

M360 PANORAMA

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Zomato IPO LIVE



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ZOMATO – OUT FOR DELIVERY IN THE STOCK MARKET

Zomato, the major food delivery company, has been a household name as it grew manifolds over the past few years. Now, the company not only looks into one's food choices but has also diversified into becoming an investment option for the stakeholders. The much-awaited IPO of Zomato Limited went live on 23rd July 2021. According to Reuters, the IPO attracted \$46.3 billion in bids and was oversubscribed by 38 times, with institutional investors placing significant bets. With this IPO, Zomato has created history by becoming the first online delivery and an Indian internet unicorn start-up to get listed on the stock market.

TRENDING



AMUL TASTES VICTORY

Amul has won its first trademark violation case on foreign soil. The company had filed a case with the Federal Court of Canada alleging that a group called 'Amul Canada' was infringing on its trademark. The fraudulent group set up a LinkedIn page called 'Amul Canada' and listed themselves as employees of the company. The group also blatantly copied the Indian dairy brand's logo and trademark. Later, Amul Dairy claimed that it had not licensed or authorized the group 'Amul Canada' to use its trademark or copyrights in any way. Following this, the case led Amul to win its trademark status by the Intellectual Property Appellate Board of Canada and is set to receive ₹20Lakhs in damages.



"BEEF" WITHIN CADBURY

Mondelez's Cadbury became the latest victim of the #boycott trend on Twitter. This comes after a netizen shared an unverified screenshot which suggested that one of the ingredients in Cadbury chocolate contained beef. However, that screenshot was out on an Australian Cadbury website, and not on an Indian one.

In response, Mondelez stated that the screenshot shared in the tweet does not relate to Mondelez products manufactured in India. The green dot on the wrapper signifies that the products are all 100% vegetarian. In another tweet, the brand urged netizens to confirm the information before putting out allegations.



DID YOU KNOW ?

- Maybelline New York was born with a spark in 1917 when a young chemist, Tom Lyle Williams' sister singed her lashes in a cooking fire.
- Post this disaster, Williams noticed his sister, Maybel applying a mixture of Vaseline and coal dust to her eyelashes to give them a darker and fuller look.
- Later, he created history by turning this disaster into an opportunity by using the same components to invent a product that is now called Mascara.
- Hence, it is a no-brainer that where the word 'Maybelline' came from i.e. Maybel+Vaseline.

MAYBELLINE
NEW YORK



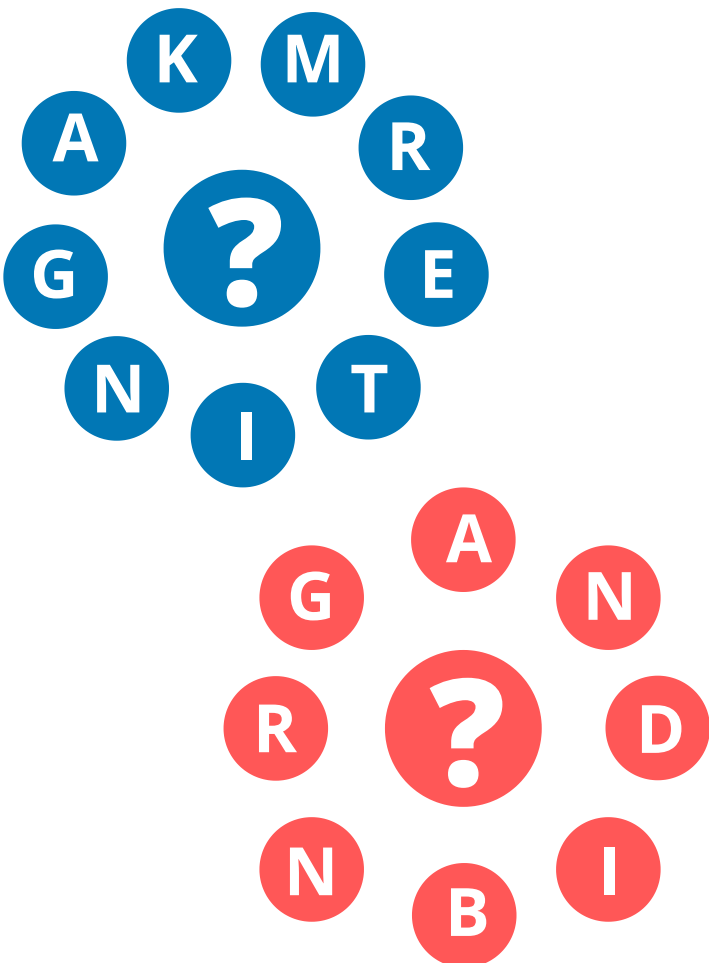
STRICTER NORMS FOR SURROGATE ADS

The Advertising Standards Council of India (ASCI) has brought in stringent rules to clamp down on surrogate advertising of tobacco and liquor. This comes after the distribution of new brand extensions in the category have become easier with the digital boom. The action has been taken to safeguard the primary objective of governing bodies i.e., to protect the interests of the citizens from harmful products.

The new rules states, extensions of liquor and tobacco brands that have been launched, but haven't completed a minimum of 2 years, need to achieve a net sales turnover of ₹20 Lakh per month from launch. The brands are expected to show fixed asset investments exclusive to the advertised brand extensions, of not less than ₹10 Crore in the form of land, machines, factory or software. No advertising related expense can be a part of such investments. Also, apart from being registered with government authorities, the model extension enterprises must be audited by independent organizations such as NielsenIQ. Source - TOI

MARKETAINMENT

HOW MANY WORDS YOU CAN
MAKE FROM THESE LETTERS

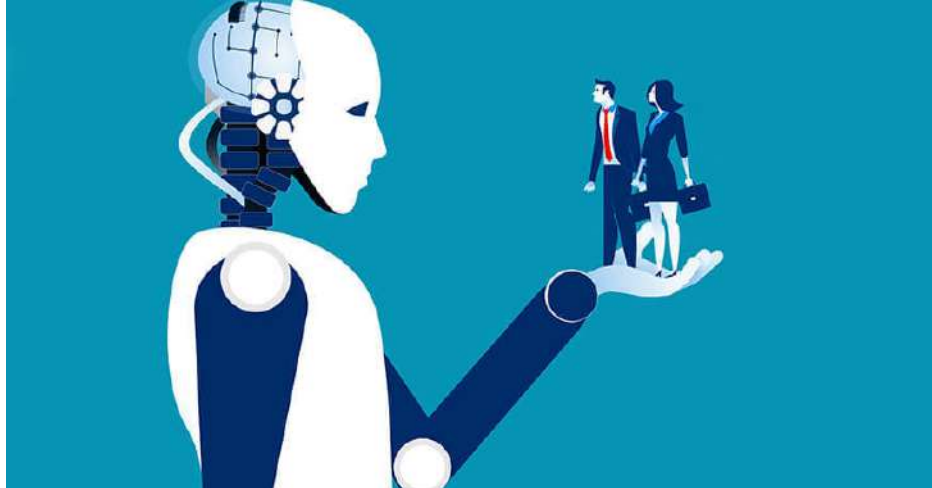


INOX STANDS WITH INDIA

The Inox Group has launched a campaign, "Ayega India," to support India at the Tokyo Olympics 2020. The campaign features Boxing celebrities, Mary Kom and Vikas Krishan Yadav along with the Table Tennis player, Manika Batra. The campaign pays tribute to the athletes' resilience and determination to succeed against all odds. The message conveyed in the campaign is that, the entire country takes pride in team India's achievements and stands with them as they prepare themselves for Tokyo Olympics 2020.



THE NEGATIVE SIDE OF AI



Artificial intelligence (AI) is being recognized as a game-changing technology that can help companies improve their operational, predictive, and productive capabilities. However, both the general public and companies must understand that AI could have a negative side as well.

Did you know that a health charity in the UK used a deepfake to have David Beckham deliver an anti-malaria message? Shockingly, the message was delivered in nine other languages. So, what is a deepfake? It is a synthetic media in which a person in an existing image or video is replaced with someone else's likeness. It can be created with freely available software and rented computer processing power; owing to the rapid advancements in AI. Deepfakes can quickly erode trust, the unseen glue that holds many groups together.

Deepfakes have been reported to be allegedly used in some Indian Election Campaigns. The evolution of AI, combined with the shift in digital governance, necessitates a new level of protection on the part of the government. Due to the seriousness of the challenges, the GOI must focus on its existing technology talent pool. As deepfakes are becoming more common, society as a whole will have to learn to detect them in the same way that online users have adapted to detect other types of fake news.

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