

M360 PANORAMA

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MUSK PLANS TO 'FIX' TWITTER

Elon Musk has acquired Twitter, an American microblogging and social networking website, for \$44 billion. Musk has been suggesting a series of changes he plans to turn Twitter into a less-moderated platform where its 206 million monetisable daily active users can express themselves with free speech. Twitter is mostly dependent on ad revenue to remain profitable. He has made provisions for a subscription system that will generate more revenue than from advertisements. Musk, who has over 80 million Twitter followers, is also in favour of making the algorithms open-source and utilising technology to detect spam bots to increase human authenticity. He also has plans to add an edit button, would allow users to correct typos. [click here](#)



TRENDING



IPL MEDIA AUCTION

The BCCI media rights auction for the IPL season 2023-2027 has created a lot of hype in the entertainment and media industries. Even analysts believe the BCCI will hit gold since Disney Star, Sony Pictures Networks India, and Viacom18 are all vying for the TV rights. There are four packages in the IPL media rights tender: TV and digital rights for Indian sub-continent, and TV and digital rights for the rest of the world. The game-changer will be the non-exclusive digital rights comprising 18 premium games. The three significant corporations will have exclusive TV rights. Disney Star, Sony, Reliance-Viacom18, and Amazon may engage in a bidding battle for digital rights.



BRAINSTORMING

TAGLINES IN COURTROOM

The head-to-head competition between beverage giants has frequently resulted in outrage that has led to legal action. "Red Bull" has applied for an injunction against PepsiCo's energy drink, "Sting". They claimed that the Sting tagline 'Stimulates Mind. Energizes Body.' is inspired by their tagline 'Vitalizes Body and Mind.' The case was dismissed because Red Bull did not present the matter prima facie (at the time of occurrence). At the same time, it is essential for brands to tip-toe and balance legal ethics.



DID YOU KNOW ?

BRANDING ACTIVITIES VIA TECHNOLOGICAL APPEAL

1. *Tanishq* - India's first anamorphic installation brings alive the beauty, intricacy, and creativity of the collection. It uses the technology of virtual reality (VR) and artificial reality (AR) to engage people who walk past the Bandstand Promenade, Bandra in Mumbai.
2. *Nike* - Nike Air celebrates creativity, imagination, and innovation. It conveys these elements through a 3D technology aligned to that groundbreaking spirit, which would spark excitement in sneaker lovers and passersby.
3. *Skoda* - At the significant milestone of Škoda Auto's 20 years in India, the campaign 'Conquering the Unconquerable' with a 3D projection across the steep rock face of the Rohtang-La, is an ode to the brand's journey and potential.



PHARMA TAKE FLIGHT OF HYBRID MARKETING

Two years ago, the crucial selling phase associated with medical representatives almost verged on regular support! With the fear of a pandemic, a recession may hit the economy in revival mode, hence they are revisiting their tried and tested strategy. They are turning to digital platforms in an aggressive way to create awareness for their products. Many are using 'Big Data' to focus on doctor groups that are likely to prescribe their drugs. The prediction that Pharma companies would operate with fewer MRs in the post-Covid era has not materialised.

Marketing divisions at these companies have shifted their focus away from selling Covid-specific treatments and more toward promoting a broader product line. Doctor interactions have now moved to a hybrid format, with a preference for in-person medical meetings, advisory boards, and regional and national conferences. On average, a MR meets 10 to 11 doctors and four to five large chemists a day.

MARKETAINMENT

FILL IN THE BLANKS

- A. _____ makes use of your hard earned brand equity and gives a product which has the same characteristics as yours, albeit at a lower price.
- B. _____ is selling the originals via piracy and is a black market follower strategy.
- C. _____ Copies the Leader product, brand name, and packaging with slight variation.
- D. _____ in which brands adapt the best qualities from each other by changing the style.



DEEPPAKE TECHNOLOGY

Digital trends are developing among the developments to embrace virtual experiences that match reality as digitalisation accelerates. As the relevance of storytelling is rising in the digital-first approach, Deepfake is an emerging technology that has progressed forward in the advertising sector. Pepsi and Ageas Federal Life Insurance recently launched advertising campaigns that included Deepfake in their films. The campaign uses Deepfake AI video regeneration technology to create older versions of celebrities. [click here](#)



BRAND'S STRATEGIC LOGIC CHAIN



Logic chains are the foundation for every customer-centric measurable marketing plan. The four Matryoshka dolls symbolise your brand's Strategic Logic Chain: brand intent, brand individuality, customer impact, and customer identity.

It all starts with the foundation of these dolls which symbolises the positioning of brand in the eyes of consumer and market. The brand is a problem solver of an important issue dealt by the target audience.

Your brand's intent shapes its individuality, is the second Matryoshka doll. 'Distinctive strength' isn't just about being distinctive but also about being special; being different is easy, but being better is difficult. Individuality also refers to how your brand performs and how it uniquely handles the customer's problem. From its business model to its learning methodologies for greater competitive advantage, is what determines its hallmark performance.

The third Matryoshka doll represents your brand's impact on the customer's life. It's the imprint of your brand on the outcome—be it functional, emotional, or social—that the customer was seeking when she chose your brand over its rivals.

The fourth Matryoshka doll represents your customer's identity. Several brand innovations transform a customer, your behaviour changes, and you become more capable and feel empowered after using these innovations.

Together, these four components give your brand the strength to make its mark in the world.

**The Matryoshka Doll is a symbol of traditional values of Russian society, consisting of a set of wooden dolls arranged in decreasing size inside one another. Here it is used as a marketing analogy.

 **Marketainment : A. Imitator strategy, B. Counterfeit strategy, C. Cloner strategy, D. Adapter strategy**

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