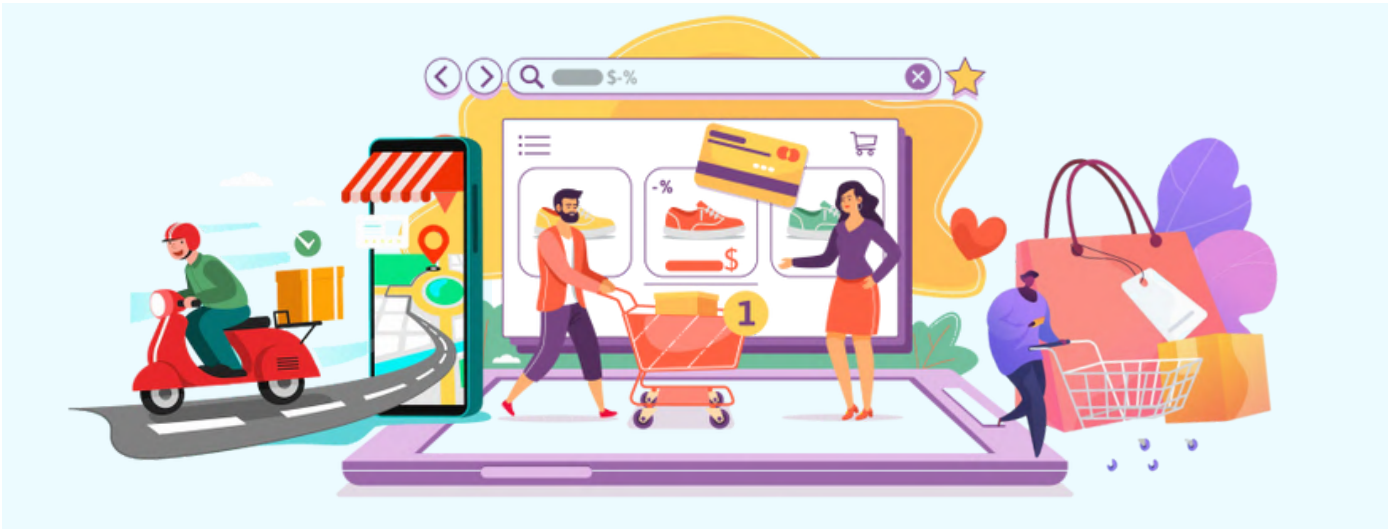


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M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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MEESHO'S BIGGEST FESTIVE SALE

Meesho takes a big bold move by initiating the largest festive sale event on September 23rd with Amazon (Great Indian Festival) and Flipkart (The Big Billion Days). This sale enables Meesho to connect sellers and buyers from all corners of the country. Along with fashion, a significant increase is expected in consumer electronics, home furnishings, and so on. Products on Meesho are priced 15–25% lower, differentiating them from all the other platforms. The company is also implementing various technological developments, such as a compressed app size of 13.6MB and appropriate inventory management, which will aid in dealing with the huge spectrum of business this festive season.



TRENDING



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RELIANCE'S DEBUT IN BEAUTY AND COSMETICS

Reliance Retail is planning to enter the beauty and cosmetics segment, opening over 400 stores in the coming years. The company is expected to categorise itself into two formats. The first will cater to premium customers with a multi-brand store similar to Sephora, while the second will target mass-market customers with value-priced products. Furthermore, they intend to launch their high-end beauty and cosmetics brand, named Tiara, with its first store in Mumbai's Jio World Centre.



FAVORITE CITY DISH ON DOOR

Zomato boosts its success regarding its Inter-city meal delivery service. Despite concerns relating to logistical nightmare and a high cash burn model, they are optimistic about its approach and aims to earn profits even on a minor scale. State-of-the-art mobile refrigeration technology to preserve food delicacies launched 'Intercity Legends' is technology which keeps the food without freezing or adding a preservative. And once a food order is received can microwave, air-fry, or pan-fry. This service already covers ten cities to serve.



DID YOU KNOW ?

PSU'S OPENING RETAIL STORES

1. ONDC to open in Bengaluru

ONDC is a platform where the consumer can find every potential seller, buyer, and payment gateway platform without any interference from giants.

2. HPLC to open a non-fuel store

HPLC is launching a non-fuel retail convenience store under the brand name "happyshop" with an online payment option. The store will have home utility products, toiletries, bakery products, groceries, medicines, and more.

3. Reliance Retail to launch first outlet 7-Eleven stores in India

RRVI sets to open a retail store in Mumbai 7-Eleven offers beverages, snacks, and delicacies specifically curated to appeal to local tastes, along with a refill of daily essentials.



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BOAT WISHES TO SAIL GLOBAL

BoAt-Imagine Marketing, the parent company of the wearables brand is gearing up to become a global lifestyle brand by increasing its worldwide reach, according to a top company official. This expansion decision is awaiting an affirmative nod for the Rs. 1100 Crore public issue, of which 900 Crore will be a fresh issue and the rest offer-for-sale.

BoAt expects to manufacture 60 lakh units in the first phase of FY23 which is almost double its present output and scale it further to meet the increasing demands of consumers. This will enable them to launch products faster at jaw-dropping prices.

The brand's overall wearables category stands strong in the domestic market, with a 40% market share. The company has strong relationships with established technology participants. It is seeking to expand in global market, primarily within its core audio and wearable categories.

Among all its products, watch-based wearables are the fastest growing with 145% growth over the past year.

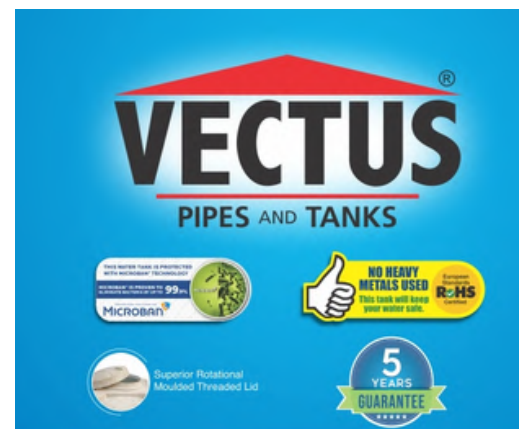
MARKETAINMENT

IDENTIFY THE BRANDS BY THEIR
OLD LOGOS



'AB TANKI NAHI, VECTUS MAANGO'

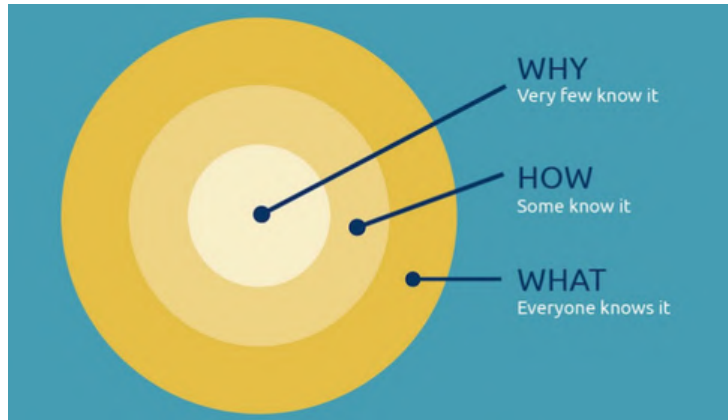
Vectus has launched a 360-degree campaign along with Wavin that spotlights it as the new synonymous for superior quality water storage tanks. The campaign puts a strong brand recall amongst its expanded customer base by showing the strength and quality of the product. It highlights the brand as a choice for every Indian household through its authentic right emotional message to make the right choices when the task is to choose the best water storage solution.



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GOLDEN CIRCLE MARKETING - THE WHY CONCEPT



Golden Circle Marketing, referred to as the 'Why' concept of Marketing, is promoted by Simon Sinek in his book - Start with Why. The Golden Circle clarifies the company's purpose to work and aids in the correct application of strategies to engrave its presence in the market.

The traditional business model developed the idea of business in the following way-

- What do we do?
- How do we do?
- Why do we do this?

Simon flipped the above theory and came up with a Golden circle theory which focuses on the 'Why' concept and then moves towards 'How' and 'What'. The right 'Why' will sustain the organization and will attract more employees and customers to be a part of it.

The three components of the Golden Circle Model are:-

1. The Why - It captures the vision and mission of the company. The purpose makes the company stand out and sustain itself in the long run.
2. The How - This defines the practical steps a company takes to achieve the 'Why'.
3. The What - The product/service provided by the company that marks its identity.

Successful companies like Apple and Tesla focus on the Golden Circle to make their approach customer-driven and deliver the best of their output.

Let us study the Golden Circle of Apple:

- Why - The company challenges the status quo and achieves this purpose by thinking out of the box.
- How - To achieve the 'why' purpose, they design products that are easily accessible, elegant, and have an eye-catching design.
- What - Their unique hardware and software configuration for designing computers while maintaining the quality of the product is what makes them different and appealing.

The golden circle reminds the employees of the firm's purpose, enabling them to strive to achieve the desired goal continuously. After seeing the company follow this approach, customers believe in and become loyal to the company and establish a strong customer relationship with the brand.

🎯 **Marketainment:** 1) Burger king, 2) Nestle, 3) Mozilla firefox, 4) Volkswagen, 5) Kodak, 6) Fiat, 7) IBM, 8) Canon

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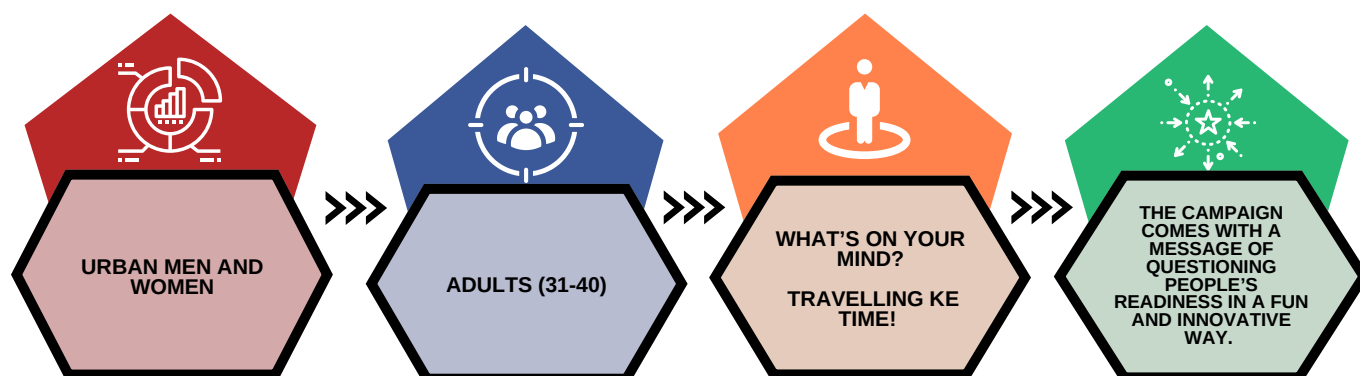
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DECODING AN AD GODREJ SECURITY SOLUTIONS (STPD)

Brand: Godrej

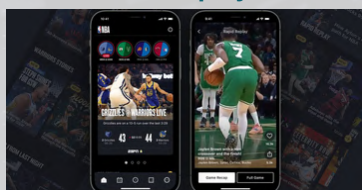
Ad created by: Sixty-Fifth Communications and urges viewers to enjoy travel without worrying about home security. [click here](#)



E-BUZZ

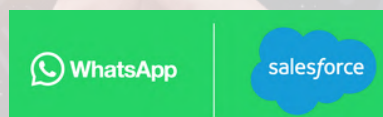
TIKTOK CONTINUES TO SOCIAL-SIGHT ITS INFLUENCE

The NBA launched a Gen Z-attractive version of its app in partnership with Microsoft. The key features highlight vertical video, real-time scrolling "For You" recommendations, and live content like behind-the-scenes access to players and teams.



WHATSAPP TO PARTNER WITH SALESFORCE

Whatsapp Cloud API's capabilities will be available to Salesforce customers through their recent partnership. This will benefit businesses to offer new experiences to customers via Whatsapp and manage these services across salesforce applications.



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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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