

# M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



## IN THIS ISSUE

'Drink Water'- Says,  
Cristiano Ronaldo

Government To Terminate  
Flash Sales

PepsiCo Drags Parle Agro  
to Court

Marketainment - Find the 9  
Hidden Logos

Brands on a Sustainability  
Wave

Durex: Let's Talk About It

All About Conversational  
Marketing

## 'DRINK WATER' – SAYS, CRISTIANO RONALDO

Cristiano Ronaldo's gesture of setting Coke bottles aside and then picking up a bottle of water at the Euro 2020 press conference sent Coca-Cola's market capitalization plunging by \$4billion. A drop of 4% in their stock seems to be a spurious correlation to his gesture. While the move was to promote a healthier lifestyle, there were also some non-alternative facts that made the company face more loss. On Monday, June 14, Coca-Cola witnessed a fall in its stock price by 1.6% and the market value had dipped to \$238 billion. The gesture by Ronaldo surely added fuel to the flame.

TRENDING



## GOVERNMENT TO TERMINATE FLASH SALES

Online retail giants in India may soon have to play by the new rules when it comes to offering discounts.

The Consumer Affairs Department describes a flash sale that offers significantly reduced prices, high discounts with an intent to draw consumers. Such sales increase revenue for the likes of Amazon and Walmart-owned Flipkart—even if it is mostly owing to the marketing blitzkrieg that hoodwinks consumers into spending big for small savings.

The government’s concern is that these platforms manipulate sales for big sellers using technological means. Meanwhile, the government also wants to protect brick-and-mortar retailers.



### DID YOU KNOW ?

- The original name of LEGO was Automatic Binding Bricks.
- Cadbury's idea behind the 'Pappu Pass Ho Gaya' marketing campaign involved a tie-up with Reliance India Mobile Service. It allowed students to check their exam results using their internet facility.
- In 2018, Mondelez tied up with Hindustan Unilever (HUL) to ease the entry of Cadbury into the world of frozen dessert. This partnership rolled out 'Oreo Cornetto' and 'Oreo and Cream' tubs in the country.
- Marriott started as a root beer stand that expanded into a restaurant, hotel and finally grew to a global conglomerate with hundreds of hotels and resorts spread across the world.



Hindustan Unilever Limited



## FOR THE BOLD

### PEPSICO DRAGS PARLE AGRO TO COURT

PepsiCo India has filed a trademark infringement suit against Parle Agro, seeking a permanent injunction restraining the latter from using the tagline 'For the Bold.' The plaintiff has requested a permanent injunction prohibiting the defendant from infringing, passing off, dilution, and unfair trade competition, as well as damages. PepsiCo also seeks INR 2 crores in damages and an order for delivery of destruction of all products.

This legal battle between two prominent consumer good players is likely to continue, as both have a vested interest in protecting their IPs.



## BRANDS ON A SUSTAINABILITY WAVE

Sustainable Brands have successfully integrated environmental, economic, and social issues into their business operations. Today, more than 90% of CEOs say that sustainability is fundamental for success. Evidence is seen in how much attention companies are putting towards their sustainability strategies. One of the examples of sustainability initiatives includes the development of sustainable products and services. Here are some of the initiatives taken by brands:

- **Mattel Inc.**, An American Multinational toy manufacturing company, has announced that it will be introducing 'Barbie Loves the Ocean' — a fashion doll line made from recycled ocean-bound plastic. Their goal is to achieve 100 percent recycled, recyclable or bio-based plastic material across its products and packaging by 2030.
- **Dabur India Ltd** is removing outer paper cartons from its ayurvedic toothpaste brand Dabur Red Paste. These outer paper carton-free low unit price packs are made for rural markets. The paper saved would be repurposed to create notebooks for underserved children supported by Child Rights and You (CRY). This move is expected to result in an annual saving of 150 tons of paper.

### MARKETAINMENT FIND THE 9 HIDDEN LOGOS



### DUREX: LET'S TALK ABOUT IT

Reckitt Benckiser, the parent company of Durex has launched Year 2 of The Birds and Bees talk program, directed towards the age group 10-19 years in the six states of North-Eastern India. The program aims to cover growing up and life skills to promote the core principles of inclusion, consent, awareness, and protection. The program has launched its theme song- 'Let's talk about it', to mark its second year and to celebrate Pride Month.



## ALL ABOUT CONVERSATIONAL MARKETING



As the world becomes more and more connected, brands are also expected to stay relevant with the current times. Marketers are challenged to recalibrate their strategies and introduce measures to meet new consumers' needs and demands without a proper roadmap. The answer to this dilemma is Conversational marketing.

It is the art of building relationships with customers through a two-way dialogue that impacts sales & leads. It is effective when you have a responsive customer service team proficient in providing personalized responses to customer inquiries. This allows to build trust over time while also providing valuable insight into customer's needs, wants, and preferences.

Tools like Chatbots or other digital solutions serve as the new set of ears for marketers. It may be embedded in any place where brands connect with consumers virtually.

An effective conversational marketing strategy should be designed to:

- Differentiate a brand by leveraging AI tools to showcase a brand's voice.
- Deepen consumer engagement, confidence, and loyalty by empowering users to interact directly and on-demand with a brand.
- Quantify the impact of marketing campaigns
- Optimize future strategies
- Improve user satisfaction by providing a consistent experience

 **Marketainment Answers : PepsiCo, Netflix, Starbucks, Mastercard, Apple, McDonalds, YouTube, Tesla and Nike**

### 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:

