



## GE UNVEILS IT'S THREE WAY SPLITS

General Electric Company (GE) has revealed the names of the brand split. After Apogee's efforts of working for many years, GE decided to Historic Split into the identity of three companies. It will create a planned separation focused on the growing sectors of healthcare, energy, and aviation. These business ventures will be called GE HealthCare, GE Vernova, and GE Aerospace.

These actions are being made in preparation for the 2023–2024 tax-free spinoff of these brands. The engineering major decision to split has led to an improvement in GE's balance sheet and improved cash flows by streamlining operations. The legacy and prestige of GE will tend to be advantageous to all three planned businesses.



## SHIPROCKET ACQUIRES OMUNI

Shiprocket, a tech-enabled logistics startup, has acquired textile company Arvind's omnichannel tech-business Omuni. The Shiprocket-Omuni agreed deal tends to provide customers with a more robust and seamless post-purchase experience. For the best possible e-commerce experience, Omuni's SaaS products will enable Shiprocket to integrate inventory, orders, catalogues, contents, billing, and data throughout physical and digital storefronts. The combined effect of Omuni's retail stack and the Shiprocket Ecosystem will allow the substantial inventory of retail stores to be sold seamlessly through Shiprocket's logistical support as a service solution.



## DID YOU KNOW ?

### EXTENSION OF PRODUCT PORTFOLIO IN 2022

1. HUL has launched a new brand in the natural product segment called Nature Protect. After beauty, skin, and hair care, this will be the fourth brand in HUL's naturals or herbal portfolio, targeting home care.
2. Starbucks revamped its menu with masala chai and filter coffee to attract customers with Indianized and inexpensive options.
3. Tata Soulful increases its portfolio with the launch of masala oats with other breakfast items. The newly launched product brings differentiation to the table by addressing gaps and meeting consumer needs.
4. Aditya Birla Group announced the formal launch of its new 'House of Brands' entity– TMRW, which will create India's largest portfolio of disruptor brands in the fashion & lifestyle space and enable the next phase of direct-to-consumer (D2C) growth in India.



## GOVERNMENT WANTS BIG TECH TO PAY NEWS OUTLETS FOR CONTENT

Global tech giants such as Google, Meta, Microsoft, Apple, Twitter, and Amazon may be expected to pay a revenue share to Indian independent media and publishing outlets in exchange for using their original news/information. These digital and social media platforms have benefited tremendously from the internet's rapid spread, capturing advertising revenue and viewership (both print and video). As a result, only a few Big Tech companies have "consolidated market power," putting many original content creators at a disadvantage because news publishers lack negotiation power. The issue is being considered through regulatory interventions, which could occur as part of adjustments to existing IT laws. The primary goal of the issue is to tackle it legislatively by fairly compensating content creators for using their content and search results. The Digital News Publishers Association (DNPA) and the Indian Newspaper Society (INS) have filed a complaint with the Competition Commission of India (CCI) criticizing Google for abusing its dominant position in news aggregation to impose unfair conditions on news publishers.

### MARKETAINMENT

#### MARKETING CHEESY JOKES!

- What did marketing director of Parle Hide and Seek do on the first day of her job?
- Why did the marketer get off the trampoline?
- Why did the marketing couple decide not to get married?
- What is a pirate's favorite piece of marketing content?



### PEPSI DRIVE BACK TO 90S AD

More and more people look for sugar-free alternatives especially post the pandemic, therefore with an intent to bring more positive choices to consumers. Pepsi launches a new "Max Taste with Zero Sugar" campaign that honors the equilibrium between taste and health. With actor Jacqueline Fernandez, the campaign recreates Pepsi's most famous Cindy Crawford commercial. The campaign ends by reinstating that the new brand variant promises one of maximum taste with zero sugar. This simple recreation idea was joyous & motivational for the audience. [click here](#)



## DECODING HOW BRANDS CAN ACHIEVE PERSONALIZATION AT SCALE



Customers nowadays have much higher expectations. During onboarding, customers share personal information and expect brands to map their journey, anticipate their needs, and create hyper-personalized solutions. Creating that experience give brands a competitive advantage and aids in customer retention.

Personalization is no longer a novel idea. Brands recognize that hyper-personalizing in their offerings and communicating with individuals improve conversion and retention. Brands must now recognize that hyper-personalization is a difficult task that must be the ultimate goal for organizations.

Today's advanced data technologies enable businesses to use first-party data to create detailed customer analyses and better understand their preferences and behaviours. The ability of a brand to decode customer data is critical to creating hyper-personalized solutions for customers.

Snapchat allows users to design cartoon avatars of themselves i.e. bitmoji. The app has also launched an auto-generated daily Story called "Bitmoji Stories". These stories appear in the app's Discover feed, alongside other branded content and ad space.

This Raksha Bandhan, Cadbury dairy milk has launched personalized delivery and customization by putting the name or picture on the packaging. The brand is winning hearts on this occasion.

ETBrandEquity, in collaboration with Clevertap, has launched Kickstarter "The Giant Leap," a large-scale campaign in the customer retention space to identify the tools and technology that Indian digital pioneers are using to create a retention solution with personalized customer experiences.

🎯 **Marketainment:** Enable cookies | He was worried about his bounce rate | Because they weren't on the same landing page | A webinAAAAR!



## DECODING AN AD



### HIMALAYA WELLNESS COMPANY (STPD)

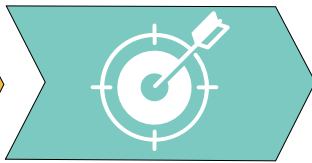
**Product:** Himalaya Purifying Neem Face Wash

**Ad created by:** The campaign has been conceptualized and created by 82.5 Communications, Bangalore. [click here](#)



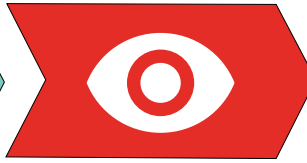
**Segmentation**

Urban Women



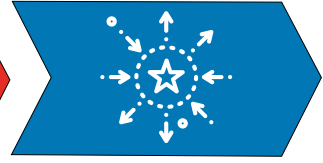
**Targeting**

Teenagers (13 -19)



**Positioning**

'Purifying Neem Face Wash'-  
"Pimple ke liye soap ki nahi,  
science ki maano"



**Differentiation**

scientific proof of  
efficacy-superiority over  
the regular face-cleansers.

## E-BUZZ

### NETFLIX PLANS TO FIND ITS INNER 'STAR WARS'

Netflix's franchise strategy is meant to complement its efforts to build a vast library of original programming. It aims to emulate the success of Mickey Mouse and "Star Wars," by trying to build brands that traverse film, television, games, and consumer products. Netflix is planning a dozen series and films inspired by "Stranger Things".

**NETFLIX**

### META'S NEW AI RESEARCH TOOL TURNS IDEAS INTO DIGITAL ART

Meta, formerly known as Facebook, has developed the 'Make-A-Scene' Concept that will let people use text and simple sketches to generate digital imagery. It can also generate its layout with text-only prompts. This new class of generative creative tools will be used to build more expressive messaging in 2D, mixed reality, and virtual worlds.



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