

Edition-15

1st – 15th June 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

Trending in Marketing

- ***TikTok celebrates India's economy with Creator's Lab 2019***
TikTok previews #MyTikTokStory, its latest campaign encouraging Indians to showcase their personal passions and identity through 15-second videos

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Marketing Bonanza

(Marketing E-News)

At OPPO, we follow a 'simple and focused' strategy when it comes to marketing and advertising: Will Yang, brand director

OPPO has admitted that it does not believe in subtle marketing and has had multiple brand ambassadors such as Deepika Padukone, Yuvraj Singh, Sidharth Malhotra. The big question is, is this strategy sustainable?

The smartphone market in India is extremely competitive. What is it that OPPO is doing in order to bridge the gap to the top?

At OPPO, we believe the most important thing is to do our best and give our consumers and fans premium technology along with pristine design. We are always focused towards leveraging technology to offer innovative products. Innovation is at the center of our offerings and we have invested heavily in R&D. We have already invested over RMB 4 billion globally in R&D and will invest another RMB 10 billion in 2019 – so R&D is clearly an important area of focus for us. We will soon be announcing our first R&D center in Hyderabad soon, as well.

What is your overall marketing strategy? Could you give us a sense of the media mix as well?

At OPPO, we follow a 'simple and focused' strategy when it comes to marketing and advertising. This means we are completely focused towards leveraging our resources and energies to create unforgettable experiences for our consumers, especially the youth, across markets and cities. So, whether it's tier I, tier II or III markets, the core of our strategy remains the same, only the touchpoints vary to connect and engage better with consumers.

Trending in Marketing

- **KPIT Technologies unveils new brand identity**

The new visual identity is an interconnected and responsive graphic system that represents KPIT's ubiquitous technology solutions

- **Clovia and Colors TV enter into strategic partnership**

The partnership will see characters from channel's shows including Udaan and Ishq Mein Marjawa wearing Clovia's STARLIT collection

To reach a larger base, we use a 360-degree IMC (Integrated Marketing Communications) approach. We are present on all platforms that our target audience would be interested in. In India, we are closely knit with two of the most followed platforms in India – Bollywood, Entertainment and Cricket. The idea is to connect and offer experiences that go beyond the product experience

Could you give us a sense of how much you are investing in India for the new premium OPPO Find X and R17 Pro launch and the marketing strategies around it?

OPPO is not a number driven brand but our Indian consumers can be rest assured that we will give them the best products that will meet all expectations. In regard to our marketing strategy for these devices, they have been created to provide a premium experience to the consumer and as you would have noticed our communication has been the same.

We are consumer focused brand and believe in investing our efforts in products that a consumer would want to use and flaunt and hence take their feedback very seriously. With the youth being our primary audience, our focus is to offer them trendy, classy and an unforgettable smartphone experience. Through our careful designing of both software and hardware, we are constantly working to ensure that every OPPO phone we design and offer our consumers is in sync with the mindset of our target audience and helps them stay in vogue which is what the Find X and R17 Pro are all about.

Is OPPO's Indian marketing strategy similar to what is done in China?

The core of OPPO's cooperation cultural is Benfen. It has several levels of meanings and it gives us the criterion that we should do the right thing. We believe the right thing we should do is to provide our consumers the best

Trending in Marketing

- **Cravatex Brands partners with Vans in India**

At present Vans is an over \$3 billion global lifestyle brand, which aims to become a \$5 billion brand by 2023

- Casio India announces Tiger Shroff as the G-Shock India brand ambassador
- Brands, ads, marketing gimmick that matters to advertisers

product that really caters to consumers' demands. We are a 'simple and focused' brand that focuses its resources and energies on creating unforgettable experiences to its consumers especially the youth. So, whether it's the Indian market or Chinese market, the core of our strategy remains the same globally. Meanwhile, we put in a lot of efforts in localization, to dig out what our Indian consumers really need. For example, we found that Indian consumers like hanging out with friends at night and capturing moments at night are a challenge, hence to fulfil the demand to click beautiful pictures at night we designed the new OPPO R17 Pro.

What is your distribution strategy?

We will continue our focus on the online and offline markets further connecting with our consumers from all over India to provide consumers a first-hand experience of mobile devices, choice and offerings. And we aim to build 550 service centers to enhance the after-sales services to cover all regions among India. We have also focused our efforts in developing our online presence to ensure people have more access to our products. The product is always the most important thing. And regarding distribution, OPPO has both offline and online channels to provide consumers more convenience in the purchasing process. We focus our efforts on being present across all touchpoints to offer the best services to our consumers. Last year we achieved the target of 35,000 offline sales points. Furthermore, to provide better services to our Indian consumers, we are aiming at increasing the number of service centers across the country to cover all customers across all regions in India. OPPO has admitted that it does not believe in subtle marketing and has had multiple brand ambassadors (Deepika Padukone, Yuvraj Singh, Sidharth Malhotra). The big question is, is this strategy sustainable?

As a brand, OPPO has been actively engaging with audience through multiple platforms. Right from

Trending in Marketing

- **Influencer marketing breaks new ground as brands explore new ways of product promotion**

About 76% marketers are looking to increase their budget allocation on influencer marketing campaigns this year

- Monte Carlo ropes in Andre Russell as brand ambassador for its sportswear brand

Rock It offers gym wear and sportswear including gym t-shirts, workout vests, sports

partnering with the diva of Bollywood, Deepika Padukone, and now with youth heart-throb Sidharth Malhotra - we have tied up with those who share a similar passion for perfection just as OPPO and in the process have catered to different sets of the youth audience. We feel it is sustainable till we partner with people that share the same mind set as us and their values and ideas resonate with our brand, as they followers or fans will only then resonate with our brand.

From a marketing point of view, what's next for OPPO?

The smartphone industry is evolving at a rapid pace and both technology and consumer demands are changing constantly. At OPPO giving our consumers the best of innovation and technology is our primary focus. We aim to provide them with products that meets all their needs.

To reach a larger base, we use a 360-degree IMC (Integrated Marketing Communications) approach. We are present on all platforms that our target audience would be interested in. In India, we are closely knit with two of the most followed platforms in India – Entertainment and Cricket. The idea is to connect and offer experiences that go beyond the product experience.