

**JANUARY 2026**

Marketing Insights Newsletter of Marketing360.in

# 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

## TOKYO TO MUMBAI: JAPANESE INVESTMENT BUILDS NEW BUSINESS OPPORTUNITIES

India is receiving strong investment from Japan. Big Japanese banks and companies are putting money into Indian businesses, infrastructure, and industries. This shows that Japan trusts India's future growth and sees it as an important market. Even during global uncertainty, India remains attractive because of its large population, growing middle class, and rising demand. When foreign companies invest, they bring not just money but also better systems, new technology, and global experience. This helps Indian businesses grow faster and compete better.

### ► What Lies Ahead: Expansion and Competition

As Japanese companies expand, competition will increase. Businesses will need better quality, better service, and stronger marketing strategies to stand out.



### ► Market Confidence and Growing Demand

From a marketing point of view, this investment sends a strong message. It improves India's image in the global market. When one strong country invests, others feel more confident to follow. This builds trust and increases India's value as a business destination.

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### KEY INSIGHTS

- Japanese investment strengthens India's global image
- Higher income leads to higher consumer spending
- Growing competition pushes brands to improve and innovate
- This move signals Apple's accelerated push to stay competitive in the global AI race.



# GOVT NEWS

## INDIA'S NEW IT RULES ON AI CONTENT: WHAT MARKETERS NEED TO KNOW IN 2026?



### ► What Has the Government Announced?

In 2026, the Government of India strengthened digital regulations under the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. The key updates include mandatory labelling of AI-generated content and a strict three-hour deadline for platforms to remove unlawful content when directed by authorities. These rules apply to major digital platforms such as Instagram and YouTube, among others operating in India.

### ► What Exactly Has Changed?

Platforms must now clearly label synthetic or AI-generated content, especially deepfakes or manipulated media. This means users should be able to identify whether content has been artificially created or altered.

The second major shift is the takedown rule. If government authorities flag content as illegal or harmful, platforms must act within three hours. This significantly reduces response time compared to earlier practices.

For marketers, this changes more than compliance paperwork. If brands use AI tools to create ad creatives, influencer avatars, voiceovers, or promotional visuals, disclosure becomes necessary. Creative freedom now comes with responsibility.

The three-hour removal window also increases risk. A campaign that unintentionally crosses legal or ethical lines can be taken down quickly, affecting brand reputation and campaign performance.

This regulation does not ban AI it regulates transparency. As misinformation concerns grow, consumers are becoming more cautious. Brands that openly disclose AI usage and maintain ethical standards may gain stronger trust.

In 2026, digital marketing in India is moving beyond reach and impressions. It is entering a phase where credibility and compliance are equally important as creativity.



### KEY INSIGHTS

**Synthetically Generated Information :** AI-created or edited content must be clearly labelled.

**Three-Hour Takedown Rule :** Government-identified illegal content must be removed within three hours.

**What This Means for Brands :** Brands must verify and disclose AI content to stay compliant.

**Platform Accountability :** Platforms must monitor content and follow government rules quickly.

# INDUSTRIAL TRENDS

## INDIA-EU FREE TRADE AGREEMENT: A DEFINING SHIFT FOR INDIAN INDUSTRY

### What Happened and Why It Matters?

India began 2026 with a major step in its global trade journey. On 27 January 2026, India and the European Union a group of 27 European countries signed the India-EU Free Trade Agreement (FTA) after nearly 20 years of negotiations.

A free trade agreement is a deal between countries to reduce or remove tariffs (import taxes charged on goods entering a country). Lower tariffs make products cheaper to sell across borders and encourage more trade. Once approved by both sides, expected by early 2027, this agreement will become one of the largest trade partnerships in the global economy.

### The Economic Scale of the Agreement

The scale of the deal is significant. Together, India and the EU contribute around 25% of global GDP and represent a combined consumer market of nearly 2 billion people. Currently, the total value of goods and services traded between India and the EU is €180–200 billion every year, making the EU one of India's most important and stable trading partners.

### What Changes Under the Agreement

The core of the FTA is tariff reduction, which directly affects how competitively goods are priced.

- 96–97% of goods traded between India and the EU will see tariffs reduced or completely removed over time
- Almost all Indian exports to the EU will face little or no import tax, making Indian products more affordable for European buyers
- India will reduce tariffs on 92–95% of EU products gradually, giving Indian businesses time to adjust
- European exporters are expected to save around €4 billion every year in tariffs, while Indian exporters gain stronger pricing and market access

### IMPACT ACROSS KEY INDUSTRIES

**Textiles, Apparel & Leather:** EU duties of 12–17% will be removed, improving India's competitiveness against Bangladesh and Vietnam.

**Automobiles & Machinery:** Car import duties will fall from up to 110% to 35% initially and 10% over time. India will allow 2,50,000 EU cars annually at lower duties.

**Chemicals, Pharma & Electronics:** Tariff cuts of up to 14% improve access to the €700+ billion EU electronics market. Essential food items remain excluded to protect Indian farmer.

### Implications for Industry and Marketing

Export-driven states with strong manufacturing and logistics will benefit most. Competition will shift from low prices to quality, safety standards, sustainability, brand trust, and differentiation.

### KEY INSIGHTS

India and the EU signed a Free Trade Agreement on 27 January 2026, covering 25% of global GDP and a 2-billion-consumer market

96–97% of goods will see tariff cuts, easing Indian export access to Europe

Textiles, automobiles, electronics, chemicals, and pharma see major gains, while essential food items stay protected

The message for 2026 is clear: India is stepping up to compete, build brands, and lead globally

# ECONOMICS DECLASSIFIED

## Beyond 4.9%: Unmasking India's Informal Labor Crisis in 2026

A global unemployment rate of 4.9% looks like a win. But, if you dig into the latest UN findings, that number is basically a mirage. We aren't seeing a shortage of work, we're seeing a shortage of dignity in work. The reality is that billions of people are stuck in a "low-quality trap" working hard but with zero security, no contracts, and barely enough pay to survive.

### What Happened?

Who are paying the highest price? Women and young adults. It's frustrating to see that despite all the talk about equality, gender progress has effectively stalled. Meanwhile, AI and messy global trade wars are rewriting the rules, threatening not just blue-collar roles but the career ladders of skilled professionals too.

### What This Actually Means for India

The "Job" Illusion: India's 4.8% unemployment stat is misleading. The real story is that nearly 90% of the workforce is informal. People aren't sitting idle; they're hustling in low-paying, high-stress roles without a safety net. It's not about finding a job anymore, it's about finding one that pays the bills.

**Degrees Without Skills:** We have the world's biggest youth population, but companies still can't find talent. Why? Because, the skills schools are teaching don't match what 2026 demands. Graduates are holding degrees that the market no longer values, leaving millions in a weird limbo, educated but unemployable.

**Missing Women:** The economy is running on half an engine. Social pressure and a total lack of childcare support are keeping women out of the workforce. It's a massive waste of talent that we just haven't fixed.

**The AI Split:** AI is cutting both ways here. On one hand, it's wiping out entry-level IT support jobs that used to be a golden ticket for the middle class. On the other hand, it's fueling a "tech-backed" gig economy such as delivery and warehouse logistics which is efficient but offers zero long-term stability.

**Global Shockwaves:** India is huge on exports, which makes us vulnerable. When the US or Europe tweaks trade tariffs, it's the Indian worker in manufacturing or services who feels the pinch through stagnant wages. We are more connected to global chaos than we realize.

### KEY INSIGHTS

**The Illusion:** Low unemployment figures mask a massive "low-quality trap" of insecure, informal work.

**The Informal Trap:** 90% of India's workforce lacks contracts, benefits, or long-term stability.

**The Degree Gap:** Outdated education has left India's youth population "educated but unemployable."

**The Gender Gap:** Social barriers and lack of childcare keep India's economy running on "half an engine."

**The AI Shift:** Tech is killing entry-level "golden tickets" while fueling unstable, gig-based labor.

**Global Exposure:** International trade wars and tariffs directly suppress Indian manufacturing wages.

# SWOT Model

Snabbit

## STRENGTHS

- **FAST LOCAL SERVICES:**  
Snabbit connects users with nearby service providers, so help comes quickly.
- **SIMPLE PROMISE:**  
The idea is clear quick help without hassle. Easy to understand and easy to market.
- **GOOD FIT FOR BUSY CITIES:**  
Broad portfolio of proven services encourages repeat usage and cross-selling.
- **CAN BECOME A DAILY USE APP:**  
If people trust it, they may use it regularly for small everyday needs.



## WEAKNESSES

- **SERVICE QUALITY MAY DIFFER:**  
Since different local people provide services, experiences may not always be the same.
- **STILL BUILDING TRUST:**  
It is not very well known yet, so people may hesitate at first.
- **STRONG COMPETITION:**  
Apps like Urban Company are already popular and trusted.
- **GROWTH DEPENDS ON REVIEWS:**  
If customers don't share good feedback, growth can slow down.



## OPPORTUNITIES

- **MORE PEOPLE USING APP:**  
Many people now prefer booking services online.
- **TIE-UPS WITH SOCIETIES:**  
Working with housing societies can bring regular customers.
- **MONTHLY SERVICE PLANS:**  
Subscription packages can increase repeat usage.
- **BUILD LOCAL TRUST:**  
Snabbit can grow by becoming the "trusted neighbourhood app."



## THREATS

- **BIG COMPETITORS:**  
Established platforms have bigger budgets and strong brand names.
- **PRICE COMPETITION:**  
Lower pricing pressure can reduce profits.
- **POLICY CHANGES:**  
New rules for gig workers may affect operations.
- **BAD REVIEWS SPREAD FAST:**  
One poor experience can affect the brand image quickly.



# BRAND IN TALK



## WENDY'S: Turning fast food into an experience

Wendy's is not just being talked about because it launched new burgers. It's being talked about because of how it chose to show up in the market. In a category crowded with predictable discounts and routine product ads, Wendy's decided to turn fast food into an experience.

### Why did it worked?

Wendy's understood one simple truth: **Today, attention comes before appetite.** Instead of only saying "our burgers taste good," Wendy's created moments that:

- Felt unexpected
- Were Instagrammable
- Encouraged people to talk before they even ordered

The brand leaned into:

- Experiential marketing (real-world events, not just ads)
- Social-first thinking (content that travels organically)
- Bold personality (playful, confident, slightly irreverent)



### Point of Differentiation

Instead of running one "big campaign," Wendy's executed **multiple high-energy brand moments** that made people notice, engage, and share.

- It transformed stores into party zones with DJs, burger raves, and late-night events



It took the brand outside restaurants through party buses, city activations, and street-level stunts. It mixed food with comedy, music, creators, and pop culture, making Wendy's feel less like a QSR brand and more like a youth hangout.

This wasn't accidental marketing.  
It was **intentional cultural placement.**

As a result, Wendy's didn't need heavy timelines or explanations. People experienced the brand.

# FROSTY FIX

**FIXING McD'S BROKEN ICE CREAM MACHINES WITH WENDY'S FROSTY**

**INSIGHT**

McDonald's is notorious for always having broken ice cream machines.

**IDEA**

We worked with McBroken.com to identify McDonald's locations with broken ice cream machines, then pulled up with our custom Frosty truck, Frostys in hand.

We then used geolocation data to send Frosty coupons to any customers near broken ice cream machines across the U.S. and Canada, turning disappointed would-be McDonald's customers into Wendy's fans.



## Product + Personality = Conversation

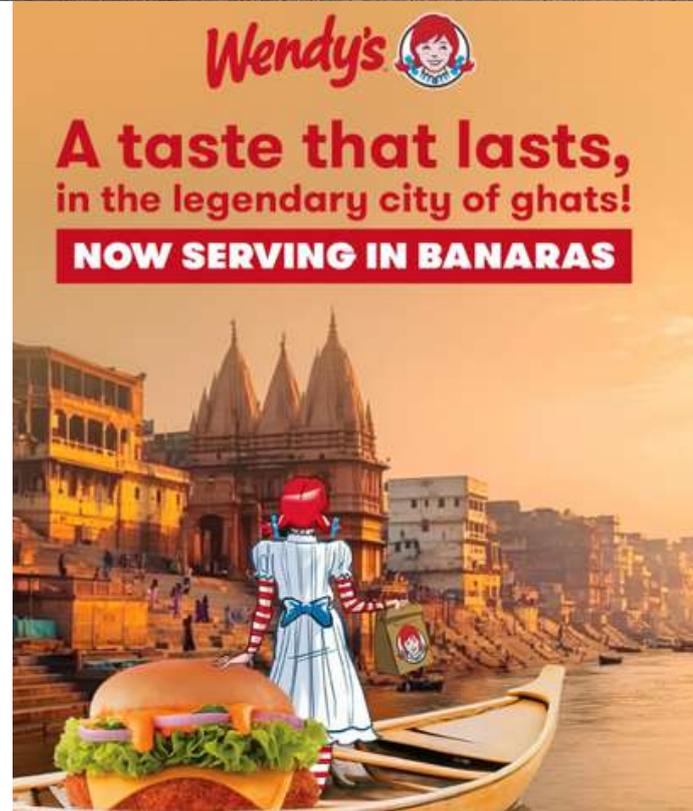
While the noise grabbed attention, Wendy's backed it with quality:

- Global-flavours inspired burgers
- Limited-time menus that felt exclusive
- Indian adaptations without losing global brand DNA

So the buzz wasn't hollow. The product justified the hype.

## Why is Wendy's in Talk?

It's because it stopped acting like a typical food brand and started behaving like a culture brand. It didn't wait for people to come to Wendy's. It went where people already were: music, memes, humour, late nights, shared moments. And that's why Wendy's isn't just being eaten. It's being talked about.



## The Bigger Picture

Wendy's didn't try to 'fit into' the Indian QSR market. It showed that:

- Fast food can feel like entertainment
- Effective marketing doesn't explain, it generates curiosity
- Brand recall is built through emotion, not repetition

# CAMPAIGN BREAKDOWN

## From Cravings to Conscious Choices: Swiggy's Eat Right Move



### WHAT IS EAT RIGHT?

Eat Right is Swiggy's dedicated in-app section that Chooses healthier meal options including high-protein, low-calorie, and no-added-sugar dishes making them easier to discover and order.

At first glance, it looks like a simple feature. But strategically, it does something much deeper. It removes the effort required to act on healthy intentions.

### THE PLAN

The execution was subtle but strategic.

First, Swiggy integrated EatRight into the discovery section of the app. When users browse, healthy options are visible without extra effort. This reduces what marketers call "decision fatigue," meaning users don't have to think too hard to make a better choice.

Second, Swiggy introduced EatRight Streaks a reward system where users earn cashback for consistently ordering healthy meals.

According to Fortune India (June 18, 2025), over 1.3 million users participated in the streak programme within the first week of launch.

This is an example of habit formation in action. When behaviour is rewarded, it is more likely to repeat.

Third, restaurants adapted quickly. The same Fortune India report noted that over 34,000 new EatRight dishes were added in a single month. The ecosystem evolved alongside consumer demand.

There was no big celebrity campaign .No emotional storytelling ad film. No loud mass-media push.The marketing happened inside the product.

**Swiggy Launches EatRight, offers  
1.8 Million + Healthy  
Dishes to Users Across India**





## IMPACT

The impact has been measurable. One in every nine Swiggy orders now comes from the EatRight category, and the initiative has expanded to over 50 cities, reflecting rising demand beyond metros.

Swiggy did not promote healthy eating through traditional advertising. Instead, it used product design to influence behaviour. This is an example of product-led marketing, where the user experience itself drives adoption and brand perception.

The biggest impact is on how people see the brand. Swiggy is no longer viewed only as a platform for junk food, but also as one that supports more mindful choices.

## KEY INSIGHTS

**Health awareness in India is gradually increasing.**

**Consumers are paying more attention to nutrition and balanced meals, not just in metro cities but also in smaller markets.**

**However, food delivery decisions are often driven by convenience. Most users scroll rather than search for specific dietary options. What is easily visible is more likely to be selected.**

**The insight behind the initiative is simple - 'better placement can shape behaviour'.**



# DID YOU KNOW



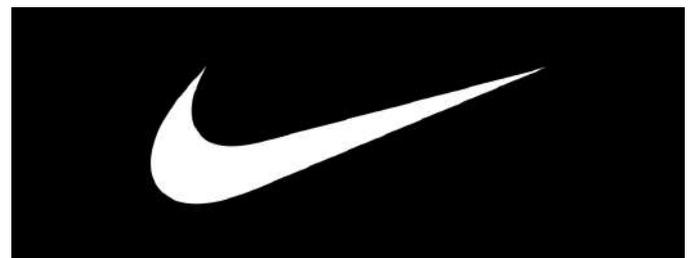
## SHUBMAN GILL FRONTS NIKE'S GLOBAL CAMPAIGN FOR NEUROSCIENCE-BASED 'MIND' FOOTWEAR

Design, engineering and sensory technology. Both styles feature 22 independent foam nodes per shoe, bonded to a flexible, water-resistant material. Nike said, 'The nodes act as pistons and gimbals as athletes move, transmitting the feeling and texture of the ground beneath the wearer and strengthening the sensory connection.'

### NEUROSCIENCE BASED INNOVATION IN FOOTWEAR

Nike has signed Indian cricket star 'Shubman Gill' as the face of its global campaign for Nike Mind 001 mule and Nike Mind 002 sneaker, its first neuroscience-based footwear designed to help athletes feel calm, focused and present.

The company said the new silhouettes tap into the mind-body connection by activating sensory receptors in the feet through underfoot stimulation. Nike claims that the footwear has been scientifically shown to activate key sensory areas of the brain, deepening an athlete's awareness and helping them ground themselves in their bodies before and after competition.



### SHUBMAN GILL AND GLOBAL CAMPAIGN

Tarundeep Singh, General Manager at Nike India, stated that Gill represents the mindset behind the new product line. "Shubman brings a mindset that defines Nike Mind: sharp, disciplined and locked in when it matters most. He is an athlete who understands the power of being present, and that makes him a natural fit for this innovation. India's athlete and sporting community continues to evolve at a pace, and we love to see more and more of our athletes on the global stage," said Mr. Singh. Nike said, 'Mind 001 and Mind 002 have been in development for more than a decade, presenting an engineering and manufacturing challenge that resulted in a footwear system designed to heighten sensory awareness.'



# Nike Mind<sup>001</sup>

## NIKE'S MIND SCIENCE DEPARTMENT

The new range is the first innovation to emerge from Nike's Mind Science Department, a research group within the Nike Sport Research Lab that focuses on understanding how the mind and body work together in performance.

The department uses a mobile brain and body imaging lab to study athletes in motion, tracking nervous system responses, brain activity, and cognition. Nike said, 'These insights are now informing a new category of products, and services aimed at improving how athletes prepare, train, compete and recover.'

Nike said, 'The Mind 001 mule is designed for easy-on, easy-off convenience, and comfort, while the Mind 002 sneaker anchors the foot to the footbed for increased sensation and support.'

Nike said, 'The first release of Mind 001 and Mind 002 will be available on our official website, [nike.com](https://nike.com) in India for a limited time in January 2026.'

## KEY INSIGHTS

**Nike launches its first neuroscience-based footwear, focusing on mental calm and focus.**

**Mind 001 and Mind 002 enhance the mind-body connection through sensory foot stimulation.**

**Each shoe features 22 foam nodes to heighten ground awareness.**

**The footwear is developed by Nike's Mind Science Department, utilising research on the brain and nervous system.**

**Shubman Gill leads the campaign, symbolising focus, discipline, and presence in performance.**



# Red Bull CASE IN POINT

RED BULL: BUILDING A BRAND THAT OUTGREW  
IT'S PRODUCT.



The story of Red Bull is more than just a story about an energy drink. It is about the power of intelligent, daring, and utterly fearless marketing to create a brand that seems to be bigger than life itself.

## TIMELINE

### The Birth of an Unusual Idea

Red Bull was introduced in the market in 1987 with a risky product. It had a unique taste that grew on consumer over time. It came with a pinch on the wallet. Don't forget it also came in a small can. Rather than describing what the drink was, Red Bull emphasized what it did for you. The famous slogan 'Red Bull gives you wings' sparked curiosity and emotions, not logic. That was the first marketing victory.

19  
80s



### Selling a Lifestyle, Not a Drink

Red Bull has never positioned itself as a typical beverage brand. No big celebrity ads, No emphasis on ingredients. It targeted students, night owls, athletes, and risk-takers instead. Free cans were distributed in colleges, gyms, and parties. People did not just drink Red Bull instead, they embraced it as a lifestyle.

19  
90s





KEY TAKEAWAYS

Red Bull sold an attitude, not a drink. Energy and risk became its identity.

Marketing felt like entertainment, not advertising. People remembered the experiences.

Red Bull acted like a media company. Content built loyalty without selling.

Exclusivity created desire. Being different made it premium.

Mindshare came before shelf space. Demand forced distribution.

Extreme Sports = Extreme Branding

This is where Red Bull shocked the world.

- Skydiving
- Cliff diving
- Formula 1
- BMX and Freestyle Sports

Red Bull did not sponsor events, it created them. Events such as Red Bull Flugtag, made people laugh, cheer, and remember the brand for the rest of their lives. Marketing became entertainment.



Content Before It Was Cool

Red Bull turned into a media company.

- Red Bull TV
- Documentaries
- YouTube action videos

Audience engaged with this content without realizing that they were being marketed. The brand was very good at storytelling even before the days of social media marketing when the market was less crowded.

The 'Wow Moment' that changed everything.



2000s

2010s

2012s



Red Bull launched a man to jump from space.

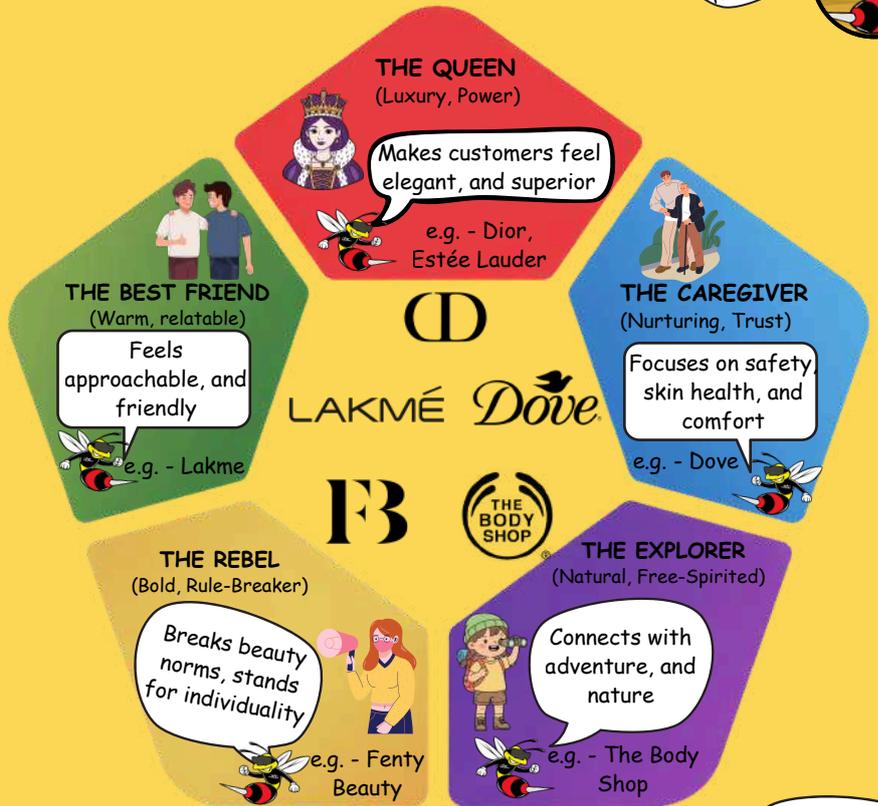
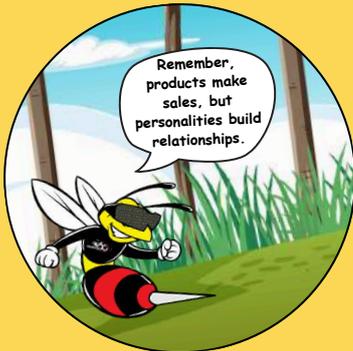
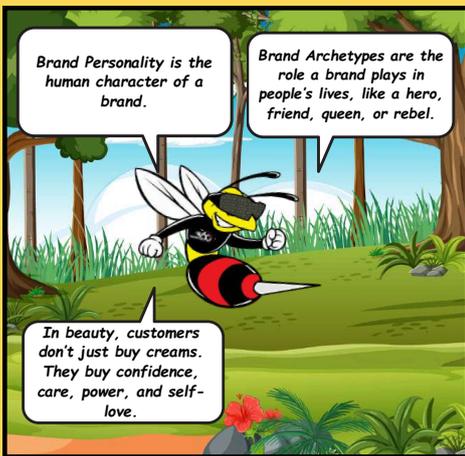
Red Bull made history by launching a man to jump from space. Millions tuned in live. Red Bull's philosophy was simple: don't respect limits, redefine them. Red Bull's success was not created in factories but in minds. Over 30-40 years, marketing created a symbol of energy, courage, and adventure from a simple drink. Red Bull did not chase customers, customers chased Red Bull.

# M-LINGO TOONS

## TALES FROM THE HIVE

### BUILD WITH BRAND PERSONALITY!

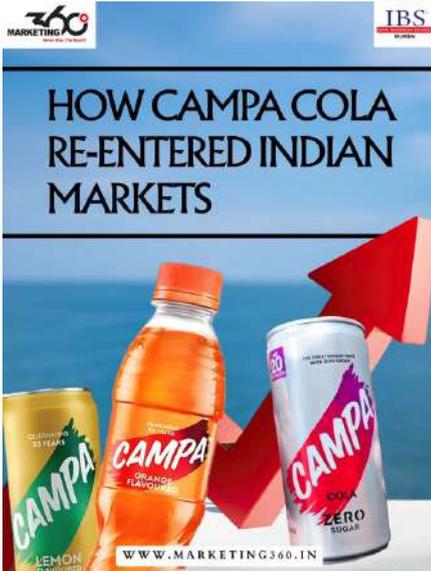
Peony, the Deer and Lila, the Elephant, run a natural skincare brand called 'GlowNest'.



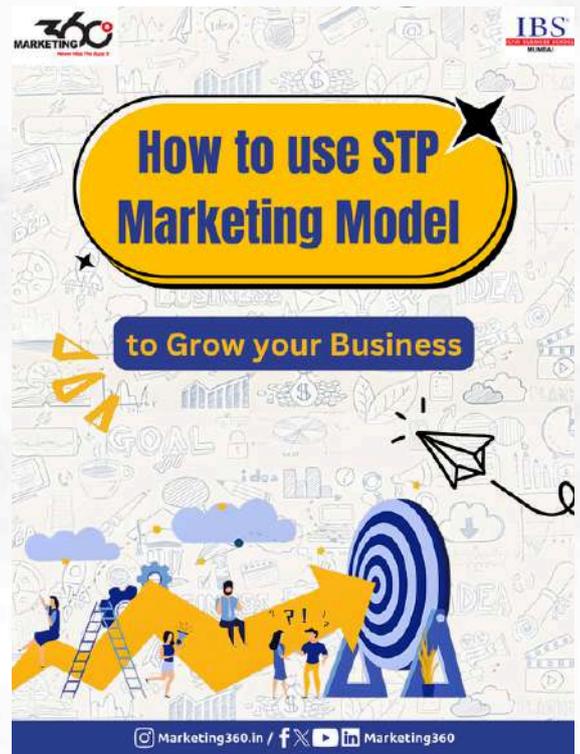
So, we need to choose our archetype, speak its language, and let customers fall in love.



Remember Buzztroverts, strong brands aren't just about looks, but a character one can trust and truly connect with. Until next time!



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**Vineet  
Panchal**



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Deshpande**



**Prayag  
Subbaiah**



**Pankti  
Shah**



**Tirth  
Dave**



**Vanshita  
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**Neha  
Saraf**



**Manaswi  
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**Aastha  
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**Sejal  
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**Taha  
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**Tanisha  
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# PANORAMA

# MARKETING 360°



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