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M360 PANORAMA

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EMIRATES ON 'TOP OF THE WORLD'

Emirates, the largest airline and the flag carrier of the UAE launched an ad campaign that featured a woman standing on top of the Burj Khalifa. Nicole Smith Ludvik, a sky-diving expert featured in the video as a cabin crew member. The 33-second advertisement titled 'On top of the world' was released to celebrate the decision allowing quarantine-free travel between Britain and the UAE. Across all social media channels, the ad spread like wildfire, inspiring equal proportions of fear and awe in its viewers. Advertisement or a Genius Stroke of Marketing? Find out by clicking [here](#).



Emirates

**TRENDING**

XIAOMI IS DROPPING Mi !

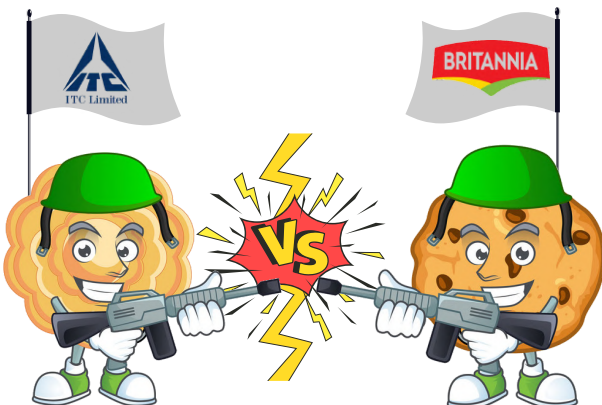
Xiaomi launched the first 'Mi' branded smartphone ten years ago and now is all set to ditch 'the Mi branding' for all its future products. According to an online report by XDA Developers, Xiaomi's representative also confirmed saying, "This change will unify our global brand presence and close the perception gap between the brand and its products. This change may take some time to take effect in all regions." The news of the rebranding came after Xiaomi launched MIX 4 smartphone.



COOKIE WAR: BRITANNIA VS ITC

Britannia sued ITC for the infringement of its product packaging trademark describing it as "deceptively similar". Following this, Delhi High Court ordered these FMCG giants to come to an agreement on ITC's new packaging for Sunfeast biscuits. This verdict came after realising that the packaging of the two products cannot be termed as "deceptively similar" since the product name is clearly noticeable in both their packaging.

Later, Britannia gave up its claim for rendition as it had no issue with ITC's new packaging. Owing to this decision, both the companies came to terms after almost 10 months of squabble.



DID YOU KNOW ?

Corporate Social Responsibility (CSR) has certainly muscled into the lives of every brand today. Take a look into the CSR world of some brands across different sectors.

- Coca-Cola improvised its supply chain practices as it earlier contributed 3.7 million metric tons of greenhouse gases to the world. Now, with investing in alternative fuelled trucks, the company intends to reduce its carbon footprint by 25%.
- Netflix offers 52 weeks of paid parental leave as opposed to 18 weeks offered by other tech companies.
- Starbucks is looking to diversify its workforce with veterans, the younger generation, and refugees.
- Walt Disney is giving proceeds from its nature films to plant trees in the rain forests and protect thousands of acres of coral reef.



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PV SINDHU SHOTS 20 BRANDS TO COURT

PV Sindhu becomes the first Indian woman to win two Olympic medals. Soon after her achievement, some brands in order to gain traction with moment marketing strategized to capitalize on the social media buzz. The brands featured Sindhu along with their brand names or logos. To this, her agency 'Baseline Ventures' took over 20 brands to court for blatantly flouting the rules of advertising. Some of these brands include Eureka Forbes, Vodafone Idea, MG Motors, ICICI Bank, HDFC Bank, State Bank of India, Kotak Mahindra Bank among others.

The agency is seeking damages of Rs 5 crore from each of the brands. Further, these brands have been asked to take down their social media posts that used her name/image without authorization.

This case highlights the importance of considering aspects around individual privacy, consent, and fair-trade practices, failing which, brands run the risk of getting tarnished while looking for opportunities to build recall and connect with their customers.

MARKETAINMENT

WHO AM I?

- I used to sell sim cards to small stores.
- I failed a number of times but brought a fresh start in this industry.
- I am the CEO of India's largest budget hotel network.
- I am the owner of 'on your own' abode.



HOMECOMING

Royal Enfield rolled out a digital film called 'Home' in an effort to target all biking enthusiasts. The video depicts bikers' emotional journey while returning home. The film features a female lone traveller who reminisces about the good old days and light-hearted experiences she had while riding her Royal Enfield across Ladakh. It seeks to convey that going the distance is not about how far one gets, but what length they are willing to return from. To watch the entire video, [click here.](#)



MARKETING 5.0 – THE BEGINNING OF A NEW ERA



The field of marketing has progressed significantly from-

- Marketing 1.0 which was all about logic and reasoning,
- Marketing 2.0 emphasized on emotions,
- Marketing 3.0 focused on improving lifestyle of people using rational and emotional appeals but lacked mass solutions, to,
- Marketing 4.0 that altered the structure while initiating digital revolution allowing marketers to provide individualized solutions.

Today, marketing practices are again augmented by technology like Artificial Intelligence (AI), Machine Learning (ML), Virtual and Artificial Reality. These are being used to enhance customer experience, thus ushering marketers into the world of Marketing 5.0. Having said that, technology adoption is only half the story, consumer's expectation from brands is the other half. Here are some aspects that brands should consider in this new era of marketing-

- Consumers now expect brands to be humane and have human characteristics, opinions, and perceptions. They want brands to stand against issues concerning ordinary people.
- Consumers are missing out on human connections in today's digital world. They want to know the people behind the brands and feel connected in a world dominated by AI and ML. Connection being the new currency in marketing 5.0 is channelized by social media.
- In this divided world, purpose-driven marketing is the reason to unite people, and consumers expects brands to play a more significant role. Thus, in the world defined by Marketing 5.0, adopting technology and becoming a digitally driven company is only half the story. Brands may have to come to life and adopt human traits and behaviours to sustain in the business.

 **Marketainment : Ritesh Agarwal**

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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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