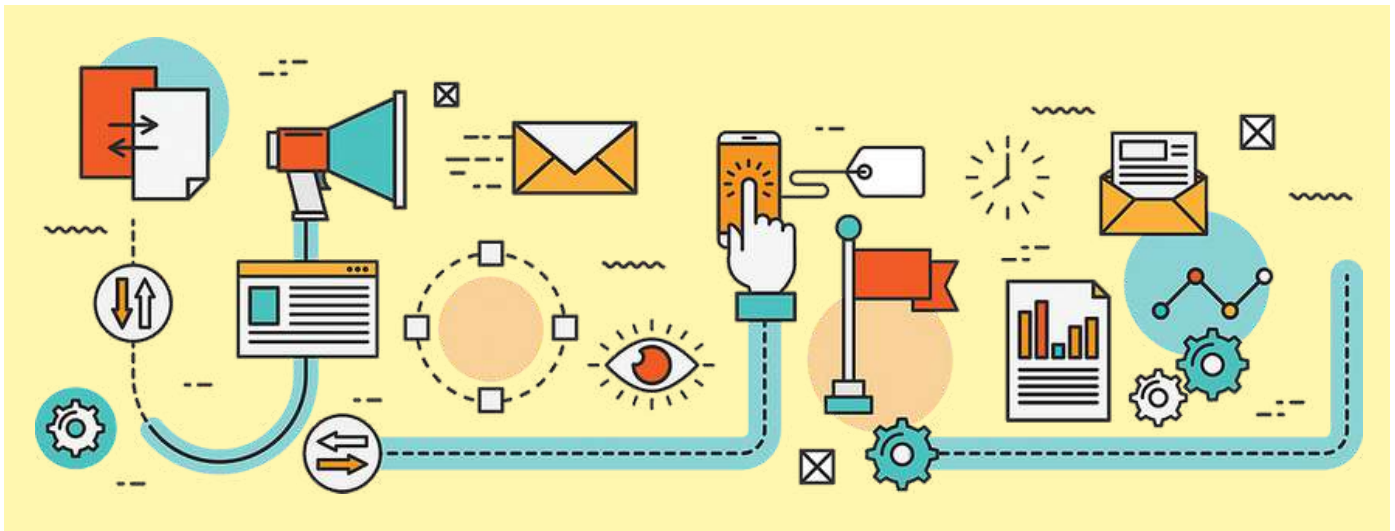


M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



IN THIS ISSUE

Next big thing of BCCI:
Women's Cricket

Govt owned E-Commerce Network

Netflix in Tension with Falling
Subscriptions

Hasty Ban of Single Use Plastic
from July 1

Marketainment

Periods = Strong Healthy Women

Blue Ocean Theory

NEXT BIG THING OF BCCI: WOMEN'S CRICKET

BCCI has accelerated the preparation for the Women T20 Challenge 2022, which has been the most endearing development in cricket for the past few years as women's cricket is growing in popularity. The title sponsorship rights have been given to the My11Circle. CEAT's association acts as a strategic timeout partner that aims to bring women's cricket at par with that of men's cricket in India. This time BCCI has embraced the idea of Non-Fungible Tokens (NFT) by onboarding FanCraze as the official associate partner for the Women's T20 Challenge.



TRENDING



GOVT OWNED E-COMMERCE NETWORK

Government plans to roll out its indigenously developed online e-commerce network for the public in 100 Indian cities by this Diwali. The Open Network for Digital Commerce (ONDC) will offer consumers an alternative to Amazon and Flipkart. The ONDC system is different from the operational models of existing e-commerce companies in India and abroad. ONDC will work on the principle of an open network, where a buyer and a seller do not have to be on the same platform to conduct business with each other. The network will enable them to be digitally visible and transact no matter what platform or application they use. The initial test launch was started in Bengaluru and will cover more cities such as Delhi, Coimbatore, Bhopal, and Shillong.



NETFLIX IN TENSION WITH FALLING SUBSCRIPTIONS

Netflix has detected a dip in long-term subscribers and is also concerned about the statistics. To increase the number of viewers, gearing up with 'All the Tricks of the Trade', they are implementing various price, product, and promotions strategies. Netflix has shown a green signal by extending service to regional language content. Being the world's largest streaming service, It is exploring with live streaming of an array of unscripted shows and stand-up specials. Netflix India has further decided to research the preferences of Indian viewers and extend the market accordingly in the future.



DID YOU KNOW ? GLOBAL CREATIVE ADS!!

1. Johnny Andrian, a local beauty salon franchise in Indonesia, introduced a hair-strengthening product by using their ponytails as passenger handles on trains to demonstrate how strong their hair product is.
2. YKM retailers created "jump rope shopping bags" to advertise their sports section.
3. Ford released a limited-edition Ranger Extreme with a cargo bed extender that allows 30% more payload.
4. Instead of providing consumers with giveaway product samples, Colgate gave away ice cream at its annual event. The ice cream stick included a hidden message. When the ice cream was finished, the stick displayed the message "Don't Forget" along with the Colgate logo.



HASTY BAN OF SINGLE USE PLASTIC FROM JULY 1

The ban on single-use plastic, effective from July 1, poses a challenge to beverage makers. Paper straws are being discovered as an alternative, but they find it challenging to obtain them locally. Parle Agro has appealed to the government to postpone the ban by at least six months. India produces and sells 6 billion packs of juice boxes (with plastic straws attached) every year. Dabur, Parle Agro, Coca Cola, and Pepsico sell nearly 60% of their fruit juices in pack-with-straws. The challenge would be to manufacture a smaller diameter (3-4 mm) straw that will not cave in after being immersed in a beverage for a few minutes.

The ban covers plastic plates, cups and cutlery, wrapping covers, PVC banners, stirrers, earbuds with plastic sticks, candy sticks, flagsticks, and cigarette pack wrappings. The food industry has seamlessly moved to disposable wooden cutlery (mostly made using bamboo) by passing on the added cost to end customers. Beverage manufacturers are worried about the higher expense during the transition.

MARKETAINMENT

FIND THE WORD OF MARKETING
PLAN FOR SMALL BUSINESS

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| P | I | N | E | T | W | O | R | K | I | N | G | V | C |
| V | R | R | G | I | V | E | A | W | A | Y | S | S | I |
| R | O | I | M | T | O | A | T | R | G | O | L | B | L |
| P | N | T | C | N | D | I | L | F | V | O | I | O | T |
| R | G | I | T | I | G | L | F | O | R | U | M | S | W |
| O | U | A | T | A | N | S | N | D | M | A | O | R | I |
| M | A | N | R | I | F | G | I | I | K | C | S | E | T |
| O | N | N | A | L | P | T | C | U | D | O | R | P | T |
| T | M | S | D | A | K | O | O | B | E | C | A | F | E |
| I | L | T | Y | O | U | T | U | B | E | G | T | O | R |
| O | M | A | R | K | E | T | I | N | G | P | L | A | N |
| N | N | O | I | T | A | C | O | L | M | O | S | A | A |
| S | T | N | I | Y | T | I | N | U | M | M | O | C | U |
| Y | S | M | A | L | L | B | U | S | I | N | E | S | S |



PERIODS = STRONG HEALTHY WOMEN

Post-pandemic, Whisper showed sustainable effort through the #KeepGirlsInSchool movement campaign.

The Whisper not only creates buzz around the ad campaign but educates rural people through a variety of communication touchpoints. It includes local newspaper editions, collaboration with regional artists to create impactful wall paintings, education through packaging, primetime television shows in West Bengal, and an AR filter on Instagram. This ad campaign's mission is to educate over 5.4 crore girls on puberty and menstrual hygiene, aiming to reduce overall school dropout rates amongst young girls by delivering period education [click here](#)



BLUE OCEAN THEORY



Blue Ocean Strategy is the development of uniqueness and low cost at the same time to introduce new demand rather than compete for existing market space. This strategy relies around on locating a business in which there are few competitors and no pricing pressure. This method builds a product with more features and makes competitors irrelevant. The products can even be much more expensive due to their unique features, allowing the company to generate much money while also providing ample opportunities for profitable and rapid expansion. A blue ocean is a metaphor for the more significant, more profound potential found in uncontested market space.

Let us check how companies have used the blue ocean to strengthen their strategy and generate demand.

- iTunes- By letting customers purchase single songs on a digital platform, they improved income, dealt with low album sales, and curbed piracy, making traditional sources of listening to music irrelevant.
- Uber- They revolutionized the transportation sector by creating a low-cost business model for cabs that were simple to book, never refused service, and had fixed fares. This was beneficial to all parties involved, and Uber generated money without owning a single cab.
- Canon- Canon decided to focus on individual customers by making printing devices for homes, unlike their competitors, who catered to large industries. Their products quickly became popular and created a niche.

 **Marketainment : Pricing | Product Plan | Promotions | Community | Forums | Networking**

ABOUT MARKETING360.IN

Everything you're looking out for to quench your curiosity of marketing, whether it be marketing concepts, latest trends, news, brand stories, innovative campaigns, buzz-worthy advertisements, we've got you covered, marketing360.in is your one-stop solution to look forward to.

Click on the Icons below to Follow Us:



NEWSLETTER TEAM

GRAPHICS TEAM



**PRERNA
KUMARI**



**DISHA
BHANUSHALI**



**OSHI
JAIN**

CONTENT TEAM



**RITIK
DADHICH**



**SHWETA
CHOUDHARY**



**ALISHA
SINGH**