

# M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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## THE ERA OF BILL-BOARD COLLAB

Zomato and Blinkit grabbed all the attention by creating a buzzy advertisement that flips a well-known Bollywood Line. The brand features the catchphrase "Doodh mangoge, doodh denge; Kheer mangoge, kheer denge" from the 2022 film Maa Tujhe Salaam with a twist. The two billboards were positioned next to one another in a shot that Zomato shared with the description, "Insta collab with a billboard collab." Despite being one of the most well-known meal delivery apps in India, Zomato's grocery company, Blinkit, already has operations in 27 cities and has expansion plans for more.



TRENDING



## EASEMYTRIP.COM BECOMES THE OFFICIAL TRAVEL PARTNER FOR SHARJAH WARRIORS

EaseMyTrip.com, one of India's largest online tech travel platforms, has announced that it has achieved official travel partner status for the global Capri franchise called Sharjah Warriors. The Sharjah Warriors are one of the teams participating in the United Arab Emirates' six-team T20 tournament run by the Emirates Cricket Board. Through this partnership, EaseMyTrip.com will have a global reach. EaseMyTrip's brand logo is also used in other teams' engagement activities and commercial exercises, such as the team's official training kit and marketing and communication materials.



### #CONQUERWITHCOURAGE

Mountain Dew recently brought to life its marketing concept into a real-world pedestal of having overcome milestones with courage, building on the brand proposition with their classic phrase "Darr Ke Aage Jeet Hai." The on-the-ground activation of Mountain Dew produced an immersive environment with an instant holographic setup, 360 photo booths for celebrating victorious moments, and a #ConquerWithCourage wall exhibiting over 3,000 photographs of people who shared their courage tales over the course of almost 10 days in the heart of South-Delhi Saket.



### DID YOU KNOW ?

#### WHAT'S IN A NAME?

1. The multinational Indian pharmaceutical company **CIPLA** is short for Chemical Industrial and Pharmaceuticals Laboratories.
2. **TVS** is short for Thirukkurungudi Vengaram Sundram. Thirukkurungudi Vengaram Sundram Iyengar was the founder of the TVS group.
3. **WIPRO** was not always into the IT sector, it was started as Western India Palm Refined Oil Ltd.
4. The Indian dairy company **AMUL** is an acronym for Anand Milk Union Limited.



## NEW ERA FOR GAMES AND TOYS

A Hyderabad-based children's toy and gaming brand Namasthe World is launching a new era of gaming for kids which includes physical toys, digital content, edutainment-centric games, and other games. In line with government's "Atmanirbhar Bharat Abhiyan", this brand focuses on creating international standard IP's on various entertainment platforms and plush toys, block puzzles, AI based games, digital and mobile gaming, AR/VR etc. Namasthe World is aiming to reach out to children as well as parents In India, UK, Europe, UAE, USA. It will provide a big opportunity to traditional toys, local artisans and this will cater to a large age group of people from toddlers to senior citizens, as it is aiming to penetrate the Foreign toy brands into the Indian Market. It has made Hamley's and Rowan,s its official distribution partners .The pricing range will be anywhere between 500-10,000. The brand will be available in any desired color, manufactured using an eco friendly process, and has international design standards as well.

The games and toys will combine physical and digital elements that help in imparting education through a lot of fun.

### MARKETAINMENT

MATCH THE BILLBOARD TAG WITH THEIR BRAND LOGO.



Friday mangoge  
Wednesday denge



Safedi mangoge  
Chaunka denge

**NETFLIX**

Chutney mangoge,  
rocket denge



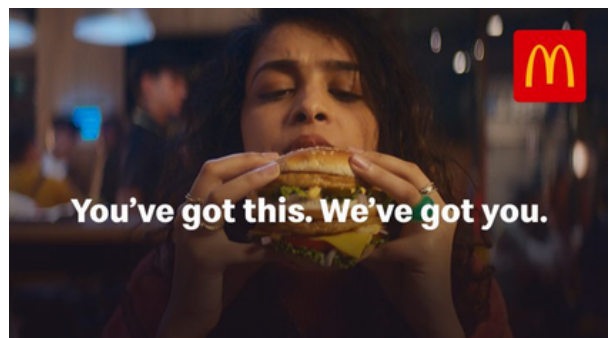
Nachos mangoge,  
saath me dip bhi denge



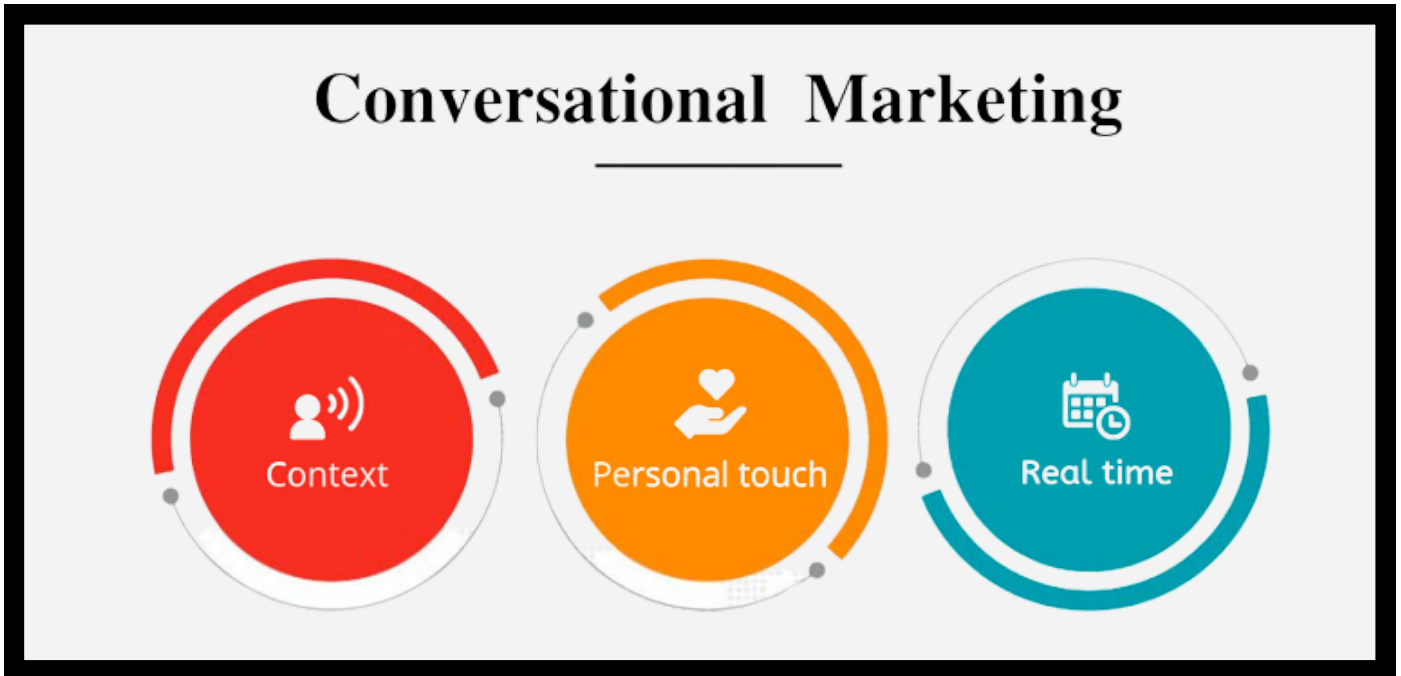
Job change mangoge,  
Recruiters ki line laga denge

### WHEN LIFE THROWS UNEXPECTED CURVEBALLS – HAVE MCDONALD'S

McDonald's India- North and East has launched a new film which is a part of the "We Get It" campaign. Through this campaign, McDonald's wants to remind the customers that it gives an ultimate feel-good experience through its services and food. The campaign includes three films, with real-life situations, which show when life gives hurdles Mcdonald's remains relevant and constant. The campaign has an appropriate tagline that says , "You've got this. We've got you".



## CONVERSATIONAL MARKETING- BOON OR CURSE



Conversational marketing engages customers through dialogues putting focus on customers interactions through two-way communications real-time conversations. It allows better customer engagement, this term was originally named by Drift, a marketing and sales company. It changed the way the companies communicated with their customers, allowing teams to communicate better with their website visitors and give the visitors the information they want. This creates a good experience between brand and consumer and often builds a strong relationship between them.

In conversational marketing, brands don't need to stop traditional methods like the lead capture method. It is a tool used to grab the attention of the audience based on their communication styles along with a brand. Traditional marketing approaches are focused on making a sale by influencing prospects as quickly as possible. But conversational marketing puts the customer first. By offering customers multiple channels to engage, it also lets them choose how to communicate with the company. Conversational marketing is getting popular because of its improved results of helping visitors in a more streamlined fashion with an increase in conversion rates. An example of conversational marketing is Chatbots, the use of chatbots on digital platforms has grown increasingly. Chatbots are computer programs which are meant to process human conversations, providing their users with a more interactive approach to communicate with a brand as if it were a real person. Chatbots have expressions of interactions between humans and machines in the form of conversational marketing. Using a combination of Artificial intelligence, this technology provides real-time interactions between people and services, while offering new ways to the company to streamline the user engagement process. A chatbot is set up to help a user in their journey, but there is a lot of work that goes into planning the chat flows for various groups depending on their needs from a brand. Conversational marketing also gains insights about prospects earlier leading to better conversations to engage in the sales process.

### Marketainment Answers:

1. Netflix: Friday mangoge Wednesday denge
2. Naukri.com: Job change mangoge, Recruiters ki line laga denge
3. Ching Chinese: Chutney mangoge, rocket denge
4. Bingo: Nachos mangoge, saath me dip bhi denge
5. Tide: Safedi mangoge Chaunka denge



## DECODING AN AD

### VICKS ZZZQUILL NATURA

Brand: P&G

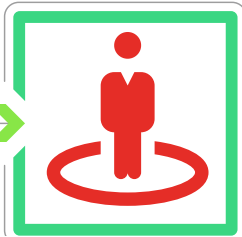
Ad created by: This campaign is launched by P&G Health with study conducted with Kantar to address the impact of sleeplessness in our daily life.



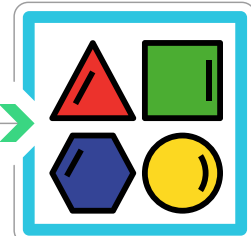
**SEGMENTATION**  
Sleep Deprived Population  
( India is 2nd most sleep deprived country, 60% Indians facing occasional sleeplessness )



**TARGETING**  
Working class population



**POSITIONING**  
The World's No.1 Sleep Aid Brand



**DIFFERENTIATION**  
The ad aims to create awareness among the unaware population about the harm of sleeplessness.

## E-BUZZ

### JIO LAUNCHES 5G SERVICES IN INDORE, BHOPAL

Jio launches their 5G service in major cities like Jabalpur, and Gwalior. Every small taluka of Madhya Pradesh would be able to enjoy the digital phase and network services by the end of 2023



### SKYHAWK: INDIA'S FIRST 5G DRONE

BHUBANESWAR: A 5G-enabled drone with vertical take-off and landing capabilities has been built by startup company IG Drones, which was founded on the Veer Surendra Sai University of Technology (VSSUT) campus in Sambalpur, Odisha mainly affecting Defence and Medical sector.



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