

Edition-01

1st – 15th November 2018

Editor's Note

Welcome to the first edition of Marketing Bonanza. Marketing Bonanza is the new character of the MBA Marketing Club. It would be published fortnightly. 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 for Achievements

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Marketing

Bonanza (Marketing E-News)

Trending in Marketing

Mondelez India Illuminates the Town of Diyamakers

Celebrations frame an inherent piece of the Indian culture. Mondelez India, with its campaigns, bright bundling and interesting item designs has been at the core of India's happy soul for more than 70 years. This year, Mondelez India brings alive the delight of goodness by uniting individuals and strengthens relationships with a deep rooted mantra of generosity and making a difference to people's lives. Much the same as no celebration is finished without festivities, Diwali can't be respected in its actual sense without lighting up our homes with diyas.

"Brand speak is no longer enough. If you really want to be a brand that matters, you have to be a brand that does. Cadbury has always had generosity at its core. So when Diwali came around, we discovered this village that makes diyas for a living, but doesn't have electricity for most of the day. The irony was obvious. And the solution was too. What if we could light up their lives, the way they light up ours? From there it was only getting it done that was the hard part. And their reactions were totally worth the hard work." Neville Shah, Executive Creative Director, Ogilvy & Mather.



Praises the soul of Diwali with another heart-warming installment of 'Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye'

Why Go Social?

New Customers

- 78% of small businesses now get at least new quarter of new customers via social media
- 61% of young people refer to social media to decide where to go when they go out

Customer Engagement

- 27% of customers check their social media several times a day
- 35% of customers check brand pages regularly as a part of their social media activity
- All together social media takes up 27% time spent online.

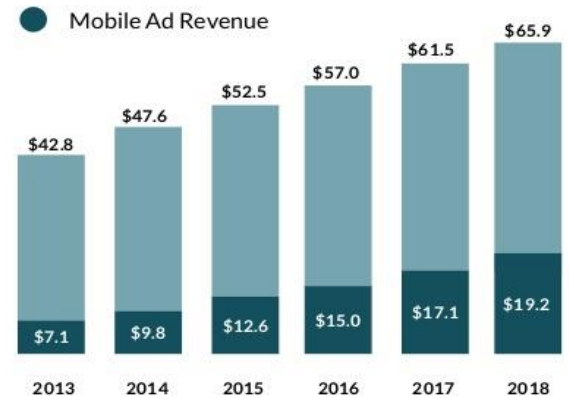
Some Mobile Facts

1. Marketers and advertisers are putting 51% of their budget into mobile ads.
2. Mobile ad blocking is increasing 90% year-over-year.
3. People are accessing 69% of their media on their smartphones.
4. 89% of people on smartphones are using apps, while only 11% are using standard websites. Unsurprisingly, Facebook is the most popular app at 19% (measured by time spent).
5. Pinterest is number one for mobile social media, with 64% of referral traffic being driven by smartphones and tablets

Digital Advertising Revenues

US Market 2013-18 (in billions)

By 2018 mobile should account for 29.2% of online ad revenues. That translates to a projected spending of \$19.2 billion on mobile advertising in 2018, compared to \$7.1 billion last year.



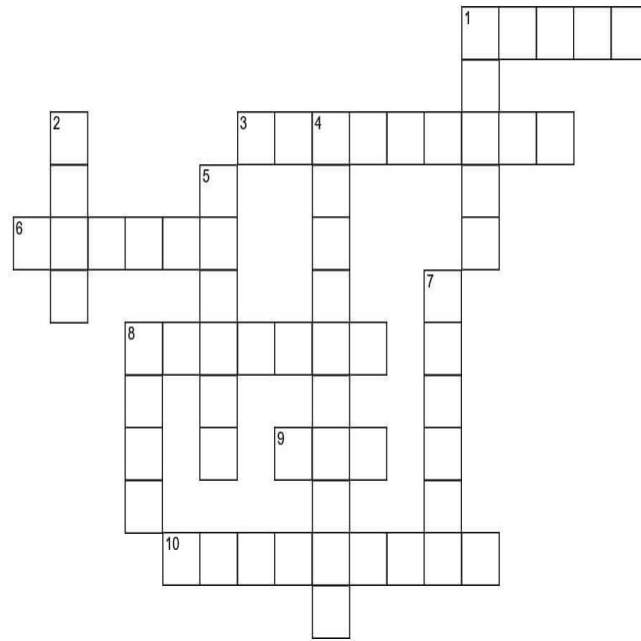
Source: <http://www.marketingcharts.com>

6. 57% of all mobile users will not recommend a business if their mobile website is poorly designed or unresponsive.
7. 40% of all mobile users are searching for a local business or interest.
8. Mobile websites that load in 5 seconds or less will end in a viewing session that's 70% longer than their slower counterparts.
9. More than 50% of smartphone owners will reach for it immediately upon waking up. In other words, the early marketer gets the worm.
10. 83% of people (and likely more than that) are searching for a seamless website experience whether checking on a tablet, phone, or desktop.

Trending

- *McDonald's, NBA team up for a marketing partnership in India*
- *How not being 'too famous' is helping these Instagram nanoinfluencers*
- *Hindware Atlantic launches its first ever ad campaign with actor Mukesh Tiwari*
- *Gillette launches its new razor with Hardik Pandya as the face of the campaign*
- *Reliance Jewels' new ad campaign aims to bring joy along with caution this Diwali*
- *Franklin Templeton Investment's new campaign pushes us to 'reach for better'*

Test your marketing knowledge



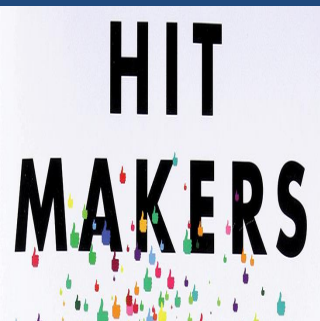
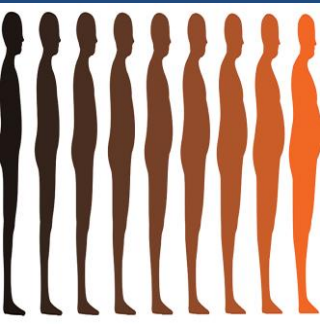
ACROSS

- 6 What is the topic of this crossword?
 7 What do you charge for a product? One of the 4Ps.
 8 What analysis contains political and economic, and ends in ST?
 9 SMART refers to what?
 10 What 'Life Cycle'?
 12 Whose four-celled matrix contains market penetration?

DOWN

- 1 What is distribution? One of the 4Ps.
 2 What is advertising? One of the 4Ps.
 3 The 'what' mix?
 4 Neil H. 'who' describes the marketing mix in 1965?
 5 Whose four-celled matrix contains cash-cows?
 11 What analysis contains opportunities and threats?

Answer would be published in next edition



L.L. Bean Helps Workers Escape Cubicle Culture for the Great Outdoors with an Experiential Campaign

What? Bean struck out to recover its underlying foundations by advertising the prizes of time spent in nature.

What of it? L.L. Bean procured accomplices to build open air workspaces.

Presently what? The crusade turned into a media dear and internet based life sensation. Viral sharing achieved in excess of 200,000 computerized commitment and advanced recordings were seen 2.5 multiple times.

Have Marketers Made Us Fat?

What? Weight reduction promoting can lose all sense of direction in the swarmed market, or neglect to appropriately speak with the buyer.

What of it? The weight reduction industry is worth \$66 billion, however couple of items have hit the correct note with purchasers.

Presently what? **Vital** weight reduction items must juggle emerging, being straightforward and staying connected all through the client lifecycle.

Alpha Males and Subconscious Sales

What? Analysts discovered something bizarre in a field test: Men spend more cash when a predominant male welcomes them at the store.

What of it? The analysts trust that their examination demonstrates that overwhelming men—even in advertisements or in-store shows—can make less-prevailing men spend more cash.

Presently what? One scientist says that advertisers should peruse more scholastic research; they frequently miss the little subtle elements, he says, the signs that show up in the boisterous air of the store.

Hit Makers Explores the Rise of Cultural Phenoms

What? Hit Makers: The Science of Popularity during a time of Distraction is an absolute necessity read for advertisers, composes Michael Krauss.

What of it? The book deconstructs notoriety into levelheaded components you can follow up on, Krauss composes.

Presently what? "On the off chance that you need to comprehend why 'Star Wars,' 'Shake Around the Clock' or Mickey Mouse were all hits—or in the event that you need to make tomorrow's hits yourself — you should peruse Hit Makers," Krauss says.