

# ALOHOMORA' 22

*MAGAZINE*

**THE MARKETING TRINITY: CREATIVITY,  
COMPETITION AND CONSUMERS**

*6th ISSUE*  
**MARCH 2022**



**THE MARKETING  
CIRCUS**

**THIS NEVERLAND OF CREATIVES IS A TRUE TESTAMENT OF  
ASPIRATION AND INNOVATION. BRACE YOURSELF FOR TMS HAS  
SURELY TAKEN THE LEAD WITH AN ASTOUNDING SHOW!**



## FROM THE PRINCIPAL'S DESK

It gives me immense pleasure to learn that The Marketing Society of Gargi College, which has been leaving a mark since 2013, is publishing its sixth annual magazine with the theme “Marketing Trinity: Competition, Creativity and Consumers”. Creativity is vital for the growth of any individual. In the context of advertising, we have seen live examples of creativity and undoubtedly it has broadened the marketing frontiers. It's overwhelming to see students take on niche issues and investigate them beyond the written word.

Marketing is an ever-changing landscape that has evolved over time and, like every other notion in the world, has had its own journey, with its ups and downs, good and bad points, but most significantly, the customer attitude is what distinguishes a brand.

During unprecedented times like these, with surroundings also having their own challenges, it is commendable that The Marketing Society has managed to introduce and release the annual magazine. This magazine is not just a read, but plays a vital role in developing and shaping hidden talents of students.

Our goal at Gargi is to generate responsible, intelligent, and self-assured women who will represent us well in the world, and it gives me pleasure to say these young women truly stand by it.

I congratulate the students and teachers who have contributed their efforts for this upcoming issue and enthusiastically look forward to reading our students' perspective on various issues undertaken.



**DR. PROMILA KUMAR**  
**PRINCIPAL**

## FROM THE TEACHER CONVENOR



**DR. SHEELA DUBEY**  
**TEACHER CONVENOR**

I am delighted to present you with this issue of the Alohomora '22 magazine, which is put together by the students of The Marketing Society of Gargi College. At present, we are in an unusual reality, not least because it occurs in the midst of a global pandemic that has affected everyone's lives. In what has been a difficult year for many, these students have turned their obstacles into possibilities, inspiring not only their peers but also their professors. Their efforts are unmatched.

The three most significant parts of marketing are examined in this issue of the magazine: creativity, competition, and consumers. It's apparent that creativity drives business success today, and brands who want to stay ahead and stand out in a competitive market need creativity to fuel their business forward. We're in a cycle of constant improvement and innovation. This fact is highlighted throughout the magazine by citing examples and perspectives from various backgrounds.

I appreciate the entire team's efforts in producing such a thought-provoking and visually pleasing magazine edition. As the Faculty Convenor, I recognise that the whole is greater than the sum of its parts, but I would be negligent if I did not acknowledge the Society's patron, Dr. Promila Kumar, for her tremendous assistance in offering guidance and counsel to the students.



# EDITORS' NOTE

What started out as a small step towards learning, has now turned into an experience of a lifetime. There comes a point when one is at a crossroad, be it fighting the pandemic or surviving online lectures.

We turned this into an opportunity to broaden our horizons and put in efforts to learn and improve by holding virtual meets and online workshops, and kept our spirits high even online.

In marketing, creativity, in hand with customers, has a distinct and significant value. Competition has been bolstered by rising revolutions and never-ending ideas. Brands are now using the sensitivity of consumers as a connection tool to forge new ties with local markets. The consumers now carefully apply the cultural lens to determine how brands shape values and that is what alters their impression. As a result, the value of culture and innovation has increased and left an indelible mark.

This year's edition is to delineate this significant change that has occurred in the community. With the aim to bridge the gap between marketing aspects and culture, with hearts full of appreciation and respect for our society's legacy, we bring to you the sixth issue of our magazine.

We hope that you can relate with us and our thoughts through our magazine, and that it proves to be engaging and visually appealing to all marketing enthusiasts.

Working on this magazine with such a talented and dedicated team has been a fantastic experience. We are extremely grateful for this chance as well as for the team's unwavering support.

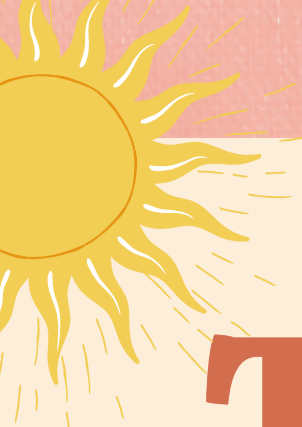
Enjoy your read!



Warm regards,  
Vasudha Dahiya  
Shruti Jain.







# THE EDITORIAL TEAM

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**KHUSHI SINGH**



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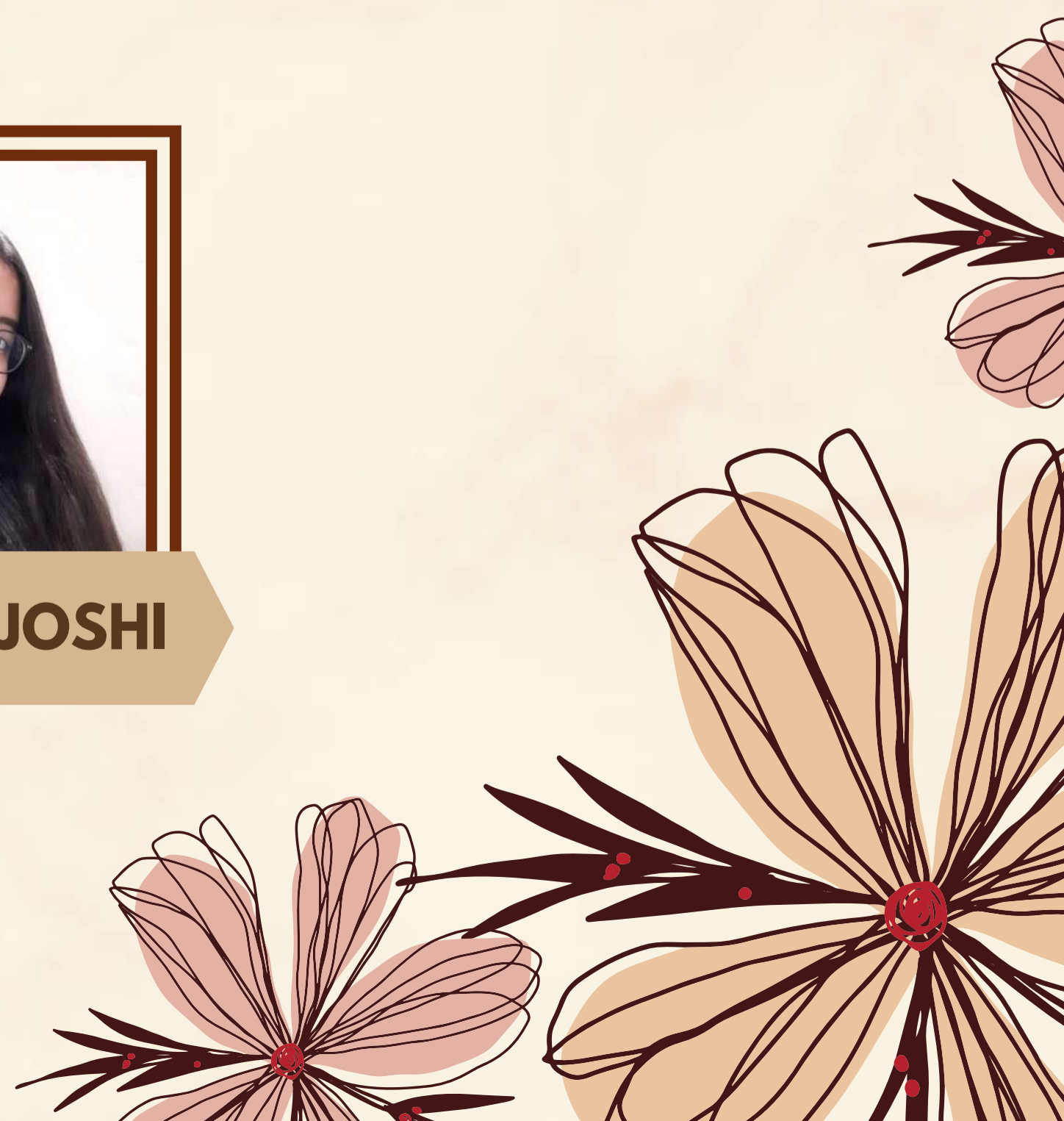
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**PALLAVI  
TANDON**



**SHUBRA JOSHI**





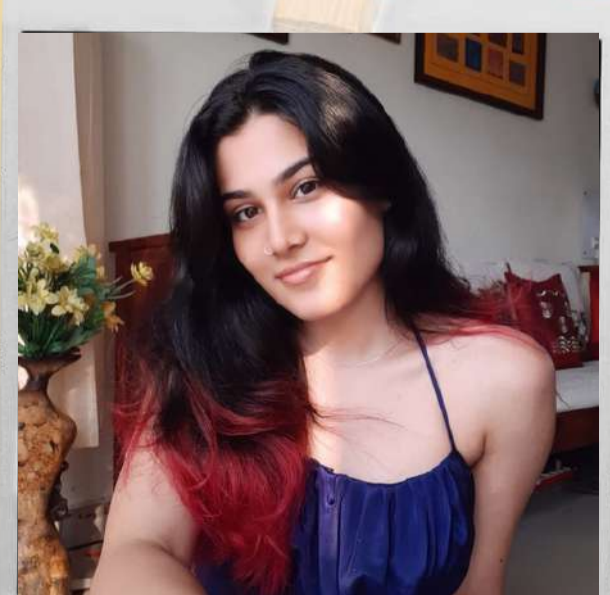
# MESSAGE FROM THE CORE TEAM

Since its inception, The Marketing Society has been an institution run by strong-willed creative women, striving to learn more. With the passage of time, TMS has grown, be its team size or its online presence. Even in these tumultuous times the team has proven to be resilient and fixated on their teaching-learning process. The team this year delved into various new aspects of marketing and ensured to liven it up with the most interesting media representations.

The past year came with its own set of challenges for each individual and the team collectively; and it has been an honour to be at the helm of it all and to have led a team who we are in awe of. We as the core, find ourselves fortunate to have witnessed a journey full of laughter, growth and moments marred with stress as well, for it is that which often brought the team together.

We are aware that we all are soon going to be stepping into the “real world”, where the competition is cut-throat and sky's the limit for creativity. So with inspiration from this thought the theme for the year emerged, “The Marketing Trinity- Creativity, Competition and Consumers”. This theme revolves around the rudimentary foundation of marketing where there’s no dearth of rivalry, innovation and buyers.

Each of which fuels the sustenance of the other. We as a team believe it to be necessary to bring forth such underlying drivers to the limelight for our members and readers. With this in mind we aim to build a base for future growth.



DIYA TIKOO  
GEN. SECRETARY



SALONI JUJAL  
CO-CONVENOR



ISHA SINHA  
CONVENOR



RHEA SHUKLA  
CO-CONVENOR



ISHITA NAYER  
TREASURER





# GROWTH OF THE MARKETING SOCIETY

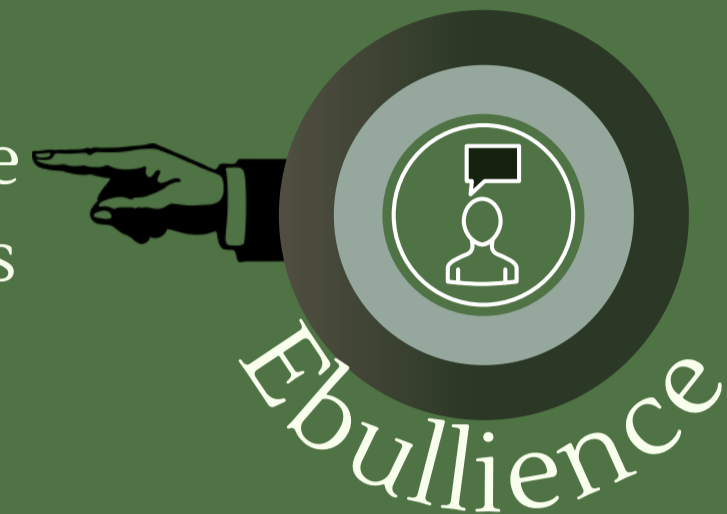
Started in 2013 by a group of passionate and enthusiastic young girls from Gargi College.



Successfully conducted our first ever annual marketing fest Alohomora- "Unlock your Potential" open to students all across Delhi NCR



Organised our first ever annual online marketing week under the name Ebullience-The Euphoria of Marketing attracting enormous participation.



Declared the 2nd best Marketing Society across Delhi University by DU Assassins through the casting of votes.

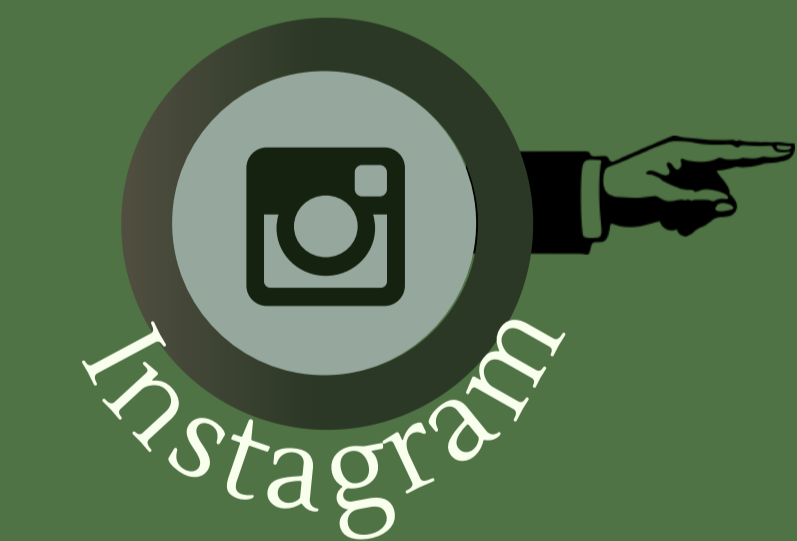


Our campaigns were recognized and reposted by the likes of successful marketing platforms such as: Mad Over Marketing(M.O.M) Marketing Moves.in, All About Marketing.in along with various brands.



“ TMS aims to provide 360-degree marketing exposure and experience while providing a forum for stakeholders to demonstrate their creative, innovative, and persuading talents. The organisation is now in its ninth fruitful year of operation, and it has only grown with the passage of time, enabling its members and audience to reach their full potential by sharing key marketing information and concepts. ”

Established our very own Instagram page with the name "tms.gargi" garnering attention and appreciation through impressions of 70,000+



Started our own Facebook page under the name "The Marketing Society, Gargi College" with active likes of 6000.



Launched our first ever annual magazine in the year 2017. The newsletter mirrors the vision and mission of the society.



Started our LinkedIn page in 2021, and have gained 223 unique impressions, with an engagement rate of 9.12%.



Our yearly events have seen eminent guest speakers such as Jayanshu Chaturvedi, Sahil Pruthi, Suhel Seth and the expert himself, Prof. Mithileshwar Jha who have graced our closing ceremonies.





## EBULLIENCE'21

The Euphoria of Marketing



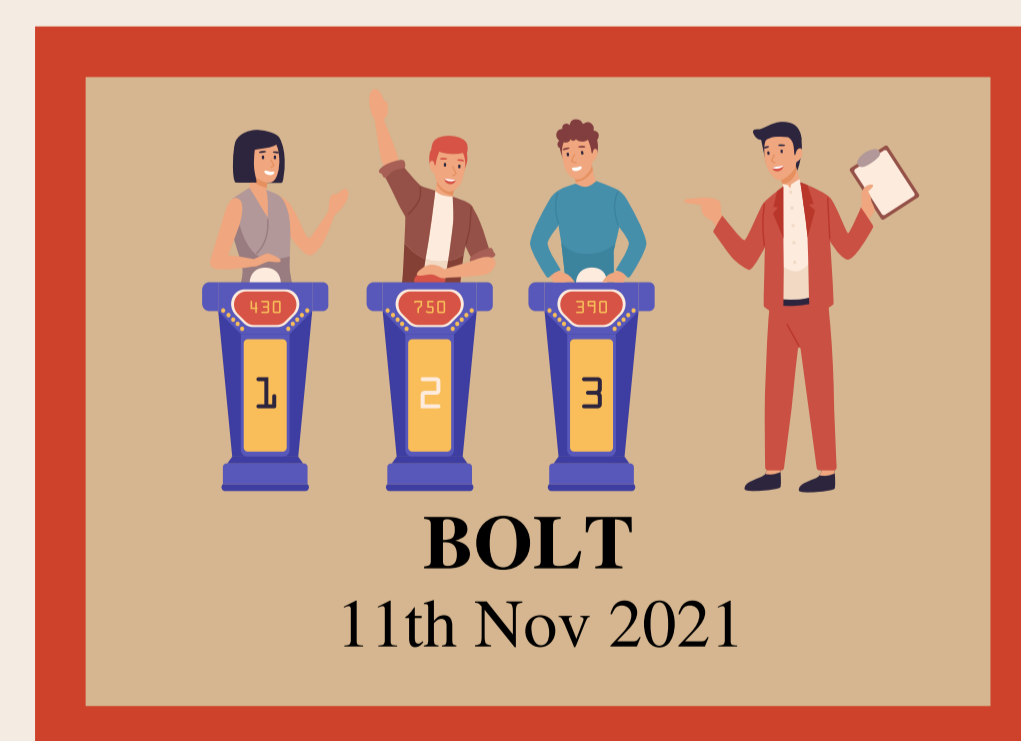
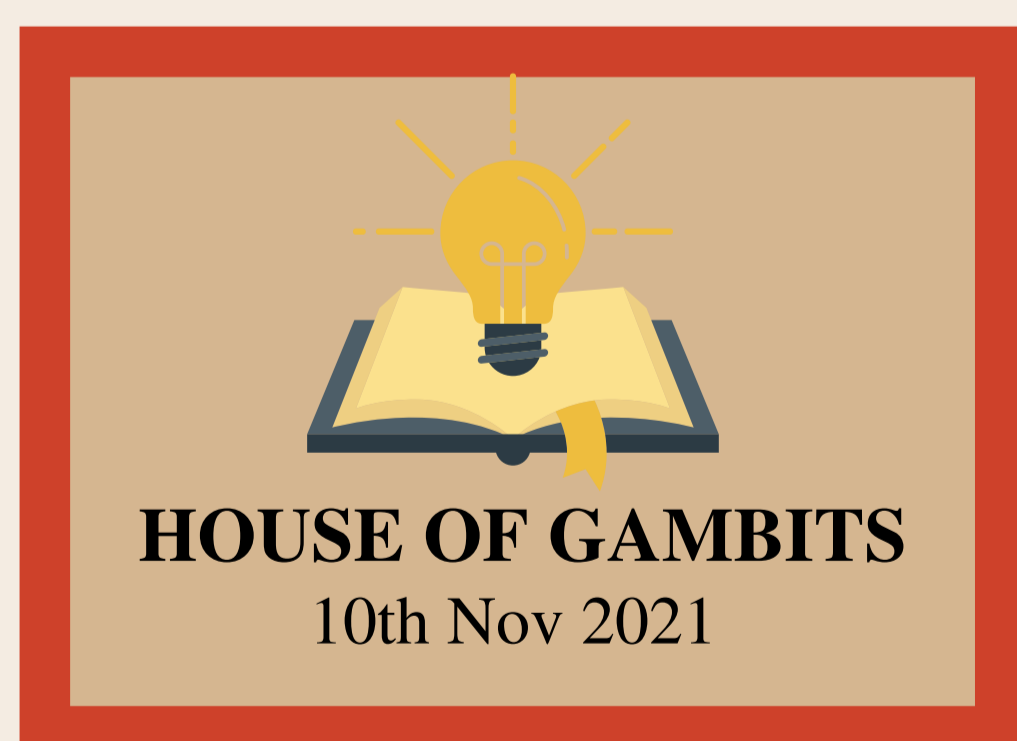
Shubra Joshi  
Event Coordinator



Sarakshi Kapoor  
Event Coordinator



Ebullience'21- The Euphoria of Marketing has been striving for four years in a row now. The annual online marketing week - Ebullience'20, organized by The Marketing Society of Gargi College, Delhi University was an online event that took place over three days. The three events of Ebullience'21 including the closing ceremony were conducted through Google Classroom and Cisco Webex. Ebullience'21 partnered with DU Today, Lumiere, Competitions Generator, Imrie, ITR MITR, Kaploths, Daisy Lady, S & M Eyewear and Noor Resins and received extremely overwhelming participation. Over 180 students registered from numerous colleges in Delhi University, IIT's and BITS Pilani and many more. These events are organised by the team with the help of our event coordinators, to provide a platform for students to showcase their talents with a competitive spirit.



This year the team planned for 2 events namely- 'House of Gambits - Kuch toh gadbad hai', 2.Bolt - A race against time and further divided teams accordingly to work on their respective events. Now as everything was rooted it was a task for teams to reach a wider audience. Relevant posts/reels were endorsed on almost all social media platforms to ensure maximum participation and reach of the event.



## EVENTS



The annual marketing week started with its first event 'House of Gambits - Kuch toh gadbad hai' on 10th November 2021, a case study event based on how marketing is cleverly used in the world of scandals and controversies. On 11th November, 2021, we had the second event 'Bolt - A race against time', a crowd puller event which revolved around the theme of quizshow. Each event allowed inter-college teams with 1-3 members only.



## CLOSING CEREMONY

In 2021, creativity and originality acted as the USPs of content creation. Content creators and Instagram marketers had seen one of the biggest leaps of online development. With most of our time spent on social media, scrolling through influencers, marketers, content creators, and other entertainers helped us survive the pandemic and moreover made us realize the essence of originality and creativity on social media. The Marketing Society successfully wrapped the event with an insightful and engrossing webinar on the topic, "Creativity: The New Competitive Advantage". The webinar covered everything from how content and influencer marketing has boomed in recent times to what goes on behind the creation of content. The guest speakers- Ms. Ankita Chawla, also known as Hustlerani on Instagram, who is a marketing executive and a content creator and Ms. Srishti Garg who is a fashion student and a full-time content creator on Instagram shared their diverse understanding on the topic, truly keeping all viewers captivated. The Webinar ended with the announcement of winners of all the events

## WINNERS

### Bolt

★ 1 Rachit Gupta, Khushi Gupta & Khyati Anand (SSCBS)

★ 2 Raunaq Puri (SVC)

### House Of Gambits

★ 1 Team SMH (LSR, SRCC)

★ 2 Janvi's Own Little Team (IPW)

The winners received prizes worth Rs. 30,000. The participants were also given participation certificates and coupons as a token of encouragement. The Principal, Dr. Promila Kumar delivered an insightful speech that inspired all viewers to work towards their goals with renewed enthusiasm. Lastly, the convener of the society delivered a vote of thanks to everyone who assisted in the productive accomplishment of the event. The event ended on a high note.





## THE ULTIMATE GOALS OF INSTAGRAM AND LINKEDIN



**Pinaaz Sidhu**  
Social Media Coordinator

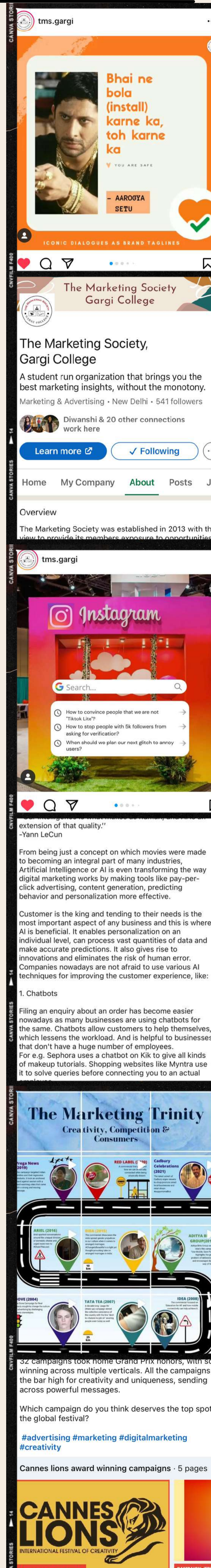


**Tanya Arora**  
Social Media Coordinator

Our mantra this year was delivering valuable content while adding a TMS twist to it. We immersed ourselves in the social media world and experimented with new social media strategies to boost our profile. With a firm focus on equipping our audience with holistic exposure in the field of marketing, we paved the way for our campaigns to get recognition from various popular marketing pages. Our two big successes this year, "iconic dialogues as brand taglines" and "creative campaigns that rely on unconventional mediums to spread brand messaging to consumers" gained a popular boost of recognition and helped us improve key metrics across the board. This year enabled us to view marketing through a much broader lens and we continue to engage with our audience with a standardised content creation process across all our networks.

Small steps can make a big difference, and TMS took the first step by joining LinkedIn this year. Our objective is to start small and grow into something big. We began posting and engaging on LinkedIn this year, since 31 May, 2021, in order to match the professionalism and ideologies with more strategic minds. LinkedIn for us is not just about making online connections, but building a community and providing worthwhile reading resources that delivers not just marketing content but also graphic representations and sometimes delivers the message through satire. We have proudly reached 542 followers and have 223 unique and organic impressions. And we stand by our bio, a student run organisation that brings you the best marketing insights without the monotony.

“In social media, the “squeaky wheel” gets the oil. You have to put yourself out there, to find people who will relate or even debate with you, depending on what you are looking for.”  
– Jessica Northey





# CULTURAL MARKETING: A DOUBLE-EDGED SWORD

BY- ISHA JAIN AND KHUSHI SINGH  
BBE, 3rd year ; B.Com(P), 2nd year

"Nobody counts the number of ads you run; they just remember the impression you make." When Mr. Bill Bernbach said these words, he exposed the entire marketing community to the variable dimension of Cultural Marketing. It elucidated how a thriving marketing campaign can be appealing to one while derogatory to another.

Cultural sensitivity has become a matter of great concern nowadays. Brands are adopting unique marketing strategies to remain distinguishable to their target audiences. They are becoming more cautious, sensitive and spontaneous about their products and services to save themselves from any kind of backlash.

Cultural marketing, when done properly, can propel a company forward. But when done wrong, it can cause lasting damage. Researchers say that 53% of people prefer to buy from a company that reflects their own personal values and beliefs. For that reason, paying attention to shifting cultures will enable the brands to make better decisions and to know the nuances in cultural paradigms which are spread across the globe.

Tanishq, the famous Indian jewellery brand, is an authentic instance for the same. In the year 2021, Tanishq came up with a campaign called "Ekatvam", which meant 'oneness', to advertise its new collection. The ad showed a pregnant Hindu woman escorted by her Muslim mother-in-law to her baby shower ceremony.

The idea behind the Ekatvam campaign was to celebrate the coming together of people from different walks of life, communities and families thereby depicting the beauty of oneness in India's cultural diversity. However, the ad campaign stimulated divergent and severe reactions contrary to its very objective. Eventually, Tanishq had to pull off its ad featuring a from all online platforms after a backlash on social media, which saw #BoycottTanishq trending on Twitter.

Therefore, the above stated precedent portrays how misunderstandings, wounded sentiments and communication errors can cause damage if the advertising firms are oblivious of the influence on cross-cultural impact. Hence, firms must recognize their customers' intent and keep an eye out for similarities between the company's culture and the wider landscape to uncover similar opportunities. They should operate accordingly while not renouncing their original essence.





The Covid-19 pandemic has shaken up things in nearly all industries, encouraging people to rethink their lifestyle choices, influencing new consumer behavior, immobilizing entire industries, and inspiring growth in others. It's strange how the pandemic has pushed self-care to the forefront and has piqued a new normal in the wellness category. The pandemic has enabled us to view wellness through a much broader lens comprising not just nutrition but physical and mental health as well.

The perceived failure of the traditional healthcare system in the face of the pandemic led us to focus on health holistically, taking a long-term approach to health and wellness. McKinsey's Future of Wellness Survey, conducted in August 2020 with consumers in six countries, shows, consumers care deeply about wellness and that their interest is growing. According to a survey carried out, 65% of people are now more likely to consider their health in day-to-day

decision-making, and up to 80% would do self-care to relieve pressure on burdened healthcare systems. The health and wellness industry, already a \$4.5 trillion business, saw tectonic transformation as consumers reconsidered what it means to be well in an age of the pandemic.

Many brands found this time of the crisis to innovate, inspire and reinvent.



With the onset of the pandemic, we saw the launch of various campaigns raising awareness regarding the pandemic. In one such campaign, Nike made its club training subscription free for a limited period offering exclusive access to training, health, and fitness content to help maintain the physical and mental morale of its customers during the crisis. To encourage families to stay at home during the peak of the

pandemic, Lego created an animated video urging kids to be superheroes.

The anxiety, fear, and hopelessness that the pandemic brought are also reflected in the

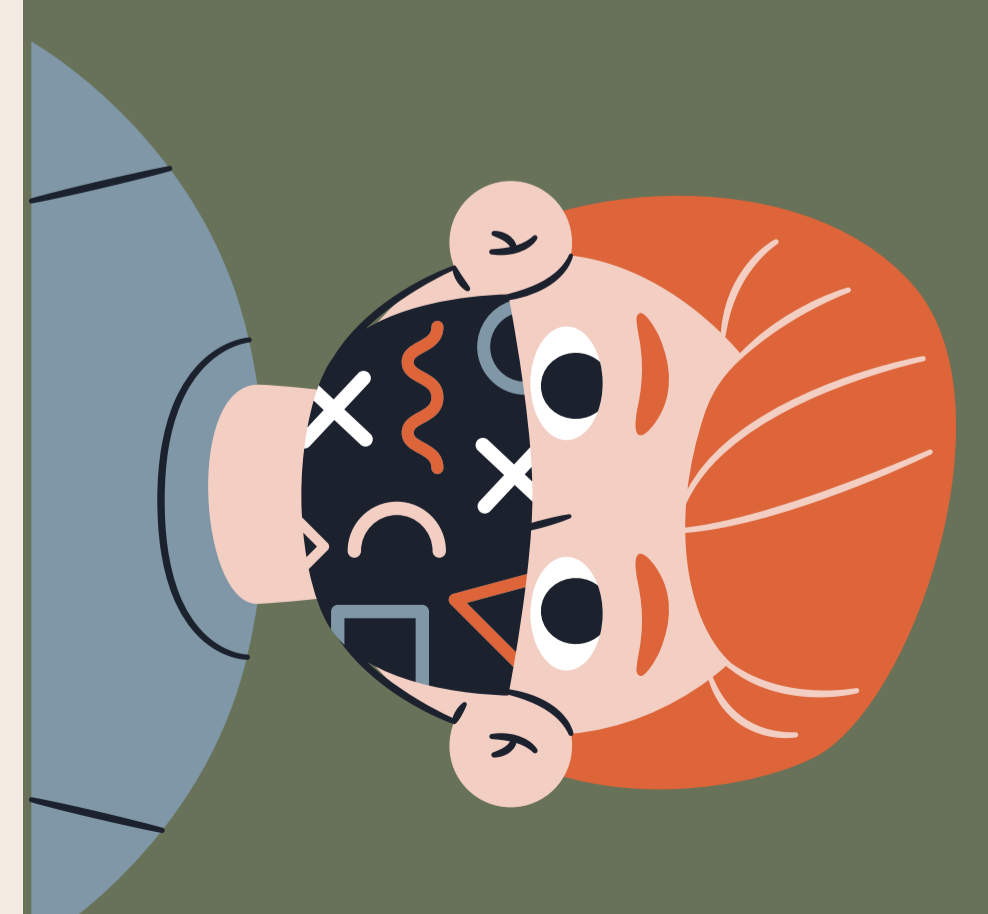
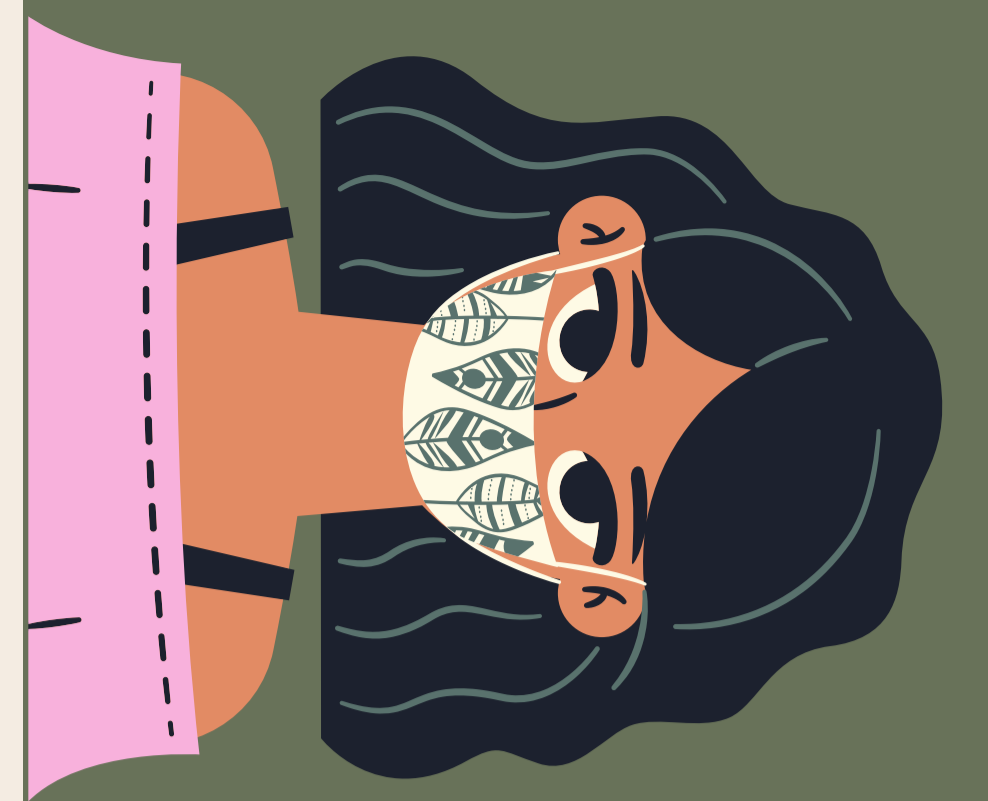
Google search results. Coronavirus and Anosmia, or 'loss of smell' became some of the most searched words on Google. Fitness trackers, oximeters, Blood pressure machines became common things in every household.

Building immunity became the new mantra. From

immunity-boosting drinks to ice cream, the manufacturers left no stones unturned to benefit from the pandemic. From the preceding

examples, it can be understood, that whenever there is a crisis, there's a paradigm shift in consumer

behaviour, and the businesses who capitalise on this shift are the ones that prosper.



# COVID-19

## BOOST TO THE WELLNESS CATEGORY

By-Tanya and Monya

BBE, 2nd year ; BA (P), 2nd year





# CREATIVITY IN MARKETING: THEN VS NOW

BY - PRAGATI & ANANYA  
B.Com(H), 3rd year; B.Com(P), 2nd year

What makes marketing creative? Is it imagination, innovation or both? To a great extent, the term “creativity in marketing” has been associated with GIFs, pictures and videos that go into ad campaigns. Marketing, much like every other field, has taken a dynamic and holistic approach. Marketers these days need to consider various aspects like data analytics, demographics, end-to-end customer experience, psychological inertia, and what not! Do these changing roles require a new way of thinking about creativity in marketing?

To equip you with the most suited answer, let's dive into what creativity in marketing looked like well before in time. What started as printed flyers gained major popularity in the late 1850s as founding tactics of advertising and marketing. However, in the 1900s, The Outdoor Advertising Association of America gave billboards a standardized structure meaning big brands could rest easy knowing the same ad would fit billboards all across America. This was superseded by the birth of the radio station in 1920. Whilst all of this was happening, one of the most iconic and our beloved Happy Meal was first introduced to the world. The concept saw brands remarket themselves to be pertinent to consumers with young families. Around the same time, Estee Lauder introduced the breast cancer logo in 1992 which had an earnest impact on society, helping to save lives by raising awareness. Back in the 1990s when being gay was considered controversial, Ikea's commercial featured a gay couple and things didn't just end there, it was a mere start of what was to come.



Our modern lives are full of noise: from billboards to TV pop-up ads and sponsored content online. If a business wants to be well-heeled, it needs to cut through the noise and stand out from its competitors. Therefore, creativity might just be the secret “mantra” you have been missing out on. In the era of mobile-first communication, how we consume and perceive information is evolving faster than ever before. We are exposed to hundreds, if not thousands of messages and content every minute, making it a catch for marketers today. However, it's worth noting the endless number of new possibilities it creates to capture and create value.

Creativity evolves from time to time and to adapt, we must adopt these new methods. That's what brings competitiveness to the market, which pushes everyone around us to bring out the latest and unique ideas to the table. Creativity is what allows you to benefit from your existing assets.

These are some of the holistic approaches being widely adopted these days. Besides this, virtual reality, metaverse, wearable tech, and artificial intelligence has been hovering around the mainstream as a lot of brands have been figuring out creative ways to use them.







# RISE OF ECO-CONSCIOUS INDIAN BRANDS

## DO BRANDS WALK THE TALK OF SUSTAINABILITY?

By- SHUBRA JOSHI  
B.Com (H), 3rd Year

The chairman of the trends forecasting company Global Change Ltd has said “the key to understanding the future is one word - SUSTAINABILITY”.

There is a famous quote in business “Sell what the customers need”, but what does the customer need? Availability? Accountability? Creativity? Yes, yes, and yes; though with a sense of eco-conscious.

Mass production and ease of availability; rather fast fashion was what brands and customers sought for a long time. What was 'in' 20 years ago has completely altered, and a powerful competitor has seized control of the market.

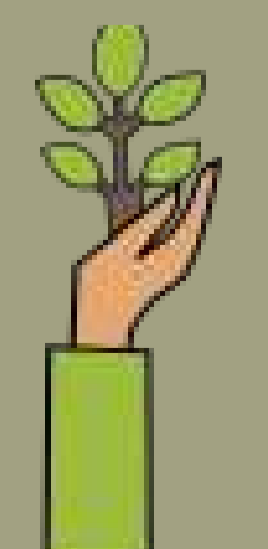
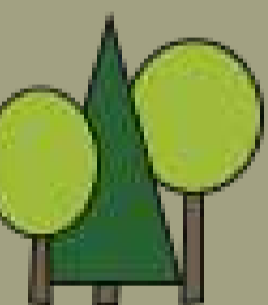
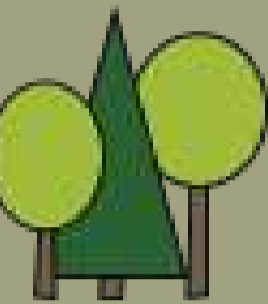
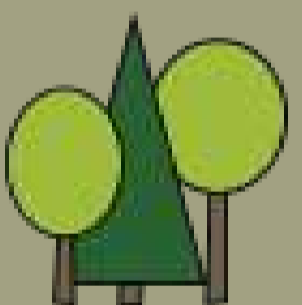
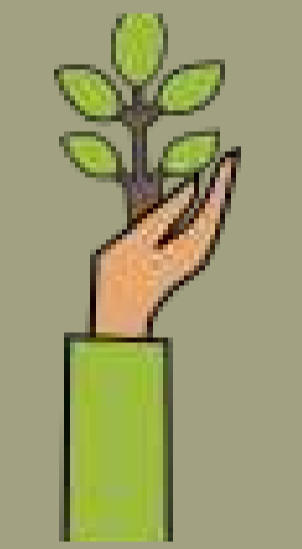
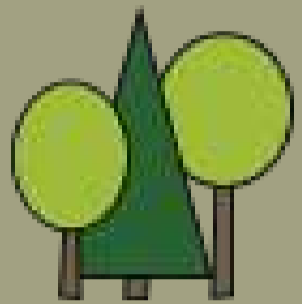
The Gipsi report suggests that "conscious shopping behaviour is now on the rise as eco-activism witnesses a 50%+ surge in conversations; 833K conversations happen around sustainable packaging". The world has accepted and demanded the changes and our Indian brands are not behind. From fashion to food, décor to beauty, the list is endless. Organic, vegan food can be found at Happy Roots and the same variety for beauty can be seen at Forest Essentials. However, many of these said claims are coming from business houses that truly functioned on fast production; which makes the customers contemplate if they are mere claims of greenwashing?

Greenwashing, as the definition suggests, “is the process of conveying a false impression or providing misleading information about how a company's products are more environmentally sound”.

As a result, customers wonder if this is all a trick to force them to buy a more expensive, 'termed' ecologically safe product. When the truth is that the aforementioned affirmation is just a marketing ploy?

Though easier said than done, many companies are playing the card of greenwashing to their benefit. But a lot of new emerging companies are not just promising but also delivering the pledged changes. By following a transparent supply chain system, both the producers and customers are well aware of the origin and ultimate destination of the products plus their components. Also by making the products reusable and durable to certain its long and worthy use and disposal, with terms of producing and targeting it for local markets settling claims of re-shoring, companies aim to deliver a much needed transparent eco-sensitive system. An example of the same is an Indian homegrown brand called 'Brown Living'.

So what can you, a customer, do to fulfil the need for eco-sensitivity? The answer is simple- GO LOCAL: Indulge in shopping less but shopping quality, demand for a sustainable alternative, and when given the opportunity and ability to support such an initiative, do it. As Mahatma Gandhi said, “Be the change you want to see in the world”.







# MARKETING IN THE AGE

BY -  
PINA AZ AND  
DIWANSHI  
B.COM (H), 3RD YEAR;  
2ND YEAR

With the rise of the Internet, trolls and trolling activities have shot up immensely. Trolling has even entered the marketing lexicon and poses a significant threat to marketers and brands. In today's polarized environment, it is not at all easy for brands to tell different stories or highlight an alternative narrative. The unquestionable reality is that trolling is the new occupational hazard for marketers as it has turned very simple for nearly anyone to turn into a keyboard warrior.

Dabur, one of the best Ayurvedic and natural health care companies in India got brutally trolled for promoting a campaign featuring a same-sex couple celebrating Karwa Chauth. The core theme of the campaign was to strive for diversity, inclusion, and equality but the troll army found a different angle to this. This campaign by Dabur was considered highly offensive by netizens for offending Hindu sentiments as it depicted a same-sex couple celebrating the Hindu festival. As a result, Dabur had to take down the Karwa Chauth campaign to protect its brand image.

While advertisements and campaigns have always been a soft target, Myntra, a major Indian fashion e-commerce company was forced to refine its logo forced as it was claimed that the brand's logo was offensive towards women. The simple logo was labelled as derogatory and denigrating towards women by social media trolls. In a cultural climate where one misstep from a brand or company can ignite a social media firestorm that can quickly sour public opinion about that entity, Myntra probably did not want the issue to escalate and hence, changed its logo across its website, app, and packaging material.

In the light of the above facts, it can be inferred that the best way to work in this resistance is to retain humility and authenticity in your campaigns. The time where brands could just put out hollow or hypocritical sentiments has gone. With growing globalization and multinational brands entering an uncharted region, it's crucial for them to first understand the culture of the country and make it a policy to implement cultural sensitivity and gender neutralization in their campaigns. Consequently, companies must stick to their core values, communicate with care and should always display a willingness to re-evaluate.



## STEPS TO SURVIVE

- ⚠ Stay open to ideas and be conscious about the surroundings.
- ⚠ Validate, understand and process current scenarios.
- ⚠ Apologize without caveats and acknowledge the ongoing issues
- ⚠ Do not leave things on an off note. Empathize and take actions to redeem wrongs.
- ⚠ Be vigilant about the content.
- ⚠ Implement cultural sensitivity to procure and prosper in the market.

OF RESISTANCE AND TROLLS





# Incomplete Guide to Marketing

By- **Pallavi Tandon and Khushi Jain**

BBE, 3RD YEAR ; B.COM(P), 2ND YEAR



Are you disappointed with your social media marketing strategy?

Is low-engagement your recurring nightmare?

Are you looking for ways to improve struggling with social media presence?

If that's the case, we are here to help tackle the issue!

Here are some questions and answers full of tips and tricks to improve your social media marketing strategy!

**Q** How to come up with a strategy for your social media page?



**A** In the modern world, it is important to approach your target customers through a good social media strategy. Here are 10 steps through which you can come up with your own strategy.

1. Analyse your current social media performance
2. Set up SMART future goals
3. Determine and understand your audience
4. Choose right social media channels
5. Establish a social media budget
6. Identify your success metrics
7. Start sharing your content
8. Engage with your audience
9. Promote your social media if needed
10. Constantly scrutinize, redesign and grow

**Q.** What are content pillars ?

**A** Content pillars are 3 to 5 specific topics that you use as a reference to build your content. The focus is around your offer, the value you bring, and the challenges your audience is facing. It represents topics that are of interest to your target audience.

Commonly known as content buckets, they are the lowest level of content strategy process and hence needs to be analysed thoroughly.

**Q.** How to Reach Your Target Audience on Social Media?

**A** Make sure to optimize your social media profiles and ensure your social media biographies include relevant keywords.

Pay attention to -

- Engagement
- Reach
- Click-throughs
- Hashtag engagement
- Organic vs. paid likes





**Q.** Which mistakes destroy your Instagram growth?

**A.**

- Spamming: Spamming people in DMs asking to like/comment. After you post, you share it with people indirectly forcing to engage. This strategy isn't sustainable and doesn't work for long-term engagement.
- Using too many hashtags You're focused on finding the perfect amount of hashtags. One day, IG tells you to use 30 hashtags. Then the next day they tell you to only use 15, and then 5-7. Focus on creating shareable content instead.
- Over trying to make your posts go viral You may be only following trends or posting things that aren't authentic (nor relevant). This strategy won't help because your content is bringing the wrong audience.
- Editing your post Editing your post after you post. This mistake will reset the current engagement that you already have on the post and will slow it down.



**Q.** Is promoting more important than engagement?

**A.** Although promoting is the conventional way brands advance towards their customers. However, businesses must use their social media as an active engagement platform. Social media content should be made in a way that drives engagement and communication. 46% of consumers said that brands that are best in class on social know how to engage with their audiences.



Some ways through which a business can increase their engagement are:

- Take active part in conversations
- Reply back to comments
- Host Q&A
- To host polls
- Take advantage of memes
- Make use of criticisms
- Appreciate your customers as well as your employees.



**Q.** Why does every marketing guru suggest “keeping up with the times”?

**A.** To grow in a competitive environment, there is a dire need to adapt to changes. A social media manager should keep on following the current trends and notice the fluctuations in metrics of his social media account to find what works for his business. It will also help him in knowing what changes are to be made. He should also constantly try to emerge with new marketing strategies and keep them in check with the help of metrics.





# VERNACULAR CONTENT CREATION

## A Promising Territory to Explore for Brands

BY- MAHAK DEVGAN  
BA(P), 3rd year

Language is the expression of our culture, emotions, values, and traditions. It is a form of identity, a recognition of a sense of community, and what better way to market your services and build trust among your consumers than to target the very core of their being? With the rapid wave of digitization and a smartphone with an internet connection in every nook and cranny, regional content generation is gaining traction by the day.

According to a Google report, 90% of internet users prefer to use their local language to browse online. Hence, marketers are now using vernacular content to resonate with their target audience. Adapting to this form of content localization is helping brands move a step closer to making their services seem more relatable and reliable, which in turn creates opportunities to get more conversions.

Internet giants like Facebook and YouTube 'understood the assignment' and have started focusing on vernacular content distribution in the form of Facebook Reels and YouTube Shorts. National brands like Asian Paints, Policy Bazaar, Amul, and Kalyan Jewellers are also taking to vernacular advertising in languages like Tamil, Marathi, Kannada, and Malayalam. Not only this, online shopping platforms like Amazon and Flipkart have also introduced regional voice search and typing features. Tech giant Google also introduced the voice search feature for 8 Indian languages in 2017 including Gujarati, Marathi, Urdu, and Kannada.

Research shows that around 70% of Indians find local language content to be more reliable than English content and 88% of Indian language users are more likely to respond to an advertisement in their day-to-day language. Brands are focusing on increasing their visibility through vernacular content, which also leads to the inclusion of semi-literate as well as illiterate sections of the community who otherwise would have remained untapped, leading to a loss of potential consumers. Thus, brands here have an opportunity to build a connection with their consumer base by using the right regional expression and nuance.

To strike the right chord with their consumers, brands need to understand the necessity to personalize and only then will they be able to pique their interest and win their affection. This relationship cannot be formed by a mere one-click translation from one language to another but with careful understanding and implementation of the same. Knowing their audience will help brands create more consumer-driven products.

Thus, in the light of the facts stated so far, it can be deduced that brands can leverage the vernacular breakup of their markets to slice, dice, and serve flavourful content, thereby unlocking new growth opportunities. It is the age of the digital revolution and the right time for brands to step out of their comfort zones and customize content for their consumers.





# UPCOMING TRENDS OF MARKETING

BY- SARA KSHI AND SARIKA

BA(P), 3rd year, BA(H), 2nd year

*Marketing is about keeping up with the trends and leveraging the latest technologies to gain an edge over your competitors. Here is a list curated for the upcoming marketing trends this year:*

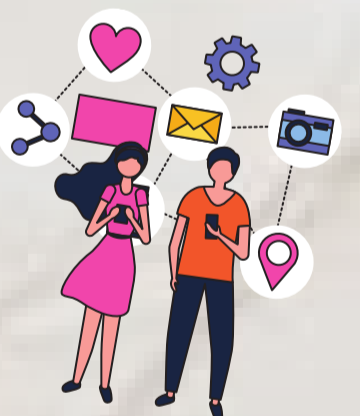
## PERMANENT SOCIAL MEDIA POSTS TAKING OVER EPHEMERAL CONTENT

Brands are now making a shift towards permanent content. We witnessed social media giants such as Twitter and LinkedIn experimenting with their fleets and stories feature, which were soon removed. Marketers believe that permanent posts bring better results to their marketing campaigns compared to 24-hour vanishing stories. Ephemeral content is now being seen as a place where brands would like to engage with their audience while on a break from their brand message. The right mix of both, permanent and ephemeral content is the ingredient to bring in desired results.



## CONTENT MARKETING

Content marketing is one of the most effective and efficient ways to answer your audience's queries and establish a loyal connection with them. In today's competitive world, being consistent and providing quality content to your customers is imperative because it impacts their decision-making process. Consistency and uniqueness with your content increases the chances of making your audience stick around longer, helps in generating new leads and also creating brand awareness. Brands like Zomato and Amul have been acing the content marketing game with their out of the box and relatable ideas.



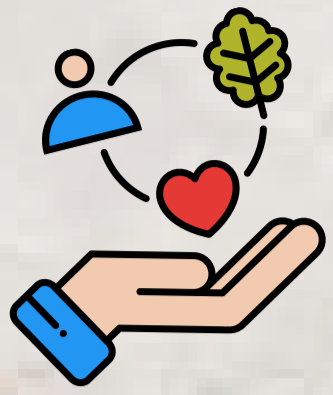
## INFLUENCER MARKETING

Over the years, influencer marketing has evolved from a trend to a common marketing practice. Brands are collaborating with influencers to work as the 'face of the company'. Influencers already have an engaged and interested audience, which provides a ready market for a brand, making it easy for them to reach out to their potential customers.

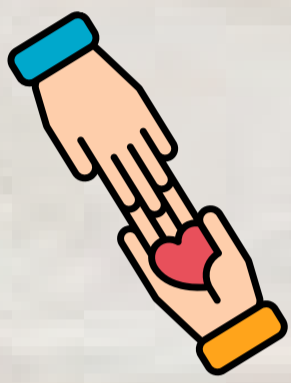




## SOCIAL RESPONSIBILITY



Though 31% of marketers say social responsibility is ineffective when it comes to campaign engagement or performance, 45% still plan to invest in it. To connect with the company values and their employees, businesses must prioritize social responsibility above everything. Brands will be able to protect their business, attract and retain good employees, make sales, and increase profits by emphasizing social causes and their initiatives for them.



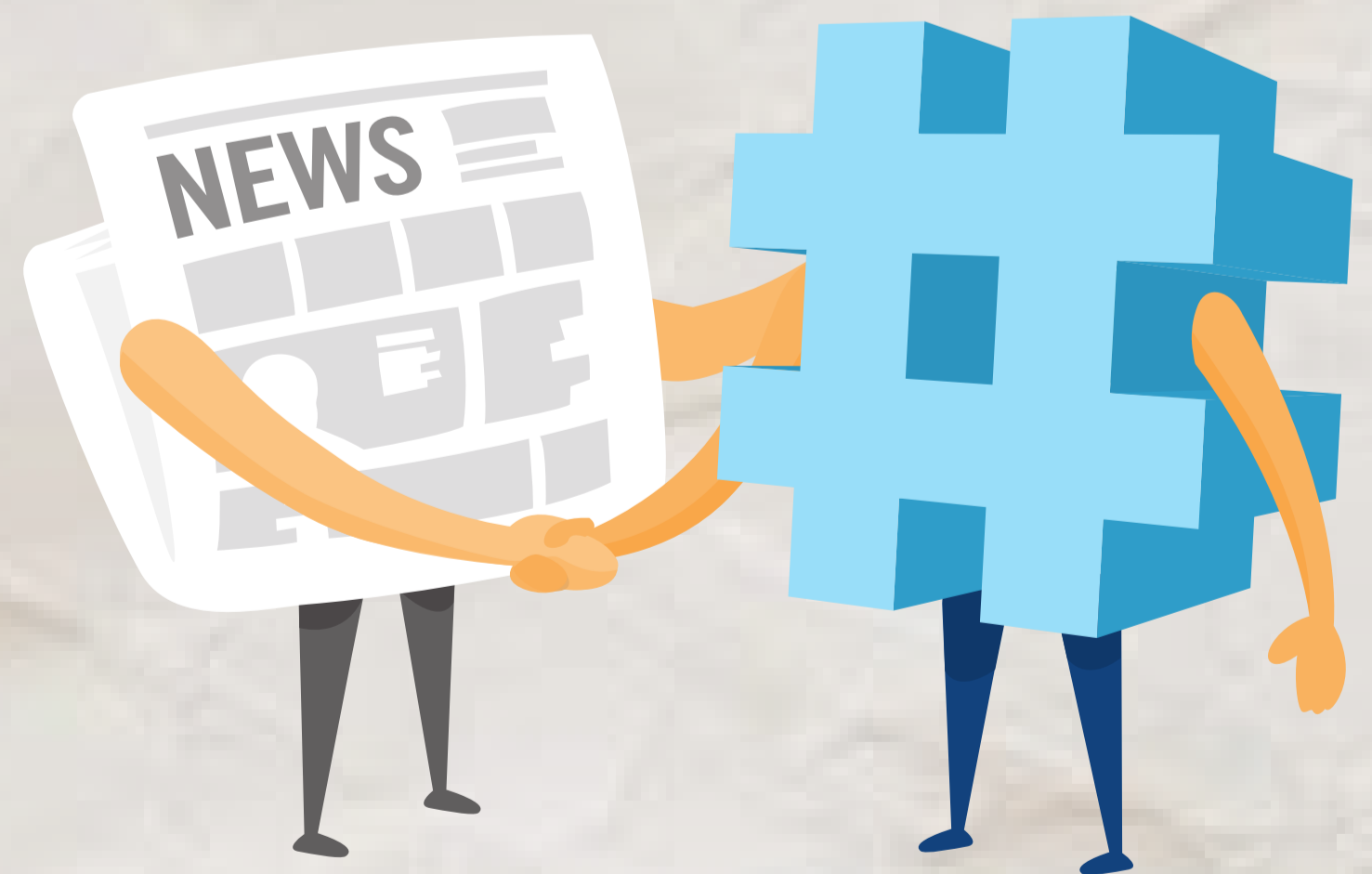
## SEARCH ENGINE OPTIMISATION (SEO)

Search engine optimization refers to the process of incorporating relevant keywords into your website (SEO). It is the foundation of a well-rounded marketing ecosystem which aims to understand what customers want and implement it across campaigns (paid and organic), websites, social media properties, and more. Consider this: when you search for "chicken tandoori", you may see certain links and videos at the top of the results. This is what SEO is all about; people optimize their content based on your preferences, and as a result, their content appears at the top.



## BITE-SIZED CONTENT

The average human attention span is now shorter than a goldfish's. We look for precise and easy to digest information. Short video creation platforms like TikTok, Instagram Reels, and YouTube Shorts have been the rave compared to longer formats like IGTV Videos and similar formats. Content marketing strategists state that video marketing yields the biggest revenue for them. More than 30% of the marketers have decided to invest in short video form content as they believe it to bring higher engagement.





# STORY TELLING & ITS IMPACT ON MARKETING

-DIYA TIKOO  
AND  
ISHITA NAYER  
B.COM (H),  
3RD YEAR;  
BA (H), 2ND YEAR

In an age where consumers are surrounded by a sea of content, a calculated brand marketing strategy can help set a brand apart from its competition. How many times have you been attracted by the story a television advertisement was presenting? How many times have you bought a product because you absolutely loved its advertisement? Well, that is the strategy all brands today are using to attract consumers like us, the art of storytelling for marketing.

Brand marketing is not necessarily a new phenomenon. More than a century ago, brand marketing relied on the word of mouth of consumers or newspaper ads to promote available products and services. Later with the invention of the radio and television, companies could advertise their products and services to a larger audience in a more impactful manner.

Over the past quarter-decade, advertising has become more than just promoting and showcasing products, it's been about formulating a connection with the masses through the brand narrative and promoting it through storytelling.

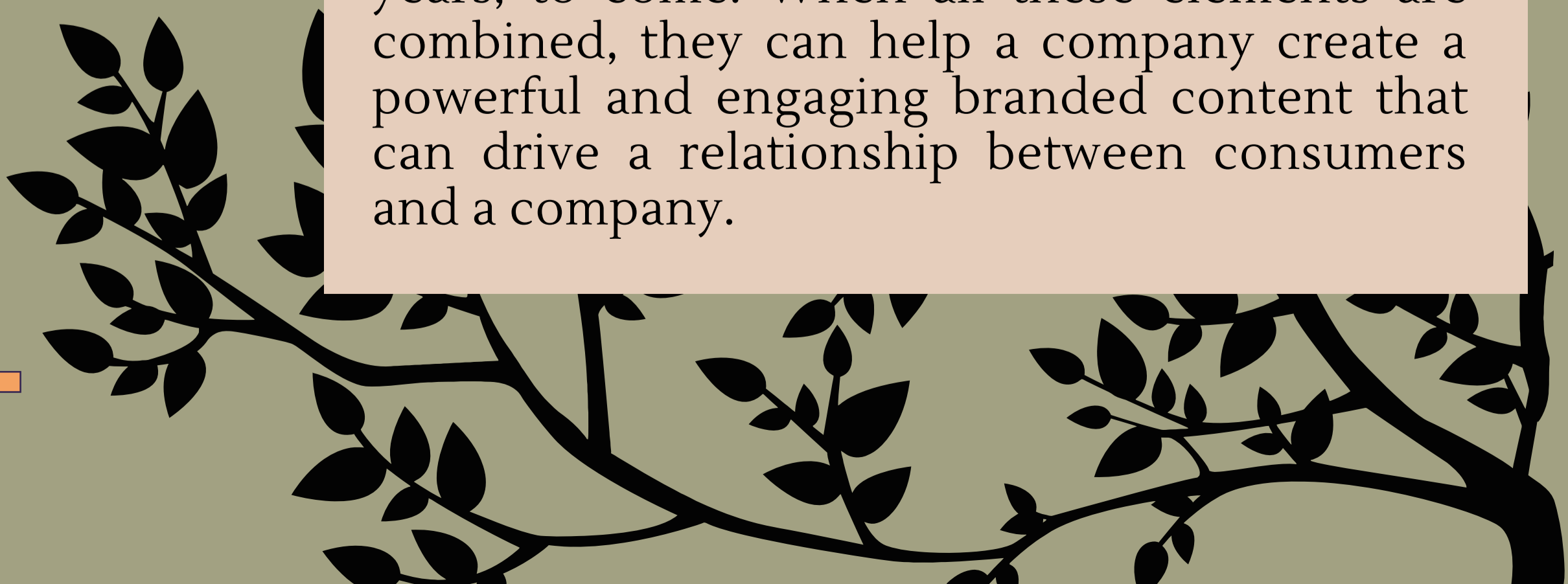
Humans have been telling stories forever and our brains have evolved to love them. This is exactly why the marketers today use storytelling to set the base of a company's marketing strategy by creating connections with consumers so they want to incorporate the brand into their everyday lives. They aim to make the consumer feel something enough to inspire them to take action. The use of storytelling has been proven to help consumers make an emotional and personal connection with the brand. Storytelling has a great impact on marketing a brand because it allows consumers to get to know a brand's personality, authenticity, and values.

If marketers can promote a company's authenticity through storytelling, it can help consumers trust that brand and develop a long-lasting relationship. The first thing every brand narrative needs is a captivating storyline. The storyline helps the consumers to learn about a brand's history, its values, and what makes it unique.

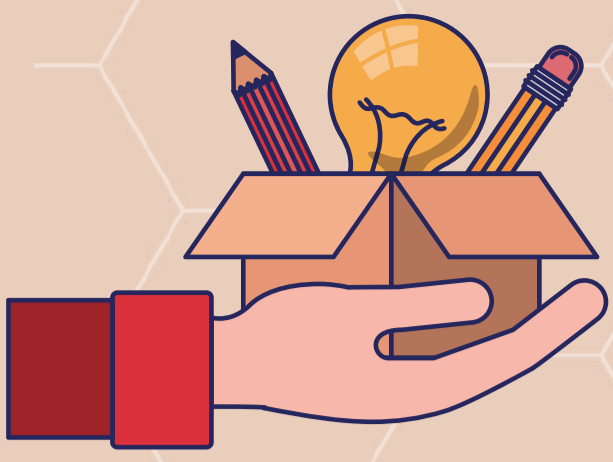
Consumers love an underdog and one such example is Under Armour, the athletic apparel and shoe company founded in 1996. The company was up against retail giants like Nike and Adidas but managed to gather a size-able consumer base. In later years, Under Armour partnered with other underdog

The second most important thing is to make an emotional connection with the consumers. Emotions such as love and care affect us in ways we can't even comprehend. They tap on our psychology and make us feel many emotions at the same time. The most successful brand narratives make an audience feel positive emotions. The ultimate goal of every story is for it to be memorable, resonating with consumers for days, if not years, to come. When all these elements are combined, they can help a company create a powerful and engaging branded content that can drive a relationship between consumers and a company.

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# CREATIVITY OR COMPETITION: WHO BRINGS THE A-GAME?



## WHAT'S BETTER?

### Creativity or Competition?

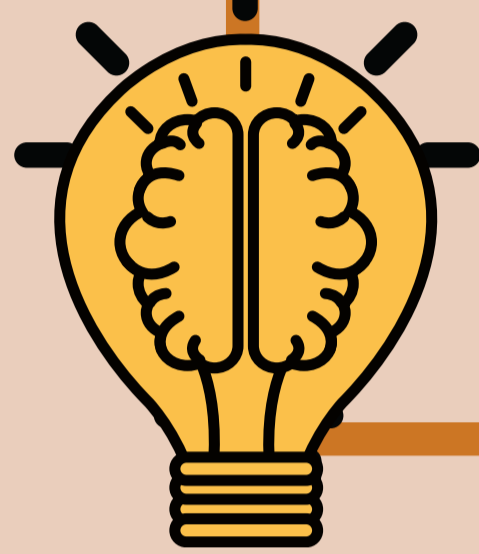


Does competition induce creativity? Or is creativity competitive? Too many alliterations! Competition is without a doubt one of the most fundamental blocks of modern society. Democracy, as practiced today, is pure competition. Thus, it is completely reasonable, that a society built on these foundations, is primarily competitive, and this is what brings us to creativity. Creativity essentially implies looking for innovative ways to out-smart and out-maneuver your competition. It's apparent that creativity drives business success today, and brands who want to stay ahead and stand out in a competitive market need creativity to fuel their business forward.

The result? We're in a cycle. One of the best things about creativity is its tendency to feed off itself, which means it drives more innovation every step of the way and thus more competition. Creative approaches and initiatives build an atmosphere where ideas and innovation are encouraged which yet again sparks new ideas and allows imaginations to run wild. In conclusion, it is a good cycle we're in, one that leads to constant improvement and innovation.



Google follows this practice called the 20% rule. According to this guideline, every employee was required to devote 20% of their time to projects that piqued their interest, even if they were not officially assigned by the corporation. The concept behind this rule is that even if it results in 1000 failed projects if one of them succeeds, it will be enough to compensate for the 1000 failures. Some organizations stay ahead of the curve because of such creative and innovative strategies.



DID YOU KNOW?

## THE TRUTH?

### Meet the Creative skeptics

Similarly, marketing using smart devices like Google Home is set to seriously disrupt the ad world in the coming years, and Burger King was the first to jump on this bandwagon. They released a simple 15 seconds ad, featuring a Burger King employee who explains that time constraints don't allow him to fully detail what makes the Whopper so great. But as the commercial ends, he says "Okay Google, what is the Whopper burger?" This statement triggered the Google Assistant that heard the ad to read the Wikipedia entry for the whopper. This effort grabbed media headlines almost as quickly as it took over the devices!

However, an important point to be noted is that upping a competitor often goes to an extreme that's beyond the audience's sensibilities. At times, the marketing teams can get so enamored with being wildly creative or different that they forget who their audience is. We've all seen ads that were very outlandish and got a lot of attention albeit negative, but in the end, were too far over the top for the audience's taste and the company ended up issuing an apology or retracting the ad. The Burger King ad suffered the same fate, with concerns about consumer privacy and third-party violations thrown in the mix, leading to a PR fiasco.

Marketing has a singular purpose – to sell something, that's how simple it is. It might be selling a product or an idea, but it does not exist to entertain, provoke a reaction or win awards. If it sells AND entertains, that's the absolute best. But first and foremost it needs to ensure that it does its primary job, which means that the audience's perspective must always remain front and centre, and not the competitor's.

BY - ISHA AND SALONI

B.COM (H), 3RD YEAR;  
BSC (H) MATHS, 3RD YEAR



# MARKTECH

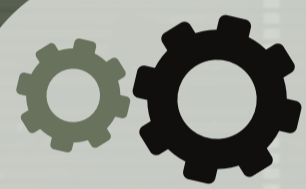
## (MARKETING TECHNOLOGY):

### NECESSITY OF DIGITAL MARKETING

By- TRIPTI BANSAL B.COM(P), 2nd year

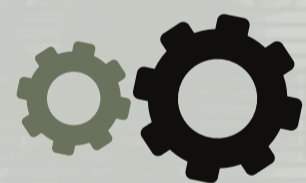
Digitalisation has been a total game-changer. From personal to professional use, the internet has become our go-to friend, and it was only so long that this digital wizard could have stayed away from the world of marketing. The digital revolution has led to the development of a range of software and tools to assist marketers in meeting their marketing goals called MarTech or marketing technology. When a marketer uses a group of different MarTech tools, it is called the Marketing Technology stack or MarTech stack.

MarTech helps marketers narrow down the long-drawn process of marketing into a more cost-efficient one. It helps simplify and optimise their efforts. Thanks to MarTech, marketers now have an ocean of data at their fingertips and a high depth of knowledge of the market and their target audience. Though the digital boundaries are always expanding, a few MarTech tools are common in almost every organisation. Let's dig into some of these assets:



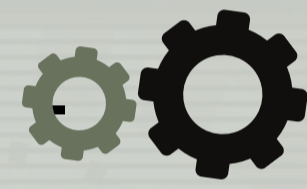
#### Analytics Tools

Marketing campaigns take a lot of planning and implementation and so it would be best if marketers can get quantifiable data for the effectiveness of their campaigns, and here comes the blessing in disguise, Analytics Tools. The most reliable analytics tool in today's age is Google Analytics which is almost used by more than 30 million companies. Isn't it crazy?



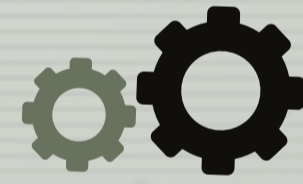
#### Control Management System

These tools help marketers to power their web presence by managing their websites and blogs. A leading software for this is WordPress. Whenever you visit any website, all of it is presented to you with the help of CMS and 1 in 4 chance, it is managed through WordPress.



#### Marketing Automation

These tools help marketers build a personal connection with their customers and streamline processes based on their behaviour like customer segmentation and campaign marketing. Some popular marketing automation tools, HubSpot and Marketo are now household names.



#### Social Media Management

Social Media is the key platform for digital marketing. From doing moment marketing to acing the Instagram reels game, companies are doing everything to increase their brand's presence on social media. But it is not easy to handle social media platforms and engage constantly with customers through creative campaigns, and so the need for social media management. Software like Sprout Social help marketers easily manage their different social media platforms, create meaningful data and engage with customers more interactively from one place.

A company can create its own MarTech stack by using a combination of the above-said tools and other softwares. The need for this software boomed during the pandemic when life went digital. One could argue that human interaction is important in marketing and that brands are not completely reliant on technology because OOH marketing (out of home marketing), direct mail marketing, marketing through sales staff, and all other traditional marketing methods are still used by well-known brands such as Google, Coca-Cola, Burger King, and many others.

However, as the market has grown, the inclusion of technology has also increased, particularly during the pandemic, fueling the use of MarTech. Thus, it won't be incorrect to say that the world of digital marketing stands on the pillars of MarTech and that it is here to stay.



# THE GREAT INDIAN MARKETING CIRCUS

BY - RHEA SHUKLA  
B.COM (H), 3RD YEAR

In the marketing world life is like a circus, where the show must always go on. In perpetuity and perseverance we also find chaos and anarchy. After all, isn't that the world order anyway? The circus vis-a-vis a clown might partake and even revel in comedy of errors but the agency realm doesn't entertain the same.

There have been many campaigns that will go down in history as a red-lettered, such as "Daag Ache Hai" campaign by Surf Excel, the Zoozoos of Vodafone and Maggi's "Meri Maggi" ad, these are surely one for the books.

A circus might be a seemingly odd and obsolete analogy to draw from but to just picture the feel of a carnival brings forth the feelings of fun, commotion and a place brimming with people and activity. Similarly, marketing is also about catching people's eye endlessly and assuredly, via the same elements. While we, the consumers, are here intaking copious amounts of information and advertisements, what does a brand have to do to stand out? It also highlights the need for innovation and breaking out the trail-blazing blue-ocean strategies to hit the market when necessary, as did cirque du soleil.

Even though this domain is surely a lot of fun and games, it suffers from its fair share of occupational hazards such as misconception, difference in intent and impact, lack of budgeting and improper targeting. One such issue is highlighted in the case of the TATA Nano that was marketed as a perfect family car that is "cheap". But the word "cheap" prevented it from flourishing. And I can say with absolute certainty that Ratan Tata would have liked to let go of it by saying, "not my circus not my monkey".

This profession is like a traveling town circus, the whole jingbang- the social media managers, market analysts, researchers, creators etc all are required to see a single campaign through! This field is fast paced, with a single driving ideology- It's showtime, anytime! With this remember that there is method in this madness and even when the curtains have fallen, this Neverland of misfits striving for creativity and innovation will continue performance.

Both of which can be construed as a cultural phenomenon having a cause and effect relationship .

This allows for complete redesigning and constant challenging of conventions with the raw ingredients of creativity and innovation are bared to the audiences.

Marketing, advertising and communications is a circus – a Neverland for misfits who get bored easily and love to torture themselves constantly with something challenging, seemingly random and shockingly new – basically, the raw ingredients of creativity and innovation.

In the agency world, every meeting is a Broadway show, every character has a part to play and the circus performance is always-on (long even after the curtains have fallen).







# BREAKING THE CONVENTIONAL BARRIERS

## AD REVIEW

When racial statements are uttered or something profoundly sexist is declared, we see people reacting negatively. We think that ALL GENDERS SHOULD BE GIVEN EQUAL IMPORTANCE, but what happens to such cultural benchmarks when it comes to the terms and conditions of marriage? So, where does that leave impartiality? Even though we live in the twenty-first century, people cannot comprehend the concessions and criticisms that a woman must endure, with emotional agony omitted. The reasons given in the Alia Bhatt Mohey Manyavar Ad are similar to this problem.

Commencing with the entry of a female, on her wedding day, her internal anxieties and sentiments are being explained. Several points of view are expressed throughout the commercial. It exquisitely depicts how women are regarded in society and the psychological circumstances they bear. The commercial touches the emotion of every woman, who in turn is the target audience. Being a bridal Collection ad, it reaches all the proper places in every female's mind. Despite the condemnation it got, because of allegedly being 'Anti Hindu', there is nothing absurd it imparts. The commercial conveys that 'KANYADAAN NAHI KANYAMAAN KARO'. The ad presents a marriage set, therefore the actual plotline is not eliminated. However, overlooking the communal meaning it puts forward, nothing certainly articulates what it is about, therefore, the crowd is not able to interact with the original product being promoted. The production is done incredibly, the camera work and the set gives the classic Indian wedding aura, the dulling of lights in the background and spotlight on the female are impactful. The concept of smart marketing (creating awareness, telling a story, creating an impact) is put forward. This article puts forward the exact critique and justifies the small big instances going on in the advertisement.

The commercial proves to be more on the social end, rather than 'actually marketing' the product, and that's where it lacks logic. The viewers become so engrossed in the drama that they lose track of the marketed product. Even if it keeps the ethnic flavor of a wedding, the netizens critique it because it portrays certain changes in beliefs and opinions, which elicits a negative response from a substantial portion of the audience. On the contrary, it serves as a wake-up call for a big segment of the population who still regard their daughters as a burden, and it encourages them to change their ways.

As we move forward towards a more progressive and open-minded India, parents, and people understand that having daughters is not a burden rather a blessing, they believe in supporting them than simply marrying them off, and that is where we derive the inference "KI KANYAMAAN KI NEEV RAKHI JAA CHUKI HAI".



BY - RISHITA JOSHI  
B.COM (P), 1ST YEAR





**1. THIS IS  
MARKETING  
2. INFLUENCE**

# **TMS PRESENTS BOOK REVIEWS**

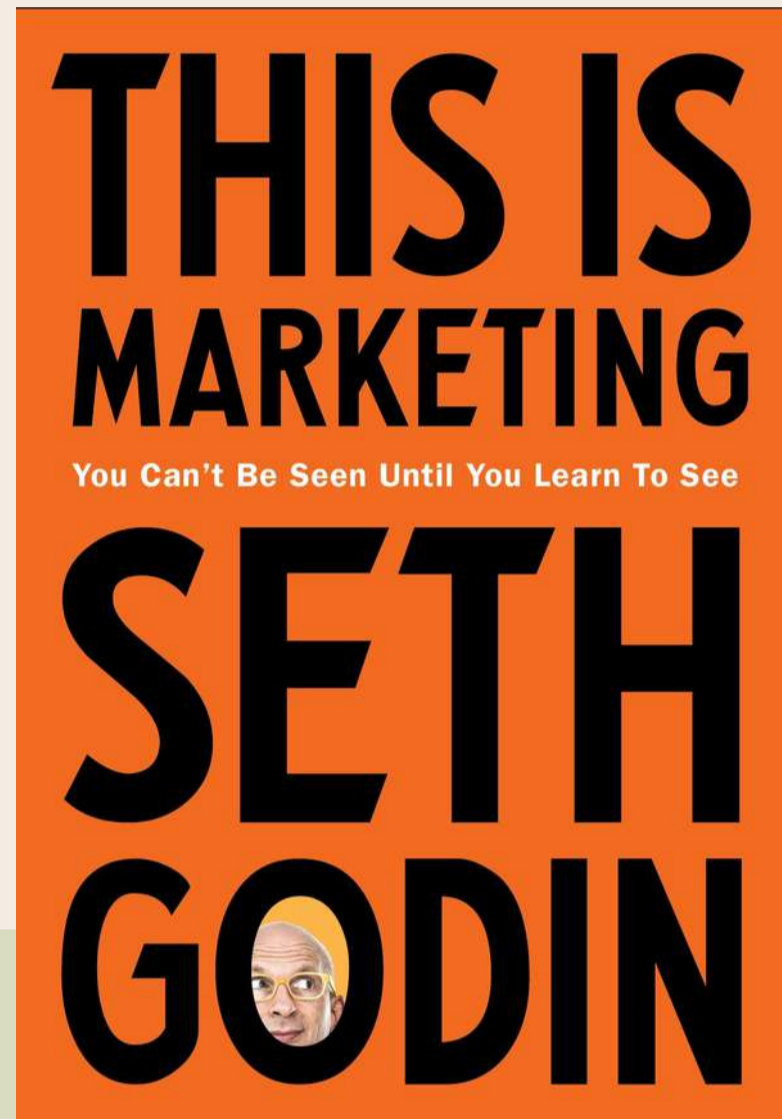




# THIS IS MARKETING

## BOOK REVIEW

This is Marketing by Seth Godin is a New York Times Best Seller. A book by a person who almost all marketers look up to. But for a student like me who was new to this world, I did not care if it did well on charts, all that mattered to me was that it had to keep me hooked. And it did...



It has no tips, tricks, shortcuts, or lessons you learn in school books. But what it has is experience, instances, and case studies to stimulate your creativity rather than attempting to teach you rote pointers and principles.

For me, it was a 252 paged marvel. The case studies made me smile because of the wit behind them and the narration never gets boring. I personally felt that all of the topics were succinctly explained. It's also safe to say that a layman can easily read this book and learn something without getting bored.



FOR ME, IT WAS A 252 PAGED MARVEL. THE CASE STUDIES MADE ME SMILE BECAUSE OF THE WIT BEHIND THEM AND THE NARRATION NEVER GETS BORING.

I jumped into the book as a newbie marketing enthusiast. A person who had never read a book on this topic but someone who always found it fascinating. If I had to describe it in one word, I'd say 'This is Marketing' is 'interesting'. It gives you a new perspective and an inside look at what the marketers across the globe would have possibly thought while ideating and executing their campaigns.

And it is perfect to start off your journey of marketing. There are so many quote-worthy lines but I felt that there was one thing that the book kind of focused on: not forcing your stuff without knowing about your audience or about the product itself. As said in the book- "Everything gets easier when you walk away from the hubris of everyone. Your work is not for everyone. It's only for those who signed up for the journey."

Once you finish the book, it offers you handpicked other book titles that can help you continue your journey and it gets so much easier for a newbie who needs a way ahead. I highly recommend reading it!

**BY- LIPIKA BISHT  
B.COM(P), 2ND YEAR**





# INFLUENCE- THE PSYCHOLOGY OF PERSUASION - BOOK REVIEW

This book by Robert Cialdini explores how marketers or people, in general, manipulate us into saying yes to products, services, and even people.

A straightforward book that is useful to everyone, regardless of their field or age group, because it uses real-life examples and case studies to illustrate why we behave the way we do in specific situations. As a marketing student, this book is a gold mine; it gives you enough insight into the minds of your potential customers because marketing is all about human psychology, and as a normal human being, it makes you realize how easily you've been duped by fellow marketers without even realizing it. The book is organized into seven chapters, each of which focuses on a different principle of influence: weapons of influence, reciprocity, commitment and consistency, social proof, liking, authority, and last but not least scarcity.

The book is organized into seven chapters, each of which focuses on a different principle of influence: weapons of influence, reciprocity, commitment and consistency, social proof, liking, authority, and last but not least scarcity. Each chapter explains the concept - what it is, why it occurs, and why we humans fall for these traps. At the end of each chapter, which is my most favourite part of this book, there is advice on how to say no in such instances, even if one feels socially obligated to say yes. While reading, I had a lot of "oh damn" moments, as it depicts situations we have all witnessed in our daily lives, yet never noticed how naïve we were with our decision-making. At times I felt dumb wondering how I could have missed something so obvious.

This book pulled a few strings, placed things in perspective, and one thing is certain: once you finish it, you'll see a pattern of change in your behaviour for good. Some chapters may get a bit monotonous in between but are still worth it. Overall, it's an engaging and relatable book. Its audience is not only limited to people in the marketing field rather an essential read for anyone interested in understanding true human nature or psychology behind our day-to-day decision-making.

- KHUSHI SINGH  
B.COM(P), 2ND YEAR



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## Marketing Movies

- Steve Jobs (2015)
- Dead Poets Society
- In Good Company (2004)
- Moneyball
- Boiler room

## Marketing Podcasts

- THIS OLD MARKETING: Content Marketing Institute (CMI)
- THE SMART PASSIVE INCOME PODCAST: Pat Flynn
- PERPETUAL TRAFFIC: Ralph Burns and Molly Pittman
- EVERYONE HATES MARKETERS: Louis Grenier

## Marketing Books

- Permission Marketing - Seth Godin
- Influence: The Psychology of Persuasion - Robert B. Cialdini
- Shoe Dog - Phil Knight
- The 22 Immutable Laws Of Marketing - Al Ries and Jack Trout
- Crushing It! - Gary Vaynerchuk

**m**amaearth

The direct-to-customer company has evolved from a baby care product brand to a personal care product brand.

**A**cer

The company is transforming from just a PC manufacturer & marketer to a company offering Hardware + Software + services to its customers.

**r**eebok

The word Reebok means African Gazelle. This was a good way to compare the shoes to the grace, speed, and swiftness of the animal, translated into the benefits of the shoe.

**K**FC

KFC stands for Kentucky Fried Chicken but it was earlier known as Sanders Court & Café, after the name of Harland Sanders

**E**BAY

NASA, the world-renowned space organization, turned to the site to acquire replacement parts once.

**t**oyota

It was originally called Toyoda after the name of a city in Japan.

**i**ntel

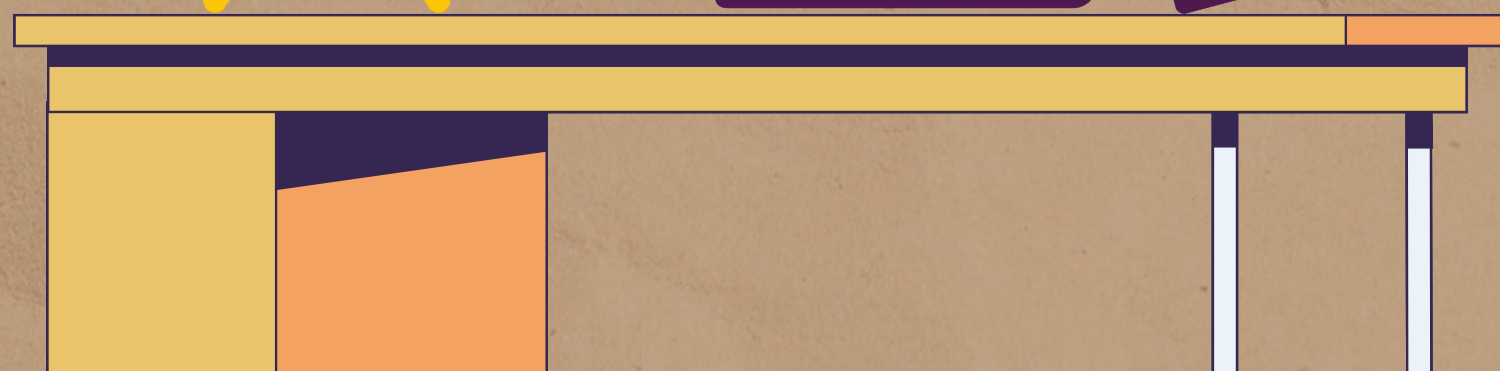
It purchased the rights to use the name "Intel," short for Integrated Electronics, from a company called Intelco.

**n**ikon

It manufactured world's first Autofocus underwater SLR camera

**G**illette

It has Genericized trademarks in many languages like Estonian, Czech, Polish.





## Marketing TedTalks

- Choice, Happiness, and Spaghetti Sauce by Malcolm Gladwell
- The Puzzle of Motivation by Dan Pink
- The Paradox of Choice by Barry Schwartz
- What Physics Taught Me About Marketing by Dan Copley

Stopping advertising to save money is like stopping your watch to save time.

-Henry Ford

Branding is the process of connecting good strategy with good creativity.

-Merty Neumeier

Innovative distinguishes between a leader and a follower.

-STEVE JOBS

## Marketing Tips

- Begin with a hurdle you can leap.  
- Seth Godin
- Centralization creates clarity, but it is all about the mixture.  
-Seth Farbman
- Forget brand theory, be data-driven.  
- Louis Gagnon

**C**adbury

It was the first company to use heart-shaped boxes

**i**kea

IKEA Began by Selling Little Items Such as Pencils and Wallets.

**r**olls Royce

The Spirit of Ecstasy is the bonnet ornament sculpture on Rolls-Royce cars. It is in the form of a woman leaning forwards with her arms outstretched behind and above her.

**C**hick-fil-A

The "A" at the end of "Chick-fil-A" isn't just a play on the word "fillet." It also means Grade A

**U**nilever

Unilever aired the first-ever TV ad in the UK.

**S**paceX

SpaceX got some extra tech-world cred when Microsoft co-founder Paul Allen jumped on board in 2011, creating a joint project with the company called Stratolaunch Systems.





# DO YOU KNOW, WHO?

BY- DISHA BHATIA  
B.COM(P), 2nd year



With the revolutionary fashion era, this famous food brand came up with this exotic bun tweet to make its customers have fun. Do you know which brand it is?

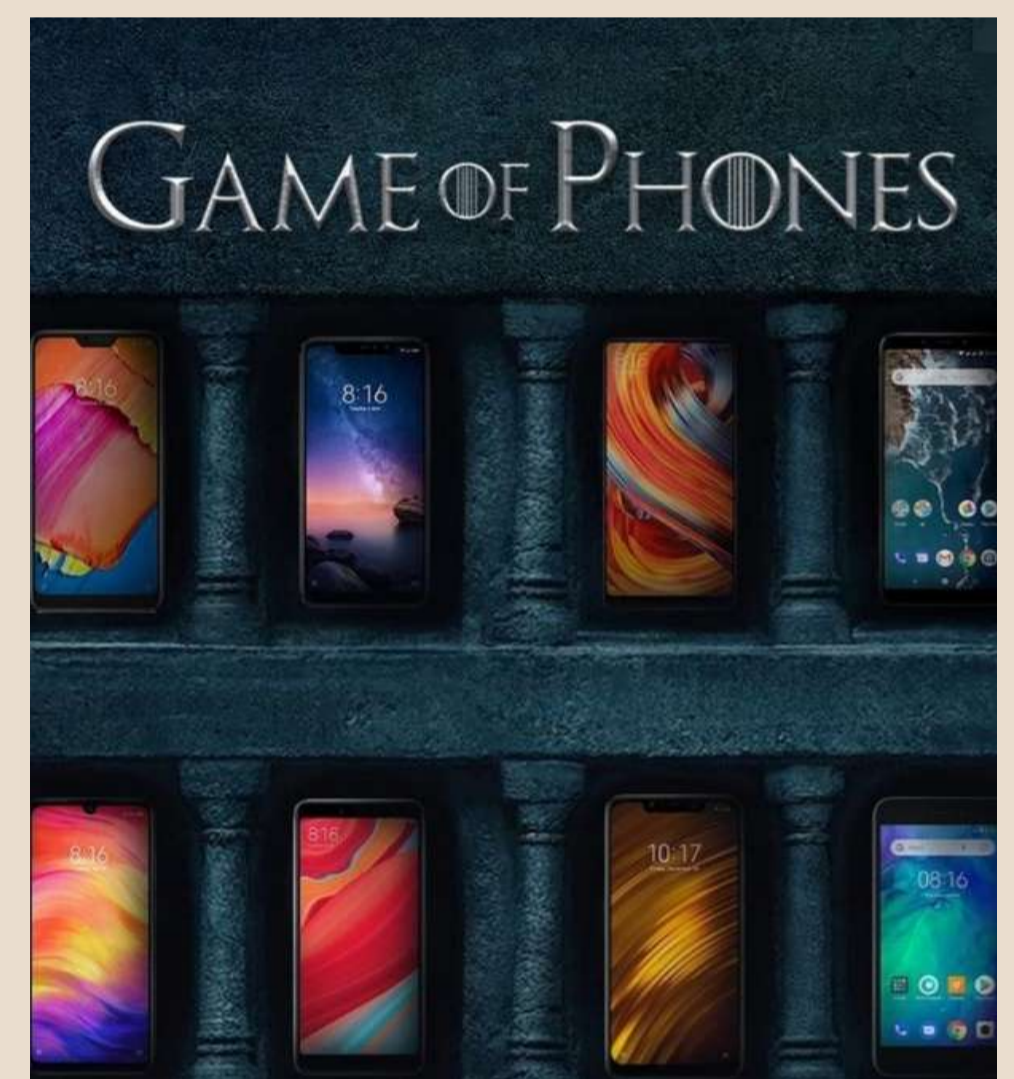
(A) McDonald's

(C) Wendy's

(B) Burger King

(D) Pizza Hut

Remember the time when the enthralling Game of Thrones was released? Well this growing phone giant came up with its creative game of phones and made all skip the beat. C'mon you know them, tell us who it is?

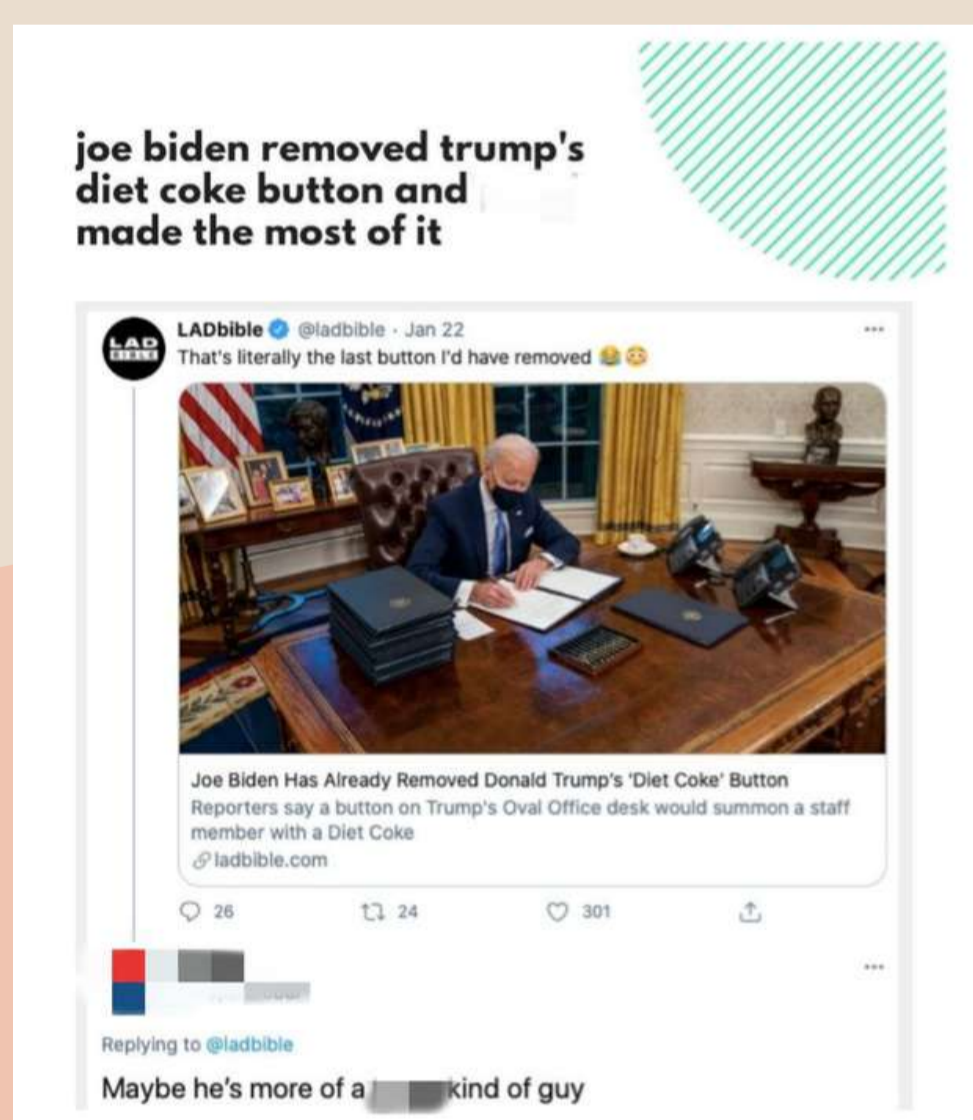


(A) Xiaomi

(C) Apple

(B) Samsung

(D) Vivo



With elections, there are always strategies. Election of US President Joe Biden gave another chance to this relishing drink brand to strategize its marketing game. Do you know which brand it is?

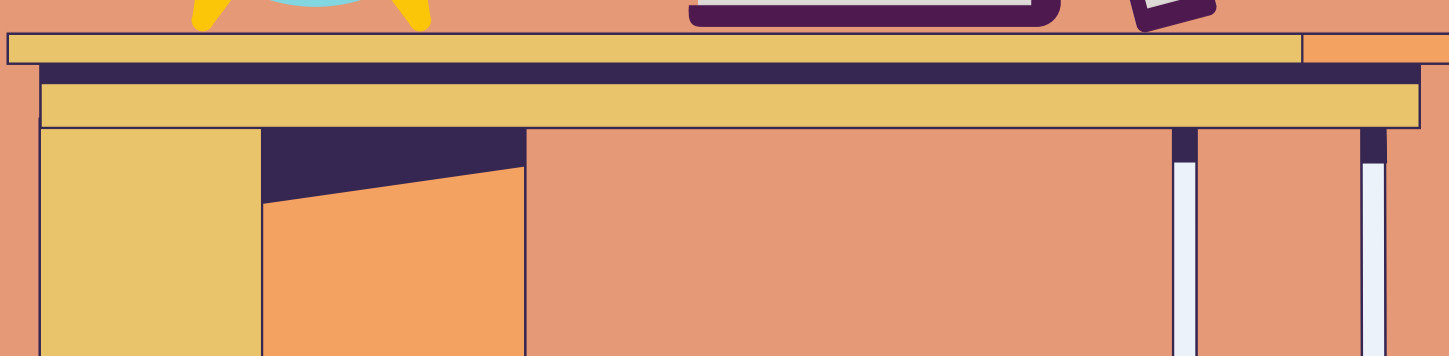
(A) Mountain Dew

(C) Pepsi

(B) Thumbs Up

(D) Sprie

30



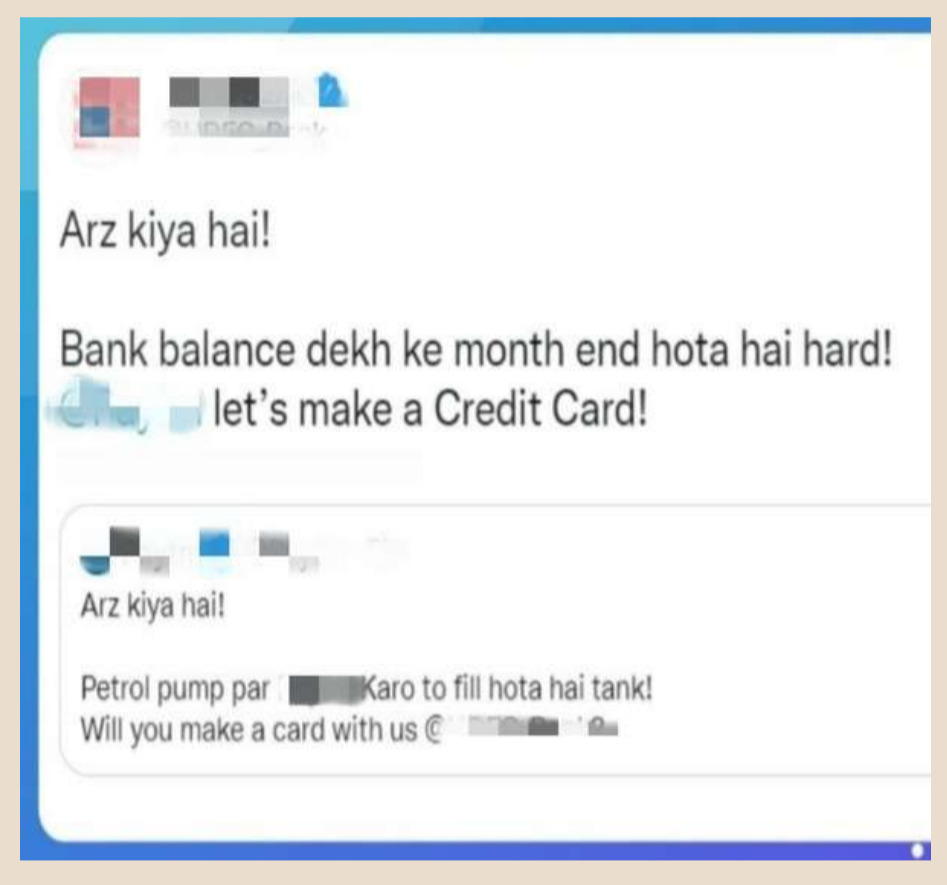




Marketing is in the air. Well, our go to brands never leave a chance to surprise us with their creative mottos. This delicious fast food brand came up with this astonishing tweet leaving twitter all laugh. Do you know who it is?

- (A) Pizza Hut
- (B) Domino's
- (C) McDonald's
- (D) Burger King

Feel happy, when you come across someone you never thought you will be friends with? Well so do brands. This growing fintech giant and well known bank played their community marketing cards to become the talk of the town and brought forward an another avenue of marketing to us. Do you know who they are?



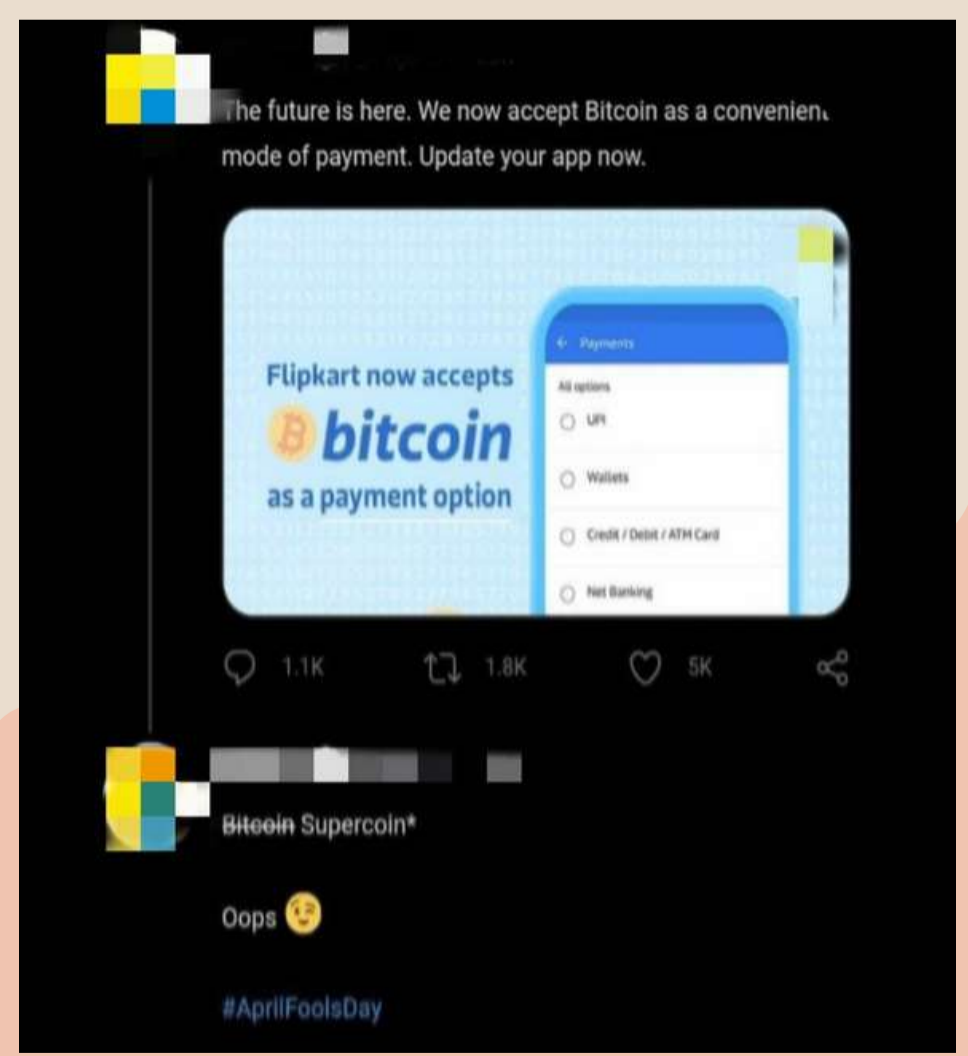
- (A) SBI and Google Pay
- (B) HDFC and Phonepay
- (C) HDFC and Paytm
- (D) SBI and Cred



Tired with the ages old Romeo-Juliet love saga? Not anymore! One of our famous coffee brand had an amazing coffeelicious date with its new online friend by using engagement marketing cards. Well, you really got to know who they are?

- (A) CCD and Zomato
- (B) Starbucks and Swiggy
- (C) Starbucks and Domino's
- (D) Starbucks and Zomato

Marketing knows no barriers. With the surging enthusiasm for bitcoin trading, this online shopping app took up its moment marketing card, thereby playing its wit during the festive season leaving all its consumers go ROFL. Can you tell what brand was it?



- (A) Amazon
- (B) Flipkart
- (C) Myntra
- (D) Ajio





# Which Brand Are You?

BY- LIPIKA AND DISHA; B.COM (P), 2ND YEAR

Players have to answer the question and count their points as they go. Add the points in the end and get to know which brand suites you the most!

What is your fashion style?

Casual (30)

Trendy (10)

Hipster (20)

Comfy (40)

Which club would you like to be the president of?

Martial Arts (10)

Debating (40)

English (30)

Film (20)

Where would you like to travel?

USA (40)

India (10)

UK (30)

Italy (20)

How do you prefer to spend your Friday Nights?

Staying Home (20)

Chilling with Friends (40)

Book Reading (30)

Partying (10)

Who is your favorite avenger?

Black Widow (30)

Captain America (20)

Hulk (10)

Iron Man (40)





# Which Brand Are You?

Who are you in your friend group?

Leader (20)

Quite one (30)

Wild one (10)

Smart one (40)

Which app would you rather spend your time on?

Casual (30)

Trendy (40)

Hipster (10)

Comfy (20)

## RESULTS

210 - 280- Burger King



You are confident and smart and often know what you want and can offer. Family and Friends matter to you and you prefer a comfy life over chaos and madness. There is also a possibility that not everyone understands your humor.

Did you know?

130- 210- Starbucks



You like to keep to yourself more than you like to socialize. You like reading and have a good snap score (if you use snapchat). You like staying on trend and don't hesitate to go out of your comfort zone.

Did you know?

70-130- Dominoes



You are one persistent and hardworking person. You like to lead and are a team player. You have a knack for choosing good movies to watch and love vibing to music like no other. You like staying home, but wouldn't mind hanging out too.

Did you know?

0-70- KFC



You are a proud extrovert. One who is often the life of the party. You don't mind company and are often either making trends or following them somehow. You have a sharp tongue and few can beat you in a game of words

Did you know?





# MARKETING WRAP

## 2021

### JANUARY



2000



2021

New Year, new me, but some brands took it very seriously...

### FEBRUARY



BBC literally set things on fire to aware people about the future of our planet. All the while promoting their show "A Perfect Planet".

### MARCH



Hershey's bars became a canvas for the beautiful stories of unsung "Sheroes".

### APRIL



CRED introduced a new side of Rahul Dravid and Netizens were bowled over by it. Right shot, right time, right money.

### MAY



BTS might be singing butter, but their McD meals took over the world in May and fans and non-fans alike went shining through the city with nuggets and some sauce!

### JUNE



**Main nahi bachega idhar, mar javega main.**  
Moment marketing at its best!  
Leg pulling at its finest!

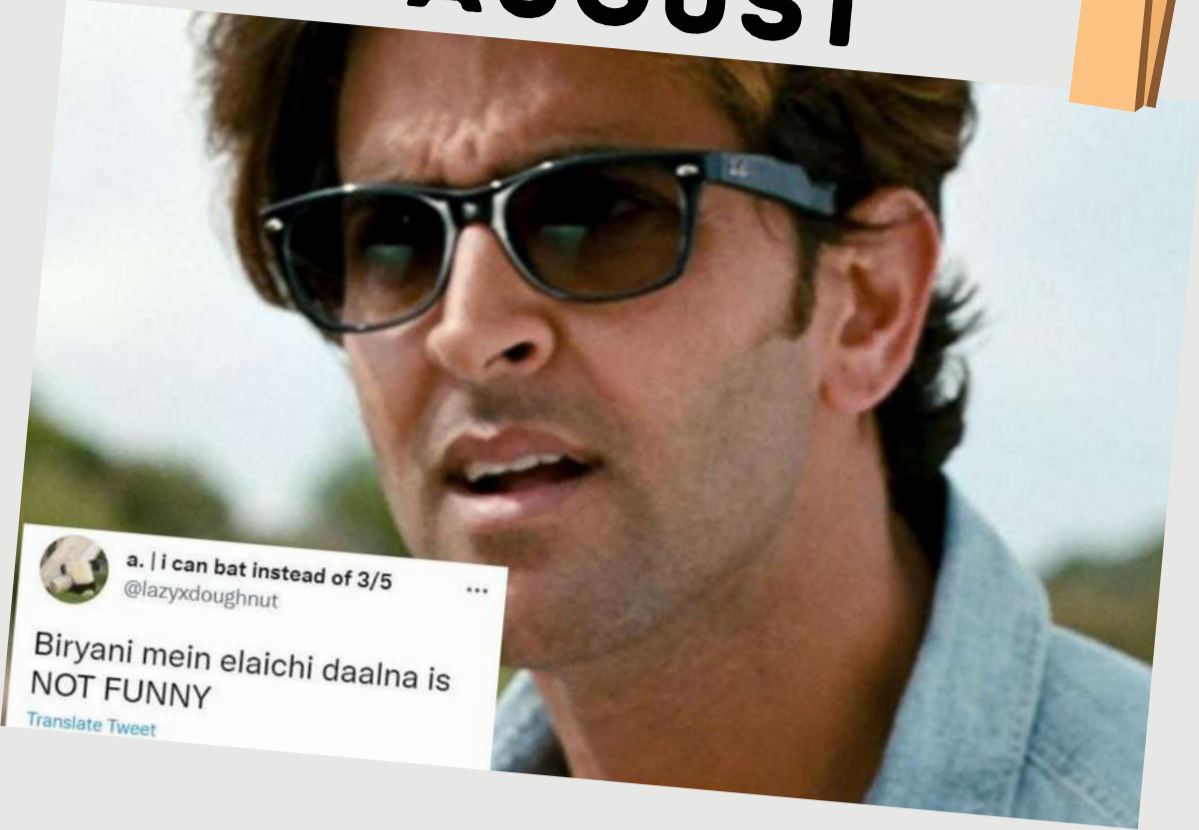


## JULY



Using inclusive marketing Brooke Bond came up with a campaign and celebrated the transgender community.

## AUGUST



Age old movie resurfacing in the meme era? Why not!

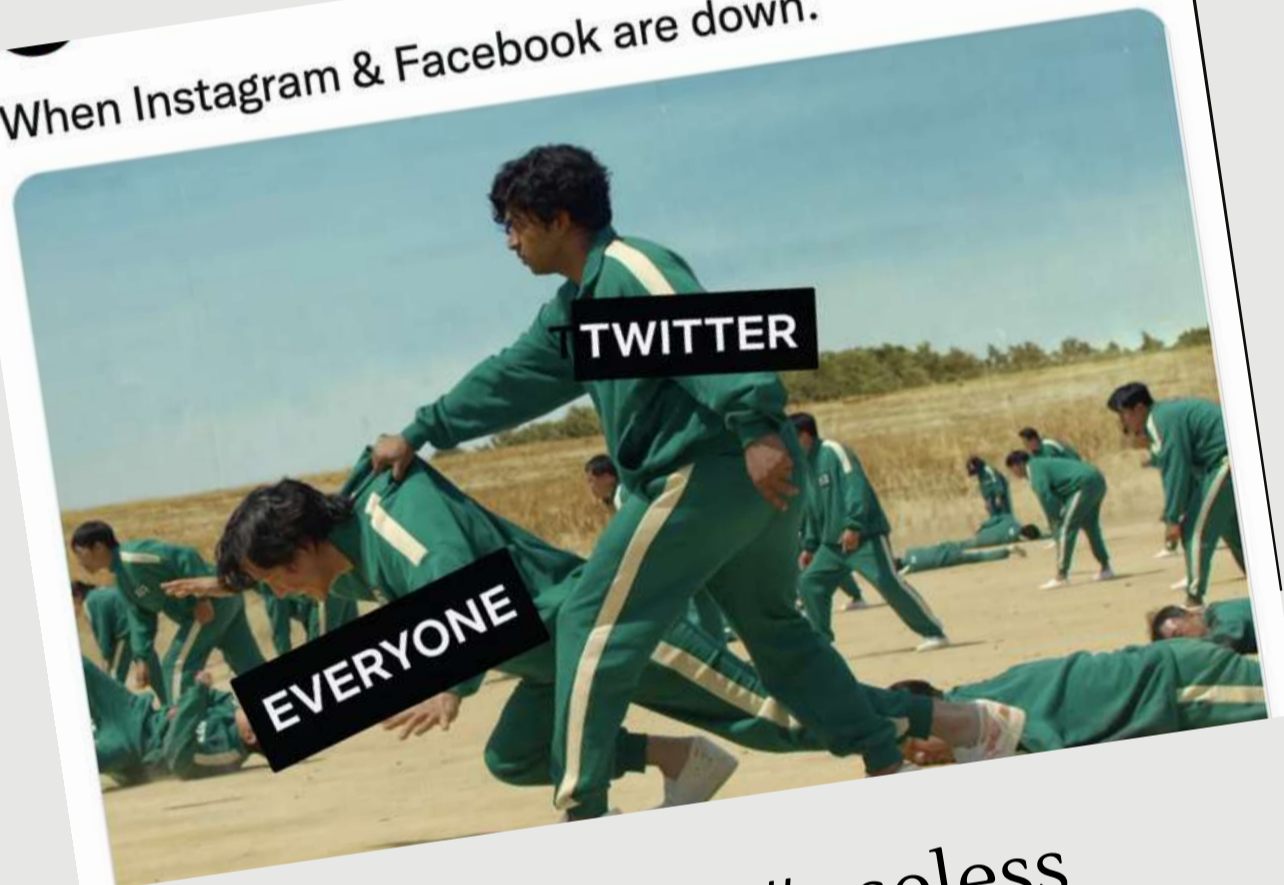
## SEPTEMBER



When Neeraj Chopra did more than just get a medal home and made us think twice about his actual profession.

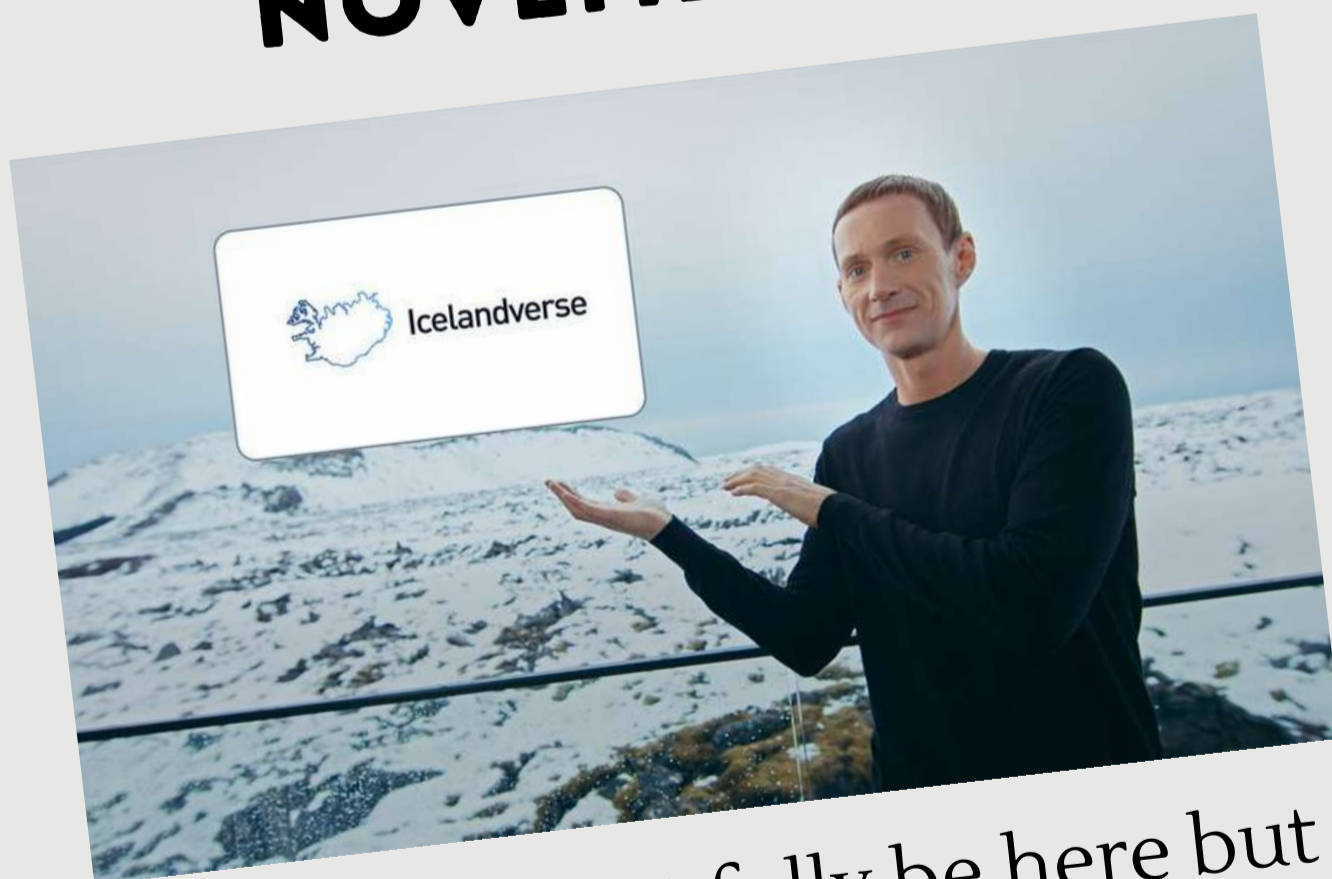
## OCTOBER

When Instagram & Facebook are down.



#useful to #useless  
#twitterforthewin

## NOVEMBER



Meta might not fully be here but Iceland is already a part of it.

## DECEMBER



Hyundai found a way home by making a Hollywood debut in Spiderman No Way Home making it a global TV commercial.





# **GUEST ARTICLES**

- 1. ONE AD TO  
RULE THEM  
ALL**
- 2. THE BIG BRAIN  
PLAY OF BEAST  
BURGERS**
- 3. BOAT - A DEEP  
ANALYSIS**
- 4. SOCIAL MEDIA**

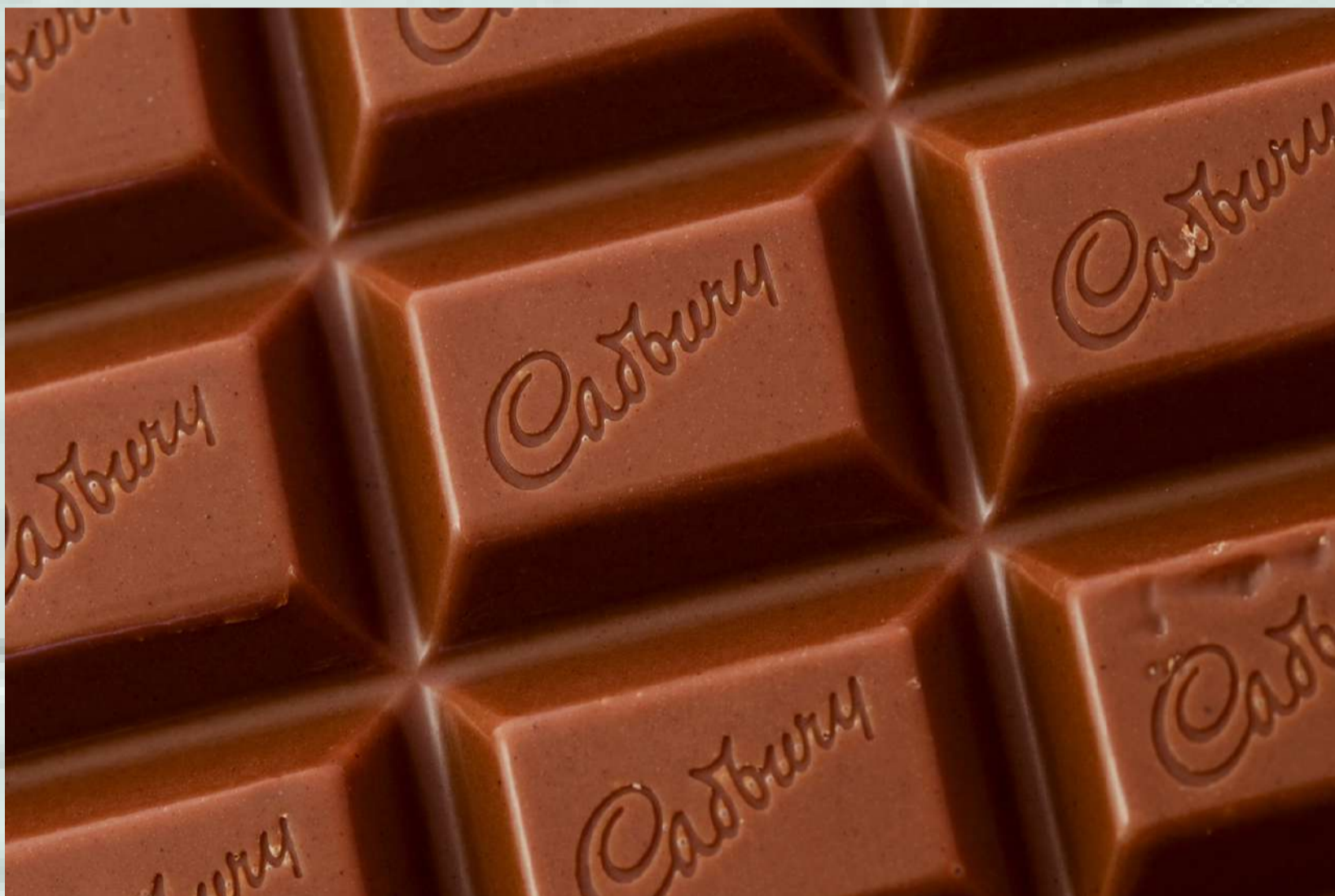




# One Ad to Rule Them all

By - Armaan Waseem Ahmad  
RMLNLU, Lucknow

Festivals are a reason to celebrate, but in light of recent events and controversies, one often wonders how brands should advertise themselves without offending someone or the other? Without going into the political aspect of it all, let's agree that some ads recently didn't bode well for the brands; ads like that from Manyavar, Surf Excel, Tanishq, to name a few, ended up resulting in counterproductive results for the brand. So, it was refreshing to see Cadbury come up with an ad that not just sent across a feel-good message but also ensured that the people getting addressed in the ad also benefitted from it. In the age of social media, we see incidents that begin with heart warming intentions but end up becoming something entirely contrary to the idea. Like the incident involving the local restaurant, Baba Ka Dhaba, where people flocked by the thousands to eat at one local restaurant rather than the ones around them, thereby undermining the entire message of supporting local businesses. This Cadbury ad featuring Shah Rukh Khan comes as a highly efficient and well-tailored call for supporting local businesses. Furthermore, the company also allowed local businesses owners to tailor the ad to suit their shops and businesses, and who wouldn't want SRK advertising their shops?



Now, coming to the marketing aspect of the ad. In the words of the founder of Marketoonist, Tom Fishburne, "The best marketing doesn't feel like marketing," and this statement holds true for this Cadbury ad as well. To a certain extent, the ad feels like a call to support local businesses, and quite honestly, we wouldn't know the impact of the ad unless we conduct research. But to put things into perspective, Mondelez (the parent company of Cadbury) reported a 297% increase in their profits for 2020-21.

So, we can summarise the marketing move by Cadbury in two points:

1. The company showed that it cared for the local business owners, thereby improving public sentiment as well as relations with local business owners (95% of Cadbury sales are through physical stores), which finally resulted in increased product visibility.

2. The company used public sentiment of vulnerability experienced during the pandemic to cement the idea that it stands with the people and isn't just a product manufacturer.

In light of the controversies surrounding the brand ambassador, SRK, at that time, the Cadbury ad was certainly a courageous move by the brand, but since the underlying message overwhelmed the controversies, the ad campaign became a successful one.





# THE BIG BRAIN PLAY OF BEAST BURGERS

- ANANYA GUPTA, GARGI COLLEGE



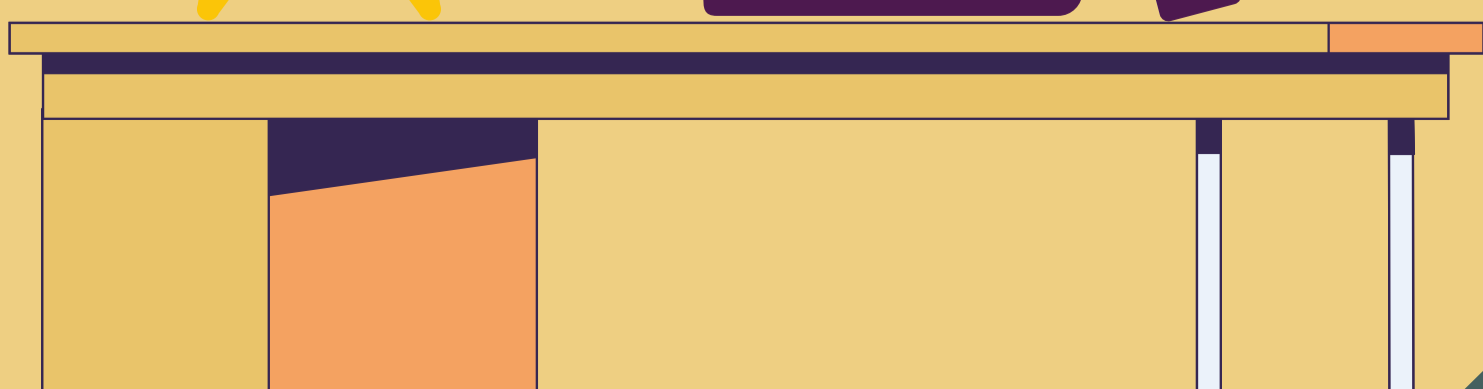
On December 20th, 2020, MrBeast, aka Jimmy Donaldson (one of the biggest YouTubers), uploaded a YouTube video announcing his fast-food brand, named MrBeast Burger. He opened 300 outlets in a single day. To give an estimate, the American restaurant chain, In-N-Out Burger has been in business for over 66 years and has been able to open 342 outlets, whereas MrBeast opened 300 outlets in a single day. Seems impossible, right? It is huge, but Donaldson cracked this code. Jimmy used the concept of "Ghost kitchens" in which they partnered up with already established restaurants and asked them to serve MrBeast Burger's menu. The way MrBeast Burger works is that they supply raw materials to the restaurants and then those restaurants cook MrBeast Burger's orders which are then delivered to customers using online food delivery apps. This is why MrBeast Burger is exclusively available through online food apps. This was a brilliant strategy employed by Jimmy as he just skipped all the hassle of building his outlets from the ground up and, also, in the way, helped all the fast fading restaurants by partnering with them, thus saving them from going out of business.

Jimmy promoted MrBeast burgers in a typical MrBeast style. He just gave away free burgers for an entire day with literally thousands of dollars, iPads, and iPhones for free. Isn't that crazy? He spent over 500,000 dollars in a single day on the promotion. Wow. Literally!



In just a day, Beast Burger was the #1 trending topic globally on Twitter. Every big YouTuber tried MrBeast Burger, loved it, and made a video about it. The Beast Burger was just getting self-promoted and was making waves, gaining traction by the day. In just over two months, MrBeast Burger sold around 1 million burgers, and in just a couple of months, MrBeast Burger tripled its outlets from 300 to 900 all over the USA, which made them one of the fastest-growing food chain brands in the world. Currently, MrBeast Burgers has thousands of outlets all over the USA, Canada, and the UK.

In this way, Jimmy Donaldson established his food chain, MrBeast Burgers, with his mind-blowing marketing and advertising strategies, which could soon become one of the biggest burger-making food brands in the world. He taught us that hard work is necessary, but that along with it, a little bit of smart work with a big brain strategy can help you go a long way!





# boAt

A DEEP ANALYSIS



Boat, once in a while we might have heard about this Indian brand that deals in high-grown technology in terms of audio devices, smart wearables, earbuds, wireless devices, etc. It was founded by the infamous 'Shark' Aman Gupta and Sameer Mehta in 2015. The founders aimed to evolve 'Boat' as a lifestyle brand, which is trendy, fashionable, and accessible to all, especially millennials.

Talking about the brand strategy, the company chiefly concentrated on three attributes whilst deciding the marketing strategy i.e. Consumer Needs, Behaviour patterns, and their response to such inexpensive technology. Although, it is rather extraordinary to see an Indian audio-tech brand being popular among millennials and Generation Z within seven years of duration. After this, Boat is on the list of top international wearable brands. The label of the company is, 'plug into nirvana'. Nirvana means accomplishing absolute peace and freedom.

Since the inception of the company, the brand adopted aggressive marketing strategies to empower awareness through digital marketing and social media marketing. They initially collaborated with social media influencers to enlighten the consumers about the products as well as their brand. The development of the company became prominent with the help of connecting with the right distribution channels like Amazon, Flipkart, Myntra, and Jabong. Primarily, they were determined to target the audience directly via the D2C strategy. Boat reationalized by Selling electronic products like lifestyle accessories. Gradually, the design quotient of the brand became imminent among the consumers due to its uniqueness. In terms of the marketing aspect, boAt later on decided to approach cricketers and Bollywood celebrities as brand ambassadors because we Indians are fascinated by cricket and films. Personalities like Kartik Aryan and Diljit Dosanjh and singer Guru Randhawa. In 2020, boat sponsored IPL and launched some special edition wearables. It has aided to build trust and a considerable consumer base in India. To hike the durability of the products, the brand specialized in advertisements where people can be seen wearing products whilst performing intense workouts. The boat has successfully collaborated with Lakme Fashion week in 2019, Bira 91, IPL, and Sunburn to target a precise range of audiences. Since the adoption of anti-Chinese products in India, the brand has outreached immensely with its desi values. With the forward-looking marketing strategy and effective branding, it has achieved to acquire the global existence of gadgets in a spellbinding manner.



**ANUSHA GUPTA,  
GARGI COLLEGE**





# SOCIAL MEDIA

An exposure to a diverse perspective



Kanye West is free to rant publicly about his family issues. Kangana Ranaut essentially has a feisty comment to pass on everything going around the country. On the flip side, small businesses have managed to expand their ventures leading the world economy to flourish. Virtual communities have helped teens feel supported and connected. Innovative minds and talented individuals have a flourishing platform to showcase their skills. Seems like Shakespeare saw it long back that this world will become an open stage.

But ever wondered what made all this possible? Social Media? But it is bad right or it isn't? Does it propagate a healthy way to connect to the world or does it instead deteriorate mental health? There are a plethora of opinions and thoughts every individual has concerning social media. Nonetheless what is crystal clear and absolutely uncontested is the fact that one will find every kind of point of view on the internet. Across the globe, there are innumerable schools of thought and social media is the exact reflection of that. After all, it's not just a screen and merely words we see by the touch of our fingertips. It comprises human emotions, feelings and thoughts. There was no way of getting to know and be exposed to each one until social media came into the picture. The point is we're all social animals and our human civilization has been segregated and divided by borders, ethnicity and geography. Social media proves to be a unifying tool. The freedom of speech on the internet has liberated everyone to step out of their bubbles and speak their mind. Every person has a unique take on every situation.

If only we did a little more listening and reading rather than indulging in an unwelcome discussion, we'd grow and learn threefold! Our capacity to listen and understand each other has significantly reduced, causing increased riots and disputes. However, we must remember that there is a learning lesson in every aspect of life. Social media is such a powerful tool that if we dedicate ourselves in making it a healthy and prosperous platform where people can co-learn through the medium of each other, we'll shift towards a world promoting brotherhood and peace. So just remember, "We give power to what we think has power over us."

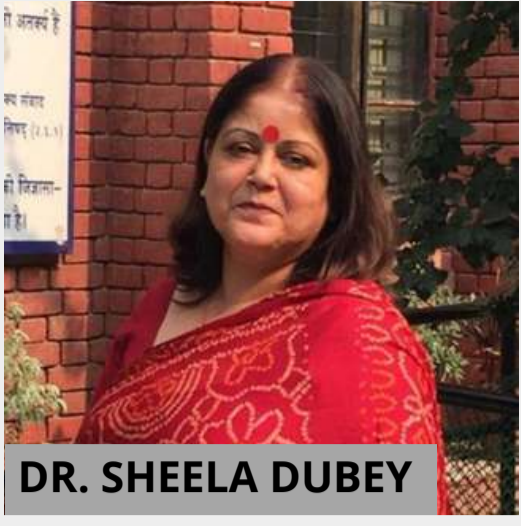


-PALAK SINGH,  
GARGI COLLEGE





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PINAAZ SIDHU



SHUBRA JOSHI



SHRUTI JAIN



PALLAVI TANDON



PRAGATI KASERE



ISHA JAIN



MAHAK DEVGAN



DISHA BHATIA



DIWANSHI



LIPIKA BISHT



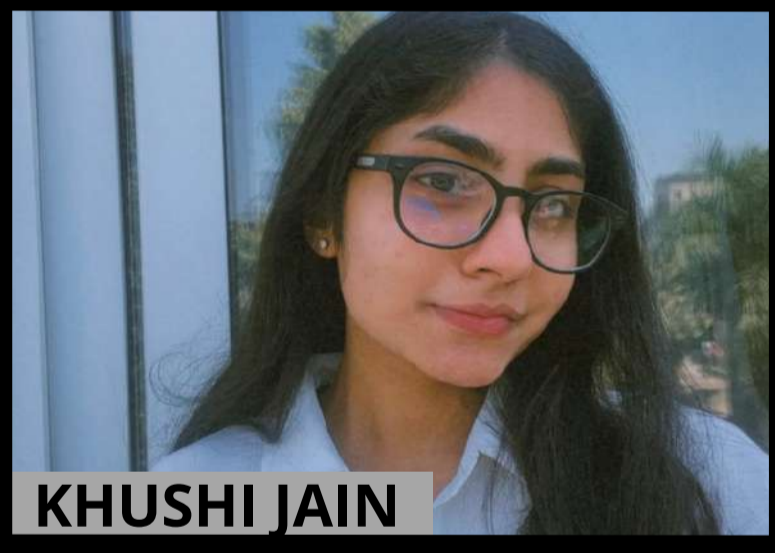
MANYA KHATRI



TRIPTI BANSAL



ANANYA MITTAL



KHUSHI JAIN



KHUSHI SINGH



SARIKA RAWAT



AREEBA



ARUSHI BHATT



DEEPANSHI



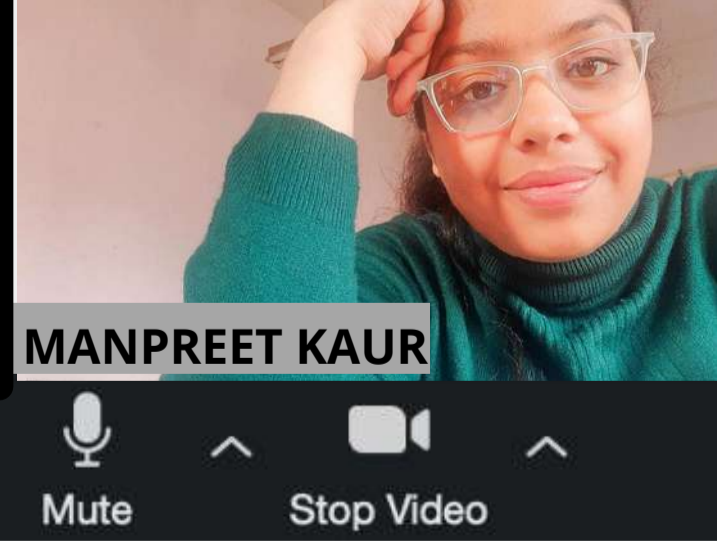
DHRUVI DAVE



GEETIKA ARORA



JAHNVI MEHTA



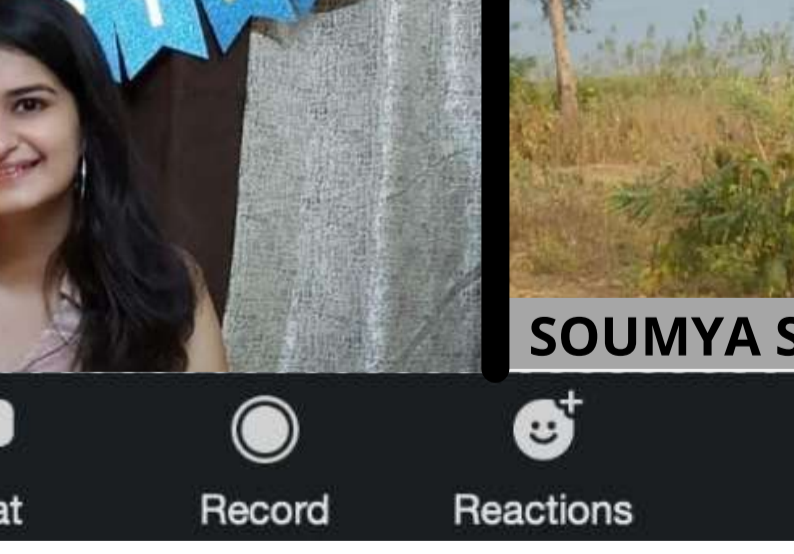
MANPREET KAUR



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SANJANA



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# OUR TEAM

6TH ISSUE  
MARCH 2022

THE MARKETING TRINITY: CREATIVITY, COMPETITION AND CONSUMERS