

## ENTREPRENEURSHIP MEETS MARKETING AT EXIMIUS



The first event from MaSh, **Back to the future**, called upon participants to predict the future of a product/service 20 years forward and showcase their ability to foresee industry trends. The final round was closely contested with each team coming up with innovative and futuristic strategies to pitch for their product. With categories ranging from toothpaste to matrimony services, the teams displayed exemplary creativity in portraying a realistic future vision. Team Invictus (Ravali, Harika, Ramanjit) and Team Mobile (Shivraj, Sukhada, Abhirup) were judged as the joint winners and Team A-stars (Sherry, Navin, Aditya) as runner up by Professor Ganesh Prabhu.

## MARKVISION

**MarkVision** presented students with an opportunity to work on a real-life case provided by Zovi.com and come up with the best marketing strategy to solve the problem identified for the start-up. The first round, which pulled in participation from 80 teams, comprised of a written quiz aimed at testing the participants on their knowledge about marketing concepts along with their awareness of famous stories in marketing history and advertising trivia. Although many felt that the difficulty level of the questions was a bit on the high side, none would disagree that a grueling elimination criteria was indeed needed to select the best from such an erudite pool of marketing enthusiasts. The finals were intensely fought out by 6 teams, after which Team Solitaire from IIMB (Anushmita Kaushik, Tannvi Aggarwal, Gaurav Anand) emerged as the winners.



Answers to last edition's Guess the Logo?



UBS



Pringles



Netscape



BP

“Biggest FMCG in India? – Khadi and village industries (INR 26000 crores)”

## FLIPKART AND ITS AD CAMPAIGN- 'NO KIDDING, NO WORRIES'

**The Challenge:** Online shopping as a practice has still not diffused into the Indian culture. The basic reason behind this is lack of trust. The chief fears were those of online transaction of money, quality of product and exchange policy. Flipkart already had solutions to these problems in place. However, the main challenge for Flipkart was to change the attitude of the consumers towards online shopping first. Being the first mover in India, it needed to first grow the category as such.



### The Campaign:

#### Attitude Formation towards Online Shopping as a Category:

The main aims were to break through the clutter of advertisements and build trust for the category. In order to build trust, children featured as the main actors in all the ads. To break through the clutter, the kids featured are shown to behave like adults with adult voices. This coupled with touches of subtle humor added to a high recall of the ads.

To voice the concerns in the minds of consumers about online shopping, it used a question-answer format in its ads that consumers could relate to ("actual self-image"). For example, in one of the ads featuring three generations shows a typical middleclass family with the grandfather buying online from Flipkart with a Cash on Delivery option and endorsing it as the 'New address for Shopping'. This was done to help build trust for and thus a favorable attitude towards the whole category.

#### Attitude Formation towards Flipkart as a Brand:

Along with establishing category awareness, subsequent communications attempted at strengthening the brand along with the category. For example, an advertisement that stresses on the originality of the products sold shows two women chatting in a beauty parlor, which again relates highly with the self-image (social need to look good, having a cell phone) of those female target consumers who are infrequent online shoppers. It attempts to connect to and build a trust in consumers' minds about the brand Flipkart as being a reliable brand. Similarly, other ads focus on Flipkart's core benefits as a brand like Replacement Guarantee, Cash on Delivery option, etc. use characters from a café, workplace respectively that the target audience can quickly relate to.

By,  
Ashlesha Vishnu Kadam  
PGP 2012-14

*"In one day 4.7 billion minutes are spent on FB all over the world"*

## CONCEPT: CLASSICAL CONDITIONING

**Classical conditioning** is a behavioral learning concept which states that relatively passive entities can be taught certain behaviors through repetition. According to this theory, conditioned learning occurs when a stimulus is paired with another stimulus that elicits a known response.

It is believed that an unconditioned stimulus like a brand name, symbol etc. when paired with a conditioned stimulus (example celebrity or previous associations with the brand) leads to the same response as the conditioned stimulus. The conditioned response is the learned response to the previously neutral stimulus.

### Example: Apple and Their Campaign

"Think Different, "To the crazy ones.

"People who are crazy enough to believe they can change the world are the ones who actually do."

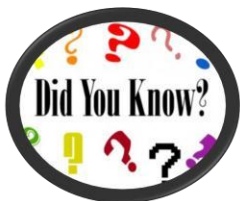


### Explanation:

Through this ad campaign, Apple tried to project itself as a brand which is "different" and used the concept of "classical conditioning" in a very thoughtful way. The people who appear in the campaign are bold thinkers, men and women who are not merely great in a certain field but who were also innovative and who had changed the world in which they moved. By aligning itself with the likes of Gandhi, Einstein, Muhammad Ali, Bob Dylan (conditioned stimulus), Apple (unconditioned stimulus) was trying to deliver a strong message about itself and its products (creative, innovative and different). Apart from the TV commercial, it also included a billboard campaign that had simple black and white photographs of revolutionary people (like Gandhi, Edison) and events (protest during Vietnam War). And at top of each image was the rainbow colored Apple logo with the words "Think different". This was to appeal to the people with a self-concept of being rebellious, unique, creative, innovative, revolutionary i.e. basically different.

These people also had one more common thing with Apple. Like Apple, all of them at one point or another were given unflattering labels. Before Einstein was celebrated as the world's greatest thinker he was thought to be just a guy with crazy ideas. In 1997, Apple was being called a "toy" and it was getting chastised for not having the same operating system as everyone else. This was to give a sense to people that like all these people, Apple's unique idea and products were here to stay.

By,  
Rishav Kanodia  
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Mastercard and Unilever have delved into a new form of 'Type-in advertising'. There are around 300 million Captchas getting invoked every day. Instead of distorted words or images in the captcha, a logo or brand message is displayed and entered in the input box. This was done in conjunction with SolveMedia, which says the awareness levels through Unilever campaign has lifted up by 151%!



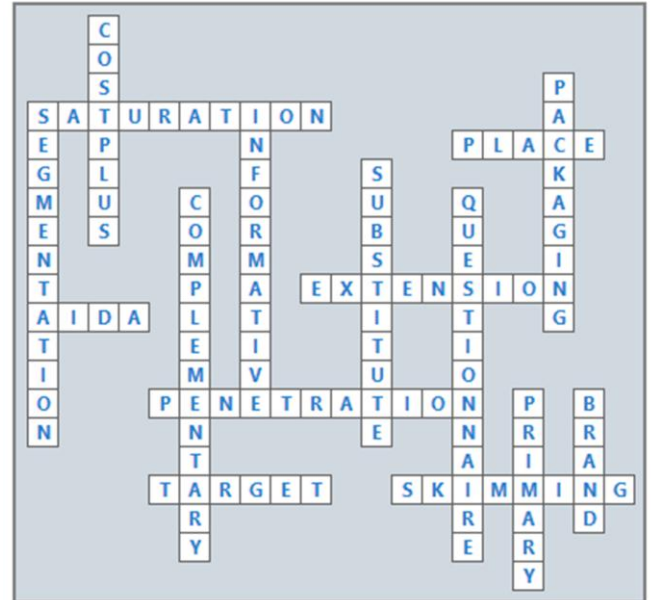
*"57% of American kids say 'Google' as their first word"*



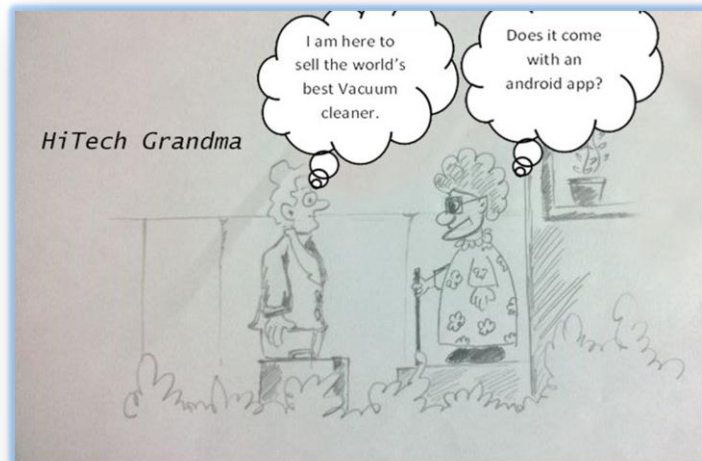
Can u find out the  
Marketing concepts hidden here???

A J A D B X A G Y F N A U A B  
H P A R G O N T E N O B D A F  
P O R T E R R M L E I R C Z N  
H X O T S M Q D L K T A K R K  
K X B Z R W D A E X I N G V G  
R T E Y M E S Z X N S D S V B  
J N Z F H T M R Z C O M B J T  
D I B K I G U U H C P L S D B  
P Q P C R X O L S N T W P B L  
F Q I U X X J G U N O W W V B  
H T I M H K Y F E T O Q T V F  
Y A U J X J T M Q N I C T I S  
E Z O Q Z J G H Y W M K W L I  
Q P J L W E N Y W I I G F Q M  
U V L H S V Q N W A N U Q F T

Answers to last edition's Crossword



Meet Hi-tech  
Grandma!!!  
The Tech Savvy  
Spinster Lady



*"iPhone sales outpace the human population"*