

AUGUST 2024

Marketing Insights Newsletter of Marketing360.in

# PANORAMA

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# GLOBAL NEWS

SAMSUNG, VISA TOP INDIA'S OLYMPIC BUZZ



The 2024 Paris Olympics was a masterclass in leveraging a global platform for brand amplification. Samsung's dominance, with 420K mentions, exemplifies the power of effective sponsorship. By aligning with national pride and sporting achievements, brands like Visa, Orange, and Toyota significantly enhanced their brand image.

India's Olympic performance, particularly Manu Bhaker's and the hockey team's medals, ignited a wave of nationalistic fervor. This emotional connection was instrumental in driving brand engagement. Hockey emerged as the most popular sport, while Bhaker's individual brilliance captivated the audience.

This synergy between athlete triumph and brand association is a classic example of halo effect marketing. The positive image of the winning athletes rubbed off on the associated brands, elevating their perception in consumers' minds. The Olympics provided an unparalleled opportunity to create lasting brand impressions and foster customer loyalty.



Try to win the Olympic Games in Paris 2024





As the world ages gracefully, brands are shifting their focus to the 60+ demographic, recognizing their substantial spending power and influence. The "silver surge" is transforming economies and presenting a golden opportunity for marketers. By 2050, seniors will outnumber children under 15 for the first time, with India's 60+ population expected to rise from 150 million to 340 million.

Historically, advertisers targeted the 18-49 age group, overlooking the 60+ market. However, this demographic, with its disposable income and openness to new products, is increasingly attractive. Successful brands are revamping their strategies to directly engage this audience through digital content, mobile devices, and seamless online-to-offline experiences.

Key strategies include creating clear, respectful messaging, using emotional storytelling, and offering simple, user-friendly experiences. Brands are also focusing on building community and trust through local, relatable content and educational video.

Embracing the silver generation is not just a trend—it's smart business. Brands that adapt to this shift will not only capture a loyal customer base but also thrive in an evolving market.

# Digi-Buzz



**THE GOLDEN AGE OF ADVERTISING EMBRACING THE SILVER GENERATION**



# INDUSTRIAL TREND

**THE RISE OF CONSUMER EMPOWERMENT**

The era of consumer-centric marketing is evolving as we step into the age of consumer empowerment. Traditional strategies like targeted ads and product tailoring are losing traction in a world where attention spans are fleeting and options are endless. The shift is clear: rather than pushing products, brands must now focus on empowering consumers by offering real value.

Customers become engaged players in the brand journey by using this strategy. For instance, Xiaomi's MiFans initiative, where users influence product design, has cultivated brand loyalty. Similarly, ad-supported models like Netflix's allow consumers to save money, thus feeling empowered.

Effective strategies now involve interactive content, sustainability, and community impact. By aligning with causes that resonate with consumers, brands can create lasting impressions and foster genuine connections.

This evolution in marketing isn't just about selling, it's about ensuring that your product or service enriches the consumer's life while contributing positively to the broader community. Those that empower others rather than just sell them will win in the future.



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# GOVT NEWS

## INDIAN GOVERNMENT PLANS UNIFIED SYSTEM FOR MISLEADING AD COMPLAINTS.



The Indian government is about to introduce a centralized mechanism designed to effectively handle consumer grievances related to deceptive advertising. The goal of this program is to streamline the present grievance process, which frequently causes delays and irregularities in handling complaints because it includes several venues, including Broadcast Seva, the National Consumer Helpline and the Press Council of India.

The government intends to submit its blueprint for this uniform approach to the Supreme Court this week in response to a recent verdict that censured consumer products manufacturer Patanjali for its deceptive advertisements. Stricter oversight was required after the Supreme Court ordered advertisers to provide a self-declaration certificate before distributing their advertisements.

A centralized data center will be included in the new system to gather and handle all complaints pertaining to deceptive advertising, guaranteeing a more effective and smooth resolution of problems. Three stakeholder meetings have reportedly already taken place in order to collect workable recommendations, reducing the number

of times that government and business leaders need to meet.

This action is a part of the government's attempt to address the Supreme Court's concerns with the inadequate number of registered complaints about corporations' deceptive health claims. The government hopes to improve accountability and shield customers from fraudulent advertising practices by streamlining the complaint procedure.



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**MARS EXPANDS SNACK EMPIRE WITH KELLANOVA ACQUISITION**

**Mars Inc.**, the confectionery giant behind iconic brands like M&M's and Snickers, has made a bold strategic move by acquiring **Kellanova** in a staggering \$30 billion deal. This acquisition marks a significant expansion of Mars' snacking portfolio, diversifying its offerings and positioning the company for substantial growth.

#### **A Strategic Pivot**

By incorporating popular salty snack brands like Pringles and Cheez-It into its repertoire, Mars is effectively addressing shifting consumer preferences. The snacking scene has changed as people look for a wider range of tastes and textures. Mars' acquisition of Kellanova is a strategic response to this trend, enabling the company to capture a larger share of the growing salty snack market.

#### **Diversification and Risk Mitigation**

This deal exemplifies a classic diversification strategy. While Mars has a strong foothold in the confectionery segment, it has faced challenges in certain subcategories like gum. By venturing into the salty snack arena, Mars is reducing its reliance on a single product category and mitigating risks associated with market fluctuations.

#### **Enhancing Brand Portfolio and Distribution**

Kellanova brings a wealth of established brands to the Mars fold, including Eggo, Town House, and Rice Krispies Treats.

This acquisition strengthens Mars' brand portfolio, providing opportunities for cross-promotion and bundling. Furthermore, Kellanova's extensive distribution network can be leveraged to expand the reach of Mars' existing products.

#### **A Powerhouse in the Snacking Industry**

The combined strength of Mars and Kellanova creates a formidable force in the snacking industry. With a comprehensive range of sweet and salty options, Mars is well-positioned to cater to diverse consumer tastes and preferences. The acquisition positions the company as a one-stop-shop for snacking needs, enhancing its competitive advantage.

#### **Challenges and Opportunities**

While this deal promises significant growth potential, Mars will need to carefully integrate Kellanova's operations and brands into its existing business. Balancing the needs of both companies will be crucial. Additionally, the company will face challenges in maintaining brand identity and consumer loyalty while optimizing synergies.

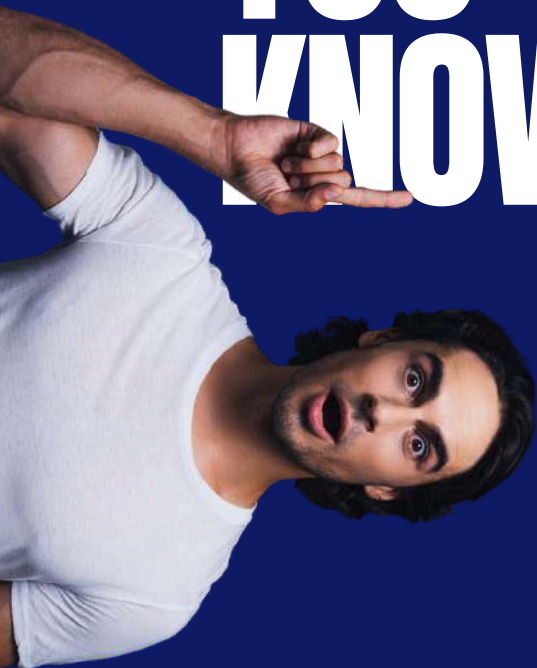
Overall, Mars' acquisition of Kellanova is a strategic masterstroke that has the potential to reshape the snacking industry. By expanding its product offerings, diversifying its portfolio, and strengthening its market position, Mars is poised for continued success in the years to come.



# Types of Logos



DID  
YOU  
KNOW?



**Wordmark Logos:** These are all about typography. The logo is the corporate name, stylized in a distinctive font that becomes identified with the brand. Think of Coca-Cola or Google – their names are instantly recognizable due to their distinctive font styles.

**Lettermark Logos:** Short and sweet, these logos use initials or letters to represent a company. IBM and CNN are classic examples, where their lettermarks have become iconic.

**Pictorial Mark Logos:** A visual representation of the business, these logos are instantly recognizable. The Apple logo, a bitten apple, and Twitter's little blue bird are perfect examples of how a simple image can capture a brand's essence.

**Abstract Logos:** These logos use shapes, colors, and patterns to evoke feelings or ideas. Nike's swoosh and the Pepsi globe are abstract logos that have become cultural icons.

**Mascot Logos:** A friendly face for your brand, mascot logos use characters to connect with customers. Colonel Sanders for KFC and the Michelin Man are beloved examples of how a mascot can become a brand ambassador.



pepsi





# CRED

# SWOT Analysis

## STRENGTHS

- **Strong Brand Identity:** In the fintech sector, Cred has swiftly become a well-known brand thanks to its distinctive value offer.
- **Unique Value Proposition:** Cred sets itself apart from other financial services platforms by providing credit card members with special perks.
- **Rapid User Growth:** The app's smooth user interface and enticing incentives have contributed to a notable increase in user engagement over time.

## WEAKNESS

- **High Dependency on Marketing Spend:** In order to draw in new users and keep existing ones, Cred mainly depends on marketing expenditures, which can be very expensive.
- **Niche Market Focus:** Cred restricts the possible user base to a certain market sector by focusing largely on high-income, high-credit-score consumers.

## OPPORTUNITIES

- **Expansion into Other Financial Services:** Using its user base and technological capabilities, Cred can extend into other financial services like investment goods or personal loans.
- **Increasing Credit Card Penetration in India:** Cred has a chance to greatly increase the size of its customer base as a result of the country's expanding credit card usage.

## THREATS

- **Competition:** Many fintech businesses, such as Google Pay, PhonePe, and Amazon Pay, are vying for market dominance in the digital payments and rewards arena.
- **Regulatory Changes:** Given the dynamic nature of digital financial services in India, Cred's operations may be impacted by shifts in financial legislation.



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# BLOG OF THE MONTH

THE POWER OF THOUGHT LEADERSHIP  
FOR BRAND SUCCESS



In today's information-overloaded world, consumers are inundated with choices. To stand out, brands must transcend being mere product providers; they need to become thought leaders. A thought leader is someone who is recognized as an authority in a specific field, influencing opinions and driving industry trends. When a brand assumes this role, it gains a competitive edge, builds trust, and fosters deeper connections with its audience.

A thought leader is essentially an expert who is recognized for their innovative ideas and forward-thinking perspectives. A brand can build credibility, trust, and a devoted following by establishing itself as a thought leader.

For instance, Tesla, beyond being an electric car manufacturer, is a pioneer in sustainable transportation. Their focus on innovation and pushing the boundaries of technology has solidified their position as a thought leader. Similarly, Nike, while a sportswear giant, has successfully positioned itself as a champion of athleticism and empowerment, inspiring millions.

A thought leader is more than just an expert; they are visionaries who challenge the status quo, offer fresh perspectives, and inspire action. When a brand positions itself as a thought leader, it transcends the realm of mere product promotion, cultivating trust, credibility, and a loyal customer base.

Becoming a thought leader requires a deep understanding of the target audience, consistent creation of valuable content, and a willingness to challenge the status quo. It's about offering solutions to problems, sharing insights, and building a community around the brand's vision. By establishing themselves as thought leaders, brands can differentiate themselves, command premium pricing, and enjoy long-term success.

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# ECONOMICS DECLASSIFIED

FROM EL NIÑO TO LA NIÑA: INDIA'S  
WEATHER WOES AND ECONOMIC  
FALLOUT



India's weather has been on a roller coaster ride, swinging from the scorching heat of El Niño to the unpredictable monsoons influenced by La Niña. This ever-changing climate is not just a cause for concern for meteorologists but also has significant economic repercussions that impact businesses, farmers, and ultimately, the pocketbooks of students like us.

El Niño, characterized by unusually warm ocean temperatures in the eastern Pacific, brought us a sweltering summer this year. Temperatures soared to nearly 50° Celsius in some parts of the country, leading to heatstroke deaths and widespread discomfort. While the recent arrival of the monsoon has brought some relief, the fear of an impending La Niña looms large.

La Niña, the counterpart to El Niño with cooler-than-normal ocean temperatures, can disrupt weather patterns across the globe. For India, it often translates to erratic rainfall, leading to either droughts or floods. These extreme weather events have a cascading effect on agriculture, a crucial sector for our economy. Erratic rainfall can devastate crops, leading to food shortages, price hikes, and even social unrest.

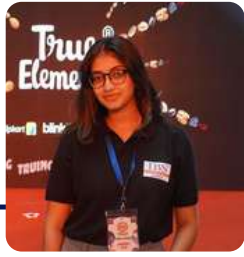
As students, we might wonder how these weather fluctuations impact us directly. Well, the answer lies in the intricate web of economics. When agricultural production is disrupted, it affects the supply chain, leading to higher prices for essential commodities. This inflation can erode the purchasing power of our pocket money and make it harder for our families to afford daily necessities.

Moreover, the unpredictability of the weather adds a layer of risk for businesses. Companies operating in sectors like agriculture, logistics, and insurance need to factor in these climate risks, which can lead to higher costs and potentially impact job opportunities.

**GRAPHICS  
TEAM**



**Bhakti  
Mangrulkar**



**Rinkita  
Virvani**



**Sonali  
Majire**



**Ritik  
Jain**



**Manav  
Jain**



**Sonia Ratti**



**Haard Shah**



**Vaibhav  
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**CONTENT  
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**Vinay  
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**Aaryan  
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**Kumar  
Shantanu**

**PROOFREADING  
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**Aryan Mehta**



**Jeevan  
Thakre**



**Juhi  
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