

M360 PANORAMA

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ASCI GUIDELINES FOR SOCIAL MEDIA INFLUENCER

The rise in consumption of digital advertising has led to the emergence of new influencer guidelines from the self-regulating Advertising Standards Council of India (ASCI). Like they say, 'with great influence comes great responsibility', ASCI focuses on understanding the importance of advertisements and how consumers view them. Influencers will now have to add disclosure labels upfront in the first two lines of the promotional content through hashtags such as ad, collab, promo, sponsored, partnership, etc across all social media platforms. ASCI revealed that based on proposed guidelines and customer feedback attained, final guidelines will be applicable post April 15.

TRENDING



BURGER KING OVER MCDONALDS



McDonald's and Burger King kicked off 2021 with new looks. Where Burger King's new design screamed "modern and classic", on the other hand, McDonald's look turned out to be "bright and beautiful". McDonald's has remained as the market leader in the industry by a wide margin, but an early survey shows that Burger King's fresh packaging design edges out McDonald's where 54 percent of respondents preferred Burger King over McDonald's packaging. Women are nearly evenly divided with 51% of them picking Burger King over McDonald's. Burger King's lead grows with men, with 57% of them preferring it.

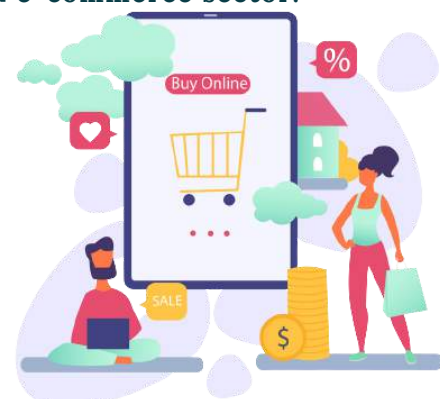
UPLIFTING KHADI AGAIN

COVID-19 pandemic had a negative impact on the Khadi Industry as products worth Rs.280 crores went unsold. As a result, the CEO of Karnataka State Khadi and Village Industries Board has decided to sell and promote khadi products online on e-commerce websites like Amazon and Flipkart. The aim is to produce these products with the help of local khadi workers and supply the products within seven days from the time the order is placed. A national level 'Khadi Utsav' will be organized in Bengaluru for a month while following the COVID-19 protocols to provide an exclusive marketing space for these products. Also 'Khadi Urban Plazas' will be set up in Bengaluru, Mysuru, and Ballari to further promote Khadi products. To further combat the declining population of young weavers and artisans, the board has planned to set up training centres for the youths with stipend incentives to uplift the industry.



DID YOU KNOW

COVID-19 benefited e-commerce players as people preferred online platforms and major responses were gathered from tier II and tier III cities. One of the reasons is the use of vernacular languages which made it easy for local people to understand. The user base for e-commerce in local languages has a CAGR of 32% and is expected to add 120+ million users in the upcoming five years. Currently, 78% of people use Social Media in local languages and more than 20% of search engines are voice-based. Google Assistant currently allows using 9 Indian regional languages. While India is witnessing a constant rise in the vernacular user interface, it's time we are moving towards a voice-enabled, vernacular user interface supported e-commerce sector.



WHAT'S IN THE 'BASKET'

DailyBasket, a grocery start-up in Coimbatore, has been threatened with legal action taken by BigBasket, India's largest e-grocer. BigBasket claimed that the start-up is using a deceptive and confusing name thus misguiding people. It also claimed that DailyBasket sells similar products and services using a similar domain name. DailyBasket countered the Big Basket's claim by publishing a blog, 'BB is a bully'. It argued that they have a different user interface and said there is no such monopoly in the word 'basket'.



THE BETTER HALF COOKBOOK

Swiggy Instamart launched "The Better Half Cookbook". It is an attempt by Swiggy and Dentsu Webchutney to break the stereotype in society and encourages couples to help each other in the kitchen. The cookbook recipes are designed in a way that the book is split into two halves which represents the idea of equal and shared responsibility. The cookbook has a unique take on recipes to bring equality in the kitchen where each partner would have to follow only their side of the instructions to see their meal come together as one complete dish. Also, the ingredients required to make the dish can be ordered directly from the recipe book by scanning a QR code and ultimately gets delivered by Swiggy Instamart. The idea that aims at making a change in our society, can also be considered as a proactive marketing effort by Swiggy Instamart.



SOURCE: GOOGLE

THE RISE OF SAAS : DIGITAL TRANSFORMATION

As unfortunate as the pandemic crisis is, it has certainly left some fortunate traces for some businesses with an opportunity to grow. One of the industries to have garnered the fruits from the situation is the SaaS Industry. Digital and cloud demand in India and around the globe has grown multiple folds given the COVID-19 scenario. Large and small businesses turned to cloud-based software as a service (SaaS) as an integral part of their business strategies to weather pandemic-triggered disruptions. A McKinsey Global Survey of executives revealed that companies have accelerated the digitization of customers and supply-chain interactions along with their internal operations by three to four years. Hence, it is safe to say that India's booming startup landscape and its rapid strides in digital transformation are key contributors to the growing SaaS adoption in the country.



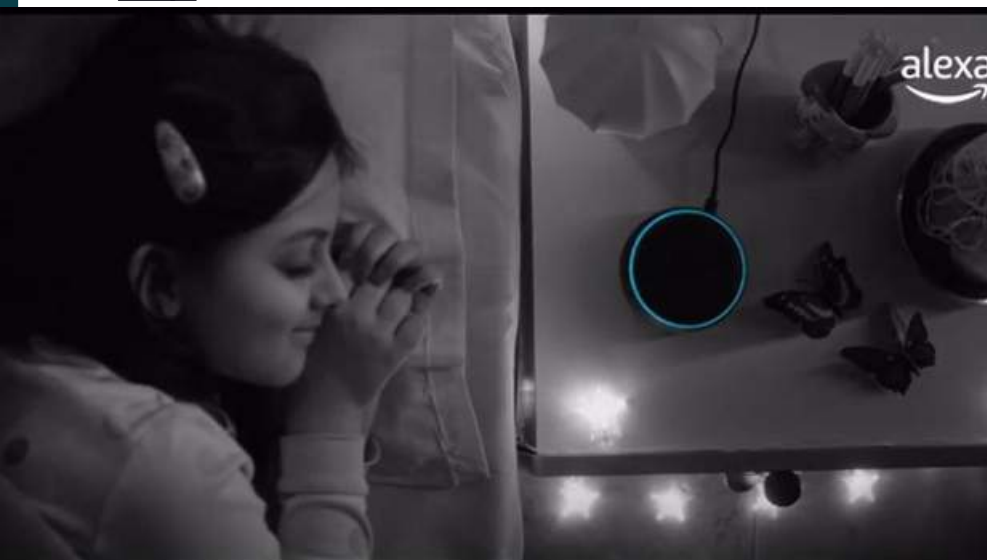
FUSION OF 2021 AND EXTENDED REALITY



Extended Reality (XR) is the parenting term for Virtual Reality (VR) and Augmented Reality (AR). Virtual Reality, where one is immersed in the virtual world, and Augmented Reality, where characters and objects are brought into the real world, like a live theatre show. It is a place where one can connect with people, explore the imaginary world as if it exists, and experience it in real life rather than just watching it. It converts imaginary complex data and thoughts into stories where people can understand and participate in dramatically improving results. XR helps in reducing cost, create efficiencies, increase safety, and intensifies focus.

Few tips for leveraging XR in the current period:

- 1.Brands can adopt mixed reality scenarios where consumers can interact through digital presentations and physical elements at the same time. For example, Hologram creates a physical setup for digital graphics.
- 2.Brands can insert products in surprising virtual locations. For instance, Pokémon Go provided local companies with AR ads, and Fossil extended this to 3D video ads within games.
- 3.Allowing customers to experience remote and exciting terrain. For example, NASA collaborated with Samsung in 2018 to create a 4D lunar gravity experience in VR where consumers could virtually walk on the moon.



ALEXA TURNS 3

Alexa has become an integral part of Indian daily lives. As Alexa completes three years in India, Amazon launched an ad campaign “Ek neeli si roshni, se kar li jo dosti”. It displays six videos about how Alexa has made a place for itself in Indian households and its importance in people’s daily life.





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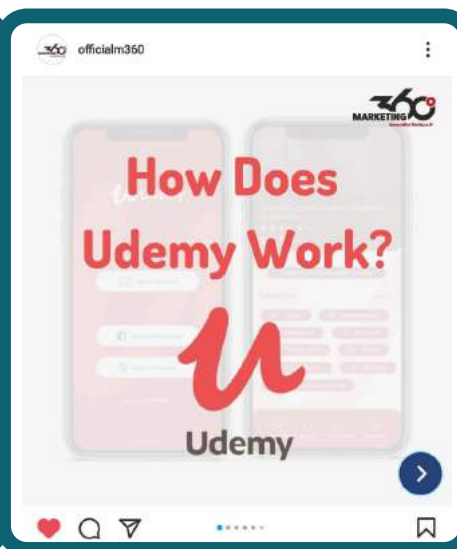
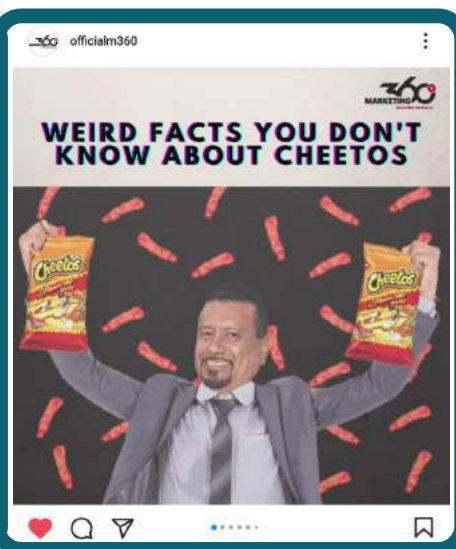
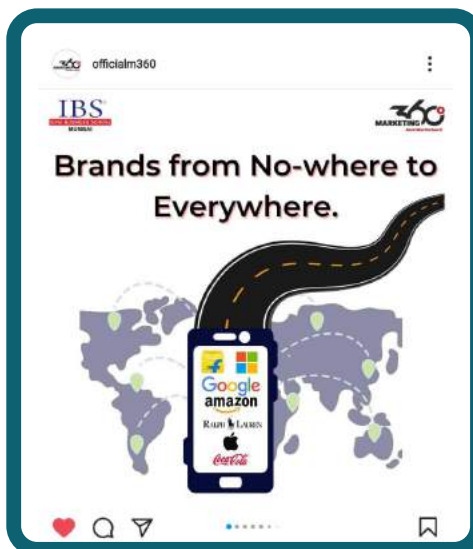
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Message



DISCOVER SOMETHING NEW.

HERE TO MAKE YOUR LIFE EASIER!

REJUVENATING BUSINESSES WITH MARKETING AUTOMATION

Marketing automation is a technology that can streamline, automate and measure one's marketing efforts. With a marketing automation tool in place, businesses can now engage with their target audience to send out relevant and personalized messages automatically.

Marketing automation helps ensure that businesses invest wisely and produce maximum results, building a successful strategy by intensive consideration of the buyer's journey. It can be done by simply sending an SMS to win back abandoned carts. Additionally, setting SMART goals, i.e., specific, measurable, achievable, relevant, and time-bound. Further, optimizing efforts by concentrating on customers as each one of them is unique and must be kept engaged with highly personalized content. The various channels must be taken care of as B2B marketing communication relies primarily on email communication, whereas B2C communication uses channels such as SMS, web, and push notifications, apart from the good old email.



The benefits of marketing automation are far and wide. In a world where personalization, customer experience, and timelines are only becoming more important, it makes sense as a tactic that helps brands boost customer retention in the long run. It is one of the fastest-growing markets today and is expected to account for US\$32.6 billion by 2024.

SOURCE: MARKETING INTERACTIVE

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