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M360 PANORAMA

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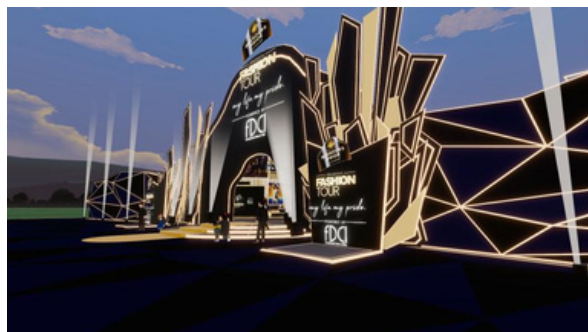
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THE METAVERSE FASHION SHOW

Blenders Pride Glassware Fashion Tour, powered by the Design Council of India, inaugurated the nation's first exclusive fashion tour on the metaverse. The brand's legendary legacy was reimagined and given a fresh, modern spin for the 16th edition of the show, which featured a state-of-the-art new avatar. The goal was to make fashion an immersive and compelling experience for the audience, and the brand was super innovative to bring it to life. The company set a new standard for fashion in India with this revolutionary event. It established itself in the market and set an example with a newfound energy and vision, with the underlying objective of making fashion more inclusive, approachable, and futuristic!



TRENDING



CADBURY 5 STAR'S AI MUSH DETECTOR FOR VALENTINE'S DAY

The chocolate bar famous for its “Do Nothing” tagline has taken a step further in doing nothing this valentine's day. The chocolate brand has launched an AI app for singles promoting counter-culture against mushy couples on Valentine's day. This move of dislike for romance is not evil but a strategically planned annual ritual for the Mondelez-owned chocolate brand. The brand collects data where couples buy chocolates from and where they are most likely to go with them. This gives the singles a heads up against the mushy couples and thus breaks the trend of love during valentine's day.



#FINDYOURGULABOO

Fab India as a brand urges the community, artists, followers, members, and collaborators to #findyourgulabo, find your passion all in the colors of gulabo, and be fab! It is a creative social media campaign that was inspired by Pantone's color of the year, Viva Magenta, which is both feminine and fearless. Fabindia wants society to rediscover its gulabo—its joy, its zeal, its spark for daily life—with the intention of reviving its energy and enthusiasm.

In 2023, Gulabo stands for truthfulness, joy, and self-expression. The #FindYourGulabo campaign is a fun way to share your everyday delight and embrace your love for life while wearing the color pink.



DID YOU KNOW ?

FAMOUS BRANDS THAT SMELL: DID YOU KNOW BIG BRANDS TARGET YOUR NOSE?

-  It uses a scent named “intimate blue” to create an illusion that good tech has an aroma. This scent is designed to be gender neutral, crisp, sharp & evocative.
-  It uses a fragrance in their vents that emits the scent of “whoppers” being freshly cooked, targeting memory to inspire hunger.
-  They cook buns every thirty minutes intentionally so their scent stays longer as people walk by to inspire hunger.
-  Abercrombie and Fitch is an American clothing brand which also caters Indian market through e-commerce platforms, uses scent named “Elwood” which is designed to be overpowering, luxurious & exciting and targets “younger millennials” to create customer recognition.

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GOVERNMENT MAY AUCTION MORE 5G SPECTRUM SOON

The Department of Telecommunications (DoT) is striving to make more spectrum available for 5G services that could be put up for auction on April 1 of the following fiscal year. The Department of Transportation is considering the sub-6-GHz and millimetre wave bands for next-generation services. Because it can transmit large amounts of data over great distances, mid-band spectrum is thought to be perfect for 5G services. According to the international trade group for the telecom industry, GSMA, spectrum in the 3.3 GHz to 3.8 GHz band is especially desirable for 5G because many nations have already earmarked it for the technology, accelerating the development of the ecosystem, including handsets and equipment. According to the official, some broadcasting and satellite companies in India currently use the 3.8 GHz band, and the DoT is looking into ways to move them to higher frequency bands so that some of the band can be freed up and auctioned for 5G. As a result, the upcoming fiscal year and technological advancements will benefit India's commercial and industrial sector.

MARKETAINMENT

OUR VERY OWN BUZZBEE VISITED FEW OF THE BRANDS. GUESS THE NAMES OF THESE AI GENERATED BRANDS WITH A HINT



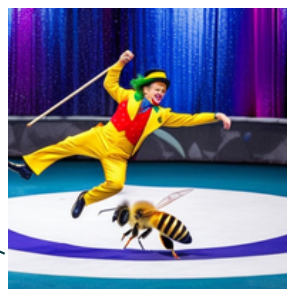
1.



2.



3.



4.

BATA INDIA INSPIRES YOUTH TO LIVE LIMITLESS

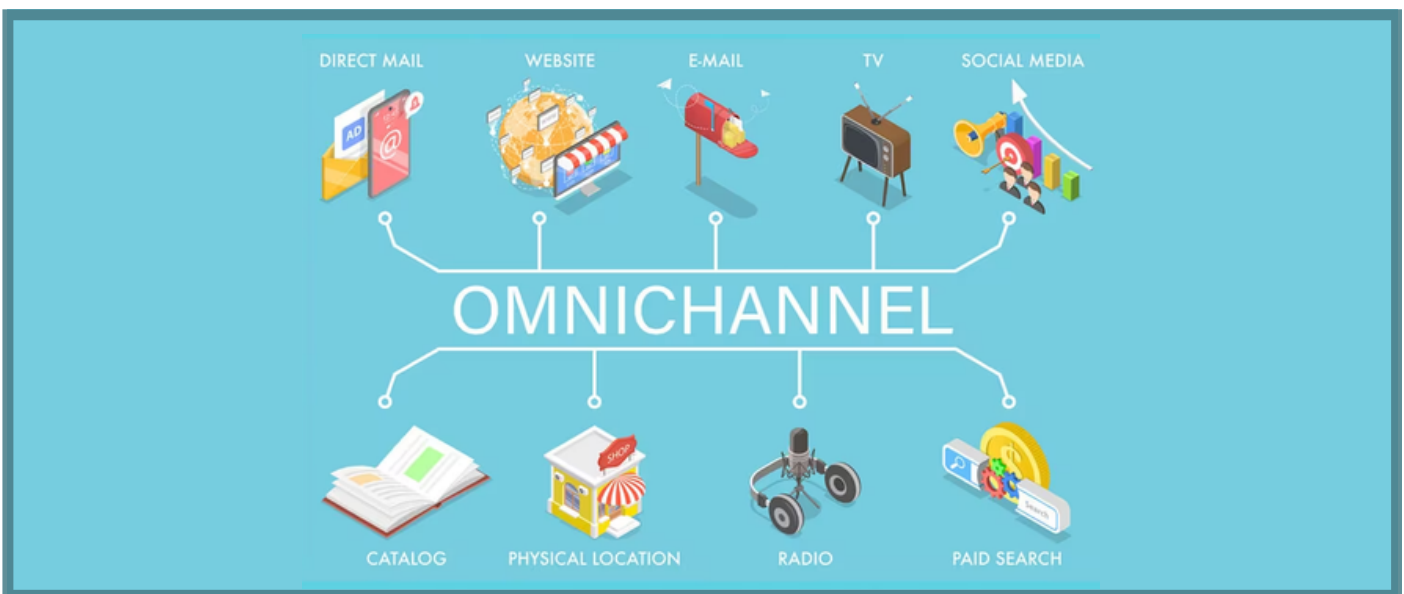


Bata India has unveiled its Sneaker Studio concept through a youthful campaign. The ad, which offers 300 sneaker types from 9 different brands, encourages young people to live limitlessly while celebrating their independence. Sneakers have become more and more popular among young people because of their fashion and comfort. The Sneaker Studio commercial mixes young people's enthusiasm for unpredictability and wild adventures with their love of sneakers. The advertisement captures wonderfully how Bata Sneakers enable you to go boundless and fully enjoy your journey.

OMNICHANNEL MARKETING

Omnichannel marketing is creating your brand's presence across multiple online channels using social media and offline channels while ensuring a good experience to customers.

It is essential to create a positive experience for the customer at every stage of their lifecycle and build a positive reputation of your brand. Let us take an example. Imagine, you are tired after a long day and you are very hungry but you know that BurgerKing is going to be crowded in the evening, and you have no energy to stand in the queue. Wouldn't it be nice if BurgerKing had an option to pre-order food via an app, so you could enter, collect your order and leave, It would have made ordering and payment easier for the customer. Starbucks used this and were not only able to enhance the customer experience, but could also boost its revenue through omnichannel technology.



You need to begin with understanding your customer properly if we continue with the Starbucks example, they understood exactly what the customer needed. For example, their unwillingness to stand in a queue, and they used it to create an effective omnichannel experience. Closely observing the customers purchasing behavior, the challenges they might face while shopping, what devices they use to shop. This data will help you to identify the right points to focus on, strengthening them and connecting them to make it a smooth and effortless experience for your customers. Firstly, Plan the experience of the customer, Understand their behavior across all channels, then Segment the users and personalize the journey. Ensure that the context of your message is relevant to the user at the right time. Select the right omnichannel marketing tools to implement your strategy right from the time of conceptualization to implementation. Do a thorough analysis before selecting the right one and lastly make sure your organization is customer-centric. Now that you know what omnichannel marketing is and how you can create a perfect strategy. Let us dig deeper to know how you can implement it in your organization.

Marketainment Answers:

- | | |
|-----------|----------------|
| 1. Adidas | 3. Burger king |
| 2. Apple | 4. Mc Donald's |

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DECODING AN AD

#23IN23 BANKING SERVICE

Brand: Axis Bank

Ad created by: Grey group's ad campaign for Axis Bank produced by Dora Digs



SEGMENTATION

Demographic Segment includes: All linguistic and cultural regions (backward geographic) areas of India



TARGETING

Target market would mainly focuses on rural and consumer with different languages. India's linguistic culture where language changes every 10km.



POSITIONING

It positioned as a service where campaign aims to promote Indian sign language to remove communication barrier to acquire diversified Indian market.



DIFFERENTIATION

It urges the Government to give official recognition to Indian Sign Language along with other 23 official languages, so that there is a common Indian language used across the country

E-BUZZ

IT COMPANIES JOIN CHATGPT BUZZ

India's Top two IT Firms by Revenue – Tata Consultancy Service (TCS) and Infosys- along with global consultancy firms are including training and skills modules for beginners on ChatGPT and similar AI technologies. Amid reports that AI and ChatGPT may disrupt Indian IT firms and their access to Talent.



DMRC TO SOON LAUNCH INDIA'S FIRST VIRTUAL SHOPPING, RECHARGE APP FOR METRO

"Momentum 2.0"- India's first virtual shopping app for metro would enable the consumers to experience one stop solution for instant recharge of Delhi Metro's smart cards and other payment options for utility services.



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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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