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PANORAMA MARKETING 360

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WHAT IS MARKETING 360?

Everything you're looking out to quench your curiosity about marketing, whether it's marketing concepts, latest trends, news, brand stories, innovative campaigns, or buzz-worthy advertisements, we've got you covered. marketing360.in is your one-stop solution to look forward to.

GLOBAL NEWS

THE FUTURE OF ADVERTISING INSIGHTS FROM CANNES LIONS

CANNES LIONS



Cannes Lions 2025 showed how marketing is becoming a global phenomenon, with over 13,000 professionals from 90+ countries coming together to explore the future of the industry. The main focus this year was on how AI technology can work alongside human creativity to create more powerful and authentic campaigns. From AI-powered ideas to the growing creator economy, Cannes Lions 2025 highlighted the changes in marketing, emphasizing the importance of staying true to audiences with real emotions, meaningful messages, and fresh, innovative approaches. Refer to the key takeaways section below for a concise overview.

➤ AI-Augmented Creativity

AI is supercharging creativity, not replacing it. Tools like Qualcomm’s Writer AI and Meta’s AI solutions help streamline processes, boost precision, and speed up creative workflows while maintaining the human touch that drives truly innovative campaigns. However, AI-generated content scandals sparked debates, leading to stricter rules and mandatory AI disclosure for future submissions.

➤ Purpose-Driven Branding

Consumers now demand consistent values from brands. Consumers want brands with purpose. Campaigns like Ariel’s “Share the Load” show how brands can make an impact by aligning with causes. Purpose-driven branding builds loyalty by proving that authenticity and social responsibility matter more than ever.

➤ The Rise of the Creator Economy

Creators are no longer just influencers they’re co-creators shaping brand stories. By partnering with

creators, brands can make content that feels genuine, resonates with audiences, and reflects real community insights.

➤ A Consumer-Centric Future

The future of advertising is people-first. Personalized experiences that use tech, data, and creativity will build stronger and more lasting relationships with consumers. The key is making consumers feel seen and valued.

The insights from Cannes Lions 2025 show how world is rapidly evolving. With AI, purpose-driven branding, and creator collaborations on the rise, brands must balance creativity with effectiveness. The core debate is about authenticity. How far can brands go in making a difference without losing touch with their audience's values?

4C'S
 OF CANNES LIONS

<p style="color: #e91e63; font-weight: bold; margin: 0;">Convergence</p> <p style="font-size: 12px; margin: 5px 0;">Marketing, media, and tech merging for seamless brand experiences.</p>	<p style="color: #e91e63; font-weight: bold; margin: 0;">Content</p> <p style="font-size: 12px; margin: 5px 0;">Focus on innovation, craft, and purpose-driven storytelling with a strong cultural impact.</p>
<p style="color: #e91e63; font-weight: bold; margin: 0;">Creative Intelligence</p> <p style="font-size: 12px; margin: 5px 0;">AI as a collaborator, not a replacement, in the creative process.</p>	<p style="color: #e91e63; font-weight: bold; margin: 0;">Creators</p> <div style="background-color: white; border-radius: 50%; padding: 2px; display: inline-block; font-size: 10px; margin-left: 5px;">REC</div> <p style="font-size: 12px; margin: 5px 0;">Creators as core partners in campaign development and brand storytelling.</p>



The Indian electric vehicle (EV) market is on the brink of major change, thanks to Maharashtra's groundbreaking initiative - Battery Health Passports. This innovative concept aims to bring transparency and trust to the EV ecosystem by providing detailed information about a vehicle's battery health, charging history, and maintenance records.

This isn't just a small policy change. It's a bold, structural reform that addresses one of the biggest fears EV buyers face today: "What if the battery fails?"

► **What Is a Battery Health Passport?**

Think of it as a report card for an EV battery. Just like we check battery health on a phone before buying it second-hand, this passport lets buyers know:

- How healthy the battery currently is
- How it's been charged over time (fast charging habits affect lifespan)
- Whether it's been serviced or had any issues

It's a simple document but with massive implications for trust, resale value, and buyer confidence.

► **The Problem This Solves**

India's EV market is booming with over 1.6 million EVs being sold in 2024 alone. Yet, a huge barrier remains: Battery anxiety.

- Batteries account for 40–50% of an EV's cost.
- Most buyers worry about range, performance drop, or expensive replacements.
- The used EV market is struggling because buyers can't verify battery condition.

This results in slower adoption, limited resale demand, and a "blind buy" feeling, especially for budget-conscious consumers.

Stakeholder	Why This Is a Game Changer
EV Buyers	Informed decisions, less guesswork, more confidence
Manufacturers	Pressure to improve batteries, offer better warranties, brand differentiation
Used EV Market	Boosts trust, strengthens resale value, makes EVs more affordable

"In uncertain markets, transparency builds trust, and trust drives adoption."

Battery Health Passports create a new layer of accountability, much like:

- Nutrition labels changed how we choose food.
- Carfax reports transformed the used car industry in the U.S.
- Trust badges boost conversion rates in e-commerce.

India aims for 30% EV sales by 2030, but that needs more than incentives, it needs buyer confidence. Battery Passports help by reducing fear, boosting resale value and promoting sustainability.

If adopted nationwide, this could redefine electric mobility in India making EVs smarter, safer, and more trusted.



INDUSTRIAL TRENDS

NVIDIA STEPS INTO THE CLOUD GAME

► Nvidia Steps Into the Cloud Game

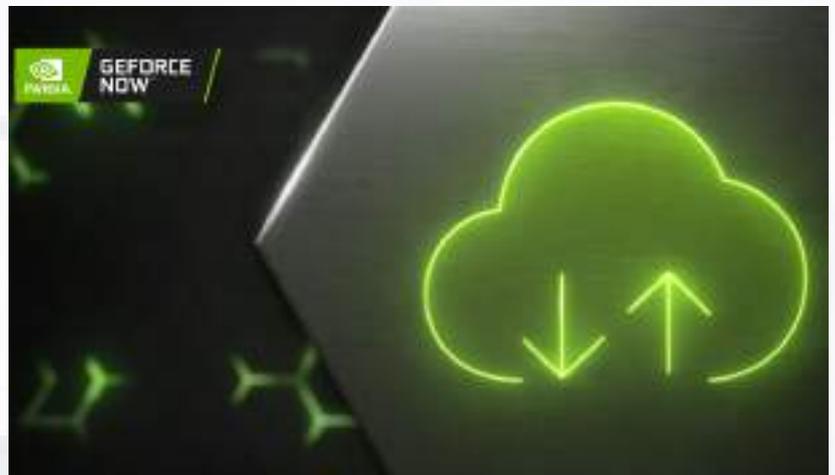
Nvidia, known for making powerful AI chips, has now entered the cloud computing business with its own service called DGX Cloud.

This move puts it in direct competition with big tech companies like Amazon, Microsoft, and Google.



► From Partner to Competitor

Earlier, companies like Amazon and Microsoft used Nvidia's chips to power their AI services. But now, Nvidia is offering cloud services on its own, using those same chips. It has partnered with some tech giants to run DGX Cloud, but interestingly, Google has not joined the project yet.



► Big Money, Big Plans

Nvidia's cloud business is growing fast. In the last year alone, the company signed \$10.9 billion worth of cloud service contracts, up from \$3.5 billion the year before. Experts at UBS believe that DGX Cloud could earn over \$10 billion in yearly revenue very soon.

► Investing in Smaller Cloud Players

Nvidia is also investing in smaller cloud companies like CoreWeave, which expects to make \$5 billion in revenue this year. These "neocloud" companies focus mainly on AI services.

KEY INSIGHTS

Nvidia has launched its own cloud service, DGX Cloud, entering the market dominated by tech giants.

It signed \$10.9B in cloud deals in one year.

DGX Cloud could become a \$10B+ business annually.

Nvidia is also backing smaller AI-focused cloud firms like CoreWeave.

ECONOMICS DECLASSIFIED

What the Israel-Iran War Means for Oil Prices and India's Economic Outlook

The conflict between Israel and Iran is no longer a contained flashpoint it's escalating. While the headlines are focused on missiles and military posturing, the biggest worry for India may be something less obvious, yet damaging: Oil.



Why India Cares So Much About Oil

India imports more than 85% of its crude oil, and much of it passes through the volatile Middle East. That means whenever war breaks out in this region, India's economic engine gets nervous. The Strait of Hormuz, a narrow waterway near Iran through which 20% of global oil trade passes, is now under threat. If this artery is disrupted or blocked, global oil prices could soar overnight.

What Happens If Oil Prices Rise?

- **Fuel Gets Costlier:** Everything that moves, that is, trucks, buses, and planes, will cost more to run.
- **Goods Become Expensive:** Transport and production costs go up, so prices of food, clothes, and electronics rise too. This is called cost-push inflation.

- **Rupee Weakens:** India needs more dollars to buy oil. This can make the rupee lose value, and imported goods become pricier.
- **Govt Budget Gets Stressed:** To protect people from rising prices, the government may reduce fuel taxes. But then, it will have less money to spend on roads, schools, and health.

Which Sectors Will Feel the Heat?

Rising fuel costs will squeeze margins across sectors like logistics, airlines, manufacturing, and retail either inflating prices for consumers or forcing budget cuts, especially in marketing, as brands struggle to retain price-sensitive buyers.

Will This Derail India's Growth?

Not immediately. India's direct trade with Israel and Iran is small, and we've got some oil reserves. But if oil stays expensive, the ripple effects grow fast:

- Import bills rise
- The rupee weakens
- Inflation climbs
- The RBI might be forced to raise interest rates (making borrowing costlier)

The Israel-Iran war may feel far away, but its economic fallout, especially through oil, is very real for India. From how much you'll pay for groceries to how brands will price products to how the government and businesses spend oil, it is the lever that moves everything.

Glossary:



Strait of Hormuz: A key oil shipping route near Iran.



Cost-push inflation: Price rise caused by higher production or transport costs.



Fiscal stress: When government spending rises while revenue stays flat or falls.

BCG-MATRIX ANALYSIS OF ETERNAL LIMITED



← RELATIVE MARKET SHARE

HIGH

LOW

↑

MARKET GROWTH

HIGH

LOW

BLINKIT

- Commands a 30–40 % share in India's ultra-fast grocery delivery segment, which is expanding at over 50 % YoY.
- Continues to invest aggressively in new city launches and enhanced unit economics to defend leadership.

HYPERPURE

- Positioned in the B2B food-supply sector, which is growing approximately 25% YoY, but currently captures under 10 % of the market.
- Requires significant scale-up via additional warehouses and deeper farmer partnerships to attain market leadership.

ZOMATO

- Zomato leads India's food delivery market, with 58% market share and with growth rate of 30% YoY
- Faces sub 5% market growth and high fixed costs, making strategic options such as divestiture or repositioning advisable.

DISTRICT

- Holds the #1 position in urban food delivery, generating robust free cash flows.
- Operating in a market growing at mid-teens rates, its surplus cash can underwrite new strategic initiatives.



BRAND IN TALK

Kartik Aryan Sparks a New Wave of Style With Skechers

It's not just a shoe it's a lifestyle upgrade, a social statement, and a reflection of the wearer's personality.

Every once in a while, a brand collaboration captures the perfect pulse of a generation, and right now Skechers India is owning that moment. With Kartik Aryan stepping in as its brand ambassador, Skechers has catapulted itself from being a popular casual footwear brand to a full-blown fashion statement. The campaign, centered around Skechers' Hands Free Slip-ins, is everywhere on billboards, social media feeds, television, and even in conversations over coffee. Kartik's massive fan base, especially among the youth, has turned this partnership into a viral sensation, making Skechers the latest must-have badge of cool in India.

» Ubiquitous Visibility

- The campaign is omnipresent across all major platforms, billboards, social media, TV, ensuring maximum recall and buzz.

» Cultural Marketing

- Skechers successfully tapped into youth culture, turning footwear into a social statement.





"Starting a business with your family is both personal and professional, and you have the unique advantage of knowing their strengths the moment you hit the ground running and you can call them all hours of the night and weekend when needed."

- Michael Greenberg, Skechers' president.

» **Celebrity Endorsement Power**

- Skechers leveraged Kartik Aaryan's mass popularity and relatability, especially among the youth.
- His boy-next-door charm made the brand feel aspirational yet accessible.

» **Emotional Branding**

- Consumers are buying into the confidence, coolness, and personality Kartik represents.
- The brand built a strong emotional connection with its audience, making the product feel aspirational.

» **Lifestyle Marketing Over Product Marketing**

- The campaign isn't just about shoes; it's about selling a vibe and identity.
- Skechers positioned its Hands Free Slip-ins as a fashion statement and lifestyle upgrade.



CAMPAIGN BREAKDOWN

LUCKY YATRA – TURNING TRAIN TICKETS INTO PRIZES!



THE CHALLENGE

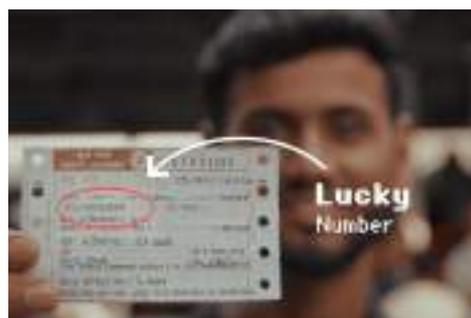
Mumbai's local trains carry over 7.5 million passengers daily, but many of them travel without tickets, causing Indian Railways to lose huge revenue every year. Traditional fines and penalties weren't enough to stop it. They needed a new way to motivate people to buy tickets.

THE CONCEPT

Imagine if your daily train ticket could do more than just get you from one place to another. What if it could make you win amazing prizes too?

That's exactly what Lucky Yatra is all about! Launched by Indian Railways and powered by Radio Mirchi, this campaign makes every valid train ticket a chance to win cash prizes.

THE INSIGHT



The big idea came from a simple insight:

Every year, Indians spend over \$28 billion on lottery tickets, hoping to win big. Indian Railways saw an opportunity to tap into this love for luck by turning train tickets into a chance to win.

Indians love lotteries.

This shifted the mindset from "I have to buy a ticket to avoid a fine" to "I want to buy a ticket because I might win something!"



THE PLAN

Instead of focusing on punishing ticketless travelers, Indian Railways decided to reward those who travel with valid tickets.

- Every train ticket became a lottery ticket.
- Commuters could check online if they won daily cash prizes.

To reach as many people as possible, Indian Railways partnered with Radio Mirchi and launched a 360-degree campaign:

- Radio Mirchi shared the excitement through radio ads and fun segments.
- Railway Stations: Large banners and posters were placed where passengers wait for trains.
- Inside Local Trains: Digital screens and posters reminded passengers to check their tickets.
- Online Platform: A dedicated website allowed commuters to check and claim their prizes (<https://luckyyatra.com/claimReward>)

THE IMPACT

The results were clear:

- Reduced ticketless travel as more people started buying tickets.
- Indian Railways recovered lost revenue while making travel more enjoyable.
- Commuters began to look forward to buying tickets, hoping to win big.
- The campaign turned a routine act into a moment of excitement every day.

The success of Lucky Yatra lies in its clever use of gamification and positive reinforcement. By turning every valid train ticket into a lottery ticket, Indian Railways tapped into India's love for lucky draws (cultural insight) and made ticket buying exciting. This shifted the mindset from avoiding fines to hoping for rewards, encouraging more people to travel with valid tickets willingly.

DID YOU KNOW

PEOPLE ARE DROPPING \$7,000 ON A CREEPY LOOKING TOY

Labubu, a wide-eyed vinyl elf created by illustrator Kasing Lung, has exploded in popularity. Since Pop Mart released it as a 2019 blind-box collectible, fans have lined up for hours and paid up to \$7,000 for the rare editions.



It might look like something between a nightmare and a Pixar reject, but collectors are queuing for hours, bidding thousands, and treating it like gold. But here's the real twist. Labubu isn't the first toy to cause this kind of chaos. In fact, it's just the latest chapter in a playbook that marketers everywhere should be.

Did you know this level of frenzy isn't new?

Ever noticed how one day you've never heard of a thing, and the next day everyone seems to have it? From plushies and figurines to limited-edition sneakers or Starbucks tumblers, some products don't just sell out, they sell a feeling. A vibe. A moment. But how does that happen?

Let's break down the psychology and the marketing behind why some products blow up out of nowhere and become must-haves overnight.

It's the 4 S Magic

1. Scarcity Marketing: The fewer there are, the more people want them

When a product is available only for a short time or in small quantities, it creates urgency. People rush to buy it before it disappears, even if they didn't plan to.

Labubu drops are limited. That's why people queue, panic-buy, and resell at sky-high prices. It's not just about what it is, it's about getting it before it's gone.



3. Storytelling: It's not just a product, it's a feeling

Products that connect emotionally stick longer. People buy memories, nostalgia, or something that reflects who they are.

Labubu has different themes like Halloween or Coke collabs. It's quirky, relatable, and has a backstory.

Just like Pokémon cards weren't just for trading they reminded people of childhood, adventure, and pride in collecting.



2. Surprise: People love a mystery

We all love surprises they're exciting, emotional, and fun. Products sold as a "mystery" make buying feel like a game.

Labubu uses blind boxes you never know which version you'll get until you open it. That thrill keeps people hooked and makes unboxing videos super shareable online.



4. Social Proof: If everyone wants it, you do too

When celebrities or influencers show off a product, it becomes aspirational. We trust what others are excited about especially if they're people we admire or follow.

Labubu went viral after Lisa and Rihanna were seen with it. Just like Stanley tumblers became a trend because of TikTok, and suddenly, everyone needed one to feel part of it.



In Short:

- **Scarcity** makes people rush.
- **Surprise** keeps them hooked.
- **Storytelling** makes them care.
- **Social Proof** makes everyone wants it.

CASE IN POINT

FROM CRISIS TO PROFIT: OYO'S STRATEGIC TURNAROUND

OYO 2013

Rebranded to OYO
Introduced standardized budget hotel model



2020

Scaled to 43,000+ properties,
1M rooms
Presence in 800 cities across
80 countries



2023

Net loss of ₹1,287 crore
Revenue rose 14% YoY to
₹5,464 crore



2026

Planned IPO at
\$7 billion valuation

2012



Ritesh Agarwal (age 19) launches
"Oravel Stays".
Funded by Thiel Fellowship
(\$100K grant).

2019



Raised \$100M from Didi Chuxing
Closed \$1.5B Series F funding round
Valued at \$10B
Began aggressive global expansion

2020



Covid-19 Impact:

- Revenue dropped by 50-75%
- Massive layoffs and furloughs (~5,000 employees)

2024



Returned to profitability
Net profit ₹229 crore
Revenue ₹5,388 crore
Partner-aligned model + cost restructuring



Ritesh Agarwal

"You must be willing to stretch out of your comfort zone, take risks, and be emotional (in a good way) about your venture and the stakeholders involved."



KEY INSIGHTS

Profitability Turnaround

From a ₹1,286.5 crore loss in FY23 to a ₹229.5 crore net profit in FY24 on ₹5,388 crore revenue.

Partner-Aligned Asset-Light Model

Shifted to a 100% franchise, revenue sharing model with 20–30% commission per booking, eliminating capex and aligning incentives across over 43,000 partner properties.

Tech & Loyalty-Driven Growth

AI-driven dynamic pricing fueled a 15% revenue jump in the UK, while the 16 million-member Wizard program drives roughly 49% of all bookings.

Oyo refinanced \$660 million of debt to restore financial health, cutting interest costs from 14% to 10% and reducing operating expenses from 19% to 14% of revenue in FY24. It transitioned from minimum guarantee contracts to a revenue sharing model, aligning incentives with hotel partners. The asset-light franchise-and-lease approach, supported by a 150 point quality checklist, accelerated new market entries while minimizing capex. Oyo doubled down on technology AI-driven dynamic pricing via its OyoOS, real time inventory management, and partner dashboards and nurtured loyalty through its Wizard program, which amassed over 9 million members. Concurrently, the portfolio was rationalized, delisting underperforming properties in low-yield markets and focusing on premium segments like Oyo Townhouse, sharpening brand positioning.

The strategic overhaul delivered a ₹229 crore PAT in FY24 on revenues of ₹5,388 crore, marking the first full-year profit after consecutive adjusted-EBITDA gains. With a stronger balance sheet and streamlined operations, Oyo is poised to pursue its revised IPO timeline in March 2026 at an estimated \$7 billion valuation.

M-LINGO TOONS

TALES FROM THE HIVE STPD TO THE RESCUE!



SEGMENTATION

Split them into honey lover groups!

TARGETING

Now, pick one to sell to!

POSITIONING

Velvety-smooth

show why your honey is the best.

DIFFERENTIATION

Wildberry fusion (for sleep)

make it special, add a twist or speciality!





DISCOVER SOMETHING NEW HERE TO MAKE YOUR LIFE EASIER!



THE TEAM

GRAPHICS TEAM



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Patil**



**Mrunmayee
Bhopalkar**



**Shail
Mehta**



**Aman
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**Veer
Dave**



**Manav
Ruparel**

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Shingte**



**Sampada
Puranik**



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