

1ST OCTOBER 2023

# PANORAMA M360



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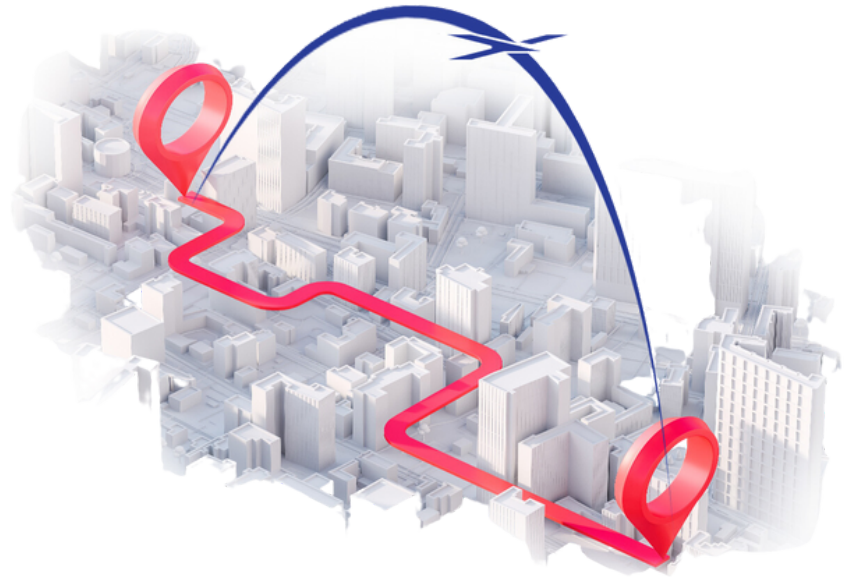


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# GLOBAL NEWS

**"REVOLUTION TAKES  
FLIGHT: ALEF  
AERONAUTICS UNVEILS  
MODEL A FLYING CAR"**



California-based start-up Alef Aeronautics has unveiled its groundbreaking Model A flying car prototype. This innovative vehicle boasts a driving range of around 320km and a flight range exceeding 160km. Alef Aeronautics recently received approval from the US government to conduct test flights of their flying car.

The Model A is a dual-purpose vehicle, drivable on public roads and capable of flight, making it a pioneering advancement in transportation technology. The car made its debut at the Detroit Auto Show, garnering significant attention and excitement from spectators.

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# Digi-Buzz

## APPLE'S LATEST LAUNCH

Apple recently launched iPhone 15 and iPhone 15 plus. Both models have an advanced camera system which will help users capture their everyday moments beautifully. It has a powerful 48 MP main camera which enables super high resolution photos and a new 2X telephoto option to give users a total of three optical zoom levels which is like having a third camera. They have introduced the next generation of portraits and great detail of low light performance. The iPhone 15 model is the first to feature an A16 Bionic USB - C port instead of a lightning port allowing it to be charged by a USB - C cable. iPhone 15 and iPhone 15 Plus will be available in multiple colors as well.

Reliance Retail's Tira, a beauty retail platform launched its first campaign "For Every You". The ad featured Kareena Kapoor Khan, Kiara Advani and Suhana Khan. "For Every You" campaign pays tribute to numerous roles, emotions and moods that one experiences. Featuring Kareena Kapoor Khan, Kiara Advani and Suhana Khan the film depicts different mindsets, daily routines and quirks shaping up a person and defining their version of beauty. The omni-channel beauty retail platform announced the launch of its first high-decibel 360-degree campaign to encourage everyone to own their beauty choices. The film aims to inspire self expression and encourage individuals to express themselves in their journey of discovering beauty. Tira's campaign is not just about beauty but embracing individuality.

### TIRA'S "FOR EVERY YOU" CAMPAIGN

# Social media Ad'

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# GOVT NEWS

HOW DID G20 SUMMIT  
2023 HELP INDIA

India held the presidency of the Group of 20 - G20 Summit 2023. The theme being Vasudhaiva Kutumbakam- One Earth, One Family, One Future, India not only aims at a global village but by adding the African Union as a permanent member it also leads the idea of a sustainable future by successfully leading the Global Fuel Alliance along with USA, and Brazil.



India not only showcased its foreign policy by successfully hosting G20 but also displayed various development opportunities that the country has to offer to the world across various sectors.

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# CGI INDUSTRIAL TREND



Companies have increasingly adopted CGI (Computer-Generated Imagery) technology for their outdoor marketing campaigns to create visually stunning and engaging experiences for their audiences. Notable examples include global giants like BMW, Balenciaga, and Nike, who have leveraged CGI to create highly memorable and creative outdoor advertisements that leave a lasting impact on audiences. Indian companies are also leveraging CGI technology, recently Nykaa showed giant lipstick in Mumbai streets to promote the fashion festival, 'Nykaaland', Britannia Snacks came up with rolling 'milk bikis' on Worli Sea Link. This use of CGI has become a key strategy for companies looking to stand out in the market.

**GERBER DID WHAT?** Gerber India recently took the initiative and transformed 2200 kgs of plastic garbage into park benches and activities in Gurgaon's Tau Devi Lal Biodiversity Park. They collected this waste from almost 2000 homes across Delhi - NCR and converted into parks and benches for the toddlers. Recycling plastic waste not only helps in reducing environmental pollution but also promoting sustainability. It's heartwarming to see companies taking the initiative to find creative solutions to tackle plastic waste. Such initiatives can inspire others to take action and contribute towards a greener future.

# Gerber

# Brand in Talk

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# Market-Tainment

## CAN YOU FIND THEM?

1. Which online retailer incorporates an arrow pointing from 'A' to 'Z' in its logo?
2. Which fast-food chain encourages customers to "Eat Fresh"?
3. Which car company invites you to "Zoom Zoom"?

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

4. Which company encourages you to "Break Free" with its chocolate bars?
5. What brand tells you to "Expect More. Pay Less."?



# DID YOU KNOW?

## DIFFERENT TYPES OF BUSINESS CARDS

1. Lawn Specialist's Business cards contain seeds in them.
2. Divorce lawyer business cards can be divided into half so that each Partner can take one.
3. Fitness trainer cards are designed in a way that if you want to see the contact number you need to stretch it to read it.
4. Stock Market expert cards indicate whether the customer must either buy or sell stocks depending upon the market.
5. Some companies make cards that look exactly like the person's Instagram profile which includes their photograph, name, contact, email ID, address, etc.

# AIDA model.



Marketing Objective	AIDA consumer response stage	Marketing communication objective	Useful communication tools
Launch " OFI " in 90 % of cocoa ingredient market.	AWARENESS	Within 4 months reach 80% of the cocoa ingredient market and get them to recall OFI in first top 3 brands of cocoa ingredient users.	<ul style="list-style-type: none"><li>• Launched the "The Power of Cocoa" IMC campaign.</li><li>• Participated in industry events and trade shows.</li><li>• Made significant investments in its cocoa ingredient business.</li></ul>
Generate interest in OFI's cocoa ingredients and their potential to create new and innovative food and beverage products by 5% in one year.	INTEREST	Within 8 months reach 60% of cocoa ingredient users that "OFI" has <ul style="list-style-type: none"><li>• Sustainable cocoa farming practices.</li><li>• OFI uses artificial intelligence to predict the regional cocoa flavors.</li><li>• Constantly innovating and developing new cocoa ingredient products.</li></ul>	OFI expands into digital marketing, including social media and search engine marketing, while launching a website to promote its cocoa ingredients. "The company also participates in trade shows like ISM in Cologne, Germany, and Food Ingredients Europe in Paris, France."

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Marketing Objective	AIDA consumer response stage	Marketing communication objective	Useful communication tools
Create desire for OFI's cocoa ingredients by highlighting their unique flavor profiles and versatility	DESIRE	Within a year reach 50% of target market to develop a positive feeling for the brand , and rest 30% of target audience who prefer "OFI" over other brands like surprise and delight consumers. OFI kindled consumer desires through cocoa ingredient versatility and emphasized emotional benefits, inspiring innovative, delightful products.	OFI launched a new advertising campaign in 2022 that highlighted its commitment to sustainability and innovation. The campaign featured the tagline "OFI: The future of cocoa" and was featured in industry publications and online platforms. The company also launched a new TikTok account to share short videos about its cocoa ingredients and products.
Drive sales of OFI's cocoa ingredients to food and beverage manufacturers by 2% in one year and by 2023 8%	ACTION	Within 2 year, 20 % market share of OFI , 8% Use it daily.	OFI launches fresh cocoa flavor trend research, sharing insights with the food and beverage industry to promote experimentation. They plan extensive advertising, promotions, discounts, and incentives for manufacturers in 2023. They utilized predictive analytics to spot emerging trends online.



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# BLOG OF THE MONTH



**"CLICKS TO CONVERSIONS: THE ART AND SCIENCE OF PERFORMANCE MARKETING"**

Performance marketing is a dynamic and data-driven approach to advertising and promotion that focuses on measurable outcomes and tangible results. Unlike traditional marketing strategies that rely on brand awareness and reach, performance marketing aims to directly connect marketing efforts with specific, quantifiable actions or conversions. This discipline leverages a variety of digital channels, including search engine marketing, social media advertising, email campaigns, and affiliate marketing, to deliver targeted messages to potential customers. For instance, pay-per-click (PPC) advertising on platforms like Google Ads exemplifies performance marketing by charging advertisers only when users click on their ads, ensuring a direct correlation between investment and user engagement.

Similarly, affiliate marketing programs compensate partners based on the actual sales or leads they generate, emphasizing a results-driven approach. Amazon's Affiliate Program is a stellar example, turning partners into digital maestros by rewarding them for their part in the sales symphony. In the e-commerce sector, tracking tools and analytics play a pivotal role in performance marketing, enabling businesses to analyze the effectiveness of their campaigns and optimize strategies in real time. Overall, performance marketing aligns marketing efforts with specific business objectives, providing a transparent and accountable framework for companies to achieve and measure their desired outcomes.

#### ***Answers to Market-tainment***

***1. Amazon***

***3. Mazda***

***5. Target***

***2. Subway***

***4. Cadbury***

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