

# MADAZINE

DECEMBER 2021 ISSUE

## EVOLUTION OF MARKETING

POST PANDEMIC

**AD ANALYSIS**  
explore through  
trending ads

**EXCLUSIVE INTERVIEWS**  
with industry stalwarts

**ARTICLES**  
on trending  
topics



## NEUROMARKETING

A PLAY WITH  
THE CONSUMER'S MIND

**zomato**

**THE MEME  
MARKETEER**

**SEO**

# VGSoM, IIT Kharagpur

With a commendable contribution from IIT Kharagpur's noted alumnus (1967) Mr Vinod Gupta, founder-chairman of infoUSA, the Vinod Gupta School of Management was established with a mission to develop outstanding management professionals capable of playing leadership roles in their chosen careers in organizations in different sectors of the economy. Some of the areas where VGSoMites have excelled are technology driven & knowledge-based industries that are characterized by a high degree of globalization, dynamism, complexity and innovation.

The school boasts of highly qualified faculty with a considerable academic and industrial experience and strong associated Faculty of sister departments. As a result, the institute has a healthy student faculty ratio. Being a part of large and vibrant academic community the management students have the opportunity in a wide range of extra-curricular activities and develop the managerial and leadership capabilities. A modern and aesthetically designed building, well-equipped computer laboratory, exclusive library with books in all functional areas of management and an atmosphere conducive to learning are some of the specialities of the school



## MAD Club

The Marketing & Advertising Club (MAD) of VGSoM is focused on keeping our students updated about the latest trend in marketing & sales dynamics. We thrive on upgrading the marketing sentiment in budding managers by enriching them with current & upcoming trends through newsletters, quizzes, case study competitions, & various other events.

Our Club hosts activities for students like Leader's challenge, Thinkvent, ADMAD, Venalicium, etc., to keep the participant interested in this domain. We also engage with marketing enthusiasts across the country by means of social media handles by posting articles on recent trends. Digital workshops, a new initiative started by our Club, provide students with market research, required skill sets, & in-depth market analysis.

The MAD Club publishes an annual magazine, Madazine, that grasps the gist of marketing space by compiling views of market leaders. It features bits from leaders in the marketing & sales domain from various companies, interviews from multiple industry stalwarts, & articles on marketing & management trends. Venalicium - pan IIT business quiz event, Tagmad- an online tagline vent to promote creativity, & Kotlergiri - a fun-filled event are directed to-wards enlightening students to the marketing world. Marquee - a webinar series started for students of our college to bring industry exposure to students by creating interaction with people occupying high stature in the sales department of market leaders.



# From the Editor's Desk



The last couple of years saw unprecedented challenges, tested the resilience, and forced adoption of new practices across businesses, all attributable to the pandemic, Covid-19. From the way businesses function, the way goods and services are consumed, there has been a tectonic shift in consumer behavior demanding an inevitable change of perspective in marketing.

This edition of MADazine encompasses various facets of the effect of the pandemic on marketing. We have article submissions from various B-schools about the theme with great enthusiasm and a few have been featured in this edition. We have also had the privilege of hosting eminent personalities from the industry in our exclusive interview series. They have shared their thoughts, perspectives and wisdom on the impact on the industry and specific businesses.

'Meme Marketing' is an article that shows how Zomato has deployed a highly successful social media strategy and how it capitalizes on memes to drive engagement and excitement

in its customers in this era of digital marketing. The article, 'Neuromarketing: A play with consumer's mind!', explores the intricacies of how the human mind reacts to certain marketing stimuli and how the latest technologies like Artificial Intelligence, Machine Learning, and Internet of Things can be used to elevate the customer experiences.

We are thankful to the entire VGSOM fraternity for their continuous support to make the release of this edition of MADAZINE a success. Special thanks to the Dean of our School, Professor V.N. Achutha Naikan, and our faculty coordinator, Biplab Dutta, for their encouragement and guidance. Last but not least, we thank all the stakeholders, including the participants of the article writing competition, for being a part of MADAZINE 2021.

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# INTERVIEWS

**EXCLUSIVE**

**MAD CLUB**

**NIKHIL PREMANANDAN**



**Marketing Director,  
Hippo Video**



**SAURABH BAJAJ**



**Marketing Head - Dairy,  
Britannia Industries**



**KAUSTUBH NANDE**



**Marketing Director,  
Hexagon**



# Nikhil Premanandan

## Marketing Director, Hippo Video

Mr. Nikhil Premanandan is a seasoned professional with proven leadership in marketing for over a decade. Currently serving as the Marketing Director at Hippo Video, Mr. Nikhil has managed and led roles in multiple facets of marketing, including product, content, brand marketing, demand generation, and partnerships.



### How does video as a marketing medium garner sales and how effective is video marketing when it comes to generating qualified leads for a business?

Sales is all about trust. If the prospect trusts you, you make a sale. In a way, every salesperson is building trust. Hold on to this thought. We'll circle back to this later.

When you enter a store to buy something, let's say a TV; Usually, you encounter an enthusiastic sales rep who has an agenda. They need to sell, and you know that. Your shields are up now. You don't want to look weak and gullible. They start talking about features, pricing, discount, and you know you are being sold on an agenda. You don't lower your shields.

Now, let's say if the person starts by asking you a few questions. Based on the responses, he tailors his recommendations. You start lowering your walls because you feel like talking to an expert. You start trusting him.

The same goes in B2B. The prospects' shields go up when a rep tries to reach a prospective client over an email. They know they are being sold an agenda. There is no way of establishing trust over a plain text-based email.

Even the prospect knows that it's completely automated as their inbox is flooded with such emails. The only way to lower their shields is by sending them a video. It puts a face to a name. It builds recall, and it starts to lay the foundation for trust.

Videos help you build trust, which is the foundation for sales to be successful.



### What has been Covid-19's effect on such a platform that promotes virtual customer experience? Is the surge in demand that you witnessed likely to continue?

Hippo Video is revolutionizing the way businesses communicate. Covid-19 just jump-started this revolution. As human beings, we always need to communicate with others. As long as we have this need, the demand is here to stay.

### Could you tell us about the industry-wide impact and adoption of best practices, if any, for saas, post the pandemic?

Every outlier event in history had its winners and losers. This pandemic helped the SaaS industry as remote-distributed workplaces became the norm.

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Measure and manage.  
If you can't measure it,  
you can't improve it.  
”

It ushered in the biggest wave of digital transformation we have seen so far. Zoom became the default hang-out space for every organization. At one time, their market cap was larger than four of the top US airlines put together. That's the impact we saw. Once businesses settled down with the new norm and understood the best ways to use these tools, the need for async communication increased.

You don't always need everybody to join a meeting to get updates. Just record videos and upload them to give status updates and check-ins. Our own All Hands Meetings used to take 2 hours to complete. We then started using our platform and gave updates beforehand. This reduced the overall time from 2 hours to 40 minutes.

### Cost-cutting during the pandemic had a direct impact on the marketing budget among others, in many industries. As a platform aiding marketing, what was the impact of such actions?

Marketing budgets did get reduced during the pandemic. But then you need to understand what budgets were reduced. Imagine your family was going through a financial crisis. How would they navigate this? Utilities, food, and other essential things would still be there. Movie nights, pizza parties, date nights, family vacations will no longer happen. The same is the case with businesses.

Media budgets, ad spend, paid campaigns, etc., were reduced. But the tools that were required as per BCP (Business Continuity Plan) were not impacted. Since Hippo Video as a platform helps the sales teams increase their productivity, the reduction in marketing budgets didn't negatively impact. In fact, as I mentioned earlier, many businesses wanted to invest in video platforms during the pandemic which drove up organic demand.

**Due to the sheer amount of information available in this digital era, the average human attention span has drastically reduced and content creators have a limited window to engage viewers with video. How has this trend impacted video marketing and how video marketing will evolve over time considering the decreasing average attention span in the near future?**

95% of communication is non-verbal. This includes tone, hand gestures, body language, and other vital aspects of communication. Most of your sensory organs need to be engaged for communication to be effective. Phone calls only engage your ears. Text messages only engage your eyes. Videos engage your eyes and ears. That's the reason they provide an immersive experience and are genuinely engaging. But the space is still evolving.

The challenge is to make it personalized and engage other sensory organs too. Hippo Video has broken new ground by making these videos interactive. You now can interact with the video for personalized suggestions like loan EMI calculator, insurance premium suggestions, vaccine recommendations, etc. And this is just the beginning. There is great scope to make videos the default form of communication in businesses.

**To what extent are analytics done on the content effectiveness to drive insights and continually improve, given the data privacy laws that prevail?**

Measure and manage. If you can't measure it, you can't improve it. Hippo Video gives you performance analytics about how the data is consumed. The event helps you generate reports on what percentage of your sales pipeline came through videos. We are GDPR, SOC 2, and ISO compliant. We take privacy very seriously and have all the global certifications enterprises need to deploy our solution.

**How do you market and premium-ize product like video management which is also available online for free?**

In B2B, you never charge based on the product and the features. You charge based on the value the platform provides. It should either save time or make you more money. The bigger the problem, the more value your solution can offer, and you can charge higher for that.

The free tool allows you to use the platform entirely. But at an individual level to drive positive business outcomes, you need to move to the upgraded packs deployed org-wide. That's where the real value comes in.

**Are there plans around VR and AR technologies for Hippo Video? What's your take on the growing traction about metaverse?**

AR and VR technologies are still in the nascent stages of real-world applications. We have seen adoption in gaming devices, but there's not enough adoption apart from that. Having said that, they are the future of tech with huge potential in education, healthcare, construction, and other industries.

The possibilities are endless. We are making great progress in making personalized videos more and more interactive at scale. AR and VR will be taken up based on market signals.

**What according to you are the marketing inevitable that will help SaaS startups in their scale-up and journey to become a unicorn?**

The goal of every startup is not to become a unicorn. The goal always is to realize its vision. Becoming a unicorn is a milestone, not a goal. Every company has something that makes it tick as a single force. It could be their brand, sales motion, product, customer service, or anything else. Identifying that early and doubling down sets that startup up for success. Stay true to your DNA, and things will work for you.

**What role can marketing play in attracting and retaining the right talent?**

Hiring the right people is always a bigger battle than achieving growth targets. When the company is growing, it is primarily competing against its competitors. When you're trying to hire, you are fighting every other company. With remote working becoming the norm, the geographical barriers to regional placements have been removed. Quite literally, you are fighting against the world to hire the right talent.

Employee-generated content is the way to go. The voice of your current employees, unfiltered, untouched by the branding team in community forums, social media would showcase first-hand the culture within the company. Gone are the days when employer branding meant creating a showreel of a few stock videos slapped with buzzwords. Prospective employees want to hear about how the company sets them up for professional excellence. Real stories from within are the way to go.

# Saurabh Bajaj

## Marketing Head - Dairy, Britannia Industries

Mr. Saurabh Bajaj is a seasoned marketing professional with over 17 years of experience in the FMCG industry in various leadership positions. Currently serving as the Marketing Head - Dairy at Britannia Industries Limited, Saurabh Bajaj holds expertise in Business Development, Sales, Marketing & Innovation. He has also recently been recognized as a Marketing Marvel by White Page International as the Best 50 Marketers.



**Disclaimer:** *The views of the interviewee are his own and do not reflect the opinions of the employer. As he is not a spokesperson of Britannia, none of the responses must be seen as a reflection of the company's strategy or the company's views as an organization.*

### How are marketing strategies evolving given the shift towards online channels post-covid?

We can observe several shifts across the industry. Digital transformation has become a buzzword, and many companies have been investing in building competency in-house by adding new positions in Digital Marketing & e-commerce. Brands are demanding greater competence from their creative agencies, including social listening, to harness the power of moment marketing. Many companies have also invested in in-house social media managers. While spending on TV continues to remain robust, however, Print, Outdoor & Radio have lost out to Digital, which provides a similar impact through banner ads on FB & Instagram and new portals like Spotify & Gaana. Digital has become a seamless part of regular media plans to reach regular TV plans. Influencers have become a standard part of most Integrated Marketing Campaigns.

### Are covid induced consumer trends likely to continue in a post-covid world in FMCG space?

It is critical to examine the difference between "fads" and "trends" when studying trends. Fads are usually

## BRITANNIA

short-lasting and do not persist beyond the initial buzz, and "immunity" was indeed a "fad". Hence, while we saw the launch of everything from turmeric ice cream to virus-resistant paint, most of these innovations fizzled out quite fast.

However, Covid taught the consumers several new behaviors that have become trends and can continue well past the pandemic. Due to the lockdowns through the pandemic, people started experimenting with In-home dining. Consumers had to replace outside eating with cooking at home. This led to several categories like Cheese, Corn Flakes, Dips, etc., as people tried to recreate restaurant-like dishes at home.

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It is critical to examine the difference between "fads" and "trends" when studying trends. Fads don't persist beyond the initial buzz

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Healthier categories like Greek Yogurt, 100% Juices, Organic Food, etc., all saw a growth in purchases as the consumers tried to like and adopt a healthier lifestyle now that Covid had shaken everyone's beliefs about health. Hygiene at home became paramount during the pandemic, and all learned the importance of hand sanitizers, masks during an infection, wiping groceries, etc. Many of these habits are likely to be retained in some form or another. Reliance on Digital for e-commerce, growth of social media for news, etc., are all smaller trends that have seen acceleration during this time. Since all these behaviors are driven by knowledge or learning, they are likely to persist.

**Since you have handled innovations for many organizations along with marketing strategies, can you please share your experience on how marketing strategies and consumer insights lead to new product innovations?**

Product innovations are usually of three types. Re-recruit Innovations usually give the consumer one more reason to purchase an existing brand on an existing occasion, for example, a new flavour or a new SKU size, the launch of Cadbury Dairy Milk Silk Oreo or Red Velvet. Recruit Innovations gives the brands' existing consumers a new reason to consume the brand, say, for example, the launch of Cadbury Dairy Milk Shots which allowed Dairy Milk to enter occasions where a poppable

candy format was currently used. Disrupt Innovations gives the brands new consumers and new occasions and lie outside the current ambit of consideration. An example of this would have been when Cadbury Bourneville was launched. Hence, innovations are critical for the growth strategy of a brand. Re-recruit innovations provide new news while recruit & disrupt innovations offer new occasions or new consumers to expand the brands' franchise.

**Milk Bikis recently made a packaging throwback to their "classic" with the biscuit's nostalgic old design. Could you share your thoughts about it? How was the ROI metric measured against the cost impact?**

Nostalgia is indeed a powerful tool for brand building. It links back to emotions that are endearing to the consumer and links to memories that the consumer wishes to relive. ROI versus cost is usually measured by the business lift delivered versus consumer spending.

**Do you see the scope for traceability application to weave a product journey to the end consumer as a USP in high-value dairy products?**

Traceability has been seen to have applications in high-end luxury products like Scotch, where a consumer is keen to know the source of origin of the pack. Given that dairy products are largely mainstream, I have not come across a case study where it has been used.

**How are FMCG brands, particularly in dairy adapting to the shifts in consumer behaviour towards modern trade channels?**

Modern trade saw some business loss during the pandemic as malls were shut, and the consumers preferred to shop either via the shop in their locality or through e-commerce. Modern trade, however, as a channel, has strong fundamentals that allow it to be an essential channel now & in the future

as it allows the consumer to shop through a much more extensive range than in a regular grocery store. Also, the buying ambience and the experience are enjoyable, and hence research has shown that the consumer tends to upgrade to better quality products. Modern trade through promoters allows for brand activation and switch through shopper education, sampling & innovative point of buying displays.

**How will the dairy sector change with the increasing market of plant-based vegan milk?**

Plant-based vegan milk is a very nascent trend, and it would be too early to say whether it will impact the dairy category. In such cases, it is usually observed that new categories create new consumption occasions without necessarily cannibalizing other categories.

**People are becoming increasingly sensitive towards animal rights and treatment. What strategies you might develop, if a company is being falsely accused of animal cruelty (or similar allegations), to win back customer confidence and ensure such rumours die down soon and do not affect sales?**

The strategy that I have observed most companies applying when faced with a PR controversy is, Be open and win trust through transparent conversation and responsiveness, which shows that you have nothing to hide. Educate the consumer on the core of the issues either through their experts or new channels so that the consumer can truly understand

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**Be open and win trust through transparency and responsiveness**  
**”**

the issue and then make an educated decision. Leverage credible endorsers whom the consumers trust to act as the company's spokesperson through endorsements of advertising.

**In an extremely competitive marketing environment such as that of biscuits and chocolates, are celebrity endorsements a necessity?**

Celebrity endorsements are usually used to launch a new category where existing behaviour is not seeded (in such cases, a celebrity helps build consideration), brand cut through when total spend outlays are small to ensure recall in a cluttered market environment, and credibility for a brand especially when a brand faces a crisis of trust like Amitabh Bachchan offered when Cadbury faced the insect controversy in 2003.

**The FMCG sector has consistently outperformed other sectors in Total Shareholder Returns (TSR). However, post-pandemic, a bucking of this trend has been seen with Food and Beverages particularly slipping down the rankings. In this respect, what role do you think can the marketing department play in fine-tuning the TSR strategy of an F&B company?**

The performance in the stock market is often correlated to a company's performance. During the pandemic, when restaurants were shut, consumers had no choice but to flow to the products from Food and Beverage majors. The higher demand combined with a fall in commodity prices delivered healthy top & bottom lines, aiding better performance in the stock market. Post the pandemic, we have seen a rise in commodity prices, and the avenues for consumption out of home have come back, driving back the stock market performance. The marketing departments of companies are charged with building and executing the company's strategy. As long as the company communicates a logical strategy and delivers the same, investors reward the company for current & future valuations.

# Kaustubh Nande

## Marketing Director, Hexagon

Dr. Kaustubh Nande is a revenue-focused enterprise technology marketer with two decades of experience in the IT, design, and manufacturing sectors. In his present role, he leads marketing for Korea, ASEAN, ANZ, Pacific, and India for the Manufacturing Intelligence division of Hexagon. He was conferred the 'Marketing Director of the Year' award by CMO Asia in Feb '2021.



### What is the main medium of marketing or advertising for a manufacturing company?

It is a simple question, but with a very complicated answer. In a nutshell, the outlets have certainly increased, but the fundamentals of the marketing mix remain the same. Channels, which is the technical term that we use in marketing, have gone up dramatically. The challenge has been to sustain through those channels. There's the typical or the traditional media i.e., the trade publications, various television channels, and in the past decade social media such as YouTube, Facebook, Instagram, etc. The same channels remain available for whatever type of marketing plan you want to pursue, whatever type of business you run, but the combination certainly changes. On the industrial side, you are focused more on B2B aspect of the brand, products and solutions. There are more business-oriented outlets and channels like LinkedIn and then typical traditional trade magazines, industry events, digital engagement and so on. On the television side, there are some. At least in my experience, B2B marketing is generally a couple of years behind the more buzzing B2C activations.

There are both advantages and disadvantages to this. Sometimes you have the data of how things are going to pan out, so you may want to avoid certain mistakes that you see in live



cases, etc. The flip side is, keeping pace with change itself. The world is moving too fast and the B2B companies are trying to become like B2C companies and B2C companies are becoming like B2B companies in marketing their solutions. So, I think we're converging somewhere midway.

“ There is no marketing but digital marketing in its true sense. In simple terms, almost all marketing is digital. ”

### To what extent do you feel, Digital means aide in marketing to core industry B2B customer personas?

I have an interesting perspective on this. First, I want to say that there is no marketing but digital marketing. Most marketing channels are digital. Gone are the days of the distinction between social media marketing and digital marketing. Today your TV

is digital, your social media is digital. Even the traditional print, in reality, is now digital. So, I think the old way of looking at marketing is really not very productive as we look to the future of business. Which themselves are becoming software oriented and “digital”. The second is about digital aiding the marketing mix. Now, this is where we move to the messaging part, where some skill in understanding the business context is critical for aiding and leveraging what we call the marketing mix. Marketing is not just marketing tactics thrown out there. It's a combination of various tactics and how they fit in a specific business context, for a specific company. The equivalent of this would be like an investment portfolio. The portfolio is different for B2C and B2B companies, and you don't put all your money in one investment. Same way, you don't put all your marketing dollars in one channel or one activity. In my opinion, I would flip the question and just say that there's no real “aiding” anymore. What matters is to decide what works for you. X might work for Y company, Y might work for Z company and so on in the future. So, according to me, there is no marketing but digital marketing in its true sense. In simple terms, almost all marketing is digital.

### What are some key post-Covid changes in customer behaviour in B2B manufacturing sector?

During Covid, particularly talking about businesses and people, not all the businesses have been in the same boat. I am borrowing this from Sridhar Dharmarajan, one of our EVPs at Hexagon, where he says that during COVID some businesses have been in a bigger boat, some in a very small boat and some businesses have been in a raft. From the business context, if you are in survival mode, then marketing is not necessarily on top of your mind. Your employee base and securing the business P&L, supply chain and other things are far more important. Much of what I am going to say applies to mid to large size businesses. I do see these contexts differently and there's a reaction to marketing that is also very different. One, the bigger businesses or the large enterprise companies have certainly navigated Covid well. Media budgets in digital are far higher now. In particular, they have leveraged marketing and fully transitioned to digital now. They already had a large established digital marketing play but are actively becoming heavy on digital. Second, the mid-tier businesses, I think have evolved and have managed to cross the chasm. There's a renewed sense of how digital is important for the growth of the company, especially on the B2B side. COVID was clearly a forcing function. Third, for the smaller businesses, I think in the last 18 months, marketing has not been on top of their agenda; but now that they are bouncing back, it is. The smaller businesses in B2B have realized the value of being in the digital play, especially for their products and then of course for the brand. So, changes in the B2B marketing landscape are a combination of all of the three above.

**As the lead of marketing for multiple regions like Korea, ASEAN, ANZ, Pacific, and India, what is the difference in the way you approach these differing markets?**

“ I think the correct way to look at marketing is from an investment mindset and not as a cost-cutting measure. ”

Especially in a B2B environment what you really need to see is the commonalities and the differences in your business P&L more than the superficial cultural aspects. First, you are selling a technical product or solution. So, whether you're an engineer in Korea, India, US or Dubai, at the end of the day, two plus two is always four. This applies from a management perspective as well. Because your product is more standardized than the usual B2C context, the emotional play on the products is relatively less. So, the combination of how you approach it and the framework you apply will differ. The fundamentals and the technicalities of things remain standard. The best example is SaaS companies today. Irrespective of where you are in the world, you get more or less the same product and it doesn't really matter where you are. What matters is the problem the product solves for you and how quickly.

The second thing is the organization and team itself. Many times in the B2B context, the teams are structured differently and many of these companies grow by acquisition. Hence, sometimes the mix is not necessarily very even. You would try to balance these two items - your product mix and your team. And, in many cases, for many large companies, some competitors may be present in certain countries and not in others, etc. So it doesn't make sense to apply the same strategy in each of

them. The last thing to consider is the standard layer of culture and any other kind of complexity that the region brings.

**During the pandemic, companies were cutting off various expenses. If expenses were cut off for the marketing department too, how did your team handle the marketing activities with the reduced budget? If expenses were not reduced, how did you convince the management to not cut down on the marketing expenses?**

I think the correct way to look at marketing is from an investment mindset and not as a cost-cutting measure. Obviously, you have a finite budget, but there is a fairly good range that you can work with. It's evident that companies, with an investment mindset, have certainly done better in the pandemic because they have been able to invest marketing budgets that they could not spend on physical events which have now generated ROI. In the B2B sector, digital events will fetch you more branding; but I think on the product and technical side of engagements, I still think they don't necessarily give you the kind of ROI because of the complexity of what you're selling.

In my case, thankfully I have a management team that understands the value of marketing investments. But at the same time, the pressure to show value and ROI is substantially higher. I think that is correct because in any business, as a business leader you're accountable for your decisions and how you invest the company's and shareholders money. Several companies obviously became more conscious about assessing the spending and the value that they were deriving from it. In general, based on industry conversation most large companies didn't have to necessarily

cut the budget directly but it organically worked its way out.

**Hexagon provides solutions to businesses that often involve cutting-edge technology. What additional challenges do marketing of such intricate products and services do customers throw at a marketing manager, and how does he/she circumvent them?**

Let's talk from a career perspective because that will be most relevant for readers here. First, I think product knowledge i.e. having an understanding of the industry and the products is important. It builds over a period of time. Whatever level you may be at, even at the account executive level, associate, manager or director, you can't be ignorant about the business fundamentals and the technicalities of your product portfolio. You don't need to be an expert in every product that you sell in its detail, but at a broad level, you need to understand the levers at least. Eventually, you will develop the capability to understand the complexities. Second, it is the ability and understanding of communicating well the value of what you are selling. Many times most junior marketers including many junior sales team members get stuck between passing technical information versus passing the value that technical information brings to the table and those are very different things. The third is the ability to work with a broader set of team members because most B2B companies operate on certain specialties (and in silos). I think that's more like a communication job wherein internally you need to collaborate with people and invite their different viewpoints and then arrive at something that makes sense for the business. It is here your product knowledge and your understanding of the market comes to the fore. It's easier said than done.

If I were to put on the shoes of a B2B marketing manager today, those are the three things that will definitely matter. So, early in your career, agree, understand and gain exposure in the industry and the product line-up that you are interested in pursuing. The second is of course the ability to communicate with a lot of people and get to a viewpoint that you can then eventually settle on and the third is to action it sensibly.

**How do you see the positioning of the manufacturing industry in the Indian market given the recent push by GOI under Make-in-India, in manufacturing and new-age technology industries?**

I think the Make-in-India initiative by the government is important. What fundamentally the initiative talks about is that irrespective of the IP of the company, you are bringing employment, jobs, talent development and investments into the country. From a B2B perspective, it does make sense because there's a lot of transfer of technology involved today and Covid has only accelerated this trend. Today companies want to derisk certain products by not being manufactured outside for logistics, supply chain, etc. Many countries across the world are moving in this direction. They want to control all

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Early in your career, agree, understand and gain exposure in the industry and the product lineup that you are interested in pursuing.  
”

aspects of the production to consumption lifecycle. This is in contrast to the last 20-30 years of globalization that we've seen. So, it's almost like inverse globalization or mini globalization within these big territories.

At Hexagon, we play across a wide range of technologies as a group including manufacturing, mining, power process, marine, geosystems, geospatial, and so on. Manufacturing intelligence is the biggest by global revenues. Over a period of years, we have acquired companies to strengthen our portfolio in metrology, machining, production and computer-aided simulation software.

**How effective do you feel MarTech is, in driving sales and regulating customer churn rate for Technocentric Industries like metrology? How does Hexagon utilise these solutions in its marketing?**

A marketing stack is a combination of an enabling piece of software that helps you sell. Marketing Stack is a complicated and a partnership-driven item in most companies between marketing and IT, and especially IT security departments because that's key in driving several enterprise decisions now. The second point is around the sales and the enabling part of that piece of the marketing stack. There are many companies in the market. I think nobody disagrees that a good marketing stack and a streamlined workflow help sales. So, I think the question answers itself. Is it helpful and is it important? The answer is yes. Does it help? The answer is yes. Is it difficult to execute? Typically, yes in large complex implementations and so on. We deal with some of the world's leading players in each of the subdomains we work with, and we adapt the marketing stack to our business processes.

# AD Analysis



"NOT JUST A CADBURY AD"



"NOT AN AD"

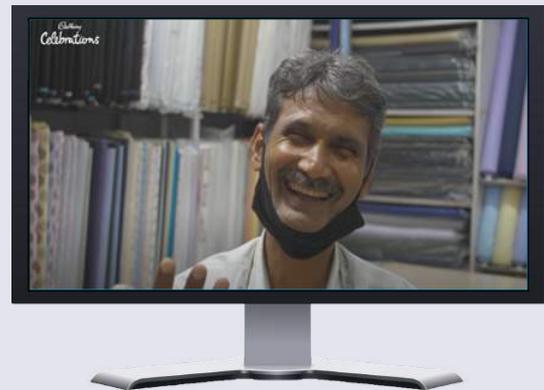


"IT'S SUGAR FREE!"



"TODO NAHIN, JODO"

# "NOT JUST A CADBURY AD"



Studies and surveys have shown that 95% of local businesses suffered due to the national lockdown imposed in April 2020. 70% of businesses remained disrupted till August 2020. Even after progressive unlocking, reports suggest that almost 40% of shops remained interrupted till the end of February 2021.

This year Cadbury Celebrations extended their heartwarming support through their Diwali campaign - 'Not Just A Cadbury Ad.' In the advertisement, they recognized thousands of small businesses and store vendors. They launched this award-winning campaign in collaboration with Rephrase.ai and created a hyper-personalized ad featuring Bollywood Superstar SRK's image using generative AI technology. Ogilvy India conceptualized it with

Wavemaker as the media partner. This initiative takes hyper-personalized brand communication to the next level allowing local small businesses to make India's most prominent brand ambassador their brand ambassador! This generative media technology can create a digital avatar of a real-world person, enabling users and clients to develop professional-quality human videos at scale, with text being the only input required in this ad. This is the first-ever for Rephrase.ai and the world; Rephrase.ai created four digital avatars of Shah Rukh Khan, one for each of the four stores categories. Store owners across India can be featured in the Cadbury Celebrations Diwali campaign, hyper-personalized to each viewer. They can generate an ad for their store featuring the biggest celebrity in the world!

# CHUPA CHUPS – IT'S SUGAR-FREE!



"In a world full of Digital ads, be the best Print ad!" – ChupaChups, the famous lollipop brand, seems to have mastered this. While all the digitalization around us may have convinced us of the triviality of print ads, we just might have been misled into oblivion. The stature of print advertising, even today, is vindicated by findings that 67% of Americans prefer printed material to digital, and 55% of consumers trust print marketing more than any other advertising form. While we may have overlooked it, the smart brains behind ChupaChups didn't, as they pulled out this ingenious print ad.

Attention is what ChupaChups wanted when it decided to encash into the

health and lifestyle" market trend by creating its first sugar-free lollipop. So, they decided to roll out this print ad to spread the word about it. The advertisement hits the bull's eye on its prime AIDA target, which is to grab "Attention" and yet pay attention to the "KISS" factor by keeping it simple.

Taking a longer path to avoid a lollipop is something no mind would expect of ants, which, however, is presented in the most eye-catching way. The vividly coloured lollipop, contrasted against the grey cemented background, is sure to make anyone with a sweet-tooth drool. Thanks to zero sugar, we can now devour as many of them as we want, but now with zero guilt. It's ChupaChups – It's sugar-free!

# "NOT AN AD" BY CRED



Technology and Environmental issues are two critical topics that every human being on the planet should be UpToDate with. Technology gives rise to environmental issues and can lone solve them.

The older section of the society is struggling to come to terms with the new methods, devices and appliances as many changes being bought about are beyond their realms of imagination. The 4th industrial Revolution has either already impacted or will impact each and every aspect of human life soon. Refusal to believe in or make use of these technologies will leave us far behind than the rest of society.

We might also not be able to accomplish specific necessary tasks required for survival in this human world. Secondly, though everybody is aware of the dangers of global warming and other environmental issues, what we are doing as a society might not be enough to sustain life on this planet for a very long period.

Thus, many visionaries and industrialists have started space exploration projects to find a way to enable humans to colonize other planets in the solar system. Watch this Ad by Cred and try to ponder how we can contribute to saving Mother Earth and leverage technology to make human life a bit easier.

# PARADE TVC BY FEVIKWIK



## “TODO NAHIN, JODO”

Over the years, advertising has played a significant role in establishing Fevikwik as a brand with very high consumer recall. Famous for its humor-laden quirky advertising, Fevikwik, Pidilite Industries owned instant adhesive brand, won millions of hearts with their ad campaign “Todo Nahin, Jodo.” It was spot-released during the ICC Cricket World cup 2015 India vs. Pakistan match. It was strategically launched during the thrilling game to catch maximum attention.

This ad captures the closing ceremony of the Wagah Border performed by two soldiers from the respective nations until something completely unexpected happens! During their usual border march, when they are trying to outdo one another, the Indian soldier notices that his Pakistani counterpart has an issue with his shoe sole. What he does next will be a source of pride for all Indians.

After that, the Indian soldier miraculously assists his fellow officer by quickly taking out a tube of Fevikwik and fixing the shoe sole in a blink of an eye to save him from humiliation. The help gets well acknowledged by the Pakistani officer.

The ad incorporates humor to promote the message of peace and harmony. The aim was to bring a smile to everyone's face at a time when social media was like a battlefield between two nations. It was sending the message that there is no point dividing the nations but binding them. Like Cricket, Fevikwik is all about bonding people by solving problems. Some controversies flared around the ad as well, when a political wing tagged the ad as an improper depiction of brave soldiers of our country. They demanded an immediate withdrawal of the campaign. However, the ad stood out during the match and received positive feedback.

# ARTICLES

BY MADIZENS



Agile Marketing

The new marketing of a post-covid world



Search Engine Optimization  
In Modern Marketing

Meme Marketing  
by Zomato



# AGILE MARKETING

THE NEW MARKETING OF POST COVID WORLD

*“The digital transformation of enterprises, emergence of new channels and a deluge of customer data is altering the practice of marketing.”*

*-Kalaignanam et al*

The statement above, published in the Journal of Marketing in 2021, vindicates the stand that agility has, in recent times, become an important marketing principle. However, with businesses realizing the importance of marketing agility in the post-pandemic world, marketing agility has now become a central marketing principle. Central because this third decade of the twenty-first century is a world where people abandon a web page after three seconds and tech-savvy mortgage loan companies like Quicken Loans takes all but ten minutes to answer online mortgage applicants, and in this world, taking one month for an e-mail test can take a company to irrelevance.

In fact, with the accelerated need for teams to move quicker and adapt faster, marketers need to step up and stretch the bounds of the definition of agile. Ann Lewnes, the Chief Marketing Officer of Adobe, agrees that the ability to monitor and rapidly identify shifts and changes in the market and customer base, rapidly respond to it and, with the same pace, shift direction, reskill and hire new relevant talent, and measure consistently, the impact in real-time has become indispensable for modern marketers. Coupled with this should be the ability to take advantage of the new possibilities enabled by digital. This calls for modern marketing teams to be much nimbler and have a bias for action, i.e., “agile.”



Marketing Agility means the ability to use data analytics to continuously mine promising opportunities or solutions to problems in real-time, deploy tests rapidly, evaluate the results thereof, and iterate rapidly. A high-functioning agile marketing organization can, at scale, simultaneously run hundreds of campaigns and tens of new ideas every week. However, for agile marketing to work, there are some prerequisites. A marketing organization should have a clear sense of its agile initiative.

First, we need to look at agility as a cultural shift. Today, and which shall be more so tomorrow, succeeding in any business would require new skills. Businesses need to reskill where they can and bring in new skills where required. While doing so, they need to look and people who are an amalgam of creativity and data. Creative data scientists and product managers shall make the 21st century's marketing team. In this regard, as Harvard Business Review notes, diversity and inclusion shall play the role of agility enablers. Second, bureaucracy and red tape are orthogonal to agility. It is high time businesses realize the importance of empowering and trusting their teams. The third is the need for greater cross-functional cooperation. This aspect needs to be particularly highlighted because, according to McKinsey insights, many marketing organizations tend to think that they're agile merely on the confidence of having adopted some agility principles. However, partial agility can lead to only partial results. To quickly act in data, businesses need to develop new processes to



*Syed Inuroze Gowhar*

VGSoM, IIT Kharagpur

facilitate a faster and shared understanding of the meaning of data. Last but not least is the need to build a digital infra that shall serve as the digital foundation of agility. As the world economy has gone from “with digital” to “digital-only,” the need to deliver great customer experiences can't be emphasized enough. This would require a complete rewiring of enterprises, where keeping the need for understanding customer experience is paramount, where an organization's analytics capability coupled with a culture of testing shall drive real-time decision making. Marketing executives who look for change often agree to be faced with the challenge of overcoming business as usual. By adopting marketing agility, marketers can practically change their organizations into nimble and fast-moving teams that continually drive business growth. However, in doing so, they need to realize at the very outset that agility cannot be skin-deep. In other words, if we're not agile all the way down, we're not agile!



# SEARCH ENGINE OPTIMIZATION IN MODERN MARKETING

*“The best marketing doesn’t feel like marketing.”*

*– Tom Fishburne, Founder of Marketoanist*



It has been two long years since COVID-19 started impacting our lives, forcing businesses to re-evaluate their marketing strategies to steer focus on their digital presence. COVID-19 was responsible for the closure of many businesses around the world, and at the same time, it opened doors to small and medium-sized businesses focusing on specific products or services. For MSME's, COVID-19 has immensely emphasized the importance of Search Engine Optimization (SEO) in this era of modern marketing. Keeping the brand consistent throughout all digital platforms, including website, social media, is critical. Also, the competition to acquire new customers is fierce. A competent SEO strategy eliminates customer

confusion by ensuring consistent information across all platforms and increasing visibility in search engines. SEO techniques increase web traffic and provide a fulfilling user experience, increasing the opportunity to convert prospects into customers. So, what exactly is SEO? Simply put, it is the process of enhancing websites' exposure when people use search engines such as Google, Bing to look for products or services. The higher your page visibility in search results, the more likely you will draw attention and attract new and existing customers. SEO is one of the building blocks of digital marketing since people conduct trillions of searches every year, often to find information about products or services. It is the primary

source of digital traffic and often complements other marketing channels. Some important areas of SEO include on-page SEO, technical SEO, and local SEO. On-Page SEO focuses on optimizing the content on the website, which includes body copy, images, headers, keywords, and more. Optimizing content involves the usage of highly relevant texts and keywords. Also, optimizing the image or video content of the website by adding the appropriate tags and brief descriptions improves search engine ranking. Technical SEO focuses on optimizing technical aspects of the website to enhance user experience (UX). A faster, secure, and mobile-friendly website improves search engine rankings. The website structure should be organized, and the removal of duplicate content also boosts the technical aspects of the webpage. Local SEO comes into the picture when customers look for products or services near them. This optimization technique increases the visibility of the company in a particular area. It is dependent on the current location of the customer performing the search. Local SEO takes keywords from businesses such as "pizza store Kolkata" or "laptop repair Kolkata" and creates content that leads to better search engine rankings. According to Google, in the past two years, "Where to buy" and "near me" mobile queries have grown by over 200%. This implies the importance of local SEO if your business deals with a specific product or service in a particular area. Also, it is essential for companies operating in multiple locations to create local landing pages for each location.



*Arnab Sarkar*  
VGSoM, IIT Kharagpur

According to Numero Uno Web Solutions, 93 Percent of all online experiences begin with a search engine, and 75 percent of users never click past the first page of search results. SEO is a valuable tool for brand awareness, building relationships with prospective customers, and position as an authoritative and trustworthy brand in the field. According to Google, the world has seen a 20% increase in mobile users in the past two years, with many businesses going online. Hence it is safe to say that digital marketing is the fastest growing form of marketing, and post-pandemic, there is a significant increase in digital marketing expense as new and established businesses are focusing on their digital identity to acquire and retain customers. So, SEO is no longer an option rather a necessary element in business growth. As it is said, you may have the best products or services, but if prospective customers cannot find you, they will find the competitors.



# MEME MARKETING K

*“We get to live in a time that we get to use social media as a tool”*

*-Gigi Hadid, Fashion Model*

From unique social media advertisements to engaging social media posts, taking full advantage of the trending topics and memes, Zomato has deployed a highly successful social media strategy. Even the brand's bio states, "Meme page.... Occasionally posting brand posts due to business team pressure".

As we will explore, the company certainly knows how to connect with and entertain the audience and drive them to order food simultaneously. Zomato has deployed the “meme marketing” strategy very cleverly. It promotes content that makes users share it, comment on it and view it again and again. Let's take a few examples here.

Hera Pheri is a movie that people, especially those in the age group of 18-35 (Zomato's core customers), strongly relate to. All its characters (if I am allowed to, I daresay) have become immortal. In the image below, we can see our very own "Kachra Seth" enjoying a cup of tea. Similarly, in the next image, we can see a meme-post on one another person the 90's generations have an emotional connection with.

That is - the Wall of Indian Cricket.



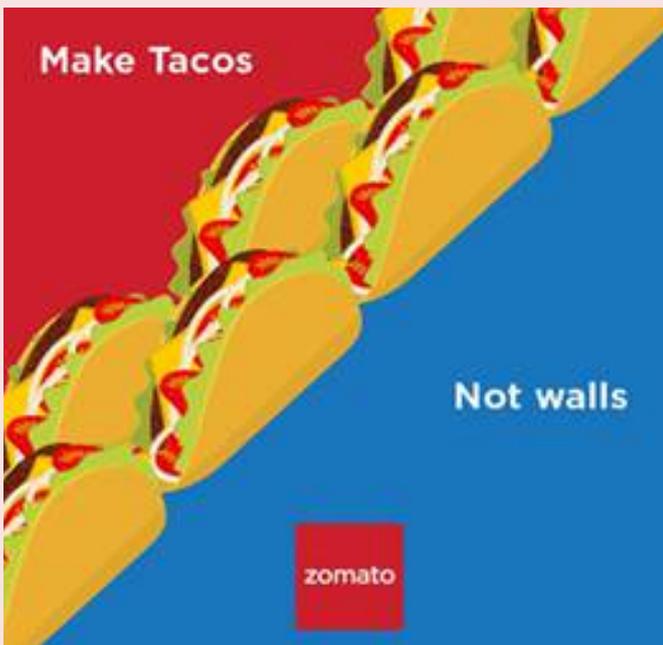
Also, it is not the case that Zomato only picks up topics related to movies, series, and other similar light-weighted subjects. As we can see in the image below, Zomato tried to give a twist to the issue of heavily controversial Panama Papers (which again, if I had the authority to, I daresay, were not given their due importance by government agencies here in India). Zomato also does not even spare politics.



*Akash Agarwal*

VGSoM, IIT Kharagpur

This was posted when ex-POTUS (if I had powers, I daresay, would make sure he never returns) promised that he would ensure that Mexico would build a wall between the two nations and also pay for it.



Lastly, check this one- a phenomenon which we will surely never forget- Demonetization (which again, if I had been the in-charge of, I daresay, would have seen a better implementation-wiggles).

Zomato is a master of utilizing such forms of engagement. We can all relate to such images just by looking at them. We will, of course, be tempted (as it is customary per the rituals and procedures of social media platforms) to perform the next three holy steps- like, share and comment. That's what Zomato wants, engagement and interaction with a real-life user, and it has undoubtedly been successful at that.

Covid and teaching have been a great source of meme material since the pandemic's beginning. This, with their overall digital marketing strategy, has found all right ways to attract customers' attention. All of this comes at minimal cost- at a time when companies are cutting on unnecessary expenses and thinking of every possible way to save even a penny, not sure as they are when this pandemic would finally be over for the greater good.

# ARTICLES

BY WINNERS OF ARTICLE WRITING COMPETITION



Neuromarketing

A play with the consumer's mind!



Astute Marketing  
accomplishing social goals



Marketing  
post pandemic



*Abhimanyu Mukherjee*

KIIT School of Management, Bhubaneswar

# NEUROMARKETING

A play with the consumer's mind!

*"To predict the impact of an advertisement or a product, based on neurological predispositions and real-time brain activities, is the purpose of the field of "Consumer Neuroscience" or in simple terms "Neuromarketing"."*

- Abhijit Naskar

Neuromarketing can be regarded as a completely new field of marketing that entails a range of medical technologies such as "functional Magnetic Resonance Imaging (fMRI)" for studying the human brain's responses to the stimuli of marketing of a business (Fortunato et al., 2014).

This technology is also used by marketing researchers for measuring various changes in activities in different parts of the brain for learning about the reasons behind the customers' decisions and to know which part of the human brain is instructing them for doing so.

It is to be noted that Neuromarketing can transform the future of customer experiences and also can bridge the experience gap through the employment of Artificial Intelligence, Machine learning techniques, and the Internet of Things (Vrtana, Krizanova & Gajanova, 2019).

Neuromarketing can tell the marketers about the things and aspects that the consumers react to such as packaging colours, the sounds made by the packed boxes when shaken, or the thought that they can do something that others do not. Basically, Neuromarketing helps to identify the trigger points that compel the consumer to make a decision (Fortunato et al., 2014).

## **How Neuromarketing works and how the human brains respond?**

Scientific researches reveal that our brains respond to certain stimuli, like bright colours, music or sound effects, touch and so on (Vrtana, Krizanova & Gajanova, 2019). The touchpoints are identified through Neuromarketing and it uses a range of biometric measurement technologies like:

- Monitoring facial expressions
- Response-time
- Eye-tracking
- Electrodermal activities
- Heart rates and respiration for studying "psychological responses to stimuli".

It is important to mention here that when the human brains recognize a certain familiar pattern, "dopamine" is produced by the brain that makes humans feel better. In the context of marketing, the aim is to generate contents that seem

familiar in terms of “images”, “colour”, “graphics”, “fonts”, etc (Jordão et al., 2017). Having a thorough understanding of both positive and negative reactions to the “sensory stimuli”, like sounds, colours, and so on can facilitate the marketers to adjust their messaging strategy and impact consumers’ emotions in a more effective manner. The figure below depicts the different aspects of human brains:



## Reasons why businesses are using Neuromarketing?

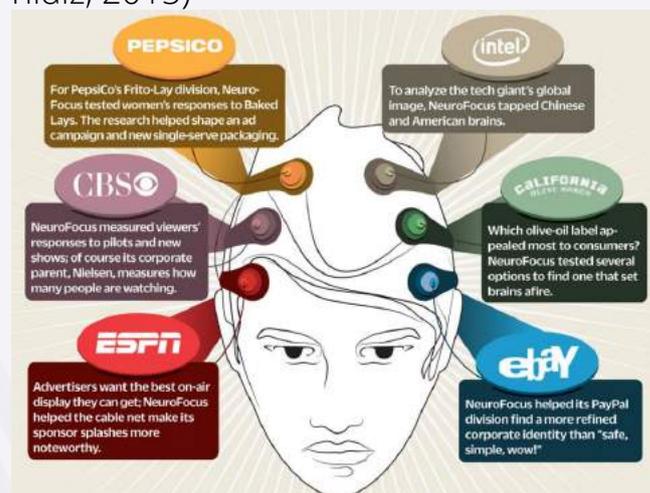
The incorporation of AI and other modern technologies are very common in modern-day businesses to better align the marketing strategies with the needs, wants and demands of the consumers. Neuromarketing serves to track the emotional aspects of the customers and also provides a thorough and deep understanding of the psychology of the audience (Lee, Chamberlain & Brandes, 2018).

Also, with the transformation of the economy, successful branding is being increasingly demonstrated by employing “customer values” and by connecting with them emotionally.

Researches on marketing and branding suggest that neuromarketing insights would be increasingly important to more

than 80% of the companies who plan for competing mostly on the basis of “consumer experience” (Ulman, Cakar & Yildiz, 2015). The reason that more and more businesses are these days employing Neuromarketing as an integral part of their marketing strategy is that they understand that getting a practical understanding of the “behaviour” and “perception” of the customers would help drive the innovation that is responsible for bridging the “experience gap”.

The below figure depicts how Neuromarketing helped companies in designing their marketing (Ulman, Cakar & Yildiz, 2015)



Source: (Fast Company, 2021)

It is also imperative to note that Neuromarketing tends to provide the brand owners and the marketers and the most direct path to understand and hence change the behaviour and decision-making patterns of the consumers and this is, without a doubt, the peripheral goal of the marketing. With a technology-based focus on the behavioural sciences of the consumers, it is possible to bypass the “conscious biases” and to recognize automated reactions that are “universal” of all humans (Ulman, Cakar & Yildiz, 2015). In more precise terms, it results in better

“marketing tactics” and “maximized sales”. Thus, it can be said that Neuromarketing is utterly important for marketers in terms of attracting the customers’ attention and positively influence their purchasing decisions (Lee, Chamberlain & Brandes, 2018). The consumer psychology data generated by Neuromarketing can be used as a “competitive advantage” in the field of content marketing, paid media ads, designing websites, SEO and optimization of conversion rates.

### **Drawbacks of the technique?**

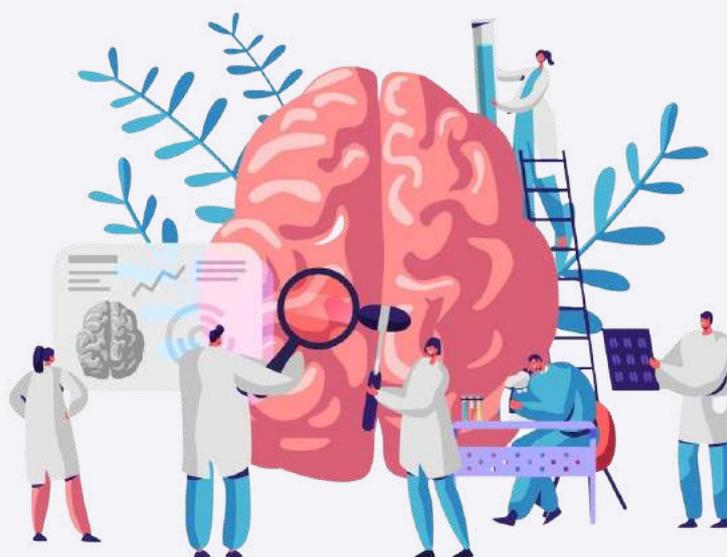
Besides having innumerable positive sides, neuromarketing also has certain negative aspects, such as ethical concerns, and cost-ineffectiveness. It is true for a fact that the equipment needed for neuromarketing is expensive. However, with agile technological development, this cost can be minimized (Lee, Chamberlain & Brandes, 2018). Here is a prevailing perception that neuromarketing has been getting inside the consumers’ brains.

It tends to learn the consumers’ behavioral patterns and generates smart outcomes. However, there is no assurance of protection against data leakage and thus there is a vital need to improve technologies for enhanced data protection.

It thus raises the question about whether the incentive to make the consumers happy via improvement of buying experience and products can be regarded as a crime (Ulman, Cakar & Yildiz, 2015).

### **Conclusion:**

Overall, it can be stated that neuromarketing can be a very helpful marketing technology as it can track the activities of human brains and by identifying the stimuli that the brains react to (Ulman, Cakar & Yildiz, 2015). This technology helps to shape and adjust marketing strategies in a way that effectively attracts consumer attention and positively influences their decision-making process.



**NEURO MARKETING IS THE APPLICATION OF NEURO AND COGNITIVE SCIENCE INTO MARKETING**

**-ROGER DOOLEY**

# Astute Marketing

accomplishing social goals



*Ayushi Mishra*

Hindu College, Delhi University

*"Shared value is not social responsibility, philanthropy, or even sustainability, but a new way to achieve economic success."*

- Michael Porter and Mark Kramer

Marketing is an indispensable part of a business and needs to be strategically effectuated to pull out propitious results.

There are copious marketing strategies with multifarious aims. Unmapped furtherance can lead to a state of dilapidation. The archetypal steps of marketing- research, innovation, communication incentive schemes, etc. can escalate profits, but they can surely be employed for the public good.

Designing a goal and a purpose, especially a specific one, can help target more people through education and communication programs that promote a salubrious lifestyle.

Ruminating on crucial questions like: What behavioral changes can be imparted by the brand that has a measurable impact on the society whilst benefiting the brand? What is the best approach to accomplish these ambitions? Is the organization confident that the campaign can amplify existing public sector initiatives? How can trust be established between the brand and stakeholders? Does the company have enough resources and capital to successfully pilot

the initiative and scale it up? A concept of "brand do - brand say" has been postulated, where "brand-say" refers to the purpose of marketing and "brand-do" is the social challenge taken up by the brand.

Credible brand advocacy can aggrandize a vision for the future and speak for shared humanity. In contrast, Marketing ploys can raise serious ethical questions and even lead to lawsuits that can harm the reputation of the firm. We have a great deal to learn from business paragons like AB InBev and Unilever that have addressed public problems from health & disease to violence. They have undertaken global health challenges and have established their supremacy that is worth acknowledging. Lessons from these brands can help structure ways to market a product or service. Above all, influencing is what marketers do the best. Handwash

**P&G**



with soap had been trivialized until

Unilever came into the limelight and partnered with NGOs, international organizations, and even competitors (like **P&G** in this case) to fillip hand washing in

the middle- and low-income countries whilst marketing the 125-year-old Lifebuoy soap. The iconic ad that aired in 1992 (India), portraying a football player bathing with the soap after a match, to a decade later ad released showing Bunty replacing his "slow-sabun" with bacteria-killing Lifebuoy had a stupendous impact. A controlled trial of 2000 Indian families has shown 25% curtailment in the number of cases of diarrhea, 15% reduction in acute respiratory infections, and 46% in eye infections that lead to blindness in the fullness of time. Attenuation in the number of premature deaths and pneumonia has been axiomatic only after mammoth marketing that normalized handwashing with soap, building the concept of shared value. Lifebuoy is now the world's most selling antibacterial soap, growing its business at the rate 46% faster than any other.

The approach to catalyze positive change in society has four key elements: behavioral change, gathering internal support, measurement of flair, and extrinsic partnership.

Unilever's perspicacious approach of promoting handwashing makes perfect sense.



Similarly, Knorr, another Unilever's brand renowned for its instant soup and noodles in India,

aimed to ameliorate women's health in third-world countries like Nigeria to impede iron- deficiency, Anemia. It launched an iron-rich bouillon product to add to soups and stew. The campaign publicized adding green and leafy

vegetables apart from the ferrous supplement and included celebrities and famous pop singers to further stress their nub. Instead of reciting health benefits, the ad focused on invigorating mother-daughter relationships and portraying how appetizing and fun to make healthy dishes can be. The placebo effect produced by this campaign affirmed that even greens could be delicious, and ergo there was a 41% increase in the number of people who started putting veggies in everyday meals and a 28% increase in people who used bouillon-product in their soups/stews. Had marketing not been so nimble-witted, the numbers wouldn't be this tall.

But, not all companies have goals to healthify people; some may have exacerbated their name and then obliged to do some damage control of their iniquitous act. This is what "fair & lovely" needed to do.



AB InBev, a multinational drink and brewing company,

vowed to tackle domestic violence that was inadvertently promoted by their 1980s ad, which focused on defining masculinity. It feathered Carling's Black Label as a chief drink after a long and tiring day. In the 2000s, the brand associated "their" beer with entrepreneurs and businessmen, the real role models. That's where things started to stumble, when the number of alcoholics skyrocketed in South Africa, being the leading cause of murders, rapes, and violence targeting women. Instead of abstaining from the

predicament, Carlings decided to come to grips with the problem. It wanted to keep South African women safe whilst maintaining their brand name and remaining as an emblem of masculinity. This is ironic and risky to play with because the problem it seeks to resolve is what its product sought to create. Hence, marketing needs to be rational and able to make a solid case. So, in 2017, Carling launched a TV commercial, a social media campaign under the hashtag #NoExcuse with the tagline "No excuse for women's abuse" and a concept of "smart drinking". It partnered with big media communication and influencer marketing firms to take its message to the public via soccer fields and other mass gatherings. The players of the two soccer teams involved in the campaign, wore armbands with "#NoExcuse" written on them.

Local social entrepreneurs were engaged, and almost 45 million people were involved giving persistent support, which trivialized the need for big infrastructures. AB InBev has pooled \$1 billion for social marketing with goals like creating low-alcohol beverages taking 20% of the total volume production by 2025. It can't keep advertising the opposite of what it delivers. It has previously launched no-alcohol beers as well.

There is no data that shows the decrease in rapes/murders/ domestic violence because it is hard to assess its effect in such a small span of time, unlike the handwashing campaign, which lasted for more than a decade. But this colossal campaigning can surely be deemed successful because the public was satisfied. In a survey, 69% of South Africans adults declared that the

campaign helped break the silence on domestic violence.

What we learn from these companies is that almost any brand can espouse social issues by associating their product/service to it and taking up the challenge to combat the impediment to the burgeoning world. For example, Companies that manufacture art and craft items can promote these hobbies that embrace the power of recreational art. New startups that are trying to centralize the idea of clean eating can focus more on careful analysis and measurement of the impact that their product can produce with real data figures like Lifebuoy did, rather than simply promulgating health benefits. Women can be employed in endorsing cars to debunk the myth that "women are terrible drivers," which is totally in contrast to statistical studies. This way, they can be cheered up. Brands and issues can even be like chalk and cheese to produce humanitarian effects, like a cement brand promoting living in harmony in a joint family, a coffeehouse chain promoting same-sex marriage, etc. The present-day necropolis of the market is filled with marketers who patronage the conventional marketing tactics leading their business to nowhere. After all, thinking out-of-the-box is what makes a brand outshine others.



*Sivra Siddiqui*

St. Stephen's College, Delhi University

*"The next five years will be more disruptive than the last 15. This is NOT business as usual. A lot of technology that came in three years ago doesn't work anymore."*

- Saul Berman

The pandemic has thrown a curveball at marketers who are now dynamically adjusting to the radically altered way the consumers of the 'new normal' think, feel, and do. The unprecedented nature of the pandemic and the sweeping changes brought about by it has led to the following features becoming the hallmark of marketing in the post-pandemic era:

### **Digital in, traditional out:**

Firstly, there has been a profound shift towards e-commerce and social commerce during the pandemic. The result has been a sharper focus on digital platforms by marketers. By using robust analytics models, they are effectively managing data to personalize offers to ever-narrower customer segments. The idea of developing both public and private partner ecosystems is now garnering attention. Innovative usage of social media

# Marketing Post Pandemic

and virtual platforms like Instagram, Meta, Zoom, Google Meet, etc., is also enabling the creation of new human relationships while tapping into the increased demand. An example of this is Levi's, which hosted virtual concerts on Instagram at 5:01 pm as a tribute to their signature denim jeans. Not only did this connect the community and lift consumer spirits, but it also allowed Levi's to support COVID-19 relief efforts.

### **Homing in on the Home Instinct:**

When lockdowns were imposed, cinema, out-of-home, and print advertising instantly nosedived. In contrast, in-home media usage went up. To benefit from this trend, there has been rising engagement with smart devices and interfaces across the home of the customer. Moreover, the adoption of an omnichannel marketing strategy that advertises the right messages on the right channels has become pivotal in the post-pandemic world.

### **Vocal for Local:**

Further, with many consumers moving out of urban areas to the suburbs and rural regions during the pandemic, localized marketing is gaining prominence. According to Accenture, two-thirds of

consumers are buying more locally-sourced products or shopping primarily in neighborhood stores. In the post-pandemic period, businesses are thus localizing their marketing by way of personalization and supporting local businesses.

## Promoting Consumer Trust and Loyalty:

Additionally, the pandemic has led to the shattering of brand loyalties. Many consumers are experimenting with and switching over to new brands. To prevent this, marketers are increasingly taking note of such brand migration. Moreover, marketers are now exploring a range of contactless shopping experiences necessitated by the pandemic. Another crucial aspect is the maintenance of customer trust regarding data privacy concerns. Showing empathy and offering financial support during tough times is a fresh strategy being adopted by marketers to build brand loyalty. For example, Nike made its 'Training Club' app free along with offering free training videos on YouTube during the pandemic. This move helped Nike gain 25 million new members and record a whopping 83% spike in digital sales in 2020.



## In Focus: Brand Purpose and Social Responsibility:

Lastly, as per a report, about 61% of consumers claim that how a brand responded during the COVID-19 crisis will have a tremendous impact on whether they continue buying it when the crisis is over. Hence, marketers have realized the significance of communicating a strong sense of their brands' purpose. This is being reflected in their choice of projects and partners, manner of employee treatment, and the messages sent to customers.

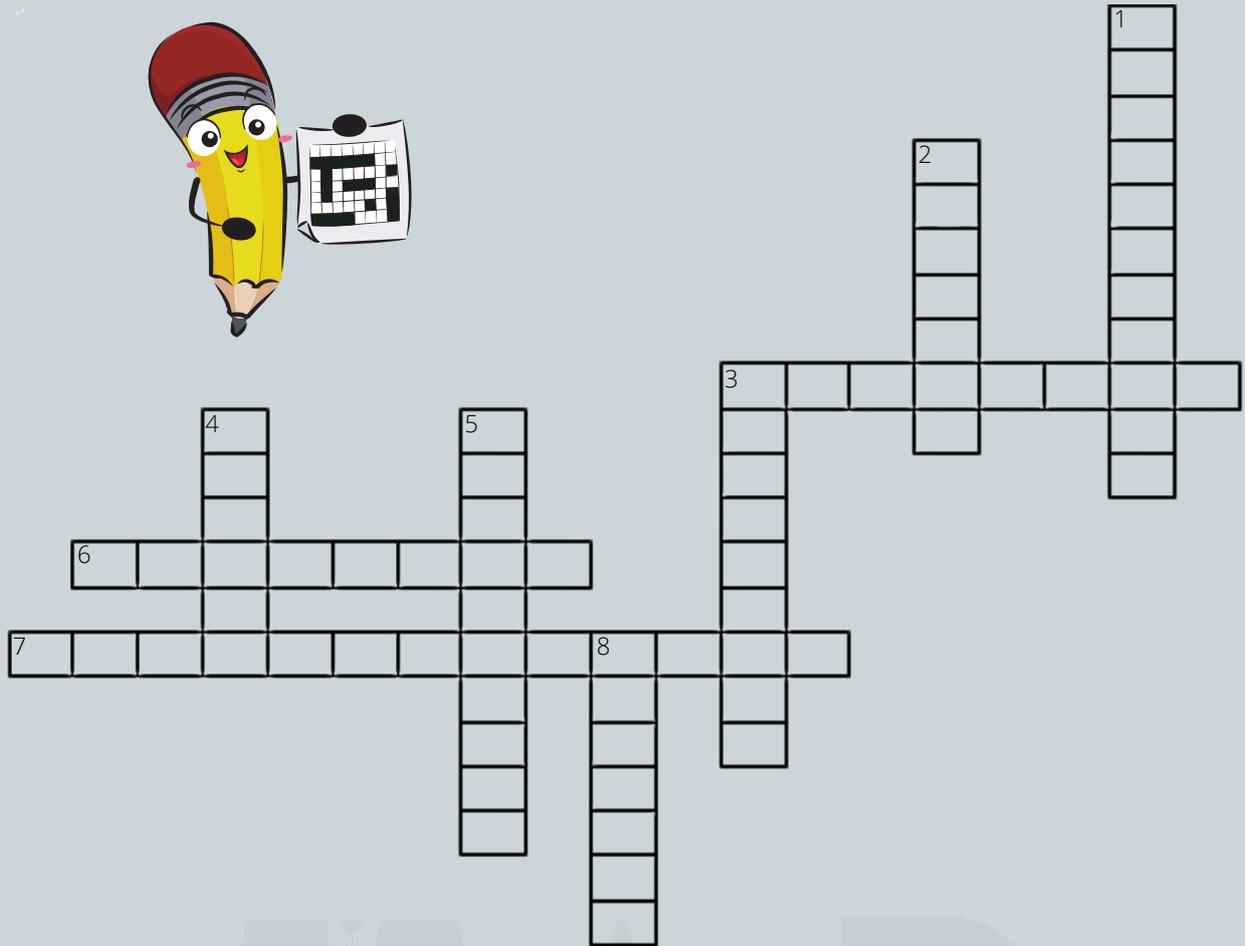
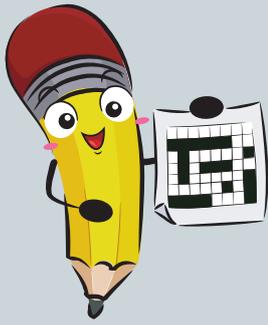


## Conclusion:

It can be said that no one knows for sure what the exact contours of the 'next normal' will look like. Marketers hence need to continue to systematically monitor trends, commit to bold changes, and build agility for the post-pandemic world.



# CROSSWORD



## ACROSS

- Marketing that capitalizes on a customer's fear of missing out on something.
- advertisement strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service.
- A marketing tactic whereby a brand intentionally offends or surprises audience by violating the norms of norms of social and personal values and morals.

## DOWN

- A marketing technique that enables consumers to not just buy products or services from a brand, but to actually experience the brand.
- Type of marketing that appeals to all the senses in relation to the brand.
- A form of advertising which is used to promote regulated products, like cigarettes and alcohol, in the disguise of another product.
- A promotional technique based on trending news, events, or instances.
- It is designed to tap into an existing community of engaged followers on social media.
- This marketing occurs when brands promote their products or service to consumers who don't realize they're being marketed to.



Scan the QR Code to find out answers on our MAD Instagram handle

# GALARIE DE PHOTOS



Online workshop on Personal Branding by Dr. Jinal Sameer Shah  
October 2021



Venalium '21, a Pan India Business Quiz competition  
October 2021

# MADIZENS



A collage of ten individual portraits of team members, arranged in two rows of five. Each portrait is a white-bordered photo with a handwritten name in cursive below it. The background is a vibrant, abstract pattern of orange, red, and yellow.

**Arka**      **Sai Krishna**      **Sanjana**      **Sai Kumar**

**Rajesh**      **Suman**      **Dhivya**      **Debjyoti**      **Rajashekhara**

**MAD**      **Team MAD 2020-22**      **Once a Madizen, always a Madizen..**

Marketing and Advertising Club, VGSOM       



A graphic design for the team introduction. It features a central purple and pink geometric background with a white outline of a team structure. At the top are the logos for the Marketing and Advertising Club, VGSOM and SOM. Below the logos are eight circular portraits of team members, each with their name written in white capital letters underneath. The text 'TEAM MAD 2021-23' is prominently displayed in the center in a large, green, stylized font. At the bottom, the slogan 'ONCE A MADIZEN, ALWAYS A MADIZEN' is written in white capital letters.

**MAD**      **MARKETING AND ADVERTISING CLUB, VGSOM**      **SOM**

**AMIT**      **VIGNESH**      **ANMOL**      **AKASH**

**SHASHANK**      **TEAM MAD 2021-23**      **ARNAB**

**IMROZE**      **YUGANCHAN**      **ANKIT**      **SREERAM**

**ONCE A MADIZEN, ALWAYS A MADIZEN**

**"The art of marketing is the art of brand building. If you are not a brand, you are a commodity. Then price is everything and the low cost producer is the only winner"**

**– Phillip Kotler**



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