

OCTOBER 2024

Marketing Insights Newsletter of Marketing360.in

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Everything you're looking out to quench your curiosity about marketing, whether it is 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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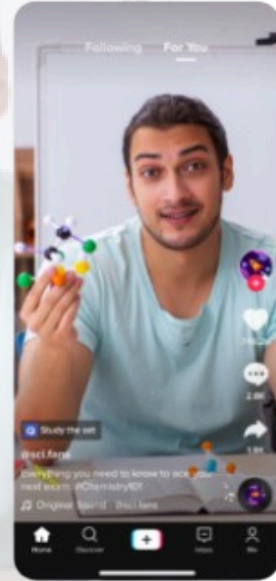
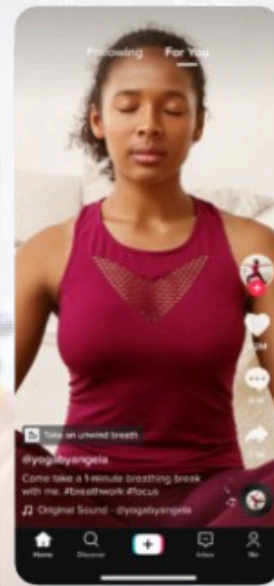
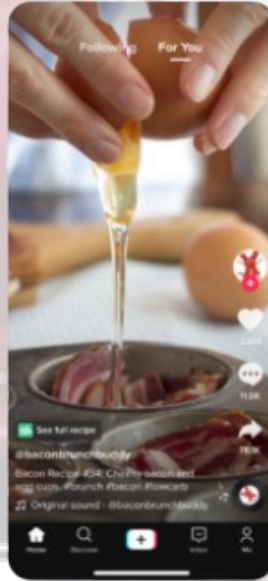


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GLOBAL NEWS

TIKTOK FACES LAWSUIT OVER HARMFUL MARKETING PRACTICES TARGETING YOUTH

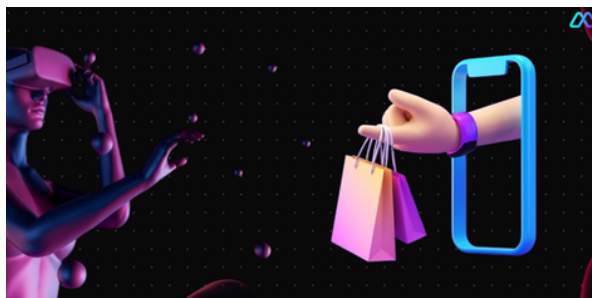


A coalition of 14 U.S. states has filed a lawsuit against TikTok, accusing the popular social media platform of deceptive marketing practices that target young users. Led by New York Attorney General Letitia James, the lawsuit alleges that TikTok's harmful marketing strategies and content have contributed to addictive behavior, dangerous challenges, and even tragic deaths. The company is also accused of negligence and product liability for failing to disclose the potential risks associated with its platform.

Marketing communications should be truthful, avoiding false or misleading claims. Fairness in marketing practices is essential, ensuring they serve all consumers equally, regardless of age, background, or socioeconomic status. Companies must maintain transparency in their practices, steering clear of deceptive tactics or hidden fees. Social responsibility is vital, with marketing efforts considering their social and environmental impacts. Finally, consumer protection should be a priority, with marketing safeguarding individuals from harm or exploitation.

Responsible and ethical marketing involves conducting business practices that are fair, honest, and transparent. It adheres to ethical principles, respects consumer rights, and avoids misleading or deceptive practices. The lawsuit against TikTok highlights the critical importance of responsible and ethical marketing, especially when targeting young users. Social media platforms have a responsibility to ensure that their content and advertising practices are safe and appropriate for all users, particularly minors. Failure to do so can lead to serious consequences, including legal action and reputational damage. As the lawsuit proceeds, it will be interesting to see how TikTok responds to these allegations and whether the company will take steps to improve its practices and protect young users.





Digi-Buzz

SOCIAL COMMERCE: NEW FACE OF ONLINE RETAIL



Shopping has changed drastically in today's fast-paced world, where your favorite social media platforms are being turned into virtual shopping malls! Imagine you're scrolling through Instagram, admiring your favorite influencer's stylish outfit. With just a few taps, you're not just liking the photo — you're buying that very outfit. But it doesn't stop there. Picture yourself tuning into an Instagram Live Shopping event, where a fashion brand is showcasing its latest collection. You're asking questions in real time, seeing clothes live, and making instant purchases — all without leaving the app. It's like having a personal shopping experience right in your living room!

This shift goes beyond product promotion. It's about creating an immersive environment where discovery, evaluation, and purchase happen seamlessly on one platform. Influencers are at the heart of this movement, effortlessly blending their recommendations with product promotions. Their authenticity and relatability make their followers' shopping decisions more natural and trustworthy.

For brands, it's a golden opportunity to interact directly with their target audience, fostering loyalty and boosting engagement. Consumers benefit from a more personalized, enjoyable shopping experience tailored to their interests and social connections.

This trend is unlocking new avenues for commerce, demonstrating how the power of online relationships can truly transform the way we shop. Welcome to the future of retail — it's social, it's immediate, and it's revolutionizing our shopping habits.



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INDUSTRIAL TREND

THE RISE OF REGIONAL INFLUENCERS IN INDIA'S DIGITAL LANDSCAPE

Imagine scrolling through social media and suddenly seeing a familiar face from your hometown in an advertisement or promotion of your favorite brand. That's the power of regional influencer marketing, and it's reshaping the digital landscape as we speak. Influencer marketing has always been proven to be an effective marketing strategy for different brands but in a surprising twist, brands like Swiggy and Asian Paints are now turning to regional influencers to grab the attention of tier-2 and tier-3 cities and partnering with influencers who resonate with local audiences. Local content creators and public personalities are offering a fresh and unique approach to connecting with audiences beyond the metro cities.

Why the shift? Well, big cities are buzzing with so many ads that it's hard to stand out. But in smaller towns, there's a fresh audience with growing spending power, eager to engage with brands that speak their language. Meta report indicates that micro-influencers with 10k to 100k followers are just as influential in driving festive purchases as macro-influencers with 100k to 1 million followers.

The influencer marketing industry in India is set to grow from ₹19 billion to ₹34 billion. Why? Because these regional influencers aren't just affordable – they're incredibly effective, especially in sectors close to your heart like FMCG, lifestyle, and beauty. With the influencer marketing industry set to boom, this trend is here to stay. As this trend evolves, it'll be fascinating to see how brands leverage these unique voices to create compelling partnerships.



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GOVT NEWS

NEW RULES TO REGULATE MISLEADING "ECO-FRIENDLY" CLAIMS IN ADS



The Indian government has rolled out fresh regulations to tackle misleading environmental claims in advertisements, also known as "greenwashing". Greenwashing refers to the practice where companies falsely present their products as environmentally friendly or exaggerate their sustainability claims to appeal to eco-conscious consumers, without actually making a substantial effort to minimize their environmental impact. These new regulations aim to ensure greater transparency in the promotion of eco-friendly products.

The Indian government's new rules to tackle misleading "eco-friendly" claims in ads are a clear signal to marketers: transparency is no longer optional; it's a must. Spearheaded by Nidhi Khare, Secretary of Consumer Affairs, these regulations target greenwashing, where companies exaggerate or falsely advertise their products as environmentally friendly.

For marketers, this is a significant shift. You can no longer use buzzwords like "sustainable" or "organic" without backing them up with solid proof. These rules safeguard consumers from being misled and allow brands to build genuine trust. If your product is genuinely eco-friendly, you now have a platform to prove it and stand out from competitors who can't.

This shift goes beyond simply following rules—it's about creating stronger, more meaningful connections with environmentally conscious customers. Brands that embrace this change and provide transparent, honest information will be seen as more trustworthy and responsible. So, instead of relying on vague green claims, marketers can tell authentic stories about their commitment to sustainability, creating a deeper bond with their audience.



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Brand in Talk

OLA ELECTRIC FACES BACKLASH AMIDST CEO-COMEDIAN FEUD

Ola Electric recently faced a significant PR crisis after a public feud erupted between CEO Bhavish Aggarwal and comedian Kunal Kamra. Kamra's criticism of the company's products and services on social media triggered a heated exchange that quickly went viral. This resulted in a damaging 9% drop in the company's stock price and negatively affected the brand's public perception.

This incident underscores the power of negative publicity and the ripple effects it can have on a company's financial performance. Aggarwal's confrontational response to the criticism was seen as a public relations misstep, further aggravating the situation. This highlights the critical importance of crisis management in the digital age, where even a single exchange can snowball.

In conclusion, while negative publicity can harm a brand's image and customer trust, it also offers an opportunity for growth if handled strategically. Transparent and empathetic communication, along with a focus on addressing customer concerns, can help a brand recover and rebuild its reputation. By demonstrating accountability and professionalism, brands can turn a crisis into a chance to strengthen relationships with consumers and emerge more resilient.





HYUNDAI

SWOT Analysis



STRENGTHS

- **Global Brand Reputation:** Hyundai has established itself as a globally recognized brand known for producing reliable, affordable, and innovative vehicles. Its brand image has significantly improved over the past decade, especially in the mass market.
- **Diverse Product Range:** Hyundai offers a wide array of vehicles, ranging from economy cars to luxury sedans, SUVs, trucks, and electric vehicles (EVs), catering to various customer segments and preferences.
- **Innovation in Electric Vehicles and Hydrogen Technology:** Hyundai is at the forefront of future mobility solutions, particularly with electric vehicles (like the Ioniq 5 and Kona Electric) and hydrogen fuel cell technology. This innovation strengthens Hyundai's position as a leader in eco-friendly transportation.

WEAKNESS

- **Luxury Segment Challenges:** Using the Genesis brand Hyundai had made strides in entering the Luxury Segment. However, it still struggles to compete with established luxury brands like BMW and Mercedes-Benz, particularly in terms of brand perception and market share.
- **Dependency on Specific Markets:** Hyundai is highly reliant on a few key markets, such as South Korea, the U.S., and China. Economic fluctuations or regulatory changes in these regions could significantly impact its operations and revenue.
- **Limited Market Share in Europe:** While Hyundai is a major player globally, its market share in Europe lags behind competitors like Volkswagen, limiting its potential in one of the most critical automotive markets.

OPPORTUNITIES

- **Electric Vehicle (EV) Expansion:** The global shift toward sustainability presents a massive opportunity for Hyundai to expand its EV portfolio. Hyundai is well-positioned to take advantage of this growing market demand for eco-friendly vehicle.
- **Strategic Growth in Emerging Markets:** Hyundai can tap into the growing demand for affordable, reliable vehicles in emerging markets such as Southeast Asia, Africa, and South America, driving sales growth and market diversification.
- **Hydrogen Fuel Cell Technology:** Hyundai's leadership in hydrogen fuel cell vehicles gives it a unique advantage in the market for alternative energy sources, with governments and consumers increasingly seeking cleaner transportation solutions.

THREATS

- **Intense Competition:** Hyundai faces stiff competition from established automotive giants like Toyota, Volkswagen, and new electric vehicle manufacturers like Tesla. This competitive pressure could erode market share if Hyundai fails to differentiate itself.
- **Global Economic Instability:** Economic downturns, rising inflation, or geopolitical tensions could dampen consumer spending on automobiles, reducing demand for Hyundai's products, particularly in its key markets.
- **Increasing Regulatory Challenges:** Stricter environmental regulations, especially regarding carbon emissions and safety, could increase costs and require Hyundai to make significant adjustments to its product lineup and operations.

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BLOG OF THE MONTH

CUSTOMIZATION: THE KEY TO UNLOCKING CUSTOMER LOYALTY



In today's competitive market, many brands are constantly seeking innovative and unique ways to connect with their customers. One strategy that has gained significant traction is customization. By offering personalized products or experiences, brands can differentiate themselves, build loyalty, and drive sales.

Many brands are already leading the way in customization. Nike's "Nike By You" platform allows customers to design their own shoes, while Starbucks' personalized cups and drinks have become a social media sensation. Manyawar's bespoke kurtas cater to individual tastes and preferences, and Dell's configure-to-order laptops provide customers with tailored technology solutions. These brands have recognized that customization is no longer a luxury, but a necessity. TRESemmé is allowing consumer to get a personalised shampoo conditioner according to their hair concerns.

The benefits of customization are clear. It increases customer engagement, improves brand loyalty, enhances customer satisfaction, and provides a competitive edge. Moreover, customization can also lead to increased revenue potential. By offering personalized products or experiences, brands can command premium prices and create new revenue streams.

To implement customization effectively, brands must conduct customer research to understand preferences, integrate technology to facilitate customization, offer personalized experiences across touchpoints, train staff to provide tailored support, and continuously gather feedback to refine customization efforts. By doing so, brands can create a loyal customer base, drive sales, and establish a competitive edge.

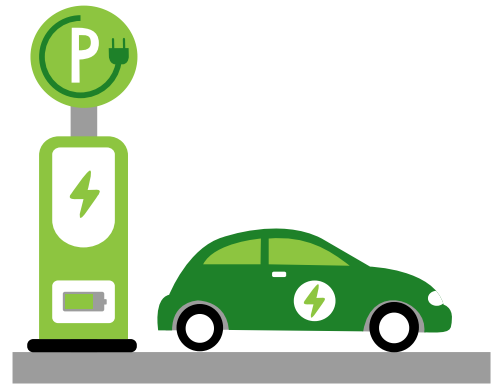
By embracing customization, brands are trying to Create lasting connections with its customers, are driving business growth through loyalty since they have to establish a competitive edge in a crowded market. Customization is a powerful tool that can help brands unlock customer loyalty and drive business growth. As technology continues to advance, the possibilities for customization will only expand, providing brands with new opportunities to innovate and connect with their customers.



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ECONOMICS DECLASSIFIED

PM E-DRIVE SCHEME: A CATALYST
FOR INDIA'S ECONOMIC GROWTH



The Indian government's recent announcement of the PM E-Drive Scheme, allocating a substantial Rs 10,900 crore to promote electric vehicles (EVs), is a pivotal step towards a greener and more prosperous future. This initiative, set to be implemented from October 1, 2024 to March 31, 2026 is poised to have a significant impact on India's economy, particularly through its implications.

At the heart of the scheme lies the provision of subsidies to make EVs more affordable. This is a classic example of demand-side policy, where the government directly influences consumers. By reducing the upfront cost of EVs, the scheme is expected to stimulate demand, leading to a rise in EV sales. This increased demand will, in turn, incentivize manufacturers to expand their production capacity, creating a virtuous cycle of economic growth.

This scheme will have a positive impact on various sectors. The automotive industry will benefit from increased sales and production, leading to higher employment opportunities. The ancillary industries, such as battery manufacturers and charging infrastructure providers, will also experience a surge in demand, creating jobs and stimulating economic activity. Moreover, the establishment of a robust charging infrastructure will have spillover effects on other sectors, including real estate and technology.

As demand for EVs increases, manufacturers will invest in research and development, leading to technological advancements and productivity improvements. This increased productivity will contribute to higher GDP growth. Additionally, the reduced reliance on fossil fuel imports will improve India's trade balance, freeing up resources that can be reinvested into the domestic economy, further boosting GDP.

In conclusion, the PM E-Drive Scheme is a well-thought-out initiative with the potential to significantly boost India's economy. By stimulating demand for electric vehicles, creating jobs, and promoting sustainable development, the scheme is poised to have a lasting positive impact on the country's economic landscape.

**GRAPHICS
TEAM**



**Rudra
Shah**



**Mrunmayee
Bhopalkar**



**Manasi
Patil**



**Manav
Ruparel**

**CONTENT
TEAM**



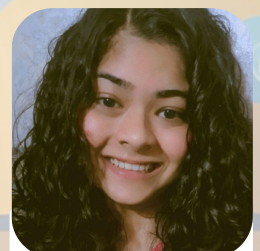
**Sampada
Puranik**



**Devendra
Potnis**



**Vidhi
Singh**



**Muskan
Thakur**



**Vallari
Dubey**

**PROOFREADING
TEAM**



**Aryan
Mehta**



**Jeevan
Thakre**

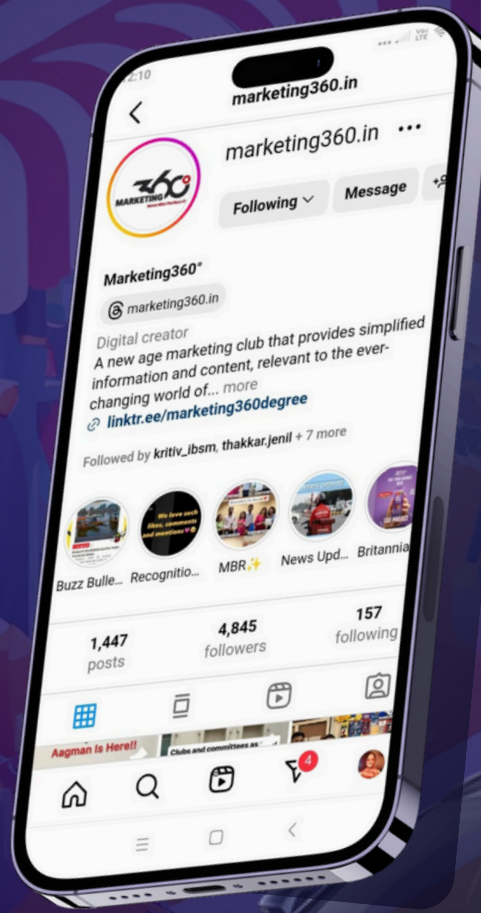


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Jaiswal**





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