

ENTREPRENEURIAL MARKETING



startups

business

idea



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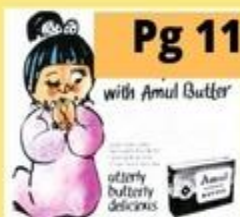
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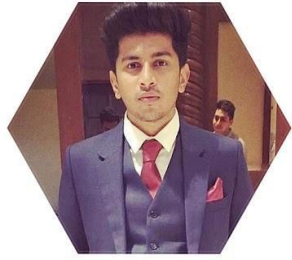
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amazon

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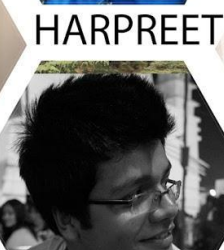
HARPREET



AMIT



ABDUL



PIYUSH



HARSHITA



KHYAT

Editor's Note

Dear Readers,

We proudly present to you the January 2020 Edition of our illustrious magazine, The Marksman. For this edition we have put together a corpus of marketing that every reader will thoroughly enjoy and learn from.

Our cover story this month is, "Entrepreneurial Marketing". Being an entrepreneur is no joke though. Entrepreneurship requires a lot of heart, persistence and confidence in ones ideas and thoughts. With the rise of entrepreneurship, a number of different strategies have emerged on how to run a successful business.

A very hearty congratulations to the winner this month's Call for Articles, **Shubham Manik**, whose article has been featured in this issue. We are overwhelmed by the response that we have received from all of you and encourage you to write to us with the same enthusiasm. We would also like to hear back from our esteemed readers on how you found our Winter edition. We value your feedback as it helps us to constantly improve and write better !

Enjoy Reading!

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JANUARY EDITION

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PAYTM MONEY

Eleven months ago, India's leading digital payments firm ventured into new territory with the launch of Paytm Money. Owned by Paytm's parent firm, One97 Communications, the mobile-based financial services app mainly provides a platform to invest in mutual funds. Even as it challenges heavyweights such as nationalized banks and established asset management companies (AMCs), Paytm Money is confident of its future in the segment; thanks to a growing interest in mutual funds, says Pravin Jadhav, the company's whole-time director.



They offer direct plans of mutual funds and do not charge commissions.

Paytm Money has gained over three million users, reason for its popularity so far being that the mutual funds are mostly distributed through three channels: AMCs that set up their own distribution centers, banks, and independent financial institutions. Here, a part of the investment goes to the channel as commission fees, and the investor is not even aware of this. They offer direct plans of mutual funds and do not charge commissions. The entire benefit goes to the investor.

Paytm Money will sell only direct plans of all mutual fund schemes. Direct plans come with a lower expense ratio as they do not have distributor commissions embedded in them. These are essentially meant for those who wish to invest with the fund house directly or on their own through third-party apps. As Paytm Money is a registered investment adviser (RIA) with the capital market regulator, the Securities and Exchange Board of India (SEBI), it is also mandated to offer only direct plans.

Over the past month or so, Paytm Money has been allowing customers to register on its website to get a chance for early access. Of the 8,50,000 customers who have registered for the app so far, the firm will start providing access to more than 2,500 customers per day, and eventually more than 10,000 customers per day, Jadhav said.

Initially, Paytm Money will not charge fees from their customers, even though it does not earn any commission as it is selling direct plans. Typically, RIAs who sell direct plans are eligible to charge fees from investors. Jadhav declined to reveal when Paytm could start charging fees. "We do not have any plan to start charging fees for now", he said.

It would launch a feature called 'investment packs' whereby it would recommend a basket of schemes, depending on the client's profile.



View Performance of
INVESTMENT PACKS

Investors must complete Know Your Customer (KYC) formalities and create their risk profiles, which is stored in the app. These will be displayed every time the investor checks out a scheme, before actually buying it.

Despite being an RIA, Paytm would just facilitate buying and selling of schemes at the moment. However, in a few weeks, it would launch a feature called 'investment packs' whereby it would recommend a basket of schemes, depending on the client's profile. A first-time investor, for instance, would be recommended a set of low to moderate risk prone schemes.

- Vyom Bhatnagar

A love story of Brands: Pepsi and Regal Movies

It was 7th of Jan, sometime close to 11 pm and while scrolling to Twitter, a small flash of tweet of Pepsi popped up which says, "To me you are perfect" and one can see a series of tweets from Pepsi and Regal Movies showing their flirtiest behavior.

This was the first time any brand is kind of doing this type of engagement with other brand that too on Twitter. Pepsi is known to these publicity stunts whether it is engaging a commercial war with Coca-Cola or having a friendly relationship with Pizza-hut.

This hilarious campaign went ahead, and in the end, both agreed that they love each other and there was a marriage proposal on the table by Pepsi too. This stunt has generated a huge publicity for both. People were very proactively suggesting both brands what to say next.

This 2-3 hour of Twitter campaign has generated some 4500 likes, 1100 retweets and 600 comments. The numbers are not interesting, but the content, context and concept is highly intriguing .

This stunt has generated a huge publicity for both. People were very proactively suggesting both brands what to say next. This 2-3 hour of Twitter campaign has generated some 4500 likes, 1100 retweets and 600 comments.



Chronology of the tweets.



RESULT



Pepsi- lost in translation...

Marketing your product can be fatal sometimes without checking the geographical barriers and properly researching about a country's local environment.

Let's see what went wrong with PEPSI in China...

If someone on this planet is unknown of Pepsi, then I'll surely be surprised. It is one of the most popular (not always for good reasons) brands in the non-alcoholic beverage industry, and a major rival of Coke. The two often exceed their limits trying to win the taste buds of their target market by stepping on one another with innovative, clever and competing marketing ideas.

However, in the race to be the no.1 brand and to maintain their market share, often blunders happen. In this article, I have brought Pepsi and its failed marketing campaign regarding the non-understanding of language in the limelight. These are the ones that create a low in brand loyalty and sales turnover which eventually affects the brand globally and shows their Homework The presence of Pepsi products is spread across over 190 countries; thus it's a challenging task to diffuse the brand in different societies and cultures among people with diverse backgrounds.

Sometimes it becomes really tiresome and many mishaps happen which at some level are found well to deal with but takes altogether a different turn only when dealt by customers and externalities. In this case, smart marketing planning and execution is the answer. While the brand is a popular choice, it has been doing some serious goof-ups which eventually put up a lot of Market share at risk.



The presence of Pepsi products is spread across over 190 countries; thus it's a challenging task to diffuse the brand in different societies and cultures among people with diverse backgrounds.



The Power of Marketing

It takes years to build reputation, relation and trust and seconds to destroy and break it all. A perfect mix of three popular sayings holds true for Pepsi. In the determination to rule the beverage industry, the brand has caused irreparable dents to its image. These days, it's not easy to erase bad marketing memories. For example, a celebrity endorsed campaign went utterly wrong in 1992 and is still remembered for wrong reasons.

All the products offered by the brand are parts that make the whole — they define the brand and play a major role in its personality.

Brands spend millions of dollars to create a strong brand image; then it's up to the marketers. They connect brands with their customers but need to also know how to grab opportunities. The 2009 Super Bowl was a great marketing chance that slipped into the hands of Coke because Pepsi was focused on promoting a (failed) charity project on social media and even some products which were given a lot of attention but utterly failed at the market. Marketing creates memorable experiences; and should constantly protect brand image. All the products offered by the brand are parts that make the whole — they define the brand and play a major role in its personality.

The infamous Pepsi MAX Love Hurts campaign aggravated a critic of black feminist culture, Sistah Toldja. Moreover, writer Ronda Racha Penrice on thegrio.com blew out on the brand, as well as Dr. Boyce Watkins of Black Voices remarked at the advertisement, saying it's "portraying the black couple to be violent criminals and re-igniting the stereotype of the black woman beating her man for wanting the white girl, this ad gives black America a whole lot to talk about.". There have been tremendously bad errors on parts of these brands but that's how "Twin Edged" marketing sword works and that's why choosing any campaign needs a lot of brainstorming and thought process

ENTREPRENEURSHIP MARKETING

Businesses have been thriving and failing but the categories of business have only moved up with its newest addition being Entrepreneurship. This new business that started off with companies like Apple, Microsoft, Amazon etc has created a space for all individuals who have a quirky, contrarian idea to come and connect with the world by filling the gaps that are obstacles in our daily life. Being an entrepreneur is no joke though. Entrepreneurship requires a lot of heart, persistence and confidence in ones ideas and thoughts. With the rise of entrepreneurship, a number of different strategies have emerged on how to run a successful business.

The challenges involved in this business begin with the number of competitors in this space who happen to be more resourceful and better established. It is a really difficult for a startup with limited capital and limited resources to stand against the big names of the particular industry they chose to enter in. Other challenges involve lack of visibility and credibility. To be honest who would trust a company selling a product or service that has barely entered the market without much recognition. However startups has this unique difference from the established.

Whichever industry a startup chooses to set up shop, Marketing is an area where individuals are able to differentiate from the rest of the industry players. The budget might be low but with the correct content and resources it can boost its visibility manifold. Referrals, Word of Mouth, SEO , PPC (Pay per click), personal branding etc. are few of the many way of getting to the defined target audience with a limited budget.



Thereby giving companies an opportunity to turn their weaknesses into strengths. Marketing as a whole provides for tools that can provide a platform to run a sustainable business.

It is to be known that startups arise out of necessity. Finding a cab was difficult thereby Ola found a good place to start and filled that gap.

Entrepreneurial marketing is less about making use of a single strategy but rather incorporate multiple ways thereby differentiating from the traditional marketing practices which are designed primarily for the already established firms. It provides a package for a mix of new and contrarian tools to stand out from all the already crowded space they plan to enter in. Following are some of the few ways that entrepreneurs have used successfully in the past :

Relationship Marketing: Relationship marketing is a platform that creates a link between the brand and Customer. Eg: Nike through their famed “Just do it” campaign urges customers to get up and do more rather than just slack around.

Expeditionary Marketing: Principles of expeditionary marketing includes Calculated risk taking, Pro-activeness, Innovativeness, Customer intensity, resource leveraging etc. Major purpose of expeditionary marketing is to help businesses grow and expand into new untested markets and improved visibility.

One to One marketing : The products are customized and tailored personalized products specifically to the customers. Eg: Coca Cola is known for its famous “share a coke” campaign where they picked out the most common names and placed it on their bottles.

Real time Marketing : Real time Marketing commonly known as “on the fly” marketing which uses any current event happening to market its products or services. Examples involve: During Fashion week 2011 Pepsi launched their diet coke rather than advertising its product. Pepsi hired a journalist with full press credentials to the event. She published the content to Pepsi in a whip-smart way positioning: “get the skinny” on fashion and pop culture.

Viral Marketing : Viral Marketing involved placement of marketing messages that can be shared and further forwarded by the end users

Digital Marketing: It provides for multitude of tools that can be used to broadcast the company’s products and services. Few of the tools as mentioned earlier include: SEO, SEM, PPC etc. Known for its low budget utilization startups find it easy to position themselves in a space that is filled with competition

Finding a cab was difficult thereby Ola found a good place to start and filled that gap. What started with bringing the social experience of a college online scaled to provide a platform for almost all individuals of all age groups online with the launch of Facebook. Trouble in ordering food online gave Deepender Goyal, to launch Zomato for the public. The right marketing at the right time with the budget is of prime importance. Startups don't have the luxury to have a design and advertising consultant team thereby a need to maximize the output with the available resources. Entrepreneurial marketing is best defined by the types of companies making use of it.

Emerging companies make use of this kind of marketing to grow as fast as possible to position themselves along with the other major firms thereby establishing themselves. This happens to be different from a bakery shop, garage service or a diary shop that is content with the space it has and growth it is growing with. Emerging startups need to understand the space they plan to enter too before scaling up and deciding on its marketing campaigns. Starting and testing small markets thereby understanding the consumer base for the product or services needs to be considered. Pattern of purchases and usage needs to be understood from these small markets. Facebook started small before being recognized worldwide, Amazon.com that started as an online book store went on to be the online store that provided almost all products available for consumption.

Plans for marketing can only come into being after the company defines what their business model is going to be. The marketing plan needs to be aligned with the company's goals and the customers they are planning to target.

The types of business can certainly affect the company's marketing decisions. If the company plans to market its products to professional buyers, it won't broadcast funny viral YouTube videos. A comprehensive marketing strategy helps to maintain this focus as there might be a need to change strategies due to uncertainties faced in the process. Entrepreneurship marketing covers all areas from finance, HR, Operations. Startups need to use their resources in a very integrated manner to be successful and sustainable.

Plans for marketing can only come into being after the company defines what their business model is going to be. The marketing plan needs to be aligned with the company's goals and the customers they are planning to target.

Metrics that are in place to evaluate the growth made should be able to reflect the goals of the company. These goals can be ranging from reaching the broadest consumer base all the way to maximizing profits to changing the way a service or product is used. Each goal that is set urges the need for a different strategy to be implemented thereby being more flexible and adapting to changes in the process. Startups need to have quantitative measurements of the same in order to succeed else revise their strategy if in case of no success. The decisions and strategies implemented should consider the real world changes and circumstances of the world.

In time, with emerging and successful companies, entrepreneurship has gone to become a subject to be studied analyzed and practiced . It is not limited to the textual knowledge of the books but rather practical knowledge is equally important too. Individuals need to have a variety of skills to help their growing companies succeed . These include social media, SEO strategy, graphic designing, copywriting etc. Continuous learning is the best way to acquire the new marketing skills that emerging businesses are looking for.

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- Piyush Mukherjee

DaCunha & The Amul Girl

Since her inception in 1966, the cheerful blue-haired little moppet in a red polka-dotted dress, popularly known as *The Amul Girl* has wowed the nation with her witty, occasionally controversial and always enjoyable one-liners in the Indian media. One of India's longest running ad campaigns, it is also the only campaign in the nation where the theme and style has remained unchanged for a little over 50 years.

While the brand *Amul* was registered in 1957, it started advertising itself as late as 1966. Mumbai's *DaCunha* ad agency was handed the responsibility of the brand's advertising by Dr Verghese Kurien, head of Amul and the father of India's White Revolution – the world's biggest dairy development programme. The iconic mascot was created by Eustace Fernandes, the art director of *DaCunha Communications*. The same year, Sylvester's wife, Nisha DaCunha gave birth to the simple yet catchy phrase "*Utterly Butterly*". Initially, the word "*butterly*" met with a lot of skepticism, as it was ungrammatical. However, eventually it did wonders for the brand and soon became one of the most memorable taglines in Indian advertising history.



Give us this day
our daily bread:
with Amul Butter

Lovely lovely lovely
fresh cream Amul Butter
I promise to be kind
if I can have it every day

utterly
butterly
delicious



The mascot's debut appearance on billboards displayed a cute image of the Amul girl kneeling in prayer, with one eye closed and another on a pack of butter with the words, "*Give us this day our daily bread with Amul Butter*".

Helmed by Rahul DaCunha, copywriter Manish Jhaveri & illustrator Jayant Rane, the ads have retained their fearlessness while also having developed a style of vocabulary, with lots of puns and a colloquial flavor.



The moppet-makers: Designer and cartoonist Jayant Rane, MD and Creative Head daCunha Communications, Rahul daCunha and copywriter Manish Jhaveri

However, DaCunha soon realised that talking just about food would limit the horizons of creativity. He, therefore, decided to pitch brand in a way that would instantly connect with the public. In 1966, he released the Amul girl's first topical ad. Titled "Thoroughbread", the ad showed the Amul girl as a jockey holding a slice bread during the horse race season. The feedback was rather positive.

As popular as they were, Amul's topicals ads also brought forth a challenge – they needed to be released quickly or else the relevance and impact would be lost. Realising that the entire process of approving and releasing an ad took a lot of time, Kurien gave DaCunha Communications the freedom to run the campaign without waiting to take permission from the company. This was unheard of and signified Verghese Kurien's seasoned business acumen and unique way of going about things. This immense creative freedom is maintained till date and is the reason why the Amul girl is never late with her take on the world. Jayant Rane – the illustrator, has been painting the Amul ads painstakingly by hand for thirty years. The illustrator ensures that he sticks to Amul girl's trademark features – blue hair, chubby cheeks, wide eyes, no nose and long eyelashes – even while adding celebrity twists.

In an age where collaborating with celebrities for ad campaigns has become a mainstay, Amul's ads stand out for their simplicity & humour to drive home a point regarding important and relevant events around the world. Half a century on, the *Utterly Butterly Girl* continues to make her presence felt on billboards and print media all over the country.

UBEREATS ACQUISITION

UberEats was a food delivery app, which was introduced by Uber itself. In the beginning when it was introduced, for a few months it was not very famous. It received fame after giving extra ordinary discounts on which Zomato and Uber declined to comment when ET contacted them. The acquisition, which has been in the works for more than a year, marks the first big consolidation move in the hotly contested and cash-intensive online food-delivery market, led by Swiggy and Zomato.

With the acquisition going through, the combined entity of Zomato and Uber Eats India is expected to corner more than a 50-55% market in terms of the number and value of orders, pulling it ahead of Swiggy.

This acquisition has helped Zomato to go ahead of its main competitor- Swiggy.

Now these are the only 2 major players in the food delivery app market.

The very famous **UBEREATS** earlier planned earlier to sell business to Swiggy but finally Got acquired by Zomato in \$350 Million . An all stock deal and First consolidation in food delivery



The acquisition was with immediate effect. Zomato itself entered the market in 2017 and within no time got really famous. The founder of Zomato said that now we have acquired all the users as well. The Zomato Gold introduced by Zomato also was of huge success. Zomato has operations across 24 countries and serves more than 70 million users every month. The CEO of Uber said that even after making a late entry in the market, UberEats made a substantial market share capture which is also an achievement for the company.

Zomato is unstoppable
With over 12 startup acquisitions over the years, this is Zomato's 5th acquisition of 2019



-Mohit Nagdev

Amazon : The All-Rounder

Amazon is a USA based company that focuses on e-commerce, cloud computing, digital streaming and artificial intelligence. Amazon was initially launched by Jeff Bezos in 1994 as an online platform for buying books. They also like other major players started off in a garage. It expanded its range of products available online to electronics, furniture, food, toys, etc. on its online market platform.



Amazon
owns 10%
of
North-Am
erican
E-commer
cebusiness

What many people don't know is that Amazon had patented the technology to buy an item online with a single click of the mouse. The technology was called 1-Click and it enabled the company to gain an early advantage by prompting the customers to buy more and allowing the company to collect their data. Amazon, therefore, didn't allow other websites to use the technology until the patent expired in 2017.

Amazon also started selling clothing merchandises by getting into a partnership with several major clothing companies to offer 400+ apparel brands in its online store. Amazon has now moved far beyond books, with offerings that include electronics, toys, kitchenware, and even magazine subscriptions.

In 2005, Amazon announced the creation of Amazon Prime, a membership service offering free two-day shipping within United States on all eligible purchases for an annual fee) and discounted one-day shipping rates. Amazon launched the program in Germany, Japan. Now, with more than 100 million members worldwide.



Prime is considered one of Amazon's most valuable assets.

Not only quick and free delivery with no minimum order amount , prime also provides a video streaming service with the most popular movies and series . It has also started creating its own original content which have become increasingly popular . This makes the prime service very appealing to customers and provides great value for money because of so many features .

Amazon also started introducing products under its own brand First, Amazon unveiled its Kindle. The electronic reading device enables people to download books , magazines and newspaper articles among other content digitally .

prime video



The latest product introduced by Amazon is its smart speaker Echo with the name of Alexa which has become vastly popular worldwide and gives a good competition to the Google smart speaker.

With the creation of more Alexa-compatible and other smart home devices, Amazon is making it easy for all the devices to work together across the board.

This all shows how Amazon has diversified from a small online book-selling store to an E-Commerce mammoth having a worldwide reach and marketing its way into everyone's mind .



-ABDUL MANNAN

IKEA- Making world a better place

Images of massive stores and mass-produced items might come to mind when you first think of IKEA, but sustainability is a key driving force behind every action they take and every product they make. In fact, when witnessing all their announcements like 'ROGNON', 'SAMMANLÄNKAD' and 'urban village project' from the brand's democratic design days 2019 event, it is clear to see how devoted they are to sustainability, especially in the age of urbanization.

Launched in 2012 and updated in 2018, 'people & planet positive' is IKEA's sustainability strategy and encompasses everything within their own franchise as well as their value chain. Two of their most notable and ambitious aims are to remove single use plastic by 2020, and use only renewable or recyclable materials by 2030.

There is a
grand
total of
313 IKEA
stores in
38
countries

Home solar has been offered in seven countries and will be offered in all by 2025, furniture leasing will be tested during the coming year. IKEA Retail China already offers zero-emissions home delivery in Shanghai with all countries working to achieve this by 2025.



IKEA will also be transforming into a circular business as it is moving towards recycled and renewable materials, designing all products from the very beginning to be repurposed, repaired, reused, resold and recycled, and providing the circular services supporting these flows. It also strives towards 100 per cent renewable energy throughout the entire IKEA value chain.



Sustainability Strategy for 2020 report shows how the threat of global warming and climate change appears more obvious than before.

Through the integrated role, country Retail Managers will take greater leadership in moving towards the IKEA ambition to inspire and enable one billion people to live a better life within the limits of the planet by 2030. They will be using 100 per cent electric vehicles for delivery services by 2025 in India. Last year, the Better Air Project was initiated with the goal of converting rice husks that causes major pollution in Northern India into IKEA products.

As more and more of the population moves to cities, our urban environment encounters more problems such as pollution, housing shortage and small living spaces. the brand is developing ways to better our future whether as a new housing concept like the 'urban village project' presented by EFFEKT and IKEA global research and design lab's, SPACE10, or as 'ROGNON', the space-saving robotic furniture developed with ori.

-ARNAV MOHAPATRA

HAPPYDENT CAUSEVERTISING - #SPARKLINGSMILE

Perfetti Van Melle India has partnered up with Smile Foundation for its brand Happydent to encourage the consumers to help in the funding and support for the education of 140 children through a fun and interactive campaign. Under this initiative, for every picture with a sparkling smile shared on the website, a pre-decided amount will be donated to the Mission Education programme mentored by Smile.



#HappydentSparklingSmile, seeks participation from consumers in a bid to assist the Smile Foundation in educating underprivileged children.

The main highlight of the #HappydentSparklingSmile campaign is how 'smiling selfies' shared across the twittersphere are not always authentic and this campaign works on reforming the society from unwanted and fake ideologies and in-fact share honest and happy 'Sparkling smiles' . With the denomination of Rs 10 given to Smile Foundation for every valid entry received.

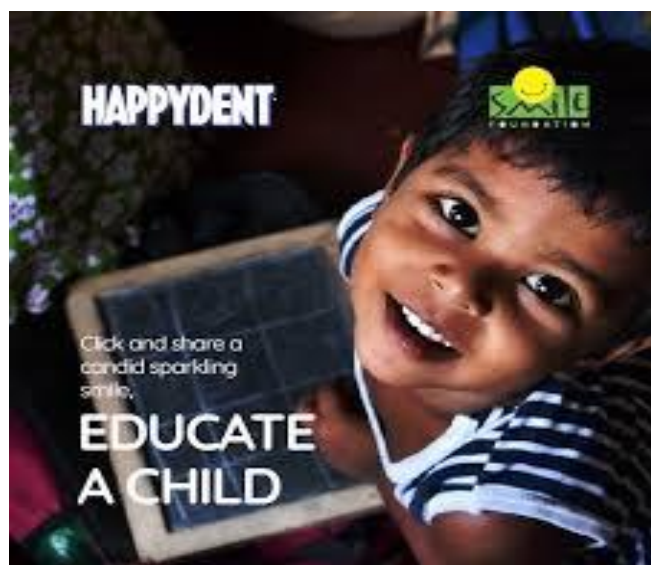
For this campaign, the brand has partnered with the leading Indian photographers, Abhinav Chandel, Praveen Bhat, Shramona Poddar and Zaid Salman, to catch the candid smiles around them. These photographers have also detailed the moment which led to that smile.

#Sparklingsmile campaign rides on social reform, highlighting how 'smiling selfies' shared across the online space are not always authentic or genuine..

Santanu Mishra, trustee of the Smile Foundation, said, “The idea behind this partnership is to see more and more children in schools”. Education is a fundamental right of every citizen and every child should be kept in the loop but still around 32 million Indian children of age up to 13 years belonging to the lower and unprivileged class have never been part of a schooling system

Around 60000 entries have been received in over a week’s time, which indicates how crucial this case is to the Indian society after garnering such a massive response.

Rohit Kapoor,, Director Marketing teamed up with Grapes Digital to chart out a strategy on how to imbibe the local social media influencers in the plan so as to reach more and more people. The key of this project lies in touching the emotional facet of our society and hence bringing out a proud smile on both the children and people’s faces.



SWIGGY- What the falooda

Swiggy the food aggregator and delivery platform has shifted its focus to delivery partners and Customer care executives rolling out a campaign that takes a humanitarian approach trying to acknowledge the whole value chain.



The brand launched a campaign an year ago that emphasizes the need to have a dignified response towards the individuals that deliver food on the business's behalf. The campaign named #WhatsInName makes a simple argument; it asks the customers to call the delivery representatives by their names instead of using the moniker, Swiggy.

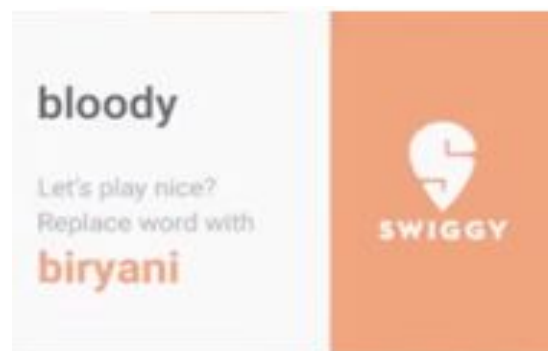
Similarly while talking to a customer care executive for a complaint about a messed up order to food delivery platform Swiggy, its new extension will replace your swear words with food items, called "What the falooda".

The web extension highlights profanity and hurtful words in the complaint system and sobers it down with names of food items to make it less harsh for the customer service person at the other end.

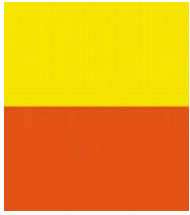
For example, if you write "idiots", the extension will highlight the word and suggest "idly" as a replacement.

This video presents the message that referring to Swiggy's food-delivery representatives by their actual names will lead to a more humanitarian utilization of the service and while in other channelize the angst into their own vocabulary. Swiggy is making sure both the customer and thier front end service providers know that it cares.

What the falooda campaign already has 53 k views in a week.



Buyology: Truth and Lies About Why We Buy



Why is it that when we look at the combination of the colors orange and yellow do we feel hungry? Is there a reason why we associate marshmallows and holt chocolate with campfires? All these associations have been deeply engrained in our minds. We no longer need to see a logo to understand which brand it is.

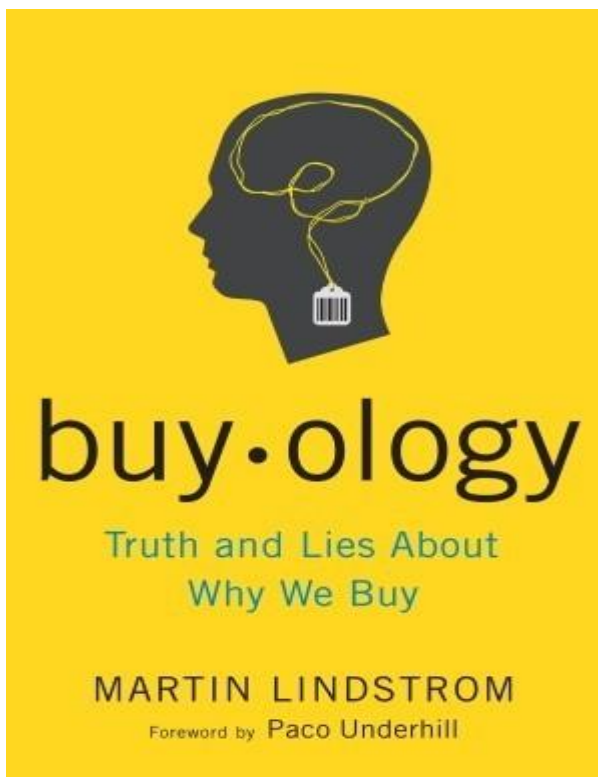
Buyology is a book by Martin Lindstrom that gives an insight into why people buy things and what is it that really sells. Having an amazing product is one part of the equation, but the right kind of advertising is a necessity.

Buyology is a book by Martin Lindstrom that gives an insight into why people buy things and what is it that really sells.

Mr. Martin introduces 3 big ideas, the first being **PRODUCT PLACEMENT**. We are in the 21st century, the age of digitalization. A person spends an average of 1-2 hours a day consuming content. It is no longer enough to just advertise via regular advertisements. To build trust we need the product to be used on screen in a natural manner. Do you remember the movie transformers, in spite of all the actors and the plotline one very important feature of the movie was the Chevy Camaro which nobody forgets.

The second big idea is **RITUAL & RELIGION**

Why do apple fans line in front of the store for days when a new apple product is about to release. The marketing of apple products make consumers believe that this is some godly product, without which they cannot survive. Nothing compares to these brands, because their following becomes cult like teams



But there is a way out. And it's called Blue Ocean Strategy. A simple formula behind this apparent disruptive activity. Instead of trading on price or quality (such is the usual way), this entrepreneurial proposition combines low cost with innovation of the product or service. And this is called the 'value-innovation' proposition.

Take the i-Phone. Beyond the phone calls it also gave huge choice and easy access to low cost music, plus a better way to take and store photos. It's now an infamous presentation by Steve Jobs – he literally launched three products in one night. The masses joined the computer geeks in their love of using Apple products.

This created new market space and new customer demand for Apple, making the competition irrelevant. And this sums up Blue Ocean Strategy.

In coping with these five competitive forces, there can be three generic strategic approaches which can be used to outperform other firms, that include – Overall Cost leadership (low-cost manufacturing), Differentiation (uniqueness in the product), Focus.

The Industry has to follow at least one of the above. If not, the company will be stuck in the middle where there would be sales but with no or little profit.

The Industrial environment also plays a very crucial role in determining strategy. Part II of this book can be used to develop a competitive strategy in a particular type of industrial environment.

This part also examines the fragmented industry, emerging industry, the transition to maturity industry and declining industry.

When your competitor announces a new product, investment or new feature in the market, it may be a sign of their strategy or it may be to confuse you. Part III can help to review the decision that has already been made in the past and also to review the present strategies of the competitors.

A must-read book for Managers, Advisors, Business students, Analysts, and Observers who are trying to understand and forecast business success/failure of the company in the market.

Elevator Ads

- Shubham Manik

With the rapid technology integrating into every all the spheres of life, skyrocketing apartments have been seeing expansion with elevators as the pillar to the foundation. With an average number of lifts increasing at even a root level, lifts serve as a new territory for advertisers to garner the attention of consumers in large.

Elevator advertising has started to prove as an effective mechanism not only because of repeated attention rather because the occupants of elevators are a captive audience surrounded by a few distractions. Most of the companies have indeed retained their tagline from print ads introduced as back as 18th century which got jingles from the introduction of radios, to be taken place by television and then the internet. This also highlights that the audience that companies are trying to target has grown up seeing the same logos, pictures and tunes associated. Although, this adds to the brand image and awareness, but at times the audience appreciates out of box thinking, creativity and that makes a discussion among the target audience.

While the digital advertisements have taken multiple roles, the physical form of advertisements work wonders in catching one's attention in the long run.

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While advertisers strive to catch the attention of consumers, Attention span has always been a point of discussion. The previous studies done in 2000 stated average attention span as 12 seconds while the newer studies conducted by Microsoft in 2018 has revealed that it has decreased to 8 seconds which in itself rings alarm for advertisers.

Now, elevator advertising goes an extra mile in retaining the attention span of this 8 seconds, as mathematically:-

The average height between two storeys of a building by statistical data (Primarily studied on Indian Buildings) given is, Ten feet or 3.048 metres; while the average speed of a generally installed lift is 0.5 metres/second. On solving with distance, speed & time; we get that a lift takes 1.5 seconds to cover one floor on average.

Now, assuming a person covers six floors at a time by lift, which converts to spending 9 seconds staring at the advertisement or at least, thinking consciously or subconsciously about it. Elevator advertising has given results in retaining attention span, making static advertisements to dynamic ones, catering to different target groups and has gone an extra mile in making the advertisements a topic of discussion in elevators, drawing room



Moreover, it was observed that even when people got used to this advertisement, still it became a point of discussion as well as an example for advertisers to think out of box to target new audience, retain older ones as well get them a sense of attachment with Maxwell coffee in order to 'wake up'.

This elevator advertisement surfaced in 2009 by Folliderm; although the use of the brand name was not permitted, but Folliderm went ahead and deployed it uniquely through a formulation of 1+4; signifying one hair giving growth to four strands of hair. As the Folliderm prevents hair loss by strengthening hair roots, this advertisement got people's attention towards hair loss and initial ignorance.

This elevator advertising was deployed by Maxwell House coffee which saw massive success in not only driving sales and brand reputation; rather, it got elevator advertising in the limelight. The tagline saying wake up indeed made the users of the lift get an initial shock and think twice before setting their foot in the lift

Kunal Vs Airlines



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