

Edition-02

15th–30th November 2018

Editor's Note

Welcome to Marketing Bonanza, new character of the MBA Marketing Club. After success of its inaugural edition we came with new edition. You can share your perspectives, realities, information, any interesting stuff in regards to advertising which could be published in our further releases on the mail id's made reference to beneath.

~ Ayushi Solanki

Congratulations MM

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Marketing

Bonanza (Marketing E-News)

Trending in Marketing

"Being a man today is tough, you have to be a leader, make millions, be a sportsman and have a six pack," says Aline Santos Farhat

Aline Santos Farhat, global executive VP marketing and head of diversity and inclusion, Unilever, shares in the conversation with ET Brand Equity, how one of the biggest CPG companies is working on making its advertising more inclusive.

Around two and half years ago, she along her team did a research outside of Unilever to understand the state of advertising around the world. They founded that around 40% of women around the world didn't recognise themselves in the ads. They saw the ads and wondered who those women were. The way they were representing people in advertising was becoming a matter of great concern. And stereotyping is not about women only but also about the depiction of men. Being a man these days is tough – you have to be a leader, you have to make millions, you have to be a sportsman and you have to have the six pack. There are stereotypes all around us.

"My secret sauce recipe for all the big things I have done, whether on Omo (the detergent brand which sells in India as Surf) or on Dove has been simple: Humanise the brands. Treat them as real persons. So, once we started humanising home-care there was no space for molecules as the key conversation. That became just a benefit. We decided to take the 'dirt is good' thought and the route of child development: The child will develop much better if she gets the opportunity to have life experiences, including getting dirty and muddy. It was a simple conversation with the consumers though internally it was not that simple. People were nervous since for hundreds of years, we had been saying dirt is bad and now, suddenly, we wanted to say dirt is good. But I was convinced that we had something precious in our hand. When I started out, the worth of the brand was 250 million dollars scattered across the world, and I told them that I'm going to make this the largest laundry brand of the world. Today, it is a 3-billion-dollar brand. We started in Brazil, followed by Turkey and then to rest of the world. In India it was launched as '[Daag achche hain](#)'"- Aline Santos Farhat,,

Trending

- **A IPL Marketing launches new campaign "Kahani Zidd Ki"**

The inspiration of the campaign comes from the word 'Zidd' which comes in tagline of their high-performance wood adhesive, 'ZORRO BOND – Zorro Ziddi hai - Chore na Chutey

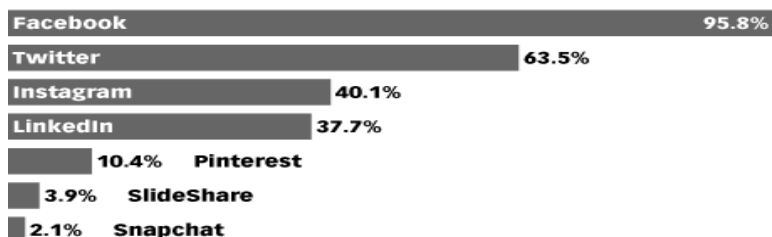
- **Navneet Education Limited appoints Pitchfork Partners as their PR consultants**
Pitchfork Partners, a Mumbai-based consultancy will handle countrywide PR strategy and internal & external communication for stationery division of Navneet Education

The Importance of Digital Marketing: Top ten Reasons You would like It

1. Reaches People Where They Spend Their Time & Money

Social Media Platforms that Produce the Best ROI According to Social Media Marketers Worldwide, March 2016

% of respondents



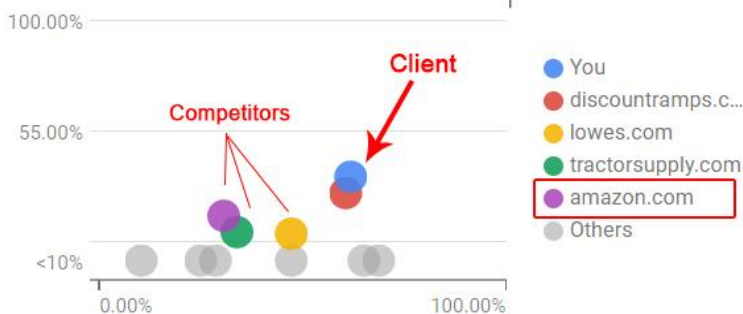
Note: n=456; respondents chose up to 3
Source: Social Fresh, "The Future of Social" in collaboration with Firebrand Group and Simply Measured, April 21, 2016

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www.eMarketer.com

2. Levels the Playing Field for Small Business

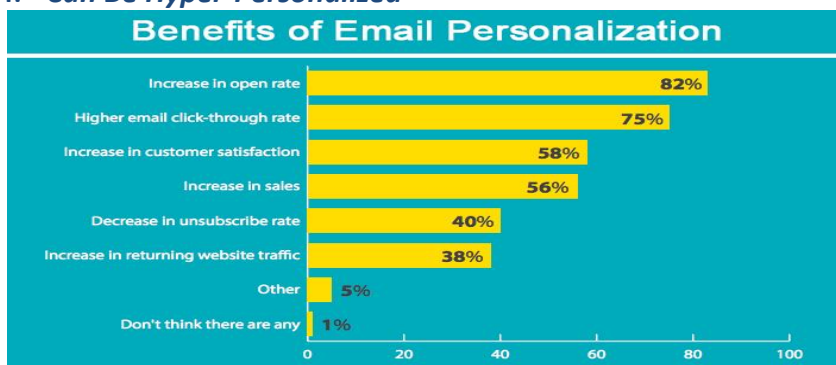
Digital marketing allows small businesses to compete with a much smaller advertising budget.



3. More Targeted

One of the gifts that digital marketing has given us is the ability to dissect huge demographics. Whittle them down into targeted groups to get super-focused on a specific kind of person.

4. Can Be Hyper-Personalized



5. More Advanced Analytics

Trending

- *As Mondelez India celebrates 70 years of Joy in India, it evokes nostalgia with the new cadbury Dairy Milk Vintage Box*

Relive your childhood with your favourite chocolates beautifully and especially packed in a reusable tin pack

- *Pepsi to partner Simon Fuller's new group Now United with Badshah*

The two artists together created a new song that Pepsi debuted November 29th

- *Have Indian brands forgotten the LGBTI+ community?*

After an initial brand rush, marketers have gone all quiet in the months after Section 377 was scrapped.

6. Easy to Scale & Adapt

With social media campaigns, display ads and search ads you can choose a daily budget. You know exactly how much that campaign will cost you.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget ⓘ \$20.00
\$20.00 USD

Actual amount spent daily may vary. ⓘ

Schedule ⓘ Run my ad set continuously starting today
 Set a start and end date

Start	<input type="text" value="Mar 25, 2017"/>	<input type="text" value="8:30 AM"/>
End	<input type="text" value="Apr 25, 2017"/>	<input type="text" value="8:30 AM"/>
<small>(Pacific Time)</small>		

Your ads will run for **31 days**. You'll spend no more than **\$620.00**.

7. Best ROI

Email marketing has the highest ROI of any marketing method. It can get a whopping 3800% return. That's \$38 in revenue for every \$1 you spend. About 20% of companies are seeing an ROI of \$70 to \$1 spent.



8. Aligns with How People Today Shop



23% of people visit your business after reading a good review.

9. How People Prefer that Businesses Reach Them

People are tired of traditional advertising. They learned that they have a choice. 20% of 16 to 34 year olds use an ad blocker online. Overwhelmingly, people flee websites that pop up annoying invites and ads when they first land on the

10. Integrates Marketing with Mobile Technology

According to research by IBM, mobile transactions are increasing at

Trending

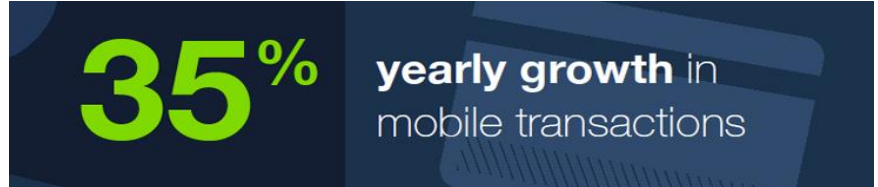
- *Bajaj Allianz Life Insurance sets a new Guinness World Record with its Plankathon initiative*

Shilpa Shetty Kundra championed the event which set a new world record as 2353 people successfully hold the abdominal plank position for 60 seconds, simultaneously

- *Youva appoints Social Kinnect as their Digital Agency*

Social Kinnect will be responsible for driving and delivering the overall social media requirements for Youva from the house of Navneet

the lightning fast speed of 35% year over year. But it's not just the actual buying and selling happening on mobile.



MANAGERS IN THE ERA OF ARTIFICIAL INTELLIGENCE

- McKinsey Global Institute highlighted that by just applying AI in the fields of marketing, supply chain & sales we could create an economic value of \$2.7 Trillion in profits & efficiencies within next 20 years. Google's boss has gone far as to say that AI will do more for humanity than fire or electricity had done.
- Technological advancement is visible in every major IT capitals, either they are Silicon Valley & Toronto in North America or Shenzhen & Bangalore in Asia every major cities are now in competition to lure new startups. New techno parks are developed with AI research centers are funded by government in all major universities. Companies like Google, Facebook & Amazon have already unseated major banks & oil companies as the largest companies by market capitalization. But as more & more people throughout the world will be connected to internet these companies are turning towards more efficient & effective way of collecting & analyzing their Big Data, So here comes the introduction of Artificial Intelligence.
- Although business environment & customer attitude is turning in the favor of tech-savvy companies who are embracing automated technologies, it is still plausible to say that AI can't substitute or eliminate human brain in near future. Compared to other professional streams Management enjoys special immunity from job insecurity by automation this is might be because management is not just about managing people or resources but it is a need for crucial decision making & depth analytics of business operations. AI in its naïve stage where it primarily focused on providing better customer experience, doesn't look challenging to managers but they should be wary of the future developments.
- For Instance, Trading Division of Goldman Sachs once had nearly 600 investment bankers but now they have just 50.

Trending

- ***Cartoon Network India celebrates girl power with POW-fect Girls list***

Cartoon Network India celebrates 20 years of The Powerpuff Girls by unveiling the inaugural edition of the 'POW-fect Girls' list

- ***Is SMS dead or are marketers missing the mark?***

New Epsilon study reveals that only 2% of consumers choose marketing updates via SMS as their top preference

- ***What 2019 has in store for marketers***

BE identifies key takeaways from the Forrester 2019 Predictions report

Remaining work has been performed through the help of 200 computer engineers who have command over different fintech applications. From Data collection for investment to predictive analytics, everything has been automated to make decisions more error-free & effective. Similarly, in HR departments automation has marked its presence as well by applications that can easily track an employee's behavior & mood which will help in reduction in labor turnover. Recruitment & selection process are already automated to eliminate biased attitude from HR managers.

- As world is getting ready for the fourth industrial revolution, Managers are expected to modify their skills & learning as they will deal with robots rather than humans at the lowest level of organization. Physical presence of customers is already eliminated by the e-commerce platforms & in near future more shortening of distribution channels can be expected. Supply chains are more integrated & interconnected by fast communication & transport. Now managers are organizing the big data received by companies rather than resources. Applications are developed for analytics purposes. Despite of all this, Human as managers still have advantages when it comes about crisis management where computers are vulnerable to their rigid programming similarly, emotional intelligence of managers that helps in better decision making & foresightedness is still a monopoly but we can't say for how long we enjoy this dividends as humans. It won't be wrong that we might have AI software that can be a better replacement of lower & middle level managers in corporate world at sometime in future.

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Semester:- 1st

Batch:- 2018-20