MADAZINE

Is Instagram
The go to platform for micro - influencers

MAD Club Exclusive Interviews

Try before you fly
Scope of augumented reality and virtual reality in marketing

INDUSTRY 4.0

What is Metrosexuality
Is it heading towards spornosexuality

Ad analysis
#KitneMeMila campaign by Amazon India
FeviKwik cryptic print ad campaign

And loads more from the world of marketing

MAD
Marketing and Advertising Club, VGSoM

VGSOM, IIT Kharagpur

With a commendable contribution from IIT Kharagpur's noted alumnus (1967) Mr Vinod Gupta, founder-chairman of infoUSA, the Vinod Gupta School of Management was established with a mission to develop outstanding management professionals capable of playing leadership roles in their are chosen careers in organisations in different sectors of the economy. Some of the areas where VGSoMites have excelled are technology driven and knowledge-based industries that are characterized by a high degree of globalisation comma dynamism, complexity and innovation.

The school boasts of highly qualified faculty with a considerable academic and industrial experience and strong associated Faculty of sister departments. As a result, the institute has a healthy faculty-student ratio. Being a part of a large and vibrant academic community the management students have the opportunity to participate in a wide range of extra-curricular activities and develop the managerial and leadership capabilities. A modern and aesthetically designed building, well-equipped computer laboratory, exclusive library with books in all functional areas of management and an atmosphere conducive to learning are some of the specialities of the school.

MAD Club

The Marketing and Advertising Club (MAD) is a rendezvous for marketing enthusiasts in VGSoM. It is a focal point where students get together and enhance their know-how in marketing and advertising. Apart from peer learning, MAD also organizes events and competitions throughout the year that helps the club members and the students to get real-world experience of various marketing and advertising principles.

The flagship competitions of MAD namely - "Thinkvent" and "Leader's Challenge" attract enormous participation throughout the country. Participants from top B - Schools participate in these competitions to test their marketing mettle. Creativity happens best when it is coupled with fun, "Kotlergiri" is one such competition organized by MAD which tests the creative side of its participants and needless to say this event brings along with it a lot of fun. Other events organized by MAD include, "Venalicium" a pan IIT business quiz having a footfall of around 200 teams, "Marketrix" a case study competition and "Tagmad" a tagline contest are conducted as pre-induction activities for freshers'. Apart from this MAD conducts live projects and case studies in the marketing domain, one such activity is the "Times of India sales drive" for the junior batch. This sales drive provides a real-world experience of sales and marketing to the juniors embarking their MBA journey at VGSoM. MAD also launches "Madazine" - An annual marketing and advertising magazine. With the help of all these events, MAD primarily focuses on the development of marketing acumen among the students of VGSoM.

From the editor's desk

Marketing and Advertising Club, VGSoM

In a world of VUCA, marketing and advertising are moving towards a new direction of personalization by harnessing the utility of Industry 4.0. With AI, Blockchain, IoT becoming the drivers of revolution, these technologies are enhancing the digital workspace and the way of marketing. By considering the current trends, MAD Club presents to you MADazine 2019!

MADazine is the amalgamation of articles, Interviews by Marketeers, Ad analysis and exciting puzzles for the readers. This edition entails articles by top B-school students articulating their thoughts on the latest marketing strategies adopted by a business firm to be a pioneer. It contains interviews by industry experts having experience across multiple marketing domains and

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have shared their words of wisdom for the marketing enthusiast. Ad Analysis is a comparison of advertisement of a product in the past and future, to understand the repositioning strategy adopted by brands. There is also a writeup, which covers year round of activities conducted by MAD Club.

We are thankful to the entire VGSoM fraternity for their continuous support to make the release of MADazine 2019 a success. Special thanks to the Dean of our School Prof Prabina Rajib and our faculty coordinator, Biplab Dutta for their encouragement and blessings. We also thank all the stakeholders including the participants for an article writing competition. Lastly, we appreciate the dedication and efforts put by MAD Club members in making MADazine 2019, a reality.

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Hitesh Sood
AVP & Head (Marketing)
Vodafone Idea Limited

Hitesh is a seasoned marketer with experience into B2B, B2C lines of businesses that span across Product Pricing, Customer Acquisition and Retention including Customer Life Cycle Management, Business Development, Strategic Alliances, Enterprise Customer (B2B) Acquisitions & Bid pricing.

Q: What skills according to you should be possessed by future marketing managers in coming Industry 4.0?

A: To my understanding Industry 4.0 is all about more aware, more demanding and more empowered consumers than marketers have handled in the past and hence Marketers tomorrow needs to prepare themselves to be ahead of curve in terms of understanding and preparing themselves to meet ever evolving customer expectations. Today consumer due to increased digitalization are able to order whatever they want to on 24 x 7 basis on a click of button with tomorrow morning guaranteed delivery and having got the delivery, next day consumer have the empowerment to return the package with the reason stating "I have changed my mind". Today's marketing team needs to deal with such over-enthused customer set of expectations.

Besides, business has changed quite much in last 5 years as much it has not changed in last 50 years. New business models are getting invented every-day, challenging survival of established business models as such, while there is a great opportunity for new start-ups, all legacy businesses are losing their market share. Marketers tomorrow need to handle such VUCA situations well to sail through their business, no matter whether it is existing or legacy business.

Hence a high sense of adaptability to changing time (changing needs of the consumer), digital mindset, customer centricity, passionate about the purpose of the role are some of the pre-requisites for a marketers to get success in today's world.

MAD CLUB EXCLUSIVE

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Q: Since you have worked in both B2C and B2B marketing. Can you please tell us how marketing and customer personalization differ in both the segment?

A: Fundamentally marketing has been around segmenting the entire universe into homogenous sets and then cater them selectively after careful considering of profitability of these customers. With this logic, both B2B as well as B2C marketing efforts are similar to each other, with former has a lot of focus now on ability to provide bespoke product proposition till last mile, an ability to maintain good relationship with KDM (key decision maker) and role of content marketing, which differentiates enterprise (B2B) marketing with B2C marketing.

Q: How difficult is it to Acquire and Retain Customer in VUCA age?

A: I would say, retaining customer is 10x more difficult than acquiring one. There are some fundamental changes are happening in the demographics of the consumers and accordingly in the psycho profiling of the consumers. For e.g. uptil now millennials Gen Y were the largest market, however, by 2020 it is expected centennials Gen Z (children of millennials) would be the largest market. As per the study Gen Z is more demanding, independent, tech savvy than their earlier generation and ready to experiment with new brands, however, their average span of attention is only 8 seconds and hence critical for marketer to be able to grab their attention during these short span of time.

Besides, today brands needs to stand out not just for the products and services that they sell, but the one who tells a good memorable story to its customer. Customer engagement is the high need of the hour.

Q: After working for many years, do you really feel that having a management degree makes a difference to grow in the corporate world?

A: Management degree surely makes one better understand the corporate culture, dynamics and a few more detailing about HR and people, which a non-management graduate would learn after many years of experience. In one way, management graduate is at advantage but ONLY if he (she) is able to leverage the acquired knowledge into practical sphere of their corporate journey.

However, today with digitalization all across, many people across the society are gaining most of these knowledge without formal MBA degree and are hugely successful in their entrepreneurship venture or corporate career.

From recruitment point of view, as a hiring manager, a management graduate always gets preferred over non-management graduate as hiring manager wants to be doubly sure of one acquaintances with the basic management fundamentals, which can be largely ensured by recruiting a management graduate.

Sampark A. Sachdeva

Head - Sales at OYO
Ex - Ola
Ex - Asian Paints

Nine years industry experience in handling various domains from channel sales, institutional sales to marketing. Currently heading sales for OYO Rooms' largest hub, Mumbai, spearheading a team of 150 members.

Q: What are the most important marketing bits of advice that you would like to share with the budding managers or marketing enthusiasts?

A: It is imperative for the marketing enthusiasts to develop relevant experience incorporating experimental studies such as carrying out trial and error analysis coupled with the optimal utilization of resources to compete in today's dynamic era. Eventually discovering the ROI and what's giving the desired results, one can expand oneself into that sector and conquer another milestone, after which feeding it with more resources might pave the way for a new discovery. To get to all this, one should never miss out the opportunity to make use of the data available with your peers such as your bosses and colleagues, as it is a massive undertaking to discern valuable information from the data available in order to target the audience and grow in the market.

Q: How was your experience running a marketing campaign and what were the strategies that you followed to make it successful?

A: Marketing strategies constitute an endless loop of awareness, consideration, decision and quest to succeed. The awareness about the target audience is of the utmost importance for any marketing campaign to succeed, only after which one can consider what mediums to opt for in order to strengthen the visibility of the campaign and the decision should be made in such a way that makes it a 360 strive rather than utilizing most of the resources into one. This will help in tapping customers irrespective of his geographic and technological whereabouts. The prominent examples being hoardings on road or advertisements on newspaper, internet, and radio. In a nutshell, no medium should be left unchartered to tap the customers, because the only means to lure and retain a customer is to always keep knocking and make him/her feel the brand's presence.

MAD CLUB EXCLUSIVE

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Marketing and Advertising Club, VGSoM

Q: How was your experience in building brand awareness in tier 2 cities or rural areas why it's quite difficult to spread awareness about the brand?

A: While studying the brand awareness in the top-notch markets, it's at the apex and the penetration through the internet and other media is very strong. In tier 1 cities, customer is saturated as they are bombed with sheer number of advertisements all across, but in tier 2 cities, where Internet starting taking a strong foothold, post, revolutionary innovations like Jio, prior to which it was all about going back to the basics of marketing, which emphasizes on the use of cost-effective and below the line(BTL) marketing techniques like street plays or even branding yourself on the back of auto-rickshaws or wall-painting in the center of the town, it can even be a part of festivals or anything that creates a buzz amongst all.

Q: After working for 9 years, do you really feel that having a management degree makes a difference to grow in the corporate world?

A: In today's era, customers are not just consumers but also creators, developing content and ideas and encountering challenges. To increase profits and expand the organization its very important to create leads and get to the nitty-gritty of everything, which is only possible if one has a good foundation. Today, the technical aspects of marketing along with proper management dominates the trade and hence its important to have a management degree as the knowledge and kinds of efforts one has put in or may be the kinds of situation one has gone through during the course has had given the person enough experience and enriched his thought process and style of working. On the other side, it's not wise to judge a person only by his college name but it's the quality that matters the most. It very important for one to have confidence within yourself, only a college will not suffice. One can even become successful without a degree, but it holds great importance due to the value it adds to one and helps him/her gain success on the journey one has embarked upon.

Q: What is the success mantra for you?

A: Creativity in our work holds an important place which includes working with customer right from the start, this will weave one's experience and help in moving up the ladder. I don't come from an IIT or an IIM, but somewhere I know that I will succeed and I just need to work to where I have to get to. It's all about having one's goals clear and grab all the opportunities that come in the way. One should always be open to learning and take up as many roles as possible as that way one can find what fits him/her. Last but not least, one should always look at the positive aspect of the things and never find ways of escaping, which will eventually lead to downfall.

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Sunder Madakshira
Head Marketing at Adobe India

Mr Sunder Madakshira has 22 years of experience in Sales and Marketing. During this tenure he has been in various leadership roles across B2C, B2B products and services. Prior to working at Adobe, he has worked with renowned brands such as SAP, Infosys, WIPRO, Hindustan Levers and VISA. He is recognized as one of India's greatest CMOs.

Q: What are the most important marketing bits of advice that you would like to share with the budding managers or marketing enthusiasts?

A: The world around is getting more competitive as resources dwindle, consumers' attention span reduces, impactful communication is difficult and brand loyalty is under threat. In these times, brands need to be authentic more that ever before. The only advise I would like to give is that budding managers should be authentic in their communication and build the trust that consumers need to have. Gaining the trust of customers is not just common sense but great business sense.

Q: Since you have worked in both B2C and B2B marketing. Can you please tell us how marketing and customer personalization differ in both the segment?

A: There are two essential pillars of B2B marketing – Value and Relationship. Demonstrating value to the consumers is very essential to make the important buy/no buy. Owing to the technical nature of most of these purchases, customers do not understand the depth of the products and features to make categorical decisions. Thus, They need to therefore learn of the value and have strong relationships with the suppliers to encourage trust. Marketing in B2B is focused and more cognitive in methods of communication. Personalization is heavily needed and relatively easy to create owing to smaller number.

B2C marketing is heavily reliant on mass communication and strength of the distribution. Involvement is comparatively lower and therefore communication is repetitive to induce trial. Sales and consumer promotions work very well typically in this segment. Personalization is difficult to create, especially without a strong machine learning paradigm.

MAD CLUB EXCLUSIVE

MA⌐D
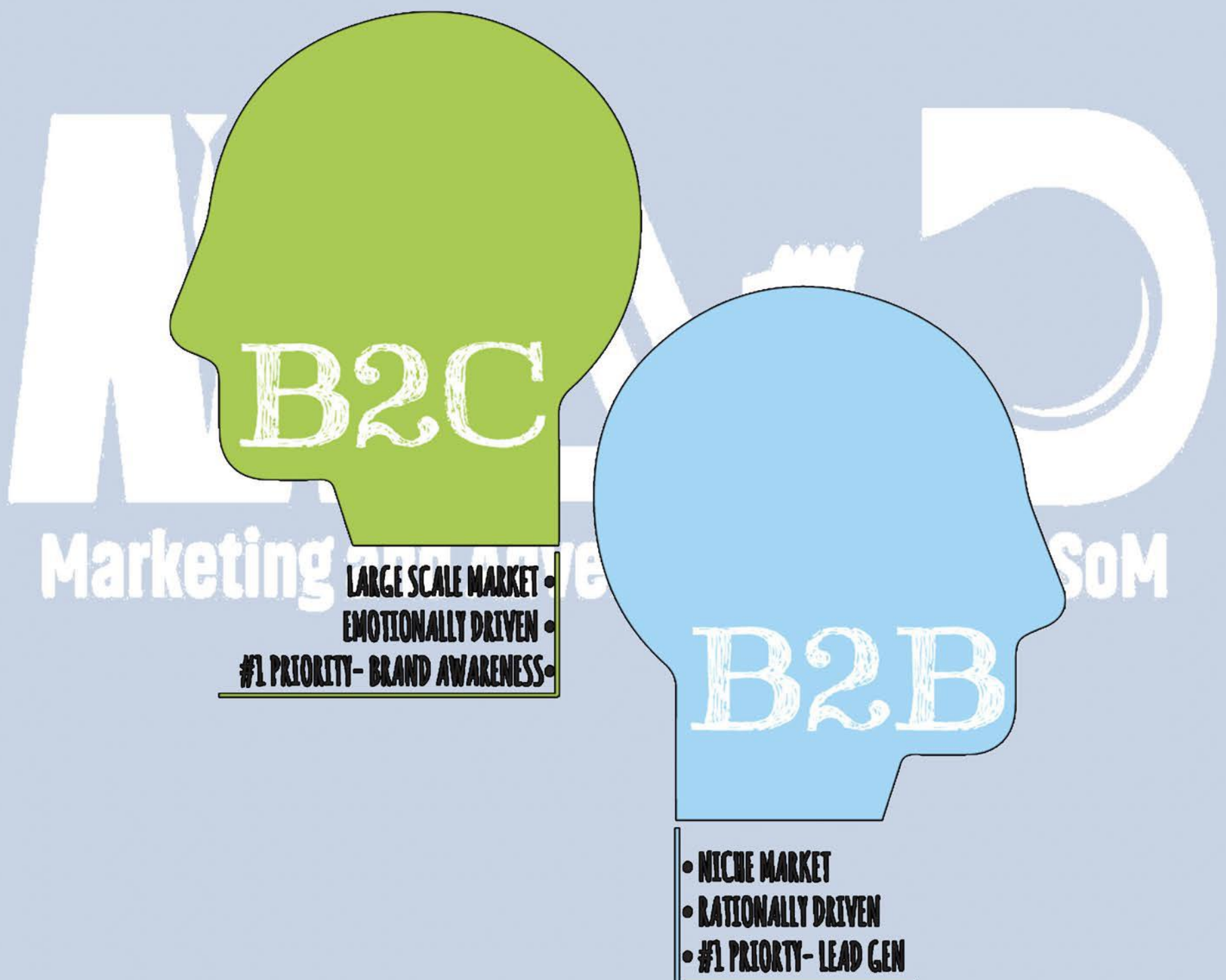Marketing and Advertising Club, VGSoM

Q: What were the challenges you faced while handling global responsibility for branding and lead generation?

A: The fundamental challenge one faces is to position a brand with clarity and in a differentiated manner in the comparison sets. The second one is to identify the customers in various segment and frequently fine tune messages to different segments. The third challenge is to sustain the interest of the customers after creating awareness about the brands all the way to induce trial and post purchase motivation.

Q: What is the Success Mantra for you?

A: In a leadership position, it is all about people. How leaders connect, inspire them to do better and guide them through to reach unbelievable heights. These are some of the traits of strong leadership.

B2C

LARGE SCALE MARKET •
EMOTIONALLY DRIVEN •
#1 PRIORITY- BRAND AWARENESS •

B2B

• NICHE MARKET
• RATIONALLY DRIVEN
• #1 PRIORTY- LEAD GEN

MAD CLUB EXCLUSIVE

MA-D
Marketing and Advertising Club, VGSoM

Jalaluddin Mondal
Head Marketing at Zee Entertainment

Mr Jalaluddin Mondal has more than 16 years of experience in consumer business, Brand P&L, Brand Building, Product Management, Marketing Communication, Strategic Planning, and Team Leadership in Telecom, Electronic Consumer Durable, and Cement industry.

Q: What skills according to you should be possessed by future marketing managers in coming Industry 4.0?

A: In true sense we are in forth industrial revolution. Consumer behavior has changed and is changing at an exponential pace. They are connected with their global peers, well informed, spoiled with choices and want instant gratification. Marketing guys need to adopt newer sets of skill to fight the battle of the mind space of these new consumers. You got to be strong in analytics- playing with large consumer data and deriving actionable consumer insights is extremely critical. Being nimble footed , proactive and continuously creative are must have required skills- you got to be always stay ahead of the course and innovate continuously to win the consumer mind share. But the most critical skill set is a mindset that I called as "consumer centricity"- You got to be empathetic and treat your consumer exactly the way you wanted to be treated, and you got to do that 24X7 without exception. The margin of error is almost zero.

Q: Since you have worked in both B2C and B2B marketing. Can you please tell us how marketing and customer personalization differ in both the segment?

A: For B2C, I called it as mass customization. Traditionally, customization remained confined within B2B space due to constrain of scalability. However now with big data and AI, mass customization is a reality in B2C space too. To me, if B2B marketing is test match, B2C is one day or if B2B marketing is one day, B2C is T20. While in a B2B space, consumer will give you some time to react, in B2C consumer want instant gratification. But never the less, the basic of marketing remain same in both the cases.
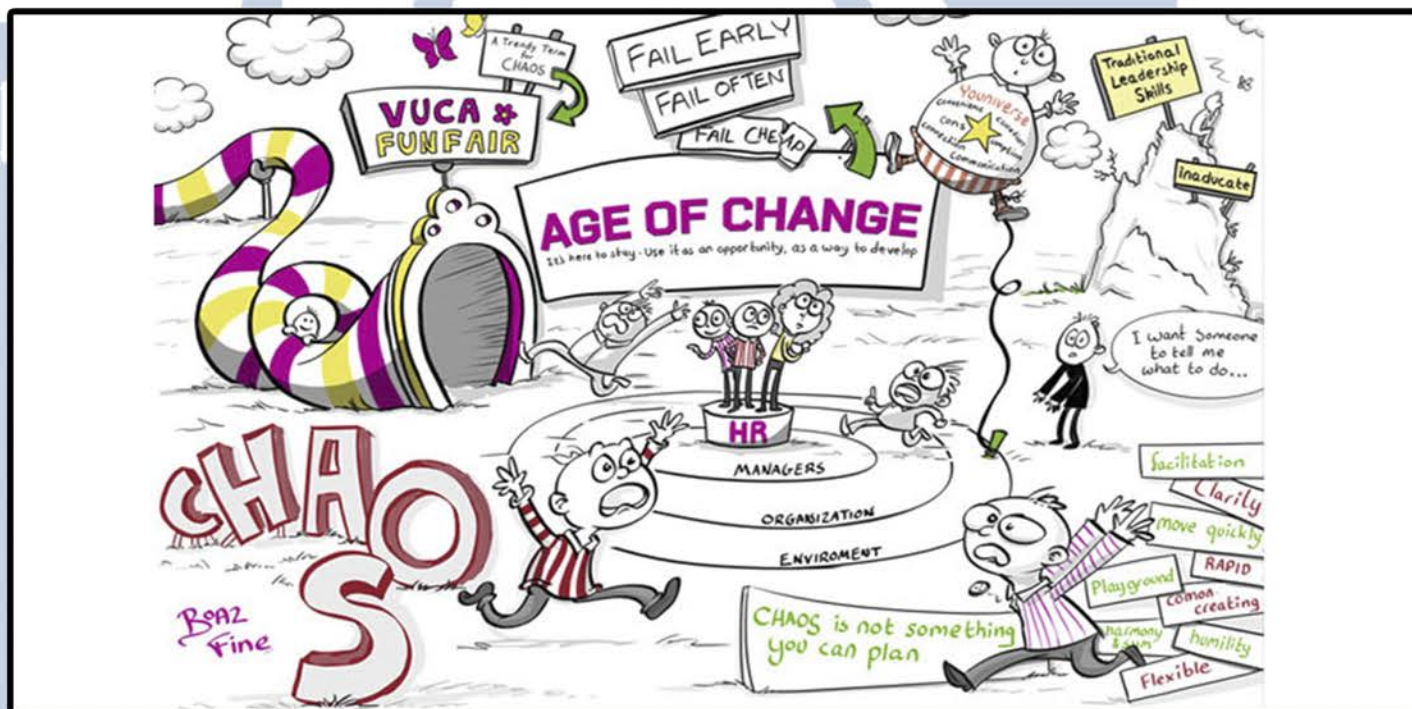
Q: How difficult is it to Acquire and Retain Customer in VUCA age?

A: VUCA world is largely due to the disruption of technology and its impact on all 4 or 7 Ps of marketing. The average quality between the most premium and least premium products has narrowed down significantly. In other words, rate of product obsolescence is very high today, resulting a clear challenge for marketers to keep a sustain product differentiation. On the other hand, due to cheaper and higher connectivity, the average cost to serve a customer dropped drastically. So, for marketer, the product and service story is getting commoditized at rapid pace. More so, the entry and exit barrier for consumer is too reducing at a fast pace due drop of switching cost, search cost etc. (for ex- portability in telecom or insurance). So, in this context, marketer will have to be really at their best, delivering product or service offering to acquire and retain customer. However, in my view retention is a bigger concern than acquisition.

Q: After working for many years, do you really feel that having a management degree makes a difference to grow in the corporate world?

A: Yes, it makes big difference. In fact, my believe hasn't change ever since I started my corporate journey. I have been in the Industry over 17 years and I realised management is an applied and empirical science. What is practice today will become theory tomorrow and sometime may be reverse. Therefore, both B-school and corporate world do complement each other. In corporate, we all are typically doing problem solving-short term or long term. Management school teaches and gives you a set of tool kits, frame works and process. These knowledge would enable you to think and solve business problems independently. Therefore it is important to apply these accrued knowledge back to work and connect the dots between theory and practice.

The growing trend of Metrosexuality and its effect on advertising

Avik Mallick
PGP (2018-20),
IIM Banglore

Metrosexual: First defined in the year 1994 by Mark Simpson, this word has gained popularity in the last two decades. Defined as, "a narcissist and aesthetic oriented, in love with not only himself but his urban lifestyle; a straight man who is in touch with his feminine side". This is a subculture of lifestyle that went mainstream last decade in India, with their lifestyle which includes excessive grooming and fashion, primary stereotyped as women behavior. Metrosexuality is on the rise in India, AC Nielsen survey reveals that three in five single men always try to look stylish. With a CAGR of 45% for 5 years, men's grooming market is valued at Rs.16,800 crores. This category got special attention because traditional men don't respond to cues as much as metrosexuals who are more inclined towards their ideal self-image. Blurring roles of gender: Gender roles have been defined as, "socially developed or encouraged differences between the two sexes". Gender is influenced by culture and is much more variable category than sex.

Relationship between the variables of Self-Esteem, The Role of the Media and Egalitarian Ideology on gender

Children acquires gender roles by social interaction, learning and cognitively organizing their role's perceptions around their basic conception of their body and world (Social learning and cognitive development theory). With changing social roles of women as a consumer and men as producers, the notion of gender is also blurring, and men's focus on consumption has increased. With higher disposable income men have moved from Maslow's physiological or safety needs to the ladder of ego needs, where consumption of urban lifestyle products has become a means to satisfy the self-esteem. Researchers have shown that fashion consumption and grooming is an apt way to satisfy self-esteem. Before the rise of metro sexuality these researches were focused on women only, but this axiom stands true irrespective of gender. They provide an important social function in enhancing one's evaluation of self, hence providing self-confidence.

Media provides images of normative behavior, consumer's idea of masculinity and feminity is shaped by this medium. Objectification of men in ads, movies, etc. has changed trend. As media is focusing more on appearance of men, more men are emphasizing on their looks. Growing dissatisfaction with their bodies and achievement of ideal social self has led to increase in the market of manicures, facials, dyeing, cosmetic surgery for men. Spread of internet connectivity has exposed men to motivation behind their formation of ideal self (models, etc.). They engage in social comparison and start focusing on aesthetic factors.

Values: Thus, the values which motivated men towards metro sexuality are Neo-mindset orientation, individualism, self-esteem, accomplishment, need for affiliation and celebrity orientation. Men also see skincare as a solution to a problem, rather than as part of a broader pleasurable experience.

Consumer Imagery: The consumer imagery created by these brands is of trendy offerings providing utility like acne, dark spot reduction, and a medium to enhance self-esteem by Relationship between the variables of Self-Esteem, The Role of the Media and Egalitarian Ideology on gender roles. gaining confidence, hope and affiliation by others. The
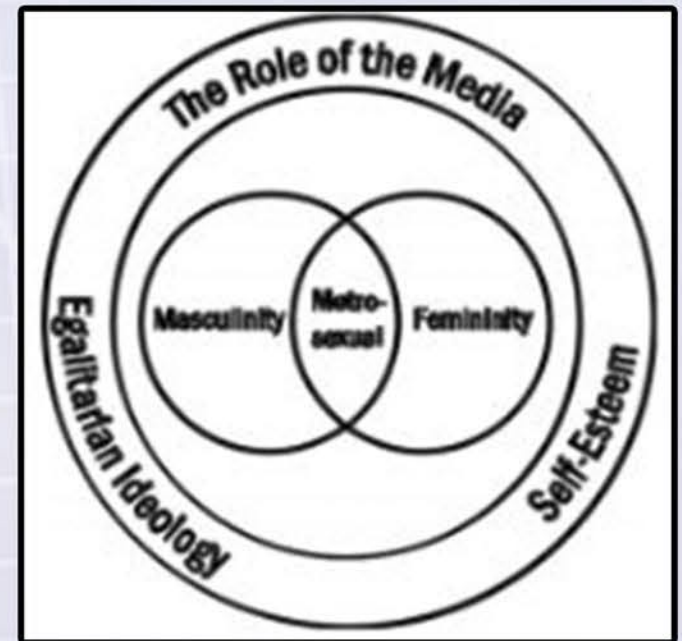
The brands already present in the women segment have worked hard to separate themselves from female beauty by introducing completely different product line with hyper masculine name like Fair and lovely- Menz. They tried to maintain their SCP and provide solutions to thicker, oilier skin. They also provided different sensorial triggers like immediate gratification of cooling, tingling and warming sensation which was in line with men's need of immediacy unlike women preferring holistic approach and ritual like skin care.

Although metro sexuality has impacted the consumption behavior of individuals researchers have found that metro sexuality is heading towards Spornosexuality[vii]. Spornosexuals focusses more on self-objectifying, for them their own bodies have become the ultimate accessories. Metrosexuals believed in consumption of fashion goods and grooming but spornosexuals use their bodies as accessories. In nutshell, the world is moving from Beckham to Ronaldo.

Indian context example:

Lux soap ad: Bollywood superstar SRK shed his macho image too endorse a women's beauty soap that too in a bathtub filled with rose petals. HUL used male model for first time in Indian history to cater to growing trend of metro sexuality, thus giving a androgynous appeal to its product without diluting its core proposition of beauty enhancement.

Emami fair and handsome: The first brand to launch fairness cream exclusively for men. This product has received great success since its launch. This product changed the attitude of men towards fairness creams by appealing to the Utilitarian functions (composition present in the cream which enhances beauty -American lumino peptide) and ego defensive functions in the form of increased self-confidence and appeal to the opposite sex. Hence impacting the self-image of the user.

Fair and lovely: The largest selling fairness cream brand of India, introduced its product for men. The brand kept its core proposition of hope and self-confidence, but they shifted their focus from women to men also. As time passed, they introduced various products under the product line giving various utilities to men like anti-aging, anti-pollution etc.

Recent launch of hair removal cream by Vi-John exclusively for men and first of its type in India. Hair removing is traditionally associated with women, but with changing culture and preference towards hair less body Vi-John launched its product.

Augmented and Virtual Reality driving New Age Marketing

Souradeep Guhathakurta
MBA Marketing, 2018-20
SIBM Pune

Rajasee Chatterjee
MBA HR, 2018-20
SIBM Pune

Consumers have long disliked multiple facets about offline shopping. Dimly lit dressing rooms, insufficient information and pushy salespeople have deterred millennial shoppers from brick-and-mortar stores in recent years. Customers now value a sense of community, engaging conversations and a touch of reassuring authenticity. Brands have also evolved keeping in mind the need of the hour and the cornerstone for success - experiential marketing which positions the target audience as active participants. Recent trends in retail suggest that a majority of consumers have moved to digital and mobile platforms. Digital signage and the mobile revolution have taken over global consumption with augmented and virtual reality set to disrupt and transform shopping experiences of customers all over the world. According to a Goldman Sachs forecast the market for AR/VR in retail will reach $1.6 billion by 2025. Retail chains and shopping centers have started launching dedicated VR centers to lure customers in as customer conversions are very high through these mediums. Infiniti was able to sign up 50% of the visitors at an auto expo for future communications by letting fans experience a virtual car ride.

VR is proving to be an apt fit for situations where the retailer wants the consumer to experience a specific environment, while AR superimposes images over the user's immediate surroundings like projecting a new ensemble on a likeness of the shopper standing in the store. Zara implements AR to help customers model clothes virtually, decide what looks good on them and buy in one click. 175-year-old travel agent Thomas Cook has recently launched an immersive customer experience dubbed 'Try before You Fly'. Customers are encouraged to avail a VR headset to immerse themselves in hotels, resorts and beaches of their desired getaway places.
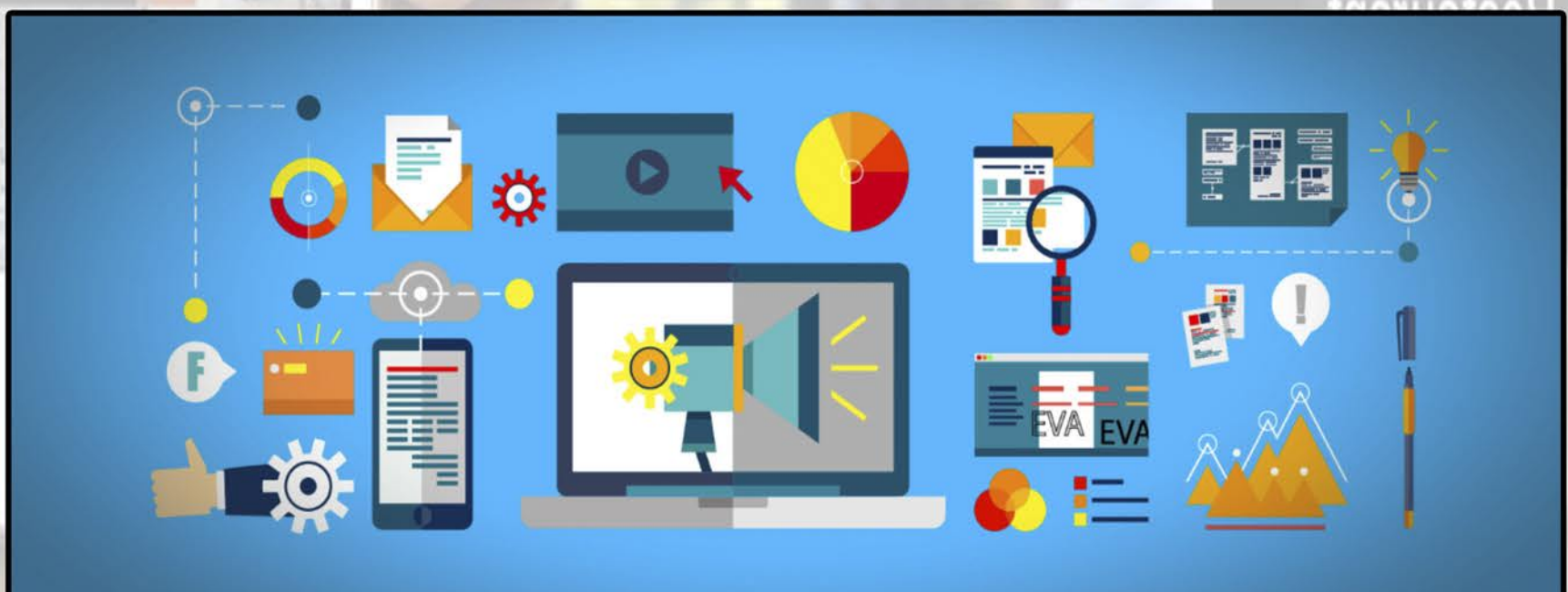
VR will provide a qualitatively superior experience of brand for customers. Car dealers might provide an immersive experience of a test drive simulation without the physical aspects like inventories at less than half the space of a traditional car showroom. These 'digitally enhanced' showrooms have the potential to offer a more enriching complete experience for multiple customers simultaneously by integrating in-store, mobile and online platforms, allowing them to research multiple vehicles, book test drives, obtain prices for their old conveyances, choose payment options, purchase and organize servicing of their cars all at one click. Audi launched its first fully functional VR app for customer engagement at dealer showrooms. The VR headset allows prospective buyers to configure and customize their dream car by selecting and superimposing extremely realistic minute details from a catalogue of several hundred million possible models and equipment variants in three dimensions, 360 degrees along with light and sound in various natural settings like terrain and sunlight. BMW has also leveraged VR and AR technology in their showrooms to set up cars tours where prospective buyers are able to experience new car models and possible customizations.

The convergence between AR and VR is being leveraged by the ARKit app of IKEA to strengthen the interaction between consumers, brands, and media platforms. Customers now have the opportunity to try out a variety of virtual furniture in their homes via the ARKit app before making a purchase decision. If the piece complements their space, the app offers them the option to order on the spot and get it delivered to them. The famous color chart of Dulux has evolved into the digital age via AR app to demonstrate to customers how personal spaces will look like when painted with certain shades. Maybelline has adopted a similar approach by launching a virtual nail polish testing campaign which increased social engagement with customers and at the same time conveyed insights to the brand about popular colors to manufacture and stock. With the recent launch of official AR development kits by Apple and Google, there will be a huge proliferation of AR apps in the retail space.

Nonchalant buzz of marketing through micro-influencers
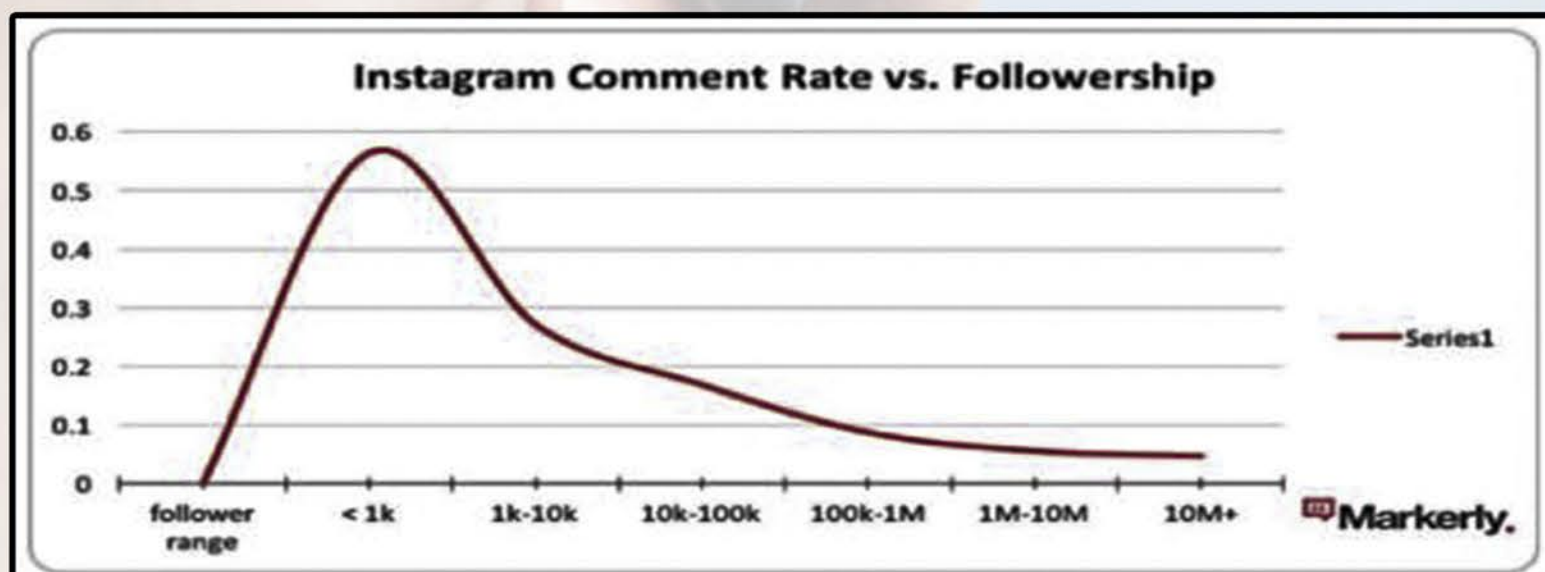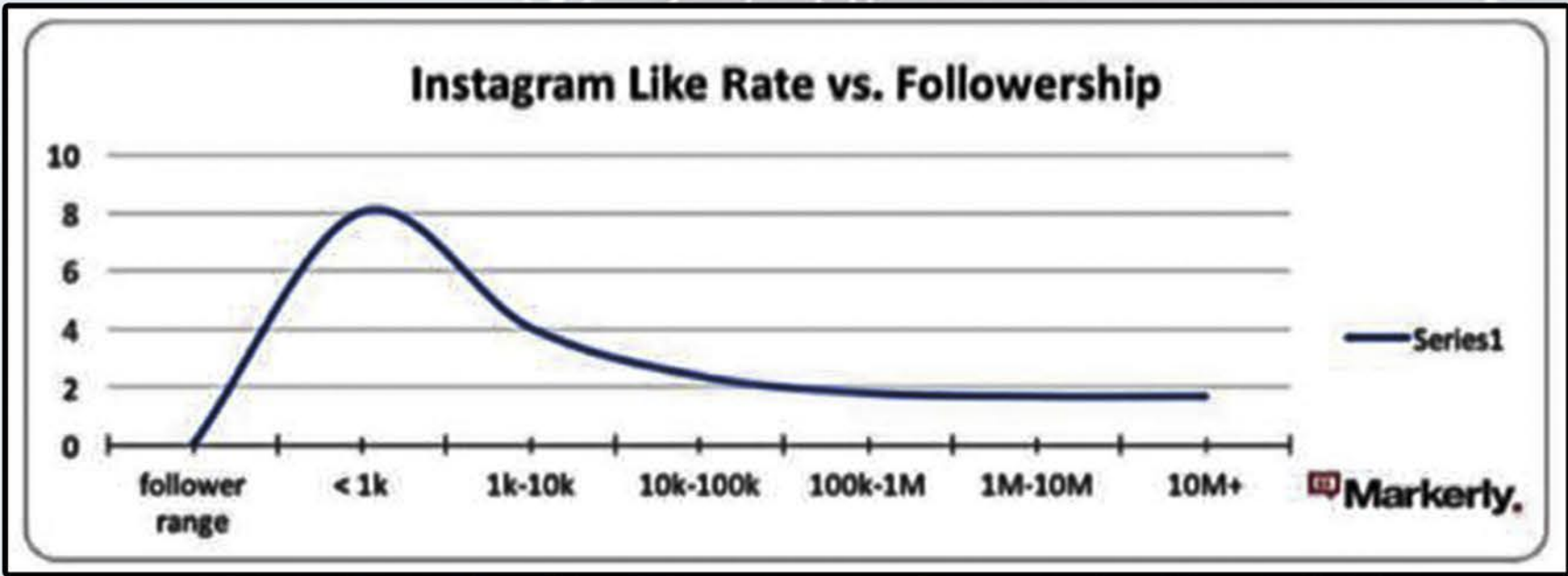
Baibhav Singh
PGP, 2018-20
IIM Vishakhapatnam

On an Average a Firm generates 650% ROI forever dollar spent on Influencer Marketing. These numbers are sufficient to raise eyebrows and provoke thoughts in the minds of any Marketing Manager seeking to revolutionize his Marketing Campaign by a trend shift from the Cliched Marketing techniques of Mass media advertising and Newspaper ads, Print ads etc. There has been a recent rise in you tubers and many of them have ended up making Millions from their videos. These are the people who are going to lead the next era of Digital Marketing, they are not some record shattering Grand Slam Winners neither they are Box-Office Rock Stars with hundreds of Millions of Followers , rather they are people with Thousands to hardly half a million follower . These set of people have been the target Partners of many of the Brands and are known as Micro-Influencer in the lanes of Social-Media Marketing. The advantage brands get with these Partnerships are highly authentic , clearly visualized posts rather than invariably high carging Ads which are sponsored to Hall of Fame Sportsman , Actors etc.

Sayali Batle
PGP, 2018-20
IIM Vishakhapatnam

Micro-Influencer Marketing is one of the key aspects to achieve highly personalized marketing as these people may be some sort of Yoga Trainer, Travel Blogger etc. who have high level of Engagement with their followers and have more targeted and focused audience set. While in the case of Influencers, there has been an inverse proportionality seen from the decreasing number of Likes and Comments with an increase in number of Followers. One important aspect of Micro Influencer Marketing is they cost very less, at times you can even manage to get a post just at the exchange of few of the Products for their Trial Purposes. As per a research Conducted by Markerly , the following Graph shows the rise and fall in Number of Instagram Likes and Followers Relationship. It is clearly evident that, people with less than 1000 followers are on the top of bell curve when it comes to getting their posts read, liked and shared across.

Instagram Comment Rate vs. Followership

follower range	< 1k	1k-10k	10k-100k	100k-1M	1M-10M	10M+

Series1

Markerly.

Instagram Like Rate vs. Followership

Instagram, as a platform for Micro-influencer marketing has taken a huge leap in the past few years. This came following their being acquired by Facebook and them undergoing a transformation in Algorithm to imitate that of Facebook. This change made Instagram to show the feeds and posts of the Persons whom the Users follow rather than showing the Sponsored ads by celebs. Its inherently high Visual nature makes it more feasible for the Micro-influencers to take pictures and post on their Feed which would be visible to their followers. Such is the impact of Instagram that it is expected to cross Facebook by 2021 in terms of number of users. Micro-Influencing can thus be used to improve awareness about your Product and its features resulting in an enhanced penetration into the Targeted and Focused customer segment.

Personalised Marketing

Sai Ram Teja

MBA, 2018-20

VGSoM, IIT Kharagpur

Personalised Marketing is the ultimate form of Target Marketing where companies analyse the customer behaviour and personalise the offerings for their customers. In this Industry 4.0 era, the Marketing strategies needs to be aligned so that it can serve its customers personally. An average online reader loses interest after 15 seconds, personalising your mixed media content is an interesting and often effective approach.

But the question here is to what extent a brand can go to create personalised experience without actually drowning them! According to the "Pulse Check 2018" report by Accenture Digital, nearly 48% of all consumers have left a business website and made a purchase on the another site because it was purely curated. Also 91% of consumers are more likely to shop with brands who recognise, remember and provide relevant offers and recommendations.

PERSONALIZATION MARKETING STEPS

IDENTIFY   DIFFERENTIATE   CUSTOMER INTERACTION   PERSONALIZE

How Personalisation is Changing Marketing?
>> Customisation is not personalisation. Customisation is explicit, but personalisation is implicit
>> IP recognition software will provide an experience that is dynamically constructed for individual customers
>> You can design marketing strategies based on the engaging trigger points for the customer
>> No matter what the technology is the key to great marketing is to understand the users
>> Personalisation is the next wave of the communal public user experience
>> The future lies in making websites, products, or experiences in a more personalised way
>> Personalisation has moved beyond segmentation to algorithmically-driven content
>> Use personalisation and customisation of landing pages to drive better conversion rates
>> The three step approach to personalisation is: listen, educate, engage
>> The three keys to balancing personalisation and privacy are company transparency, consumer choice, and being accountable to those choices
>> Personalisation is about engaging customers using technology in ways that mimic how we would do it if we were face to face

Examples

Target	Coca Cola	Amazon
Target	**Coca Cola**	**Amazon**
Target used Predictive analytics to predict the pregnancy which created many controversies. Based on the purchasing patterns of the individual it is able to predict the pregnancy and pushed the pregnancy and baby related products	Back in 2011, Coca Cola launched its famous "Share a Coke" campaign in Australia, bringing it to the U.S. in 2014. It used many most popular first names on its bottles mainly to attract the millennials. Soon Coke will soon be adding surnames to bottles	Amazon's personalised recommendations to its users is nothing new. Its algorithm is one of the best right now
From this it is evident that sometimes personalisation without proper measures would backfire		

Conclusion

None can deny that personalisation is the key for any brand in this digital world. But without respecting the privacy of the customers personalised marketing won't be effective. By being transparent to the customers with the way their data is being utilised is the most important thing. Also due to 'Data Localisation' issues with the governments, brands have to be flexible enough with respect to the customer's data.

Make it Personal

Emotional Marketing

Amidst all the hustle bustle about the upcoming marketing trends that have taken everyone by storm, Emotional Marketing still holds strong roots in the ground. For all the readers who are still perplexed with the combo of the words "Emotion" and "Marketing", here's a simple yet thought-provoking question, "Emojis are fun, right? They can add a blip of colour and spruce up any social media post. They can even convey certain messages and emotions better than words. " I guess the answer would be a "yes" for all of us. This is just a fraction of what emotional marketing is.

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The concept of Emotional Marketing was first highlighted by "Marc Gobe" as The New Paradigm for Connecting Brands to People. Emotional branding is distinct from the literal sense of brand awareness because of its ability to connect with its users in an emotional level from advertising to the physical product where it is able to make the user feel certain emotions the company aims to convey.

Emotional Marketing is a mix of various elements like Neuromarketing, Behavioural Economics and Marketing Psychology. When consumers evaluate brands, they use their emotions, based on personal feeling and experiences, rather than information about the brand, such as features and facts. This means that whether you're marketing a homepage, post-click landing page or a squeeze page etc.; connecting emotionally to the viewer is the most important factor. Since consumers tend to choose brands based on emotions rather than logic, the more emotional intelligence a brand has, the better they will do with conversions and ROI.

PayPal discovered that commercials that focussed on speed triggered a significantly higher response than those advertising safety and security which led them to develop an entirely new ad campaign based (Neuromarketing). From things like offering a prospect a warm beverage and seating them a soft chair during a sales conversation to using pictures in babies in advertising. These are all tactics that make us feel connected to the brand and helps in retaining the consumer.

According to major studies, people rely on emotions rather than information to make brand decisions and the emotional responses to advertisements, influence a person's intent to buy more than the content of the advertisement and are remembered the most. Airtel's 'Har Ek Friend Zaroori Hota Hai' advertisement is clearly the best Airtel has been able to express itself.
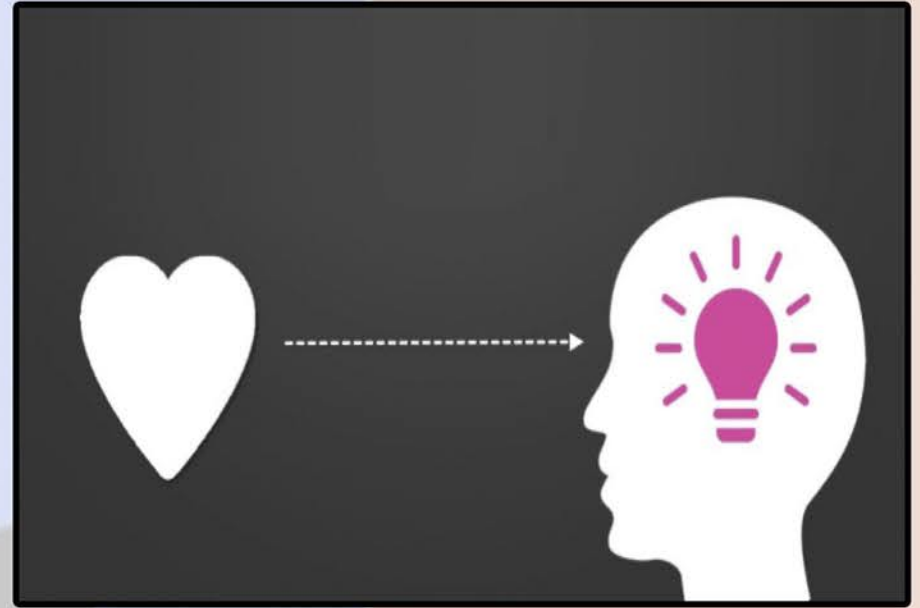
The country's largest mobile operator completely rebranded itself with a new logo and signature tune. It created a buzz and had appealed to everyone, carrying the youthful connect forward. "The campaign reinforced what Airtel likes to convey — human relationships. It could be a 4 am friend, or a Facebook friend, or a work friend, the point being, each one has his/her place in our lives today. This built an emotional connect with the audience and helped Airtel increase its market share.

In today's era, breaking through the clutter has proved to be an increasingly difficult task and marketers are always searching for an advantage. Understanding the most basic roots of human emotion is vital in comprehending a consumer's' purchasing behaviour. The beauty of Emotional Marketing is its ability to integrate into both your outbound and inbound marketing strategies.

Ad-Analysis

#kitne me mila

Kitne me mila is a ubiquitous phrase, often used by people when they see a good quality product with their acquaintance or friends. Generally, it is used for a product having a good visual appeal and people have eagerness to know its price. Amazon India utilized this phrase as an opportunity and engage with its existing customers by launching a campaign kitne me mila. The campaign circles around the value for money products sold by Amazon India.

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Kitne mein mila? Kitne mein mila?

Kitne mein mila? Kitne mein mila?

The ad shows multiple scenario to highlight products across categories, including watch, mobile phones, consumer electronics and appliances available with Amazon at affordable prices.

Ravi Desai, Director Mass and Brand Marketing, Amazon India said, "As customers, we all seek value for our hard earned money. We all operate within a fixed budget and seek quality products within it. Keeping in mind this insight, the 'Kitne Mein Mila' campaign showcases how Amazon.in understands this customer need and offers a wide selection of quality products making shopping more affordable, accessible and within the reach of everyone's budget."

Three years back Amazon launched the campaign ApniDukaan, which captured the dilemma of consumers who hesitate to do any kind of online purchase. The campaign showcases how shopping from Amazon can be the solution.

Then, Amazon India repositioned its brand to #SabAmazonWaale from #ApniDukaan. Experts felt that SabAmazonWaale was the extension of ApniDukaan.

'Apni Dukaan' as a thought came into being last year as Amazon became a more familiar and trusted store for crores of customers across India, and "Sab Amazon Waale" is a celebration of these customers that have placed their trust in the brand over the years," says Desai.

And now Amazon India reposition itself as an online store which has myriads of quality products at unbelievable prices by #kitnememila campaign.

Ad-Analysis

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In today's scenario, where colors play a crucial role in marketing and connecting to people, organizations have started making the best out of the hues to promote their product; Fevikwik too has released a black and white print ad campaign in 2014, conveying a cryptic message.

In many cases, the background colors dominate the subject, thus rendering the intention of advertisement ambiguous. B/W images can be used to depict a powerful message with high contrasts (which might not be possible with colors), or a subtle message with different shades of black.

Looking at this media our eyes instantly captures the emotion of the girl, which is vivid and clear. However, something catches the human eye, which is the tear because it is not exactly a tear. Fevikwik wanted its viewers to focus on the tear, hence used black and white images. With keen observation, we can see that a broken wine glass is used to portray a tear. Fevikwik is the solution for the broken item (wine glass) and inherently conveys a message that it brings back your happiness. The ad also gives a message that before the tear drops off the face; the broken item can be fixed with the INSTANT ADHESIVE.

Fevi kwik
INSTANT ADHESIVE
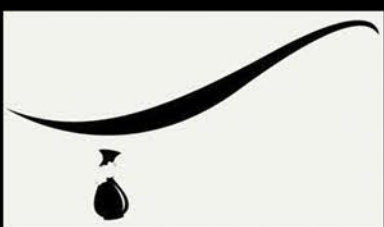
CROSSWORD
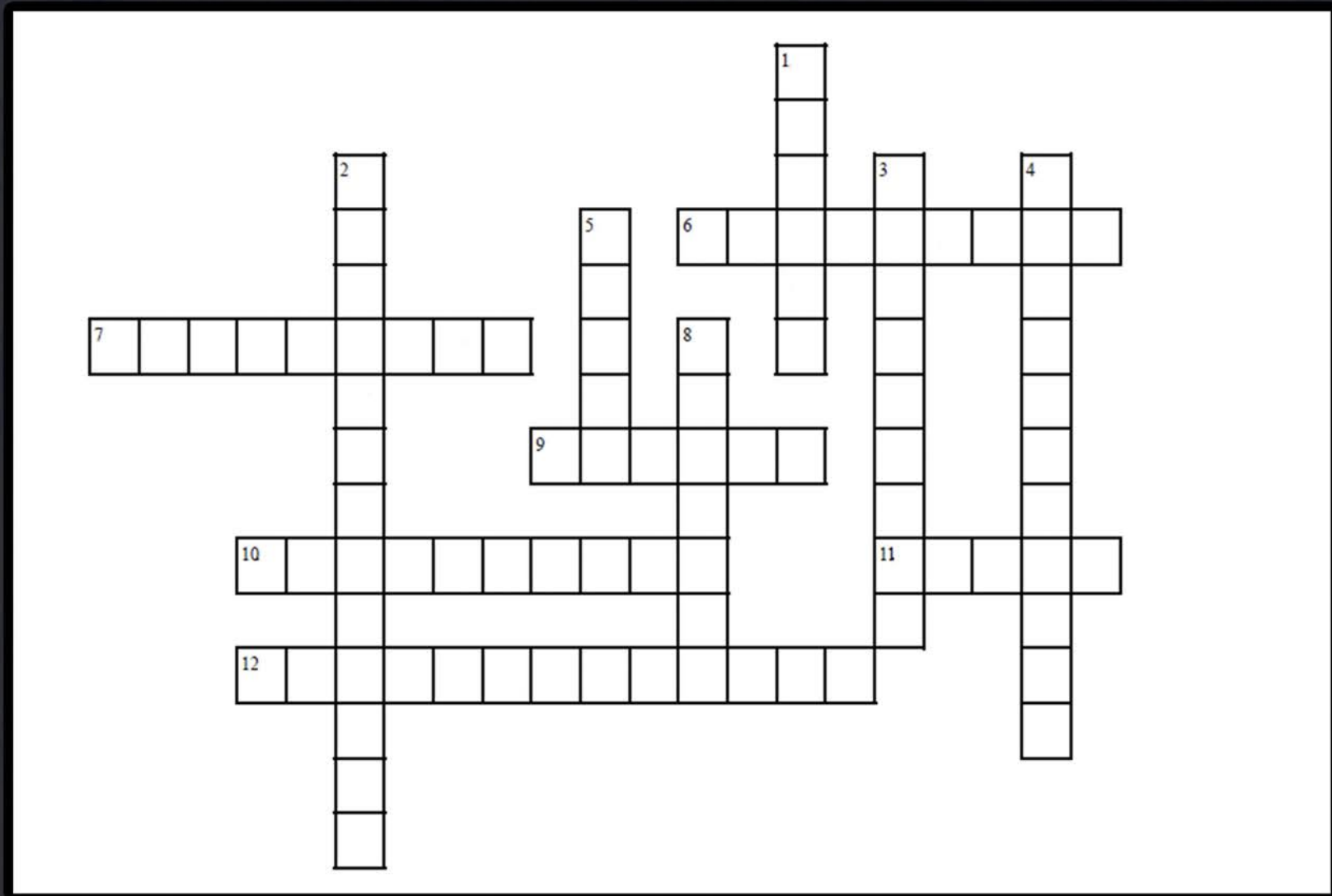
Across

6. What do we call a person who first suggests the idea of buying something?

7. Market –oriented firms focus on:

**9.** It is want for specific product backed by ability to pay.

10. It is the single factor that best indicates social class.

11. It identifies the product or brand.

12. What is the basic property of a service which makes it different from a product.

Down

1. A need becomes a _____ when it is aroused to a sufficient level of intensity

2. What is the basic role of promotion?

3. It portrays the "whole person" interacting with his or her environment.

4. Bread and milk are which kind of products?

5. It is the only element in the marketing mix that produces revenue.

8. _____ markets are made up of members of the distribution chain.

Happiness is ... finishing the crossword
Solutions >>
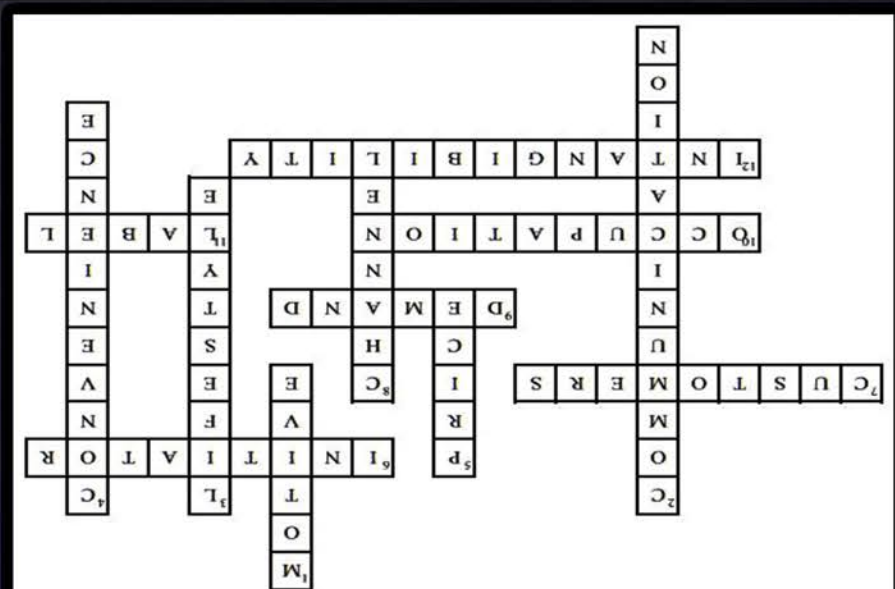
Creative Marketing Campaigns
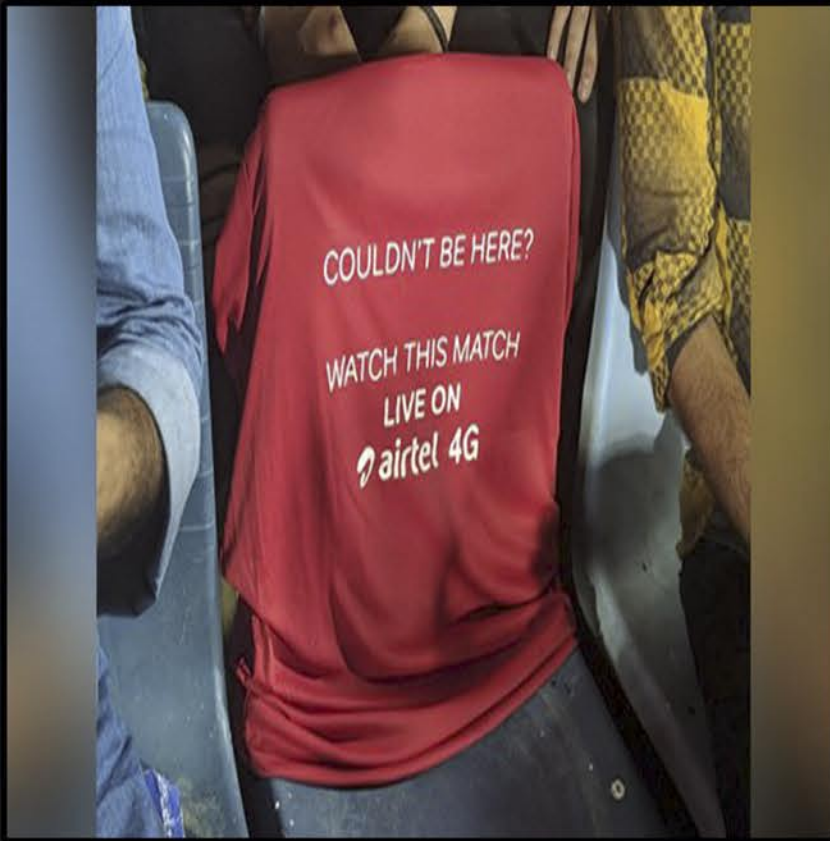
Airtel showed a complete new level of advertising during an IPL 2018 match being played between Delhi Daredevils and Rajasthan Royals without spending huge money.

Wondering what they did?

They bought some random tickets of that match and left the seats empty with a simple message.

<< See Left

A few months ago, in January of this year, the Burger King Twitter account started liking people's tweets from almost 10 years ago.

All of a sudden, people started to get notifications that Burger King had liked some of their tweets from 2010.

This story went viral. Several news websites wrote articles, youTube creators made videos and thousands of people on Twitter were tweeting about it. Everybody wanted to know just why Burger King was liking everybody's old Tweets.

Eventually, Burger King revealed the answer to everyone. See below.

Burger King tricked the internet into advertising them to millions of people. They knew that people would be confused and that many of them would Tweet about it. Then, when enough people were talking Burger King would reveal that they were bringing back funnel cake fries which were first introduced in 2010.

Casey Neistat @CaseyNei... · 12/19/10
I love boxing movies. The fighter was great.
♡ 2

Casey Neistat @CaseyNei... · 12/19/10
I wish I had a microwave
1

Casey Neistat @CaseyNei... · 12/18/10
Cab drivers love bumping the techno on sat night.
3

Burger King @BurgerKing
The official Tweets of Burger King USA.
Follow

Burger King @BurgerKing

some things from 2010 are worth revisiting— like your old tweets. and funnel cake fries. get them now for a limited time.

6:47 AM - 24 Jan 2019

FUNNEL CAKE FRIES

Galerie De Photos

Galerie De Photos

"Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value."
— Philip Kotler

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Marketing and Advertising Club, VGSoM

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