

# M360 PANORAMA

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## OLA'S REVOLUTION ON TWO WHEELS

Ola Electric, the ride-hailing firm's electric vehicle arm, made a smashing debut in e-commerce history. They recorded an unprecedented sale of electric scooters worth Rs. 1100 Cr in just 2 days. Ola has entered at a time when India is gaining traction in the electric vehicle industry taking lead in the electric mobility revolution with a simple mission to put Ola Electric on the world map. This revolution will certainly help to transition the two-wheeler industry to shift away from petrol in favor of electric vehicles.



TRENDING



## TANISHQ'S GOLD INTANGIBLY SOLD

Tanishq, a Titan company, is the only jewellery brand that offers digital gold in India by the name 'Safe Gold.' The company started focussing on the digital transformation a few years ago by implementing several digital features, a concept which further got triggered given the pandemic situation. Ajoy Chawla, the CEO, said that it provides guaranteed safety, enables one to sell anytime, convert it into physical gold, and can buy gold for as low as ₹100. Also, these digital gold customers will automatically get enrolled in the existing 'Encircle loyalty program.'



## ZOMATO GETS MOCKED ONCE AGAIN

Zomato yet again made its way to the news. Its most recent advertisement, which featured Bollywood stars Hrithik Roshan and Katrina Kaif, provoked controversy for normalizing the stressful work and the company exploiting its delivery executives.

To this, the company clarified saying, "Our goal is to make delivery partners the hero of the ad." Zomato attempted to convey that every delivery partner is a 'star' and aimed to raise the dignity associated with a delivery person. Further, it focussed to acknowledge the problems surrounding gig worker payouts and working conditions.



## DID YOU KNOW ?

Strange collaborations with NASA which turned out to be a super hit in the market.

- Fisher Space Pen Company marketed the Space Pen, a Zero Gravity Pen. This pen uses pressurized ink cartridges that could write in zero gravity at any angle over a wide temperature range.
- The Omega Speedmaster Watch, introduced in 1957, has been worn on all six lunar landings, earning the nickname 'The Moonwatch.'
- Estée Lauder was the first beauty brand to work with NASA to launch their new skincare serum into the space.
- P&G Tide and NASA collaborated to develop the first washing detergent intended for space.



## NETFLIX INCREASES COUNT WITH SPOTIFY

Netflix's primary audience is a combination of Gen Z and Millennials, who are digital natives having a number of choices. The good thing is that when they recognize something good, they are willing to spend on it.

With no surprise, Netflix partnered with Spotify for a year to use the latter's streaming intelligence power to reach out to existing viewers and attract new members. Netflix already enjoys a huge subscriber base which further got accelerated with this collaboration.

Spotify began the campaign with a buzz-worthy trio of Netflix originals: Stranger Things, Sacred Games, and Extraction bringing them to life through engaging interactive audio content. Dedicated series of playlists were developed by blending the Netflix branded characters that interacted and caught the attention of the listeners. Netflix had an overwhelming experience and was able to achieve top-of-mind awareness from its targeted audience through this partnership.

### MARKETAINMENT GUESS THE MASCOT!



1.



2.



3.



4.

### IT'S JUST A MATTER OF TIME

Cadbury has recreated its iconic marketing campaign from the 1990s this year pledging gender inclusiveness and breaking stereotypes around women. By switching gender roles, the ad campaign #GoodLuckGirls has demonstrated that minor accomplishments can make a significant contribution towards women's empowerment. To watch the ad campaign, [click here.](#)



## BRAND SAFETY'S ROAD TO BRAND SUITABILITY



Do you know how big companies take care of their identity and reputation? The answer to the question is Brand Safety and Brand Suitability.

Brand safety is a measure that helps a company to protect its brand reputation and image while advertising online. Whereas, Brand Suitability is the evolution of brand safety offering the company more control and precision over good content and helps in building brand association and brand reinforcement.

Things to be taken into consideration when establishing Brand Suitability:

Brand Suitability is met when ads are made with good content, in the right context, and by targeting the right audience. Though it is to be noted that suitable content is not just for high-level advertisers, the entire company must revamp its ways to align its efforts with the company's suitability model. For example, Earlier P&G reinvented its advertising strategy to move away from the mass clutter of messages to useful and relevant brand content that resonates with their customers.

The benefits of Brand Suitability are as follows:

- Good ROI,
- Helps in maintaining the Brand Standards, and
- Helps in cost-saving which can be used in different lines of businesses

-  **Marketainment : 1.Diesel Dude**  
**2.Asian paints**  
**3.Indian Railway**  
**4.7 up**

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