

M360 PANORAMA

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LAY'S GO CRAZY WITH NEW DIGITAL CAMPAIGN

In the “#TheThinPossibleChip” campaign, Lay's launched a digital campaign to promote their new Lay's Wafer Style chips. It is taking consumers on a magical journey through entertaining tricks. The Brand ambassador Alia Bhatt and Bollywood actor Siddhant Chaturvedi are seen in the campaign holding the thin chip in their hand and making it magically disappear as they flip their fingers. It highlights the distinctive feature of its thinness, creatively and humorously, with celebrities and content producers performing tricks. The charm of the Lay's Wafer Style campaign continues to win the hearts of many customers across the country. To watch the ad campaign, [click here](#)



TRENDING

TATA REPLACES VIVO

This year Tata Group will replace Chinese company Vivo as the IPL title sponsor. With negative sentiment around Chinese products, the company had to pull out of the sponsorship with one season left.

The BCCI will not lose any money as the annual sponsorship amount of 440 crores will be paid by Tata Group to Vivo. The deal comes as Tata nears the launch of TataNeu, it's Super app,' which will launch around the time of IPL 2022. The deal is only for this year, as the BCCI will be inviting fresh tenders for next year.



RIVALRY ON PRINT AD OR REAL NUTRIENTS

The war started, as Nestlé India knocks its competition Kellogg's for being just "corn flakes" while promoting a new breakfast product. The ad copy mentions, then why to settle for corn flakes by stating "Start your day with the goodness of Nestlé Gold Crunchy Corn & Oat Flakes, and we bet you will never go back."

As per the brand, this makes it a healthier alternative to the regular corn flakes that most people have as their breakfast. Let's see who wins the breakfast race.



DID YOU KNOW ? FOUR TRENDS IN INFLUENCER MARKETING

1. Brand Ambassador - Every company needs a "face", a real person who has all the required traits and shares the brand's values and tone of voice.
2. Unboxing - Brands often send gifts to influencers hoping that the social media star will open and review them.
3. Sponsored Content - Brands pay influencers to publish a promotional post on their social media accounts. The influencer is in charge of content creation and publishes a post that complies with the client's instructions.
4. Affiliate Marketing - Paying an influencer for each customer who came from their website or social media account. Apart from reviews, the blogger publishes offers from partners and gains points and benefits from each purchase.



BAN ON DIRECT SELLING

The government banned direct selling companies from promoting pyramid and more circulation schemes. The direct sellers should have one physical store as their registered office in India that has to make a statement that they are not engaged in any pyramid scheme or money circulation scheme.

According to the new rules, direct-selling organizations should have grievances redressal mechanisms. All the companies will be responsible for the complaints emerging from the sale of goods and services by their direct sellers. Companies like Amway, Tupperware, and Oriflame will additionally need to provide details of goods and services they are selling, prices, credit terms, etc to safeguard consumer rights. The companies would also have written contracts with their direct sellers and ensure that salespeople have verified identities and physical addresses with company-issued identity cards.

Existing direct selling entities need to comply with these rules within 90 days. It will help the government to monitor the activities of direct sellers and direct selling entities.

MARKETAINMENT

IDENTIFY THE BRAND FROM
COMMERCIAL?

A.



B.



C.



D.



#SHAVESFORGOOD - MEN GROOMING CAMPAIGN

Bombay Shaving Company has started a campaign to promote festive cheer as 2022 approaches. This ad was created by emphasizing the brand's positioning to encourage its customers to 'Put Your Best Look Forward.' The company has been taking its mobile salons to provide free makeovers to those who would otherwise not have access to world-class grooming. [click here](#)




GREEN-MARKETING VS GREEN WASHING: IT'S A FINE LINE!



Greenwashing is the method of developing a false perception or conveying inaccurate information about how a brand's products are environmentally friendly. It occurs when a company makes an unsupported claim to deceive customers into believing that its products are environmentally friendly. Greenwashing companies exaggerate their promises or benefits to misguide customers. One of the high-street fashion brands, H&M, was accused of deceiving about sustainable product descriptions. The brand has advertised, claiming that the polyester in their clothing brand was from recycled plastics. They even moved so far as to change the storefront. Nevertheless, instead of being made entirely of organic cotton, just 20% of their clothing was recyclable.

The technique of producing and promoting a product that depends on its actual or anticipated ecological sustainability is called Green Marketing. It also supports reduced emissions from a product's production process or the use of post-consumer recycled materials in packaging. Some companies also promote themselves as environmentally responsible by contributing a portion of their profits to various environmental causes such as tree planting. Starbucks has been widely considered a pioneer in green marketing. The company has invested heavily in several social and environmental programs. Starbucks claimed to spend more than a hundred million dollars on renewable energy production.

-  **Marketainment** : a) Five Star
b) Center Shock
c) Feviquick
d) Happy Dent

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