

# M360 PANORAMA

Marketing Insights Newsbook by  
Marketing360.in

**FEBRUARY 2022 -  
JUNE 2022**





Dear Readers,

"Thinking is easy, acting is difficult, and to put one's thoughts into action is the most difficult thing in the world." - Johann Wolfgang von Goethe

I am pleased to introduce you to the third edition of M360 Panorama, a student-driven Bi-Annual publication by Club M360. An initiative where thoughts get translated into action regularly, with tenacity and passion. Post the pandemic the world is witnessing a transformation in business trends. Before the pandemic, while some businesses invested substantial time, effort, and investment into digital transformation, others were not too concerned about digitalising their offerings. However, the pandemic has forced organisations across the globe to take radical measures towards adopting technological advancements to secure their business.

M360 Panorama curates news and articles that define these changes. It's a medium to provide the readers with a broader perspective of the world and assists them in comprehending the fast pace of the changing environment. This edition of the magazine explores responsible digital media use dynamics, ranging from thought-provoking campaigns by HUL to in-depth knowledge of the world's largest media rights auction. DeepFake technology in branding activities and Brands' strategic logistics chain are two topics that will take you to the real-time delivery of current marketing events. We hope this edition of Panorama will spark both your curiosity and the motivation to know more about the dynamics of the world of marketing.

At IBS Mumbai, we believe that students should engage in hands-on learning, adapt to the modernity of the business world and become changemakers. We encourage our students to think creatively while remaining responsible, as they will be the future thought leaders of our world. They should be able to contribute to make a positive change towards the betterment of business and society at large. I look forward to seeing what this new generation of changemakers will take on next.

Thank you.

**DR. PRITEE SAXENA**  
**SENIOR DIRECTOR CAMPUS HEAD**

# MENTOR INSIGHTS



## Knowledge shared = Knowledge<sup>2</sup>

M360 Panorama a bi-annual Magazine launched exclusively to publish news, trends, information, research, and blogs on contemporary topics in the marketing domain, written and curated by our students. Panorama is one of the offerings from Club Marketing 3600, a new age marketing Club of IBS Mumbai. The magazine captures the most relevant content from the information and posts covered across its various social media pages and website.

At the heart of M360 Panorama lies a close-knit team of student writers, researchers, and graphic artists. The publication aims to create an incredible guide for readers interested in the domain of Marketing. I express my admiration to the authors of the contents in this magazine.

The current issue covers varied articles on - New Digital Campaign of Lay's, Amazon's MoU with KSRLPS, HDFC Life's latest brand campaign, Zomato's Instant 10-minute food delivery service besides the foray of Deepfakes into the advertising sector. The magazine also carries an article on the classic Blue Ocean Strategy for locating businesses in which there are few competitors and no pricing pressure. The magazine reflects the Club's motto of 'Never missing the Buzz !'

We welcome your feedback to make the content richer and more relevant.

**Prof. Priyanka Mathur Dhingra**

**Faculty Mentor - Club Marketing360°**



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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

## SOCIAL MEDIA MARKETING

Dunzo is a hyper-local on-demand multi-delivery service that connects you to the nearest delivery partner who can make purchases, pick up items from any store or restaurant in the city and bring them to you. Its simple idea was to make household tasks conveniently and effectively. They creatively used social media pages to successfully create a unique identity for its consumers by attracting them with nostalgia #90sRedun campaign, Bollywood phrases and dialogue, meme marketing, moment marketing, and comic series “Dunya Ki Duniya” etc.





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Dabur: India's first plastic waste-free FMCG company

Netizens shout #Boycott

Four critical marketing-related laws of which businesses need to be aware.

Marketaiment

HDFC Life 'COVID batch'

Covert 'invisible' Advertising

## 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

- A. 
- B. 
- C. 
- D. 

### 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

## USER GENERATED CONTENT

User-generated content refers to unpaid or unsponsored social posts that people across every network share when they're using or gushing about a product or service. When your friend posts a Tweet about a fantastic experience they had with a hotel they stayed at, that's UGC. When your favorite brand reposts Instagram Stories from customers at an event they hosted, that's UGC.

Sharechat is present in 15 local Indian languages has leverage that plethora of user-generated treasure is what gives the medium it's power. Despite being organic, the reach of sharing and re-sharing UGC can go quite far for brands and consumers.





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Word of mouth marketing

## 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.

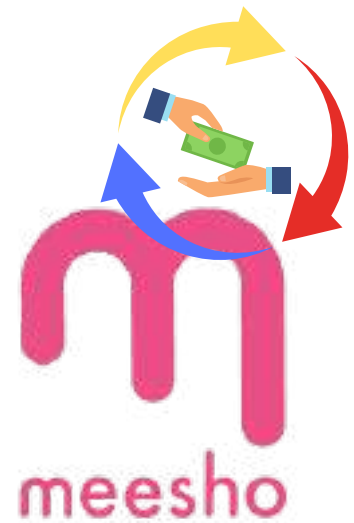


TRENDING



## 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.

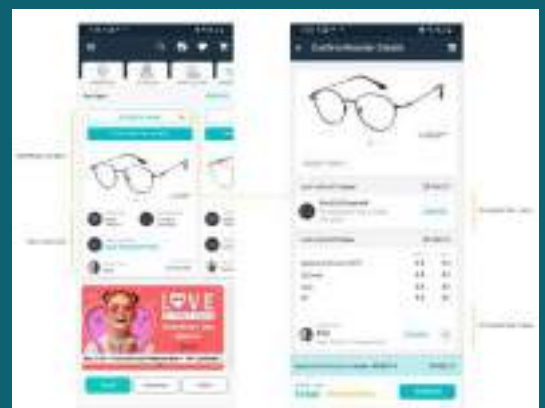
Viewers have shared their experiences with others over social media platforms. People have sponsored the movie tickets for their friends. It has proven that captivating content created by storytelling generated an emotional response to the state's history.

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

## OMNICHANNEL: LENSKART

The integration and collaboration of several channels that companies use to connect with customers with the objective of producing a cohesive brand experience is known as omnichannel marketing. This involves both physical (such as stores) and digital (such as websites) platforms. Lenskart, a leading e-commerce portal for eyewear, operates its omnichannel business. Consumers can shop for eyewear online and then go into Lenskart's store to try on frames at any time to buy the product, maintaining a satisfying customer experience across all channels.





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Brand's Strategic Logic Chain

## 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

- \_\_\_\_\_ makes use of your hard earned brand equity and gives a product which has the same characteristics as yours, albeit at a lower price.
- \_\_\_\_\_ is selling the originals via piracy and is a black market follower strategy.
- \_\_\_\_\_ Copies the Leader product, brand name, and packaging with slight variation.
- \_\_\_\_\_ 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**

## D2C: PURPLE

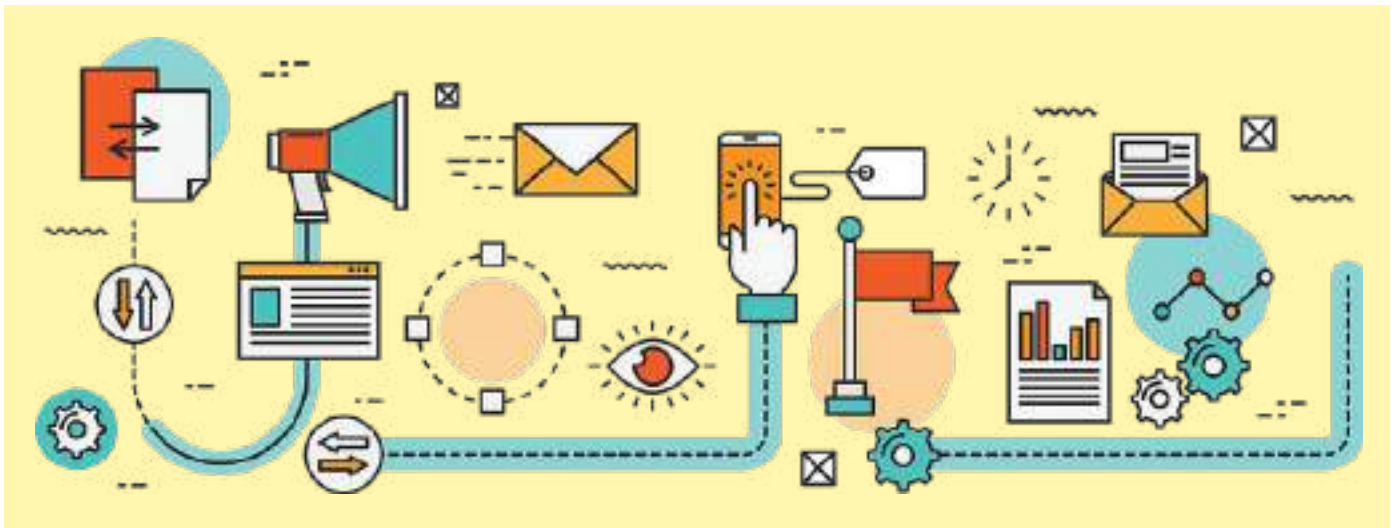
D2C, or Direct to Customer, is an eCommerce strategy with a low barrier to entry which allows manufacturers and consumer packaged goods (CPG) to distribute directly to consumers. It avoids the traditional process of negotiating with a merchant or reseller in order to get a product onto the market. The cosmetic brand, Purplle, has set itself apart in the industry by offering customers a customized shopping experience that considers their skin and hair types. Purplle creates brands and sells them to vendors who then sell them on the internet.





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## 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 Andrean, 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.

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## About Marketing360.in

Marketing360.in is a student-driven platform created to provide simplified information and insights into everything that is in current trend and news in this ever-changing world of marketing. We bring together some of the brightest minds who are keen in learning more about the updates in ever-changing dynamics of new-age marketing in the world as a club. We strive to create enthusiasm among the students for providing them news-oriented content in the domain of marketing, and guide them to explore the opportunities in this field.

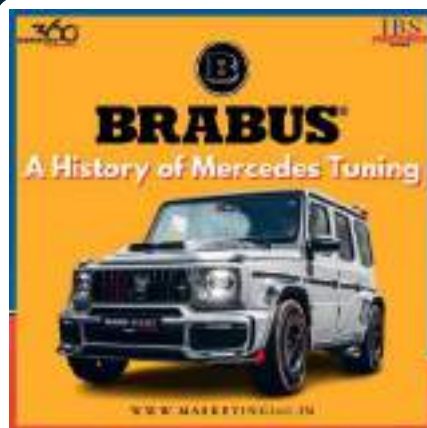
## Where we are now?

In this new era of Marketing360, we are a family of 50+ active marketers, content creators, social media enthusiasts, graphic designers and tech experts, who work together as a whole to deliver the best value to our readers. We are now a must-read source for our influential audiences across marketing landscapes as we aim to bridge the gap between theoretical concepts and its application in the practical world.

We help you fulfil your quest by becoming a part of our community of marketing enthusiasts just by connecting with us through [www.marketing360.in](http://www.marketing360.in) or our social media platforms.

## What we do ?

We at Marketing360 deliver new-age content by providing information of the new trends and buzz in the market. We are active round the clock because we won't let you miss any buzz!



**DISCOVER SOMETHING NEW.  
HERE TO MAKE YOUR LIFE EASIER!**





“Gupshup with M360” represents an amalgamation of Marketing experts and their experiential learning which is delivered via video episodes. Through this the listeners will be able to explore the journey of the speaker and take out market insights which are relevant in the ever changing world of marketing. The podcast series are made with a vision to enlighten people towards opportunities, threats and possibilities of various sectors via credible sources and provide authentic information to the audience.



(scan here to watch Gupshup Ep.1)



**BUZZ-BEE**

### About the Mascot-

Endurance, tenacity and ability to build, The bee symbolizes our vision to become skilled! Buzzing around the globe with diversity, looking forward to the new-age environment in times of modernity. With connecting concepts to reality, the bee represents harmony, strength, and a creative mentality. Aspiring to inspire, with efforts and efficiency, The team behind the bee is providing 24x7 information which is backed up with authenticity.





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# M360 PANORAMA

INDIA'S HABITS ARE CHANGING,  
SO IS THE MARKETING STRATEGY.



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