

MarTech evolution empowers Indian marketers to innovate, meet consumer expectations, and navigate digital complexities effectively.



Social media Ad'

KITKAT AND NETFLIX'S PARTNERSHIP, A
MARKETING MASTERSTROKE

The collaboration between KitKat and Netflix in India is a win-win, offering a creative and engaging marketing campaign. Here's how it impacts marketing:

Both brands resonate with the concept of "breaks" resulting in a perfect synergy. KitKat positions itself as a snack for taking a break, while Netflix is a leading platform for entertainment breaks. This natural fit strengthens the message and makes the campaign relatable to consumers.

The QR code on KitKat packs adds an interactive element, driving consumers to a dedicated website and creating a unique brand experience.

The "Ultimate Custom Poster" feature encourages user-generated content, sparking potential social media buzz and brand engagement.

Limiting the program to India allows for focused marketing efforts and caters to a specific audience.

The ad's creation process, involving scenes from popular Netflix shows, creates a sense of immersion for viewers, blurring the lines between the two brands.

Overall, this campaign leverages a strong thematic connection, incorporates interactive elements, and utilizes a popular celebrity to create a memorable and engaging experience for consumers.



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GOVT NEWS



Google Maps

INNOVATION OR INCONVENIENCE? THE DIGITAL COMPETITION BILL'S IMPACT ON USER EXPERIENCE

The draft Digital Competition Bill in India could significantly impact the marketing industry by making it more difficult for search engines like Google to promote their services and restrict how user data is used.

Restrictions on self-preferencing- Search engines might no longer be able to prioritize their products and services in search results. This could mean less visibility for Google Maps and other Google properties, potentially leading users to competitors. Marketers relying on Google Ads and other Google products for promotion need to find alternative strategies.

Limits on data sharing- The bill proposes stricter rules on how user data can be collected and used. This could make it more challenging for marketers to personalize ad campaigns and target specific audiences. They may need to invest in collecting first-party data and obtaining explicit user consent for data usage.

Impact on user experience- Some industry experts worry that the restrictions in the bill could hamper customer experience and also make it difficult for marketers to reach out to them. For instance, users might have to take multiple steps to find information or complete tasks currently streamlined through a single platform.

Uncertainty and potential for innovation-

The new regulations might create uncertainty for businesses in the digital marketing space. However, it could also lead to innovation as companies look for new ways to reach customers and comply with the regulations.

Overall, the Digital Competition Bill has the potential to reshape the marketing landscape in India. Marketers will need to adapt their strategies to comply with the new regulations and find new ways to reach and engage their target audience.

The Google logo in its multi-colored font.

Search...  



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zomato

Brand in Talk

ZOMATO'S STRATEGIC MOVE TOWARDS DIVERSIFICATION

Zomato is set to acquire Paytm's events and movie ticketing division, highlighting its commitment to diversification and market expansion, enriching consumer experiences, and reinforcing its leadership in the digital marketplace.

Strategic Expansion into Entertainment -

Integrating Paytm's movie ticketing and events business aligns with Zomato's strategy to capture consumer spending across dining out and entertainment. Merging Paytm Movies and Paytm Insider enhances operational synergies and strengthens Zomato's position in the competitive entertainment market.

Implications for Zomato's Market Presence-

This acquisition, potentially among Zomato's largest, diversifies revenue streams beyond food delivery and grocery services. It underscores Zomato's pivot towards a comprehensive lifestyle platform, catering from dining experiences to live events.

Capturing Consumer Discretionary Spending -

By integrating entertainment, Zomato aims to increase its share of the discretionary spending wallet, leveraging its large customer base for cross-selling.

Market Dynamics -

Entering against leaders like BookMyShow, Zomato aims to establish a duopoly in entertainment ticketing, leveraging its brand and tech infrastructure.

INDUSTRIAL TREND

AI AVATARS, AT THE FOREFRONT OF REVOLUTIONIZING MARKETING

In a groundbreaking twist, AI avatars are stepping into the limelight, exemplified by Zara Shatavari, India's contender in the world's first AI beauty pageant. With 7,100 Instagram followers, Zara is more than just a digital face—she represents the future of marketing. Jasmeet Singh, director of Digimozo eServices, emphasizes how AI influencers like Zara enable small brands to achieve high-impact advertising without Hollywood budgets. The World AI Creator Awards (WAICA) Miss AI Competition not only offers a \$5000 prize but also promises AI mentorship and PR services to the top three finalists.

From virtual assistants and social media stars to CEOs and patient companions, AI avatars are infiltrating various sectors. This booming market, valued at \$4.83 billion in 2022, is projected to grow at a rate of 28% every year. Cutting-edge tools from giants like Meta and Microsoft enable the creation of these avatars, using sophisticated AI to deliver engaging, personalized interactions.

This campaign brilliantly highlights AI's potential to revolutionize marketing, offering cost-effective, scalable, and innovative solutions that resonate with modern audiences, while also showcasing the futuristic charm of AI technology.



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Market-ainment



Guess the Brand's name with the help of the hints given

1. Social media platform experimenting with real-time purchasing in a specific region.
2. Combining marketing and technology to tailor customer experiences.
3. Confectionery brand collaborating with a streaming service for a promotional strategy.
4. Digital personas created by artificial intelligence transforming promotional tactics.
5. Food delivery company expanding its business scope.

A V A T A R W B Z G
C B T C H P D P A R
P K R I P Z T Z F G
M K I O K I L I T G
Z A F T B T P D V P
B C E B K O O P A Y
D C K B A A L K T Z
B S E S T K T B Q V
H Z H C E T R A M A
B H Z O M A T O J R



DID YOU KNOW?



SHAPES: THE SILENT COMMUNICATORS

Circles and **Ovals** represent unity, community, and stability. E.g. Olympic rings interlock, symbolizing the coming together of nations.

Squares speak of strength, reliability, and efficiency. E.g. Microsoft and Dropbox use squares to project an image of trust and order.

Triangles project a powerful image. They're associated with being dynamic, playful, and active. E.g. Adidas and Reebok use triangles to convey a sense of dynamism and achievement.

Lines can be a powerful symbolic tool. Horizontal lines suggest calmness and speed, like the logo of Visa. Vertical lines, on the other hand, represent strength and ambition, making them a popular choice for construction companies or technology firms.





New Markets

MARKET DEVELOPMENT: CONQUERING NEW HORIZONS

Leverage brand recognition to enter emerging economies like India or Southeast Asia with a focus on affordable athletic wear, catering to a new customer segment with high growth potential.

Target under-served demographics within existing markets. This could involve launching a dedicated children's fitness apparel line or designing senior citizen-focused walking shoes with improved stability features.

PRODUCT DIVERSIFICATION: DIVERSIFYING THE PRODUCT PORTFOLIO

While Nike is synonymous with athletic wear, diversification presents exciting opportunities. The company could explore new product categories for new customer segments, Ex: Develop a line of smart home fitness equipment, like a smart exercise bike or a connected yoga mat, to capitalize on the growing home fitness market and attract new health-conscious consumers.

Existing Markets

MARKET PENETRATION: DEEPEN THE WELLSPRING OF LOYALTY

Implement a tiered loyalty program that rewards repeat purchases with exclusive discounts and early access to new releases.

Partner with popular fitness apps like Strava or Peloton to offer members exclusive Nike products or discounts, incentivizing them to choose Nike gear for their workouts.

PRODUCT DEVELOPMENT: INNOVATION IGNITES PASSION

Continuously refine core product lines, like developing running shoes with improved cushioning technology (e.g., Nike React) or basketball shoes with enhanced ankle support. Introduce apparel with advanced features like Nike Dri-FIT to keep athletes cool and comfortable during intense workouts.

Explore new categories that complement existing offerings, like developing self-lacing shoes for a personalized fit or venturing into fitness trackers to provide athletes with valuable performance data.

Existing Products

New Products



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BLOG OF THE MONTH

HOW NOSTALGIA MARKETING WORKS?



Remember those childhood summers spent gulping down a cool glass of Rooh Afza or the joy of riding a shiny new Bajaj scooter? Indian brands are tapping into this goldmine of emotions by using nostalgia to connect with consumers.

For instance, take Paper Boat, their quirky packaging and familiar flavors like Aam Panna transport us back to simpler times, conjuring up memories of lazy afternoons spent with loved ones. Even legacy brands like VIP Luggage and Haldiram are finding success by reminding us of their long-standing presence in our lives. Their campaigns often use classic advertising jingles or vintage imagery, sparking a sense of comfort and familiarity.

Nostalgia marketing isn't just about reliving the past; it's about creating a warm association with the brand. It shows consumers that the brand has been a constant through the years, a reliable companion on their life's journey. This builds trust and loyalty, making consumers more likely to choose that brand over a competitor.

But here's the catch: nostalgia needs to be targeted effectively. A campaign aimed at millennials might reference classic Doordarshan shows like "Hum Log" or "Malgudi Days," evoking memories of simpler times before the digital age. Gen Z, on the other hand, might respond better to campaigns that incorporate elements of 90s nostalgia, like references to iconic Bollywood hits or retro video game consoles.

The key is to strike a balance between celebrating the past and keeping the brand relevant for today's audience. When done right, nostalgia can be a powerful tool for Indian brands to win hearts (and wallets) in a competitive market.

Answers to Market-ainment

1. **TikTok**
2. **MarTech**
3. **KitKat**
4. **Avatar**
5. **Zomato**

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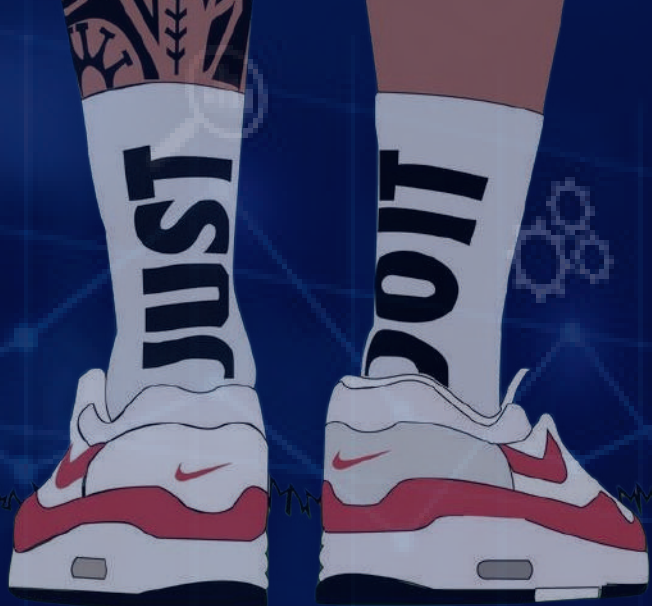


**Jeevan
Thakre**



**Juhi
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SALES

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MARTECH

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