

APRIL 2024

Marketing Insights Newsletter of Marketing360.in

# PANORAMA M360



*Cadbury*  
**Bourn  
Vita**

Swiggy  
**Pawlic**

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# GLOBAL NEWS

**GAMIFICATION GOES BIG:  
MARKET VALUE TO HIT \$96.2  
BILLION**



Forget points programs; brands are embracing a new weapon in their arsenal: Gamification. This strategy injects playful elements like points, badges, and leaderboards into marketing campaigns to supercharge user engagement. Imagine a language learning app awarding virtual trophies for completing daily lessons, or a fitness tracker offering discounts based on a user's climb up a virtual leaderboard.

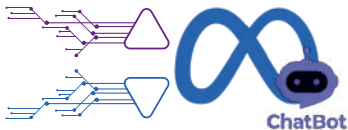
Gamification leverages our natural desire for competition and accomplishment. By transforming routine interactions into a game, brands make them more enjoyable and foster a sense of community. Users become invested in their progress, striving to unlock rewards and climb the ranks. This not only boosts engagement but also leads to higher retention rates, as users become more invested in the brand experience.

The applications of gamification are vast. A clothing store could launch a virtual scavenger hunt where users collect points by finding hidden items on their website. A bank might award badges for completing financial literacy modules. By incorporating these playful elements, brands can transform passive interactions into active participation, building stronger relationships with their customers.

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# Digi-Buzz

**META HEATS UP THE AI CHATBOT RACE  
WITH A NEW ASSISTANT, META AI**



Meta launches Meta AI, an AI assistant that can answer questions 24/7, generate creative content, and personalize messages across Facebook, Instagram, Messenger, and WhatsApp. Here's how it will impact the marketing industry:

**Faster and more targeted advertising:** It will analyze vast amounts of data to pinpoint customer preferences and create laser-focused ad campaigns, boosting conversions and return on investment.

**24/7 customer support:** It can provide 24/7 customer support through chatbots to answer questions and resolve issues, freeing human representatives for complex tasks.

**Personalized marketing messages:** It can tailor marketing messages for individual customers. This can lead to a more engaging customer experience and higher conversion rates.

**Deeper customer insights:** It can also analyze customer data to gain deeper insights into customer behavior. This information can be used to improve marketing campaigns and develop new products and services. Meta-AI can make marketing more efficient & customer-centric.

Swiggy, the renowned food delivery platform, has introduced "Swiggy Pawlice," an app feature that lets pet parents report missing pets directly, utilizing Swiggy's network of over 3.5 lakh delivery partners to assist in search efforts. This innovative service leverages Swiggy's community presence to offer new support to its loyal user base.

On National Pet Day, Swiggy announced its "Pawternity Policy" for full-time employees, providing benefits such as pet adoption leave and work-from-home options during pet settling-in periods, enhancing employee satisfaction and loyalty.

Swiggy's initiatives perfectly exemplify cause marketing and community marketing. By launching Swiggy Pawlice, they're aligning with the growing cause of pet well-being, a topic that resonates deeply with pet lovers, a key customer segment.

By promoting pet-friendly services and employee policies, Swiggy is reinforcing its brand as a responsible and caring platform. This dedication to making a positive impact in the community enhances customer loyalty and brand reputation, proving the power of aligning the brand with meaningful causes.

## Social media Ad'

**SWIGGY INTRODUCES PET-FRIENDLY INITIATIVES  
FOR PET PARENTS**



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# GOVT NEWS

## REGULATION IN THE WELLNESS INDUSTRY: PATANJALI CASE RAISES QUESTIONS

Patanjali, the Indian FMCG giant, recently faced controversy over misleading advertisements for its ayurvedic products. These ads claimed superiority over allopathic medicines and touted "permanent relief" from various ailments. The Supreme Court, upholding a consumer petition, deemed these claims deceptive marketing.

Deceptive marketing involves misleading or outright false information to influence consumer choices. In this case, Patanjali's ads downplayed the effectiveness of established medical practices and made unsubstantiated claims about their own products. This not only undermines trust in the brand but also poses a potential health risk by discouraging consumers from seeking proper medical attention.



# PATANJALI

The controversy highlights the importance of responsible advertising, especially in the healthcare sector. Consumers rely on accurate information to make informed choices about their well-being. Patanjali's misstep serves as a cautionary tale for brands - promoting transparency and building trust through truthful advertising remains paramount in today's competitive landscape.



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# INDUSTRIAL TREND

## THE RISE OF INFLUENCER ACTIVISM: LESSONS FROM BOURNVITA



Cadbury  
**Bournvita**

The recent Bournvita controversy serves as a powerful wake-up call for brands in the digital age. When YouTuber FoodPharmer posted a video critiquing Bournvita's nutritional claims, alleging excessive sugar and colorants, it ignited a firestorm on social media.

The video amassed over 12 million views sparking concern among consumers, calling for a boycott. In response, the chocolate brand took legal action against FoodPharmer, prompting him to remove the video. However, Bournvita's reputation had already suffered.

Marketing insights from this controversy highlight the importance of transparent communication, crisis management, and influencer dynamics. Brands must engage thoughtfully with influencers, ensuring partnerships with credible and qualified individuals. Prioritizing ingredient transparency and quality control is vital to meet health-conscious consumers' demands. Protecting brand reputation requires reinforcing credibility and trustworthiness, as brand loyalty can quickly erode. This case underscores the need for brands to evolve crisis management strategies and prioritize transparency and authenticity to preserve reputations and customer trust.



**MCDONALD'S BECOMES  
MCDONALD'S TO EARN GEN Z  
FANDOM**

McDonald's India introduces 'McDonald's'. Embracing the growing anime fandom, McDonald's pays homage to the anime universe with limited-time savory sauce, manga-themed packaging, and an anime-inspired restaurant.

This campaign leverages several marketing concepts:

**Targeted audience:** The campaign specifically targets anime fans, a popular subculture among Gen Z.

**Brand integration:** McDonald's integrates anime elements into its brand through anime-themed packaging, restaurant makeovers, and even anime shorts. This creates a unique and memorable experience for anime fans.

**Creative marketing:** The campaign goes beyond traditional advertising by using creative elements like anime themes to capture the attention of Gen Z consumers.

By using these marketing tactics, McDonald's India aims to resonate with young consumers and establish itself as a brand that understands their interests.

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# Market-ainment



Guess the brand's Name with the help of the puzzles given

1. With a tick of approval, I bring you style,  
Comfortable footwear, for every mile.  
From courts to streets, I walk with pride,  
A local brand, taking the world in stride.  
What am I?
2. A flight of colors, adorning every face,  
A vibrant kaleidoscope, a touch of grace.  
Kajal to lipstick, a beauty tool,  
I am the brand that breaks every rule.  
What am I?
3. I carry the weight of generations old,  
A symbol of trust, a story told.  
From saris to suits, I clothe the land,  
Woven with tradition, in every hand.  
What am I?

4. On the silver screen, my stories unfold,  
a world of drama, both young and old. A  
roaring lion, my symbol so bright,  
bringing laughter and tears, with every  
flickering light.  
What am I?
5. With wings of steel, I conquer the sky,  
connecting hearts that yearn to fly.  
Across continents, my colors soar, a  
symbol of India, forevermore.  
What am I?

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

# DID YOU KNOW?



TANISHQ

Manyavar



## COLOUR PSYCHOLOGY OF BRANDS

- Saffron for Purity and Celebration: Manyavar, a popular brand for men's ethnic wear, uses deep saffron in its logo and branding. Saffron's association with purity in Indian culture aligns perfectly with the brand's focus on traditional occasion wear.
- Orange for Joy and Festivity: Haldiram's, a renowned snack brand, utilizes a vibrant orange across its packaging. Orange evokes warmth, happiness, and a touch of festivity, capturing the brand's commitment to delicious and festive offerings.
- Maroon for Strength and Heritage: Hamdard, a trusted name in Ayurvedic products, incorporates maroon prominently. Maroon evokes strength and stability, perfectly aligning with the brand's image of reliable and time-tested herbal remedies.
- Green for Freshness and Growth: Lipton, a major tea brand uses green extensively. Green symbolizes freshness and growth, perfectly reflecting the natural essence of their tea leaves.
- Gold and White for Purity and Auspiciousness: Tanishq, a leading jewellery brand, combines gold and white. Gold represents purity and auspiciousness, perfectly capturing the essence of their elegant and valuable jewellery.





BALENCIAGA

# AIDA model.



| ATTENTION   | INTEREST  | DESIRE  | ACTION  |
|---|---|---|---|
| <ul style="list-style-type: none"><li>• <b>Disruptive and Edgy Designs:</b> Balenciaga is known for pushing boundaries with unconventional and sometimes outrageous designs. This grabs attention and sets them apart from other luxury brands.</li><li>• <b>Celebrity and Influencer Marketing:</b> Balenciaga partners with celebrities and high-profile influencers to showcase their clothes and accessories, generating social media buzz and name recognition.</li><li>• <b>Limited Editions and Exclusivity:</b> Balenciaga creates limited-edition collections and fosters an air of exclusivity, making their products highly desirable.</li></ul> | <ul style="list-style-type: none"><li>• <b>High-Quality Craftsmanship:</b> Despite the unconventional designs, Balenciaga prioritizes exceptional quality and craftsmanship in their products.</li><li>• <b>Heritage and Legacy:</b> Balenciaga has a rich history dating back to 1917, appealing to those who appreciate tradition and heritage in fashion.</li><li>• <b>A-List Clientele:</b> Balenciaga is a favorite among celebrities and fashion icons, creating an association with luxury and status.</li></ul> | <ul style="list-style-type: none"><li>• <b>Owning a Piece of Art:</b> Balenciaga garments are often considered conversation starters and wearable works of art, fueling a desire to own a unique piece.</li><li>• <b>Status Symbol:</b> Balenciaga products signify exclusivity and refined taste, appealing to those who want to project a certain image.</li><li>• <b>Trendsetting:</b> Balenciaga is a trendsetter in the fashion world, and owning their pieces allows you to be at the forefront of fashion.</li></ul> | <ul style="list-style-type: none"><li>• <b>Omnichannel Shopping Experience:</b> Balenciaga offers a seamless shopping experience across physical stores and online platforms.</li><li>• <b>Social Proof:</b> Extensive influencer marketing and celebrity endorsements create social proof, encouraging people to purchase.</li><li>• <b>Limited Availability:</b> The limited-edition nature of some products creates a sense of urgency and compels people to buy before they miss out.</li></ul> |

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# BLOG OF THE MONTH

**CHATBOTS: CONVERSATIONAL MARKETING IN THE AGE OF NOW**



Remember the days of waiting on hold for customer service? Chatbots are revolutionizing marketing by offering a more engaging and immediate way to connect with consumers. These AI-powered chat interfaces are popping up on websites, messaging apps, and social media, fundamentally changing how we experience brands.

**24/7 Availability & Personalized Service:** Unlike traditional means of connecting with the consumers, chatbots are never on break. They provide instant support and answer frequently asked questions, freeing up human representatives for complex issues. Plus, chatbots can analyze customer data to offer personalized recommendations and promotions, creating a more tailored experience.

**Lead Generation & Streamlined Sales:** Chatbots can act as friendly guides, guiding website visitors through product information and purchase decisions. They can even qualify leads by asking targeted questions, making the sales process smoother and more efficient.

**Boosting Engagement & Brand Loyalty:** Conversational marketing with chatbots fosters a more interactive experience. Imagine a fun and informative chat interface that answers your questions and even cracks a joke. This lighthearted approach can build brand loyalty and keep customers coming for more.

As chatbot technology continues to evolve, we can expect even more innovative applications in marketing. One thing's for sure: chatbots are here to stay, shaping the future of customer interaction and propelling marketing into a new era of conversation.

#### **Answers to The Buzzmaze**

- 1- Liberty Shoes**
- 2- Lakmé Cosmetics**
- 3- Fabindia**
- 4- Yash Raj Films**
- 5- Indigo Airlines**





**Bhakti  
Mangrulkar**



**Rinkita  
Virvani**



**Sonali  
Majire**



**Manav  
Jain**



**Ritik  
Jain**

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