

Edition-13

1st – 15th May 2019

Editor's Note

Welcome to the Marketing Bonanza, an integral character of the MBA Marketing Club.

This is the first edition of 2019. We had a great year behind, Better year ahead.

Share perspectives, realities, Suggestions, 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

**KARVY STOCK
BROKING LTD**

(Summer Internship)

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Marketing Bonanza

(Marketing E-News)

Don't Get Lost In Translation

As regional languages begin to dominate the Internet, marketers will need to do more than ask Google to translate taglines, write Vishal Gupta and Prashant Sinha of Momspresso, a UGC content platform for mothers

Vishal Gupta and Prashant Sinha,

Founder and CEO, Momspresso, a UGC content platform for mothers

60% internet users claim that limited Indian language content acts as a major obstruction in the adoption of online services. In fact, studies suggest that 70% Indians trust regional language content more than English language and a KPMG report suggests that 88% of internet users respond more proactively to advertisements in Indian languages.

Today, leading content generation platforms are focusing more on Hindi and other regional languages. YouTube is seeing an exponential increase in regional language content creators while apps such as Daily Hunt and ShareChat are allowing people to consume content in multiple languages. Vertical content platforms are creating and disseminating user-generated content in popular regional languages to tap into the vast potential user base. Facebook and Google have started focusing on vernacular content, furthering the mass distribution of regional content. The exponential increase in creation and distribution of regional language content has led to an explosion in terms of content consumption.

Trending in Marketing

- **“In India, if we are creating a culture brand, we have to divulge into three important streams- cricket, Bollywood and music,” says Tarun Bhagat on PepsiCo India**
- **From TikTok to anthem - the beverage maker has gone back to its roots in its new campaign of being an irreverent brand**
Blast from the past; as Pepsi comes back with ‘Swag’ this summer Can Pepsi get its swagger back with its latest TikTok-led campaign?

The Outcome...

‘Trans-create’:The trend till now has been focused on creating content in Hindi and getting translations done for other languages. For example, whenMomspressolaunched the #MoreToMe campaign, a literal translation in Hindi would have been ‘mujhmeinhaikuchaur’. However, the platform ‘trans-created’ the tagline to ‘Maa Se Main Tak’. Going forward, it will be imperative to ‘trans-create’.

Existing structures in brands and agencies will need to be re-configured:From localizing their web properties, having social media pages in Tamil and leveraging regional insights, the challenge and the opportunity are huge and hence needs to be looked afresh. Recently, we were looking tocoinan alternate term for housewife such as ‘home-leader’. Our Tamil editor educated us by saying that the term ‘Kudumbha Thalaivi ’ meant just that in Tamil. The regional language opportunity willthereforepercolate to providing employment opportunities to many native language speakers, in brands and agencies alike. We are already beginning to see some of these changes. Reports reveal strong growth in regional language advertising revenue with national brands and local brands like Nalli and Muthoot creating language specific campaigns, with local celebrities and capturing local nuances. Also, Indian language content drives almost twice the user engagement and exponentially increases the reach of online content. So, the transition from English to Indian languages will benefit content creators as well as individuals who are searching for content in their regional language.

More brands and SMEs will go regional to capture more users:Regional content is increasingly being leveraged to increase brand recall through vernacular-based digital advertising. The structuring of marketing teams will also need to undergo a fundamental change. Brands will

Trending in Marketing

- **Around the world in 60 days! Brands ticket to World Cup this year**

Brands are betting on trips and tracks to engage cricket fans and score points

- **Dish TV launches 'Dishkiyaon Cup' contest**

As part of the offer every participant can win upto 30% cashback on their next recharge for correct predictions

- **Storia Foods launches ad film campaign for Storia Shakes**

Campaign to span across OOH, digital media and on ground activations across multiple cities

need to have regional representation to get that all-India nuance right in their communication. Indian language users find it challenging to read product descriptions and reviews in English. Research suggests that the share of digital advertisements in Indian languages is set to increase from 5% to 35% by 2021. This proves to be a massive opportunity for Small and Medium Enterprises (SMEs). SMEs largely target the semi-urban and rural sectors, comprising a population that prefers using Indian languages over English. In fact, over 50% of offline shoppers claimed that they were more likely to access e-tailers if they offered an end-to-end Indian language interface.

Regional content may become more expensive to produce: When one looks at the press, there is a huge difference in the price of English media vis-à-vis Indian language media despite the fact that English newspapers are only consumed by 8% of the population. This has been due to the notion that the English speaking reader typically belongs to a higher SEC or has greater influencing power. On TV however, the reverse plays out where GEC channels are significantly more expensive than English channels due to the difference in reach. With demand likely to outpace supply in the foreseeable future, we anticipate the price of Indian language content and media and associated services to be at par or even higher than English.

The authors are founder and CEO, respectively, of vertical content platform Momspresso. Views expressed are personal.