

M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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Marketing Insights

#MAKENOISEFORCHIKU

An audience from various platforms has been drawn in by Noise, a critically praised brand that recently unveiled its newest brand ambassador. Cricketer Virat Kohli is their most recent signing for smartwatch devices under the wearables brand. Noise used the term Chiku, an affectionate nickname given to the player by his admirers, to tease audiences at first and then began a prevailing trend with the #KingChiku. As the netizens decoded the hint, they created a fun petition to put a new spin on the trend. Noise also jumped on board with their #MakeNoiseForChiku campaign to support the petition's demand that "Chiku" be crowned the king of the fruit.



TRENDING



AIRASIA INDIA STARTS BINGE-WATCHING ZEE5

AirAsia India took a first-of-its-kind initiative and organized an exclusive premiere on TVF Pitchers Season 2. The premiere featured its in-flight experience hub 'AirFlix' partnering with the OTT platform Zee5. The premiere was launched on i5-784 from Delhi to Bengaluru on 27th December. Through this merger, Zee5 will be the first ever OTT platform that will be available for the passengers onboard. This will be a unique experience where AirFlix flyers powered by sugar box will also be able to order refreshments in flight and also shop on brands like boAt, Man matters, Arata, etc. This innovation will enhance customer experiences and help the companies to achieve a wider audience.



DORITOS, NOT FOR KARTIK ARYAN?

Doritos new campaign created a buzz among the audience. As a fan-favorite actor, Kartik Aaryan portrays himself as bewildered and shocked in their commercial after being denied access to his preferred nacho during the shoot. The actor expressed his displeasure in an Instagram video, which has gone viral with over a million likes. Further anticipation did when the actor put a poll on Instagram to ask its audience whether and what happened was correct or not. The following campaign turned out to be a perfect attention grabber for the brand's new campaign.



DID YOU KNOW ?

TOP FOUR SHARK TANK BUSINESSES

BOMBAS:

They market comfort socks and more recently T-shirts. For each item sold, the company donates an item to organizations that help homeless people.

SIMPLY FIT BOARD:

It's an exercise board where you stand on it and twist. It is a fun, effective way to tone your body and improve your balance through your core.

THE BOUQS:

It's an online seller of flowers that partners with eco-friendly farms. They are well-known for their modern, farm-fresh blossoms and imaginative flower arrangements that are perfect for giving as gifts.

THE SLEEP STYLER:

They are heat-free hair rollers created from memory foam to use while sleeping. They are a comfortable, heat-free, and hands-free hairstyling system.



REIN IN BIG TECH'S AD BUSINESS, PANEL TELLS GOVERNMENT

A parliamentary panel has requested that the government pass digital competition legislation to promote an open and equitable ecosystem in India. The panel has urged the government to monitor and take appropriate action in response to anti-competitive behavior in digital markets. The standing finance committee has presented a report on the anti-competitive actions of large IT businesses in parliament. Because Big Tech owns "every step in a system that connects ad suppliers and purchasers and gives the Big Tech companies an unfair edge over the market," the report concludes that these companies' advertising businesses pose a monopolist threat. The paper also highlights the risks associated with bundling sales and using user data for marketing. The committee says that platform neutrality "must be ensured at all costs as otherwise, it can lead to a negative effect on downstream markets, as their profits decline and an unfair advantage is provided to the leading platform i.e. the platform itself."

MARKETAINMENT

GUESS THE BRANDS / PRODUCTS FROM THEIR NUMBERS



1.



2.



3.



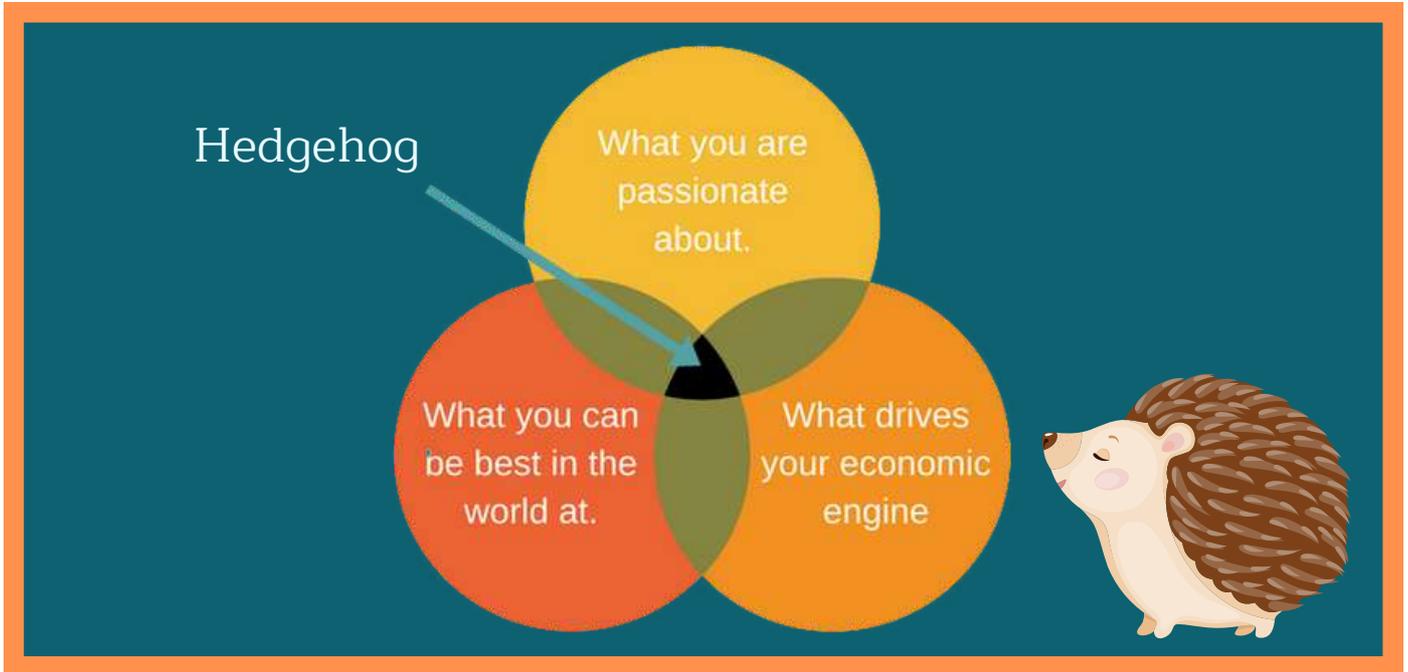
4.

EBAY- "EXPORT KA EXPERT"

Ebay a global e-com leader has launched one of its kind seller-focused marketing campaign "ebay Export Ka Expert". Ebay's campaign aids in overcoming challenges for Indian exporters by providing solutions. This will assist Indian sellers to build a global business on ebay by giving access to over 190 markets and tools to market their products. By offering a complete packaged solution, ebay desires to establish itself as the preferred choice for exporters nationwide.



THE HEDGEHOG CONCEPT



The Hedgehog concept is the comparison between two animals, the fox and the hedgehog. This comparison is on the basis of the qualities of these animals, where the fox is believed to know many things, but the hedgehog is believed to know one big thing. This concept was first put forward by Jim Collins, in his book *Good to Great*, while covering the rise of exceptional companies. The concept gets its name from Isaiah Berlin's essay where he compares the tactics of a fox to the tactics of a hedgehog. The fox knows innumerable strategies, but the hedgehog knows only one big strategy, but meticulously. This highlights different approaches by different animals to the same situation. Foxes are scattered, spread out, moving in many different directions at once, whereas hedgehogs are focused, simplifying their strategy to a single organizing idea. In the marketing sense, the hedgehog symbolizes focusing on what is essential and ignoring the rest. On the other hand, fox symbolizes focusing on the 360 aspect of the product. This is like a never ending debate on which is better, "the jack of all trades or the master of one", while one narrows its focus to a particular field but does an in-depth analysis of the same, whereas the other focuses on covering the 360 dynamics of the same. The truth is that there is no single answer to which is the best, but both work in unison rather than in isolation. A marketer always needs to strike the correct balance between both by not only focusing on covering all the dynamics but also knowing individual dynamics in detail. The Venn diagram of the hedgehog concept is described as the intersection of what you are deeply passionate about, what you can be the best in the world at and what drives your economic engine. The careful mixture of mastering one concept and being the jack of all others is the hedgehog concept.

🎯 Marketainment Answers:

- 1) Mercedes
- 2) McDonald's
- 3) British Airways
- 4) Tide



DECODING AN AD

CADBURY DAIRY MILK LAUNCHES "HEART THE HAPPINESS- BE A PART OF SOMEONE'S HAPPINESS" CAMPAIGN.

Brand: Cadbury- Dairy milk

Ad created by: The ad campaign was launched by Cadbury dairy milk for "heart the happiness- be a part of someone's happiness. On the occasion of Christmas eve



SEGMENTATION

The ad mainly focused on celebrating the unnoticed happiness in individual life and motivates them to be a part of someone else happiness.

TARGETING

General population of all age groups to spread happiness but also focusing on netizens the and Instagram population to share their best moments of 2022.

POSITIONING

On the occasion of Christmas eve to spread and encourage happiness through #heartthehappiness

DIFFERENTIATION

The campaign will be promoted through all source of platforms to celebrate their end-year all meetha moments.

E-BUZZ

REVIVER OF SPORTS CULTURE!

The Khelo India programme was introduced to rejuvenate the sports culture in India. It's a digital platform that has statistical data from athletes and coaches to all sports venues across India. It gives people information they need for the multiple programmes they have to offer.



META'S MOST RECENT SCAM!

Meta company had more than 2.29 crore of illegal and indecent content created by Indian users, Meta took action against 1.95 crore of content on Facebook and 33.9 lakh of content on Instagram.



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