

M360 PANORAMA

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IN THIS ISSUE

Not Just a Cadbury Ad

New Wave In India

What went wrong?

Marketainment

An Association of Government,
E-commerce, and MSMEs

Baking News

Sound to make a brand sing

NOT JUST A CADBURY AD

This Diwali, Cadbury came up with an advertisement to support local vendors. Through the 'Not Just A Cadbury Ad' campaign, the company is helping hundreds of small businesses by creating an ad for their local stores with Shah Rukh Khan as their brand ambassador.

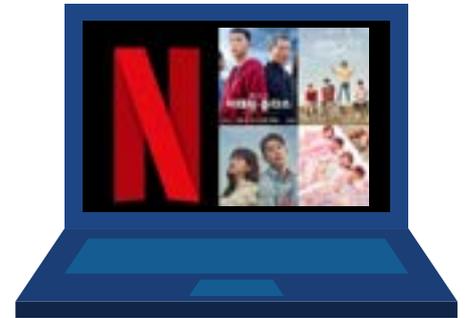
The brand used Artificial Intelligence to recreate the actor's voice and face to take the local store's name in the advertisement. The company launched a microsite where the user has to input their location, the store category, the store name, and their contact details to get their personalized video ad. To watch the ad campaign, [click here](#).



TRENDING

NEW WAVE IN INDIA

The Korean Wave has ushered in by the introduction of K-dramas and K-pop. This popularity has trickled down Korean brands in the Indian market. K-culture is spreading like wildfire across India, from large cities to small towns. A tentative reason behind this outspread could be the similarities between the family tradition, moral values, and the cuisine of both countries. Further, the OTT platforms have significantly aided great popularity by reaching out to a large audience with less promotional expenses.



WHAT WENT WRONG?

Yet another brand made its way into the list of controversies. Unacademy, the e-learning platform has come under fire with an #AntiHinduUnacademy trending. A few users believed that the brand had hurt Hindu religious sentiments. This outrage started when one question mentioned Hindus pelting stones at Muslims for chanting slogans in the Hindu area. The company lost many customers as people started uninstalling the application and switched to other online learning platforms. This latest "online protest" is yet another example of social media being a double-edged sword when it comes to brand presence.



DID YOU KNOW ?

Four marketing trends followed by the fashion industry

- Trend #1: Challenging 'toxic masculinity and gender stereotypes. The Dress On The Vogue Cover Of Harry Styles Is A Sign Of The Times.
- Trend #2: Fast fashion majors are seeing a surge in volume as consumers' preferences are to "look both couture and sporty". Like H&M and Zara are leading the game and beating the competition by accurately addressing demand.
- Trend #3: Luxury brands are embracing streetwear. By adopting streetwear styles, Louis Vuitton joined the streetwear bandwagon. LV collaborated with BTS at the Grammys in 2021.
- Trend #4: Brands looking to capture the value of their waste. Adidas has launched a platform for reusing and reselling sportswear.



AN ASSOCIATION OF GOVERNMENT, E-COMMERCE, and MSMEs

A team of industry veterans has come together with an apex association of e-commerce companies under the aegis of the Confederation of Indian E-commerce (CIE). It aims to provide a neutral voice for the industry by bringing the government, industry, policymakers, and consumers on one platform. Thereby, providing a platform for retail and e-commerce companies to take up economic or policy issues with the government. Also, it aims to support MSMEs and traditional retail and ease regulatory compliances for export and returns. This new initiative comes after the surge of 25% in the e-retail market when the overall retail market shrunk by 5% due to lockdown. Moreover, CIE would collaborate closely with state governments to integrate MSMEs in the states into digital retail by connecting them to the local and international markets.

Using new innovative technology such as digital payments, hyper-local logistics, analytics-driven customer engagement, and digital advertisements are expected to drive growth in the industry.

MARKETAINMENT

MATCH THE FAMOUS BRAND WITH THEIR AMBASSADOR

1. 

a.



2. 

b.



3. 

c.



4. 

d.



BAKING NEWS

Pizza Hut unveiled its new brand campaign called 'Dil Khol Ke Delivering' to let customers know that they have started delivering. The main aim of the campaign is to make its association with delivery stronger. The tagline also stands for an easy, hassle-free customer experience of ordering through Pizza Hut's digital platforms like the mobile app, m-site, and website.

Video Link: <https://youtu.be/JeGzGB-Gsb4>



SOUND TO MAKE A BRAND SING



Gathering information about goods and services from the website or over Google is easy. But have you ever thought about why companies use sounds in advertisements? It is an audio branding strategy where companies try to draw attention without any visual effects.

Audio branding is the use of sound to define, reinforce and strengthen a company's identity. With the rising competition in the market, one of the ways of seeking attention is to make noise. It typically involves two key elements: voice and relevance.

Coca-Cola has been using this concept for the last 12 years without using the brand's name in the entire campaign for decades shows the importance of sound branding. They made an entire soundscape of sounds, from the opening of the bottle to the fizz sound "aahhh". One sound wave transitioning the other from 'thirst into refreshment' tells the story through sound. This concept translates into Coca-Cola's audio signature, which evokes a deep visceral connection.

Developments in this area open up the choice of assistant from Alexa, Siri, or Ok Google, who are now the representatives of brands.

Brand image and sound are aligned with the brand identity, which is 96% more likely to be remembered by the customers in comparison with unfit sound or no audio branding. Hence, audio branding can help increase sales and the growth of the business.

-  **Marketainment : 1. MPL - (d) Amit Bhadana**
2. Ola - (c) Bhuvam Bam
3. Arctic fox - (b) Carry Minati
4. The beauty .co - (a) Sejal kumar

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