

SEPTEMBER 2025

Marketing Insights Newsletter of Marketing360.in

PANORAMA MARKETING 360°



WWW.MARKETING360.IN

Table of Contents

- 01 Global News**
Trump's \$100,000 H-1B Visa Fee sends Shockwaves
- 02 Govt News**
Safer Billboards, Smarter Marketing: What the New Rules Mean?
- 03 Industrial News**
Global Giants Race for a Slice of India's Snack Market
- 04 Economics Declassified**
GST Rate Cut: Economic Impact and What It Means for India
- 05 Brand Analysis**
CROMA BCG Matrix



- 06 Brand in Talk**
Royal Enfield Rides into E-Commerce with Flipkart
- 07 Campaign Decode**
Acko Tailor Test 2025
- 08 Did You Know?**
The Summer I Turned Pretty, an OTT show, is now a classic marketing case study
- 09 Case in Point**
The iPhone Story, A Strategic Evolution
- 10 M-Lingo Toons**
Tales from the Hive: Sell-right with pricing strategy!



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

TRUMP'S \$100,000 H-1B VISA FEE SENDS SHOCKWAVES

\$100,000
H-1B VISA FEE

➤ The Policy Shift

U.S. President Donald Trump has announced a dramatic increase in H-1B visa costs, imposing a \$100,000 fee per visa. The H-1B program, which admits highly skilled foreign workers, primarily in technology fields, has long been a lifeline for Silicon Valley. With 85,000 visas issued annually, this decision could reshape how global talent enters the U.S. workforce.

➤ Impact on Tech Companies

Big Tech firms like Google, Amazon, and Microsoft are heavily dependent on international engineers, particularly from India. The sudden cost spike could triple hiring costs for these companies and make the U.S. less attractive for skilled professionals. Experts predict that many firms may consider relocating work or hiring talent in alternative markets such as Canada, Europe, or Southeast Asia.

➤ Global Reactions

India, whose workers make up the bulk of H-1B recipients, has been hit hardest. Nearly 70% of these visas go to Indian nationals, putting its IT industry under significant pressure. Foreign governments have already begun diplomatic negotiations with Washington, labelling the move "anti-competitive." Meanwhile, criticisms within the U.S. suggest this policy could worsen the nation's existing talent shortage.

➤ What It Means for the Future

For aspiring professionals, the American dream is now far more expensive and uncertain. For tech companies, the long-term concern is not just higher costs but also the risk of global competitors gaining an edge in attracting top talent.



KEY DATA POINTS

The H-1B program issues 85,000 visas annually.

70% of H-1B visas are granted to Indian workers.

The new fee could add over \$8 billion in annual costs for the tech sector.

GOVT NEWS

SAFER BILLBOARDS, SMARTER MARKETING: WHAT THE NEW RULES MEAN?



- Imagine walking through the busy streets of Mumbai and looking up at giant billboards promoting the latest smartphones, movies, or sales. These hoardings have long been part of the city's skyline, shaping how brands connect with millions daily. But starting this month, the Maharashtra government has introduced a new hoarding policy that changes the rules of the game for advertisers.
- Under the policy, advertising agencies will now be fully responsible for the safety of hoardings. This means if a structure collapses or violates safety norms, the accountability lies with the agency, not the government. Additionally, vacant government land will be auctioned for hoardings, and agencies will also be required to display government ads free of cost for a fixed number of days every quarter.
- This shift places fresh financial and operational pressures on the outdoor advertising industry. Agencies must now invest more in compliance, safety checks, and stronger structures, which could increase operational expenses.
- This shift might reduce the number of players in the market, as smaller agencies may find it harder to meet the requirements. For the public, fewer but safer hoardings could translate into more thoughtfully designed outdoor campaigns.
- This change brings both challenges and opportunities. While outdoor ads might become more expensive, the credibility and trust built through safe, well-regulated hoardings can enhance brand value. Some brands may even shift more of their budgets to digital platforms, creating a fresh balance between traditional and modern marketing channels.



INDUSTRIAL TRENDS

Global Giants Race for a Slice of India's Snack Market

India's snacks industry, including popular chips and namkeens, is booming like never before. With busy lifestyles, rising incomes, and growing urban populations, more people are turning to convenient and tasty snack options than ever.

► Market Growth and Size

In 2024, the Indian snacks market was valued at around ₹46,571 crore. Experts predict it will more than double by 2033, reaching over ₹1,01,811 crore, growing at a healthy rate of about 8.6% every year. This fast growth is driven by the country's young population and changing eating habits influenced by Western lifestyles. Ready-to-eat snacks, especially chips, dominate the market, while healthier options are gaining popularity.

► Major Players Competing

Leading Indian and global companies like Balaji Wafers, ITC, General Mills, and PepsiCo are fighting to expand in this hot market. Currently, Balaji Wafers is planning to sell a 15% stake, expecting a valuation close to \$5 billion, attracting interest from top private equity firms and multinational corporations. This activity shows big investors' confidence in India's snacking future.

► Health and Innovation on the Rise

Healthier snacks have become a big trend. Around 60% of Indian consumers now prefer natural, preservative-free options, including snacks made from whole grains, nuts, and seeds. Companies are responding with new product lines that are organic, vegan, and low in calories. Packaging is also shifting toward eco-friendly and convenient designs to match consumers' preferences.

► Distribution and Regional Insights

General trade (local shops) still leads in snack sales, but e-commerce and modern retail are growing fast. Maharashtra is the biggest regional market, followed by Uttar Pradesh and Delhi. Smaller pack sizes (under 50 grams) dominate, meeting the demand for quick, affordable snacks.



KEY INSIGHTS

Indian snacks market value: ₹46,571 crore (2024), forecast to ₹1,01,811 crore by 2033 (8.6% CAGR)

Balaji Wafers' 15% stake sale is expected to result in a \$5 billion valuation

60% consumers prefer natural and preservative-free snacks

ECONOMICS DECLASSIFIED

GST Rate Cut: Economic Impact and What It Means for India

The recent GST rate cut, effective from September 22, 2025, marks one of India's biggest tax reforms in years. By lowering GST rates on nearly 400 goods and services, the government aims to boost consumer demand and strengthen economic growth. Here's a closer look at the economic impact of this reform and how it may shape the Indian economy.



Stimulating Consumer Spending

Lower GST rates on essential items like FMCG products, electronics, and automobiles mean consumers can expect reduced prices. This increase in buyers' purchasing power is vital for reviving demand, especially as India navigates a slow global economy. Increased spending on goods and services can stimulate production, supply chains, and retail sectors, fostering overall economic momentum.

Boost for Manufacturing and Industries

The reduction in GST rates on electronics and automobiles from 28% to 18% eases the tax burden on manufacturers and sellers. This can lower input costs and improve profit margins, encouraging companies to increase production and invest more in innovation and capacity expansion. A more vibrant manufacturing sector can contribute positively to GDP growth and job creation.

Increased Tax Compliance and Transparency

The rollout includes simplified tax slabs and clear price displays showing pre- and post-GST costs. This transparency helps reduce tax evasion and informal trade, leading to better tax compliance. Over time, enhanced compliance and streamlined GST administration can increase government revenues while sustaining.

Risks and Challenges

Despite these benefits, the real impact depends on how quickly and fully businesses pass on tax savings to consumers. Past GST cuts showed limited price benefits reaching end buyers. If discounts are half-hearted or delayed, the intended stimulus effect may weaken. The government's push for industry accountability and consumer awareness will be critical to realizing the economic gains of this reform.

This GST rate cut could be a pivotal step in domestic consumption, supporting industries, and enhancing tax efficiency, ultimately strengthening India's economic growth trajectory in the coming months.

KEY POINTS:

THE GST SLABS HAVE BEEN SIMPLIFIED FROM FOUR TO TWO MAIN RATES: 5% AND 18%, WITH ABOUT 90% OF GOODS PREVIOUSLY TAXED AT 28% MOVED TO 18% AND 99% OF ITEMS FROM 12% MOVED TO 5%.

FINANCE MINISTER SITHARAMAN ESTIMATES THIS GST REFORM WILL INJECT AROUND ₹2 LAKH CRORE INTO THE ECONOMY BY BOOSTING CONSUMER PURCHASING POWER AND DEMAND.

LOWER GST ON ELECTRONICS AND AUTOMOBILES (FROM 28% TO 18%) IS EXPECTED TO REDUCE PRICES BY ABOUT 8-9%, ENCOURAGING HIGHER SALES AND MANUFACTURING GROWTH.



BCG-MATRIX ANALYSIS



← RELATIVE MARKET SHARE

HIGH

LOW



Consumer Electronics like smartphones, laptops, and televisions: Croma has a strong presence in urban electronics retail. With the rapid adoption of technology in India, this segment is in a high growth market and has a significant market share.

Smart Home and Internet of Things devices: With the increasing demand for smart speakers, cameras, and home automation, Croma's curated smart devices category is gaining popularity quickly.



Online Retail: E-commerce for electronics is growing fast in India, but Croma faces strong competition from Amazon, Flipkart, and other online retailers, giving it a smaller share.

Wearables and Fitness Gadgets: The market for fitness trackers, smartwatches, and health tech is growing rapidly, but Croma's share is limited compared to specialized online retailers.



Home Appliances such as refrigerators, washing machines, and air conditioners: The home appliance market in India is mature. Croma has a strong presence in premium urban segments, generating steady revenue.

In-store Services like installation, extended warranties, and technical support: These services grow slowly but have high profit margins and provide consistent revenue.



CDs, DVDs, and other physical media: Demand for physical media has declined and this segment contributes very little to revenue.

Non-electronic Merchandise such as stationery and small lifestyle products: These products have low growth potential and minimal impact on overall business.

↑ MARKET GROWTH

HIGH

LOW

BRAND IN TALK



ROYAL ENFIELD



Most people know Royal Enfield for its timeless motorcycles that symbolize adventure, style and heritage. Now, the brand is taking a bold new step by moving sales online. In collaboration with Flipkart, Royal Enfield will sell its entire 350cc lineup including Bullet 350, Classic 350, Hunter 350, Goan Classic 350 and Meteor 350 exclusively through the platform starting September 22, 2025.

» A Digital Shift for a Legacy Brand

This partnership marks the first time Royal Enfield has opened an online sales channel. The move reflects the shift in consumer behaviour, especially among younger riders who are used to digital platforms for everything from groceries to gadgets. Buying a motorcycle online once seemed unusual, but this initiative shows how shopping patterns in India are evolving.

» Consumer Benefits

This move brings multiple advantages. It offers the convenience of shopping from home, clarity in comparing features and prices, and affordability due to revised rates. It also makes motorcycles more accessible in cities where dealerships may not be close by. For busy urban buyers, this is a hassle-free way to bring home a dream motorcycle.



» The Road Ahead

The online sales model will first roll out in five cities Bengaluru, Gurugram, Kolkata, Lucknow and Mumbai before expanding further. Royal Enfield's decision is more than a sales strategy. It is a sign of how India's motorcycle market is changing and how even heritage brands can adapt to the future.





“Made like a gun, goes like a bullet!”

-Royal Enfield, tagline

Designed for Convenience

Through Flipkart, customers can now explore bikes, compare models and book their choice with just a few clicks. This eliminates the need for multiple showroom visits and long discussions. What makes it even more attractive is the revised pricing, as Royal Enfield is passing on the full GST benefit to buyers. The brand is making sure that affordability and ease go hand in hand.

Marketing Strategy at Play

Royal Enfield has always been a symbol of tradition, but with this collaboration, it is also positioning itself as modern and forward-looking. Partnering with Flipkart allows the company to tap into its wide digital reach and attract a tech-savvy audience. This is not just about sales, but also about brand perception. By entering e-commerce, Royal Enfield shows that it understands today's customer who values both legacy and convenience.



LOCAL TAILORS SAFEGUARDING THE NATION'S HEART HEALTH

BACKGROUND

Heart attacks claim 1.5 million lives annually, with 80% of deaths occurring in low- and middle-income countries. In India, 15% of people have hypertension, 10% have diabetes, and 10% have high cholesterol. Heart disease is the leading cause of death in India, with 1 in 4 people dying from it.

CREATIVE IDEA

We saw a unique opportunity to harness the trust and expertise of local tailors, who are often the first point of contact for many people in their communities. By training them to measure waist-to-hip ratio (WHR), we could provide a simple, non-invasive health check that could lead to early detection and intervention.

EXECUTION

We trained over 10,000 tailors across India to measure WHR and provide health advice. We also launched the ACKO Tailor Test app, which allows customers to track their WHR over time and receive personalized health recommendations. The campaign was supported by a series of TVCs, social media posts, and community events.

241K
APP DOWNLOADS

424K
QUOTES GENERATED

648K
GOOGLE SEARCHES
FOR ACKO

ACKO
TAILOR
TEST



CAMPAIGN BREAKDOWN

ACKO TAILOR TEST 2025



THE CONCEPT

The campaign leveraged the everyday interaction between tailors and customers to measure a health risk indicator the waist-to-hip ratio (WHR) which is a strong early predictor of heart disease. Tailors, trusted in Indian communities for their body measurements, were trained to calculate WHR during fittings and gently advise clients if their ratio indicated potential heart issues, encouraging them to seek medical checkups.

THE INSIGHT

According to the World Health Organization (WHO), a waist-to-hip ratio exceeding 0.85 for women and 0.90 for men indicates that a heart health check-up should be considered. In India, many people visit their tailor more frequently than a doctor, revealing a powerful opportunity: a familiar, trusted face could influence health behavior far more effectively than a clinic or hospital visit. Acko realized that health interventions don't always need fancy technology; sometimes, a friendly nudge at the right moment is enough. Many consumers, especially in underserved or lower-income segments, lack awareness or access to preventive heart health checks, making the tailor's shop a perfect, non-intimidating touchpoint to drive early detection.

ACKO, an online D2C insurer, launched the "Tailor Test" campaign, positioning itself not just as an insurance provider but as a proactive, socially conscious brand that innovatively integrates health awareness into everyday life. Their approach focuses on making insurance and health protection relatable, accessible, and relevant to a diverse audience.



**Cannes Gold Lion Award in Creative
Data Category**



THE PLAN

- National rollout training over a million tailors to measure WHR simply and effectively.
- Provided tailors with custom measuring tapes and charts to easily determine a client's WHR during fittings.
- A simple system allowed tailors to mark a customer's bill with a stamp in their regional language to indicate their risk level (low or high)
- Timed launch to coincide with World Heart Day, amplifying health awareness momentum.
- Supported the grassroots campaign with digital videos, educational content, and social media to reach urban and digitally connected audiences.
- Clients were encouraged to consult a doctor or call Acko for a check-up.

CONCLUSION

The "Tailor Test" campaign is a landmark example of combining data science, cultural insight, and empathy to address a major public health challenge innovatively. By meeting consumers in familiar settings through trusted community figures, ACKO enabled preventive health checks without intimidation or stigma. The campaign not only elevated awareness and early action against heart disease but also redefined insurance marketing as a proactive force for social impact.



Waist Hip Ratio

$$WHR = \frac{\text{Waist Circumference (A)}}{\text{Hip Circumference (B)}}$$

A healthy WHR is:

0.9 or less in men

0.85 or less for women

**Waist circumference is measured at the narrowest part of the waist and hip circumference is measured at the widest part of the hips.

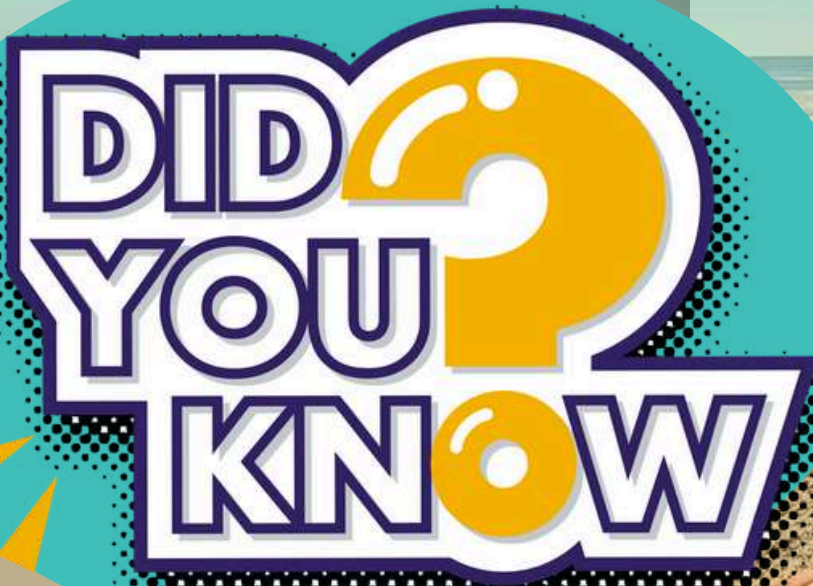
THE IMPACT

- **Tailors as Health Advocates:** People began viewing tailors as trusted advisors beyond clothing.
- **Early Detection:** Heart health risks were flagged before they became critical, reaching people who rarely visit clinics.
- **Accessible & Culturally Relevant:** Health awareness became personalized, relatable, and easy to act on.
- **Media & Industry Buzz:** The campaign earned global recognition for its creative and socially impactful approach.

WHY IT WORKED

- Leveraged existing daily habits and trusted relationships.
- Transformed a routine activity into a lifesaving intervention.
- Simplified complex medical checks into a friendly, everyday interaction.





THE SUMMER I TURNED PRETTY, AN OTT SHOW, IS NOW A CLASSIC MARKETING CASE STUDY?

The Summer I Turned Pretty didn't just become a hit show it became a global cultural moment, setting the gold standard for how OTT platforms market to Gen Z?

Amazon Prime Video turned this teen romance into a marketing ecosystem, blending storytelling, social virality, influencer magic, shoppable commerce, and psychological strategy. Let's break down how every single layer worked.

The Emotional Engine: Why It Connects

At the heart of "The Summer I Turned Pretty" is a deeply emotional narrative: nostalgia for youth, the complexities of first love, summer escapism, and friendships that feel universal. Every marketing move was mapped to these feelings trailers, behind-the-scenes clips, and music selections (notably Taylor Swift songs) doubled as invitations for viewers to relive their own coming-of-age summers. This emotional targeting ignited empathy, personal reflection, and nostalgia, fueling passionate engagement far beyond just watching the show

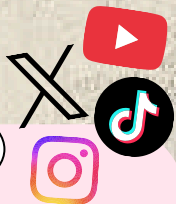
Social Media & Viral Fandom

The campaign dominated social media, especially TikTok and Instagram. Did you know the main hashtag logged 2.9 billion views on TikTok and inspired over 200,000 fan-made edits within weeks of release?. "Team Conrad vs Team Jeremiah" wasn't just fandom, it became meme culture, with celebrities, sports teams, and even brands jumping into the debate.

Shoppable Moments: From Screen to Cart

Belly's (main lead) Catbird Diamond Fizz Ring went viral, driving a spike in sales within hours. American Eagle launched themed drops, turning the series into a retail playground. Fans weren't just watching, they were buying, wearing, and living the story. Fans weren't sold to, they were invited to participate, making the series a retail playground and setting new standards for OTT.

Multi-Platform Domination



Prime Video, the show's distributor, understood Gen Z's media habits and went multi-channel trailers on YouTube, edits on TikTok, debates on Twitter, and influencer tie-ups on Instagram. The show was not just visible; it was omnipresent. Cross-promotion included cast members attending sports events, music festivals, and other cultural hotspots, amplifying both online and offline engagement and ensuring every type of fan felt represented in the campaign

Data-Driven Personalization & Smart Optimization

Prime tracked views, social chatter, influencer resonance, and even product sales. When a character moment or trend spiked, they doubled down instantly with posts, merch, or collabs. Real-time optimization kept the campaign always in sync with culture.



Authentic Partnerships & Influencer Power

Influencer collaborations were handpicked for genuine resonance: music creators, stylists, and even book lovers with deep fan followings helped expand the campaign's reach to new subcultures. Each activation encouraged creative participation, giving influencers and fans space to join, remix, and amplify the show's key themes and character debates, making content viral at the speed of culture.



Brands Behaving Like Fans

Brands commenting on fan edits, participating in TikTok debates, and leveraging character-driven content blurred the line between advertising and entertainment. Instead of interrupting conversations, marketers became part of the lived fandom, with product placements and references feeling more like inside jokes than paid promotions

COMMENT



THE SUMMER I TURNED PRETTY

The Power of Leaving Fans Wanting More

By announcing The Summer I Turned Pretty Movie right after the season three finale, Prime Video created a marketing masterstroke. Leaving key moments unresolved, like Belly and Conrad's wedding, sparked excitement and nonstop fan conversations. Ending the story with a big tease keeps viewers emotionally invested, turning them into active participants who sustain the buzz without extra advertising. This smart timing and storytelling deepens loyalty and transforms the series into a lasting cultural phenomenon.

This demonstrates how modern OTT marketing is about building culture, engagement, commerce, and anticipation simultaneously. It shows that a series can turn into a global phenomenon when it blends emotional storytelling, social media virality, influencer collaboration, real-time shopping, strategic timing, and psychological principles converge.



CASE IN POINT

THE IPHONE STORY, A STRATEGIC EVOLUTION

When Steve Jobs unveiled the first iPhone in 2007, the world was already full of mobile giants. Nokia was a household name, BlackBerry was the professional's favorite, and Samsung, along with Motorola, was competing fiercely on features and affordability. Yet Apple chose a completely different path.

Where others emphasized technical specifications like megapixels, battery size, or storage, Apple emphasized experience. Instead of saying "this phone has X GB RAM," Apple said, "this is how your life will feel simpler, smarter, and more connected." This was the first big difference. Apple wasn't selling hardware; it was selling a lifestyle.

Every iPhone launch was also unlike anything else in the industry. While most companies quietly released phones through press notes or advertisements, Apple made launches into global spectacles. Steve Jobs' product keynotes became legendary, almost like movie premieres. This event-driven marketing created anticipation and made every new iPhone a cultural moment.

Design philosophy was another area of distinction. Competitors often overloaded phones with buttons, complicated menus, or flashy elements. Apple introduced sleek minimalism: one home button, a simple touch interface, and later, edge-to-edge displays. This clean design became a signature that made the iPhone instantly recognizable.



Steve Jobs
Former CEO of Apple



Apple also stayed away from the price wars. While Samsung and other brands frequently offered discounts or multiple models to capture different segments, Apple released just one flagship model each year and rarely lowered prices. This premium positioning made the iPhone aspirational, creating an emotional sense of pride for users. Buying an iPhone was not just a purchase, it was an identity statement.

Fast forward to 2025 with the launch of iPhone 17, and Apple's difference still shines. Competitors continue to focus heavily on specs and competitive pricing, while Apple builds hype through secrecy, selective leaks, influencer buzz, and lifestyle focused campaigns. The iPhone is marketed not as a gadget, but as a cultural icon that reflects who you are.



KEY INSIGHTS

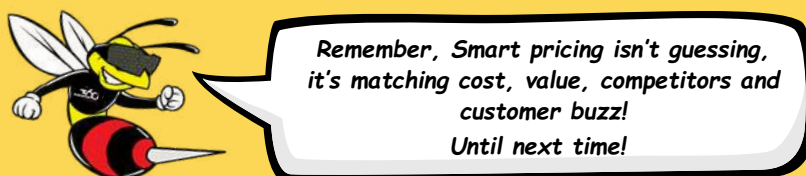
- Experience over Features : While others highlighted specs, Apple focused on how life feels with the iPhone.
- Event-Led Marketing : Competitors launched quietly; Apple created blockbuster global events.
- Design Minimalism : Apple prioritized sleek, user-friendly designs against the cluttered styles of rivals.
- Premium Positioning : Instead of competing on discounts, Apple made the iPhone aspirational and exclusive.
- Consistent Storytelling : From 2007 to iPhone 17, Apple's brand voice has stayed simple, emotional, and aspirational.

M-LINGO TOONS

TALES FROM THE HIVE SELL-RIGHT WITH PRICING STRATEGY!



VALUE-BASED PRICING Price for the wow, not the cost, build strong brand perception.		For your premium products.
COMPETITIVE PRICING Look at rivals, then pick your spot when entering the market.		Match or beat your competitors price.
PRICE SKIMMING Start high, drop over time to capture more buyers		High price for limited-edition products.
COST-PLUS PRICING Add a markup percentage to your production cost.		Extra cost for the extra effort.
PENETRATION PRICING Start low to win market share quickly, especially for new entrants.		Win your customers with better price.





DISCOVER SOMETHING NEW HERE TO MAKE YOUR LIFE EASIER!



THE TEAM

GRAPHICS TEAM



**Manasi
Patil**



**Mrunmayee
Bhopalkar**



**Shail
Mehta**



**Veer
Dave**



**Rudra
Shah**



**Aman
Singh**



**Manav
Ruparel**

CONTENT TEAM



**Samidha
Shingte**



**Sampada
Puranik**



**Vidhi
Singh**



**Muskan
Thakur**



**Devendra
Potnis**

PROOFREADING TEAM



**Harshita
Tilokani**



**Wajid
Khan**



MARKETING360.IN

FOLLOW US FOR MORE!



LIKE
↓

COMMENT
↓

SHARE
↓

SAVE
↓

WWW.MARKETING360.IN

SEPTEMBER 2025

Marketing Insights Newsletter of Marketing360.in

PANORAMA

MARKETING 360°



START READING THE ISSUE