

JULY 2024

Marketing Insights Newsletter of Marketing360.in

# PANORAMA

# MARKETING 360

asianpaints

galleri

boat

WhatsApp



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**galleri5**



**WhatsApp**



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# GLOBAL NEWS

NAME ON THE CAN, NAME ON YOUR LIPS



Diet Coke is relaunching its personalization campaign with cans featuring 150 names. This strategy is similar to Coca-Cola's successful 'Share a Coke' campaign, which resulted in a sales increase for the brand. The goal of this campaign is to elevate Diet Coke Breaks and potentially boost sales through personalization.

Personalized marketing campaigns can be a powerful tool for brands to connect with consumers on a deeper level. By using consumers' names or other personal information, brands can create a more engaging and memorable experience. This can lead to increased brand loyalty and sales.

In the case of Diet Coke, the personalization campaign is likely to appeal to consumers who are looking for a more unique and individualized product. The cans featuring 150 names will give consumers a reason to collect and share them, which could help to generate buzz for the brand.

Overall, Diet Coke's personalization campaign is a creative and potentially effective way to boost sales and brand engagement.



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# Digi-Buzz

STARS AND BRANDS CHAT UP CONSUMERS ON WHATSAPP

WhatsApp is set to redefine marketing strategies as celebrities and brands leverage its broadcast channels for direct audience engagement. This shift marks a move away from traditional, one-way communication towards a more intimate and personalized approach.

By offering exclusive content, behind-the-scenes glimpses, and interactive features, brands can cultivate deeper connections with consumers. This platform promises higher engagement rates and a more targeted reach compared to traditional media.

As a result, marketing budgets may see a reallocation towards this interactive channel, emphasizing the importance of creating compelling, shareable content to capture audience attention and drive conversions. The integration of AI for automated responses adds a layer of efficiency and personalization, enhancing the overall user experience.

This development signals a paradigm shift in the marketing landscape, where building strong relationships and providing value will be key to success.

# Social media Ad

COLLECTIVE ARTISTS NETWORK ACCELERATES INNOVATION WITH GALLERI5 ACQUISITION

## Transforming the Digital Content Landscape

In a bold move, Collective Artists Network has acquired Galleri5, a leader in AI-powered content solutions and influencer marketing technology. This strategic acquisition aligns with the network's vision to amplify the creator and content ecosystem through cutting-edge technology.

## Enhancing Brand Engagement with AI

Galleri5, known for AI visual content generation, creator intelligence, campaign management, and trend forecasting, empowers India's top retailers and brands to create impactful connections. Their experienced team redefines brand engagement and customer experiences for the digital age.

## Strategic Vision and Leadership

Vijay Subramaniam, CEO of Collective Artists Network, stated, "Integrating Galleri5's AI capabilities enhances our ability to provide innovative solutions. Leveraging advanced AI technology will drive personalized storytelling and trendspotting, solidifying our position as a leading new media company."

## Expanding the Creative Ecosystem

This acquisition is part of a series of Collective Artists Network expansions, including Terribly Tiny Tales and Under 25 Universe. These moves highlight the company's commitment to empowering the creator ecosystem and fostering student culture.

# galleri5

COLLECTIVE  
ARTISTS NETWORK



# WhatsApp

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# GOVT NEWS

## END OF ERA FOR SURROGATE TOBACCO ADS?

The Indian government's proposed ban on smokeless tobacco advertisements, particularly surrogate ads disguised as mouth fresheners, is set to significantly impact the marketing landscape.

The crackdown on surrogate advertising is a direct challenge to the marketing tactics employed by tobacco companies. By leveraging celebrity endorsements and seemingly innocuous product categories, these companies have effectively circumvented advertising restrictions. With this ban, brands will have to explore alternative, compliant marketing strategies.

The involvement of Bollywood and cricket celebrities in these surrogate ads has raised ethical questions. The potential loss of lucrative endorsement deals could force celebrities to be more selective in their partnerships. This shift could redefine the celebrity endorsement landscape, with a greater emphasis on brand alignment and social responsibility.

The government's stance on tobacco advertising signals a stricter regulatory environment. Marketers across various industries can expect heightened scrutiny of their advertising claims and practices. This will necessitate more rigorous compliance efforts and potentially impact advertising budgets.



As traditional advertising channels face restrictions, marketers may increasingly turn to digital platforms. However, digital advertising also comes with its own set of challenges, including ad-blocking, privacy concerns, and algorithm changes. Brands will need to adapt their strategies to effectively reach consumers in the digital age.

With advertising limitations in place, product innovation and differentiation will become even more critical. Brands will need to invest in research and development to create products that stand out in the marketplace. A strong product offering can help build brand loyalty and drive sales, even in the absence of heavy advertising. Overall, the proposed ban on tobacco advertisements marks a significant shift in the marketing landscape. Brands will need to be agile, creative, and compliant to navigate this new environment.



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# Brand in Talk

**BOAT x ZEPTO - A 10 MIN TUNE TO SUCCESS**

Boat, a leading audio brand tied up with Zepto, a quick commerce platform, is a strategic move that leverages the growing popularity of both quick commerce and audio products. By offering delivery of boAt products in just 10 minutes through Zepto's platform, the collaboration provides a convenient and impulsive shopping experience for consumers.

The 10-minute delivery window caters to consumers who want instant gratification and fulfil their need for audio products quickly. This taps into the growing trend of quick commerce, which is ideal for busy urban lifestyles.

The humorous ad campaign grabbed attention and created a positive brand association for both Boat and Zepto. The combination of a video ad and billboard campaign creates a multi-channel marketing approach, reaching consumers across different touchpoints.

## Impact on Marketing Space

Collaboration between brands: This partnership highlights the potential for collaboration between complementary brands to expand their reach and target audience.

Importance of quick commerce: The success of this campaign could further emphasize the importance of quick commerce in the marketing strategies of various brands.

Focus on customer experience: By offering a convenient and time-saving delivery option, this collaboration prioritizes customer experience, which is a key factor in today's marketing landscape.

Overall, this partnership between Boat and Zepto is a creative marketing strategy that capitalizes on current trends and caters to the needs of on-the-go consumers. It has the potential to influence the marketing space by highlighting the effectiveness of quick commerce, brand collaborations, and prioritizing customer experience.

# INDUSTRIAL TREND

## DECODING THE DPDP ACT FOR THE MARKETING WORLD

The Digital Personal Data Protection (DPDP) Act introduces stringent data protection guidelines, which are crucial for marketers to understand. Unlike international laws, the DPDP Act focuses on 'digital personal data, including offline data stored digitally, which can attract fines of up to Rs 250 crore.

### Key Requirements for Marketers

Marketers must now obtain explicit, informed consent for data collection and processing. Data must be minimized and collected only for specific purposes. Transparency is vital; companies must communicate data usage and ensure robust security measures.

### Impact on Strategies

Traditional broad data collection is obsolete. Implementing robust consent management systems and clear opt-in mechanisms is essential. Personalized marketing must adapt, using anonymized or aggregated data while adhering to data minimization principles.

### Security and Compliance

Investing in encryption, secure storage, and regular audits is critical to prevent data breaches. Multinational companies face challenges with cross-border data transfer restrictions, necessitating local data centers or additional safeguards.

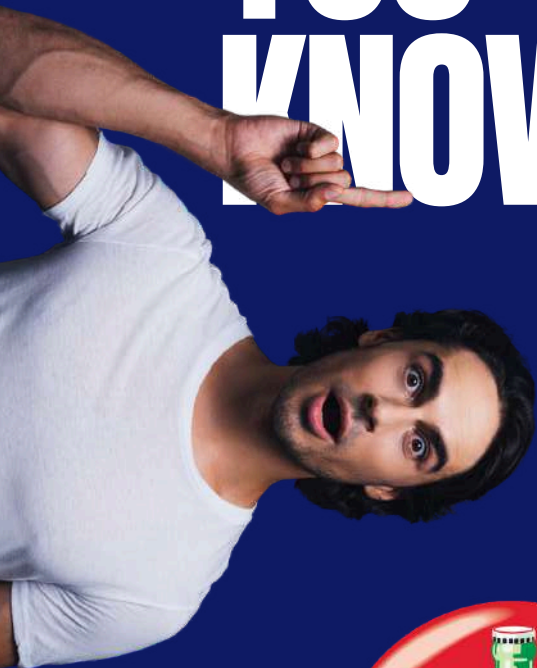
Adapting to the DPDP Act ensures compliance and maintains consumer trust, making it a critical priority for modern marketers.

GET boAt ON zepto



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DID  
YOU  
KNOW?



# Font Psychology



## Coca-Cola - Spencerian Script

The flowing, elegant script evokes a sense of nostalgia, tradition, and happiness, perfectly aligning with Coca-Cola's brand image of joy and shared moments.

## Google - Product Sans

Clean, modern, and minimalist, Product Sans reflects Google's reputation for innovation, simplicity, and user-friendliness.

## Netflix - Bebas Neue

Bold and contemporary, Bebas Neue conveys a sense of entertainment, excitement, and accessibility, matching the brand's focus on binge-worthy content.

## Apple - Myriad Pro

Sleek, sophisticated, and clean, Myriad Pro reflects Apple's commitment to design excellence, premium products, and a minimalist aesthetic.

## Nike - Futura Bold

Bold, futuristic, and dynamic, Futura Bold perfectly captures Nike's brand essence of athleticism, performance, and innovation. The strong, geometric forms convey a sense of speed and power, inspiring consumers to achieve their athletic goals.



NETFLIX

Google



# SWOT Analysis

## STRENGTHS

- **Strong Brand Image:** Asian Paints is a household name in India, synonymous with quality and trust.
- **Market Leadership:** The company enjoys a dominant market share in the Indian paint industry.
- **Extensive Distribution Network:** A vast distribution network ensures wide product availability.
- **Diverse Product Portfolio:** A wide range of products catering to different segments and customer needs.
- **Financial Stability:** A strong financial position allows for investments in research, development, and marketing.
- **Innovation Focus:** Continuous efforts in product innovation and technological advancements.

## WEAKNESS

- **Dependence on Raw Materials:** Fluctuations in raw material prices can impact profitability.
- **Low Market Share in Industrial and Automotive Paints:** Compared to decorative paints, the company has a smaller share in these segments.
- **Limited International Presence:** While expanding, the company's international operations are still relatively small compared to its domestic business.

## OPPORTUNITIES

- **Growing Indian Economy:** The expanding middle class presents a significant growth opportunity.
- **Urbanization:** Increasing urbanization leads to higher demand for paints and coatings.
- **Focus on Tier II and III Cities:** There is untapped potential in these regions.
- **Digital Transformation:** Leveraging digital platforms for marketing, sales, and customer engagement.
- **Sustainable Paints:** Growing consumer awareness of environmental issues creates an opportunity for eco-friendly products.
- **Acquisitions:** Strategic acquisitions can help expand market reach and product portfolio.

## THREATS

- **Intense Competition:** The paint industry is highly competitive with strong players.
- **Economic Slowdown:** A downturn in the economy can impact paint sales.
- **Raw Material Shortages:** Supply chain disruptions can affect production and prices.
- **Changing Consumer Preferences:** Evolving tastes and trends can impact product demand.
- **Government Regulations:** Stricter environmental regulations can increase costs.

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# BLOG OF THE MONTH

STORYSELLING THE SECRET WEAPON OF SALES



Suppose you've had any experience in a customer-facing role. In that case, you've certainly heard variations of these phrases: "You've gotta tell more stories to connect with your customer," or "You've gotta tell more stories to connect with your customer," according to "You need to tell your company's story to stand out." To be honest, I'm the first to admit that narrative is jargon. So, let's start by defining what a story isn't and is. A tale isn't a case study. Case studies are generally impersonal and uninteresting tales of how your company assisted another company. Consider how many case studies you've read and how many of them you remember. Not too many, right? Why don't you remember them? Because they are not personal enough. Humans care about people, not businesses.

So, what is a story? In its most basic form, a narrative is something intriguing that happens to a particular individual. It is a story, or a series of events, that are linked and told in a specific order to entertain, inform, and inspire others. More specifically, stories are used in sales to influence a sales event by emphasizing the advantages of collaborating with a product, service, or organization.

## Why does storytelling matter in sales?

Storytelling makes your buyer remember you. As a chef at my last workplace, we unknowingly used storytelling as a medium to engage with our guests. Sharing our food's rich heritage always made us stand out and also clicked with our guests enough to increase our food sales.

## Storytelling increases the value of your offering.

On Amazon, several brands offer sports shoes, but what makes Nike and Adidas sell one of the most expensive ones? The answer is storytelling. Nike and Adidas don't just sell shoes, they sell the story behind the athlete wearing those shoes, they tell (sell) their stories.

## Storytelling builds trust.

In an experiment, neuro-economist Paul Zak and his team instructed participants to watch one of two versions of a video about a dying youngster. The first edition featured a clear narrative arc (also known as a story), whereas the second had a "flat" narrative arc (that is, no story). The scientists collected blood samples from the subjects before and after they watched the videos. What do you believe they discovered? They discovered that people who watched the video with the tale had an increase in oxytocin. Oxytocin is also called the love hormone. When the brain produces oxytocin, people become more trusting, giving, charitable, and caring. When you tell a well-crafted story, your listener's brain releases oxytocin, which increases their trust in you and your ideas.

So, ditch the dry facts and figures, and weave stories into your sales presentations. You'll grab attention, build trust, and leave a lasting impression that converts into sales. Start experimenting with storytelling today and watch your sales soar!

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