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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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GLOBAL NEWS

GLOBAL GIANTS FAILING LOCAL HEALTH STANDARDS

Imagine walking into a grocery store, picking up a favorite snack, and feeling confident that it's a healthy choice. What if it were revealed that the same product might be healthier if purchased in another country? This is exactly what some of the most trusted brands like PepsiCo and Unilever are doing, as exposed by a new index report by the Access to Nutrition Initiative (ATNI). According to ATNI's global index report, products sold by these companies in low-income countries, including India, Kenya, and Nigeria, received an average health star rating of 1.8 out of 5. In contrast, similar products in high-income countries earned a more favorable average rating of 2.3.

Why is this a concern? As the incidence of lifestyle diseases continues to rise, the nutritional content of consumed products becomes critically important. It's more than just taste; it is about well-being and the trust placed in these companies. The disparity often arises from differences in health regulations. Western countries generally have stricter regulations compared to countries like India, where more relaxed rules allow less healthy versions of these goods on the market.

The future of marketing lies in prioritizing consumers' health and well-being across the globe, without bias. Innovative approaches and cutting-edge strategies must be employed to deliver consistent quality in every market. By embracing a consumer-centric approach, brands can not only meet the growing demand for healthier options but also build lasting trust and loyalty. It's time for corporations to align their values with those of their consumers, ensuring a fair and equitable marketplace for all.

Digi-Buzz

THE ERA OF INSTANT MEDICINE DELIVERY

In today's world, where speed defines convenience, healthcare is witnessing a revolution through ultra-fast medicine delivery services. These advancements are not merely about speed; they represent a paradigm shift in how critical medications are accessed and delivered, especially during emergencies. Companies like Apollo 24/7 are setting benchmarks with their 19-minute delivery in select pin codes, with Swiggy, in collaboration with PharmEasy, testing under-10-minute deliveries in Bangalore. These initiatives go beyond convenience, reshaping the very essence of healthcare accessibility. With user-friendly online interfaces, patients can locate nearby pharmacies, place orders with a few clicks, and track their deliveries in real- time.

Innovation in ultra-fast delivery brings its own set of challenges. Beyond quick dispatch, it demands precise inventory management and strict storage conditions to keep medicines effective. Companies are tackling these hurdles with advanced technology, making reliability the heart of this service. Ensuring that medications are stored correctly and delivered promptly requires a robust logistical framework and sophisticated systems for inventory tracking and temperature control, all aimed at maintaining the efficacy and safety of the medicines delivered.

The future of medicine delivery paints a promising picture, where healthcare becomes as fast and seamless as ordering a meal. By bridging the gap between urgency and accessibility, these services are redefining the way we think about healthcare, making it truly patient-centric. With such innovations, help is just a click away, ensuring that patients receive their medications swiftly and reliably, enhancing the overall healthcare experience, and saving lives in critical situations.

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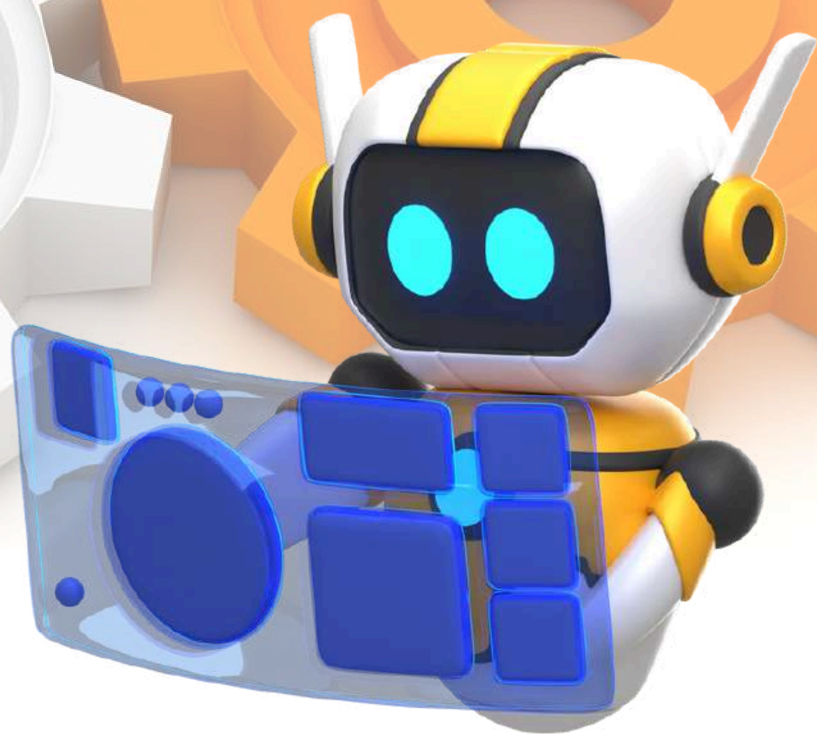
GOVT NEWS

META PENALIZED AMONG GROWING DATA SECURITY

The Competition Commission of India (CCI) has fined Meta ₹213 crore for abusing its dominant position, marking a significant moment in regulating big tech companies. Meta's practice of sharing WhatsApp users' data with its group entities without offering users an opt-out option violated competition laws and consumer rights. The CCI stated this practice created an unfair advantage for Meta's platforms and restricted market access for competitors, affecting the broader digital marketing ecosystem.

This development highlights the importance of ethical data practices. Companies leveraging consumer data to dominate advertising or marketing spaces could face backlash and stricter regulations. This case underscores the need for transparency in how user data is handled, a critical aspect of building trust in today's competitive digital landscape. The fine also challenges the monopolistic tendencies in the digital marketing industry, paving the way for fairer competition.

With ever-growing technology, giants like Meta sharing user data without consent even within their own group poses a serious threat to user privacy. This raises a critical question: Does agreeing to user privacy policies simply permit data sharing, or does it create risks that could compromise individual security? Striking a balance between technological progress and safeguarding user rights remains a key challenge. Marketers are called to prioritize user consent and adopt practices that respect privacy while encouraging innovation.



INDUSTRIAL TREND

STUDENTS FIRST : NEW REGULATIONS TO REDUCE PRESSURE

The government has just dropped some new rules that could change the game for coaching centers. These new regulations aim to make the coaching industry more transparent and less misleading.

One of the biggest changes is that coaching centers must significantly reduce their advertising. The proliferation of TV commercials and outdoor advertisements is diminishing, marking a significant shift in the advertising paradigm. The government wants to limit the amount of advertising to prevent excessive pressure on students. Millions of students leave their cities and move to Kota to fulfill their and their parents' dreams to prepare for competitive exams such as NEET, JEE, and other civil service exams. Due to the pressure they undergo, they try to study in two or more coaching centers to cover more things explained in different coaching centers. This just adds to their stress level.

If you remember, the last time a picture of the NEET topper was published in advertisements by two to three coaching centers, this raised many questions. So, the other major change is that coaching centers will need to obtain explicit consent from students before using their names or images in advertisements. This means no more unauthorized bragging rights! Additionally, coaching centers will need to provide detailed information about their fees, faculty, and success rates. This increased transparency will help students decide which coaching center is right for them.

While some people believe these new rules will help level the playing field, others worry that they could negatively impact the growth of the coaching industry. Small coaching centers may struggle to adapt to these new regulations, while larger and more established centers may be better equipped to handle the changes. However, only time will tell what the long-term effects of these new rules will be.

Brand in Talk

CHATGPT MEETS ITS MATCH

The recent legal dispute between OpenAI, the creators of ChatGPT, and India’s news agency ANI highlights some key concerns about AI’s impact on content and reputation. ANI has accused ChatGPT of using its news content without proper credit; this could harm its reputation and public trust. These allegations raise important questions about how AI uses content and what would be the possible consequences for creators.

In response, OpenAI firmly defends its position, emphasizing that AI operates under “fair use” principles. The company explains that its models learn from publicly available information, which is essential for their development. OpenAI also offers an option for creators to opt out if they don’t want their material used. While this case is unique to India, it reflects global concerns about the ethical use of AI and its impact on industries like media and content creation.

In marketing, reputation management refers to the process of monitoring, influencing, and sustaining public perception of a brand, organization, or individual. It focuses on building and protecting a positive image to ensure trust, loyalty, and credibility among customers and stakeholders.

Reputation management in marketing is vital as consumers rely on a brand's image and reviews to make decisions. Key aspects include monitoring public perception, addressing feedback, maintaining transparency, managing crises, and building positive narratives. A strong reputation fosters loyalty, market positioning, and long-term success.

Disputes, like those involving ANI and OpenAI, highlight the need to protect brand values while embracing innovation. Ethical AI practices are essential for ensuring trust and strengthening brands, showing whether AI becomes a helpful tool or a disruptive force in the future of branding.

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ECONOMIC DECLASSIFIED

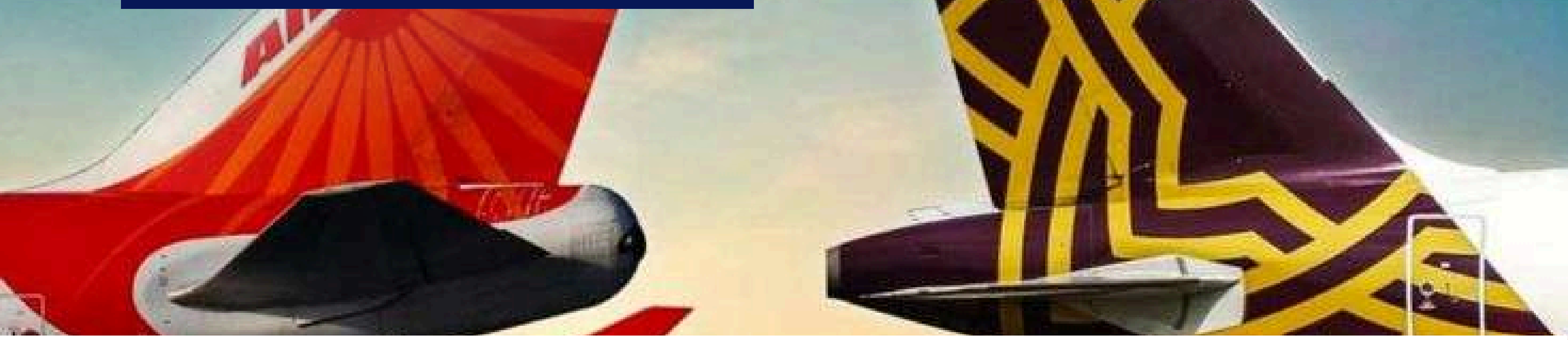
AIR INDIA VISTARA MERGER RESHAPING INDIAN AVIATION

The merger of Air India and Vistara, owned by Tata Group, is a game-changer in the Indian aviation industry. This integration creates a full-service carrier with a low-cost arm, significantly boosting Tata Group's position in an oligopoly market. In this market structure, companies hold significant power over pricing and competition, influencing the entire industry.

With demand for air travel growing faster than supply, this merger enables the Tata Group to expand its capacity and cater to more passengers. Currently flying 120,000 passengers daily and connecting over 90 destinations, the combined entity is well-positioned to manage rising demand while maintaining competitive pricing. Oligopoly is a type of market which is controlled by a few dominant players. Oligopoly markets often see firms balancing competition and cooperation, this merger may push competitors to innovate and adjust pricing strategies to attract customers.

The merger also amplifies the Tata Group's market power, allowing it to offer better services and wider connectivity while benefiting from economies of scale. It accords with the Tata Group's objective of creating a "world-class global aviation company with an Indian heart", which could ultimately contribute to increased operational efficiency for consumers; this could mean more options and competitive fares as airlines strive to meet increasing demand.

Ultimately, the Air India-Vistara merger signifies a pivotal step in strengthening India's aviation industry, creating a robust market leader while promising enhanced service quality and affordability for passengers.



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BCG MATRIX

STAR

Tata Nexon (Compact SUV)

Nexon is the number one seller of small SUVs. Growing the most because more people want SUVs in India. It is doing quite well in the market, especially with its electric version.

Tata Tiago EV (Electric Car)

The Tiago EV is one of the first affordable electric cars. It is in a rapidly developing market because more people want to have eco-friendly transportation.

QUESTION MARK

Tata Altroz (Premium Hatchback)

The Altroz is in the growing market for premium hatchbacks, but it has tough competition from well-known cars like the Maruti Suzuki Baleno and Hyundai i20. The market has a lot of potential, but Tata needs to sell more cars to increase its market share.

Tata Harrier EV (Electric SUV)

The EV market is growing quickly, and the Harrier EV seems promising but still needs to show it can lead in the market.

CASH COW

Tata Ace (Small Business Vehicle)

The "Chhota Hathi" is a popular product in the commercial vehicle market with a significant share. Growth in this segment, though steady and achieving regular cash inflows, will be insignificant.

Tata Safari (SUV)

The Safari is one of the favorites for families searching for SUVs, and it has retained many faithful customers. Although the market is growing slowly in this category, its strong reputation helps sell well.

DOG

Tata Hexa (MPV)

The Hexa has had a hard time becoming popular in the crowded MPV market and is seeing less demand. It is not very likely to get an important investment from Tata Motors.

MARKET GROWTH

RELATIVE MARKET SHARE

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BLOG OF THE MONTH

THE TUG OF WAR BETWEEN SHORT-TERM WINS AND LONG-TERM BRAND BUILDING

The marketing landscape is evolving rapidly, and therefore iconic marketing campaigns that once created lasting brand identities are becoming increasingly rare. Classic examples like Bajaj Auto's "Hamara Bajaj", Cadbury's "Kya swaad hai zindagi mein", and Airtel's jingle by A.R. Rahman showcased the power and longevity of strategic brand building. However, as Chief Marketing Officers (CMOs) are increasingly driven to deliver quick and measurable results, a spotlight has been cast on the potential downsides of this shift toward short-term strategies.

In the past, marketing strategies aimed to build customer loyalty through memorable stories and emotional bonds. But nowadays, the focus is on short-term results, changing the classic AIDA model (Attention, Interest, Desire, Action) into a single push for "Action". This trend is influenced by financial investors who prioritize rapid returns, often sidelining the deeper value of strategic brand building.

As a result, the evolving role of the CMO has sparked a significant shift in priorities. While once the custodians of brand and customer loyalty, CMOs are now often seen as growth drivers who must continuously demonstrate short-term successes. This shift can lead to chasing fleeting trends that may dilute a brand's core values and weaken long-term consumer trust.

Finding a balance between immediate gains and sustained brand equity is crucial. Some forward-thinking CMOs are adopting hybrid strategies, integrating performance-driven campaigns with authentic storytelling. Brands like Zepto and Swiggy give discounts for short-term wins but also come up with marketing campaigns on occasions like Diwali which have an emotional connection.

Ultimately, the challenge lies in crafting campaigns that not only achieve fast results but also fortify the brand's identity over time. By striking this balance, brands can cultivate loyalty and resilience, ensuring they remain relevant and revered in the long run.

As the debate continues, the future of marketing will hinge on the ability of CMOs to navigate these dual demands, delivering immediate impact without sacrificing the enduring power of a strong, memorable brand.

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