

THE FIFTH P



MESSAGE TO PGP1 STUDENTS

"I am delighted to hear about this wonderful initiative of MASH. Marketing needs to be re-marketed in the modern context. Marketing to me is about match-making. It is also about improving the quality of life of customers. Peter Drucker put it brilliantly, "There is only one valid definition of business purpose: to create a customer... Because it is its purpose to create a customer, any business enterprise has two — and only these two—basic functions: marketing and innovation..."

Marketing is everywhere in the society. Individuals market themselves. Goods and services are marketed. Countries and destinations are marketed.

So, the real choice for management students is not whether to learn marketing or not, but how to learn and practice it professionally. It is a fascinating subject

It blends rational with intuitive. It is rewarding. It attracts brickbats because it is the most visible business function and also because some people misuse it. But an idea is not responsible for who misuses it.

We have some of the best learning facilitators in this domain in the institute. We have one of the best library and computer center resource to facilitate learning. Make the best use of it. Never allow your curiosity to be dominated by complacency. Happy learning...

Best wishes,

Mithileshwar Jha
Professor of Marketing.



ABOUT MASH

MaSh is a student run club with a focus on marketing and related disciplines. For an institute known to produce the best marketing talent in the country, this comes naturally. Our track record for the past year itself is testimony to this fact. Our emphasis is on trying to give all those interested in marketing, actual industry exposure by organizing talks, panels, workshops, case competitions etc. The club is mainly involved in hosting marketing related activities, which supplement the academic courses.



Stay tuned for the next edition as we will give answers and story behind how the brands got these logos..!!

*If you want to understand how a lion hunts don't go to the zoo.
Go to the jungle. - Jim Stengel CMO of P&G*

CONCEPTS IN ACTION: ATTITUDE FORMATION



Attitude towards a Product Category: Presence of a negative attitude towards the product category itself in the minds of the consumer may not yield the required response in brand building efforts if certain product categories have given rise to conflicting attitudes over a period of time.

Resolving two conflicting attitudes: Resolving conflicts in attitudes towards a product category is very important for a brand to establish itself successful in the category and improve sales. If the consumers can be made to see that their negative attitude towards a product or a specific brand or attributes is not in conflict with another attitude, they may be induced to change their evaluation of a brand (from negative to positive).

Assimilation-Contrast Theory: A theory of attitude change that suggests that consumers are likely to accept only moderate attitude changes.

If the change suggested is too extreme, the contrast with presently held attitudes would cause rejection of the entire message. Therefore in marketing communication extreme attitudinal change should not be sought from the consumers.

Brand under discussion: Brooke Bond Three Roses (Indian Tea Market)

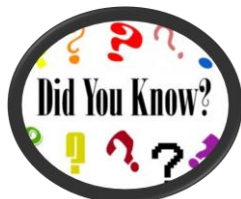
The tea market in India is estimated at about Rs. 6,400 Cr. of which packet tea accounts for 60 per cent. It is a highly cluttered market with national and local players. Although the cultivation and brewing of tea in India has a long history of applications in traditional systems of medicine and for consumption, the attitude of the consumers, particularly in the southern states of India such as TamilNadu, has been that drinking too much of tea is not good for health, especially for kids who are almost never allowed to drink tea.

Being present in such a market, Brooke Bond Three Roses, from the Hindustan Unilever Limited, aimed at changing this attitude and increasing the tea consumption in families and children through its "Tea is Healthy" campaign. In March 2006, HUL launched Brooke Bond 3 Roses Natural Care tea, with natural ingredients, aimed at improving the health quotient of tea and communicated these using famous celebrities in the south, namely Vikram and Trisha. Thus, the affected component was addressed using celebrities who appealed to the target segment.

Moreover, to address the attitude that tea is not healthy for kids, Three Roses came up with an ad campaign conveying that there is no proper source for the belief that kids should not drink tea and hence, something as healthy as Three Roses tea can be consumed by kids too. The message is subtly portrayed in the TV ad with a tint of humor that avoids extreme attitudinal change in tune with assimilation-contrast theory.

By,
Abhinaya Sivanandham
PGP 2012-14
IIM Bangalore

COKE'S NEW STRATEGY?



Coca-Cola unites India and Pakistan with interactive vending machines which encourage users in both countries to "make a friend". High-tech vending machines fitted in Lahore and New Delhi shopping malls which provide a live communications portal linking strangers in two cities. People were encouraged to complete a friendly task together



"Your most unhappy customers are your greatest source of learning"
- Bill Gates

INNOVATIONS IN SHOPPER MARKETING: CURRENT AND FUTURE INSIGHTS



The article enumerates key factors that influence shopping behavior within a store. It brings a different dimension to marketing study in the form of shopper marketing. The focus of traditional marketing is on the brand and the product category whereas the focus of shopper marketing is on the shopper. It includes in-store and out-of-store marketing to influence the shopper throughout the shopping cycle and lead him to purchase. Since 70% of the decision making is done in-store, the need of marketing at the point-of-purchase is emphasized. The marketing activities in-store can influence shoppers to switch brands and may also distract goal-oriented shoppers and influence them to indulge in impulse purchasing. The article places shopper as the sole focus to design in-store dynamics etc.

It neglects the fact that shopping behavior is a function of the product category. This insight is supported by a qualitative study done in 30 stores across 100 shoppers.

Thus, there is further scope to study the in-store design taking into consideration the different shopper behavior respective to each category. An example of one product category has been taken to illustrate how concepts in the above article can be used:

Category: Deodorants in India

Deodorants being a low involvement product category, planning the marketing stimuli and the environment to induce impulsive buying behavior will be useful. The qualitative analysis shows that 90% of the shoppers, who seek purchasing a deodorant in the store, decide on the brand in the store.

Thus, in-store design can encourage impulse buying for the product category and switching behavior to a particular brand. This design would differ across various kinds of stores as described below:

Modern Retail:

The shopper's attention can be drawn towards the brand through aisle placement, shelf-space positioning and displays or a store within a store concept. Use of contrasting color themes, visual dissonance, and unique ambience of pleasant odor/smell and so on will help attract attention.

Kirana:

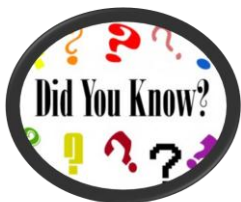
In the kirana stores, aisle placement and shelf-space dominance assume important roles as potential Point of Purchase (POP). POP design aspects boil down to how cluttered the shelf is, how many competitive brands are on the same shelf, how easily accessible the shelf is visually, etc.

By,

Prachi P. Patil

PGP 2012-14.

KRRISH 3 ON FACEBOOK?



Krrish 3 to run Facebook campaign to unveil its first look. Krrish 3', the 3rd installment of the Krrish franchise kicks off its promotions and unveils the first look of the film with a motion poster. Hrithik Roshan, who plays the title character, will unveil the first look during his video chat with fans on Facebook followed by Instagram.



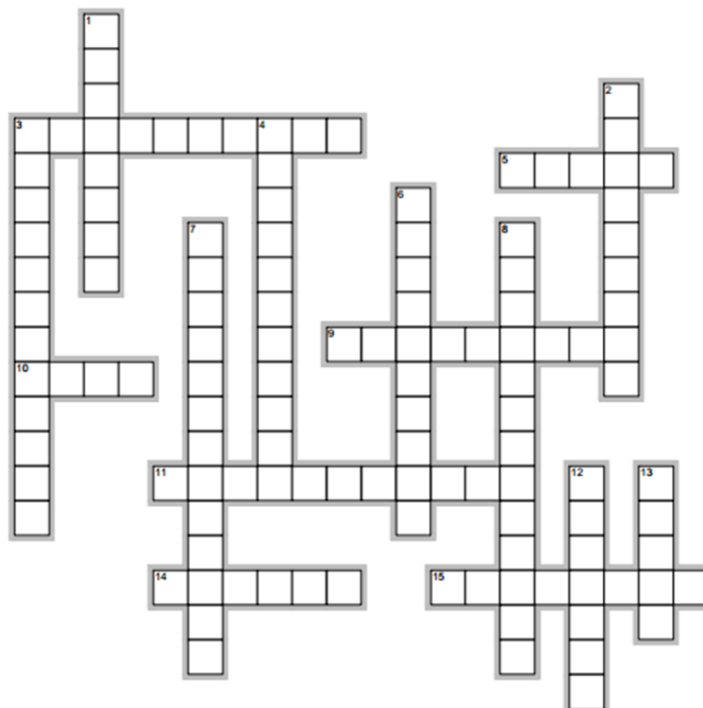
46% of daily Google searches are for information on products and services.

ACROSS

3. Stage when sales stabilize at their highest point.
5. P's of marketing mix refers to the channel of distribution
9. Strategies for putting new life into product
10. Model form planning advertisement design
11. Enter new market by setting lower prices than competitors
14. Audience is the people who are potential buyers of the product.
15. Pricing strategy where high price is set for a new innovative product

DOWN

1. Cost of manufacturing the product plus a profit mark-up.
2. Physical container or wrapping for a product.
3. Dividing market into groups of consumers who have similar needs.
4. Advertising which give full information about the product.
6. Products brought and used in place of another product
7. Products that tend to be bought and consumed together.
8. Set of questions to be answered as a means of collecting data for market research
12. Collecting original data via direct contact & interviews
13. Unique name of a product

CROSSWORD**TEAM MASH**

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McDonald's sells more than 75 burgers every second.