

JULY 1, 2023

MARKETING360.IN

# M360 PANORAMA

Marketing Insights Newsletter of Marketing360.in



## IN THIS ISSUE

Global shortage of pink paint used on the Barbie movie set?

Bharti Airtel and Alphabet joint venture for rural India

AI the new marketing channel?  
McDonald's, Burger King and ChatGPT

Businesses Benefited from PM Modi's tour to US

Marketainment

#JaagoRe

"The pratfall effect - Turning imperfections into marketing triumphs"

Marketing Insights

## GLOBAL SHORTAGE OF PINK PAINT USED ON THE BARBIE MOVIE SET?

Yes, indeed! With its brilliant pink sets, the upcoming Margot Robbie-starring Barbie movie has grabbed the world by storm. Pink Paint was extensively employed to capture the flavour of Barbie's world. Additionally, the production house claims to have made pink paint scarce. However, Roasco Paints, the firm that provided pink paint for Barbie, revealed that Barbie was not the only cause of the shortfall; there was also a problem with the global supply chain, which led to a scarcity of pink paint. But as a result of this pink paint shortage story, the anticipation and hype for the Barbie movie have increased significantly.



TRENDING



JULY 1, 2023

MARKETING360.IN

## THE TAARA PROJECT : BHARTI AIRTEL AND ALPHABET JOINT VENTURE FOR RURAL INDIA

Bharti Airtel and Alphabet have partnered to pilot high-speed internet services in India's rural and remote regions using laser technology called Taara. This technology, developed at Alphabet's X innovation center in California, enables service providers to offer reasonable data pricing per gigabyte. Taara will deploy wireless optical communications links with Airtel, addressing the middle mile of a high-speed network. The collaboration is distinct from the 2022 Google for India Digitalization Fund investment.



### AI THE NEW MARKETING CHANNEL? MCDONALD'S, BURGER KING AND CHATGPT



In the growing age of Artificial Intelligence (AI), brands too adopt newer ways to market themselves. Recently McDonald's placed a hoarding asking ChatGPT software "What is the most iconic burger in the world?" ChatGPT answered with McD's famous McDonald's Big Mac. The arch-rival of the fast food chain, Burger King quickly grabbed this opportunity and placed a hoarding next to McDonald's where it answers ChatGPT "And which one is the biggest?" To which ChatGPT responded with Burger King's Whopper.



### DID YOU KNOW ?

#### HOW BRANDS GOT THEIR NAME?

- Havells got its name from its founder "Haveli Ram Gandhi"
- Jaquar is named after "Jai Kaur", the grandmother of its founders Rajesh Mehra, Ajay Mehra, and Krishan Mehra
- Kirloskar group is named after its owner "Laxmanrao Kirloskar"



## BUSINESSES BENEFITED FROM PM MODI'S TOUR TO US



This month saw PM Modi's state visit to the US, which is seen as a turning point in their relationship and will strengthen and widen their alliance. Under the 'Innovation Handshake' programme, Prime Minister Narendra Modi met with industry titans in the IT sector to advance Indo-US collaboration in artificial intelligence, semiconductor manufacturing, and space exploration. He emphasised steps taken by the Indian government to get around legal restrictions. As a result, Google will invest \$10 billion in India, Micron Technology will establish a semiconductor plant there, Amazon will invest \$26 billion to generate jobs, and NASA will shake hands with ISRO in a joint expedition. These will undoubtedly bring riches home and new opportunities for Indians.

### MARKETAINMENT

MATCH THE CEOS WITH THEIR BRANDS

1.



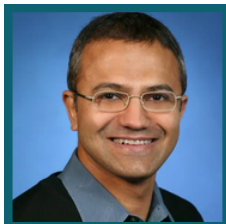
A



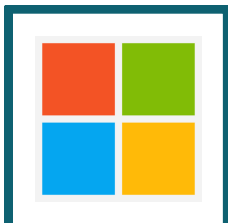
2.



B



3.



C



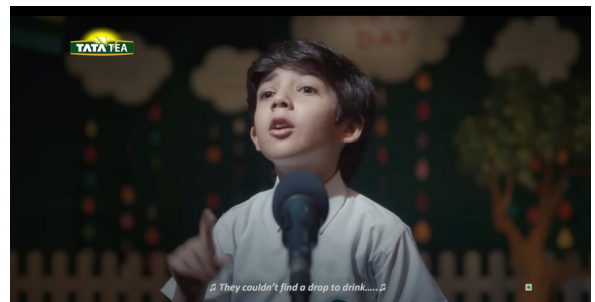
4.



D



### #JAAGORE



Tata Tea has started a campaign branded #JaagoRe in honour of World Environment Day, with the goal of encouraging people to conserve the environment for the future generations. The film includes children who go up on stage and read their own lines to the tunes of popular nursery rhymes.





JULY 1, 2023

MARKETING360.IN

## THE PRATFALL EFFECT - TURNING IMPERFECTIONS INTO MARKETING TRIUMPHS

Picture this: a brand, known for its perfection and polished image, suddenly stumbles and makes a minor blunder. Surprisingly, instead of tarnishing its reputation, this mishap increases its appeal. This phenomenon, known as the pratfall effect, reveals the power of vulnerability and imperfection in marketing strategies. In the world of advertising, acknowledging and even embracing small mistakes or imperfections can make a brand relatable and likable to consumers. The pratfall effect can be a powerful tool for building stronger connections with consumers. By showcasing a minor blunder, a brand can create a sense of authenticity that resonates with its target audience. When consumers see a brand being transparent about its imperfections or mistakes, they perceive it as more trustworthy and relatable.

Wendy's is a fast-food chain renowned for its quick-witted social media presence. Wendy's fearlessly engages in clever banter. By embracing self-deprecating humor and acknowledging their imperfections, Wendy's creates an authentic and engaging brand persona that captivates its audience.



In a similar vein, Domino's Pizza executed a bold marketing campaign titled "Pizza Turnaround." They openly acknowledged criticism of their pizza's taste and quality, showcasing customer feedback and promising improvement. This transparent approach showcased vulnerability, as Domino's admitted their mistakes and committed to change. The result? Increased sales and a positive shift in consumer perception.

Another example is Snickers' "You're Not You When You're Hungry" campaign. By showcasing well-known personalities behaving out of character due to hunger, Snickers tapped into the pratfall effect to highlight the relatable experience of hunger and the transformative power of their product.

In conclusion, the pratfall effect offers a refreshing perspective on marketing strategies. When used strategically, this psychological phenomenon can elevate a brand's appeal, foster trust, and create lasting impressions. Marketers can use the pratfall effect as their strategic tool, turning mishaps and blunders into captivating moments that resonate with their audience, generating loyalty and engagement.

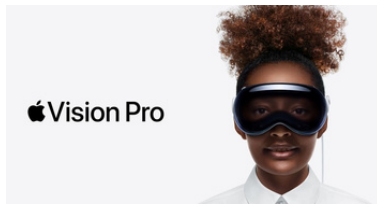


### Marktainment Answers

- |      |      |
|------|------|
| 1. D | 3. B |
| 2. C | 4. A |

JULY 1, 2023

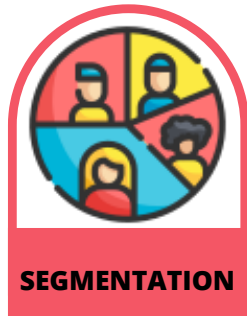
MARKETING360.IN



## DECODING AN AD

### APPLE

Brand: Apple  
Product: Apple Vision Pro  
Ad created by: Apple



#### SEGMENTATION

Middle class and upper-middle class customers



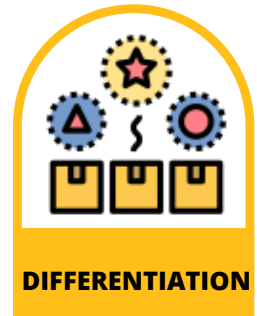
#### TARGETING

Well-off customers willing to splurge more on technology products



#### POSITIONING

Create an emotional connection with its customers through exceptional experiences



#### DIFFERENTIATION

Captures your whole attention, and thus you are immersed in a virtual environment.

## E-BUZZ

### ZOHO'S NEW LLM

The building of a large language Model (LLM) by Indian Tech Firm, Zoho which is a software-as-a-service provider. Google's PaLM 2 and Open AI's GPT served as inspiration for ZOHO's LLM.



### THE QUANTUM CAFE

To celebrate the release of the blockbuster movie "Ant-Man and the Wasp: Quantumania", Disney+ and Uber Eats have introduced a tiny restaurant called The Quantum Cafe with the wish to give their viewers the ultimate Authentic experience!



## ABOUT MARKETING360.IN

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.

Click on the Icons below to Follow Us:



## NEWSLETTER TEAM

### GRAPHICS TEAM



**ANAMIKA  
PATIL**



**SANJAY  
MULCHANDANI**



**PALAK  
SHARMA**

### CONTENT TEAM



**DIVYA  
BAKSHI**



**RUPAM  
SHARMA**



**DIVYANSHU  
DWIVEDI**



**RIDDHI  
BARIA**



**SHAMBHAVI  
BIJOOR**



**KHYATI  
MADHAK**