

Marketing Insights Newsletter of Marketing360.in

PANORAMA

MARKETING 360



FROM DIRECTOR'S DESK



"THE BEAUTIFUL THING ABOUT LEARNING IS THAT NO ONE CAN TAKE IT AWAY FROM YOU." - B.B. KING

DR. PRITEE SAXENA **SR. DIRECTOR & CAMPUS HEAD**

Dear Readers

I am pleased to introduce you to the Eight edition of Marketing 360 Panorama, a student-driven Bi-Annual publication by club Marketing 360°. An initiative where ideas and passion get translated into action in the ever-evolving world of marketing.

Marketing 360° Panorama is an ideal tool for providing conscious insights and a quick overview of Industrial and Brand relevant Marketing Trends, as well as a platform for studying and comprehending the growing trends that are influencing how we approach Marketing strategy. Marketing 360° Panorama distinguishes itself by identifying marketing concepts, News, Trends, and Articles from a variety of sectors and articulating them into meaningful insights for our audience. The current edition of Marketing 360 Panorama takes you on an exploration of thought-provoking campaigns, captivating events, and innovative strategies that are shaping the world of marketing.

Discover interesting concepts such as the pratfall effect and omnichannel marketing, as Marketing 360 Panorama provides you with a telescopic view of marketing world. We hope this edition of Panorama will spark both your curiosity and motivation to know more about the dynamics of the world of marketing.

At IBS Mumbai, we believe that students should actively engage in practical learning, embracing the ever-changing dynamics of business world and become someone who make a change. We inspire our students to unleash their creative potential while upholding their sense of accountability, knowing that they hold the key to becoming future changemakers and leaders. Their ability to contribute positively towards the progress of business and society is paramount. I look forward to seeing what this new generation of leaders will take on next.

Best wishes,
Dr. Pritee Saxena
Sr. Director & Campus Head

MENTOR INSIGHTS

Knowledge + Sharing = Learning ∞

Panorama is one of the offerings from Club Marketing 360°, a new-age marketing Club of IBS Mumbai. As a marketing professor, it brings me great pride and joy to witness the incredible dedication and growth within the student-led marketing club. Seeing the vibrant energy and quest for knowledge among these aspiring marketers is truly inspiring. The magazine offers a telescopic view into the world of marketing reflecting the Club's motto- "Never miss a buzz!"

At the heart of Marketing 360 Panorama lies a close-knit team of student writers, graphic designers and researchers. The magazine aims to be an exceptional guide for marketing enthusiasts and readers interested in knowing about brands, marketing strategies, concepts etc. I extend my utmost admiration to the authors of this publication.

Discover the fascinating collaboration between Walt Disney and Jio to be the largest media and entertainment company , and experience the ad campaigns of Prime Video's and Dream 11 . Unveil the strategies of brands like 5 Star, who celebrated anti Valentines Day to provide an entertaining campaign. The current issue carries an article on Pratfall effect for knowing how small mishaps can turn into brand triumphs. Learn about brands, marketing strategies and latest trends from 360° angle.

We welcome your feedback. Let's enrich the content together.



**DR. PRIYANKA MATHUR
DHINGRA**

ASSOCIATE DEAN SDCC



PRABHAT RAJPUT

MARKETING360°
BATCH OF 2024
ALCHEMIST

I am delighted to introduce the Seventh edition of Marketing 360°'s Panorama, a newsletter that encompasses a vast range of theories, concepts, and news related to the marketing world which will improve the perspective of marketing students. Our aim is to provide marketing enthusiasts with a comprehensive source of information, offering a complete view of the industry. With dedication, perseverance, and genuine love for our work, we have strived to maintain consistency in delivering valuable content. I extend my heartfelt appreciation to the outstanding team behind Marketing 360° Panorama, whose exceptional efforts have made this publication possible. Their unwavering commitment, coupled with their ability to adapt and learn, has resulted in a truly remarkable resource.



MENTOR INSIGHTS



JENIL THAKKAR

MARKETING360°
SDCC REPRESENTATIVE
TECH APEX

Consistency is the key that unlocks the door to achievement.

Consistency, creativity and collaboration are golden Cs for what Marketing 360° stands for. The newsletter delivers valuable content from a 360° view serving the club's mission of never missing the buzz. I am delighted and filled with pride as we release the fifth edition of our newsletter, which encompasses a diverse range of theories, concepts, and news in the ever-changing world of marketing.

We assure you the finest content, unwavering commitment, innovative ideas, extensive experience, creative advertisements and profound knowledge through M360 Panorama.

As we move forward, the club and team are facing increasingly higher expectations and I look forward to keeping up with these expectations.

Congratulations to the team for such outstanding efforts!





ARYAN MEHTA

**MARKETING360°
APEX
OPERATIONS**

Marketing 360 Panorama transcends the typical newsletter experience. It serves as a comprehensive guide to the marketing realm, offering insights into the "who's" and "how's," along with the latest trends and news. More than just a magazine, it's a valuable resource passed down from seniors to juniors. In my role as an editor at Marketing 360°, I take on the responsibility of meticulously proofreading content to ensure it meets the highest standards. I strive to guarantee that all content is polished and up to the mark before publication. My focus is on maintaining quality and excellence in every piece of content that goes through my editorial lens.



EDITOR'S DESK

HAARD SHAH

**MARKETING360°
APEX
CONTENT**

We are thrilled to present the newest edition of Marketing 360°'s Panorama newsletter! This edition is designed to provide you with insightful and up-to-date information about the ever-evolving world of marketing. Get ready to immerse yourself in a wealth of knowledge as we delve into the latest trends, concepts, and noteworthy examples from the industry. Through our content, we aspire to ignite your passion for marketing, encourage creative thinking, and spark innovative ideas. Our team is committed to identifying the most relevant and impactful marketing concepts and delivering them to you with our unique touch of creativity. We want to ensure that each newsletter edition not only informs but also inspires and empowers you to apply these concepts in your own marketing endeavors.



MANAV JAIN

**MARKETING360°
APEX
GRAPHICS**

Marketing 360° Panorama: Where Marketing Insights Unveil New Horizons" Step into the vibrant world of Marketing 360° Panorama, a marketing newsletter that goes beyond the ordinary, unraveling the secrets of the ever-changing marketing universe. "Marketing is the art of enchanting hearts and captivating minds." It's been an exhilarating journey being a member of the Panorama team, who believes in this art. Welcome to a panoramic view of the marketing landscape, and have a great read!





JEEVAN THAKRE

**MARKETING360°
OPERATION CHIEF**

We are thrilled to present the newest edition of our Marketing 360°'s Panorama newsletter! This edition is designed to provide you with insightful and up-to-date information about the ever-evolving world of marketing. Get ready to immerse yourself in the wealth of knowledge as we delve into the latest trends, concepts, and noteworthy examples from the industry. Through our content, we aspire to ignite your passion for marketing, encourage creative thinking, and spark innovative ideas. We want to ensure that each newsletter edition not only informs but also inspires and empowers you to apply these concepts in your own marketing endeavors.



EDITOR'S DESK

AARYAN MATHREW

**MARKETING360°
CONTENT CHIEF**

Marketing 360° Panorama is not just a newsletter but a set of creativity, innovation, and teamwork. The newsletter serves as a convenient means to stay updated on valuable content and marketing initiatives. From the beginning of my tenure at Marketing 360°, I formed a connection with the newsletter, allowing me to showcase my leadership style and appreciate the qualities that developed through exceptional teamwork. Marketing 360° Panorama brings you a panoramic view of the marketing world. I would like to extend my heartfelt appreciation to all those involved in shaping and creating the newsletter as it stands today.



RITIK JAIN

**MARKETING360°
GRAPHIC CHIEF**

Step into the vibrant world of marketing with our newsletter, a key to unlocking fresh possibilities. It's not just information; it's your go-to source for inspiration and practical insights. Dive into a 360° view that sparks creativity, fuels innovation, and propels your growth journey. Join us on this exciting adventure, where we navigate the dynamic landscape of marketing together, making every step worthwhile.



SONIA RATTI

**MARKETING360°
NEWSLETTER CHIEF
CONTENT**

Welcome to Panorama Times June edition! Marketing 360°'s Panorama Times is a beautiful, crisp, and precise amalgamation of upcoming marketing concepts and the latest marketing trends portrayed using corporate examples in simple language. Working with the Newsletter team for Panorama Times has helped me learn multiple marketing concepts, their application in the corporate world, gain a higher level of understanding of marketing knowledge, improve time management, and become more team-oriented. So hop on the bandwagon with us, inculcate the habit of reading the news, and keep yourself up to date with the latest news!



BHAKTI MANGRULKAR

**MARKETING360°
NEWSLETTER CHIEF
GRAPHICS**

Step into the vibrant world of marketing with our newsletter, a key to unlocking fresh possibilities. It's not just information; it's your go-to source for inspiration and practical insights. Dive into a 360° view that sparks creativity, fuels innovation, and propels your growth journey. Join us on this exciting adventure, where we navigate the dynamic landscape of marketing together, making every step worthwhile.



EDITOR'S DESK

JUHI JAISWAL

**MARKETING360°
OPERATIONS
PROFREADING
MANAGER**

"Marketing is the art of turning ideas into action and action into results." M360 Panorama is the result of the ideas, hard work, consistency, and talent of the Panorama team. Marketing 360 Panorama, the name itself, refers to a wide and clear view. The newsletter team ensures that readers never miss any buzz. It involves all brand stories, concepts, and trends covered from a 360° or panoramic view, showing that learning has no boundaries.



RINKITA VIRVANI

**MARKETING360°
GRAPHICS
T&D**

"Marketing 360 Panorama is a gateway to the ever-evolving world of marketing. Marketing 360 Panorama emphasizes staying up-to-date with the latest trends, industry news, and emerging technologies. It is a comprehensive and dynamic approach to marketing that embraces the fusion of marketing trends, content creation, and creativity with learning. It's been a pleasure to grow and learn with my wonderful team at Marketing 360 Panorama.



TEAM INSIGHTS

VAIBHAV VINCHURKAR

**MARKETING360°
EXECUTIVE
CONTENT**

Welcome to Panorama Times June edition! Marketing 360°'s Panorama Times is a beautiful, crisp, and precise amalgamation of upcoming marketing concepts and the latest marketing trends portrayed using corporate examples in simple language. Working with the Newsletter team for Panorama Times has helped me learn multiple marketing concepts, their application in the corporate world, gain a higher level of understanding of marketing knowledge, improve time management, and become more team-oriented. So hop on the bandwagon with us, inculcate the habit of reading the news, and keep yourself up to date with the latest news!



SONALI MAJIRE

**MARKETING360°
EXECUTIVE
GRAPHICS**

Marketing takes a day to learn, but a lifetime to master," they say. At Marketing 360°, we strive every day to learn new things and improve at what we do. It develops our cognitive abilities and helps us find creative ways to achieve new heights. This newsletter is not just a collection of information but a storehouse of knowledge, with each article providing valuable insights and a sneak peek into the world of marketing. The newsletter also engages its readers through interesting fun activities under the Marketainment section and shares intriguing, unheard facts about brands. Working for the newsletter, I have developed many skills, including articulation, and gained valuable insights about real-life events in the field of marketing.



TEAM INSIGHTS

KUMAR SHANTANU

**MARKETING360°
OPERATIONS
MANGER**

Welcome to Panorama Times June addition! Marketing 360°'s Panorama's Times is a beautiful, crisp, precise amalgamation of upcoming marketing concepts, latest marketing trends portrayed using corporate examples in simple language. Working with the Newsletter team for Panorama Times helped me learn multiple marketing concepts, their application in the corporate world, higher level understanding of marketing knowledge, time management and being team-oriented. So hop on the bandwagon with us, inculcate the habit of reading the news and keep yourself up to date with the latest news!



CHINMAY DARAKH

**MARKETING360°
GRAPHICS
WEBSITE CHEIF**

Marketing takes a day to learn, but a lifetime to master they say. We at Marketing360° strive everyday to learn new things and improve at what we do. It develops our cognitive abilities and helps us find creative ways to achieve new heights. This newsletter is not just a collection of information but a storehouse of knowledge with each article providing valuable insights and sneak peak into the world of marketing. The newsletter also engages with its reader through interesting fun activities under the Marketainment section, and shares interesting unheard facts about brands. Working for Newsletter I have developed many skills including articulation and gained valuable insights about real-life events in the field of marketing.



TEAM INSIGHTS

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JULY 2024

GLOBAL NEWS

NAME ON THE CAN, NAME ON YOUR LIPS



Diet Coke is relaunching its personalization campaign with cans featuring 150 names. This strategy is similar to Coca-Cola's successful 'Share a Coke' campaign, which resulted in a sales increase for the brand. The goal of this campaign is to elevate Diet Coke Breaks and potentially boost sales through personalization.

Personalized marketing campaigns can be a powerful tool for brands to connect with consumers on a deeper level. By using consumers' names or other personal information, brands can create a more engaging and memorable experience. This can lead to increased brand loyalty and sales.

In the case of Diet Coke, the personalization campaign is likely to appeal to consumers who are looking for a more unique and individualized product. The cans featuring 150 names will give consumers a reason to collect and share them, which could help to generate buzz for the brand.

Overall, Diet Coke's personalization campaign is a creative and potentially effective way to boost sales and brand engagement.



JULY 2024

Digi-Buzz

STARS AND BRANDS CHAT UP CONSUMERS ON WHATSAPP

WhatsApp is set to redefine marketing strategies as celebrities and brands leverage its broadcast channels for direct audience engagement. This shift marks a move away from traditional, one-way communication towards a more intimate and personalized approach.

By offering exclusive content, behind-the-scenes glimpses, and interactive features, brands can cultivate deeper connections with consumers. This platform promises higher engagement rates and a more targeted reach compared to traditional media.

As a result, marketing budgets may see a reallocation towards this interactive channel, emphasizing the importance of creating compelling, shareable content to capture audience attention and drive conversions. The integration of AI for automated responses adds a layer of efficiency and personalization, enhancing the overall user experience.

This development signals a paradigm shift in the marketing landscape, where building strong relationships and providing value will be key to success.



WhatsApp

Social media Ad

COLLECTIVE ARTISTS NETWORK ACCELERATES INNOVATION WITH GALLERI5 ACQUISITION

Transforming the Digital Content Landscape

In a bold move, Collective Artists Network has acquired Galleri5, a leader in AI-powered content solutions and influencer marketing technology. This strategic acquisition aligns with the network's vision to amplify the creator and content ecosystem through cutting-edge technology.

Enhancing Brand Engagement with AI

Galleri5, known for AI visual content generation, creator intelligence, campaign management, and trend forecasting, empowers India's top retailers and brands to create impactful connections. Their experienced team redefines brand engagement and customer experiences for the digital age.

Strategic Vision and Leadership

Vijay Subramaniam, CEO of Collective Artists Network, stated, "Integrating Galleri5's AI capabilities enhances our ability to provide innovative solutions. Leveraging advanced AI technology will drive personalized storytelling and trendspotting, solidifying our position as a leading new media company."

Expanding the Creative Ecosystem

This acquisition is part of a series of Collective Artists Network expansions, including Terribly Tiny Tales and Under 25 Universe. These moves highlight the company's commitment to empowering the creator ecosystem and fostering student culture.

galleri5

COLLECTIVE
ARTISTS NETWORK

JULY 2024

GOVT NEWS

END OF ERA FOR SURROGATE TOBACCO ADS?

The Indian government's proposed ban on smokeless tobacco advertisements, particularly surrogate ads disguised as mouth fresheners, is set to significantly impact the marketing landscape.

The crackdown on surrogate advertising is a direct challenge to the marketing tactics employed by tobacco companies. By leveraging celebrity endorsements and seemingly innocuous product categories, these companies have effectively circumvented advertising restrictions. With this ban, brands will have to explore alternative, compliant marketing strategies.

The involvement of Bollywood and cricket celebrities in these surrogate ads has raised ethical questions. The potential loss of lucrative endorsement deals could force celebrities to be more selective in their partnerships. This shift could redefine the celebrity endorsement landscape, with a greater emphasis on brand alignment and social responsibility.

The government's stance on tobacco advertising signals a stricter regulatory environment. Marketers across various industries can expect heightened scrutiny of their advertising claims and practices. This will necessitate more rigorous compliance efforts and potentially impact advertising budgets.



As traditional advertising channels face restrictions, marketers may increasingly turn to digital platforms. However, digital advertising also comes with its own set of challenges, including ad-blocking, privacy concerns, and algorithm changes. Brands will need to adapt their strategies to effectively reach consumers in the digital age.

With advertising limitations in place, product innovation and differentiation will become even more critical. Brands will need to invest in research and development to create products that stand out in the marketplace. A strong product offering can help build brand loyalty and drive sales, even in the absence of heavy advertising. Overall, the proposed ban on tobacco advertisements marks a significant shift in the marketing landscape. Brands will need to be agile, creative, and compliant to navigate this new environment.





Brand in Talk

BOAT x ZEPTO- A 10 MIN TUNE TO SUCCESS

Boat, a leading audio brand tied up with Zepto, a quick commerce platform, is a strategic move that leverages the growing popularity of both quick commerce and audio products. By offering delivery of boAt products in just 10 minutes through Zepto's platform, the collaboration provides a convenient and impulsive shopping experience for consumers.

The 10-minute delivery window caters to consumers who want instant gratification and fulfil their need for audio products quickly. This taps into the growing trend of quick commerce, which is ideal for busy urban lifestyles.

The humorous ad campaign grabbed attention and created a positive brand association for both Boat and Zepto. The combination of a video ad and billboard campaign creates a multi-channel marketing approach, reaching consumers across different touchpoints.

Impact on Marketing Space

Collaboration between brands: This partnership highlights the potential for collaboration between complementary brands to expand their reach and target audience.

Importance of quick commerce: The success of this campaign could further emphasize the importance of quick commerce in the marketing strategies of various brands.

Focus on customer experience: By offering a convenient and time-saving delivery option, this collaboration prioritizes customer experience, which is a key factor in today's marketing landscape.

Overall, this partnership between Boat and Zepto is a creative marketing strategy that capitalizes on current trends and caters to the needs of on-the-go consumers. It has the potential to influence the marketing space by highlighting the effectiveness of quick commerce, brand collaborations, and prioritizing customer experience.

GET boAt ON zepto



INDUSTRIAL TREND

DECODING THE DPDP ACT FOR THE MARKETING WORLD

The Digital Personal Data Protection (DPDP) Act introduces stringent data protection guidelines, which are crucial for marketers to understand. Unlike international laws, the DPDP Act focuses on 'digital personal data, including offline data stored digitally, which can attract fines of up to Rs 250 crore.

Key Requirements for Marketers

Marketers must now obtain explicit, informed consent for data collection and processing. Data must be minimized and collected only for specific purposes. Transparency is vital; companies must communicate data usage and ensure robust security measures.

Impact on Strategies

Traditional broad data collection is obsolete. Implementing robust consent management systems and clear opt-in mechanisms is essential. Personalized marketing must adapt, using anonymized or aggregated data while adhering to data minimization principles.

Security and Compliance

Investing in encryption, secure storage, and regular audits is critical to prevent data breaches. Multinational companies face challenges with cross-border data transfer restrictions, necessitating local data centers or additional safeguards.

Adapting to the DPDP Act ensures compliance and maintains consumer trust, making it a critical priority for modern marketers.



DID
YOU
KNOW?



Font Psychology



Coca-Cola - Spencerian Script

The flowing, elegant script evokes a sense of nostalgia, tradition, and happiness, perfectly aligning with Coca-Cola's brand image of joy and shared moments.

Google - Product Sans

Clean, modern, and minimalist, Product Sans reflects Google's reputation for innovation, simplicity, and user-friendliness.

Netflix - Bebas Neue

Bold and contemporary, Bebas Neue conveys a sense of entertainment, excitement, and accessibility, matching the brand's focus on binge-worthy content.

Apple - Myriad Pro

Sleek, sophisticated, and clean, Myriad Pro reflects Apple's commitment to design excellence, premium products, and a minimalist aesthetic.

Nike - Futura Bold

Bold, futuristic, and dynamic, Futura Bold perfectly captures Nike's brand essence of athleticism, performance, and innovation. The strong, geometric forms convey a sense of speed and power, inspiring consumers to achieve their athletic goals.



NETFLIX

Google



SWOT Analysis

asianpaints



STRENGTHS

- **Strong Brand Image:** Asian Paints is a household name in India, synonymous with quality and trust.
- **Market Leadership:** The company enjoys a dominant market share in the Indian paint industry.
- **Extensive Distribution Network:** A vast distribution network ensures wide product availability.
- **Diverse Product Portfolio:** A wide range of products catering to different segments and customer needs.
- **Financial Stability:** A strong financial position allows for investments in research, development, and marketing.
- **Innovation Focus:** Continuous efforts in product innovation and technological advancements.

WEAKNESS

- **Dependence on Raw Materials:** Fluctuations in raw material prices can impact profitability.
- **Low Market Share in Industrial and Automotive Paints:** Compared to decorative paints, the company has a smaller share in these segments.
- **Limited International Presence:** While expanding, the company's international operations are still relatively small compared to its domestic business.

OPPORTUNITIES

- **Growing Indian Economy:** The expanding middle class presents a significant growth opportunity.
- **Urbanization:** Increasing urbanization leads to higher demand for paints and coatings.
- **Focus on Tier II and III Cities:** There is untapped potential in these regions.
- **Digital Transformation:** Leveraging digital platforms for marketing, sales, and customer engagement.
- **Sustainable Paints:** Growing consumer awareness of environmental issues creates an opportunity for eco-friendly products.
- **Acquisitions:** Strategic acquisitions can help expand market reach and product portfolio.

THREATS

- **Intense Competition:** The paint industry is highly competitive with strong players.
- **Economic Slowdown:** A downturn in the economy can impact paint sales.
- **Raw Material Shortages:** Supply chain disruptions can affect production and prices.
- **Changing Consumer Preferences:** Evolving tastes and trends can impact product demand.
- **Government Regulations:** Stricter environmental regulations can increase costs.

JULY 2024

BLOG OF THE MONTH

STORYSELLING THE SECRET WEAPON OF SALES



Suppose you've had any experience in a customer-facing role. In that case, you've certainly heard variations of these phrases: "You've gotta tell more stories to connect with your customer," or "You've gotta tell more stories to connect with your customer," according to "You need to tell your company's story to stand out." To be honest, I'm the first to admit that narrative is jargon. So, let's start by defining what a story isn't and is. A tale isn't a case study. Case studies are generally impersonal and uninteresting tales of how your company assisted another company. Consider how many case studies you've read and how many of them you remember. Not too many, right? Why don't you remember them? Because they are not personal enough. Humans care about people, not businesses.

So, what is a story? In its most basic form, a narrative is something intriguing that happens to a particular individual. It is a story, or a series of events, that are linked and told in a specific order to entertain, inform, and inspire others. More specifically, stories are used in sales to influence a sales event by emphasizing the advantages of collaborating with a product, service, or organization.

Why does storytelling matter in sales?

Storytelling makes your buyer remember you. As a chef at my last workplace, we unknowingly used storytelling as a medium to engage with our guests. Sharing our food's rich heritage always made us stand out and also clicked with our guests enough to increase our food sales.

Storytelling increases the value of your offering.

On Amazon, several brands offer sports shoes, but what makes Nike and Adidas sell one of the most expensive ones? The answer is storytelling. Nike and Adidas don't just sell shoes, they sell the story behind the athlete wearing those shoes, they tell (sell) their stories.

Storytelling builds trust.

In an experiment, neuro-economist Paul Zak and his team instructed participants to watch one of two versions of a video about a dying youngster. The first edition featured a clear narrative arc (also known as a story), whereas the second had a "flat" narrative arc (that is, no story). The scientists collected blood samples from the subjects before and after they watched the videos. What do you believe they discovered? They discovered that people who watched the video with the tale had an increase in oxytocin. Oxytocin is also called the love hormone. When the brain produces oxytocin, people become more trusting, giving, charitable, and caring. When you tell a well-crafted story, your listener's brain releases oxytocin, which increases their trust in you and your ideas.

So, ditch the dry facts and figures, and weave stories into your sales presentations. You'll grab attention, build trust, and leave a lasting impression that converts into sales. Start experimenting with storytelling today and watch your sales soar!

AUGUST 2024

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



AUGUST 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.



AUGUST 2024

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.



AUGUST 2024



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.

AUGUST 2024

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.

AUGUST 2024

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.

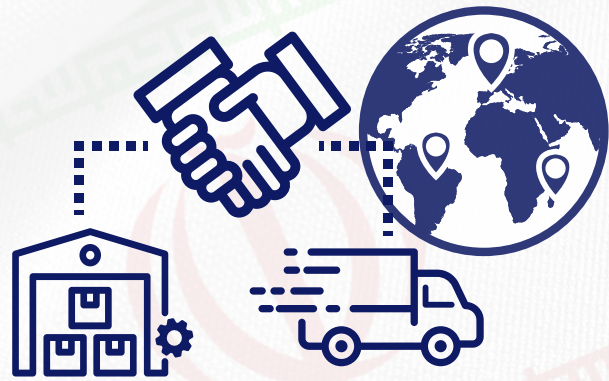
As students, we might wonder how these weather fluctuations impact us directly. Well, the answer lies in the intricate web of economics. When agricultural production is disrupted, it affects the supply chain, leading to higher prices for essential commodities. This inflation can erode the purchasing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

SEPTEMBER 2024

GLOBAL NEWS

IRAN-ISRAEL TENSIONS THREATEN GLOBAL SUPPLY CHAINS



The increasing tensions between Israel and Iran has again put the global supply chains at a vulnerable spot. But this time, the profound impact is on the Micro,small and medium enterprises (MSMEs).

As key players in India's export, MSMEs are particularly vulnerable to disruptions in trade routes and increases in freight costs due to important trade routes being conflict ridden and with global crude oil prices rising. This is one of the reasons for the falling exports which is hindering the growth of the country. These consequences, ranging from reduced profitability to hindered growth, is another reminder of the need for greater supply chain resilience.

Supply chain resilience refers to a company's ability to anticipate and effectively respond to disruptions in its supply chain. In the face of geopolitical tensions, natural disasters, or economic downturns, resilient supply chains can help businesses minimize the negative impacts and maintain operations.

But, how can businesses enhance their supply chain resilience?

Diversification: One of the most effective strategies is to diversify sources of supply and distribution channels. By relying on multiple suppliers and routes, businesses can reduce their exposure to risks associated with a single point of failure.

Risk Assessment: Regular risk assessments can help identify potential vulnerabilities in the supply chain. Understanding potential dangers allows firms to establish contingency plans to limit their impact.

Inventory Management: Effective inventory management can help businesses maintain adequate stock levels to meet demand, even during the crisis of disruptions. Just-in-time inventory models, while cost-effective, can be risky if disruptions occur.

Strategic Partnerships: Collaborating with strategic partners, such as logistics providers or other businesses in the supply chain, can provide access to resources and expertise.

The tensions between Israel and Iran have highlighted the fragility of global supply chains and the critical role of supply chain resilience for businesses, particularly MSMEs. As the geopolitical landscape continues to evolve, investing in supply chain resilience is not just a prudent business decision but a necessity for long-term success.

SEPTEMBER 2024

DIGI BUZZ

FLIPKART'S AI-POWERED SHOPPING EXPERIENCE

Flipkart



Flipkart's launch of its virtual shopping assistant, Flippi, highlights the company's dedication to providing a personalized shopping experience. Flippi offers tailored product suggestions based on individual user preferences, budgets, and shopping habits. This approach enhances user engagement by acting much like an in-store shopping assistant. By understanding customer behavior and preferences, Flipkart can create a more engaging and relevant shopping experience.

The platform utilizes sophisticated data science models to analyze user interactions, which allows it to provide personalized recommendations. For instance, personalized ads based on browsing history help rekindle interest in products users have previously considered but not purchased, effectively nudging them toward conversion.

Generative AI is revolutionizing the way Flipkart engages with its customers. The integration of AI-powered features allows for more dynamic engagement, such as real-time support through chatbots that can answer queries and recommend products instantly. This immediate assistance mirrors the convenience of physical retail while enhancing the online shopping experience.

Flipkart is also exploring features like AR-powered try-ons and a multi-modal search interface that enables customers to refine their searches using visual cues. These innovations cater to the modern shopper's desire for interactive and immersive experiences, particularly appealing to younger demographics like Gen Z and millennials who prefer engaging interfaces.

By utilizing visually appealing content and interactive posts, Flipkart cultivates community engagement while promoting its offerings. This omni-channel presence not only builds brand awareness but also enhances customer loyalty.

With events like the Big Billion Days, Flipkart leverages personalization to create tailored marketing campaigns that resonate with diverse consumer segments. This strategy drives traffic and also increases conversion rates by aligning offers with customer interests.

Flipkart's emphasis on personalization and generative AI reflects a broader shift in e-commerce towards creating more meaningful and engaging shopping experiences. By harnessing data-driven insights and innovative technologies, Flipkart is not just enhancing customer satisfaction but also setting new standards for online retail. As the landscape continues to evolve, these strategies will be crucial for maintaining competitive advantage in an increasingly crowded market.



SEPTEMBER 2024

GOVT NEWS

CAN TOBACCO BRANDS SURVIVE THE DIGITAL ONSLAUGHT?



India's government is taking a firm stance against tobacco use, and OTT platforms are feeling the heat. New regulations mandate that these platforms include non-skippable anti-tobacco messages in content featuring smoking. This move, while aimed at promoting public health, has sparked concerns about creative freedom and user experience.

OTT platforms have long been celebrated for their ability to push boundaries and tell stories without censorship. The new regulations, however, threaten to stifle this creative freedom. By imposing strict guidelines on tobacco depictions, the government is essentially dictating how certain narratives can be told. This could lead to self-censorship and a less diverse range of content.

The regulations also raise questions about user experience. Non-skippable ads can be intrusive and frustrating for viewers. For subscription-based services, these ads could disrupt the seamless viewing experience that users have come to expect. While the government's intention is to raise awareness about the dangers of smoking, there's a risk that these ads could alienate viewers and drive them away from the platform.

Implementing these new regulations on existing content is a daunting challenge. Retrofitting thousands of hours of programming with anti-tobacco messages would be time-consuming and expensive. It could also lead to inconsistencies in the viewing experience, as some content would have these messages while others would not.

The impact of these regulations extends beyond India. Many OTT platforms rely on international content to attract subscribers. Enforcing strict anti-tobacco rules on foreign programming could lead to conflicts with international studios and distributors.

The government's aim to promote public health is reasonable, but it's crucial to find a balance between this objective and the importance of safeguarding creative freedom while ensuring a positive user experience.

As the debate over these regulations continues, it's clear that the future of OTT platforms in India is at a crossroads. The ability to navigate this complex issue will determine whether these platforms can continue to thrive in a rapidly evolving digital landscape.



SEPTEMBER 2024

INDUSTRIAL TRENDS

FASHION RETAILERS RACE TO KEEP UP WITH GEN Z

The fashion industry is undergoing a dramatic shift, driven by a generation that's redefining the rules of retail. Gen Z, born between 1997 and 2012. Their demands are reshaping how brands operate, compelling retailers to reconsider their strategies.

To capture this lucrative market, retailers are scrambling to adapt, Online platforms like Myntra and Max Fashion are launching dedicated sections and collections tailored to Gen Z preferences. These initiatives are fueled by the recognition that this demographic represents a significant growth opportunity.

Gen Z values authenticity and personalization. Retailers are leveraging data analytics to create highly personalized product recommendations, creating a seamless shopping experience. Social media has a significant impact on these digital natives. Brands are partnering with influencers, leveraging user-generated content, and participating in viral trends to engage with their audience. The younger generation is more conscious about the environmental and social impact of their purchases. Retailers are focusing on sustainable materials, ethical sourcing, and transparent supply chains to appeal to this values-driven demographic. Young generation thrives on community and belonging.

Retailers are creating online forums, social media groups, and in-person events to create a sense of connection with their customers. The thrill of exclusivity is a powerful motivator for Gen-Z. Retailers are leveraging limited-edition drops and collaborations that create a sense of urgency and desire.

While Gen Z presents a significant opportunity, retailers also face challenges. Their spending power may be limited compared to older generations, and they are more likely to shop from online-first brands. However, their frequency of purchases and their influence on trends make them a force to be reckoned with.

The fashion industry is undergoing a profound transformation, driven by the rise of Gen Z. Retailers that can successfully navigate this changing landscape will not only survive but thrive. By understanding this generation's values, preferences, and behaviors, brands can position themselves to capture the hearts and wallets of this influential demographic.

SEPTEMBER 2024

Brand in Talk

ICONIC BRAND TUPPERWARE IN
FINANCIAL TROUBLE

Once a household name synonymous with convenience, community, and empowerment, Tupperware is now grappling with financial challenges, leading to a potential bankruptcy filing. The iconic brand, which rose to fame in the mid-20th century through a unique direct-selling model, has seen its fortunes dwindle in recent years.

The COVID-19 pandemic offered a brief reprieve for Tupperware. As people spent more time at home, cooking and storing food, demand for the brand's products surged. The company's sales experienced a temporary boost, reminiscent of its heyday.

However, the pandemic's effects were short-lived. As the world started to reopen, consumer behavior changed.

The convenience of dining out, the allure of new kitchen gadgets, and changing consumer preferences contributed to a decline in Tupperware sales.

Marketing Lessons from Tupperware's Rise and Fall

Tupperware's success was built on the concept of "Tupperware parties."

These gatherings created a sense of belonging, a trusted reference group, and empowerment among women. The brand's decline highlights the importance of maintaining strong customer relationships and building a loyal community.

1. While Tupperware was a pioneer in its time, it struggled to adapt to evolving consumer preferences and market trends. The brand's failure to innovate and stay relevant underscores the importance of continuous adaptation in the marketing landscape.

2. Tupperware's reliance on a direct-selling model made it vulnerable to changes in consumer behavior and economic conditions. Diversifying distribution channels and exploring new sales avenues can help brands mitigate risks and ensure long-term sustainability.

The company's decline is a symptom of broader challenges facing the industry, including the rise of e-commerce, changing consumer preferences, and the need for innovative marketing strategies. As the direct selling industry continues to evolve, companies will need to adapt or risk facing a similar fate to Tupperware.



SEPTEMBER 2024

ECONOMICS DECLASSIFIED



Have you ever heard of a country discovering vast natural resources and expecting an economic boom, only for things to go downhill for other sectors? This phenomenon is known as Dutch Disease, a concept that highlights how sudden wealth from natural resources can harm a country's broader economy.

Dutch Disease, a phenomenon where a country's economy becomes overly reliant on natural resources, presents unique challenges and opportunities for marketers. As the resource sector expands, consumer behavior changes, the currency appreciates, and other sectors struggle.

It affects the marketing landscape in following ways:

Consumer Demand: While the resource sector becomes affluent, other sectors face declining demand. Marketers must focus on differentiation and local identity to retain customers.

Brand Positioning and Pricing: Currency appreciation affects pricing and competitiveness. Global brands can leverage lower import costs, while local brands should focus on differentiation and brand loyalty.

Emerging Sectors: The resource boom creates opportunities in supporting industries like logistics, technology, and environmental services. Marketers can capitalize on growing demand.

Corporate Social Responsibility: Businesses in the resource sector should use CSR marketing to protect their brand image and build goodwill. Sustainability and community development initiatives are crucial.

Crisis Marketing: Prepare for potential economic downturns due to fluctuating resource prices. Focus on value-based propositions and local support during crises.

Dutch Disease reshapes economies and presents both challenges and opportunities for marketers. By understanding consumer behavior, pricing strategies, emerging sectors, and CSR, marketers can effectively navigate these changes and position their brands for success.



The Blinkit logo is displayed in a bold, sans-serif font. The word 'blinkit' is split into two colors: 'blink' is in black and 'it' is in green. It is set against a yellow rectangular background.

STPD

Analysis

SEGMENTATION

- Blinkit has concentrated on urban areas, particularly cities with high internet connectivity that support their speedy delivery model.
- Blinkit caters primarily to young professionals, tech-savvy individuals, and families who prioritize convenience and efficiency.
- These customers often need groceries and essentials quickly and appreciate the ability to have them delivered within minutes.

TARGETING

- Blinkit's targeting strategy focuses mostly on Tier-1 cities, which are India's metropolitan hubs.
- These cities not only possess the infrastructure to support a quick-commerce model but also house a significant number of busy professionals, young families, and college students.
- These groups are often balancing multiple responsibilities and therefore value convenience and are willing to pay a premium for rapid, hassle-free service.

POSITIONING

- Blinkit has positioned itself as the preferred platform for instant delivery of daily necessities.
- Their branding emphasizes speed and convenience, which are the key differentiating factors in the competitive grocery delivery market.
- Blinkit attracts consumers with its promise of delivering groceries in under 10 minutes, making it ideal for those who need to restock their kitchen or grab last-minute essentials quickly.

DIFFERENTIATION

- Blinkit's competitive edge is its hyperlocal focus on quick grocery delivery.
- With the increasing number of dark stores, easing the speed and convenience, it has become the go-to choice for instant delivery of daily essentials.
- The rebranding from Grofers to Blinkit reinforced this new identity and better aligned the brand with the fast-paced needs of its target customers.

SEPTEMBER 2024

BLOG OF THE MONTH

THE ENDOWMENT EFFECT



Imagine you're given a free pen. It's a simple ballpoint, nothing fancy. Now, someone offers you 100 rupees for it. Would you sell? You might be surprised at how hesitant you feel, even though the pen cost you nothing. Here we see the endowment effect at work.

People tend to overvalue the possessions they own, a psychological phenomenon known as the endowment effect. Loss aversion, or the propensity to experience the anguish of loss more keenly than the joy of gain, is the fundamental cause of this prejudice. Owning anything makes it a part of who we are, and we find it difficult to part with it.

Marketers have long recognized the power of the endowment effect. Here are some clever ways they use it to boost sales:

Free trials and samples allow consumers to experience a product and develop an emotional attachment, making them more likely to see it as "theirs" and be reluctant to give it up. **Limited-time offers** create a sense of urgency, making consumers feel like they're missing out if they don't buy.

Personalization can create a strong sense of ownership, making products or services feel more valuable to the recipient.

Overcoming the Endowment Effect

While the endowment effect can be a powerful marketing tool, it can also hinder sales. To overcome this bias, marketers can:

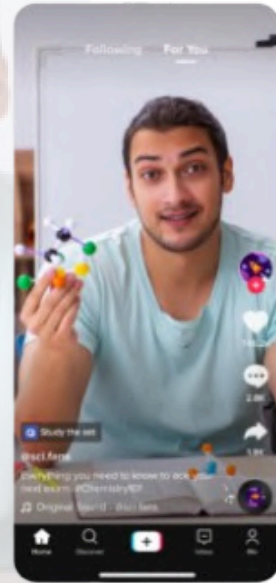
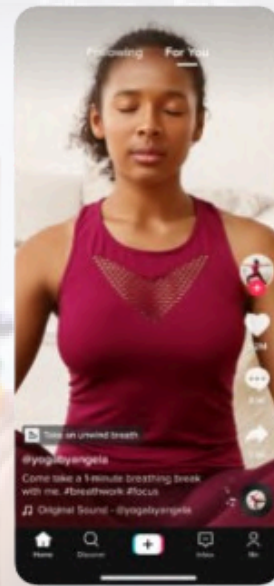
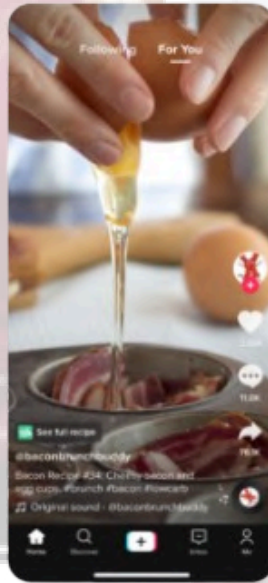
- **Focus on Benefits:** Instead of emphasizing the ownership of a product, marketers can highlight its benefits. Saying "experience luxury and precision" might be used in place of "own this watch."
- **Offer a Money-Back Guarantee:** A money-back guarantee can reduce the risk of loss for consumers, making them more likely to try a new product.
- **Create a Sense of Community:** Building a community around a brand can help consumers feel connected to others who own the product. This can reduce the fear of missing out and make the product feel more valuable.

By understanding the endowment effect and its implications, marketers can develop more effective strategies to engage consumers and drive sales. In essence, the endowment effect is a powerful psychological tool that can be used to create a strong emotional connection between consumers and products. By understanding how it works, marketers can develop strategies that resonate with their target audience and drive sales.

OCTOBER 2024

GLOBAL NEWS

TIKTOK FACES LAWSUIT OVER HARMFUL MARKETING PRACTICES TARGETING YOUTH

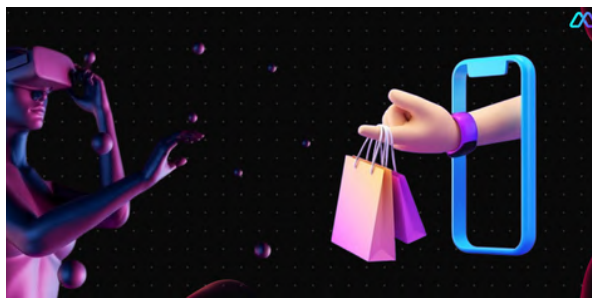


A coalition of 14 U.S. states has filed a lawsuit against TikTok, accusing the popular social media platform of deceptive marketing practices that target young users. Led by New York Attorney General Letitia James, the lawsuit alleges that TikTok's harmful marketing strategies and content have contributed 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.



OCTOBER 2024

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.



OCTOBER 2024

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.



OCTOBER 2024

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.

OCTOBER 2024

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. TRESemme 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.

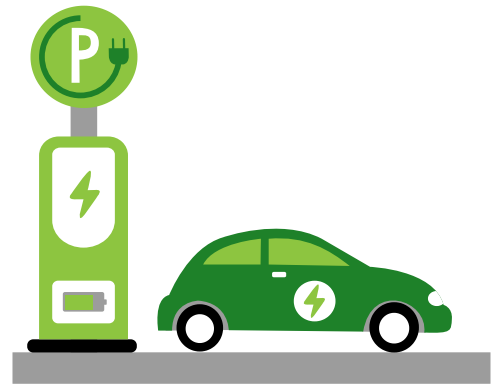
By embracing customization, brands are trying to Create lasting connections with its customers, are driving business growth through loyalty since they have to establish a competitive edge in a crowded market. Customization is a powerful tool that can help brands unlock customer loyalty and drive business 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.



OCTOBER 2024

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.

GLOBAL NEWS

GLOBAL GIANTS FAILING LOCAL HEALTH STANDARDS



Imagine walking into a grocery store, picking up your 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.

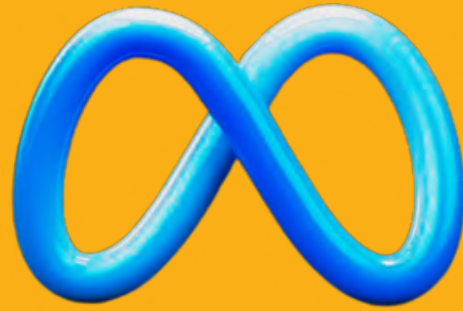
The future of medicine delivery paints a promising picture, where healthcare becomes as fast and seamless as ordering a meal. By bridging the gap between urgency and accessibility, these services are redefining the way we think about healthcare, making it truly patient-centric. With such innovations, 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.



NOVEMBER 2024

GOVT NEWS

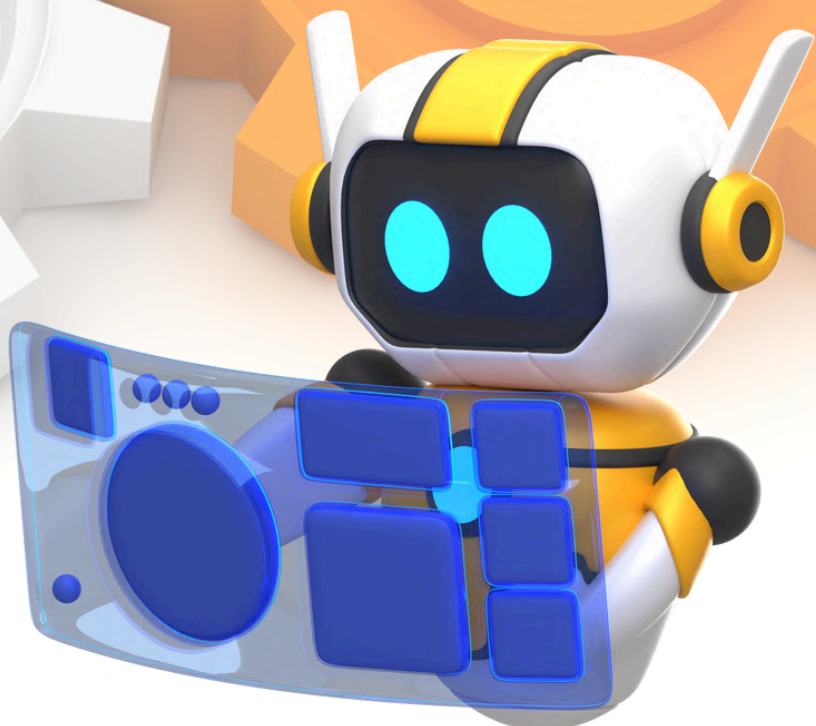
META PENALIZED AMONG
GROWING DATA SECURITY



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.

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.

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.



NOVEMBER 2024

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.



NOVEMBER 2024

 OpenAI

**ANI
NEWS**

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.



NOVEMBER 2024

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.





BCG MATRIX

MARKET GROWTH

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.



RELATIVE MARKET SHARE

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.

About Marketing360.in

Marketing360.in is a new-age marketing club run by students, offering simplified information and relevant content that adapts to the constantly evolving marketing world. Marketing360.in serves as a one-stop solution for the brightest minds keen on learning more about the updates in the new age of marketing. By fostering a sense of enthusiasm among students, we provide news-oriented marketing content and guide them towards exploring various opportunities in the marketing field. Our club's primary objective is to ensure that members and readers remain updated on the latest marketing trends worldwide and never miss any buzz. Also, to integrate the vast experience of its alumnus across functions and industries such as Advertising, Branding, Corporate Communications, Digital Marketing, Research and Media.

Where we are now?

We are a family of 50+ active marketers, content creators, social media enthusiasts, graphic designers, and tech experts in this new era of Marketing360°, all working together to provide the best value to our readers. We are now a must-read source for our audiences who are marketing enthusiasts, content creators, marketing students etc. By closing the gap between theory and practice, we have become a trusted destination for those seeking to navigate the ever-evolving marketing industry.

We are a one-stop solution where your quest for knowledge and marketing insights gets fulfilled. Connect with us via www.marketing360.in and other social media platforms.

What we do ?

We at Marketing 360° deliver new-age content and cover the new buzz around whether it be a new trend, concept, commercial or marketing strategy in the market. We are active 24*7 because we won't let you miss the buzz.

About Gupshup

Gupshup 2.0, the marketing podcast that fuels your marketing knowledge and creativity. Our objective is to bring you engaging conversations with industry experts, thought leaders, and successful marketers, unraveling the latest marketing trends, strategies, and techniques. In each episode, we aim to empower you with actionable insights, practical tips, and real-life case studies to enhance your marketing skills and help you stay ahead of the competition. Join us on Gupshup 2.0 and fuel your marketing success.

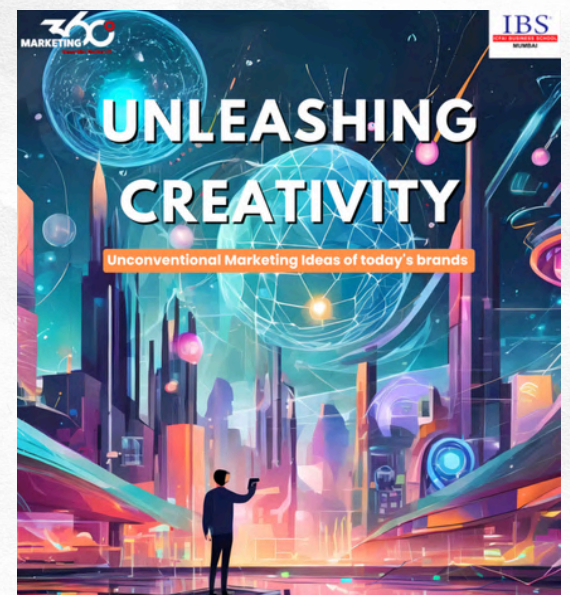
Marketing360° - Branding

With a dynamic blend of creativity and strategy, the Branding Team of Marketing360° Club is instrumental in shaping IBS Mumbai's visual identity. Their expertise extends to designing compelling posters and shooting videos that encapsulate the essence of diverse college events. A standout feature is their adept management of the Instagram page of Konflux the annual management event. Through this platform, the team crafts an engaging online space, fostering a sense of community and connectivity. Possessing a keen eye for design and a storytelling passion, they guarantee that each event becomes an unforgettable chapter in the college's narrative, leaving a lasting impression on all.



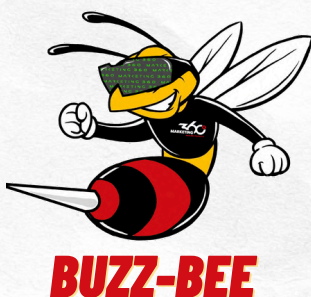


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About the Mascot

With endurance, tenacity and ability to build, The bee symbolizes our vision to become skilled! Buzzing around the globe with diversity, looking forward to the new-age environment in times of modernity. By connecting concepts to reality, the bee represents harmony, strength, and a creative mentality. Aspiring to inspire, with efforts and efficiency, The team behind the bee is providing 24x7 information which is backed up with authenticity.

**GRAPHICS
TEAM**



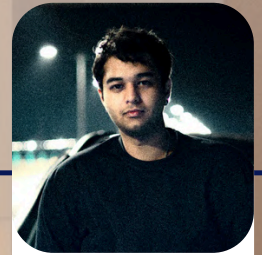
**Rudra
Shah**



**Mrunmayee
Bhopalkar**



**Manasi
Patil**



**Dhruv
Narad**



**Manav
Ruparel**

**CONTENT
TEAM**



**Sampada
Puranik**



**Devendra
Potnis**



**Vidhi
Singh**



**Muskan
Thakur**



**Vallari
Dubey**



**Unnati
Salva**



**Wajid
Khan**



**Yashi
Jaiswal**

**PROOFREADING
TEAM**



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PANORAMA



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