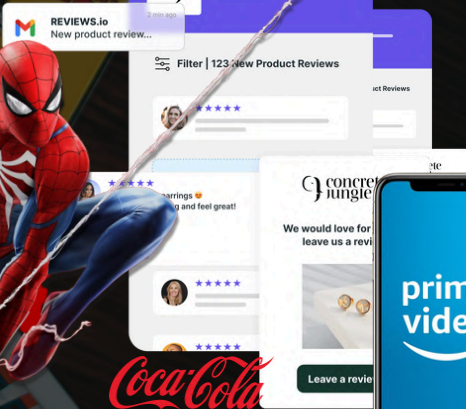


MAY 2024

Marketing Insights Newsletter of Marketing360.in

PANORAMA MARKETING 360



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GLOBAL NEWS

BLENDING ANALYTICS AND
MMP DATA: THE KEY TO
ELEVATING APP MARKETING



The world of mobile apps is fiercely competitive, and keeping users engaged is crucial. Marketers and developers are using in-app advertising and data analysis to boost user retention. Mobile Measurement Partners (MMPs) and in-app analytics work together to improve user experience. Here's how it will impact marketing:

- **Maximizing User Acquisition:** MMPs provide insights into app performance and user behavior, aiding in tracking user origins and effective channels for installs. Understanding user actions within the app is vital.
- **Crafting Targeted Campaigns:** Combining MMP data with in-app analytics allows for effective audience segmentation and personalized campaigns. For instance, analyzing early in-app user behavior can reveal insights such as cart abandonment due to pricing concerns, enabling targeted incentives to enhance user experience.
- **Optimizing Campaign Performance:** The synergy between analytics and MMP data helps measure campaign effectiveness, detect anomalies, and optimize resources for a higher return on investment.
- **Seamless Integration for Strategic Decision-Making:** Integrating these datasets through API connections, third-party platforms, and data visualization tools provides actionable insights at a glance.
- **Ensuring Data Quality and Accuracy:** Regularly cleaning datasets ensures accurate information, maximizing the impact of marketing efforts.

By working together, MMPs and in-app analytics empower marketers to make smarter decisions and win in the competitive mobile landscape.

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Digi-Buzz

"LABEL PADHEGA INDIA" MOVEMENT: A SIGN OF GROWING CONSUMER AWARENESS

A new social media movement, "Label Padhega India Toh Badhega India", is urging consumers to become smarter snackers. This campaign aligns with consumer empowerment, encouraging individuals to make informed choices by reading food labels. Backed by influencers, the movement highlights the importance of understanding ingredients like palm oil, sugar, preservatives and their health implications.

"Consumers deserve transparency," says Revant Himatsingka, a key influencer. "By reading labels, we hold manufacturers accountable and promote healthier ingredients." The movement's impact is undeniable. Lay's, a major chip brand, has already announced plans to replace palm oil in its Indian products, demonstrating the power of informed consumers.

Label Padhega India campaign leverages social media to foster a community of informed buyers, simultaneously influencing industry practices. This movement highlights the growing power of social media to promote informed consumerism and potentially shape the future of the food industry, with health-conscious consumers leading the charge.



Social media Ad'

PRIME VIDEO'S LAUKI LAUNCH A MASTERCLASS IN MARKETING

Prime Video's marketing team for Panchayat Season 3 took a refreshingly unique approach, using a seemingly ordinary vegetable, the lauki (bottle gourd), to generate excitement and engagement.

This clever tactic speaks volumes about the campaign's core marketing concept: authenticity and audience connection.

The campaign itself was a masterclass in interactive marketing. The website with clickable laukis to reveal the premiere date, along with billboards featuring hidden dates under a layer of virtual gourds, all fueled curiosity and encouraged audience participation.

Let's break down the marketing genius behind this campaign:

Cultural Relevance: The lauki is a familiar object in Indian households, instantly connecting with the target audience on an emotional level.

Intrigue and Mystery: The use of the lauki to reveal the launch date creates a sense of mystery and anticipation, prompting viewers to engage with the campaign to find out more.

Social Media Buzz: The campaign's unique concept is perfect for social media sharing, further amplifying its reach and generating organic conversation.



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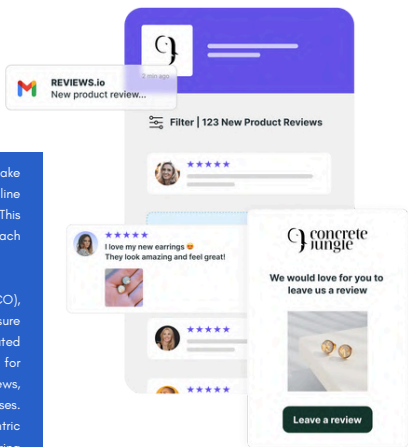
GOVT NEWS

FAKE REVIEW CRACKDOWN BOOSTS TRUST, EMPOWERS CONSUMERS IN E-COMMERCE

The Indian government's crackdown on fake reviews tackles a major concern for online shoppers, building transparency and trust. This directly impacts the customer-centric approach of e-commerce businesses.

Under the new Quality Control Order (QCO), platforms like Amazon and Flipkart must ensure authentic reviews. No more manipulated reviews, Consumers rely heavily on reviews for informed decisions. With genuine reviews, shoppers gain confidence in their purchases. This aligns perfectly with a customer-centric strategy, building trust and empowering consumers. In a customer-centric approach, the business prioritizes the needs and wants of the customer. Fake reviews erode trust and make it difficult for shoppers to make informed decisions. By ensuring genuine reviews, the QCO empowers customers with accurate information, allowing them to confidently choose products that meet their needs. This builds trust and strengthens the customer-business relationship, a key tenet of a customer-centric strategy.

The QCO is a win-win. E-commerce businesses can build stronger relationships based on trust. Fair competition thrives with a level playing field. This empowers consumers and builds a more thriving e-commerce ecosystem in India.





Apple iPad Pro

Brand in Talk

APPLE'S CRUSH
CONTROVERSY: A
CAUTIONARY TALE
FOR DESTRUCTIVE
MARKETING

Apple's recent iPad ad campaign sparked outrage, showcasing a hydraulic press crushing various creative tools before revealing the new iPad. This campaign exemplifies negative marketing, a risky strategy aiming for brand recognition through shock value.

Critics slammed the ad for disrespecting creativity and alienating artists who rely on the very tools destroyed. The CEO later apologized, acknowledging the ad "missed the mark." This controversy highlights the potential pitfalls of negative marketing. While it may generate short-term buzz, it can damage brand reputation and alienate core demographics.

Apple's misstep serves as a reminder: effective marketing builds positive associations. By focusing on the iPad's creative potential rather than destruction, they could have achieved a stronger connection with their target audience.

INDUSTRIAL TREND

INDIA'S RISING AFFLUENT CLASS FUELS PREMIUMIZATION TREND

India's consumers with rising disposable income are driving a "premiumization" trend. Companies are chasing this goldmine with sleek ads, aspirational messaging, and an emphasis on product exclusivity.

Marketing Trends to Ride the Wave:

Premiumization: Brands are revamping their offerings to cater to this growing segment. This could involve launching new premium product lines or revamping existing ones with better ingredients, innovative features, and luxurious packaging.

Target the New Elite: Marketing campaigns must be tailored to resonate with this affluent class. Think sleek visuals, aspirational messaging, and highlighting the exclusivity associated with premium products.

Emerging categories: Reports suggest pet care, health & wellness, and premium food products are poised for significant growth. Companies will invest in these burgeoning sectors to capture market share early on.

Omnichannel marketing: Reach your target audience across all platforms - online marketplaces, social media, and even high-end retail stores. Create a seamless buying experience that reflects the premium brand image.

As India's affluence rises, marketers can unlock a treasure trove of opportunities by embracing premiumization.



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Market-ainment



Guess the Brand's name with the help of the hints given

1. A sustainable kids wear brand owned by a popular Bollywood actress.
2. A Beauty brand owned by an international pop star.
3. A clothing brand owned by an Indian cricket legend.
4. A fashion brand owned by a popular Bollywood actress who is also known for her production company.
5. A fashion brand named after a royal family and owned by an actor who is also a Nawab.

A M A D E M M A

T E N F Y

B R U T U L E E

S U N H

O U S H E F O T A A U P D I



**DID
YOU
KNOW?**



BRANDS THAT SELL EMOTIONS.

1. Lenskart: Apart from selling eyewear, they also offer clarity, confidence, and style, helping consumers see the world better while expressing their individuality with each frame.
2. Apple: They don't just sell phones; they sell innovation, creativity, and aspiration, inspiring users to pursue their dreams and express themselves.
3. Rolex: Beyond watches, they offer moments of luxury, prestige, and timeless elegance, making consumers feel successful and aspirational.
4. Nike: They not just sell sneakers, they sell inspiration, determination, and achievement, motivating individuals to push their limits in sports and fitness.
5. Chanel: Beyond luxury fashion, they represent sophistication, exclusivity, and timeless style, evoking glamour and desire in their consumers.



ATTENTION	INTEREST	DESIRE	ACTION
<ul style="list-style-type: none"> Larger-than-life characters: Marvel boasts iconic heroes like Iron Man, Captain America, and Spider-Man, instantly recognizable even by casual audiences. Compelling stories: Marvel storylines weave action, adventure, humor, and relatable human struggles, appealing to a broad range. Multi-media presence: Marvel is present in comics, movies, TV shows, video games, and merchandise, constantly reminding fans of their favourite heroes. 	<ul style="list-style-type: none"> Character variety: Marvel offers diverse heroes from different backgrounds and powers for everyone to identify with. Evolving storylines: Marvel doesn't shy away from changing the status quo, keeping storylines fresh and fans guessing. Fan theories and speculation: Their universe creates opportunities for fan theories and speculation, fostering a passionate online community. 	<ul style="list-style-type: none"> Immersion in the Marvel Universe: Marvel's expansive world allows fans to feel part of something bigger. Collectible merchandise: From action figures to comic books, Marvel offers a vast array of merchandise to fuel fan desire and build a collection. Experiences: Events like movie premieres and conventions allow fans to connect with the characters and other fans, creating a strong emotional connection. 	<ul style="list-style-type: none"> Comic book purchases: Fans buy comics to follow ongoing storylines and delve deeper into the characters' worlds. Movie and TV show viewership: Fans flock to theaters and streaming services to see their favorite heroes come to life on screen. Merchandise purchases: Fans buy t-shirts, action figures, and other merchandise to show their love for the franchise and characters.

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BLOG OF THE MONTH

**THE POWER OF EMOTION IN MARKETING:
CREATING CONNECTIONS THAT DRIVE
ACTION.**



In marketing, emotions wield a profound influence, often serving as the driving force behind consumer behavior. Brands that effectively tap into emotions forge deeper connections with their audience, increasing engagement and loyalty.

Emotional marketing involves evoking feelings such as joy, nostalgia, fear, or empathy through various strategies. By understanding their target audience and crafting messages that resonate on an emotional level, brands can create compelling narratives that capture attention and inspire action.

One key aspect of emotional marketing is storytelling. Brands that share authentic stories, highlighting human experiences and struggles, can elicit empathy and foster trust with their audience. For instance, Coca-Cola's "Share a Coke" campaign personalized its product by replacing the brand's logo with common names, fostering a sense of connection and community among consumers.

Moreover, utilizing visuals and music can further enhance emotional appeal. Vibrant imagery and uplifting melodies have the power to evoke positive emotions, while somber tones can convey empathy or urgency, prompting action.

Ultimately, emotional marketing goes beyond selling products; it's about creating meaningful connections that resonate with consumers on a deeper level. By tapping into emotions, brands can inspire loyalty, drive action, and make a lasting impact on their audience.

Answers to The Buzzmaze

1- Ed-a-Mamma by Alia Bhatt

2- Fenty by Rihanna

3- True Blue by Sachin Tendulkar

4- Nush by Anushka Sharma

5- House of Pataudi by Saif Ali

Khan

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Mangrulkar**



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**Sonali
Majire**

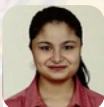


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