

M360 PANORAMA

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ZOMATO INSTANT 10-MINUTE FOOD DELIVERY SERVICE

Zomato has announced the launch of 'Instant', A 10-minute food delivery service that will be implemented in Gurgaon in the month of April. The company confirmed strategies to deliver food in 10 minutes, with the execution of this claim relying on a "dense finishing station network", which will be positioned close to high-demand customer neighbourhoods. Based on demand dependability and hyperlocal priorities, each of these delivery stations will have 20-30 of the company's best-selling dishes from different restaurants. In a series of comments posted by social media users, Zomato guaranteed driver safety, food quality, and the model's feasibility.

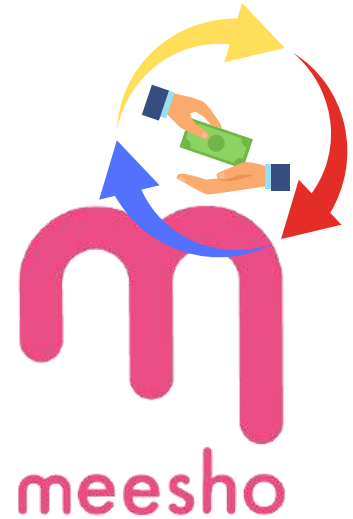


TRENDING



MEESHO'S FLANK TO RIVALS

Meesho is the first company to offer a seven-day payment cycle from order delivery to sellers, aiming to compete with larger rivals such as Amazon India and Walmart-owned Flipkart. Meesho is transitioning from social commerce to e-commerce, which will reduce the payout cycle for vendors from 15 days to 7 days. The company has attracted sellers because it has a zero-commission model. The company even stated that it would not charge sellers for order cancellations - either by themselves or automatically. Amazon and Flipkart have also started offering no commission for low-priced products on their platforms.



WHAT WOULD HAPPEN TO BHARATPE?

The Indian Fintech company is in the middle of a flood of controversies. It is not easy to say that these controversies have diverted the company's attention away from its core business and growth. The company is fighting many challenges such as focus detailing public spat, talent retention, culture, vision dilution and the Unity Small Finance Bank case. Unfortunately, there are several possible roadblocks ahead for the fintech startup, and there is little hope that BharatPe will avoid a fall.



DID YOU KNOW ?

THREE EXAMPLES OF INNOVATIVE MARKETING COMMUNICATION:

1. Sleepwell in a spirited manner communicated its product benefits in a way it would further benefit the consumer in their daily life. Marketing the mattresses as a solution that would give a good night's sleep resulting in better and more productive days, made consumers connect the dots and instantly drew association of the brand to a happy and peaceful life.
2. Facebook rebranded itself in a very exciting way. The intent was to position itself as a technology company with a vision. Consumers see an ambitious brand with a purpose that drives them.
3. Airbnb and Canva reportedly use 'user-generated content' to display on their social media platforms. This initiative leads to better engagement numbers and makes the consumer feel like a part of the brand.



BLINKIT DECISION OF SURGE PRICING

BlinkIT is an Indian instant delivery service. It has been working hard to ensure the sustainability of its quick-commerce business model. Recently brand had added a surge fee that is levied in case of peak demand in the area. The move by BlinkIT is an attempt to balance demand-capacity and ensure better unit economics. The core target group of this business is time-constrained individuals residing in Tier 1 cities.

Under this category, brands are not competing for product or price, but pace. The options are abundant, so the compensating rule does not apply. The customer selects the service provider who performs the best on various attributes.

The sustainability of this business model would also depend on the platforms' ability to remain as value creators and avoid becoming value chargers.

Consumers have objected to the new strategy over the social media platform. A surge price attached to a lower value order can be discouraging, and the limited variety may further add to the disappointment.

MARKETAINMENT

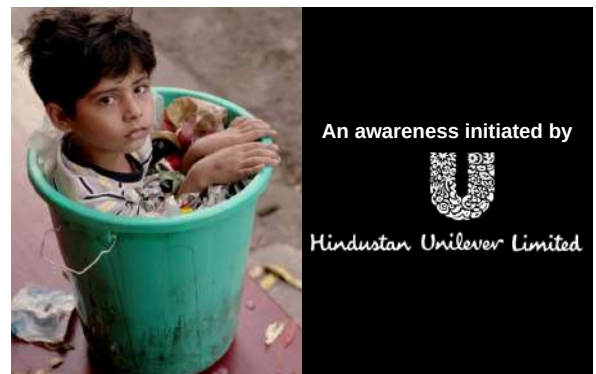
COMPLETE THE JINGLE FOR
SUMMER DRINKS

- A. Cold like a _____ Soda.
- B. Bewajah khushiyaan lutao _____ pilao.
- C. _____ har ghoont ras bhara aam.
- D. Ek _____ chura lo na.
- E. Har dil ye bole I love you _____.
- F. Pyas drink, think fresh buddy, _____ fresh.

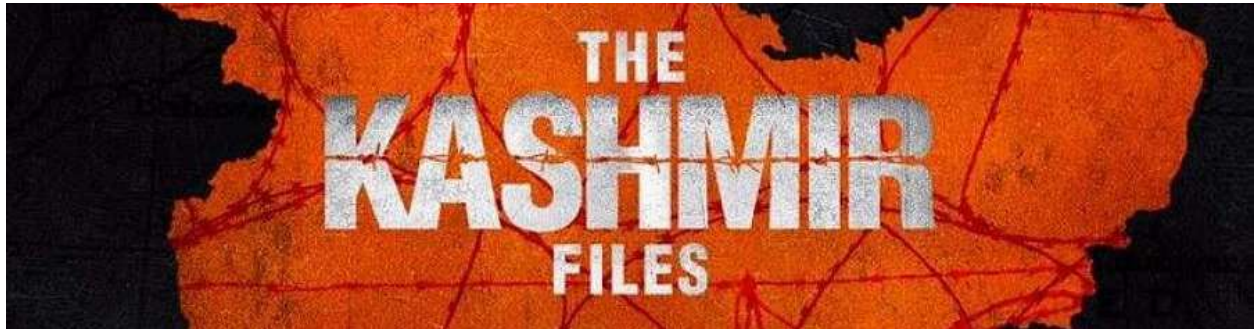


THE BIN BOY- AN ECO-ACTIVIST

Hindustan Unilever Limited has released the "Bin Boy" campaign as part of its CSR drive that features a young protagonist. The commercial aims to persuade residents to separate dry and moist waste from their homes and communities. Through a captivating narrative and thought-provoking conversation, the initiative raises awareness of the severity of mixed trash disposal and the need for urgent action. Through this commercial, citizens are encouraged and motivated to work toward a waste-free and greener future.



‘E-WORD OF MOUTH MARKETING’



E-Word of mouth marketing (E-WOM marketing) is free advertising triggered by customer experiences and usually goes beyond what they expect. E-WOM marketing is a highly effective approach for attracting and interacting with an audience. Customers are encouraged to share their positive experiences with their friends, family, peers, and others about a product/service or brand. According to Nielsen, 92% of people worldwide trust recommendations from their peers above all other forms of advertising strategies. E-WOM marketing includes buzz, viral, blogging, emotional, and social media marketing.

There are some ways to strategize E-Word of Mouth Marketing such as Highlighting your USP, Sentimental Storytelling, Encouraging & Promoting User-Generated Content, Reap in Influencers, and Rewards programs.

Example: Recently, strong word of mouth has once again acted as a steady catalyst where "The Kashmir files" has gained immense demand that has tapped well into consumer sentiments in terms of curiosity towards history of the state.

Viewers have shared their experiences with others over social media platforms. People have sponsored the movie tickets for their friends. It has proven that captivating content created by storytelling generated an emotional response to the state's history.

What turns a business into a brand is when its customers are willing to take credibility and responsibility for its products or services. That is when the magic of E-word of mouth marketing happens.

 **Marketainment : A) Sprite, B) Coca-Cola, C) Slice, D) Limca, E) Rasna, F) 7up**

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