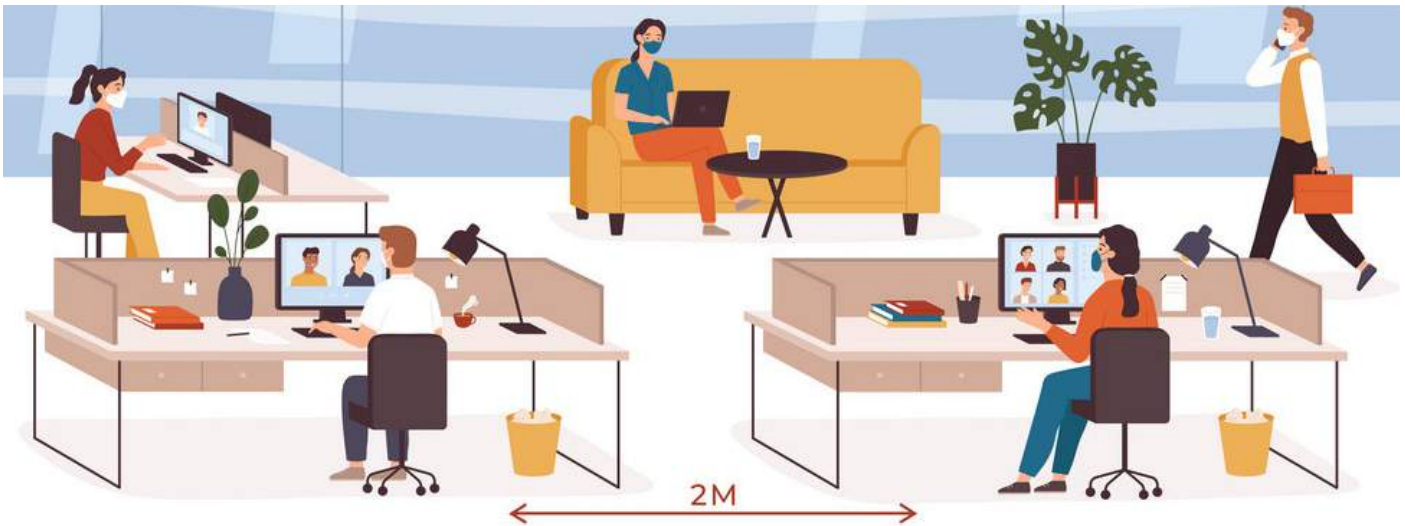


M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



IN THIS ISSUE

Raining Resignations?

Ed-Tech Advertising
Splurge During IPL

The New Indian Express
Suspends IPL Coverage

Facebook's New Program To
Help Ad Professionals

Salesforce Revolutionizes
The Way For Industries

CatMan Aids In Making
Product Placement Purr...fect!

Metaverse: Augmented Reality
Is Coming

RAINING RESIGNATIONS?

Its raining resignations in the industry. Recently, brand marketer Fernando Machado resigned from Burger King to join the video game company, Activision Blizzard. At Burger King, Machado created notable campaigns like Whopper Detour and Moldy Whopper. Following Pizza Hut's George Felix, KFC's US marketing chief Andrea Zahumensky is the second CMO resignation to hit a Yum Brands chain this month. Beyond leading far-fetched creative plays that courted both controversy and accolades, Zahumensky was responsible for product innovation and helped the brand modernize with off-the-wall creatives.



TRENDING



ED-TECH ADVERTISING SPLURGE DURING IPL

The new wave of coronavirus has fuelled newer ad opportunities for ed-tech companies. While online learning will continue to be the primary source of education for students in 2021, companies are looking at advertising heavily during the ongoing Indian Premier League (IPL) matches to drive user acquisitions. Brands like Byju's, Unacademy, GradeUp, and Great Learning have already started endorsing through IPL ads. The category could spend upwards of ₹300 crores during this IPL edition, according to media buyers estimates.



THE NEW INDIAN EXPRESS SUSPENDS IPL COVERAGE

The problem is not with the game,
but the timing, says TNIE.

Amidst the ongoing pandemic, The New Indian Express released a statement that it is suspending its coverage of the ongoing Indian Premier League 2021. "This is a small gesture towards keeping the nation's attention focused on life and death issues," TNIE said in an editor's note published on the front page.

Viewers have mixed feelings about the statement released by TNIE let alone the mega cricket event being held this year. An event promoting 'crass commercialism' or 'an entertainment escape from reality', conflicting opinions floated all over Twitter. IPL, the cash cow of BCCI already witnessed a slip in its brand value for the first time since its inception in the pandemic.

Hit or a miss? The future of IPL 2021 seems wistful.



FACEBOOK'S NEW PROGRAM TO HELP AD PROFESSIONALS

The Brazil Facebook team launched the 'Rise' program to assist the marketing and advertising agencies that were severely impacted by the Covid-19 pandemic.

Rise is a free program that helps ad agency professionals grow personally and professionally by providing educational resources and connecting them with a supportive community.

The program runs around three pillars:

1. Learn: This segment focuses on training and continuing education.
2. Grow: It incorporates virtual workshops that are taken by various Facebook experts and are focused on soft skills and personal development.
3. Thrive: This pillar serves as the program's inspirational arm to maintain the morale of the members.



APPLE PLANS TO EXPAND AD BUSINESS

Apple intends to broaden its App Store business by including a new ad space in the "Suggested" applications segment of the store's search list. The new expansion will allow advertisers to reach out to potential users even before they search for something. By the month end, iOS 14.5 devices will be released with the App Tracking Transparency policy. This will mean that third-party ad networks will have to go through an additional user permission step to collect user data and display targeted advertisement.

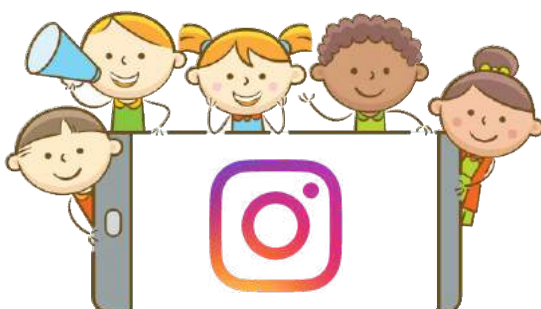


INSTAGRAM TO DITCH KIDS PLAN?

The Campaign for a Commercial-Free Childhood (CCFC), a non-profit organization committed to helping children thrive in an increasingly commercialized screen-obsessed culture, wrote a letter to Facebook's CEO, Mark Zuckerberg urging to discontinue the app for children under the age of 13. The campaign addresses the issue of relentless focus of the platform pertaining to appearance, self-presentation, and branding that challenges the adolescent's privacy and well-being. It increases the time spent on the app that put kids at a risk of being exposed to manipulative features and content.

To this Facebook replied, "We are working on new age verification methods to keep under-13s off Instagram and have started exploring an Instagram experience for kids who are age-appropriate and managed by parents".

"We agree that any experience we develop must prioritize their safety and privacy, and we will consult with experts in child development, child safety and mental health, and privacy advocates to inform it. We also won't show ads in any Instagram experience we develop for people under the age of 13".



SALESFORCE REVOLUTIONIZES THE WAY FOR INDUSTRIES WITH DIGITAL 360

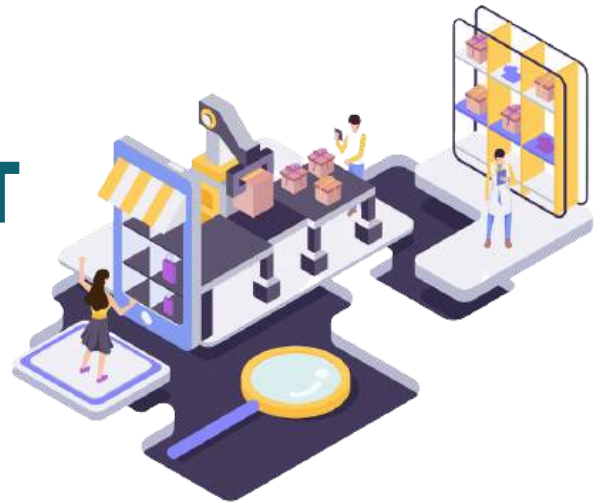
Salesforce, an American cloud-based software company researched into industry cloud, a solution customized to fit operatory and regulatory requirements. A solution that will cater to a specific vertical for software as a service (SaaS) and digital experiences with the release of Digital 360 for Industries. This aids companies to deliver better experiences faster with industry apps, developer tools, websites, portals, and best practices that are purpose-built for each industry. With this, companies can quickly and easily build e-commerce storefronts, webpages, and portals connected to Salesforce Industry Clouds.

This comes amid global lockdowns owing to covid pandemic when Salesforce's report saw consumers spending more than half, i.e., 54% of their time on digital stores than before.

The offering is designed to dovetail with Salesforce's Commerce, Experience, and Marketing clouds. Digital 360 can be used for consumer goods, financial services, healthcare, the public sector, etc.



CATMAN AIDS IN MAKING PRODUCT PLACEMENT PURR...FECT!



In the world of sales, product placement is vital to commercial success. This can be effectively done with one of the most valuable tools, CatMan or Category Management. It is a process that helps position the right product in the right place, based on algorithms and data analysis.

CatMan is defined as the process carried out between manufacturers and commercial chains to manage product categories as strategic business units. In simple terms, CatMan is a very effective tool that manages spaces on large surfaces, allows to place the right product, in the right position, with the most convenient display to boost sales.

An effective Category Management can be achieved by analyzing a product catalog: margins, sales prices, and turnover. As for consumers, the data analysis divides them by type of customer, store, channel, and region. The result of the process is the Planogram, a virtual graphic and analytical representation of the assortment of a specific category. This is used as a placement guide to implement on the sales floor physically.

CatMan comes in handy, especially in times of pandemic, as sanitary restrictions are imposed on stores to contain the pandemic. It helps to make the arrangement and organization of products essential for customers to buy an item.

BHIMA JEWELLERS CREATING A SOCIAL BUZZ

Very few leading brands have highlighted the LGBTQ community issues in the country but the ad campaign developed by the Bhima Jewellers comes as an eye-opener for everyone. It depicts the journey of a transgender person who is attempting to work through her transition with the support of her loving parents. This beautiful and educational ad by Bhima Jewellers is taking the internet by storm.



← officialm360



503 Posts

1,443 Followers

119 Following

Marketing360

Marketing360.in is your one stop for industry news, latest trends, brand stories, and buzzy advertisements.

www.marketing360.in/

Following ▾

Message



DISCOVER SOMETHING NEW.
HERE TO MAKE YOUR LIFE EASIER!

METaverse: AUGMENTED REALITY IS COMING!



The Metaverse is the next big thing in the online world. Literally meaning ‘beyond universe,’ the term is used to describe the future of online world, which is essentially a shared virtual space.

Imagine walking down the street. Suddenly, you think of a product you need. Immediately next to you, a vending machine appears, filled with the product and variations you were thinking of. You stop, pick an item from the vending machine, it’s shipped to your house, and then you continue on your way.

Welcome to the metaverse, alternate digital realities where people work, play, and socialize. You can call it the metaverse, the mirror world, the AR Cloud, the Magicverse, the Spatial internet, or Live Maps, but one thing is for certain, it’s coming, and it’s a big deal!

It is anticipated that the metaverse will have a significant impact on marketing activities. With people migrating towards online life for more products and services, it will inevitably open up opportunities for brands to exploit. Soon online and offline will merge even further as companies get on board and create spaces such as stores, pubs, and theatres. There will be opportunities for companies to raise awareness or sell products and services to audiences in the virtual world.

ABOUT MARKETING360.IN

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.

Click on the Icons below to Follow Us:

