

# M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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## THE 5G OPPORTUNITY

In a field where the deployment of 5G technology has not yet started, the need for seamless OTT service is already on the rise. Due to cellular network improvements and a significant connection shift, 5G technology promises to improve user experience. Viewers will be able to observe high resolution and real-time processing of live streaming via OTT services with the aid of this upcoming technology. End users' consumption patterns, inclinations, and propensities will be influenced since they will quickly access a wealth of data. 5G will represent more than half of all subscribers worldwide by 2027.

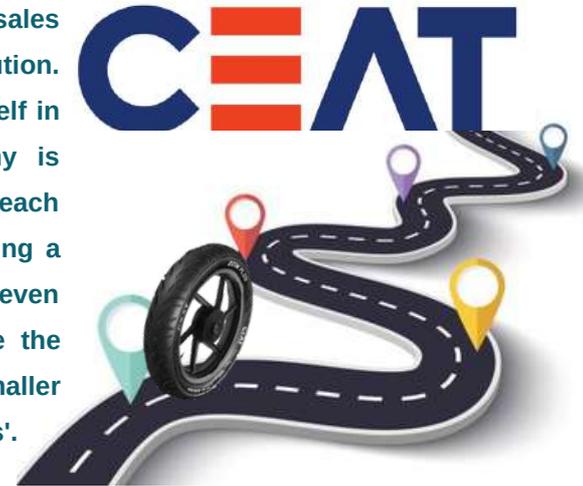


**TRENDING**



## WHEELS WITH MEALS!

Intending to double its outlets, Ceat aims to increase its tyre sales network in specific locations using its FMCG method of distribution. Ceat asserts that its tyre market is saturated and must position itself in less populated places to sell two-wheeler tyres. The company is engaged in a significant endeavor to increase penetration. To reach customers as near to them as possible, the company is conducting a habitat-based study through Kirana stores, auto parts stores, or even certain concept stores. These incremental 50,000 mostly will be the "unconventional" outlets adding channels will be value-adds in smaller towns, large geographies between towns and villages, small 'mandis'.



### IPHONE IN COURT

A match is the first foreign company to mount such a challenge against the iPhone maker in the country. Tinder-owner Match Group has filed an antitrust case against Apple with the competition regulator in India, accusing it of "monopolistic conduct" that forces developers to pay high commissions for in-app purchases. Apple's in-app purchase system hurts competition by raising costs for app developers and customers while also acting as a barrier to market entry. Match has also complained that Apple considers ride-hailing apps in India such as Uber and SoftBank-backed Ola as those providing "physical goods/services", allowing them to provide alternate payment solutions, even though they perform "a similar matchmaking function" like a dating app. The CCI investigation will now cover the case against Apple.



### DID YOU KNOW ?

#### FOUR TYPES OF ONLINE ADS

1. Product listings ads (PLA) or shopping ads - These ads appear on a search engine and have to pay for the number of clicks received, not for the number of times viewed. E.g Google ads show up on when searching "vacuum."
2. Banner ads or Display ads - The advertising appears on a predetermined space on a website. For example, horizontal banner "online real estate" ads. The goal is to get more brand exposure and attracting new customers.
3. Affiliate ads - These refer to when a website promotes another business's ads in exchange for a commission on every acquired lead that turns into an actual sale.
4. Social Media ads - The social media platforms offer perfect conditions for advertising. For e.g. Facebook ads, can choose audience by age, gender and education etc. enabling to reach ideal customers with a message tailored to them.



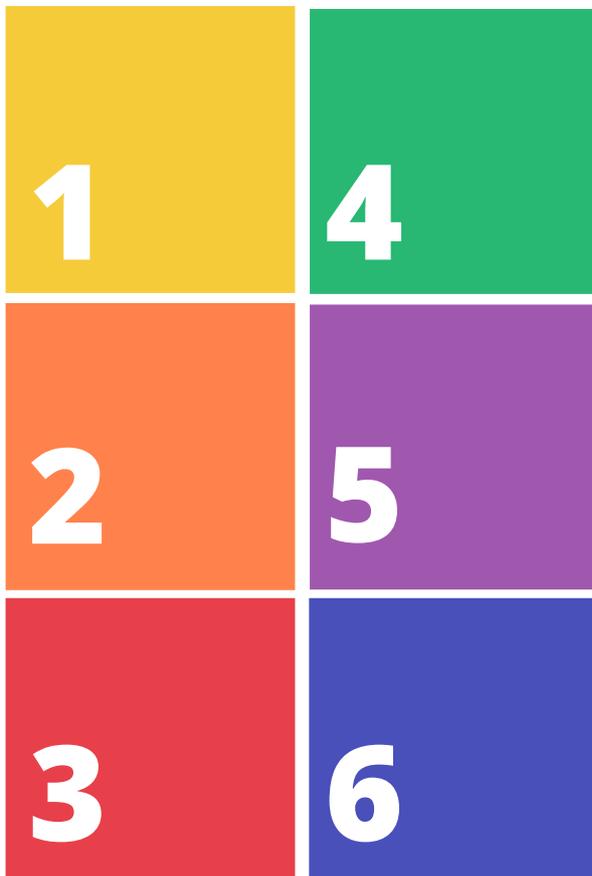
## APP BUNDLING NEW STRATEGY

The fact that the majority of viewers either take or share the credentials to their pricey memberships with friends and family is causing OTT platforms more and more difficulty. Because of this, OTT platforms now have to deal with a growing market saturation risk. In light of this, consumers are now "picking and choosing" the platforms they wish to subscribe to and use. Despite the fact that 40 million households paid for 80 million videos OTT subscriptions according to EY's M&E estimate for 2022, the share subscription fell from 51.5 per cent of total revenues in 2020 to 46.5 per cent in 2021. The current consumer base has a glass ceiling, and app bundling is crucial if a platform wants to increase the number of subscribers it can support.

For consumers concerned about costs, bundling offers widespread consumer reach and proliferation. In India, where consumers are price-sensitive, app bundling will be a crucial growth factor for OTT usage. It will present an opportunity to market to a larger audience for subscription sales.

### MARKETAINMENT

GUESS COLOR BY MARKETING  
MEANS!



### “FIND YOUR TRIBE” WITH HERCULES CYCLES

Hercules Cycles has unveiled a new campaign along with Indian cricketer Rishabh Pant to embrace brotherhood via its brand. In the advertisement, many tribes are depicted, including the dirt bikers', sundowners', and munchers' tribes. The advertisement encourages boys to identify and cherish their tribe—those individuals who share their goals and journeys to celebrate them. It decides the nature of adventures one could take on and gives the grit to complete them.



## CONSUMER OUTLOOK IN INFLATIONARY TIMES



Courtesy of steep inflation, increased grocery prices, rising fuel and utility prices, spiralling interest rates, and supply constraints. Consumers across all markets are adapting their lifestyles to meet these challenges. Still, their behaviours and tactics to manage spending differ dramatically, depending on how retailers and brands respond to increasing costs.

Retailers have had to manage rising labour and material costs and supply chain interruptions while maintaining business sustainability.

NielsenIQ's report for the FMCG sector performance FMCG sector grew by 6 percent in the March quarter over a year ago. Aided by 10.1 percent increase in price and 4.1 percent decline in demand aided by hardening fuel prices and producers passing on higher commodity prices and input costs to consumers across goods and services. Consumers in rural India faced higher inflation than urban citizens

CARE Ratings emphasizes that the high inflation across most categories is 'more worrying'.

India's high import dependency on edible oils, fertilizers, and crude oil, at all-time high prices globally, makes the outlook quite uncertain for inflation to dissipate soon.

The problem is that RBI has, for its third time, raised the market's repo rate, which will lead to a rise in interest rates, designed to put a lid on inflation and do so by slowing demand. As a rule of thumb, the actual casualties will be in those sectors that are high-ticket and highly discretionary. As Maslow's hierarchy of needs kicks in, areas such as food tend to be quite resilient — as do the value sectors like Real estate and similar waves in the electronics sector.

Businesses that have sold high volumes of flatscreen TVs in the past few months may find consumer spending on such items a little more muted — even if prices fall.

At times like this, the value of the sustained investment in advertising should be remembered. This puts a great onus on the marketing and commercial teams to develop a clear, consistent, complementary product and pricing strategy.

🎯 **Marketainment: 1. Warmth, Optimism, Happiness 2. Youth, Friendship, Innovation 3. Love, Energy, Appetite 4. Food, Nature, Wealth 5. Wisdom, Royalty, Creativity 6. Trust, Confidence, Technology**

## DECODING AN AD

### THE FERRERO GROUP (STPD)

Brand: Kinder Joy



Ad created by: The campaign has been conceptualized and created by MediaMonks. [click here](#)



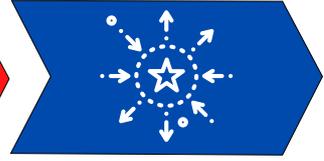
**Segmentation**  
Urban Women



**Targeting**  
Pre -teens (5 -8)



**Positioning**  
To make children understand the significance of the festival



**Differentiation**  
Fun and Educative journey as well as introduce equality and inclusivity in relationships via edutainment.

## E-BUZZ

### REDUCING UNORIGINAL CONTENT

Google is rolling out a search ranking update called the "Helpful Content Update" Will start rolling out globally to English language users on August 22. Aim is to reduce low-quality content and make it easier to find content that feels authentic and useful in Search.



### CROSS DEVICE SDK

Google has launched a new cross-device software development kit (SDK). The toolkit will let developers create apps that connect across a range of Android devices. Currently available for Android phones and tablets, Google eventually wants support for non-Android devices including iOS and Windows.



## ABOUT MARKETING360.IN

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