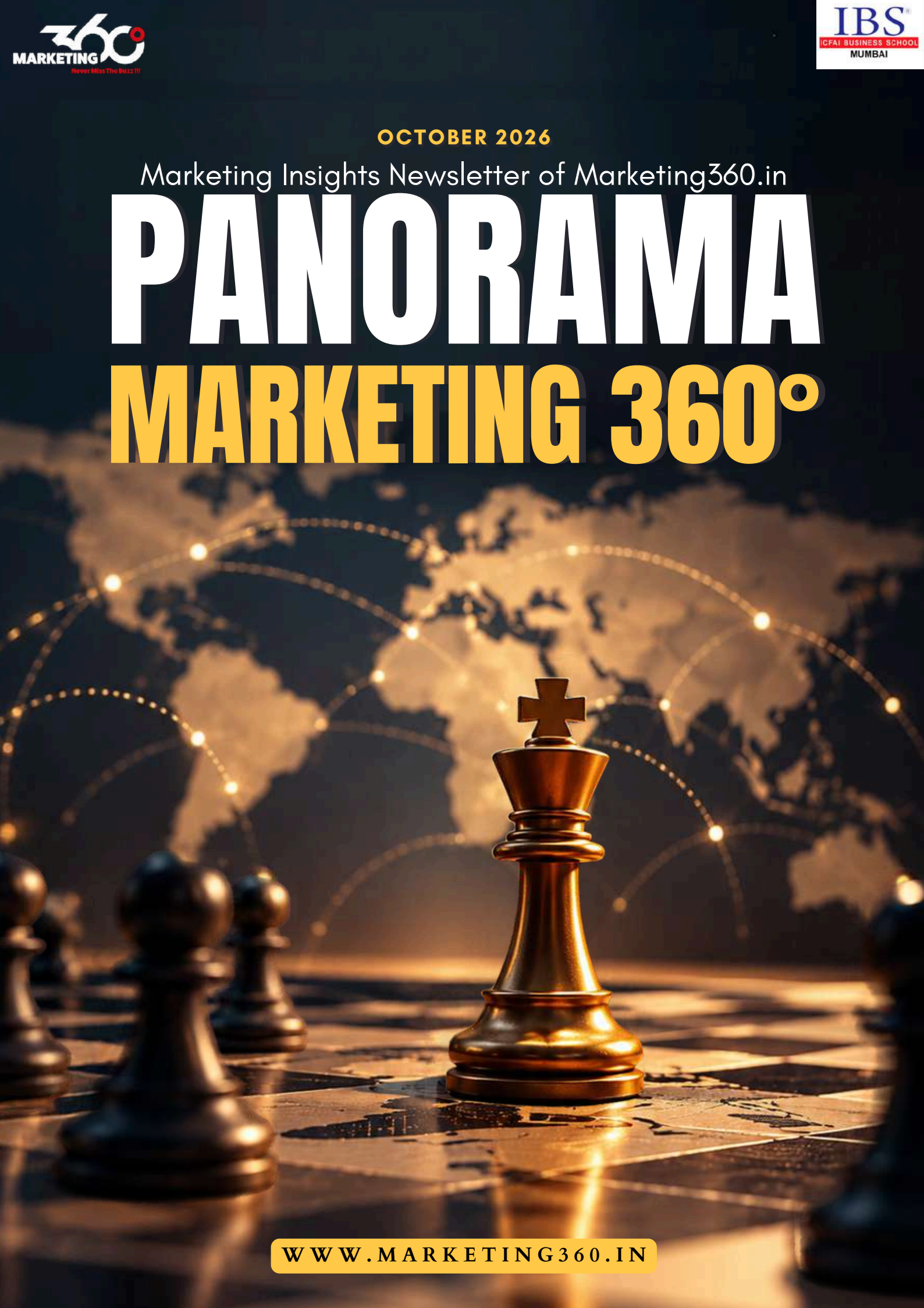
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OCTOBER 2026

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PANORAMA MARKETING 360°



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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

ZELENSKYY CALLS FOR MUTUAL HALT TO STRIKE ON ENERGY INFRASTRUCTURE

Ukrainian President Volodymyr Zelenskyy says Ukraine will halt strikes on Russian oil refinery facilities if Moscow stops attacks on Ukraine's energy infrastructure. "Any de-escalation had to be mutual and backed by credible guarantees", he said on 11th October, 2026. Fuel, electricity and industrial production all depend on energy infrastructure. Attacks on refineries, power plants or gas stations could disrupt supplies, shift oil and diesel markets, raise transportation costs and complicate global trade planning.



➠ What Does This Mean for the World?

This idea has not yet resulted in a common and effective ceasefire. President Zelenskiy said on 12th October, 2026 that Russia had no plans to stop its attacks and that energy facilities were targeted in further strikes.

➠ Impact on Businesses, Consumers and Markets

Because India relies on crude oil imports, this could be a challenge. Global prices have increased and prolonged disruptions could inflate India's import costs and put pressure on logistics, production and consumer prices.

Travel, transportation, groceries and retail sector businesses might need to reconsider their shipping costs, pricing and advertising budgets. Brands can keep their operating costs under control and maintain their customers' confidence by offering good value products at reasonable prices.

KEY INSIGHTS

- **If Russia stops hitting energy infrastructure in Ukraine, Ukraine will stop hitting refineries in Russia**
- **Energy disruptions could harm oil prices and fuel supplies**
- **Higher oil prices could raise import and transport costs**
- **Brands may have to prioritise pricing and consumer trust**



GOVT NEWS

INDIA CRACKS DOWN ON AI-GENERATED HEALTHCARE ADS

Introduction:

The National Medical Commission (NMC) of India has approved new guidelines to govern the ethical advertising of doctors and hospitals. The guidelines are effective from the date of approval (8th October, 2026) and are designed to prevent misleading and manipulative advertising. The use of AI in the promotion of medical services is expressly prohibited.

Industry Impact:

Hospitals, clinics and healthcare marketing agencies must review their advertising practices, influencer partnerships and AI-generated content to comply with the new guidelines.

Marketing Takeaway:

Patient trust must become the priority. Healthcare marketers should focus on transparency, reliable information and responsible promotion rather than aggressive advertising.


TOI HEALTH

Many Indians are treating AI as a doctor. And turning critically ill

Poor use of AI and fast judgement calls tmnke a deadly duo

THE RISKS

What are you asking?

Error that turned fatal

Policy Explanation:

The guidelines state it is an offense for doctors to use AI to generate patient testimonials, fake endorsements, unproven treatment claims and paid online searches. They also prohibit any form of promotional arrangement with influencers or third parties where payment or compensation is given in return for patient acquisition.

Marketing Perspective:

Healthcare brands should shift towards informative advertising that builds credibility instead of relying on exaggerated claims and emotional patient testimonials.

KEY INSIGHTS

Avoid fake AI generated testimonials, misleading endorsements and manipulative search marketing

Markets should properly assess the influencer testimonials and ensure that all payments and advertising are disclosed in good faith and without any potential to mislead the patient

Search engine marketing should focus on authentic optimization, not keyword manipulation, to comply with new guidelines

Focus on factual, transparent and ethical communication

Content: Reuben | Graphics: Lakhveer



INDUSTRIAL TRENDS

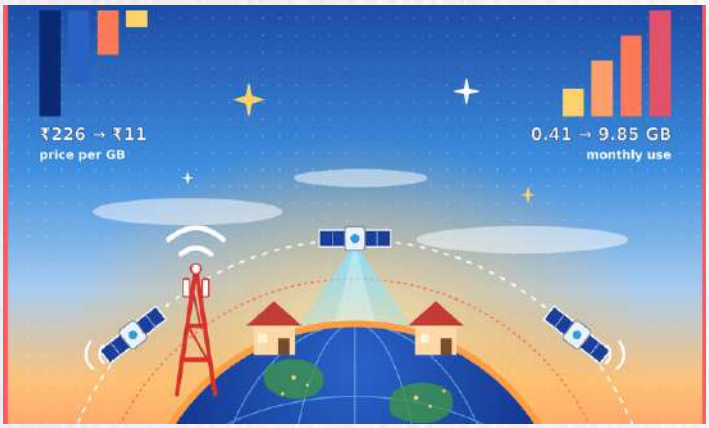
FROM GROUND TO SKY: A RACE TO REDEFINE INDIA'S TELECOM FRONTIER

The Scenario Earlier

According to TRAI, mobile data cost approximately ₹226 per GB in 2015. Airtel, Vodafone India and Idea Cellular were operators.

Then What Changed?

Reliance Jio launched in September 2016 with free calls and promotional data, intensifying competition. Average data prices fell from ₹226 per GB in 2015 to about ₹11 in 2019, roughly 95%. Monthly use per subscriber rose from 0.41 GB in 2015 to 9.85 GB in 2019.



What Is Starlink?

SpaceX's (an aerospace company founded by Elon Musk) Starlink uses low Earth orbit satellites to provide internet where conventional networks are limited.

What Is Starlink Proposing?

Starlink says its service could connect underserved communities, support education, businesses and aid emergency communications where Broadband connectivity is not available.

Where's the Issue?

Starlink has GMPCS (Global Mobile Personal Communications by Satellite) authorisation but awaits spectrum allocation and security clearances. Jio's Satellite Communications and Eutelsat OneWeb face similar requirements. Musk alleges business interests are obstructing Starlink's entry.

The Indian Government's Reply

The government denies regulatory bias, saying all three providers must meet the same security and regulatory requirements before commercial launches.

KEY INSIGHTS
Jio's entry intensified competition and helped drive down mobile data prices
Conventional networks remain difficult to deploy in some remote regions
Satellite internet could extend connectivity to underserved communities
Affordability and government clearances will influence satellite broadband's future in India

Content: Aishwary | Graphics: Tirth



ECONOMICS DECLASSIFIED

UNPACKING THE ECONOMICS OF DIGITAL PAYMENTS: SHOULD UPI PAYMENTS REMAIN FREE?

Economics revolves around the central idea of trade-offs. One such trade-off is being faced by the Indian government when they announced a framework in September 2026, under which large merchant transactions could attract the Merchant Discount Rate (MDR) charges, while person-to-person payments and most merchant transactions shall remain unaffected.

This creates a dilemma: a payment can be free for the person using it but who will account for the cost to the system operating it?

Three different people are involved in a UPI transaction. Namely, the consumer, the merchant and the payment ecosystem. Let's step into their shoes and think from their perspectives.
The consumer wants quick, convenient payments without extra charges. Even a small fee can discourage people from using digital payments regularly.

The merchant benefits from receiving payments digitally, but may worry about transaction charges that narrow profit margins.





Lastly, the payment ecosystem which includes banks, payment providers and other participants who need sustainable funding to maintain and improve the system.

Hence, the new policy can be a double-edged sword, helping sustain payment infrastructure while potentially discouraging merchants from embracing digital payments, which might lead to a step backwards in our quest for a digital age.

KEY INSIGHTS

UPI processed 24,162 crore transactions worth ₹314 lakh crore in FY 2025–26

Banks and payment apps need resources to process payments securely and reliably

High merchant fees could push businesses back to cash, slowing India's digital economy

Content: Khadija | Graphics: Manisha



SWOT Model

It's just water in a can. So why the hell is it worth $1.4 billion?

STRENGTHS

- **DISTINCTIVE BRAND POSITIONING:** It has that rebellious, anti-establishment identity which sets it apart from the clean, 'wellness' image that most water brands have adopted.
- **VIRAL, ENTERTAINMENT - FIRST ADVERTISING:** Dark humor, the absurdist and the unexpected are all part of the ad campaign and that's what makes the advertising feel like content that people want to share rather than just traditional product promotion.
- **STRONG VISUAL IDENTITY:** Skull graphics and the tall aluminium cans make the brand instantly recognisable on the shelves, in the social feeds and at the live events.



WEAKNESSES

- **DEPENDING ON SHOCK VALUE:** Provocative messaging can lose its punch as the audience get used to the brand's sense of humor.
- **BRAND PERSONALITY:** Consumers will probably remember the jokes and the packaging more than the actual product benefits or the reasons why you'd want to choose it over and over again.
- **PREMIUM PRICE JUSTIFICATION:** Marketing can create perceived value but it has to keep on justifying the premium price that you're paying for a product that could otherwise be viewed as just another commodity.



OPPORTUNITY

- **CREATOR-LED STORYTELLING:** Work with niche creators, musicians, comedians and internet personalities whose audiences are already a match for the brand.
- **EXPERIENTIAL MARKETING:** Use concerts, festivals, pop-ups and all sorts of other out of the box brand activations to turn the product into a real world experience that people will remember.
- **COMMUNITY-DRIVEN CAMPAIGNS:** Encourage user generated content, fan engagement and co-branded campaigns to turn customers into active brand advocates.



THREATS

- **COMPETITORS COPYING THE PLAYBOOK:** Other drink brands can have the bold packaging, cheeky humor, campaigns driven by creators and that will in itself reduce Liquid Death's uniqueness.
- **RISISNG COMPETITION FOR ATTENTION:** In the crowded social feed landscape, even a very distinctive campaign is going to be up against a relentless stream of entertainment and creator content.
- **SUSTAINABILITY SKEPTICISM:** If the environmental messaging is seen as over the top or just not sufficiently backed up, consumer confidence will be undermined.



Content: Rajnandini | Graphics: Bhagyashree

BRAND IN TALK



FROM GOLDEN ARCHES TO THE GOLDEN ZONE: MCDONALD'S GOES RACING

Introduction

Almost everyone knows McDonald's, which is exactly the challenge. When everyone knows you, staying interesting takes work. In 2026, McDonald's is doing it by collaborating with Formula 1.

Brand Journey

From a restaurant in California founded in 1940 to 40,000 restaurants across more than 100 countries, success is all about quality and values. Nowadays, the main driver of development is technology: McDonald's loyalty app has 220 million users across 70 markets. F1 keeps itself busy.



Marketing Strategy

The sponsor of F1 in Latin America is McDonald's, where The Golden Zone provides marketing solutions. There are golden arches camouflaged in every F1 circuit. Whenever a driver takes a turn on the circuit, a promotional offer appears on the app, which fans rush to grab before it runs out. The 'O Pit Stop Perfeito' of Brazil was launched on 13th October, 2026 with Red Bull.



Brand Positioning & Consumer Connect

McDonald's still stands for easy, comfort and low costs. Instead of merely showing off a branded vehicle, fans are able to engage with the activity, gain information and earn small prizes during the race. Local features like Sergio Pérez's menu in Mexico gives the global concept a local feel.

Content: Kavita | Graphics: Krisha



Future Outlook

The Golden Zone is meant for travelling and thus will be available in more markets this time around. This is in an attempt to ensure that the offer stays fresh and fun. If well done, F1 becomes a part of McDonald's application.



Market Impact

McDonald's plans to have 250 million loyalty users by the end of 2027. The live events' and app collectibles will motivate fans to stay engaged with the app.



KEY INSIGHTS

- **Successful sponsorships need customer engagement**
- **Applications make offline activities profitable**
- **Global discussions become local through local features**
- **Scarce products make people act fast**

CAMPAIGN DECODE

A KitKat Heist: When a chocolate shook the internet

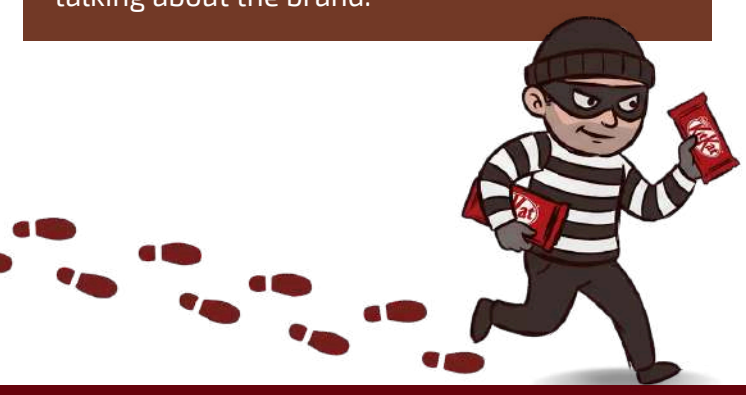


THE CONCEPT

You open your fridge after a very long day looking forward to that one chocolate that you kept for yourself in that corner, only to find it missing. Now imagine 113,793 chocolate bars missing at once. In March 2026, a truck carrying around 12 tonnes of KitKat chocolate was stolen during transit across Europe. What followed was more than a theft story. KitKat turned an unexpected problem into a marketing moment by connecting the incident to its famous "Have a break, have a KitKat" tagline.

THE INSIGHT

Our Internet world loves a story that's unexpectedly funny and easy to share. Kitkat played along smartly and built a connection between its tagline and the theft, making the joke instantly relatable and funny. With Easter approaching all around the world, chocolate was already on people's mind. Instead of creating a conversation around it from scratch, Kitkat used this real incident to get people talking about the brand.





THE PLAN

Kitkat responded with humor, joking that the thieves took their tagline way too seriously. The brand also introduced a Stolen Kitkat tracker to get people's participation in finding the bars by checking batch codes and helping them to find missing chocolates. Social media users, news outlets and other brands such as KFC and Domino's joined the conversation helping the story go far beyond.



Content: Harsh | Graphics: Manisha

THE Nestlé KitKat HEIST



THE IMPACT

Kitkat's daily views reportedly jumped from around 1 million to 29 million and the campaign generated over 6000 articles and more than 800 earned media reach, according to WPP's case study. The tracker recorded over 2 million engagements. The incident also had a major recognition in Cannes Lion 2026 International Festival Of Creativity.



MARKETING CONCEPTS USED

Real Time Marketing: Responding quickly to a trending incident.
Brand Recall: Using a familiar tagline in an unexpected situation.
PR: Turning a theft story into widespread media coverage.
Consumer Engagement: Involving audiences through the Stolen Kitkat Tracker.

TOP SECRET

CONCLUSION

Kitkat didn't plan the heist, but they knew how to respond. By combining humor and audience participation, the brand turned a real incident into a story people wanted to share. Sometimes a good marketing campaign doesn't come from planning a good marketing campaign. As you say when someone throws a lemon at you, make a reel about it and upload it.

KEY INSIGHTS

- **Responding to a real time incident can turn a normal accident into a viral campaign**
- **Audience participation is more powerful than a passive reach**
- **Having an established brand equity is a creative advantage for a brand**
- **Brands should become authentic in persuasion than manufacturing demand**

Content: Harsh | Graphics: Manisha



YOUR CLOTHES MAY SOON HAVE A DIGITAL PASSPORT!

Imagine scanning a QR code on your favourite shirt and instantly discovering where its fabric came from, what materials it contain, how it was manufactured and whether it can be recycled. This is the idea behind a Digital Product Passport (DPP) - a digital identity that connects a physical product to information about its origin, materials, durability, repair and recycling.



Imagine scanning a QR code on your favourite shirt and instantly discovering where its fabric came from, what materials it contain, how it was manufactured and whether it can be recycled. This is the idea behind a Digital Product Passport (DPP) - a digital identity that connects a physical product to information about its origin, materials, durability, repair and recycling.

The concept is gaining momentum in Europe. In July 2026, the European Commission launched its Digital Product Passport Registry, laying the groundwork for businesses to register product identifiers and support greater supply-chain transparency. Certain categories of batteries, including electric-vehicle batteries, are scheduled to require digital passports from February 2027. Requirements for other product categories are being introduced progressively.

Content: Hiral | Graphics: Tirth



But why should the fashion industry care?
For clothing brands, digital product passports could eventually help consumers make more informed purchasing decisions while encouraging manufacturers to track materials and improve transparency. For businesses exporting to international markets, keeping reliable product information may become an increasingly important part of compliance and competitiveness.

The shift could also create new opportunities for technology companies, sustainability consultants and supply-chain professionals. At the same time, businesses will need to address challenges such as data accuracy, implementation costs and protecting commercially sensitive information.

What appears to be a simple QR code could therefore represent a much bigger transformation: the way businesses manufacture, market and manage products throughout their life cycle.

KEY INSIGHTS
Transparency : QR codes reveal a product's complete journey
Regulations : Europe is moving towards digital product traceability
Sustainability : Encourages eco-friendly materials and manufacturing
Consumer Behaviour : Transparency may influence purchase decisions

The big question: In the future, will consumers buy clothes based only on their design and price or will knowing a product's entire story influence their choices?

Content: Hiral | Graphics: Tirth

HERMÈS
PARIS

CASE IN POINT

FROM SADDLES TO STATUS: THE MAKING OF HERMÈS

CRAFTSMANSHIP THAT BUILT A LEGACY

It all started in Paris with Thierry Hermès, who opened a workshop dedicated to creating high-quality harnesses and saddles for the European elite. His commitment to precision, durability and craftsmanship set the stage for what would become a hallmark of luxury.



THE KELLY BAG EFFECT

When Grace Kelly was photographed carrying a Hermès handbag, global attention helped it turn into the Kelly bag- a symbol of elegance and prestige.

BRAND LESSON

True luxury is not worn; it is revered.

TIMELINE

1837

1937

1956



BEYOND EQUESTRIAN PRODUCTS

As lifestyles changed, Hermès expanded into leather goods, handbags and accessories. Its silk scarves, introduced in 1937, helped the brand reach a wider audience while preserving its heritage.



Content: Bhagyashree | Graphics: Sakshi

HERMÈS PARIS

THE BIRKIN REVOLUTION

A conversation between Jean-Louis Dumas and Jane Birkin inspired a roomy leather bag that became one of the world's most sought-after luxury products. The Birkin strengthened Hermès reputation for exclusivity and timeless craftsmanship.

DIGITAL GROWTH, TIMELESS VALUES

Hermès embraced digital channels while protecting its premium in-store experience. In 2024, annual revenue reached around €15.2 billion, reflecting its strong global luxury presence.

Today, Hermès stands as a testament to how brands can evolve while staying true to their roots, turning craftsmanship, heritage and scarcity into enduring competitive advantages.



19
84

20
24



KEY INSIGHTS

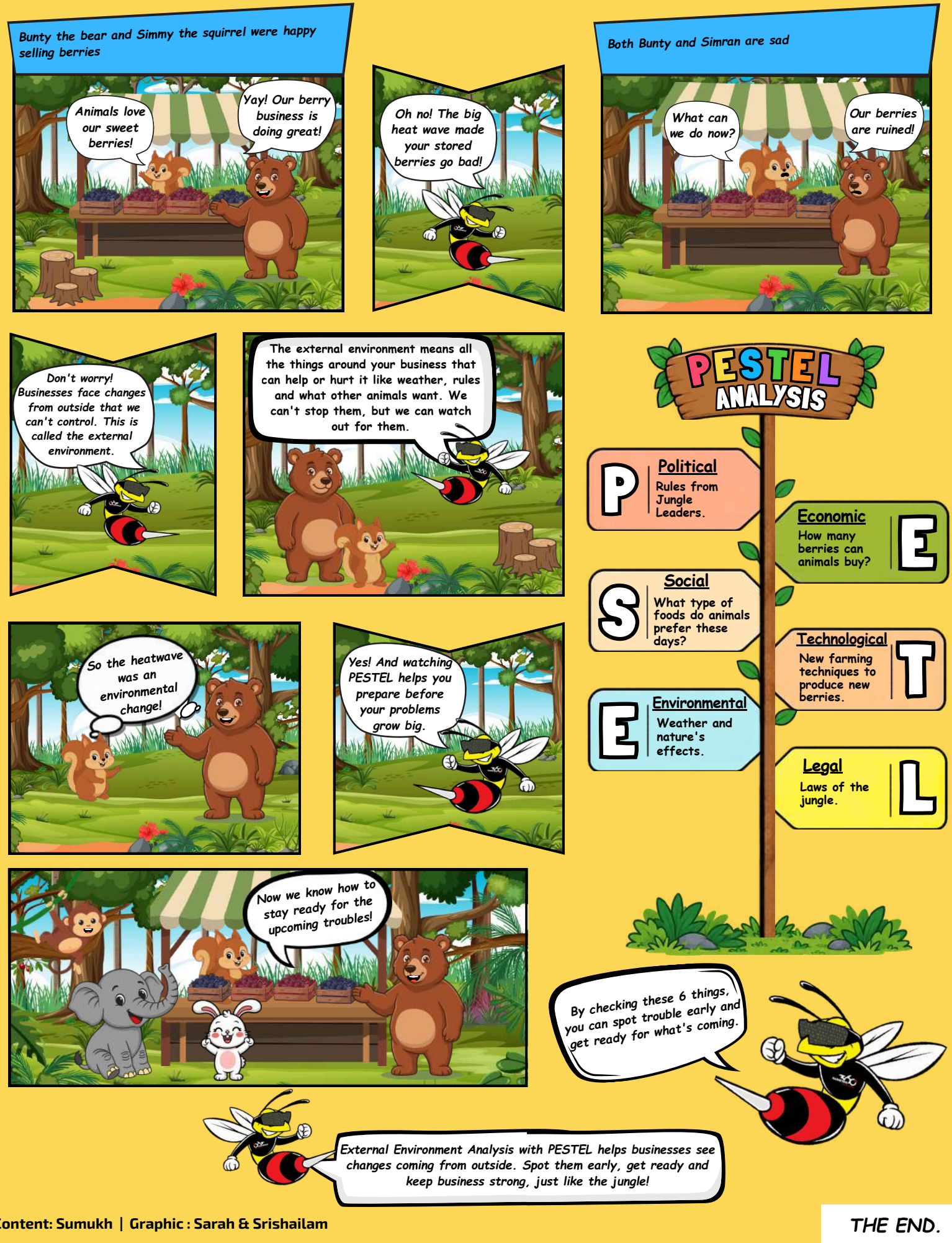
- **Equestrian roots became a distinctive luxury identity**
- **The Kelly and Birkin bags show how cultural relevance can create desire**
- **New luxury categories supported growth without diluting the brand**
- **Craftsmanship and selective distribution sustain premium status**

Content: Bhagyashree | Graphics: Sakshi

M-LINGO TOONS

TALES FROM THE HIVE

"DECODING THE EXTERNAL BUSINESS ENVIRONMENT WITH PESTEL"



Content: Sumukh | Graphic : Sarah & Srishailam

THE END.

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