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M360 PANORAMA

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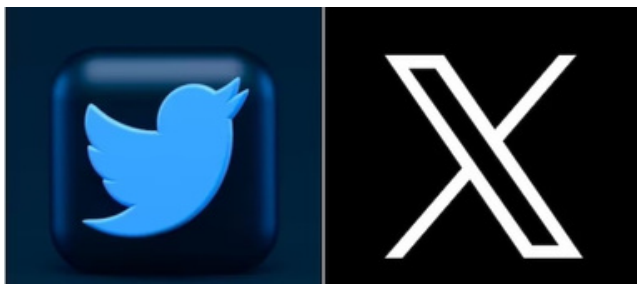
The Madras Tiger fumbles to order from Subway

Topical Marketing: Taking Inspiration from current trends

Marketing Insights

TWITTER : REBRANDING ICONIC BIRD LOGO TO 'X'

Twitter has undergone a significant transformation under Elon Musk's leadership, changing its iconic bird logo to the letter 'X' in July 2023. This change is part of a broader shift in Twitter's identity, as Musk announced his intention to rebrand the platform as 'X'. The new 'X' logo aims to be a global marketplace for ideas, goods, services, and opportunities. The company's official Twitter account has also changed its name and display picture to reflect the new 'X' logo. However, it's important to note that Musk himself has acknowledged the possibility of further logo evolution, considering this new design as an "interim" logo.



TRENDING



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BRANDS JUMPING ON THE 'BARBENHEIMER' TREND

The 'Barbenheimer' (Barbie & Oppenheimer), two of Hollywood's biggest projects are a marketing juggernaut for brands, that they couldn't afford to miss. Many brands like Swiggy, Zomato, Uber, and others jumped on this trend to generate social media engagements. Apart from a plethora of marketing done to promote the Barbie movie, it was also a leading topic of discussion on social media platforms. It collaborated with brands like Moon, Aldo, Gap and many more, and the brands engaged themselves by creating witty versions of Barbie vs Oppenheimer trend, to keep the audiences engaged and not to miss out on this opportunity.



DOMINO'S PIZZA SETS BILLBOARD ON FIRE



Setting a billboard on fire to promote their product is exactly what Domino's Pizza India did at Gurugram to catch people's attention. Domino's placed up a billboard with a 'Red Hot Pizza' for promotion, but the slices of the pizza went missing over the next two days, and smoke was discharged from the billboard. This caught the eyes of viewers. They also went a step ahead and the delivery individuals of Domino's were seen delivering pizza with smoke coming out of the pizza boxes displaying their spicy range.

DID YOU KNOW ?

- The travel accessories brand Béis announced its upcoming collection of luggage, travel bags, and accessories in the Barbie themed colour pink.
- Burger King has joined the Barbie trend by transforming their sauce, donut, smoothie, and more, into the colour pink.
- G story, a creative agency from Mumbai rolled out its "Barbie at Work" campaign where they imagined what Barbie's life would be like at an agency.



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INDIA'S UNIFIED PAYMENTS INTERFACE (UPI): MONITORING INTERNATIONAL ACCEPTANCE



India's Unified Payments Interface (UPI) is becoming increasingly attractive globally due to its ability to enable seamless cross-border transactions and lower costs for fund transfers and remittance payments. Overseas markets that accept UPI payments include Singapore, Malaysia, UAE, France, BENELUX countries, Nepal, and the UK. India is expanding its digital payment system network globally, with countries like France, UAE, Saudi Arabia, Bahrain, Singapore, Maldives, Bhutan, and Oman embracing Indian payment system. NIPL, a subsidiary of the National Payments Corporation of India, is forging partnerships to build a large acceptance network for RuPay and UPI, allowing Indian travelers to make payments in their destination countries.

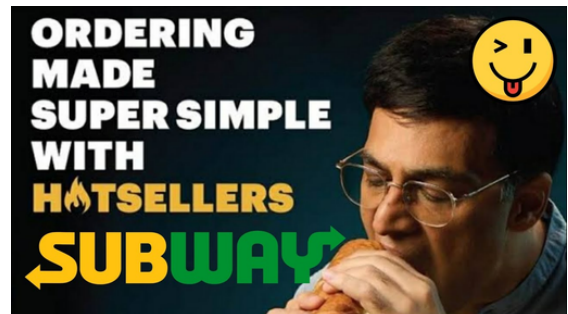
MARKETAINMENT

WORD SEARCH

O	F	R	E	O	R
L	L	V	B	Y	E
A	I	R	T	E	L
I	P	N	Q	F	I
H	K	R	B	S	A
V	A	Z	T	Q	N
D	R	A	I	L	C
W	T	R	P	X	E
A	B	P	U	M	A

1. A well-known Indian car brand
2. One of India's largest telecommunication companies
3. A famous Indian e-commerce platform
4. A popular Indian brand of sportswear & sports equipment
5. An Indian multinational conglomerate company that sells various products including FMCG

THE MADRAS TIGER FUMBLES TO ORDER FROM SUBWAY



What started as a tweet, "You can call me a pawn star", from the handle of chess grandmaster Viswanathan Anand later turned into a witty advertisement for Subway. Ordering from Subway can be a challenging task for a common man, but when the 5-time chess champion himself fumbles while placing an order, it is a sight to remember. Subway launched an ad campaign promoting their new addition which can be ordered as a whole rather than selecting each item.

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TOPICAL MARKETING: TAKING INSPIRATION FROM CURRENT TRENDS

Topical marketing is the art of leveraging current trends, events, and popular content to engage with audiences to stay relevant. It involves incorporating the latest happenings into marketing campaigns to connect with people on a real-time basis. By tapping into what's happening in the world, brands can resonate better with their target audience, increase visibility, and create a deeper impact. Incorporating the latest trends in marketing campaigns helps the brands to become a part of current conversation which results in widespread brand discussion and recognition. It's like staying on top of what's popular to capture attention, and remain relevant in the fast-paced world of advertising.

Some of the brands such as Amul, KitKat, and Zomato, keep mixing tactical and topical elements to increase their brand awareness. Nescafé's bold billboard adventure took topical marketing to new heights!

On a summer day, they set up a special billboard that dispensed iced coffee to passersby, conquering the intense heat with a splash of innovation. In a world where mundane ads saturate our lives, Nescafé brewed up an ingenious idea to stay fresh and irresistible.



Topical Marketing involves a trending topic and an ad campaign is developed which is laced with the brand reference. Brands consider humour, controversy, and social awareness as strategic tools to execute this marketing strategy of awareness and hype. Topical Marketing has existed in the marketing framework for decades. Amul, being an old player, has been crafting illustrations related to trending current affairs to promote their brand of butter.

The era of digitalization has a huge scope for topical marketing as Digital and Social media platforms witness trends on various topics and offer large-scale opportunities. In conclusion, topical marketing, whether through Amul's captivating "Take a Deep Bread" illustration, or Nescafé's refreshing iced coffee billboard, consistently finds its way to the hearts of the audience.



Marketainment Answers

1. Tata
2. Airtel
3. Flipkart
4. Puma

5. Reliance

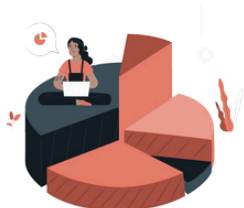
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DECODING AN AD TATA MOTOR

Brand: Tata
Product: Tata's EV car
Ad created by: Tata Motors



SEGMENTATION

Tata EV's segmentation focuses on tier-1 cities for the urban individuals who are environmentally conscious and early adopters



TARGETING

Initial targeting for EV cars are urban commuters in major cities, and also high disposable income individuals



POSITIONING

Positioning strategies includes concept of eco-friendly solution and cost-effective commuting with advance technology



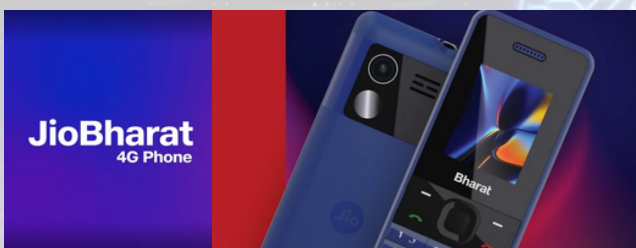
DIFFERENTIATION

Tata focuses on extended range of improved battery technology, and also locally manufacturing first Indian brand for EV car

E-BUZZ

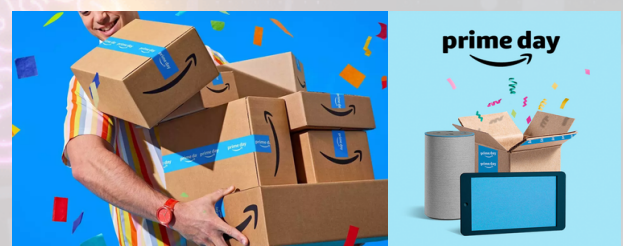
JIO BHARAT PHONE IS HERE!

Reliance Jio has recently introduced the Jio Bharat 4G Phone which is an affordable user friendly phone with high quality sound, an assortment of features, Supports UPI, all this at an affordable price.



AMAZON PRIME DAY

Amazon executed their theme "World of Joy" by literally creating a world of joy. They brought to life a world of delight by engaging consumers in offline fun games, and an array of deals.



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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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