

M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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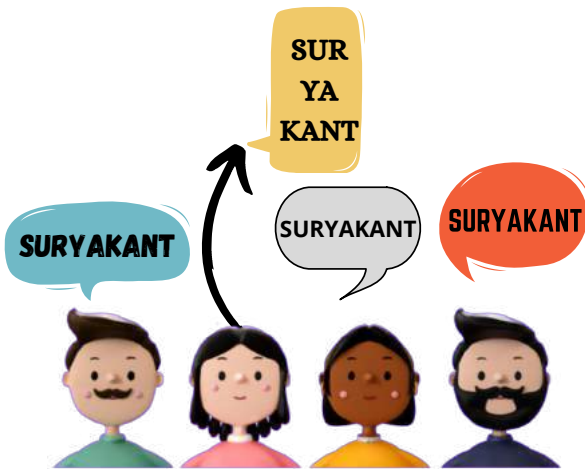
COMEBACK OF SUMMER ADVERTISEMENTS

With an increase in mobility and vaccine drive promising the return to normalcy, ads of thirst-quenching drinks, air conditioners, and skin cooling products are making a comeback as summer advertisement kicks in after a year of the pandemic. Early-onset of the summer season and prominent events like IPL, brands are looking to leverage both mainline and digital media platforms. More importantly, fast-moving consumer goods firms are gearing up to tap into the summer category which contributes over 10-15% of country's ₹80,000 cr advertising expenditure, according to media buyer's estimates. Companies are expected to roll out more summer campaigns in the upcoming months.

TRENDING



SWIGGY ADDRESSES ITS USERS AS "SURYAKANT"



Food delivery brand, Swiggy recently addressed its customers as “Suryakant”. Within minutes, users across the country took to social media to call out the seeming 'error' in Swiggy’s communication. Surprisingly, it was not a glitch but a part of their new marketing campaign to grab attention among the masses. Later, Swiggy went onto reveal the real intent behind the campaign that as they realize no two users are the same, the brand has decided to revamp their “Swiggy Supper” with a new subscription service based on how often a customer orders.

LAUNCH OF ONLINE-ONLY BRANDS BY WIPRO

The ongoing Covid-19 pandemic has made people shift their shopping patterns from offline to online. Wipro Consumer Care and Lighting, a packaged consumer goods company, witnessed a 13.5% growth in its Indian business in the first nine months of the fiscal year ending March 2021. Even during a pandemic-hit year, operational efficiencies and new product launches contributed to their success. Hence, after witnessing a strong performance in international markets, Wipro also plans to introduce new products exclusively on e-commerce channels as it looks to tap into the increasing adoption of digital platforms in the country. Wipro is considering launching more online-only brands, along with products from its international portfolio to India's online channels. Vitress hair products and Bio-Essence skin-care products which are primarily sold in East Asian markets, may soon be available online in India.



MARKETAINMENT

Q1: Why did the marketer fail at honey harvesting?

A: Instead of tapping the hive, they insisted on going B2B.

Q2: Why don't marketers like trampolines?

A: They're scared of high bounce rates.

Q3: Why do cab drivers make good content marketers?

A: They can drive in traffic.

Q4: Why did Cookie Monster apply for a marketing job?

A: He heard they were tracking cookies.

Q5: Why do digital marketers love to shop at Whole Foods?

A: They have a lot of organic content.

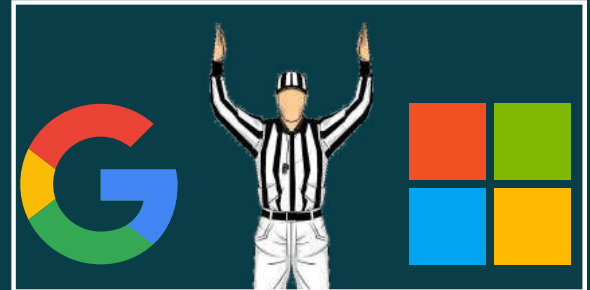


APRIL 01, 2021

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GOOGLE V/S MICROSOFT

Google slams Microsoft, accusing the tech giant of "distraction" for siding with governments seeking to force tech companies to pay media organizations for their news content. Google claimed in a blog post that Microsoft was attempting to deflect attention from a potentially catastrophic attack on exchange email servers exploiting software vulnerabilities. The remarks came amid a heated debate of words over efforts in Australia and elsewhere about requiring digital services to negotiate payments for news content.



SSHHH...

GOOGLE IS WATCHING YOU

Google was sued in a proposed class action which accused the internet search company of illegally invading the privacy of millions of users by pervasively tracking their internet history through browsers set in "privacy" mode. The lawsuit seeks a minimum of \$5 billion, accusing Alphabet Inc. of surreptitiously collecting information about what people view online and where they browse, despite using what Google calls Incognito mode. According to the complaint filed, Google gathers data through Google Analytics, Google Ad Manager, and other applications and website plug-ins, including smartphone apps, regardless of whether users click on Google-supported ads or not. This helps Google learn about users' friends, hobbies, favorite foods, shopping habits, and even the most intimate things searched online. The complaint mentioned that the proposed class likely includes "millions" of Google users who, since June 1, 2016, browsed the internet in incognito mode. The company is expected to bear a damage compensation of \$5,000 to each user for violating federal wiretapping and California privacy laws.

SOURCE: GOOGLE



THE ERA OF AUDIO CREATORS

The meteoric rise of the audio-only chat app 'Clubhouse' has given birth to a new breed of influencer: Audio Creators. One of the audio boom offshoots is Audio Collective. The company's forty founders are the creators themselves; as they host talk shows, meet-ups, discussion groups, and other high-profile events with millions of followers. They also perform live sessions and interactive audience sessions which are similar to streamers, as opposed to podcasters who produce edited shows. Audio Collective will also provide services that makes it different from other platforms, such as assisting brands with event planning and connecting them with Clubhouse creators. Unlike other social media apps where people share their photos and videos, on Clubhouse, the conversations are allowed exclusively in audio format only which cannot be archived later.

For more information, click on the following link - <https://bit.ly/3f18EfZ>

OOH ADVERTISING IN THE NEW NORMAL

Brands went through a see-saw ride last year provided the worldwide crisis. The market has emerged, and so are consumer preferences. Therefore, this year will be a year of rejuvenation as the market will be majorly focusing on reviving losses. In the process, brands will have to evolve themselves as a call-to-action for their consumers to sustain in the new market environment.

How can brands do that? The answer to the question is- OOH Advertising.

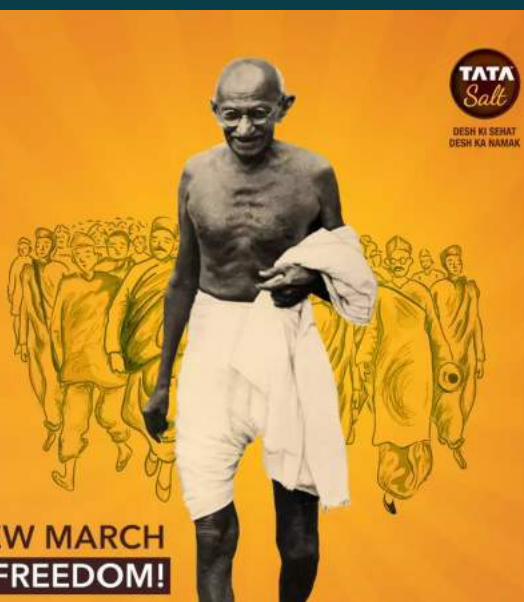
Out-of-home advertising is like the gold that has always existed. Simply put, it is any advertising that reaches consumers when they're outside of their homes and is designed to grab the attention of people who are on the go.

How OOH advertising can help brands in today's market environment-

- **Localization is the key-** Marketers can now harness a vast range of data to revamp their OOH strategies. There are location data and third-party data which can help provide dynamic, data-driven, and locally relevant information throughout the customer journey.
- **Acceleration of DOOH-** Digital becoming the need of the hour, accelerating the digital out-of-home (DOOH) advertising seems like the right choice.
- **Geofencing-** It is a specific OOH strategy that can help influence call-to-action. It is used for targeting consumers in a certain geography to take notice of the ad.



BAAPU URGES NATION TO FIGHT COVID-19



On the 91st anniversary of the historic Dandi march, Tata Salt invoked the nation to rally in a fight for freedom from Covid-19. The AR-driven campaign includes Mahatma Gandhi's avatar coming to life through digital platforms to remind people of simple but critical acts of safety precautions from Covid-19.



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**DISCOVER SOMETHING NEW.
HERE TO MAKE YOUR LIFE EASIER!**

BIG DATA FOR MODERN MARKETERS



Big data is becoming a huge part of the marketing industry. It is transforming the way marketers develop their business strategies. Big data is helping small and medium brands to know their customers without digging a massive hole in their pockets. However, it is to be noted that every technology comes with its own set of challenges.

Big Data is big because no one throws anything away. It is also worth noting that “big” does not always mean “better”. Therefore, it is critical to analyse the usefulness of the data. The data extracted by the marketers is often used for targeting and predicting the future buying behaviour of the customers. Hence, data refinement is probably the next most important step. It helps in segregating the ‘smart data’ from ‘not so smart data’.

Behavioural data is something that marketers should be looking at. Simply because what people do is quite different from what they say they would do or what they look like.

Types of behavioural data that are useful for modern-day marketers-

- Transaction data (conversions and purchases)
- Response data (responses, such as opens and clicks, to marketing campaigns)
- Online behaviour (such as clicks, views, browsing, etc.)
- Call/communications data (communication logs, positive or negative)
- Social media behaviour (what they say or share)

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

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