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# M360 PANORAMA

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## IN THIS ISSUE

India's Successful Lunar Landing: A Milestone in Space Exploration

Telecom Partner Vi  
Appoint Dabbawalas as Reporters

KFC'S "FRY FUNERAL"

"Sports Glory to Brand Triumph:  
Neeraj Chopra's Win Resonating with  
Brands and Government"

Marketainment

Star Union Dai-ichi

Life's "#DeshKaInsurance" Ad Campaign  
for Independence Day

Space Marketing: How Brands  
Secure Their Slice?

Marketing Insights

## INDIA'S SUCCESSFUL LUNAR LANDING: A MILESTONE IN SPACE EXPLORATION



Chandrayaan-3, India's third lunar mission, has successfully completed a soft landing on the Moon's surface, marking a significant achievement for the ISRO and several companies played significant roles in supporting the successful launch and execution of Chandrayaan-3. These companies span various sector, including technology, defence, and aerospace such as Larsen and Turbo (L&T) helped in heavy engineering, Hindustan Aeronautics Limited (HAL) gave their expertise in manufacturing aircraft related equipment, Paras defence and space technology gave their contribution in optical engineering and many more. These companies, through their expertise and contributions, have not only supported Chandrayaan-3's success but have also showcased India's growing capabilities in the field of space exploration and technology.

TRENDING

SEPTEMBER 1, 2023

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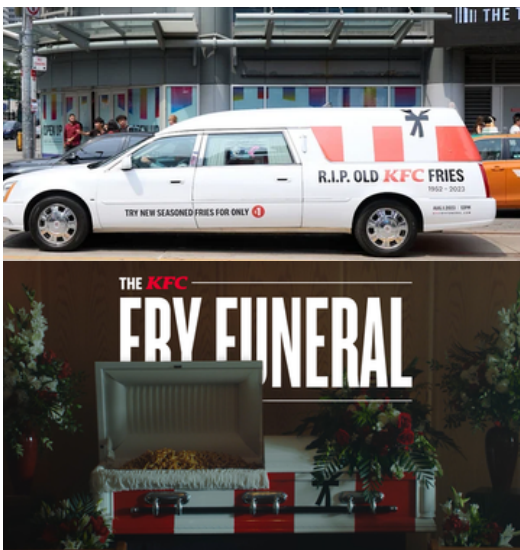
## TELECOM PARTNER VI APPOINT DABBAWALAS AS REPORTERS

In its latest campaign, Vi partnered with one of mankind's best and largest human networks, the Dabbawalas in Mumbai. In order to cater to the dynamic needs of Mumbai, filled with crowded lanes, broad expressways, and local trains, one requires strong connectivity, and to do so the telecom player teams up with the strongest human network of the city, the Dabbawalas.

The telecom industry has intensely and thoroughly tested its offerings in the nooks of the city with the Six Sigma-certified human network. It allowed the Dabbawalas to share voice notes, share locations, and make video calls in every corner of Mumbai, surpassing a deliberately intense test that any AI could have performed according to the experts.



## KFC'S "FRY FUNERAL"



KFC Canada's mock funeral for its bland and soggy fries was a unique and amusing response to a regular customer complaint. This event proved the company's openness to accept and correct their mistakes, and their commitment to improving the customer's dining experience. Their unique response to criticism sets an example for other businesses to communicate with their respective customers as well.



## DID YOU KNOW ?

### GUERILLA MARKETING AT ITS BEST!

- The brand KFC used an airplane to guide its customers to its outlet in Spain
- Vertex CGI made a huge PlayStation that looks like a building with the help of CGI
- Nike and Louis Vuitton came up with another eye-catching 3D billboard in New York for Air Force 1 collaboration
- Transformers has introduced 3D billboards to promote their latest film "Transformers: Rise of the Beasts"



SEPTEMBER 1, 2023

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## "SPORTS GLORY TO BRAND TRIUMPH: NEERAJ CHOPRA'S WIN RESONATING WITH BRANDS AND GOVERNMENT"



Neeraj Chopra's gold at the World Athletics Championship 2023 boosted Indian brands through his soaring endorsement fees and their use of his popularity for promotion. Puma saw a 200% spike in javelin sales, Myntra experienced a 300% surge in javelin gear searches, and Hero MotoCorp secured him as an ambassador. The government adeptly utilized his victory by integrating his image into sports and fitness campaigns and offering substantial cash rewards like ₹1 crore for gold medalists. Chopra's triumph profoundly impacts brands and encourages aspiring athletes, highlighting the synergistic relationship between sports achievement, branding, and governmental support.

## MARKETAINMENT

### WORD SEARCH

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

1. A global leader in the fast-food industry.
2. Which brand is known for its "Just Do It" slogan?
3. Which brand's logo consists of interlocking "C"s?
4. Which Brand is known for its "priceless" advertising campaign?
5. Which Brand is known for its Electric vehicles

## STAR UNION DAI-ICHI LIFE INSURANCE LAUNCHED A NEW AD CAMPAIGN TO CELEBRATE INDEPENDENCE DAY



#DeshKaInsurance



### "#DESHKAINSURANCE"

Star Union Dai-ichi Life Insurance has launched a new ad campaign, "#DeshKaInsurance," to celebrate Independence Day and honour those who work tirelessly for the nation. The campaign encourages individuals to take responsibility and contribute to the nation's well-being, aligning with the company's commitment to societal well-being and the principles of its founding banks.



## SPACE MARKETING: HOW BRANDS SECURE THEIR SLICE?

Space marketing is a strategic advertising practice where brands secure specific spaces within newspapers and magazines to showcase their ads. Just like prime real estate locations, these spaces are carefully chosen to maximize visibility and impact. This approach allows brands to position their messages in key sections of publications, such as the coveted first page, or within dedicated sections like sports, lifestyle, or entertainment.

For instance, consider a major sports event like the Super Bowl. Brands often vie to secure ad spaces during the game, knowing that the event draws in a massive and engaged audience. Similarly, a fashion brand might opt for a prominent spot in a lifestyle magazine's fashion section to target readers interested in trends and style.

One classic example of space marketing's effectiveness is the placement of ads on the front page of renowned newspapers, for example, Apple's strategic placement of ads in newspapers during product launches. They often secure spots on the front pages or within technology sections to coincide with their announcements, effectively intertwining their brand with the excitement of innovation. By being featured on the front page, these ads become a part of the day's headlines, capturing the reader's attention from the moment they pick up the paper.



# SPACE MARKETING

Space marketing doesn't just concern print media; it's also a prevalent practice in the digital age. Brands vie for ad space on websites and social media platforms, recognizing that certain placements garner more clicks and engagement due to their strategic positioning.

Brands invest significant resources to reserve these prime spaces, understanding that the right placement can differentiate between an ad that gets glanced over and one that leaves a lasting impression. Whether it's the first page of a newspaper or a prime spot on a website, space marketing is about strategic positioning to capture the audience's attention in the most effective way possible.



### Marketainment Answers

1. McDonalds
2. Nike

3. Chanel
4. Mastercard

5. Tesla

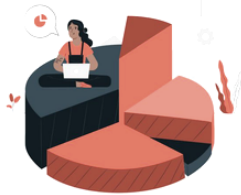
SEPTEMBER 1, 2023

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## DECODING AN AD RELIANCE RETAIL

Brand: Reliance Retail  
Product: Yousta  
Ad created by: Reliance



### SEGMENTATION

Middle-class and young customers



### TARGETING

Youth Population



### POSITIONING

High fashion at affordable prices

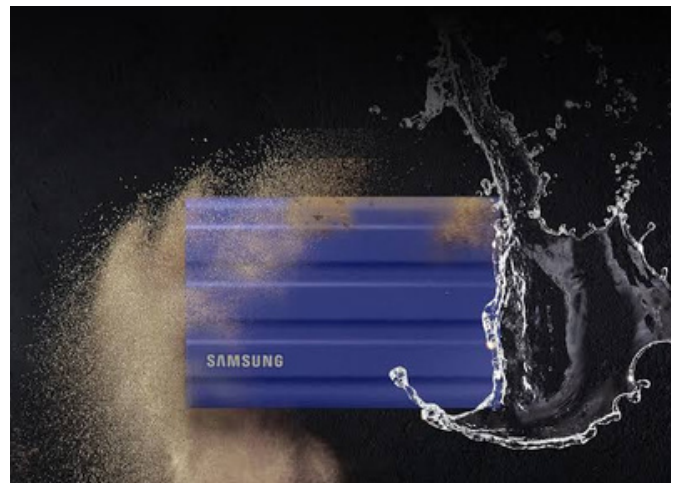


### DIFFERENTIATION

Tech-enabled stores,  
Self-checkout counters,  
Complimentary Wi-Fi

## E-BUZZ SAMSUNG - ENTERING THE SOAP INDUSTRY?

The truth is that they aren't actually soap manufacturers but have launched a portable SSD that resembles a soap bar. Samsung recently launched their very own T7 Shield, the newest portable SSD which is designed with a strong aluminum body covered with rubber. It uses the power specifications making it compatible with a variety of devices from smartphones, tablets to professional cameras. Apart from its uncanny resemblance with a detergent soap, the T7 Shield is known for its rugged durability and ample storage capacity. It's an ideal external storage device that decreases inconsistent drive performance concerns, it also protects all the files and work documents along with excellent performance even in changing environmental conditions.



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