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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

LUXURY'S PRICE TEST: CAN PRESTIGE SURVIVE TARIFF HEAT?

► What happens when the sparkle of luxury meets the sting of tariffs?

When luxury collides with higher taxes, the sparkle starts to dim. Fashion giants like Chanel, Dior and Louis Vuitton now face a new challenge as US import tariffs threaten to make their already costly products even harder to afford.

For years, these brands have leaned on soaring price tags to fuel growth. The famous Chanel Classic Flap bag that once cost a fraction a decade ago now sells for more than three times that amount. Dior and Louis Vuitton have followed the same path, betting that exclusivity and status would keep customers lining up. But how much higher can they really go before even loyal buyers begin to hesitate?

A fresh 15% tariff on European goods has turned pricing into a delicate balancing act. Should luxury giants absorb the cost and watch part of their margins disappear, or should they pass the increase to consumers who are already growing cautious? Analysts warn that if brands hold back on price hikes, profits could shrink by about three percent. Yet raising prices risks alienating younger and occasional buyers who are critical for long term growth.

This dilemma comes at a moment when the global luxury market is already showing cracks. Sales of personal luxury goods are projected to fall for the first time since the pandemic.

Younger shoppers in particular are less drawn to logo heavy indulgence and are questioning the value of constant price escalations. Can heritage craftsmanship and prestige alone sustain demand when tariffs make expensive products even harder to justify?

The months ahead may reveal a turning point. Brands that strike the right balance between value aspiration and exclusivity may continue to thrive. Those that miscalculate risk watching their carefully built aura fade one hesitant shopper at a time.

KEY INSIGHTS

Tariff Pressure: A new 15% U.S. import tariff on European luxury goods is forcing brands to decide whether to absorb costs or pass them on to consumers.

Profit vs. Consumer Loyalty: Absorbing tariffs shrinks margins (by 3%), but raising prices risks alienating younger and occasional buyers who are crucial for long-term growth.

Shifting Consumer Trends: Younger shoppers are less attracted to logo-heavy luxury and are questioning the value of repeated price hikes.

Future Challenge: The survival of luxury prestige will depend on balancing exclusivity with value. Brands that miscalculate may lose their aura and loyal shoppers.

GOVT NEWS

SAFE BEAUTY ON THE HORIZON



► **Can beauty still be called beautiful if it carries poison within it?**

India is taking a bold step to ensure the answer is no. Soon, mercury hidden in skin lightening creams, anti-aging serums and eye products may finally be wiped off our beauty shelves.

For years, mercury has been the beauty industry's quick fix. It promises instant fairness and wrinkle reduction, but behind that glow lies a dangerous truth. Even in tiny amounts, mercury can harm the skin, damage the nervous system and affect vital organs. Once discarded, these products do not just vanish. They leak into soil and water, causing damage to the environment for years.

Now a panel under the Drug Controller General of India is calling time on this toxic shortcut. The proposal is simple but strong. Companies will need to declare their products as mercury free, prove it with laboratory testing, and remove any product that exceeds the safe limit. The current cap is just one part per million in cosmetics, with a review under way even for eye products that still allow more.

This shift is not only a matter of regulation. It signals a cultural change. Remember when mercury thermometers disappeared and digital ones replaced them? A similar shift could soon reshape the beauty aisle. But will companies accept this challenge or hold on to outdated practices?



This is more than a policy decision. It is a chance to redefine beauty as something truly safe. Imagine shopping online or at a store with the confidence that every cream, lotion and lipstick you pick is free from hidden dangers. Is that not the kind of beauty industry we all deserve?

**INDIA IS READY TO LEAD THIS CHANGE
AND THE WORLD WILL BE WATCHING
CLOSELY.**



INDUSTRIAL TRENDS

OpenAI's Entry into India

OpenAI, known for ChatGPT, is launching its first office in New Delhi by late 2025, marking a key expansion into India, its second-largest market after the U.S. ChatGPT users in India have quadrupled in a year, with the country ranking among the top five developer markets and leading in student usage. This move supports India's IndiaAI mission to promote trustworthy and inclusive AI growth.

► Strategic Importance and Expansion Plans

The New Delhi office will better support millions of Indian users, including students, educators, and developers who use OpenAI's tools for learning and creativity. OpenAI is hiring locally and plans events like an Education Summit and Developer Day this year. It also launched "ChatGPT Go," an affordable ₹399/month subscription offering GPT-5 access, enhanced Indic language support, higher message limits, image generation, file uploads, and longer memory for tailored AI interactions.

► Competitive AI Players and Their Initiatives

Other AI leaders are also expanding in India. Bharti Airtel offers a free one-year subscription to Perplexity Pro, an AI search assistant with features like document summarization and multi-model switching. Google provides Indian students free access to its premium Gemini AI Pro, integrated with Gmail, Docs, and Sheets, enhancing productivity with note summaries and content creation tools.

► Implications for the Indian AI Ecosystem

OpenAI's entry, alongside Airtel and Google's AI services, will boost India's AI adoption and innovation across education, research, and enterprise. With strong government support and abundant talent, India is set to become a global AI leader through a competitive and collaborative ecosystem, democratizing AI access and fostering wide-reaching innovation.



SAM ALTMAN - CEO of OpenAI

KEY INSIGHTS

OpenAI is opening its first office in New Delhi in 2025, targeting India as its second-largest and fastest-growing market.

ChatGPT Go, priced at ₹399/month and integrated with UPI payments, offers affordable premium AI to millions of Indians.

India is among OpenAI's top 5 developer markets and has the largest global student user base on ChatGPT.

OpenAI competes with Google's Gemini and AI startup Perplexity, both offering free or discounted AI subscriptions in India.



GST Reforms 2.0

ECONOMICS DECLASSIFIED

A Tax Change That Could Change Shopping Baskets



Imagine walking into your favorite supermarket and finding that everyday essentials are a little cheaper, while luxury items have become slightly more expensive. This isn't a festive sale: it's the ripple effect of India's upcoming GST 2.0 reform.



The Finance Ministry, along with the GST Council, has considered a major overhaul of the current tax structure. Instead of four different slabs: 5%, 12%, 18%, and 28%. The proposal is to move toward just two. Everyday mass-consumption goods like food, medicines, and household items would fall under the lower tax rate, while premium products such as high-end cars, luxury electronics, demerit, and designer goods would be taxed at a higher rate. The reform is designed to simplify compliance, minimize disputes, and make taxation more predictable for both businesses and consumers.

Two powerful shifts take shape in this reform. When the prices of essentials fall, price elasticity of demand comes into play, households quickly increase consumption because affordability is crucial for daily needs. At the same time, consumer surplus grows, as families are able to stretch their rupee further, gaining more value for the same expenditure. This not only improves living standards but also frees up disposable income for spending on other categories.

For brands, the shift is both a challenge and an opportunity. FMCG players can expect higher footfall as essentials become more affordable, creating a chance to cross-sell or upsell premium variants. Electronics and apparel brands may benefit as consumers free up more spending power. On the other hand, luxury players facing higher taxes must reposition, moving beyond "aspirational" and highlighting exclusivity, craftsmanship, and lifestyle value to justify their premium pricing.

In essence, GST 2.0 isn't just a tax reform, it's a reset button on consumer behavior and brand strategy, shaping how India shops and how companies must respond.

CHANGES IN GST RATES

RATE	GST REFORM
0%	MILK, PANEER, ROTI/PARATHA, MAPS, CHARTS, PENCILS, NOTEBOOKS, ERASERS, LIFE-SAVING AND CANCER MEDICINES, INDIVIDUAL HEALTH & LIFE INSURANCE.
5%	COMMON DAILY ESSENTIALS SUCH AS HAIR OIL, SHAMPOO, TOOTHPASTE, SOAP, TOOTHBRUSH, BUTTER, GHEE, CHEESE, NAMKEENS, PACKAGED FOODS (E.G., PASTA, SAUCES), MEDICINES, AGRICULTURAL INPUTS (FERTILISERS, MACHINERY), RENEWABLE ENERGY DEVICES, HOTEL ACCOMMODATION \leq ₹7,500/DAY, FITNESS & GROOMING SERVICES, STATIONERY (ERGO COSMETICS NOW AT 0%, OTHERS AT 5%).
18%	MOST STANDARD GOODS AND SERVICES INCLUDING TVs, ACS, DISHWASHERS, SMALL CARS (PETROL \leq 1200 CC OR DIESEL \leq 1500 CC AND \leq 4 M LONG), BIKES BELOW 350 CC, BUSES, TRUCKS, AMBULANCES, AUTO PARTS, CEMENT.
40%	LUXURY AND DEMERIT ITEMS INCLUDING HIGH-END CARS, MOTORCYCLES ABOVE 350 CC, PRIVATE AIRCRAFT, YACHTS, PAN MASALA, TOBACCO, AERATED DRINKS, ETC.

BCG-MATRIX ANALYSIS



RELATIVE MARKET SHARE

HIGH

LOW

MARKET GROWTH ↑

HIGH



Data Center GPUs: H100/H200, B100/B200 (Blackwell Explosive AI demand drove FY2025 Data Center to \$115B). Blackwell ramp called out as billions in first quarter, underpinning sustained hyperscaler and enterprise deployments.

Data Center Systems: DGX, GB200 NVL/Grace Blackwell systems are the integrated systems that capture large cluster builds and accelerated time-to-deploy for training/inference at hyperscale, contributing to >90% Q4 mix from Data Center.



Automotive SoCs and platforms: DRIVE Orin, DRIVE Thor: Small base (\$1.7–1.9B FY2025) with strong YoY acceleration and Q4 +103% YoY indicating pipeline conversion; needs scale-up across OEM programs.

Robotics and edge AI: Isaac, Jetson Orin modules: Early-stage adoption across industrial/edge robotics, benefits from "Physical AI" tailwinds but remains small versus core Data Center.



GeForce RTX laptops: Large installed base and ecosystem with FY2025 Gaming ~\$11.3–11.4B; growth modest versus Data Center amid supply prioritization for AI.

GeForce software services: GeForce Experience, DLSS, Reflex: Sticky ecosystem features sustain engagement and margins even as unit growth trails AI segments in 2025.



Professional Visualization GPUs: RTX A-series (workstations) FY2025 ProViz (\$1.9B) with modest growth; strategically relevant to pro workflows but small and slower relative to AI compute ramp.

OEM & Other (legacy/commodity and miscellaneous) very small (\$0.4B FY2025) with limited strategic upside compared to AI platforms.

BRAND IN TALK

Rare Beauty



Rare Beauty's new Rare Eau de Parfum is a warm, spicy gourmand with a hint of musk that Gomez and the team have been developing for two years. "It's warm and unexpected," Gomez says of the juice, which includes caramel, pistachio, pink pepper, vanilla, sandalwood, and skin musk.

► Rare Beauty Steps Into the World of Fragrance

Most people know Rare Beauty for its makeup, especially the blushes and lipsticks that became instant favorites. But now, the brand is taking a new step. With its brand extension into fragrance, Rare Beauty is moving from makeup bags to perfume shelves, introducing a collection that is designed to feel personal and approachable.

► A Scent You Can Shape

The collection starts with Rare Eau de Parfum and four Layering Balms: Amber Vanilla, Floral Peony Blossom, Fresh Bergamot, and Woody Oak. Instead of offering just one signature perfume, the brand gives people the chance to mix and match, creating a scent that changes with their mood and routine.



► Design With Everyday Use in Mind

Perfume bottles are often made to look stylish, but Rare Beauty focused on how the bottle feels to hold and use. Working with engineers and rehabilitation experts, they created an ergonomic design with an oversized pump and easy one-finger operation. This makes the fragrance easier to use, especially for those with dexterity challenges.





“Being rare is about being comfortable with yourself. I’ve stopped trying to be perfect. I just want to be me.

-Selena Gomez, Founder

Beyond the Product

Each purchase contributes 1% of sales to the Rare Impact Fund, which supports mental health programs worldwide. With over \$20 million already raised, the fund ties Rare Beauty's products to a larger social mission.



Creating Buzz Through Scarcity

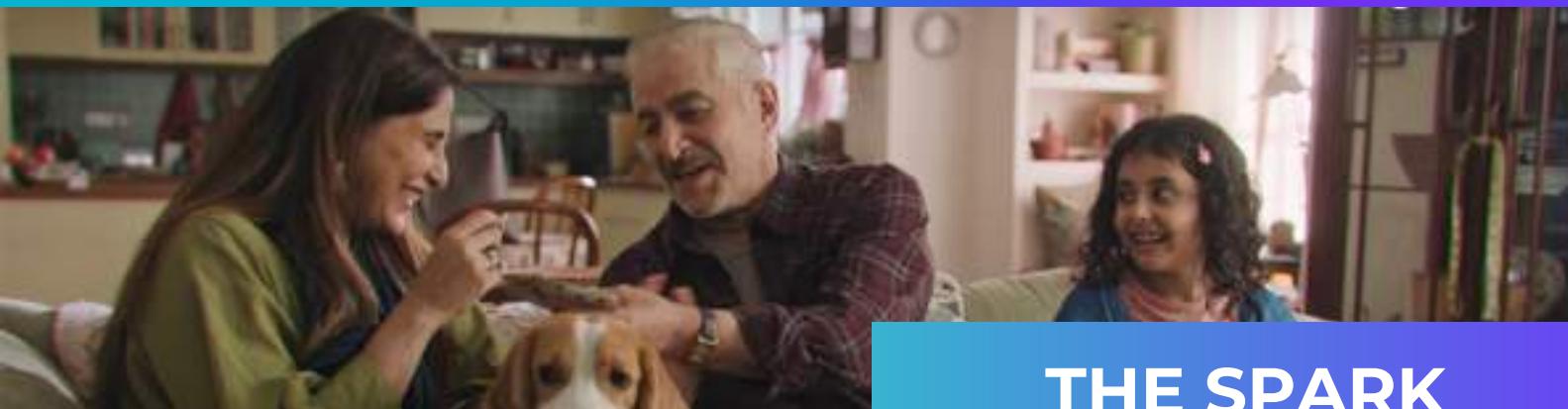
The fragrance isn't being launched everywhere at once. It's available through Sephora and Rare Beauty's own site, with waitlists, limited drops, and early access adding to the anticipation. These small steps keep the launch in conversation, while social media amplifies it through unboxings and scent-layering videos.

This move shows how Rare Beauty is extending its brand into a new category while holding on to what made it stand out: personalization, inclusivity, and purpose.

Rare Beauty's move into fragrance shows how a brand can extend into something new while still feeling true to itself.

CAMPAIGN BREAKDOWN

Canva Bridges Gen Z and Millennials with ‘Dil Se, Design Tak’



THE CONCEPT

Under his campaign, Canva introduced many films that blended the emotions of everyday life with the power of design. One of the films introduces Aaliya, a millennial manager, and Sia, her Gen Z teammate. While their styles differ: structured experience vs. bold experimentation, Canva becomes the middle ground that allows both to co-create seamlessly. The campaign reinforces Canva's brand idea: it's not just a tool but a bridge between people, perspectives, and possibilities.

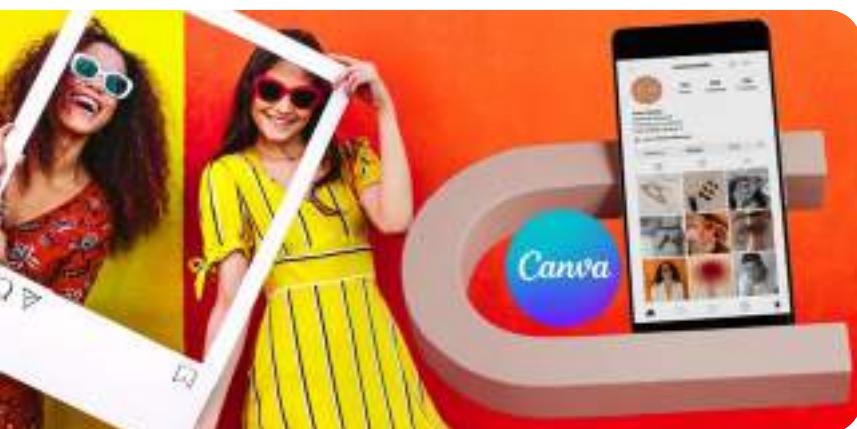
THE INSIGHT

Workplaces today are melting pots of generations. Millennials value process and structure, Gen Z thrives on speed and authenticity. Misalignment is natural but so is collaboration, if the right medium exists. Canva taps into this cultural insight: creativity, when democratized, becomes a universal language that transcends generational differences.

THE SPARK

When Gen Z says 'vibe check' and millennials reply with a PowerPoint, Canva makes sure they're still on the same page. That's the charm of **Canva's second film under its 'Dil Se, Design Tak' campaign for 2025**. After winning hearts with family storytelling in the first edition, the brand now shifts its lens to the workplace, capturing the everyday push and pull between millennials and Gen Z colleagues.





THE PLAN

Created with Only Much Louder (OML) Entertainment, the campaign blends emotional storytelling with product integration. Alongside the hero film, short form content and regional adaptations in Tamil, Telugu, Marathi, Bengali, and more extend its reach. Features like Magic Design and Photo Background Remover are subtly showcased to highlight accessibility and ease. The multi-format, multi-lingual rollout ensures Canva speaks both the language of users and the language of culture.



CONCLUSION

At its core, 'Dil Se, Design Tak' tells us design is not just about graphics; it's about connection. By cleverly marrying storytelling with product relevance, Canva proves that the strongest marketing is when consumers don't just use your brand, they see themselves in it.



THE IMPACT

This is brand building at scale. Canva isn't just positioning itself as software, it's entering the cultural conversation around generational gaps. By leaning on emotional branding rather than feature-selling, Canva strengthens brand salience, customer stickiness, and cultural resonance. In India, one of Canva's fastest-growing markets, this move solidifies its identity as the go-to platform for creative collaboration.



DID YOU KNOW



ORANGE HAS BECOME A MARKETING MOMENT

Did you know that **Taylor Swift's twelfth studio album (TS12), *The Life of a Showgirl*** (dropping October 3, 2025), has already turned the **color orange** into a global marketing moment before the first single has even been released?

Here's how it unfolded:

At exactly **12:12 a.m. on August 12**, Taylor revealed the album via a short teaser with NFL star boyfriend Travis Kelce, taken from his New Heights podcast with brother Jason. A sparkling countdown on her website, paired with glitter-orange visuals, sent Swifties spiraling into decoding mode. But it wasn't just fans. **Brands jumped in almost instantly.**

Brand	Action Taken
FedEx	Used its signature orange in a playful tweet: "You know what looks good with orange???????"
McLaren	Tied their Formula 1 season restart to the album's launch with: "TS12 + 1 day left of shutdown..."
Dunkin'	Posted a comparison of their usual orange logo with a sparkling orange one.
Burger King	Went full glitz with the "Life of a Burgirl" sesame bun sparkle layout, joining in on the showgirl aesthetic.
Walmart	Kept it subtle with: "A girl can dream..."
Empire State Building	Lit up orange with the caption: "Story of a Showgirl."
Google	Celebrated Taylor's album release with a stream of orange confetti and a flaming orange heart when users searched for "Taylor Swift", along with the phrase: "And, baby, that's show business for you."
Canva	Offered blood-orange templates styled after Swift's new aesthetic, positioning itself as the tool to help users "sparkle" along with the wave.

In just hours, *TS12* orange went from album teaser to **brand playground**.

WHAT MARKETING LESSONS ARE IN THIS ORANGE BOOM?



Color as Cultural Currency

Taylor's orange aesthetic instantly became a cultural shorthand like Barbie pink or Charli XCX's "brat green." In marketing, this is cultural currency: a symbol or trend that's instantly recognizable and emotionally charged, which brands can use to connect with audiences on a deeper level.



Brand Authenticity

Notice how brands didn't copy-paste the same orange glitter template. Starbucks stayed moody and subtle, Burger King leaned into meme energy with "Life of a Burgirl," FedEx kept it short, witty, and tied to its identity. That's brand authenticity: showing up in a cultural trend in a way that still feels true to your brand voice.



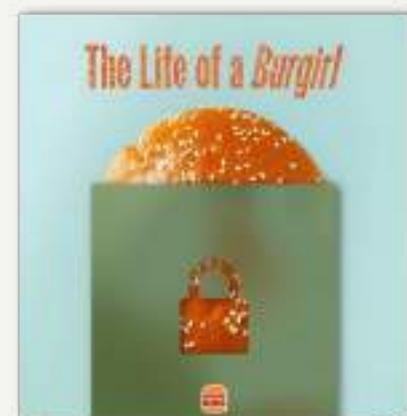
Real-Time Marketing Wins

Brands responded within hours. Speed mattered more than polish, timely wit created bigger cultural impact.



Color Psychology Works

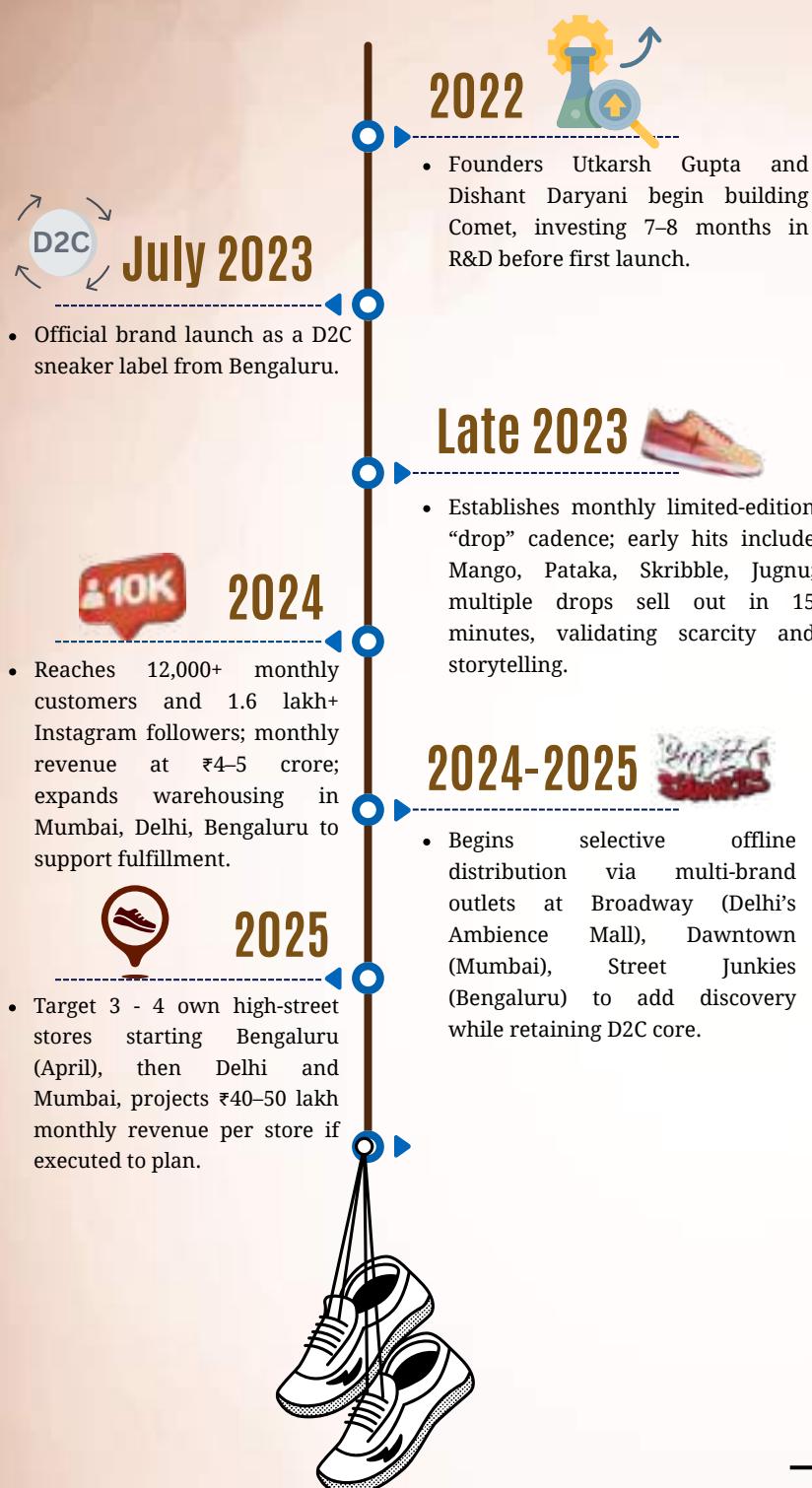
Orange signals creativity, warmth, energy. It cuts through crowded feeds and drives engagement, there's science behind the hype.



One thing is clear, In 2025, marketing isn't just about selling. It's about keeping pace with culture and right now, culture is glowing orange.

CASE IN POINT

COMET SHOES: A RAPIDLY GROWING INDIAN D2C SNEAKER BRAND



**DISHANT DARYANI AND UTKARSH GUPTA
FOUNDERS**

Comet Shoes emerged as a bold Indian sneaker brand founded in 2022 by Dishant Daryani and Utkarsh Gupta, launching officially in July 2023.

Positioned to fill the gap between expensive global sneaker brands and basic local options, Comet combines high-quality design with accessible pricing and culturally resonant storytelling tailored to Indian youth.

The brand quickly capitalized on India's ₹21,000 crore sneaker market, which lacked scalable mass-premium and trend-led players.



KEY TAKEAWAY

- Limited-edition drops combined with local storytelling drive hype, urgency, and emotional connection, leading to rapid sellouts.
- Mass-premium pricing offers affordable yet premium perceived quality, expanding the customer base and brand aspiration.
- D2C model enables faster innovation, direct customer feedback, and stronger relationships without channel conflicts.
- Gradual expansion from D2C to offline retail maintains brand strength and supports long-term growth.

CHANNEL EXPANSION

- **Digital-First D2C:** Direct sales fuel fast learning cycles and customer feedback loops.
- **Selective Offline Partners:** Entry into multi-brand stores (Delhi, Mumbai, Bengaluru) adds credibility and increases brand discovery.
- **Own Flagship Stores:** Planned in top cities, projected to compound growth if executed as envisioned.

BUSINESS IMPACT

Comet's disciplined focus on operational efficiency, culture-driven marketing, and a scalable D2C model enabled rapid growth in a competitive market. By leveraging scarcity-driven drops, authentic storytelling, and accessible mass-premium pricing, Comet carved a unique space as a challenger brand, fostering a strong community and demonstrating high repeat purchase rates. Continued execution and careful expansion remain central to Comet's strategy as it aims to compound its position as India's homegrown sneaker leader through 2025.



M-LINGO TOONS

TALES FROM THE HIVE RELAX WITH PRODUCT MIX!



Let's learn...

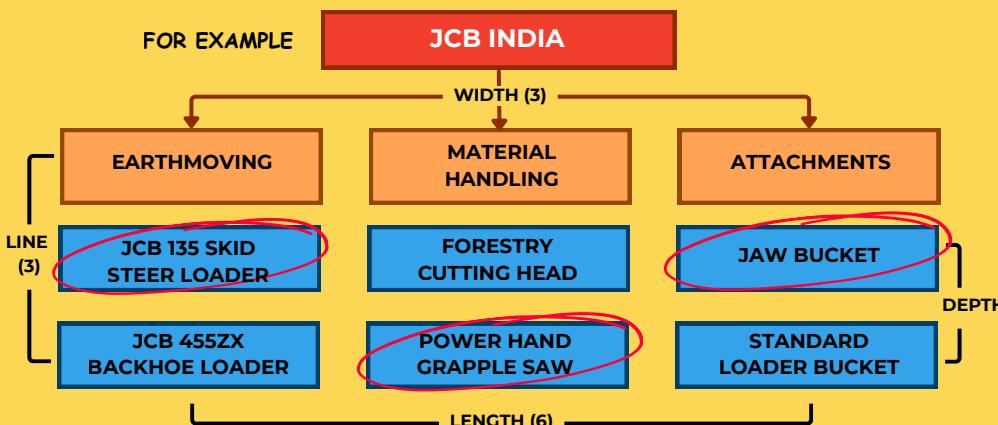
DIMENSIONS OF PRODUCT MIX

WIDTH Number of Product line offered by a company.

LENGTH Total number of products in a firm's product mix.

DEPTH Number of variations within a product line (size, color, type, etc).

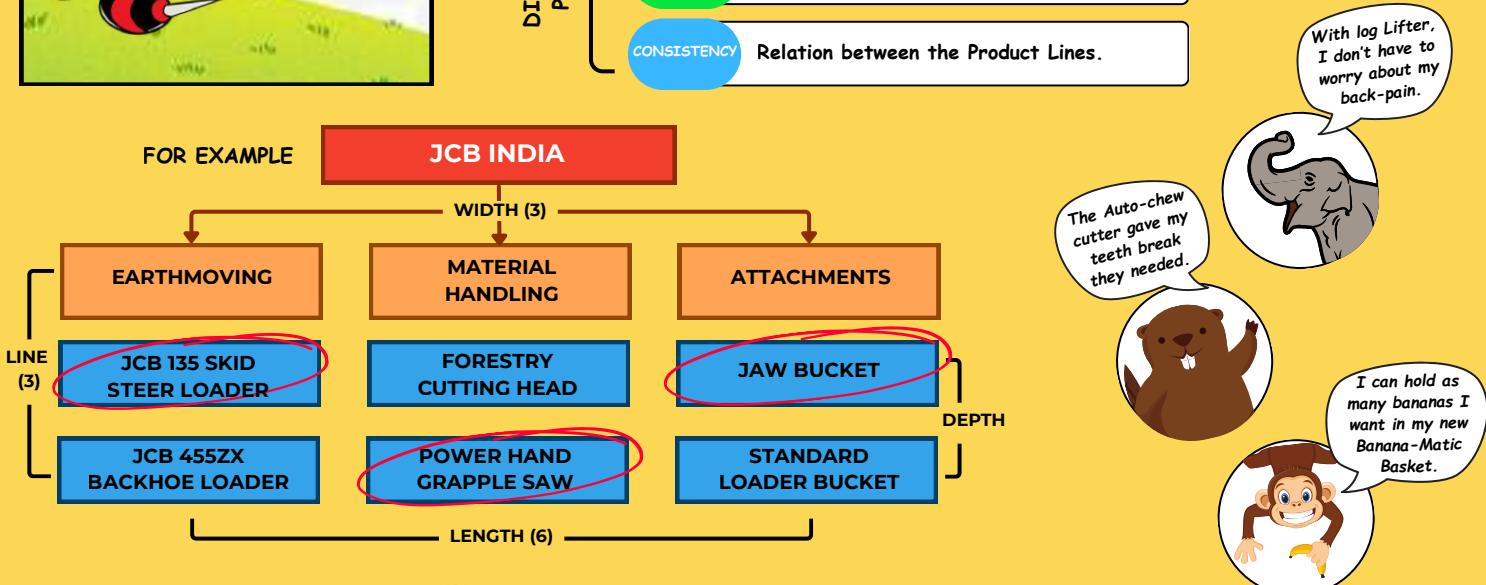
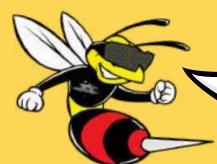
CONSISTENCY Relation between the Product Lines.



While these three figure out which button does what, you remember the four dimensions of a Product Mix.

Until next time!

THE END.



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