

M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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GUJARAT TITANS' UNVEIL LOGO IN THE METAVERSE

Gujarat Titans of the Indian Premier League (IPL) is India's first professional sports team to launch their logo in the metaverse. The Titans' new kite-shaped logo reflects the state's rich cultural heritage and legacy while also representing the team's Apex spirit. The Titans enthusiastically presented the logo in their first-ever interaction in the virtual 'Dugout' zone. The Titans' Dugout zone is a metaverse where fans can interact with one of the newest teams in Indian sport during the franchise's initial season and beyond. [click here](#)



TRENDING



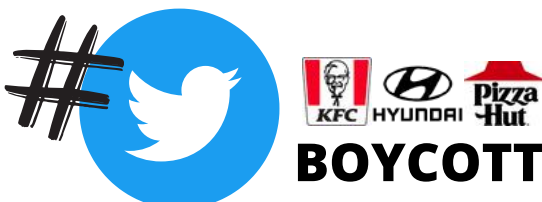
DABUR: INDIA'S FIRST PLASTIC WASTE-FREE FMCG COMPANY

Dabur India, India's largest Ayurveda company, has become plastic-free by accomplishing the milestone of recycling all of its plastic packagings. The company collected, processed, and recycled approximately 27,000 metric tonnes of post-consumer plastic waste. All types of plastic waste are included, from PET and HDPE bottles to PP caps and labels, as well as beverage cartons. Plastic garbage obtained is sent to various recyclers, waste-to-energy plants, and cement factories. Dabur will provide cotton carry bags to replace the plastic bags currently used in households.



NETIZENS SHOUT #BOYCOTT

Global Brands had received a series of backlash '#Boycott' encountering India's sovereignty. Recently, KFC had been involved in a controversy when their Pakistan account handle posted a social media post depicting 'solidarity' with Kashmir. Earlier, Pizza Hut, Hyundai, and Kia Motors have faced boycott calls for messages supporting the 'liberation' of Kashmir on their Pakistan's social media handle. Following an online backlash, brands had expressed their regret after people on social media demanded an apology from the company as the hashtag #Boycott trended on Twitter. Furthermore, brands had claimed to remain committed to serving all Indians with pride.



DID YOU KNOW ?

FOUR CRITICAL MARKETING-RELATED LAWS OF WHICH BUSINESSES NEED TO BE AWARE.

1. False Advertising - Hyundai Elantra and Kia Sorrento have overstated the horsepower of their vehicles by as much as six miles per gallon.
2. Copyright Infringement - "DisGear", a Florida-based store, was founded guilty of utilizing its copyrighted graphics from Disney films like Star Wars protected by extensive IP rights.
3. Child Privacy - TikTok was accused of gathering personal data from users under the age of 13 without first obtaining parental consent, resulting in the most severe civil penalty.
4. Pirated content streaming - Star India filed a complaint against Thop TV before the ICC World Test Championship final, alleging that it is a rogue app that provides unauthorized access to films, series, and live sports on TV.



AMAZON INDIA WITH NEW MEMORANDUM

Amazon India signs MoU with Karnataka Sanjeevini-KSRLPS (Karnataka State Rural Livelihood Promotion Society) to expand the benefits of the "Saheli" program, to train and empower thousands of female entrepreneurs to go online and access a bigger market for their products. The association presents regional choices and unique products from categories such as groceries, household items, and fashion accessories created by more than 30,000 female entrepreneurs and self-help groups (SHGs) related to Sanjeevini. The company said Saheli offers training and skill development programs for its partners to help women entrepreneurs and people associated with the company. The course will assist them in understanding online selling and developing numerous skills required to expand their organization. This training covers many areas such as product listing, imaging and cataloging, packaging and shipping, inventory and account management, customer service, and much more. Cooperation with the Government of Karnataka aims to support 10 million MSMEs digitally by 2025.

MARKETAINMENT

IDENTIFY THE ADVERTISING STRATEGIES FROM THE FOLLOWING BRAND ADVERTISEMENTS



D. **PUMA FILES TRADEMARK FOR "PUMA TOKYO 2021"**

GERBENLAW.COM

The first TOKYO 2021 trademark has been filed with the USPTO.

On March 24, 2020, Puma filed a trademark application for PUMA TOKYO 2021.

The application suggests that Puma intends to use the mark in association with a variety of items, including athletic bags, clothing, balls for games, sports equipment and more.

—Josh Gerben, Gerben Law Firm



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HDFC LIFE

'COVID BATCH'

HDFC Life has released its latest brand campaign BounceBack Batch, which resonates with its motto "Sar Utha Ke Jiyo". They step into the shoes of students who are commonly known as the "COVID batch 2022". Graduating in these difficult times is a testament to their resilience, which distinguishes the present batch of students from all others. This ad showcases support from the family and the assurance of life insurance can enable one to bounce back from any challenge.



COVERT 'INVISIBLE' ADVERTISING



In marketing, the covert advertising is where the endorsed product or service is hidden behind another media.

Have you ever noticed an actor drinking coca-cola between movies? That is an example of Covert advertising! Coca-Cola is endorsing itself through the movie without being the centre of attraction.

Covert commercials are a hidden form of video advertisements that (attempt to) conceal their marketing nature and promote a brand implicitly. It is an advertising technique in which the companies pay a fee or provide service in exchange for a prominent display of their product.

Covert advertising is likely to induce a less cautious response from consumers, resulting in a more favourable attitude toward brands and higher buy intentions.

Techniques Used in Covert Advertisement:

- Product placement within films and on television programs - The famous 'McDonald's fight scene' in 'Chak De India' helped the brand achieve visibility.
- Sponsorship of television programs - Salman Khan says, snapdeal presents BIGG BOSS 8 powered by OPPO Smartphone & driven by Ciaz.
- Plugging products - Free products with your film, pizza, and McDonald's give Disney characters free toys with their Happy Meal.
- Freebies - Giving a free product to promote that product/service, E.g., Get 3 months of Spotify Premium for free.

 **Marketainment : A) Buzz marketing, B) Guerilla marketing, C) Viral marketing, D) Ambush marketing**

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