

MADAZINE

DECEMBER 2020 ISSUE

Articles
on Trending
Topics

MAD club
Exclusive
Interviews

Ad Analysis
Explore through
the Popular Ads



Traditional Marketing

In the age of digitalization

*"All you have to do is write one true sentence.
Write the truest sentence that you know." –
Ernest Hemingway*



CONTENT

- About the Institute.....1
- From Editor's Desk.....2
- MAD CLUB Exclusive Interviews.....3



Karl-Alexander Seidel
CEO & Head of Daimler Bus
India

Amit Tiwari

Vice President – Marketing
HAVELLS India Ltd, India



Ambi Parameswaran
Independent Brand Strategist,
Brand Coach, Start-Up
Mentor

Shubhranshu Singh
Global Head - Marketing at
Royal Enfield



• Articles

- Embracing brand equity in digital age.....14
- Is billboard advertising still effective in today's marketing.....16
- Marketing in times of Corona.....17
- Tinder Dates Netflix.....19

• Articles from our competitions

- Influencer Marketing.....20
- Power of traditional marketing in the era of digitalization.....23
- Is traditional marketing here to stay?.....26

• Ad Analysis

- Ad Analysis & Rewind29
- Display Advertising.....33

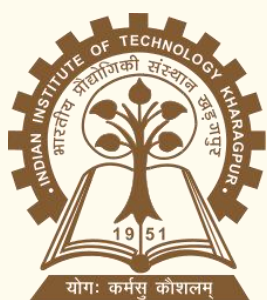
• Crossword.....34

• Galerie de Photos.....35

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 towards 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 Editor's Desk

"The future of retail is the integration of Internet and digital services with the retail network."

Charles Dunstone, Executive Chairman, TalkTalk Group.

Today, we see business transforming with the help of digitalization. Digital marketing has dominated the business sectors, which has also shifted our focus back into people who do not rely on the internet to manage their everyday transactions. This means that traditional marketing has hardly gone cold, even as digitalization continues to blossom. Forward-thinking advertisers understand that traditional marketing tactics will still hold meaning & significance. To understand the scope of traditional marketing in the digitalization era, the MAD club presents to you MADazine 2020.

This edition of 'MADAZINE' sheds insights on Traditional marketing in the age of digitalization. It also includes articles from MBA students from various B-schools who have shared their opinions about traditional marketing's scope and power in the era of digitalization. The magazine has also included interviews with industrial experts who have expertise in various marketing fields and have shared their words of wisdom with the budding marketing enthusiasts.

'Embracing Brand equity in the digital age' is an article that shows the importance of brand, especially in the digital era. Another interesting article, 'Marketing in the times of corona,' portrays how the strategies are varied in new circumstances and how they helped the public stay informed of new ways to stay safe. We have also incorporated interesting articles on effective billboard advertising.

We are thankful to the entire VGSoM fraternity for their continuous support to release this edition of MADAZINE a success. Special thanks to the Dean of our School, Professor Pradip Kumar Ray, and our faculty coordinator, Biplab Dutta, for 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 2020.

MAD TEAM

DESIGN

**Sanjana
Srivastava**

CONTENT

Rajesh Pathak

**Suman Kumar
Choudhary**

Arka Pal

Rajasekar K

EDITING

Debjyoti Das

Sai Kumar Pola

**Sai Krishna
Athkuri**

Dhiyeri P Joy

1.

MAD Club Exclusive Interview

Q) You have prior experience in sectors such as FMCG, Consumer durables, and automobile industry. Can you please highlight what are the most common essential attributes one should possess to handle challenges across all these sectors?

Understanding Consumer Centricity and VoC (the Voice of Consumer) enables the Brand to stand out among, cutting across various industries and markets.

I firmly believe that Principles remain - Practices change - the basic principle of marketing stays the same across industries and markets. However, how one Brand does it, staying within character & personality still making a difference, doing things in a unique manner, being the thought leader, is what makes it different - what makes it stand out among the crowd. The marketers responsible for the Brand strategy need to stay connected firmly to the ground to anticipate or even predict the ever-changing consumer trends. Brand needs to be adept in getting what consumer & market trends are, what it can, or can-not do to remain relevant in these extremely dynamic times. it's imperative to keep consumer preferences, brand image, & market in mind.

Q) With the increasing significance and usage of data and analytics in marketing, how should the companies adapt to the change? What strategy have you have implemented at Havells to face the disruption?

Havells is keeping a continuous watch on social media interactions amongst category consumers to build brand equity, but in absence of any scientific segmentation of such conversations, it is impossible to assess the overall impact of activations done online across platforms.

We have done an extensive exercise leveraging advanced data science techniques to identify & assess Havells performance on various conversation themes across platforms.

Advanced data science tools & techniques like R/Python, NLP have used for text based cluster analysis; Identified clusters were studied Qualitatively to identify the common themes; Relevant clusters were merged to arrive at meaningful themes for further analysis. Currently, competition brands are relying more on Reviews & Product information/Offers than Campaigns/Contests, particularly in Large appliances segment.



Mr. Amit Tiwari

**Vice President – Marketing HAVELLS
India Ltd, India**

An Alumnus of Indian School of Business. Mr. Amit has a solid experience of over 17 years of understanding Consumers & Markets, & converting those insights into Marketing Strategies, backed with his rigorous work ethic and drive for excellence.

MAD Club Exclusive Interview

Q) Success in the mass marketing segment is all about thin margins & high volumes. How do you target large audiences from different sectors with a certain level of profit?

When consumers trust a brand, it makes them loyal, & loyalty drives more sales. Good Brands that care about their consumers are not hung up on any specific aspect like its features, functionality, price, etc. Rather they Provide Peace of mind, save decision-making time, Add Flaunt Value & Prestige, Express who they are with the customers.

India is a vast country with varied consumer needs & a large variety of customer segments & to meet their needs, one needs to design Brands & Products as per the diverse consumer segment needs.

For instance, the core of a particular Brand could be Premium Quality product that looks fantastic (world-class aesthetics) & works exceptionally well (superior product experience & durable performance); but it needs to have a diverse portfolio of products & sub-brands which cater to specific consumer segments.

I feel that to feel the real pulse & to understand the true potential of India, it is essential to move beyond high-profile Metro cities & look at Bharat (semi-urban, rural India). It is extremely crucial to validate marketers' assumptions & hypotheses on differences between urban & rural India by carrying out detailed customer & market research. A recent research product that I was a part of surprised me that Bharat is fast catching-up with India & the rest of the world & offers a tremendous opportunity for growth, & Marketers need to rethink their approach towards Bharat. For any brand to foray into these markets, it is important to strike a chord with the end consumers. It is no longer sufficient to

communicate basic functional needs that a brand provides but address higher-order benefits like how the brand will enable me to showcase who I am? and how the brand will help me elevate my life? This would ensure higher brand resonance and, therefore, better acceptance amongst these small-town consumers.

Q) Havells is widely regarded as the first FMEG company. What inspired the brand to take a customer-centric door-to-door approach? Also, please explain the thought process behind the need and development of 'Havells Connect'?

Delightful customer experience must be the core driving principle of a Brand. Delight should not be equated with merely satisfying customer needs or shouldn't end at a transactional relationship; it aims to make customers feel like a part of that brand's success story.

Delight as a feeling goes beyond a logical explanation - it is valued by customers more than the cost, efforts, and quantifiable benefits involved. Pleasant surprises, going out of the way, gestures which need to be quantified in value terms are few things a brand can do to delight their customers. More often than not, delight does not cost much and is like fresh air, a random natural phenomenon that need not always be replicated.

Tough times require us to challenge our selves even more! 'Delight the Customer' is one such challenge that excites every passionate Marketing Professional. We need to look beyond creating strategies to build Brands and start thinking of a Delighted Customer as our existence's sole purpose. The process of building a customer starts from building stronger.

MAD Club Exclusive Interview

emotional ties with existing & potential customers. Havells Connect is a strong & critical backbone of our systems that ensures a smooth flow of information within Havells – between the HO and branch offices, between various functions like Sales, Marketing, Service, etc., among the Employees, and most critically, between the company and its Business Partners.

Q) What are your views on traditional marketing methods in the digital world? Do you think they can create an impact in the long-run?

Digitization has disrupted the business of every industry in today's times globally. Slowly, Digital platforms are becoming critical in India. The volatile macro-economic indicators send mixed signals to Indian consumers, and Brands need to be well aware of this and not repeat the gold-rush scenario on the Digital front.

Relatively younger brands are ready with innovative products & innovative marketing techniques, the passion & zeal to win at any cost. An online business thrives on special days & offers. India – known as the Country of Festivals, has a huge opportunity for brands to leverage.

According to GlobalWebIndex, one-third of the time spent on the internet is on social media; hence social media marketing will be a good investment.

Historically, Indian brands have focused on traditional retail, but now the time has come to gear-up and get Online.

The focus of brands on Digital, especially on Social Media, should be on building connections, thereby gaining customers confidence in one's brand. From the moment a customer realizes the need to buy a product, it is the brand's responsibility to keep them informed and engaged.

At Havells, some of our key initiatives towards the digital revolution include establishing a Real-time monitoring center, Social CRM that provides a 360-degree overview by converging big data, emails, social media, and CRM for marketing.

Q) You have done various courses on management in prestigious institutions in the world. How was your experience there? What do you suggest to us, the aspiring managers, on the implementation of the learnings?

I believe that everyone should remain a student throughout their life and shouldn't stop the learning process ever. Professionally, I am a hyper learner. We have to upgrade our skills constantly to stay relevant and be successful.

My personal experience with world-class educational institutions gave me a very neutral perspective of how things are. India has extremely talented people in the higher education field, but the International universities have an edge in providing hands-on experiences and enabling quality discussions with peers and professors, which develops the skill to address a problem practically, which is extremely necessary and plays a greater role in transforming into a practicing professional. I also believe that for today's generation to stay ahead of the curve, a single Degree and a single MBA is not sufficient throughout the professional life; one must keep looking for opportunities to learn more. Along with formal education, a habit of continuous learning is a must. There are always a couple of books that I constantly read, whenever time permits. I always carry a pen and a diary all the time to scribble down any idea that strikes me—*Leaders are Readers & Readers are Leaders* has become a default motto of my life.

2.

MAD Club Exclusive Interview

Q) Can you please shed some light on key strategies implemented by you to make brands successful? What was the most challenging task you faced in this journey?

Every brand that one has handled has had its share of challenges. Tata Indica was quite challenging to launch when the whole country was unsure if Tata could succeed in the passenger car market. After the initial euphoria, there were some issues that had to be handled. But the launch of IndicaV2, which was something I was closely involved with, was a game-changer. All of us put in an incredible amount of work and were rewarded with a dramatic turnaround of the car's fortunes. While naysayers had dismissed Tata Motors as a non-starter in the car market, IndicaV2 proved them wrong. It became the biggest seller in its class and then gave a tailwind to launch so many other cars on the same platform. If I were to name one, it would be that campaign. But I am proud of the work we did for Santoor, Sundrop, Amul, ITC, Wipro, TCS, Zee, Abbott, ICICI Bank, UTI, and more.

Q) In your view, how did the consumer behavior change during the pandemic, and how does branding impact it?

Consumers have become a lot more cautious post the pandemic. There had been a dramatic increase in the sensitivity towards health and hygiene. I am told that there is also a greater interest in health insurance. But there have been several collateral damages or influences. For example, there has been a boom in Ready to Eat and Ready to Cook products. Consumers are bored sitting at home, eating the same things. So they want variety. There has been a big boom in durables as consumers add a dishwasher and a new washing machine. Unfortunately, a large segment of consumers has had to tighten their belts due to job losses and salary cuts. These segments will take a long time to recover. Their recovery will depend on the overall job and business sentiment returning, to pre-COVID-19 levels.



Mr. Ambi Parameswaran

Brand Consultant / Coach and Founder
of brand-building.com.

An Alumnus of IIM Calcutta, Mr. Ambi has spent his 40 years career as a Brand consultant/ Coach & founder of brand-building.com, award-winning best-selling author of ten books & also served as an independent director of several big brands. He is a guest faculty at IIM C, IIM A, MICA and an adjunct professor of Marketing at SPJIMR.

MAD Club Exclusive Interview

Q) As the world moves towards digitalization by creating more & more touch-points & increasing the risk of creating a bad experience, what are the key challenges & difficulties of a brand manager?

Brand managers life has become more interesting & also a bit confusing. You can get trapped in a digital maze & get confused about what you need to use for branding among Social media, Viral video, Twitter campaign, Insta influencers. When you are in doubt, do what marketing 101 taught you, Go & speak to consumers, listen what they say & then pick what you feel will work. Finally, experiment continuously. The old saying is 'more things change, more they are the same'. Remember, if you can understand your potential customers, digital is a way to communicate with them.

Q) There will be many situations where the marketing campaign might not have given the desired results or a client might have disagreed with our recommendations. Can you advise how a brand manager should effectively tackle these situations in planning the next course of action?

Good advertising/ marketing communication campaigns are produced as a team effort among marketers, ad agencies, media agencies, etc. A brand manager sometimes gets caught in the crossfires. So, the first step for the brand manager is to gain trust & respect from his colleagues, bosses & agency partners. If you create an atmosphere of trust, all associates will be able to speak their minds, you will be able to inspire them to do their best.

Q) Personalized adv is set to become more important than ever. Thoughts?

With digital tracking tools, you can personalize messages. But consumers will soon figure out that this is just a cookie working

It is not as if Samsung cares for your television viewing habits. They have a cookie, it has told them that you were searching for a television set last week. Consumers will see how to screen those out. That said, there is a huge opportunity for marketers to track consumers' decision journey & see their engagement at various stages.

Q) From your perspective, how data-driven decision making helps in the field of brand building and branding strategy?

Data and more data does not mean better marketing. It calls for using data intelligently & helps to run multiple experiments. As we run experiments, we will be able to predict consumer behavior. So, one has to develop internal capabilities to gather relevant data and run experiments on a scale. Many financial sector brands and digital-natives are doing this. The other sectors are yet to enter the party.

Q) Can you please share your thoughts on how crucial is the role of an effective branding strategy during this virtual lifestyle, especially when people are interacting and focusing more on social media?

Branding will not become less important just because we are doing more virtual meetings, and there are many interesting branding opportunities. Last month a Tamil Nadu based dhoti brand launched a combo pack with one T-Shirt & a Dhoti called 'Veshtee.' I could see many new branding opportunities like veggie wash liquids, branded face masks, & more. Digital tools, too, have got a big leg up. The only high ticket item I bought when lockdown got lifted was iPad and Pencil. I needed it for my classes. We see a boom in small cars & two-wheelers since trains are yet to start in some city. When you go out to buy things, branding will play a big role.

3.

MAD Club Exclusive Interview

Q) Can you please share your journey from Senior Manager in Daimler AG to CEO of Daimler Bus India?

The journey so far has been exciting, challenging, & filled with new learnings. Throughout my time at Daimler, I have been grateful to have a strong team of leaders that empowered me to push the boundaries while building a culture of excellence.

Working as part of the team responsible for establishing DICV in 2008 was a great experience. It played an instrumental role in learnings, new nuances, and elements about the Indian market. Especially the experience with Bus Business in India, where I first headed supply chain and logistics & became the Chief Operating Officer before becoming the CEO, was during the Bus Market's most turbulent years. We were in the ramp-up phase while the market fluctuated from close to 50,000 units at the beginning of the decade to less than 15,000 units at the end of the decade. As a manager, you have to be very agile to navigate through the constant ripples in such market conditions. I cherish the memory of all those challenges thrown at me as it has definitely made me a better manager.

Q) The current pandemic situation due to COVID has affected the automobile manufacturing industry further to a greater extent. Please share your insights on how

the industry will overcome this situation to increase their sales and contribute to the growth of our Economy?

The total industry volume compared to last year in August was down by 95%. For Daimler buses India, we are confident that we will overcome the crisis. The Indian economy is expected to return to its growth trajectory around 2022. We believe India will recover sooner and better from the crisis than many other economies. In the next 2-3 years, the CV industry could return to the market volumes we saw in 2019.

Q) What will be your suggestion to future management graduates on the essential skills & qualities they have to develop to become a successful manager in the corporate world?

Everybody measures success differently. For some, it might be bank balance, for others, it might be fame. In my view, a successful leader is a Team player, someone who knows every aspect of business and progress on activities without micro-managing and who can anticipate disruptions before they actually take place.

Embracing challenges and taking calculated risks are key virtues I look for in a good manager. Finally, in the fast-evolving world, you either "be updated or get outdated." The next generation must adapt to continuous learning.



Mr. Karl-Alexander Seidel

Head of Daimler Buses India

After graduating from PORSCHE AG Stuttgart, Mr. Karl started his career at Daimler in 2001. In his current function, he is responsible for the development, production, & sales of BharatBenz buses, Mercedes-Benz luxury coaches, & bus chassis for India & other global markets.

MAD Club Exclusive Interview

Q) The scope of Online Marketing and digital advertisements had increased around the world. As an automobile manufacturer, how does Daimler look into this transition? Also, please share your insights on Digital Marketing.

Digital marketing is increasing in the CV space as the proliferation of internet continues to rise. We use many digital marketing methods for our products with customers, for example, DICV Bulletin, a communication app for all our stakeholders. We have also had a head start in Digitalization and our strategy involves- Product, Process, and People.

Product: Our new-generation CVs offers 'Profit Technology+', a package of technologies and features ensuring industry-leading fuel efficiency, safety, comfort, and reliability. As we advance, we are looking to move away from tonnage and focus on customized solutions for different applications with a key focus on increasing digital services for our customers.

Another, major example is Bus Connect, the telematics solution rolled out at the beginning of the year with the new BSVI portfolio that allows fleet owners to remotely monitor and track their vehicle location and status 24/7. Bus connect technology is directed towards both passengers and fleet operators to select routes, get on-board entertainment, earn reward miles, and get tracking alerts.

Process: 'Proserv,' our customer service digital platform. The Proserv application is enabled with 65+ features, including advance booking, parts ordering, renewal of contracts, extended warranty, insurance, fleet maintenance, 24x7 RSA, and integration with all types of online payment options bringing everything for the customer

at their fingertips.

People: Currently, around two dozen digitalization projects are being investigated, and we have doubled investment in digitalization despite the crisis. Some examples of digitalization include internalizing projects that were previously outsourced, such as website hosting and communication apps, and changing from paper-based to digital reporting/tracking systems such as for canteen management. There is even a digitalization swarm now being formed to look for further opportunities internally.

Q) EV vehicles are a step towards sustainability and a greener planet, which is gaining importance over time. Passenger vehicles are slowly shifting towards the EV segment with a blooming future ahead. Being a commercial and heavy vehicles manufacturer, how does Daimler plan to move towards sustainable vehicle development, and are EVs possible in this sector considering the Indian market? Share your insights.

We have been moving people and goods for more than 130 years. Building outstanding, fascinating vehicles is what we do best, and by doing so, we inspire our customers, both today and tomorrow.

The world is changing rapidly. Sustainability and protecting the environment and climate are some of the most urgent challenges we face. We are taking on these challenges. With our actions, we want to set standards for sustainable mobility in the future.

Daimler Trucks and Daimler Buses are involved in the development of alternative fuels. These are an important means of

MAD Club Exclusive Interview

avoiding emissions and becoming less dependent on fossil fuels. Daimler has a clear, future-proof strategy to avoid confusing businesses and consumers with a variety of alternative fuel options available. The way to the fuel of the future leads from fossil-based diesel to BTL (Biomass To Liquid = fuel from biomass) and finally to hydrogen for fuel cell-powered vehicles. Being a part of the global network, we can access the knowledge and adapt these technologies depending on the market requirement.

Talking about EVs, following the global footprint, we will explore a portfolio (including EVs) by leveraging Daimler's global technology expertise and platform synergies. Other than that, we believe that the migration to BS-VI and the replacement of old vehicles will provide much-needed improvements for people and the environment. Our focus right now is on contributing to this with our clean and efficient BS-VI vehicles.

Q) What is your view on automating heavy vehicles? Is automation of buses, which is a public transportation, possible? If so, can you shed some light on what are the technology required to do so?

At Daimler, we understand that CASE (Connectivity, Autonomous, Shared, and Electric) topics will continue to transform our industry for many years to come; as the inventor of automotive mobility, it is both our responsibility and our privilege to shape this transformation. For example, Mercedes-Benz Future Bus is based on that of the autonomously driving Mercedes-Benz Actros truck with Highway Pilot presented in 2014. It has however, undergone substantial further development

specifically for use in a city bus, with numerous added functions. The City Pilot is able to recognize traffic lights, communicate with them, and safely negotiate junctions controlled by them. It can also recognize obstacles, especially pedestrians on the road, and brake autonomously. It approaches bus stops automatically, where it opens and closes its doors. And not least, it is able to drive through tunnels.

This semi-automated city bus improves safety, as it relieves its driver's workload and nothing remains hidden from its cameras and radar systems. It improves efficiency, as its smooth, predictive driving style saves wear and tear while lowering fuel consumption and emissions. Daimler Buses is thereby developing the bus transport system of tomorrow.

Q) Just like digitalization, the used car business has gained importance because of the COVID-19 crisis. How does the pre-owned car business ploy in the company's strategy in the coming months?

In the current challenging environment, every penny is important for people, and hence they want to be doubly sure while investing their hard-earned money. As a brand committed to delivering excellence and value to customers, at DICV, we are creating a structured eco-system for sustainable Used Vehicle business-BharatBenz Exchange. BharatBenz Exchange is currently available for trucks. We aim to provide customers with the best resale value and smooth management of the end-to-end documentation process for optimum customer satisfaction. We are also leveraging Digitization to ensure our Exchange offering reaches out to everyone looking to invest in the best quality used vehicles.

Q) What factors have contributed to the great brand & value that Royal Enfield has established among all the generations?

The success of a Brand is attributed to multiple factors. A Brand's reputation emerges over a while, & Royal Enfield, a very old motorcycle manufacturer, has built a sustained reputation in the Indian market. It has strong brand values like resilience, & it stands for a way of life for a culture that we call pure motorcycling. Consumers use Royal Enfield differently in a different context – They buy for its retro styling & design statement; for a few, it stands for a mark of resilience & toughness; some because of the emotional connections their family have with the brand; others buy it as they like the culture Royal Enfield promotes. These are a few reasons for customer association. Royal Enfield has done well across the generations as it has inherent brand value, has symbolic value, & represents a way of life. We have also built tremendous relationship value, & the factors contributing to the brand value are equally relevant to all generations. It is unique in India for Royal Enfield to have such a thriving & large community. Very few brands across the globe are like Royal Enfield that promote a brand as a culture, lifestyle, & part of that community to forge relationship with customers.

Q) Many two-wheeler makers have been promoting their brand extensively using Digital media & mass communication. In your view, what is a good strategy to market or promote two-wheeler vehicles?

A strategy to market or to promote two-wheeler vehicles depends upon your objective. We believe that as a brand, we stand for creating a culture. People may see us as symbolic, as a mark of distinction, as an experience of value-added identities, as a platform for communities. Media & Messages have very little connection. We want to invest in digital media because it allows us to provide a more intimate experience where the consumer is concerned. So, we need pioneers in social media, web presence, & digital technologies. There are great ways of promotions above the line through other media like TV, Cinema, Print, & Outdoors. It depends on your purpose & your company's objective to choose the best fit strategy. But for us, digital is the way to go ahead & engage the communities in physical & digital ways.

We allow our consumers to associate digitally with us. We get between 40-60 lakh visitors on our website, second to none in our product space. Our investment, focus, & energy have been on the digital front & social platforms, & I believe it works very well.



Mr. Shubhranshu singh

Global Head - Marketing - Royal Enfield

An Alumnus of the Indian Institute of Foreign Trade, Mr. Shubhranshu is the Global Head, Marketing at Royal Enfield. He has a diverse corporate experience of more than 21 years in business development and marketing. He is a great writer & has been an inspiration to future leaders.

Twitter @ShubSinghKing ; <http://www.shubhranshusingh.com>

MAD Club Exclusive Interview

Q) How is Royal Enfield dealing with COVID scenario & what are the changes in marketing strategies implied?

COVID has disrupted normal life. We had a stronger performance in demand, bookings, enquiries, web visits, & searches after the lockdown. We had a high engagement throughout the lockdown period since we are not a motorcycle brand but a motorcycling brand. We have many ways to engage our community with the brand on the social platforms, though they are not riding the motorcycle, in ways such as user-generated stories under multiple campaigns such as find my bullet, trip story, what's your adventure in a digital-first manner. We taught them to take care of them & their motorcycles when they don't ride through multiple broadcasts. We conducted a fantastic design contest, Art of Motorcycling, where more than 10000 entries of artworks were received. We kept the buzz throughout the lockdown period. It was our primary focus. We had a great period of content engagement during the COVID period. In retail, we reached out to our customers after lockdown to educate them on hygiene, safety & more importantly, we provided services like service on wheels where consumers can avail of services at their doorstep. Also, we introduced a configurator in the Royal Enfield app called "make it yours," where a consumer can customize the app, & all these are done to increase engagement.

Q) What are the most important skills required for future managers & marketing enthusiasts? What is success mantra in marketing?

Consumer centricity is the most important thing for a marketer. Marketers should think from a consumer's perspective. The 1st mantra for marketers is that one should be continuously curious about the consumer, the market reality, & culture as they have various market options.

We should have continuous engagement in terms of, what the consumer is thinking, who is my consumer, & these questions help in having a superior understanding of the consumer & market. In the digital age, marketing has become round-the-clock activity, unlike earlier, which used to be a specific activity such as campaign, Product launch. We could take time off to think about the next steps, & you don't have that choice in today's digital world. Marketers must be proactively engaged.

Another mantra is to keep an eye on the evaluation of digital technologies, understand analytics, & to understand how data & consumers' psychology reflect each other to generate insights from the large data. Principles of marketing have remained unchanged—the consumer is superior, a consumer should be given good value, you must be curious about what the consumer is looking for; you must creatively involve them, innovate, must-have an eye on all the significant Ps of marketing.

You should have a telescopic view to anticipate the future & have a microscopic view to perform well in the present to be successful in a career.

Q) Can you share your journey from area sales manager at HUL to the global head - Marketing at Royal Enfield? What are the challenges you faced in this journey?

I have started my career in HUL as an Area sales manager. After that, I was marketing manager at deodorants, Lakme. Later I moved to the National Head of customer marketing at Diageo, followed by the director for marketing, VISA for South Asia. Then I served as head of marketing, Star Sports, during which I was fortunate to promote BCCI domestic cricket, World Cup, T-20 World Cup. Presently serving as Head of Marketing, Royal Enfield for close to 3 yrs. One commonality in my career is, being a marketing person, & the fundamentals have never changed. It was always about

MAD Club Exclusive Interview

consumers, context, community, the economics of the brand. Another relevant thing for me is always to create a new habit. My work has been in the area of new consumers picking up new habits.

Earliest challenge I had was in HUL supervising the work of 25-30 people who were senior to me in age and experience, young area sales managers and was looking after a team of sales in charges and sales officers; So, you have to be a good team player, should apply good judgment, do problem-solving for the team, show strong leadership for them to look up to you and designation will not earn you respect. Later I worked with different sectors, and understanding the consumer's realities in your industry is another challenge. The same marketing methodology doesn't work for all the sectors. Marketing is about developing a reputation for the brand every day. Brand building is a practical profession, and we have to be great at delivering things and satisfying consumers to be a good marketer.

Q) In this era of rapid digitalization, do you think that traditional marketing is still relevant? How is it evolving, and where do you see it in the next 10 years?

In marketing, change happens in a continuous process. Traditional marketing has its advantages. Mass media works very well, especially to create reach. We should decide on the type of media based on the no. of people we want to reach; is it a process of a brand reaching out to consumers or vice versa; Is your market, a market of a lot of consumers have each a very little or is it a market of very few consumers but each having a lot. It also depends on whether you are a mass market or a discount market or a prestige market, or a luxury market. So we can't generalize on relevance of traditional marketing. Generally, the media must be judged on efficiency, reach, cost, and relevance. Media designed should be about how much reach you get at a resonant level,

i.e., it may be easy to reach, but can you engage? Does it build a relationship? Is it a reliable way of getting to people? As a marketer, you should figure out the right channel of media to target your customer segment. Media marketing is complex, but it need not be complicated. I think marketing is a common-sense discipline. Marketing is what people do daily everywhere. For us in Royal Enfield, media principles we follow are the earned-centric, social by design, to be relevant to consumers, always shine through with our purpose.

Q) Royal Enfield's appeal is still strong with all segments of bikers. Is this due to your continuous product innovation, still bearing in mind the legacy, is it marketing?

It is a combination of both. We significantly changed & upgraded the products when we came out with the unit construction engine, which was a significant improvement in our efficiency, experience, & performance & that journey has been continuously on. 2 years ago, we launched 650cc twin-cylinder motorcycle The Interceptor & The GT650 & then we had Himalayan which was built for the all terrains. Recently we launched Meteor on a new engine platform. So, there has been continuous improvement in the product. We have a large team of designers in engine technology, chassis, & several testing facilities. We put rigorous standards in quality & an assessment of the plans. Of course, marketing is a way of continuously being engaged with the community & bringing these improvements to light. We don't do conventional advertising. We never are only about the product specifications but are also about lifestyle, values, & what we want our consumers to do to upgrade their lifestyle & take on a passion for riding. So, it is a combination of both Marketing & product innovation, & either of them alone would not have given us success.

EMBRACING BRAND EQUITY IN DIGITAL AGE

Suman Kumar Choudhary (MBA 2020-2022, VGSOM)

"Your brand is what other people say about you when you're not in the room"

-Jeff Bezos

It has been a year with COVID's presence that has slowed the world. Many countries have responded by strict lockdown & restrictions to minimize the effect. It meant millions of people were restricted at their homes, closing their businesses that have been detrimental to the economy. The IMF has predicted a 3 percent shrink in the global economy in 2020. Many companies have posted losses and reduced sales in the first two quarters because of this, and few are closing down their businesses and cutting out employees to reduce their costs.

Overall, the pandemic has had a devastating effect on economic activity. Despite that, some companies did well. Reliance Industries was able to attract investments from Facebook and Google in its telecom start-up Jio. FMCG companies HUL got back to recovery soon. E-commerce like amazon fared well as people were struggling to move out. OTT, like Netflix, added 16 million new customers in the first quarter of 2020. What is the reason for this?

The cause lies in the ability to recognize brand equity. Brand equity can be termed as Brand Value because that is precisely what it represents. It is intangible and different from the physical assets of a company. Companies have realized that having a strong brand name is a vital tool for success. During an economic downturn or current pandemic situation, one who is lacking a powerful brand will find it tough to thrive. Brands that engaged well with their customers will be coming out as winners. In the absence of physical presence, the use of digital media has become critical. Powerful marketing, combined with great advertising incorporating a brand's message, is an immediate source of attraction.



Digital is not about a few days or weeks. Campaigns can be evaluated based on engagement, but that's not all. It needs to be looked at from a long-term perspective for creating a long-term relationship that looks beyond click and conversion. Investing in consumers is required before we expect them to support as it creates commitment between the two. Brand equity can act as a healing agent. It makes customers accept your apology and quickly forget what could otherwise have been very detrimental. The public demands the rise in transparency and accountability, and adhering to this adds strength to the brand.

Companies that are investing in this are putting exemplary results year after year. We can't imagine a strong brand that does not have a digital presence today, and thus digital marketing is an essential tool today. Therefore, it is required to focus on a few aspects like creating the right message, selecting a proper channel to deliver it, tone of the conversation, and building a customer experience to create a substantial brand value. Right messages and stories attract people and keep them engaged.

Developing its own story and delivering a brand message can hit the right pitch. It can make people connect emotionally with your brand. Discovering a correct message is the

first step towards building customer relationships. If a brand can do that, it succeeds. It commits to a good value proposition.

While creating a message and delivering it, there should not be any misleading information. As a brand, you should be able to meet expectations when someone engages with you.



Here are a couple of things to follow to portray the correct picture in the marketplace.

- Focus on Delivery till the end
- Do not pretend to be something which you are not
- Do not mislead. It does not look good
- Be Consistent
- Create a strong visual presence.

Brand equity can be grown exponentially in this age by advertising and by providing quality products. The impact is high in the current period because we spend a lot of time on social media. It is the best time to build and break a brand. Hence, we should be careful while embracing the brand in the digital age.



By
Rajesh Pathak
(MBA 2020-
2022, VGSOM)

When Jared Bell created the first billboards in the 1830s to advertise circus acts like Barnum and Bailey, he hardly imagined billboard advertising would grow to become one of the most effective tools for reaching millions of people worldwide.

Billboard advertising is the process of using a large-scale print advertisement to market a company, brand, product, service, or campaign. These are typically placed in high traffic areas, so they're seen by the highest number of drivers and pedestrians.

Billboard advertising is useful for building brand awareness and broadcasting a business (or a product or a campaign) to as many people as possible. As usually, billboards are in busy areas, they tend to have the highest number of views and impressions than other marketing methods.

In today's era, some see billboards as a "relic of the past," but for marketers and advertisers, this is far from the truth. Today, billboards still comprise a significant chunk of the "out of home" advertising market. Billboard advertising has withstood the test of time by evolving to adapt to the newest technological advances. Many businesses still make it a critical part of their marketing campaigns. Data also suggests that advertising via billboards remains one of the foremost affordable and effective sorts of communication.

Most of today's billboards are solar-powered LED boards with digital, targeted messaging. Billboards are better at providing a smoother interaction of brands with their consumers where digital marketing efforts fail; they complement digital marketing efforts. Digital billboards require less work than traditional billboards and offer more possibilities and flexibility for experimentation and creativity. Also, instead of shipping an advertisement to a billboard company weeks before, all that is needed is a file. If you want to experiment with different creatives and ideas, including colors, fonts, styles, and sound effects for your advertisement, you can do so easily. If something doesn't work out, one can press a few buttons to make the desired changes. Also, digital billboards have started to integrate sensors and cameras, allowing for more dynamic and engaging advertisements that directly interface with whoever is viewing the ad.

While billboard advertising will continue to shift and change with technology, one thing is for sure that "BILLBOARDS ARE HERE TO STAY."

MARKETING IN THE TIMES OF CORONA

By

Kalaivani K (MBA 2019-2021, VGSOM)

The coronavirus pandemic has affected our lifestyle in many ways: strict curfews and enforced lockdowns, and whatnot. Everything moved to the online world. Social and professional meetings are now done online. Movie outings are done through Netflix. Now the brands have started to spread awareness through creative advertisements in the online world to grab consumers' attention. They were killing two birds (Marketing and Awareness) with one ad.

A lot of personal hygiene product brands have been conducting viral marketing to spread awareness. Like in the case of Dettol, they had created a campaign called #HandWashChallenge encouraging the consumers to wash and upload a Tiktok video on it online. A large number of people participated in the campaign making the Dettol marketing campaign a successful one. The brand Amul has been continuously posting cartoons for every corona prevention measure through creative slogans and iconic Amul girls.



The work from home (WFH) scenario occurred in many corporate offices as a part of the corona prevention measure. Many brands published many creative advertisements to humor the situation and encouraged people to clean and safe lifestyle. Zomato advertised with some quirky ads for work from home scenario. The Hotel booking site OYO came out with campaigns like 'work from OYO with room service' and also 'Ditch the handshake' campaigns.



TINDER DATES NETFLIX

By

Rajasekar K (MBA 2020-2022 VGSOM)

Social Media has become a popular tool for all brands to connect and communicate with their customers and target audience. Tinder and Netflix, which were the top two non-gaming apps in which people spend most of their time, used to have a casual and significant approach towards social media, targeting Generation Y peoples to make them more engaged. They are following the strategy of having a conversation with their target customers by their tweets and posts. They maintain the same tone in India as well as globally by tagging each other, replying to the other major brand's tweets, and also attracting the peoples on popular occasions. Here we will take a look at the strategy by which they did a Moment marketing on Valentine's Day 2020.



On the occasion of valentine's day, Tinder had an interesting conversation with Netflix India, which attracted more people and made them laugh out loud on Twitter. As Tinder used to be more active in social media, On 20th January, they started the conversation by reminding the peoples about Valentine's day. Netflix India, one of the biggest streaming platforms, didn't want to let the dating app steal the whole attraction and replied to the post as "Save your Love Life." For which Tinder come up with the reply asking Netflix, "What's your plan? Chill Karna hai?" and Netflix immediately posted, "Swipe right on this plan." and Tinder concluded this with more excitement and posted that they like the notification tone of Tinder.

From this conversation, it is clear that Netflix and Chill is the best thing that both singles and couples will do on Valentine's day, which shows the collaboration of Tinder and Netflix India as brands in social media. And this got more viral as peoples start tagging other brands also in this conversation. Nowadays, Moment marketing is the best strategy that the brands use to make them go viral online.

There is another trending occasion where Tinder and Netflix again attracted their customers in Social Media. #Binod is one of the trending hashtags in the year 2020. Major brands use this moment to share the meme and post on this hashtag on social media. Tinder used this opportunity and registered Binod on their app and posted on Twitter, which attracted many consumers. And on the same day, they ended this up with the post saying Binod got matched with Binodini, where they marketed their brand to a great extent.

And Netflix India came in again to steal the entire attention and shared the crafty meme on #binod by lined up its five popular shows in a way that their initials spell out together as Binod.



In addition to this, Netflix India did a great thing by appreciating another hero named Armaan, who had commented on every tweet by Netflix over the last year. Here they stole the whole show by appreciating one of its consumers to a significant extent. This kind of strategy by Tinder and Netflix India makes the consumers more active on social media as they have the thought that if they miss one day, they will get to miss the entire trend.

As Digital advertising has progressed exponentially in the past few months owing to the lockdown, the strategy is not about advertising the product. Instead, it is more about seeking customer attention towards the brand by communicating with the customers directly. These brands collaboratively used this as the best way to reach out to the new-age audience.

INFLUENCER MARKETING



IN THE ERA OF DIGITALIZATION

By

VINOTH KUMAR N N

MBA 2019-21 | IIM RANCHI

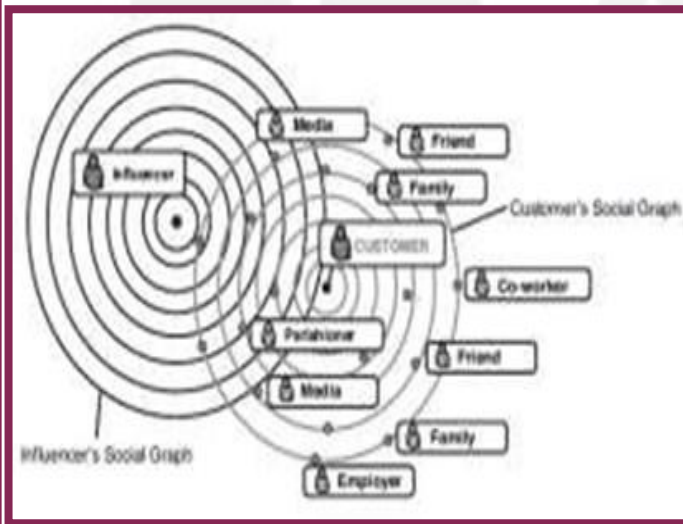
EXPLAINING INFLUENCERS ON SOCIAL MEDIA

“Influencer marketing is a nonpromotional approach to marketing in which brands focus their efforts on opinion leaders, as opposed to direct target marketing touchpoints” (Hall 2016). In other words, influencer marketing is providing context and expertise about a product through an influential person ”

INFLUENCER MARKETING | CUSTOMER CENTRIC MODEL |
INFLUENCER Vs CELEBRITY | MICRO-INFLUENCERS

Providing Context and Expertise about a Product through an Influential person.

Influencer Marketing can connect with every segment of the customer base, not just limited to Millennials. It is based on the fact that targeting a group of high-value individual customers is better than targeting and connecting with every prospective customer. The challenge is identifying the influencers of your product and make them endorse it with their narration. There are five types of influencers depending on the followers they have in their social media accounts: Mega influencers, Macro-influencers, Mid-tier influencers, Micro-influencers, and Nano influencers.



According to the 2019 state of influencer marketing survey, Instagram becomes the most preferred social channel for influencer marketing campaigns, with a majority of 79%. It is followed by Facebook with 46% and then YouTube with 36%. It is to be noted that the type of audience targeted is extreme



ly important in choosing the social channel. If you want to target B2B customers, LinkedIn should be your first choice.



Customer-Centric influencer marketing Model

This model is all about finding the product/service decision makers, micro-influencers, and the community involved in the target customer's social graph and strategizing the influencer marketing campaigns around their interactions in the decision-making process. It's a two-step process; the first step is to identify the target customer and communities that he/she interacts with before making any purchase decisions. The second step is to educate, reinforce, and incentivize the influencers to publicize the brand message through their social media profiles.



Which has better ROI?



Source: IZEA's Insights

Influencer Marketing taking business away from agencies

According to IZEA's insights, 57% of the marketers believe that content produced by Influencers is better than content by communication agencies.

INFLUENCER MARKETING Vs CELEBRITY ENDORSEMENTS:

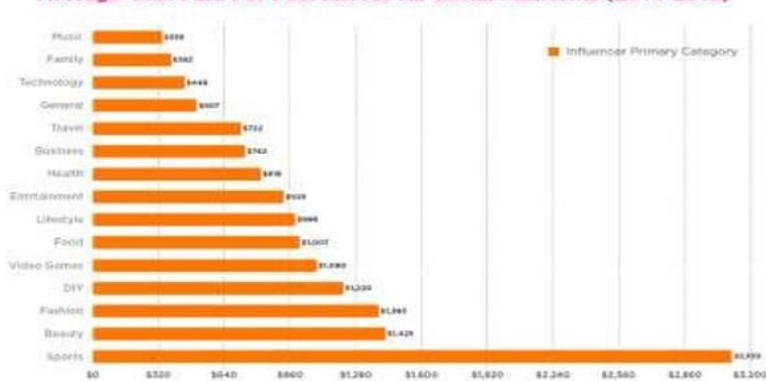
Celebrity Endorsements generally attach the fame of the celebrity to a brand/product. In this way, people who follow or idolize the celebrity will fall under the target customers. Influencer Marketing relies on word-of-mouth advertising by influencers who pertain to that particular community. Here, Influencers create a brand image in the minds of their followers. Both types have their advantages and disadvantages. Power, Wide Appeal, and Versatility are the pros of celebrity endorsements, whereas Influencers are creative and content creators on their own. Similarly, Celebrities are highly expensive and too much risk involved, whereas choosing the perfect influencer remains the challenge.

WHY MICRO-INFLUENCERS ARE SO EFFECTIVE?

Micro-Influencers are people with 1000-1,000,000 followers and are considered experts in their specific field of interests. Food bloggers, Traveler, local fashionistas, fitness gurus, etc., are some of the micro-influencers.

High Engagement rates are the main reason behind the effectiveness. Unlike Celebrities, micro-influencer can be easily approachable, and they tend to clarify the queries/comments more quickly. Affordability is the next big reason for choosing micro-influencers. The ROI from influencers is very high compared to others. Marketers can easily target their niche segment via influencers, and they are more relatable and trustworthy.

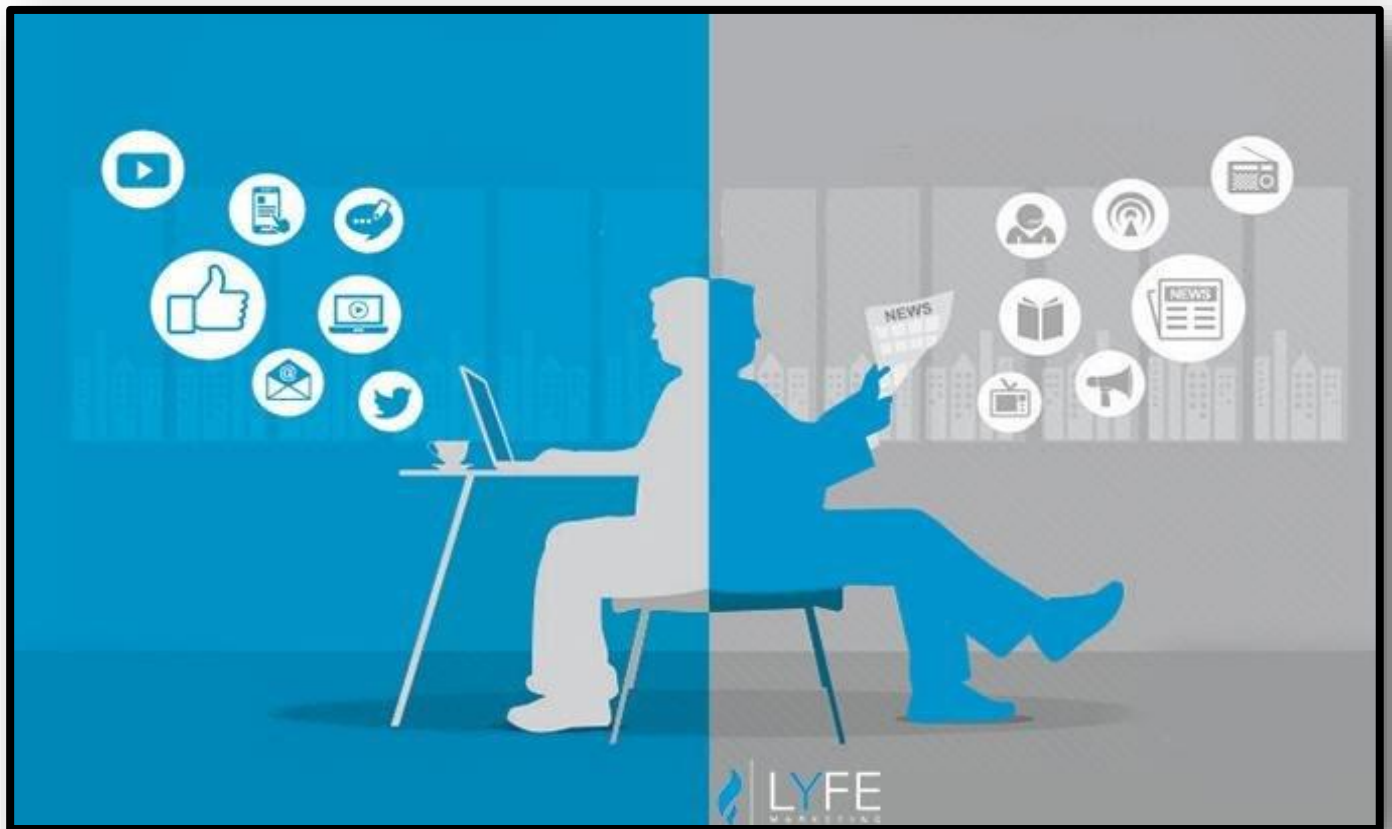
Average Cost Paid Per Post Across All Social Platforms (2014-2019)



Professional Athletes post sports related content and command a premium figure when compared to other

Source: IZEA's Insights

POWER OF TRADITIONAL MARKETING IN THE ERA OF DIGITALISATION



By,

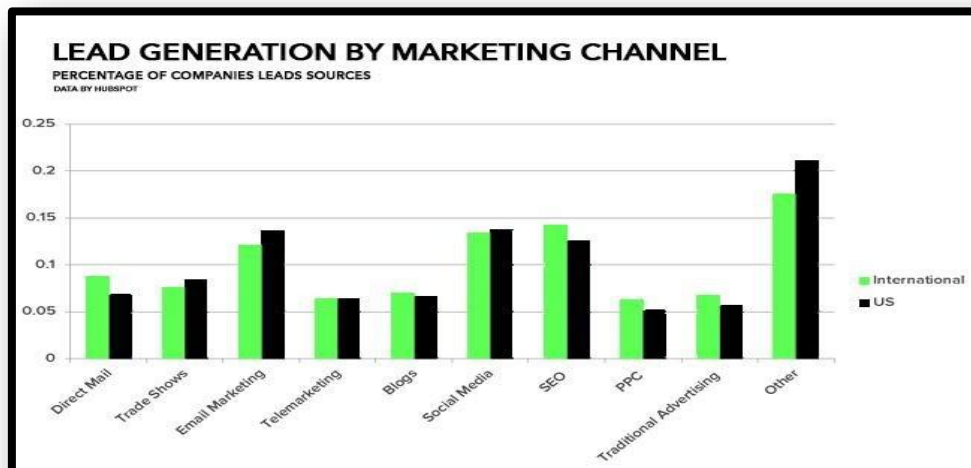
Vishakha Kate

Indian Institute of Management Ranchi

MBA (2019-21)

The customers' judgement is predominant, and thence, *"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself,"* says management consultant, Peter Drucker.

Considering this, businesses should find a way of working between traditional and digital marketing into their campaigns.

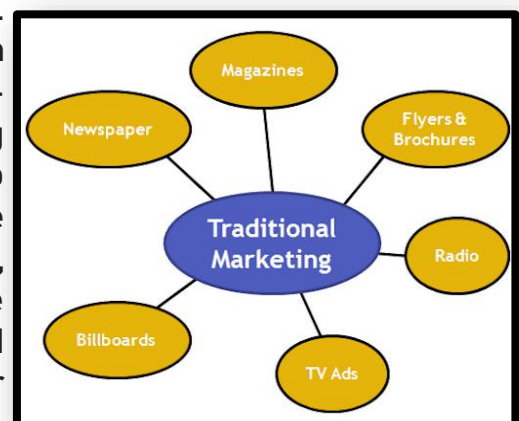


Source: <https://www.marketingexpertus.co.uk/blog/traditional-marketing-examples>

Traditional marketing

Billboards, magazines, newspapers, flyers, and posters have become deeply rooted in our heads as marketing plays. Unconsciously, we still pay attention to adverts; we still like the feel of turning over the pages in a newspaper or magazine. These forms have an adaptable reach; from local towns to nations, the audience can be addressed specifically, making the marketing approach more personal.

Cinematic marketing influences a large captive audience, which can be targeted geographically. The adverts are on a sizable screen and claim the concentration from viewers. Billboards and shopping center banners may sound more traditional, but data shows that approximately 25% of OOH (Out-Of-Home) campaigns are digital. It has been anticipated that this will increase to 40% in two years. One of the most striking 'Magic of Flying' campaign billboards placed around London, combining traditional marketing techniques with live flight tracking technology. This is an appropriate example of the two methods of marketing becoming intertwined. The customers' judgment is predominant, and thence, *"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself,"* says management consultant Peter Drucker.



The regeneration of traditional marketing

'Print is dead'...? Well, it isn't. Instead, it's a utilized resource, and there is still room for it in the marketing sphere. However, the prerequisites of print have evolved, and rather than being replaced by digital marketing. It is required to stay relevant to clients' needs and continue to commence the initiatives to build affiliation between clients and the brand. The blend of the digital and print magazine works in sync to deliver brand interaction and constructs a package of content available to offline or online users.

Difficulty in measuring ROI

Although traditional marketing has various advantages, digital marketing methods are much easier to measure. Digital platforms are advanced through algorithms, guiding specific marketing to consumers. Social media and Google advertising are easy to track with the help of analytical platforms. As opposed to traditional marketing, digital means are not localized, but it understands core customers globally. Digital marketing is more interactive and has adaptable reach.

Implementation of traditional marketing in VUCA world

Traditional ways are still pertinent in today's digitally orientated environment; it's just that they need to be upgraded to work in synchronization with the digital, to concentrate on the customer's needs. One of the world's leading marketing experts, Phil Kotler, says that *"Marketing is not the art of finding clever ways to dispose of what you make. Marketing is the art of creating genuine customer value. It is the art of helping your customers become better off."*

It is evident that it's not about 'digital marketing' anymore, but instead about how to market in a digital world effectually. While communication technologies such as social media reform the marketing landscape and communication channels keep advancing, the core concepts remain the same.

Final Thoughts

Marketing in traditional ways will always be beneficial to an organization as people will always receive mail. They will always notice banners and posters on the street or watch television with ads. These forms will continue to work effectively in the technological world. Moreover, with the advent of technology, it is always advisable to imbibe digital means, thereby creating cross-media marketing campaigns incorporating traditional and digital marketing strategies to reach the maximum number of target customers, bringing more sales. These cross-media marketing campaigns will include demographics and eventually prove invaluable for business



IS TRADITIONAL MARKETING HERETO STAY?

By,

Shruti Sinha

Indian Institute of Management Kozhikode

MBA (2019-21)

Given that each dollar counts, it is imperative that right amount of money is invested in the right marketing strategies.

The key lies in knowing one's customers and competitors well and targeting them to derive the maximum resonance possible. And this should be supplemented by a compelling offer of a USP (unique selling proposition) that cannot be refused. The message one conveys must stand out to be efficiently convincing.

Traditional marketing can be adopted by businesses of all sizes to keep the same in the eyes of the public and create more business opportunities without breaking the bank, in innovative and reliable ways.

In today's rapidly changing world, which is characterized by the widespread buzz of digital and web marketing, some of the burning questions that come to the human mind are - is traditional marketing still alive? And, which is the form of marketing that will drive more customers and tackle competitors well?

Further, we realize that with the onslaught of digitalization, TM is no longer confined to its primitive techniques but has faced massive reforms in terms of innovative ideas.

They hold a very poignant relevance, especially when combined with digital ways of marketing.

The biggest potential payoff with this type of marketing is that your potential customers now associate you and your business with the community.

Traditional marketing typically involve advertising through newspapers, magazines, telephone books, radio, and TV.

Digital spaces can often get crowded and it can become difficult to cut through the digital static-state, and create a niche for one's brand. In such times, traditional marketing comes to the rescue as once the target audience is set, it is easier to come up with innovative, customized, and personalized marketing campaigns reach to them.

Even as the digital revolution continues to grasp the world, traditional marketing is not dead. Although some ways are on a decline, some have emerged more robust and are ruling the world. These tactics have been offering a real deal in the age of digitalization and new-age marketing.

Direct mail, which once upon a time was considered as snail mail and shrugged away, is gradually moving past email marketing. It is making a real comeback and is easier to understand and has more significant influence over readers.

Moreover, brand recall is higher with faster response and purchase rates supplementing the same.

From being the most preferred methods for launching discounts and offers, flyers and brochures come in handy – especially in streets and concrete establishments. The power of these handouts lies in them being more connective and interactive. They evoke intense and emotional responses and are absorbed much easily compared to messages on screen. Similarly, print is not dying, it is merely evolving. E-penetration has only made print media more distinctive. Nothing can take away the charm of feeling the manila, for instance, of the paper on our fingertips and turning the pages while fleeting through articles and ads that catch our attention.

This is when the phrase, the pen is mightier than the sword comes into play. Composed by one's own hands, the letters and thus, the message turns out to be more personal and individualized.

The essentials are gathered, garnered, and included better.

Nowadays, the one who is able to generate the buzz takes it all! Traditional marketing now encompasses event marketing with a twist. It has now inculcated networking as key ingredient and attracts top talents from diverse and varied fields to market the same.

Moreover, the power of a compelling and persuasive piece of words should be ignored at one's danger only.

Personal selling and sales force can be viewed as two essential catalysts of the marketing and customer satisfaction process. These are two forms of the art of marketing that require training and experience and culminate a prospective buyer's journey into a hard-core sale. It further acts as a fulcrum that rests the interactive satisfaction that a customer derives from being associated with a brand and buying its product or services.

Ranging from baby boomers to upcoming Gen-Z, traditional marketing has been and will cover a lot of ground. It has been around for ages and is deep rooted in our daily lives. They harness the power of human interaction and this is an offer that is difficult to refuse in a society dominated by homo-sapiens where robots are yet to make their mark. They evoke sensations and lasting memories that are still deeply valued by the societies we live in.

Thus, we can say –

Traditional marketing is here to stay.



AD ANALYSIS & REWIND

Burger King's Moldy Whooper Campaign

Yuck beats Yummy!!

Quick service restaurant company Burger King has done it again. The brand is known for no limits, provocative tone of voice, and tongue-in-cheek humor. This time served a mouldy Whopper to its consumers, highlighting the fast-food chain's new move of removing artificial preservatives from its signature burger. This advertisement reflects reality- the gross fact that all of us want to avoid. Moreover, Burger King has effectively repositioned every other burger player in the market through this campaign.

The message of this 45 seconds time-lapse ad is #NoArtificial -Preservatives. This ad depicts the burger's rot over 34 days as the burger does not have any preservatives. Burger King went against the very fabric of food category ads, which primarily focuses on beautifying products – to show a mouldy, fungi infected burger. At Burger King, they believe that real food tastes better- Fernando Machado, Restaurant Brands International's chief marketing officer, said in the press release. He also mentioned that's why they were working hard to remove preservatives, colors, and flavors from artificial sources from the food they serve in all countries worldwide. The company also announced that more than 90% of food ingredients at Burger King restaurants are free from colors, flavors, and preservatives from artificial sources. MSG and high-fructose corn syrup have also been removed from all food items, the company said.



The link to watch the advertisement on YouTube: https://youtu.be/oSDC4C3_16Y

People are obsessed with this campaign. It's bold, eye-catching, and unexpected. And it meets its objective. The advertisement got 23 lakhs+ views on YouTube from its launches on 19th February 2020.

1st Super Bowl commercial by Facebook

For the first time, Facebook did a commercial during the Super Bowl. The 60-second ad aired during the fourth quarter, and the primary purpose of this advertisement was to promote Facebook Groups.

The advertisement is called “Ready to Rock?” it featured celebrity appearances from actor Sylvester Stallone and comedian Chris Rock. It highlighted several “rock” themed Facebook Groups, including Table Rock Lake, Moab Rock Climbers, Rock Buggies, and Rocky Balboa Going the Distance, etc. The motto of this ad was to promote groups on Facebook with similar interests.

The ad says-

“Whatever you, Rock, there is a Facebook group for you.”



Tanishq's 'Ekatvam'- The beauty of oneness

The new famous advertisement by Tanishq under the 'Ekatvam' series is all about the celebration of interfaith ties through the depiction of godbharai (baby shower) celebrations showing a Hindu daughter-in-law in a Muslim household. Tanishq, in its advertising, contextualized an inter-faith marriage and showed how a caring mother-in-law respected her daughter-in-law's faith. The idea behind this 'Ekatvam' campaign is to celebrate the coming together of different people from various walks of life, local communities & families during this difficult time and celebrate the beauty of oneness. The aesthetics of the ad depicts the class background of the Muslim family. The gift of thick gold jewelry seals that understanding.

But unfortunately, this film has stimulated divergent and severe reactions, contrary to its very objective. The advertisement received vociferous criticism from Hindutva supporters on social media. Due to this, the company had to withdraw the ad.



But if we go based on data, the brand's latest controversy work in its favor. As per a report from Google Trends, post-withdrawal of the ad, Tanishq's search volume was almost twice as high in the pre-withdrawal period.

Pulse's #PulsePePulse Challenge

Pass Pass Pulse, an Indian candy brand challenged their social media audience to engage in an activity where they have to stack three Pulse candies on top of each other under 15-seconds with just one hand. The campaign named “#PulsePePulse” was launched in January 2020.

The purpose of this advertisement was to engage the audience and to increase social media mentions. Famous Indian Youtuber Ashish Chanchlani promoted the ad.

As a result of this particular Campaign, the candy brand won over 1300+ entries across platforms with a reach of over 14 million reaches and 26 million impressions in just one month from the launching of the Campaign.



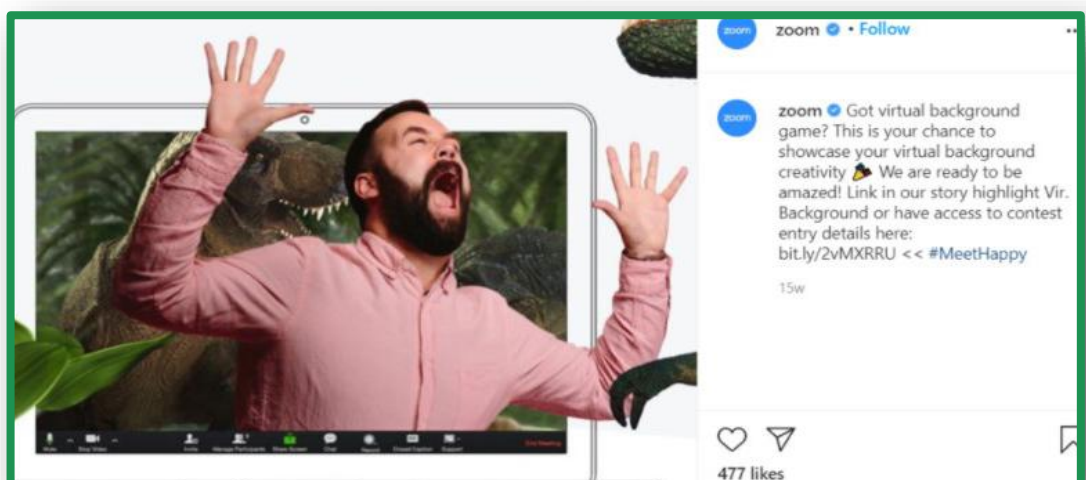
Zoom's Competition – Virtual Background

The Company that got a huge new customer base due to the COVID-19 pandemic is Zoom. As all the office meetings were shifting online in March, the video conferencing tool Zoom inaugurated a monthly virtual background contest where remote workers can share their pictures or videos using the tool's virtual background feature. This will be a regular competition, and each month three entries will be awarded exclusive prizes.

The main objective of the Company was to increase brand awareness and get more of its TG to try the app during the pandemic.

This competition achieved the Company's goals.

As a result, over 50,000 people signed up for the free trial to enter the competition.



IKEA Russia's Holiday Ad Encourages Mindfulness Around Food Waste

The holiday season is a time of year associated with overspending, a lot of purchase & a lot of waste out of it. And IKEA Russia wants to remind people of the importance of minimizing food waste with this particular ad. The ad spot dives into a scenario where excess food is carelessly wasted instead of adequately stored in containers. We are living in a world where a lot of people die due to starvation.



The one-minute ad starts with a boy playing in the snow who encounters food falling from the sky. After taking off at a run, he arrives home to see food being scraped from a plate to the garbage, an action that's mirrored by the pieces of food falling from the sky. With the ad, IKEA promotes its affordable plastic containers by asking, "what if nature returns everything that we throw away during the holidays?"

"Wanna Talk About It?" – Netflix

COVID-19 pandemic and lockdown have brought about a sense of fear and anxiety around the globe. This phenomenon has led to short-term and long-term psychosocial and mental health implications for children and adolescents. The quality and magnitude of minors' impact are determined by many vulnerability factors like developmental age, educational status, pre-existing mental health condition, being economically underprivileged, or being quarantined due to infection or fear of infection.



Owing to the pandemic, Netflix decided to use social media to connect with their audience in a more meaningful way. With this campaign, they launched a series of Instagram live sessions where people could directly ask questions and share their thoughts with mental health experts.

Their motto was to engage their customer & to increase the brand image, which they did quite successfully. As a result, Netflix saw a higher engagement on its Instagram live with over 100,000 people joining the live-sessions.

DISPLAY ADVERTISING

Advertisements are made to drive the attention of consumers towards our product. They highlight the value we offer to our customer and the impact that would create in their life. Colgate also uses the same strategy. Their ad has a dentist presence where he talks to patients about dental issues. But a few years back, to promote its brand, they left a question in their ad. Now take some time and run through these pictures.



Now that you have gone through photos, in the first picture, you might not have noticed an extra finger in the lady's hand, and in the second picture, you might not have noticed that boy's right ear is missing. In the third picture, an extra arm is resting on the guy's shoulder. Why was this done? Were they able to convey their message? Yes, they were. Most of the respondents in the survey noticed the floss on guys' teeth rather than those errors. The ad was successfully able to convey that food left on your teeth draws more attention than any other defect. For your information, this campaign was started after Colgate came to know about the photoshop disaster that was made. But designing a marketing campaign based on the error that has already been committed is what keeps Colgate above.

By including these four points, companies tend to make an impression on customers' choices.

OBJECTIVE: To create a story that is delivering a message to customers about how you are solving their problem. It should be eye-friendly.

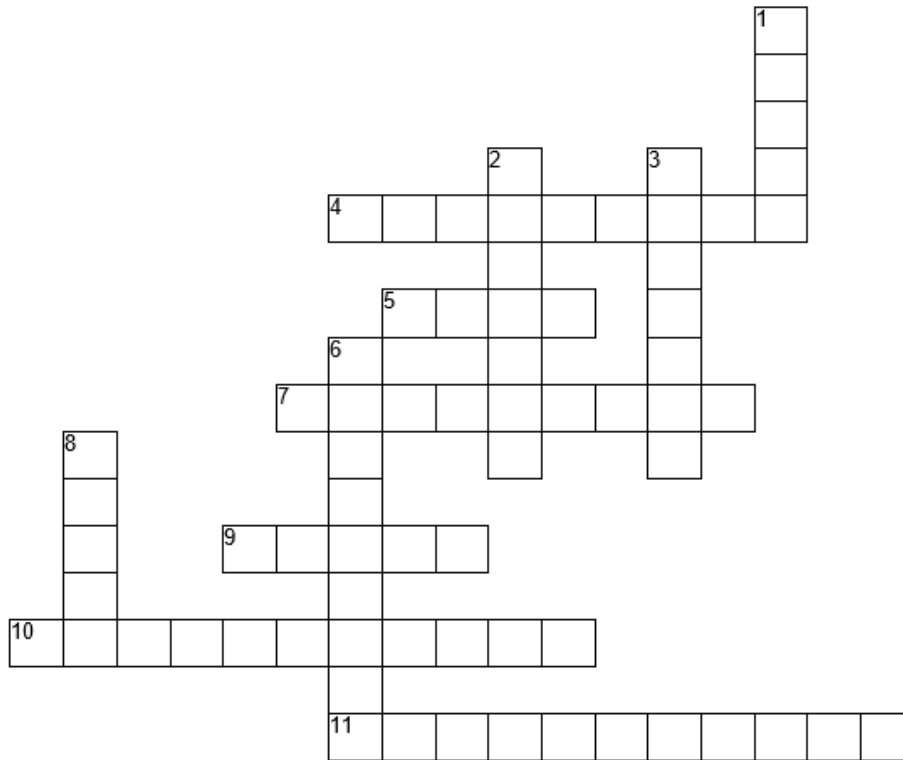
THEME: Including facts, humor, testimonials will give a boost to you. This won't just relate to customers but also help you get more information from customers on their requirements.

CHARACTER: Personification or representations in your brand should be interesting. Many brands prefer celebrities, athletes, or sometimes a common man with unique talents.

EVALUATION: This involves creativity, reach, and the ability to get into customer requirements.

Sometimes, the best marketing campaigns are those with a simple but fun message. No matter what display advertisement you launch, make sure your branding isn't lost.

CROSSWORD



Across

4. Which promotional strategy used for promoting banned products like alcohol or cigarettes in the market

5. It is a metric used in online marketing to measure the effectiveness of a marketing campaign

7. The rate at which something occurs or is repeated over a particular period of time or in a given sample

9. regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style

10. The activity or profession of producing advertisements for commercial products or services

11. A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy

Down

1. Which marketing strategy is used to influence customer's decisions indirectly through suggestion and reinforcement

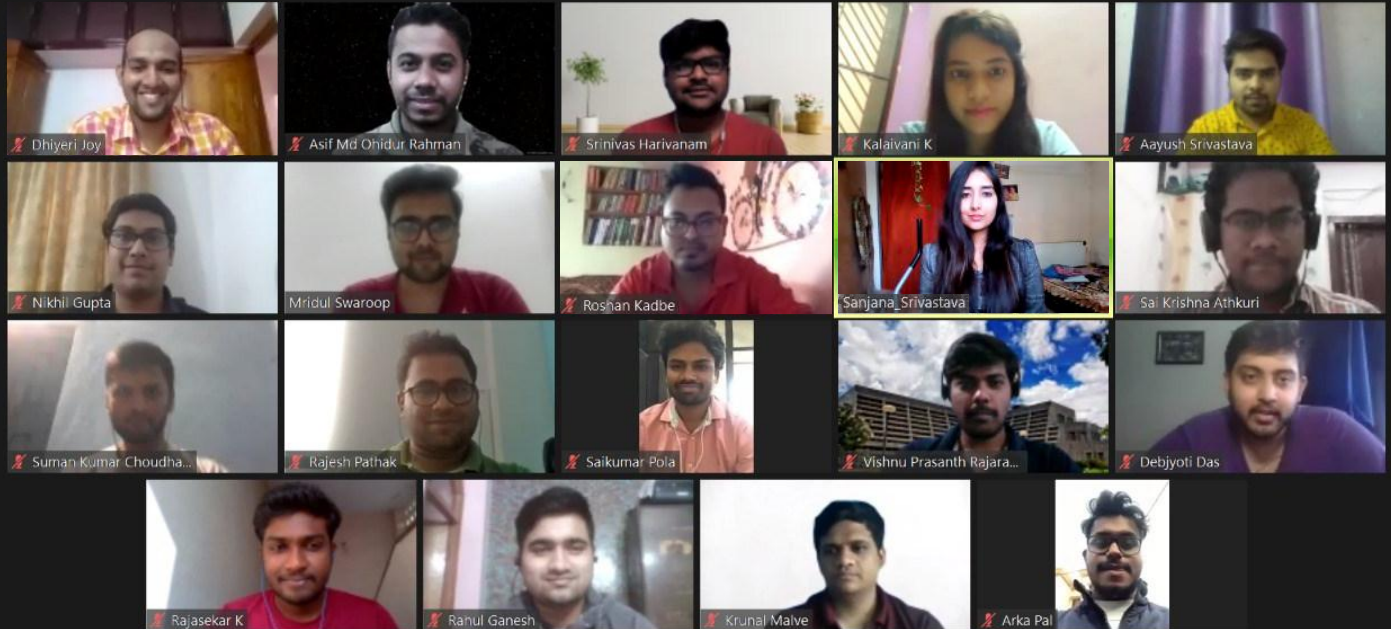
2. An amount to be paid for an insurance policy

3. This is a stack that includes a suite of applications an organization uses to manage its marketing activities.

6. Activity that supports or provides active encouragement for the furtherance of a cause, venture, or aim

8. It is an identity which distinguishes a company's product from its competitors

GALERIE DE PHOTOS



“It is more important to do what is strategically right than what is immediately profitable.”

— Philip Kotler



Contact us:

Marketing and Advertising Club

Vinod Gupta School of Management

IIT Kharagpur

Email: marketing.vgsom.iitkharagpur@gmail.com

Facebook: <https://www.facebook.com/MADClubVGSOM>