

M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



IN THIS ISSUE

Apple's debut in India

Uber and standup comedians partnership

Amul Nandini Face-off

New India's Underwater Tunnel Metro

Marketainment

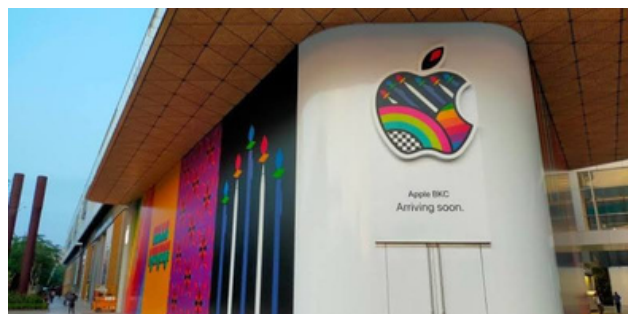
"Power To Do It All"

Retro Marketing

Marketing Insights

APPLE'S DEBUT IN INDIA

Apple unveiled its inaugural retail store in India, featuring distinctive black and yellow artwork that draws inspiration from the iconic taxis of Mumbai. India has become a major market for the tech giant, which launched an online retail store in the country. Apple products have been sold in India for years through e-commerce platforms and resellers, and the country is increasingly becoming a manufacturing base for Apple products. The first retail store is located in the Reliance Jio World Drive mall, creating job opportunities in the field of Marketing and IT Technology.



TRENDING



UBER AND STANDUP COMEDIANS PARTNERSHIP

Breaking the tradition of partnering with film stars and sportspersons, Uber partners with standup comedians like Aakash Gupta, Prashasti Singh, and Aashish Solanki in a unique campaign. Uber Auto aims to put smiles on the face of their customers by decorating autos with relatable quotes from standup comedians. To increase brand visibility in a creative and fun way, the company adopted this humorous tactic of displaying one-liners from these standup comedians to make the audience smile.



AMUL NANDINI FACE-OFF

Anand Milk Union Limited (AMUL) is all set to make its debut in Bengaluru. This Gujarat based dairy brand's entry in the southern state is not welcomed with open hands. It is facing competition from brand "Nandini".

According to experts, the emergence of AMUL in the southern state is seen as a threat to the Karnataka Milk Federation's (KMF) milk brand 'Nandini' which dwells in the hearts of people in Karnataka.

A recent controversy has also flared up in the state because the target market is too rigid to accept a new brand which is costlier than the state brand.



DID YOU KNOW ?

COLORS SPEAK LOUDER THAN WORDS
THEY ARE A REFLECTION OF OUR EMOTIONS. BRANDS USE THESE TO RESONATE WITH THEIR AUDIENCES.

- **Blue:** Blue color reflects trustworthiness, loyalty, and relaxed feelings.



- **Red:** Red color symbolizes Energetic, strength, love, and adrenaline.



- Color **green** relates with growth, harmony, balance and nature.



- **Black:** Black color represents discipline, luxury, authority.



NEW INDIA'S UNDERWATER TUNNEL METRO

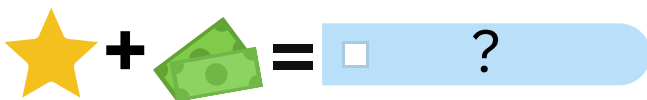
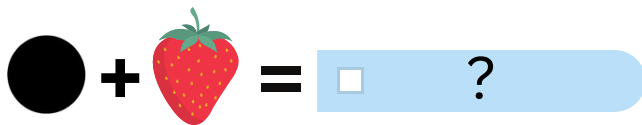
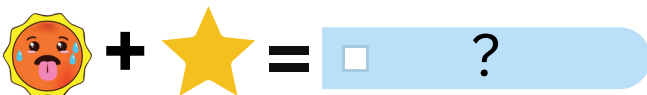
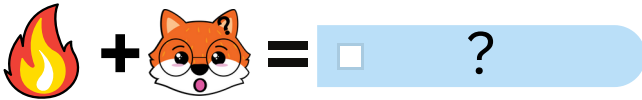
Indian infrastructure has achieved a historic edifice as India's first underwater metro route flagged off this April. This project is a tunnel that is the Indian version of Eurostar's London-Paris corridor at a depth of 13 meters below the Hooghly River bed and 33 meters below sea level.

The company behind the engineering marvel:

The project is being done by the government enterprise Kolkata Metro Rail Corporation (KMRCL). Construction giant Afcons and the Russian business Transtunnelstroy established a joint venture specifically for the project. Afcons infrastructure is an arm of Shapoorji Pallonji group which bagged the contract from Kolkata Metro Railway Corporation (KMRC). Afcons generated employment of both skilled and unskilled labourers including engineers, architects and machine operators. The project has developed a whole new category of skill set in the market as the project was the first technological advancement in the market. Other companies in the bidding fray were Senbo-Shanghai Urban, CEC Simplex, IVRCL and L&T.

MARKETAINMENT

GUESS THE BRAND FROM ITS EMOJI



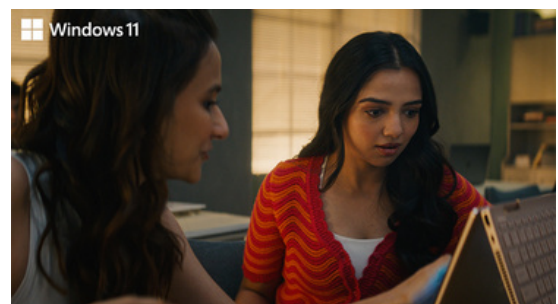
"POWER TO DO IT ALL"



HP India has launched a "Power To Do It All" ad campaign showcasing its most recent collection of Pavilion laptops.

The campaign focuses on actual issues that students experience and how the HP Pavilion notebooks address those issues. There is always a lot to do and not enough time to complete it.

Such as keeping up a busy social life, and academics are things that students must continually balance.



RETRO MARKETING

Nostalgia is the secret recipe for next-generation brand enthusiast. In today's world where attention spans are as minuscule as likes, tweets and trends change in a blink, the secret recipe to save the day for marketers is Nostalgia.

Brands can tap into people's fond memories of their past to create an emotional connection. Nostalgia is a powerful tool that can evoke strong emotions in adults when reminiscing about their childhood or school days. By creating a nostalgic experience, brands can better connect with their audience, building strong engagement and loyalty. This emotional connection can set a brand apart from its competitors, helping it to stand out in a crowded market. The phrase "Old is Gold" still holds true, as happy memories from the past can jog emotions in people, creating a lasting impact. By taking their audience on a trip down memory lane, brands can resonate with them on a deep emotional level, building strong customer relationships.



Brands like Amul or Parle-G through their heart-warming campaigns and witty taglines remind the audience of the innocence of childhood. Brands like Cred can be termed as the best ambassadors of retro marketing as they successfully managed to evoke the nostalgic feeling among the audience by advertising with their favorite cricketers from the 90s like Venkatesh Prasad, Javagal Srinath, Ravi Shastri, and many more. In this fast-paced world, nostalgia acts as a speed breaker that helps to slow down and relive the past. Nostalgia is the main ingredient of the retro marketing that helps marketers create timeless connections.

🎯 Marketainment Answers:

1. 🔥🐱 Firefox
2. 😊🌟 Hot Star

3. 🍷❤️ - Blackberry
4. 🌟🌿 - Starbucks

5. 👁️🔑🌳 - Ikea
6. 😊📖 - Facebook

MAY 1, 2023

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केनरा बैंक
Canara Bank



SEGMENTATION

Canara Bank offers premium payment packages to those who have a Canara Bank account



TARGETING

The account is designed with a holistic 360-degree view of the account holder's earnings to cater to the needs of a competitively featured account holders.



POSITIONING

Due to the product's design to satisfy all of their banking needs, Canara Bank has positioned a favorable reputation among salaried consumers.



DIFFERENTIATION

The difference being that the customers can avail of this facility across all its branches in India.

DECODING AN AD

CANARA BANK LAUNCHES PREMIUM PAYROLL ACCOUNT

Brand: Canara Bank

Ad created by: State-owned bank headquartered in Bengaluru, has introduced the Premium Payroll account. In addition to the many other benefits provided, the account includes free term life insurance, instant overdraft, free personal and air accident insurance coverage, and premium cards.

E-BUZZ

ONE ACCOUNT, MULTIPLE DEVICES FOR WHATSAPP

WhatsApp rolls out its new feature which allows users to access one account on multiple devices. This will allow access to WhatsApp on multiple devices like web browsers, tablets, and desktops and automatically logs out devices if inactive for a long time.



APPLE'S NEW IBANK

Apple has launched its new "high yield savings account" called the iBANK recently. It makes things easier for Apple customers by providing a reliable substitute for conventional money-transfer 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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