

Panache

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MaSh (Marketing Club)



Marketing and Technology

'What Pokémon Go Could Mean for Your Business'.

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The emphasis is on reaching out to consumers rather than waiting for them to find out about you.



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MARKETING AND TECHNOLOGY - BY SARTAJ

It's really exciting what's next in the digital space, we have only started to scratch the surface of its potential
- Marie Wolfe, Unilever

The marketing world has always been evolving with changing technologies. What is different today, is the unprecedented rate of change in the both the development of marketing tools and the escalation of expectations for better experiences from customers. Ask the marketing workforce of any organisation and they will tell you that the biggest challenge today is to keep up with proliferating technologies to serve customers better.

Communication helps businesses grow and prosper, creates relationships, strengthens the effectiveness of organizations, and allows people to learn about one another. Technologies, such as the Internet, mobile phones, social media, and customer relationship management systems greatly affect the way companies communicate with prospective customers. These new forms of communication are changing the media landscape and the type of messaging strategy organizations use.

The challenge for brands is to connect with customers through all these devices in real time and create campaigns that work across social media, display advertising and e-commerce. In the present context we can we take a look at Pokémon Go.

It is already the most popular mobile game in history with more daily users than Twitter and on more Android phones than Tinder. There has already been a lot of chatter about Pokémon Go in the business world and how the game has become a remarkable boom for business owners. The one thing that's been missing from the conversation is an evidence-based look at how Pokémon Go users actually interact with businesses while playing the game.



Slant Marketing surveyed Pokémon Go users and found some really interesting data that they turned into an actionable guide for business owners, 'What Pokémon Go Could Mean for Your Business'.

- 82% of Pokémon Go players have visited a business while playing the game, and of those players who admit to being directly lured there, almost half reported they stayed at the business for over 30 minutes or more.
- 51% of players have visited a business for the first time because of Pokémon Go
- 71% of players have visited a business because there were PokeStops or Gyms nearby
- 56% of players reported visiting local businesses while playing as opposed to national chains

Another field that has been profoundly affected by technology is interactive marketing. RFID has changed the way industry today interacts with consumers. Radio frequency identification (RFID) is a technology using radio waves in different frequencies to transmit the information inside a transponder about an object or person wirelessly. Quite a few firms have taken fancy to this tech and utilize it to engage and inform.

To encourage social interaction at their sponsored events in Brazil, Budweiser created the 'Buddy Cup'. A QR code on the base allows the cup to be linked to the holder's Facebook. Every time they say 'cheers' and clink the RFID-enabled cups together, both people will automatically become friends on Facebook. It's the very definition of 'social' media! Coca-Cola is equipping its World of Coca-Cola attraction with beacons this summer that work with a new mobile application for unlocking location-based content around specific areas. Enabling Bluetooth technology within Coca-Cola's new app will serve up location-based information to visitors while they are specific spots within the attraction. All said and done, the times ahead are exciting and may unravel a whole new arena to play around.

If you think of Digital marketing as one of the most powerful inputs into your marketing mix, then you can get your entire mix right
- Eva Smith, Pinitertest

THE FUTURE IS HERE - BY SHREYAS JOSHI

**How can you squander even one more day not taking advantage of the greatest shifts of our generation?
How dare you settle for less when the world has made it so easy for you to be remarkable?"**

- Seth Godin, Guerrilla Marketing for Home-Based Businesses

Technology is seeping in everywhere, encompassing various sectors of our life.

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Whether we accept it or not, the future is already here. Thomas Watson, president of IBM, could not have been more wrong in 1943 when he infamously said, "I think there is a world market for maybe five computers." What happened in the years since is history.

We face a similar technological revolution today. Companies need to persistently innovate or face the chances of perishing in today's highly dynamic global market. Digital marketing, in the current context, is one of the most efficient way to position your product in front of the segmentation of the target consumers which is the ever increasing population of the tech savvy, higher income earning populace of millennials and GenZ's, which demands a better quality of life than the previous generations.

In the next few decades of the 21st century, most probably the traditional advertisement formats like the conventional newspaper ads, banners will be replaced by highly personalized, user-generated content based advertisements.

In the new high-tech world, films have survived but people have been sounding the death knell for print... Films have survived because they have a different platform now. They have gone digital. Till yesterday movies came in cans as celluloid reels. They come in a little disc now.

Similarly, print will not die, the platform will change. There was an article in Time a while ago that newspaper will become a transparent file-like thing. Like a screen that can be rolled up. You would be able to fold it and keep in your pocket. You will unfold, tap it and go to your own favourite sections. Like we are beaming movies, newspapers will also be beamed on the file than get printed. The delivery system will have to change. That romanticised kid on the bicycle throwing the paper in your balcony. That will go.

The possibilities are immense. And if we really keep our eyes open, they are materializing every moment all around us.

The day when a regional restaurant promotes its festive offers to its particular customer base of specific age group who are not based in their hometown is already here. This might seem very easy-to-achieve for us now, but let us take a step back in time.

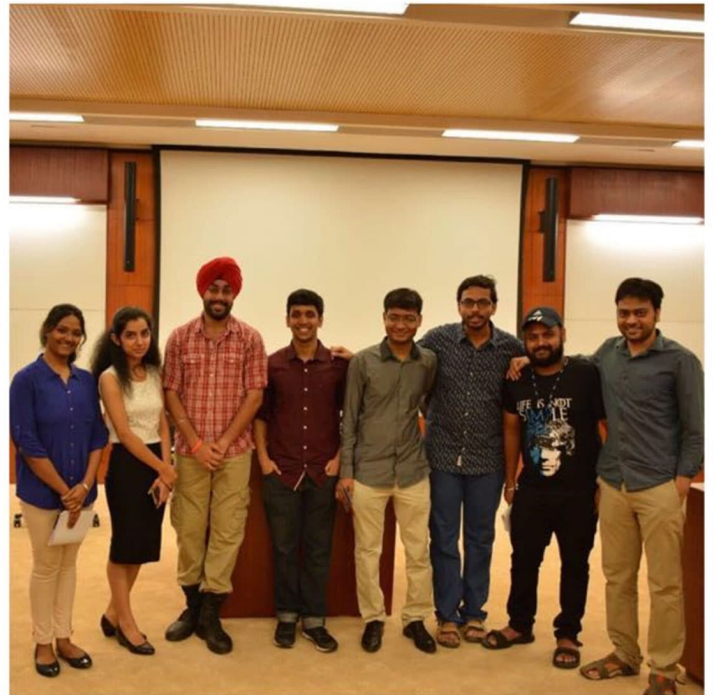
John is standing at the Times Square in New York handing out fliers to anyone and everyone who walks past him. The conversion rate is so low, there's an immense waste of resources – he is not motivated, the people trash the fliers 99.9 percent of the time! Cut to the future, today, John has the resources at hand to focus his energies only on people he knows have previously eaten at a similar restaurant offering the same cuisine, or their personality types are such that the consumer is willing to try out new experiences.

Isn't that what we ultimately try to do? Cut down on the excessive efforts and to unswervingly provide the best possible products or services to those who are actively or potentially seeking what you're offering?

The focus is not on skimming the market, the emphasis is on reaching out to consumers rather than waiting for them to find out about you. Quality matters, not just the quantity. Jeff Eisenberg had it spot-on when he stated that, "It's much easier to double your business by doubling your conversion rate than by doubling your traffic."



THE MASH CORNER



Brandprenuer Workshop @Eximius

The startup marketing workshop conducted by **Ted speakers, Chirag and Sahil**, co-founders of the service design agency, "The Minimalist" giving valuable insights on minimalist marketing techniques for startups & how to explore new dimensions of online marketing.

MARKETING BUZZ

While we are busy using social media platforms like Facebook to socialize, share pictures, tag friends etc., the marketers are subtly creating impressions that act as a useful aid in their marketing campaigns. Social media is no longer considered a secondary medium of marketing and marketers are putting a lot of effort to make most of the limited viewer attention.

Here's a list of top social media campaigns that made the Marketing world Buzz:

1. Namak Ke Waaste Campaign

Hoping to grab a pinch of attention towards the Indian participants at Rio 2016, Tata Salt made their campaign, #NamakKeWaaste all through their social media pages. They are introducing stories of Indian faces at Olympics and urging viewers to support them by changing their cover pictures. The campaign is in line with their brand theme which says "Desh ka Namak" and has managed to garner attention in terms of number of views and shares. It also became the first brand to promote Rio Olympics 2016.



Cadbury Dairy Milk ✓
@DairyMilIn

Follow

Friendship Day is around the corner. Get your crazy bunch together & share a #Madfie with us! Stay tuned for more.

11:00 AM - 22 Jul 2016

203 164

2. Madfie Campaign

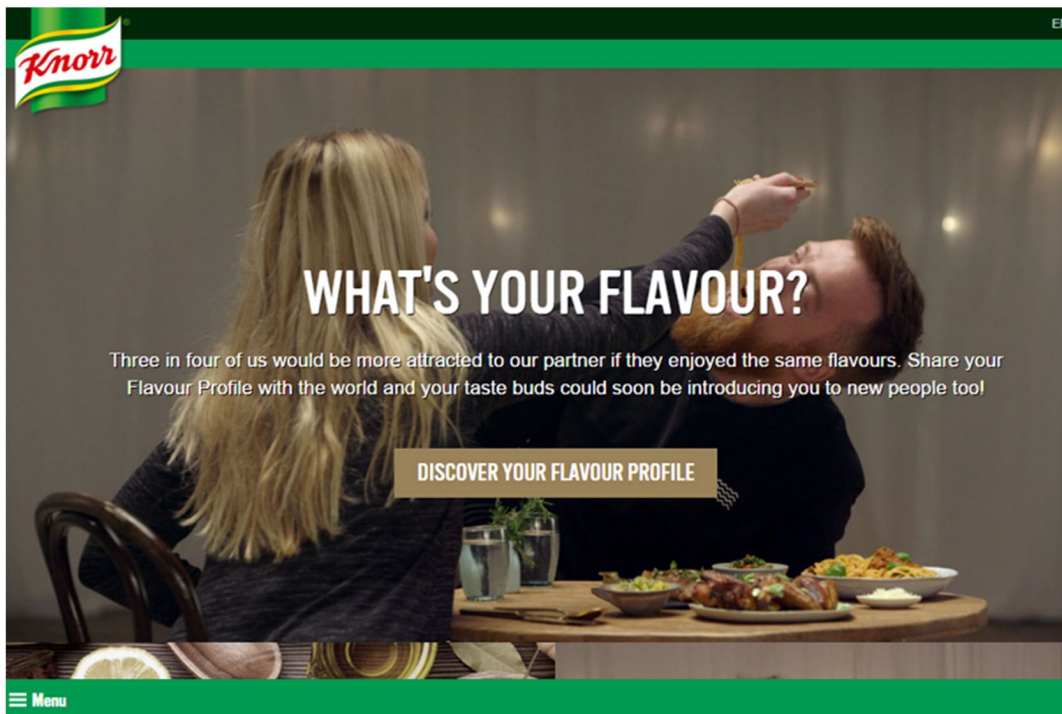
Cadbury is known for launching campaigns for festivities and this one launched just a week ago, was topping all trending charts of the time. The Madfie campaign launched on the occasion of Friendship Day, asked followers to share a mad picture ('groupfie') with their friends on Twitter and saw participation from some of the big names following the trend. Madfie took over the #Kabaliday on twitter trends in India which became a massive success for the brand considering it beat superstar Rajnikanth's movie hashtag.

MARKETING BUZZ



3. Share Your Ears Campaign

The campaign launched by Disney Parks and Make A Wish Foundation created a perfect example for creating brand awareness through social media. The campaign rules were fairly simple- for every picture shared on Facebook, Instagram or Twitter featuring Mickey Mouse ears and hashtag #ShareYourEars, Disney would donate \$5 to the Make a Wish Foundation. Disney had planned to donate upto \$1mn for the same, however seeing the success of the campaign ended up donating \$2mn.



4. Love at first taste

The love at first taste campaign launched by Unilever for their food brand “Knorr”, was aimed to let one find his/her partner not on the basis of their looks but on the basis of common tastes. The campaign was launched after a research found that many people tend to be attracted to people with similar food tastes. It enabled people to form their profile types through Love at first taste profiler and find a match of the same type. The campaign video alone received more than 7 million views in a day.

PEOPLE SPEAK@IIMB

Digital Marketing is using digital technologies to market products and services



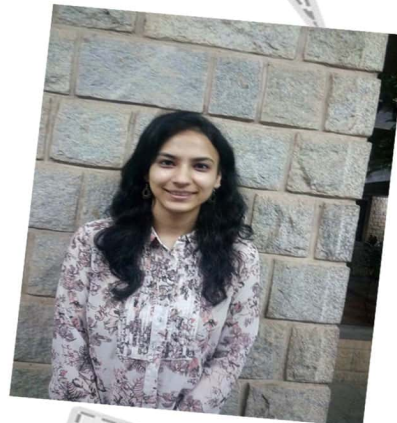
Can encompass the world and build a connection with the consumer like never before!



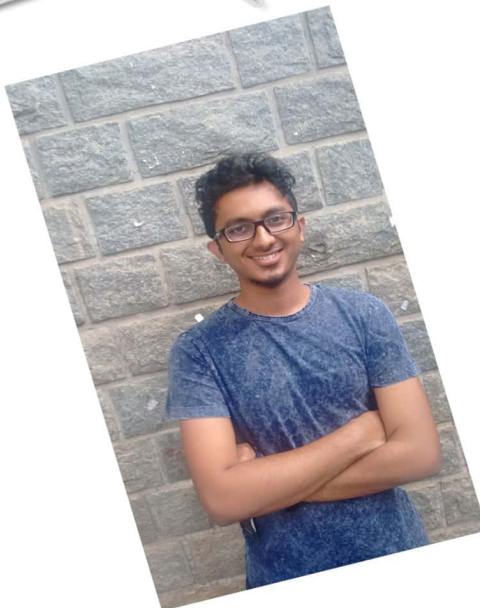
Marketing through digital medias using technology and internet



When I hear Digital Marketing, the first thing that comes to my mind is the Internet



Digital marketing is simply putting your customers first



Good marketing makes the company look smart
Great marketing makes the customer feel smart



INTERNSHIP TALK



This month we get up close and personal our PGP 2 **Suman Saurabh** who did his intern at **Hindustan Unilever Limited**, South Africa and shares his experience along with some valuable insights for juniors.

1. Hey Suman thanks for your time. So please tell us little bit about you?

Well, I'm a Chemical Engineer from IIT Rorkee. A hard core numbers guy very deep into maths and stuff, a typical fin guy by interest, tailor made for finance roles. While talking of internship, I was almost on the doorstep of Finance companies but opted out and ended with a Marketing role. In my free time, I love to play a lot for sports, have keen interest on listening music and playing tabla. I love exploring new avenues and trying out different experiences.

2. As you said you were a typical Fin guy but then why marketing?

As I told you, I love to try new things and I wanted to use internship as an opportunity to try out something which I would never do over the conventional stuff. Honestly I'm not a marketing guy and even my resume was a pretty normal one unlike stellar resumes you find floating around the campus. For internship, I was sure that I didn't want to go for fin roles so went for Marketing as I wanted to explore that field in the internship before eventually making a decision on my career path.

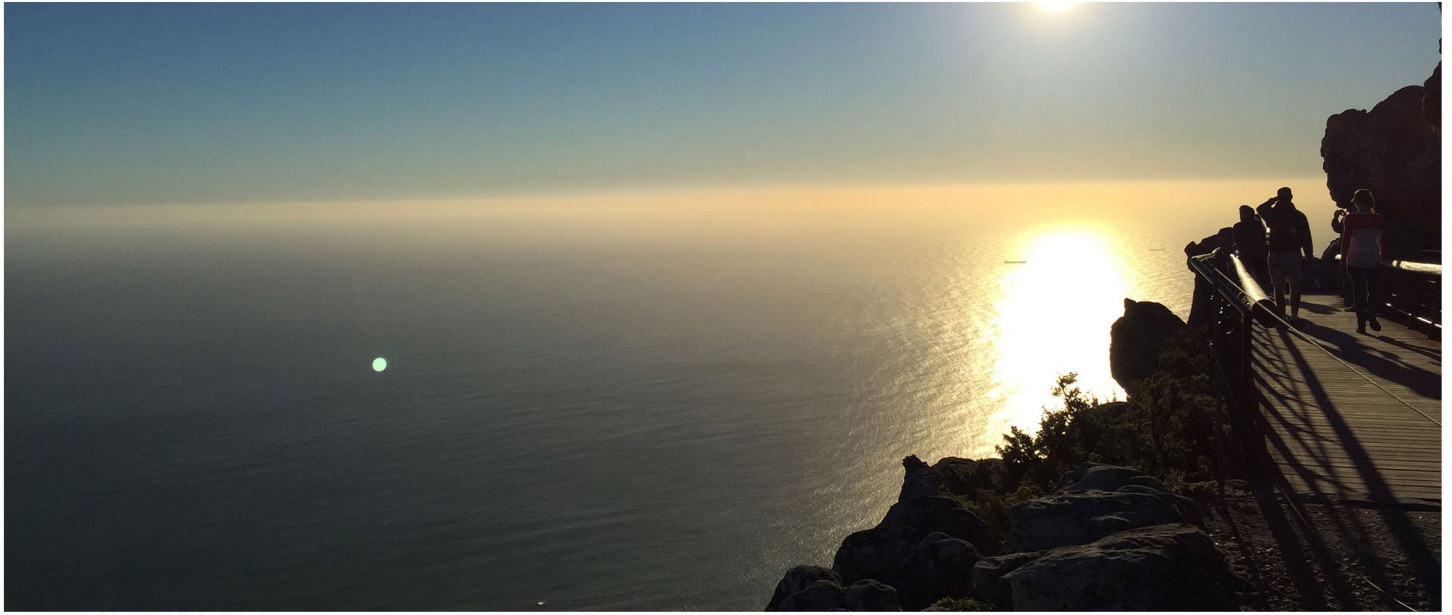
3. Where did you intern and how was the experience overall?

I interned at Hindustan Unilever Limited and was selected to work in HUL South Africa division. My internship experience was awesome simply because I love to move around and see places. I can't work for long hours unlike consult internships. The learning through the experience was immense because HUL gives you real time stuff on what brand managers actually do. I had to conduct meetings with supply chain head, product head and actually lead them which was a big thing for an intern like me. People their respect you a lot and you get a holistic project management plus marketing experience added with the excitement in the job working with people from 6 different countries, in markets different from the rest.

4. How big a deal is it?

Interning abroad, I won't say is a big deal but it's certainly different, an opportunity which very few get to experience and I was lucky to be one of them. You get a broader view of the market as you go extremes unlike India where experience in marketing is localized.

INTERNSHIP TALK



5. Would you like to give some highlights about your HUL internship interview?

It was nothing formal and more or less a casual interaction about my clubs, my hobbies and then they got technical into hobbies to check my depth of interest. They asked me typical marketing stuff some of which I stumbled but then they gave me 2 maths puzzles which I aced and I got confident in the process. Apart from this there were basic questions on brand analysis and estimates which I answered well.

6. So how does it feel going abroad for an internship, one of very few from the campus?

At HUL I initially joined in India and was then selected to go abroad. Obviously, I was elated to be the only marketing guy to be given this opportunity and after a few hiccups with my visa I eventually made it through. We had Induction parties, weekend parties where I got to interact with big names in the industry, people from different dimensions of business and culture adding to my learning experience.

7. So what is the best thing about HUL (Unilever) as a company?

Unilever is a very organized, planned and they take care of you. The working was very systematic where our every hour was well planned. We had tutor sessions and mentorship is great. They give you the liberty to do your own thing and learn as you grow. The working hours are pretty relaxed and the culture is pretty welcoming.

8. Any Internship advice you would like to give to your juniors?

Your resume needs to have a good balance between all sections. Work on your communication skills. Be proactive, take initiative and be yourself. Don't fake around because that can land you up in mess.

9. What all places did you get to visit in South Africa during your internship tenure?

South Africa is a beautiful country and I'm lucky I got to visit that side of the world. We went to Capetown and the Night safari. Unexpectedly, I saw penguins. The food there is good and you can even get Indian food at considerably cheaper prices. You find a lot of Indians there and they do speak the local language.

10. If given a chance to work at HUL South Africa will you go again?

Yes, definitely because my experience there happens to be one of the better experiences of my life and would love to relive those moments again.

11. Hey Suman, it was great talking to you and thanks for your time.

I also enjoyed a lot and good luck to the Panache team. You guys are doing great work.

THE MASH CORNER



Mashtrix @ War of Sections

A 4 stage marketing event that 6 saw teams from IIM Bangalore competing for the Mashtrix trophy.

BRAND - O - MANIA | THE QUIZ

An exciting opportunity for marketing pundits & enthusiasts to test their knowledge about world's leading brands. Answer the below questions to be crowned the Brand king/Queen for this month.

Q1. The Brand X is a subsidiary of Y; which in turn comes under Aditya Birla Nuvo group's apparel business. X is credited with introducing the concept of 'Friday Dressing' almost two decades back in India. Identify X and Y.

Q2. The Company was founded in 1910 in Japan. The Company name was coined from two Kanji characters meaning "Sun" and "Rise". Identify the company?

Q3. How is this Tennis Superstar related to the world of Business & Branding?



Q4. Which retail chain was found by the gentlemen in the pic?



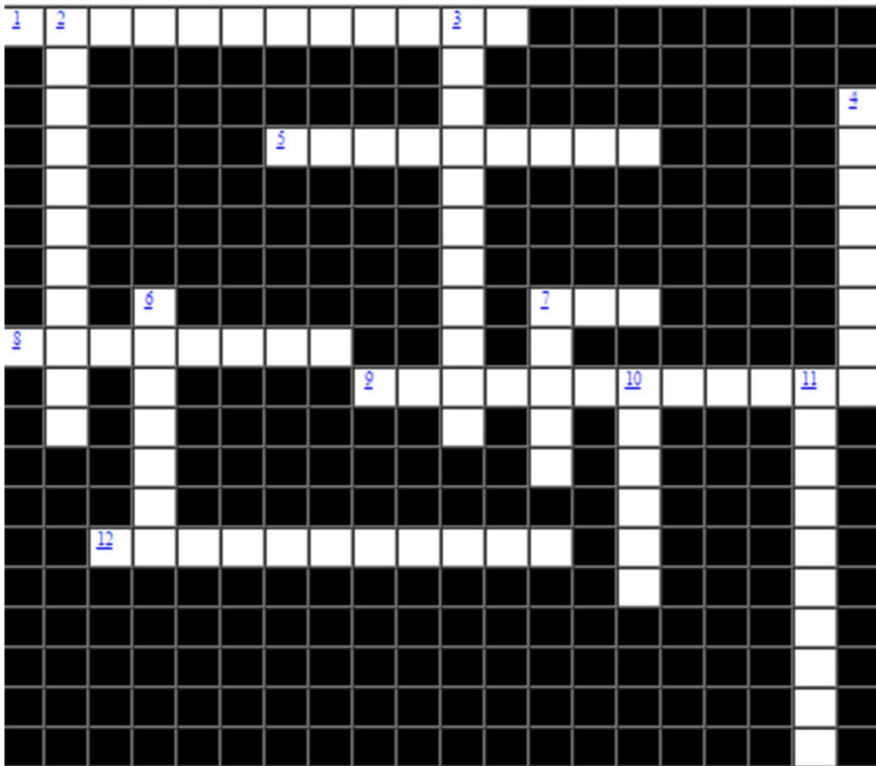
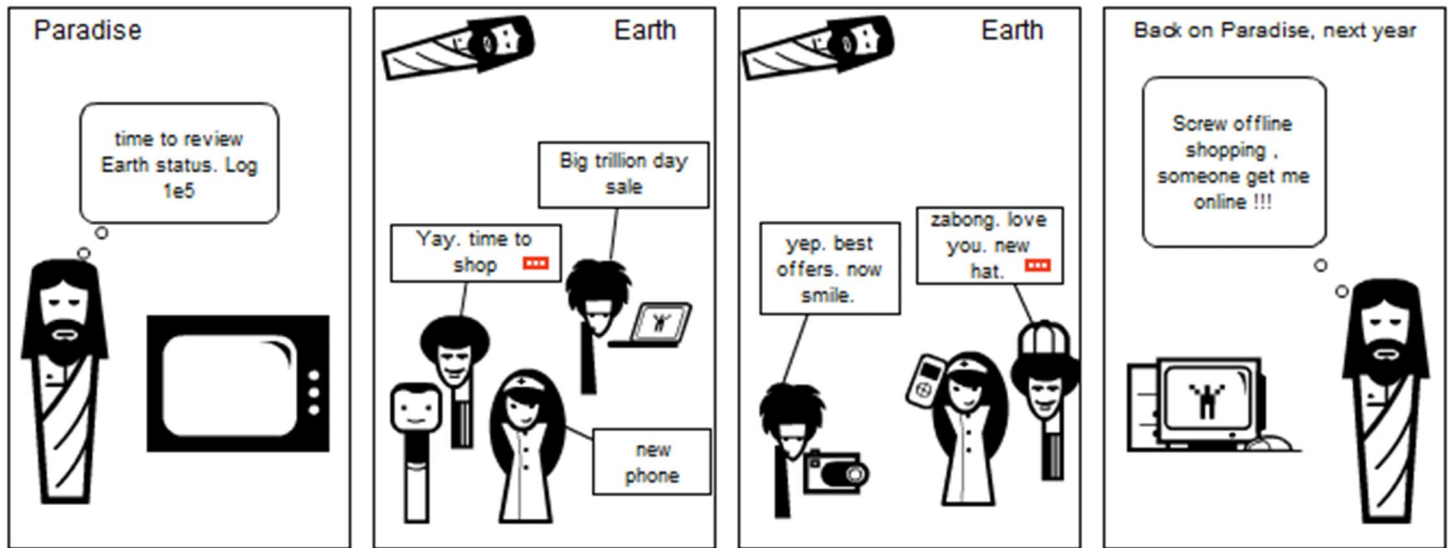
Q5. X is an entrepreneur and the CEO of Y. He is present on board of Microsoft, Facebook . In 1997, he was charged with late fee by movie Rental Company for delayed return of copy of Apollo 13 DVD. This eventually led to setting up of Y. Identify X and Y.

Q6. Logo of a recently formed Indian foundation X which helps people who are fighting against cancer.



Send your entries to the quiz at mash@mash by 11th September. Winners to be announced in the next edition.

QUIRKY BITES



ACROSS:

1. The process of dividing a market
5. After the process of Market Segmentation comes.
7. An acronym for the company that developed this matrix
8. You must conduct this to stay ahead
9. Used to assess the firm's capabilities
12. A major segmentation variable

DOWN:

2. The area around us
3. A form of primary research
4. There are no such things in marketing as products or services people buy...
6. The last stage of the product lifecycle
7. Used to help identify a product
10. He created this model so organisations could assess their options
11. Those who adopt the product first

TAG IT



Google

NESCAFÉ





About MaSh

MaSh is a student run club with focus on marketing & related disciplines. MaSh conducts several events on campus throughout the year. Starting with the inter-section PGP1 event - MaShterix, which is managed and conducted by the PGP1s for the PGP1s. MaSh also conducts many events at Eximius-The entrepreneurship festival of IIM Bangalore .

MaSh hosts a variety of marketing events at Vista, the Annual Business Festival of IIM Bangalore conducted by Forum for Industrial Interaction (FII). The events receives huge participation from top Business Schools across the country. The events are conceptualized and designed in a way to test the participants' knowledge and skills across various facets of marketing.

Apart from these, we also organize workshops and panel discussions inviting industry experts and alumni.

MaSh also conducts mock marketing interviews for PGP1s for helping them prepare for the summer placements and publishes comprehensive summer and final placement preparation guides.