

# M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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## FIRECRACKER MARKETING

Marketers are taking extra steps this Diwali to make festival celebrations even more joyous. They want consumers to spend for Diwali but also appreciate local businesses' strengths and create more memories. Both The #ShopsForShopless campaign from Cadbury Celebration links local street vendors with customers, and Coke "Milke Cola's hi manage Diwali" campaign, which encourages consumers to "meet" their friends and family through their product innovation rather than merely "greet" them.

As search gets intense due to purchase patterns peaking during festive sale periods, brands try to encash the extra purchasing power of consumers through Diwali marketing.



TRENDING



## ASUS'S INCREDIBLE EXPERIENCE

ASUS India launches a range of premium OLED laptops starting from INR 41,990/- in its new TVC campaign - 'Incredible comes from within'. The campaign has a two-sided approach, one focusing on the design concept and another focusing on the ultimate user experience. The range has three series of laptops - Zenbook, Zenbook S, and Zenbook Pro. These laptops are great for everyday use and have dynamic features for heavy design work. This campaign has marked the place of ASUS in premium laptops by focusing on the product, users and the experience it will deliver.



### AU SMALL FINANCE BANK IN CONTROVERSIAL TALK

Recently Aamir Khan and Kiara Advani were featured in an ad film for AU Small finance bank, with the tagline "Badlav humse hai". The ad showed the bride(Kiara) not crying during her Bidai and the groom taking the first step to enter the house instead of the traditional bride's ritual. Critics claim that the experiment with the traditions is a targeted attack on a particular religion. The brand also attracted a lot of criticism for trying to question and change the traditions in its advertisement.



### DID YOU KNOW ? PSU'S OPEMYSTERY FACTS ABOUT COMPREHENSIVE BRANDS

#### 1. Facebook

Facebook is blue in colour primarily because billionaire founder Mark Zuckerberg has red-green colourblindness. While designing "Facebook", he chose shades of blue as a part of the user interface colour scheme.

#### 2. Google

It was initially called "BackRub". The name "Google" actually came from a Stanford University graduate student named SEAN ANDERSON during a brainstorming session to which page countered with "Google".

#### 3. Carlsberg

Used the symbol of "Swastika" as its logo until 1940. Karl was very interested in ancient Greece & Rome, where the symbols were often used he finally stopped using the swastika symbol.

#### 4. Reliance Jio

The Jio logo is a mirror image of the word "Oil" and in some ways reflects Reliance's journey from oil draining to data mining.



## INDIA, THE LARGEST MARKET FOR ADOBE INC.

Adobe Inc., the US parent company, said that India is a crucial market and would significantly boost the growth of the world's most popular graphics software provider company.

Chandra Sinnathamby, Director, Asia-Pacific at Adobe, feels the Indian government's initiatives like Make-in-India and Digital India are a great combination which will enhance global reach.

Adobe is the most popular firm for two-dimensional content creation, and it is now all set for three-dimensional content; this can be used in the metaverse to help retailers, brands, and goods firms for the virtual marketing world. Also, the pandemic has pushed the trigger for digital transformation.

The company said that it is a new challenge to reach new customers as it only focused on tier 1 cities, but newer customers are mainly from a smaller towns.

### MARKETAINMENT

#### MATCH THE MEMES WITH BRAND'S TAGLINES

- |    |   |    |   |
|----|---|----|---|
| 1. |  | 2. |  |
| 3. |  | 4. |  |
| 5. |  |    |   |

- 1) Jo biwi se kre pyar, wo prestige se kaise kare inkar?
- 2) Never have a bad meal
- 3) Mood toh tabhi Banega jab spotify chalega!
- 4) Har pani ki bottle Bisleri nhi hoti!
- 5) Dil toh roaming hai

### HONDA- BEYOND YOUR EXPECTATIONS

Dentsu Creative India has launched a fresh campaign titled 'A Honda Goes Beyond', aiming to connect with brand enthusiasts and a new generation of customers highlighting the brand's philosophy of 'Durability, Quality, and Reliability'. It aimed to develop a communication that celebrates customers' bond with Honda. The brand promises its customers to go the extra mile for them to enjoy a delightful experience that goes way beyond just the drive, the engineering, and the cars. [Click here](#)



## IN-FILM MARKETING



Roll camera! Lights! Action! And you are done marketing. Sounds strange? This is what In-Film marketing is all about. In-film marketing focuses on the strategic placements of the brands or commodities in the films to mark their presence. Their presence might be subtle enough not to disturb the plot of the film, yet strong enough to be noticed by the audience. The subtle and seamless positioning of brands like Volvo and Mahindra in Bollywood's megahit '3 Idiots', was proven effective as a pre-launch marketing strategy for the brands. Even movies like 'PK' featured two songs where the actors ride Hero Cycles. The movie was also seen placing Cycle Agarbatti as incense sticks were used during prayers. But why do brands opt for In-film marketing instead of conventional marketing methods? Brands prefer to do promotional activities with celebrities or persons of high influence. The films provide brands with such platforms to work with actors and rent their screen times to these brands, thus generating extra revenue from brands. The brands in turn do not have to spend extra costs on ad filming, they also have to not worry about the promotional activities of the brand as the films will do it for them. It is therefore a win-win situation for both the films as well as the brands. The brands have to be proactive in their approach and be smart in their placements, only then will they be able to break the clutter and build a good recall value. The biopic 'Bhaag Milkha Bhaag' smartly placed the fact that Milkha Singh ran his first cross-country race after he joined the army to get a glass of Doodh(Milk). The brands must be proactive in their placements as they must be present with the films at the scripting stage itself. A few examples of In-film marketing are Aston Martin in the James Bond series, and Nike in Forrest Gump.

### 🎯 Marketainment Answers:

- 1) Never have a bad meal - Zomato
- 2) Jo biwi se kre pyar, wo prestige se kaise kare inkar? - Prestige Cooker
- 3) Dil toh roaming hai - Make My Trip
- 4) Mood toh tabhi Banega jab spotify chalega! - Spotify
- 5) Har pani ki bottle Bisleri nhi hoti! - Bisleri



## DECODING AN AD

### BAUSCH + LOMB LAUNCHES 'DEKHO MAGAR PYAAR SE'

Brand: Baush + Lomb

Ad created by: This digital campaign has been launched by Kinnect, a part of FCB Group India, India's leading creative, data, and digital media powerhouse. [Click here](#)

#### Segmentation

Urban Men and Women



#### Targeting

Adults above 40-50



#### Positioning

This Festive season See Better. Live Better. And #DekhoMagarPyaarSe!



#### Differentiation

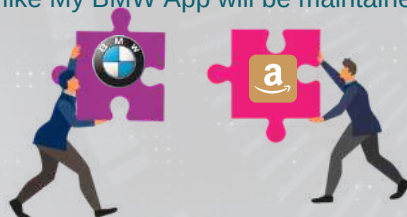
The campaign highlights Presbyopia, a condition affecting near vision & provides its audience with contact lenses that help them see with loving eyes.



## E-BUZZ

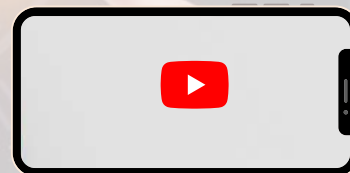
### BMW COLLABORATES WITH AMAZON WEB SERVICES

Through AWS cloud solutions, BMW will manage vehicle records and potential data for future vehicle generations. New and modified data-driven customer functions like My BMW App will be maintained.



### YOUTUBE TAKES A STEP AHEAD

Youtube launches a home screen widget for iPhone users, enabling immediate access to its UI using the 'Quick Actions' option. It also comes up with a new 'Handles' feature for better user-creator interaction.



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