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# M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



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## OSCAR'23- INDIAN TRADITIONAL NATIVE ATTIRE IMPACT

The Indian movie star cast of "RRR" won the trophy for "Best original song" i.e "Natu Natu" at the Oscars 23, leaving the world awestruck. This was a moment of great triumph and inspiration for India, with the entire star cast representing Indian traditions and culture through their designer clothes. The winning team RRR wore clothes by designers Gaurav Gupta, Shantanu, and Nikhil as a tribute to Indian roots and National pride. The main man behind the masterpiece wore a traditional dhoti kurta to represent Indian culture. This promotion of Indian designers and dhoti placed Indian fashion at a global level, positively impacting the khadi clothing industry of India.



TRENDING



## NMACC IS A BONANZA FOR BRANDS AND ARTISTS

The Nita Mukesh Ambani Cultural Centre (NMACC) kicked off on 31st March. This cultural exchange witnessed an exquisite exhibition of the finest Indian music, theatre, fine arts and crafts, and culture not just to India but the whole world. This event allowed fashion designers to position themselves as culturally rich as they blend fashion with culture.

The themes of the event The Great Indian Musical: Civilization to Nation, India In Fashion, and Sangam open the doors of India's artistic and cultural legacy to the world.

It opened the gates for the finest musicians, craftsmen, artists, fashion designers, and actors to showcase their talent at a global level. The center offers a platform where artists and audiences meet.



### A NEW LOOK FOR PEPSI: FROM CLASSIC TO MODERN

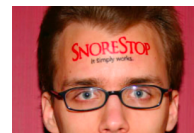
In a rapidly evolving consumer landscape, Pepsi makes a strategic marketing approach by unveiling its new logo after 15 years. The new logo reflects Pepsi's commitment to modernity, innovation, and inclusivity. It allows for greater adaptability across various digital and social media platforms, catering to Pepsi's digital-first marketing approach. Pepsi's logo change is part of a broader brand strategy that includes innovative product launches, strategic partnerships, and engaging marketing campaigns. Pepsi aims to reinforce its brand positioning, connect with new consumers, and maintain its competitive edge in the ever-evolving beverage industry.



### DID YOU KNOW ?

#### BRANDS ADOPT SOME CREATIVE WAYS TO PROMOTE THEMSELVES

- A man named Andrew Fischer once auctioned his forehead as an advertisement space for a company called SnoreStop.



- TV network CBS once advertised their prime-time shows by printing about it on Eggs.



- Nerolac Paints once made creative use of baggage claim carousels at airports to advertise their paints.



- Volkswagen once advertised their automobile using CAPTCHA (Completely Automated Public Turing Test to Tell Computers and Humans Apart).



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## CHATGPT FAILS PRESTIGIOUS INDIAN CIVIL SERVICE EXAMINATION

The AI Chatbot which is trained to intimate human-like ability, skills, and knowledge has failed the Indian UPSC exam, which is considered to be the toughest national exam to achieve a high-level service position. The tool has been the subject of fierce debate in recent weeks over its potential uses, such as enabling students to cheat their way to qualifications. Thus Analytics India Magazine decided to ask ChatGPT questions from UPSC 21, who were intrigued by its ability and wondered if it can clear UPSC. The exam was set up with the tool's limitation of not consisting of data prior to September 21st, but it was unable to answer basic critical/logical questions that were not limited to time blocks.

The analyst states that it would work further to streamline the customer experience and deliver policies and news in brief. Further, the IT minister hints at a Big Announcement about the Indian version of Chat Gpt to benefit the Indian audience in upcoming weeks.

### MARKETAINMENT

THE INTERNET EVOLUTION  
MATCH THE APPS OF WEB 2.0 TO  
WEB 3.0 VERSION



GOOGLE



BRAVE



YOUTUBE



STATUS



WHATSAPP



ODYSSEY



CHROME



PRESEARCH

### #EVERYBODYCAN CAMPAIGN



The video ad for #everyBODYcan campaign is a powerful movement that promotes self-love, body acceptance, and inclusivity. The idea behind the campaign is to celebrate all body types, sizes, shapes, and colors, and to encourage people to love and accept themselves just the way they are. The campaign is all about challenging societal beauty standards and the harmful messages that promote unrealistic body ideals. It aims to create a culture where everyone feels comfortable and confident in their own skin.

## SPONSORSHIP MARKETING

The Indian Premier League or IPL is one of the most viewed sporting events thanks to the religious fan following of cricket in India. This “India ka Tyohaar” has the entire nation if not the world glued to screens for almost 2 months of action-packed cricket, and this means a plethora of opportunities for brands to market themselves. The best way to do this is to sponsor teams or events. Sponsorship marketing is a marketing approach in which a corporation or brand provides financial assistance to an event or organization in exchange for publicity and awareness and what better way to do so than the IPL?



IPL is a brand in itself and it attracts other brands with opportunities to engage themselves in this 2-month-long carnival. IPL is the biggest advocate of Sponsorship Marketing. Sponsorship does not specifically mean the title sponsor of the entire event, it can be either a specific partner of a team like Travel Sponsor, Hospitality Sponsor and so on or a sponsor of the entire event as well like TATA IPL.

Brands can market themselves by strategically sponsoring an event in a way that best highlights the brand's USP for example CEAT became the Official Strategic Timeout Partner. It also helps brands redesign their content marketing campaign and revolve it around the event for better reach. Sponsorship not only helps gain customers' trust by increasing the visibility of the brand but also helps brands get more backlinks. Backlinks are links on other websites apart from your own website that land on a page on your website, it is a great way to boost traffic.

The IPL is an excellent example of how companies can leverage the popularity of a sporting event to reach millions of viewers and promote their products or services. Sponsorship in IPL also allows brands to connect with regional audiences too with the introduction of commentary in regional languages.

### Marketainment Answers:

1. Google-Presearch
2. YouTube- Odyssey
3. Whatsapp- Status
4. Chrome- Brave



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## AJIO

### DECODING AN AD

#### THE ALL STARS CLOTHING SALE

Brand: Ajio

Ad created by: Phantom Conceptualized this campaign with the idea of adding adventure and excitement by using the word "heist," which increases its appeal to young and trendy consumers.



#### SEGMENTATION

The campaign heists clothing from various parts of India to appeal to those seeking originality and individuality.



#### TARGETING

Young, fashion-conscious individuals who are interested in unique and edgy clothing styles.



#### POSITIONING

The idea of the Heist, was positioned as a collaborative ideation process, showcasing like a cool, slick way to stand out from the clutter."



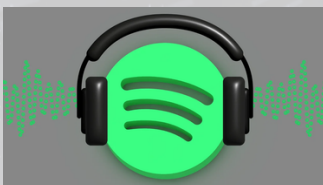
#### DIFFERENTIATION

The campaign's focus on individuality and creativity sets it apart from other fashion brands that offer more generic and mainstream clothing options.

## E-BUZZ

### THE UNHEARD PLAYLIST

This piece of art is an enhanced playlist on Spotify featuring all the popular songs from across the country, done in partnership with Sony music. The Tracks are created without female vocals. With the voice of the female muted, the songs did not create the desired impact. A video message from the top music artists of India was featured to urge viewers to help them get women's voices heard.



### ATOMBERG FANS

The advertisement reflected a creative campaign, as "ATOM" & "BERG" are unique brand mascots whose growth is a creative metaphor to reflect the brand Atomberg's own journey. It manufactures Brushless Direct motor fans (BLDC) that make the ceilings look more elegant. They've converted to more energy-efficient electric technology instead of using conventional fans.



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