




Panache

The Summers Edition

A blue geometric shape, resembling a stylized 'P' or a folded corner, located to the left of the text.

Mash brings to you some more interesting, ingenuous, illuminating and inimitable ideas to impress, inspire and intimidate interviewers inexplicably!

(Ok enough globetrotting!)

This edition of Panache presents a set of news-making buzzwords, an alumnus interview, an expert's take on branding and much more! Read on ☺

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Content Marketing

-Padmavathi Krishnamurthy, PGP1

Consumers today have shut off the traditional world of marketing. They own TataSky+ to record and skip television advertising, they ignore magazine advertising, and stream all their shows online. There has to be a better way to reach out!



“Wow! Now that’s what I call a laser-targeted article!”

Enter content marketing - an **ongoing process** that focuses on **owning media** and using it to curate content and deliver it effectively to customers. It is non-interruptive and high quality.

It’s like communicating with them without selling to them. Instead of pitching products or services, it delivers information that makes buyers more intelligent, in the hope that smarter buyers ultimately reward us with their business and loyalty.

And they do. Content marketing is being used by some of the greatest marketing organizations in the world, including **P&G, Microsoft, Cisco Systems and John Deere**. You will see this in their blogs, adverts, instructional videos and other channels online and offline. They invest large sums in search engine optimization which pays off when more people buy their products and they make sure they are keeping an eye on it at all times!

Look out for MaSh targeting you in Panache!

Some of the **key drivers** predicted to fuel growth in the content marketing space are

- a) Google Hangouts
- b) Slideshare and Scribd
- c) Location or GPS based content advertising
- d) Integrated marketing across multiple platforms

An Interview with Prejith Narayan

-Harini Ragothaman, PGP1

As part of its endeavour to help PGP1's in their Summer Internship process, MaSh brings to you an interview with one of its most loved alums, **Prejith Narayan**- a PGP3. Prejith was an intern at Aditya Birla Group (ABG) and a PPO holder. He is now in his first year at ABG. In this interview, Prejith throws some light on the ABG interview and what it expects out of students.

Harini (H): Hi Prejith. Can you give us a brief introduction about yourself and your background before B?

Prejith (P): Hi! I'm an Electronics and Communication engineer from NIT Calicut. I worked with IBM as a Business Analyst for 2 years. Then I joined IIMB and ABG happened.

H: Can you give us any general pre-interview tips for ABG?

P: Try to attend all PPTs/ sessions conducted by ABG. Show interest and ask relevant questions (No DCP plz!). Create a buzz so that ABG understands the high interest level on campus.

H: What does ABG look for in a resume? Any spikes?

P: With ABG or any other Gen-Man firm, it is not about spikes. A well rounded resume is what counts. If you have done moderately well in all areas like acads, achievements and POR, you should be fine.

H: How should we go about preparing for ABG?

P: The most important round in ABG is GD. I can't stress enough how important it is for you to perform well in the GD. Form a GD group. Come up with topics or ask PGP2's to give you topics and moderate. If you've performed very well in the GD, the interview should be a cakewalk.

Next, prepare about yourself. Be thorough with your resume. Go 3 answers deep for every HR question that placement sent. DO NOT LIE/GLOBE. You need to be consistent in your answers. The same holds for the psychometric test at the beginning of the process.

Know about 5-6 major brands of ABG from different sectors. There may be questions about their projects.

H: Any interview tips?

P: The general consensus is that IIMB students don't prepare sufficiently for summers. Please devote time and prepare. Again, I can't stress enough on practicing GD's. Contact PGP2's and PGP3's for help.

H: How was your internship experience?

P: I worked on a live marketing project; thoroughly enjoyed the experience.

H: Can you tell us something about the PPO process?

P: Put in good effort. They like people with quantitative and analytical capabilities. There is an intense 3 day process at the end of the internship to decide on the PPO. The conversion rate is very low.

H: How has your first year with ABG been?

P: You work on 4 stints of your choice in your first year. Post that you'll get an option to choose where you want to stay on. The experience has been very good.

H: Can you tell us about the exit options from ABG?

P: Post 1 -2 years, the exit options are great; especially in FMCG firms.

MaSh thanks Prejith for his time and guidance! Prejith can often be seen in campus and is available to help students out and clarify any doubts about the summer internships.

Mobile Advertising Trends

-Suryaansh Makked, PGP1

With mobile proving itself to be the advertising industry's new darling, it is quite convenient to forget that literally five years ago, the sector practically didn't exist. But with the smartphone penetration in India to grow over 45% in 2014 making it the third largest smartphone base, brands and marketers are drastically altering the way they are thinking about mobile advertising. Here are a few hot trends we are pretty sure we'll be talking about in 2014.

1. Mobile as a priority

With the introduction of 3G, and 4G on the way, faster mobile speeds are now on offer to consumers. We are also likely to see a new range of mobile products on the market alongside smartphones and tablets such as Google Glass and smart watches. A whole new vista of advertising formats will open up for advertisers.



2. Changing ad models

With consumers increasingly using their different devices for different things at different times of day, it is unlikely the 30 second video ad model will continue across all types of devices. The trend is already on a forward roll but as people take to more devices it will become more prominent. As each type

of gadget is optimised differently advertisers are likely to develop specific strategies depending on the device and its usage.

3. Evolution in buying and selling

As mobile advertising becomes more efficient, effective and lucrative in this decade, the way it is bought and sold will change. Cost Per Engagement (CPE) and Cost Per View (CPV) will become the main purchasing models with Cost Per Mille (CPM) vanishing into the background. Recent advances in mobile payment technology will also have a big impact on advertising costs. As increasing numbers of users take to mobile devices, brands will modify their spending budgets and more money will be allocated to mobile, probably at the expense of print, display and even TV advertising.

Interesting, right ? Take out your phone and Google it!

#AdSense

Neuro Marketing

-Shilpa Muduy, PGP1

It's easy for businesses to keep track of what we buy, but harder to figure out why. Enter a nascent field called neuromarketing, which uses the tools of neuroscience to determine why we prefer some products over others. **Neuromarketing** is the formal study of the brain's responses to advertising and branding, and the adjustment of those messages based on feedback to elicit even better responses.

In an early neuromarketing study, **Read Montague**, a neuroscientist at Baylor College of



Medicine, used magnetic resonance imaging (MRI) to study what he called "the Pepsi Paradox." The study was inspired by a series of TV commercials from the 70's and 80's where people were asked to take "the Pepsi Challenge." In the commercials' blind taste test, Pepsi was usually the winner. In Dr. Montague's study, subjects were

fairly evenly divided between Pepsi and Coke; however, when the subjects knew what they were drinking, 75% said they preferred Coke.

The results of neuromarketing research can be surprising. **Martin Lindstrom** documents a three-year study. Among his findings:

- Warning labels on cigarette packages stimulate activity in a brain area associated with craving -- despite the fact that subjects said that they thought the warnings were effective.
- Images of dominant brands, such as the iPod, stimulated the same part of the brain activated by religious symbols.
- An image of a Mini Cooper activated the part of the brain that responds to faces.

Enjoyed the article ? Now let me watch you think about it ;)

Social Marketing

-Pavan Kumar V, PGP1

“Swachh Bharath Abhiyan and Ice bucket challenge” are two of the most happening things in India recently. These campaigns are great live examples of effect of Social Marketing on society. Let’s delve a little into this concept.

WHAT IS SOCIAL MARKETING?

Social Marketing is defined as, "the application of commercial marketing techniques to social problems." It means to take the same principles used in selling goods--such as shoes, television shows, or pizza--to convince people to change their behavior.

What does that mean? Well, instead of selling hamburgers, you're selling a life without heart attacks. Instead of convincing teenagers to buy blue jeans, you're convincing them to buy the advantages of postponing pregnancy.

SOCIAL MARKETING AND ADVERTISING

A lot of people confuse social marketing with one of its components, advertising. But leaves are just



one part of the tree--even when they're only part you can see. Likewise, advertising is a very important part of social marketing, but it's still just a part. In Social Marketing an advertisement always follows by action.

Advertisement + Action = Social Marketing.

WHEN CONDUCTING A SOCIAL MARKETING CAMPAIGN, YOU'LL DO THE FOLLOWING:

- Identify what behavior you want to change
- Identify your audience
- Identify the barriers to change
- Provide incentives for change
- Pretest your ideas
- Publicize both the benefits of change.
- Let people know what you're doing to help them

Go out and change the world .. One couch potato at a time !!

Brand Personality

Can Nokia Connect People again?

-Vineet Saraiwala, PGP2

Introduction – Basic Fundae

The smartphone category is becoming highly competitive and a key differentiator in the times ahead could be “**Brand personality**”. Consumer materialism is at the forefront of this I-gizmo where individuals recognize possession as essential to their lives & success. Every Smartphone is trying to project a personality, whether it’s “Blackberry Boys” from RIM or “If you don’t have an iPhone, well; you don’t have an iPhone” from Apple. Brand personality is used by consumers to project self-image- a golden iPhone 5s or a Micromax Canvas HD may reveal your identity.



Need is the state of deprivation that causes discomfort due to which consumers want new features, larger screen sizes and a better app ecosystem. It is this need that a smartphone is being used as a camera, music-player, internet device, gaming console, GPS navigator, clock, calculator besides the basic need as a phone. **Motivation** is very high in

this category with consumers upgrading to new smartphones annually. **Extrinsic needs** motivate an individual to pursue the end result buying a status symbol.

Analysing Apple, Samsung & Sony

Apple-Apple’s brand personality stands for fun, carefree, simple, & social. Yet, the consumer of its product may be defined as busy, multitasking, energetic individuals leading complicated lives. The tension that exists between the simplicity of Apple & the complexity in the lives of the Apple consumer makes for an interesting relationship. Apple plays the role of The Creator, providing its consumers with solutions. Its simple, functionality and energy are exactly what the consumer wants. Further, they want to join the Apple reference group and enhance their self-image by buying it for symbolic purposes. It must be noted that Apple users are not necessarily rich but the glamour of possessing Apple device pushes them towards buying the product as it is a value for them irrespective of the price.

Samsung-The brand personality stands for technologically superior products and value for money. If you observe the latest Galaxy S4 commercial, It's trying to add attributes which says "Life Companion" and adding elements like fun, emotion and utilitarian aspects influencing



the tendency of consumers to conform to wishes of others in order to obtain rewards or avoid punishment(**Operant conditioning**). It may be noted that Brand dilution is certainly taking place with it launching too many device under the Galaxy name such as Galaxy S3 mini,

Galaxy note & Galaxy zoom which does not have differentiated design recognizability. It is high time that Samsung considers another brand for its flagship devices or downsize the existing ones to prevent cluttering and losing out to Apple Inc.

Sony-It has a long history in consumer electronics & leveraging its association with is experia range of phones with tagline "experience the best of Sony in a Smartphone". Sony stands for premium quality, innovative design, sound clarity & high reliability. It is high in cognitive attributes & appeals to inner directed consumers who stress product features and personal benefits using their own value to make decisions. Sony is not successful in China due to a strong **consumer ethnocentrism** which is due to its past history (Sony is a Japanese brand). Sony needs to re-innovate itself because the stronghold territories of camera and music have already been captured and now the real battle lies in better technology and superior design.



Analyzing Nokia

Nokia Lumia's range of Smartphones uses Color to attract various personality segments and it is an integral part of its design approach and brand identity. It focuses on one clear '**Color and Material**' palette which has to do with Nokia's Brand character projecting confidence and making an impact. I believe that color is a peripheral cue and Nokia has to break out the Brand personality of mere "connecting people" and strengthen its cognitive component which it lacks. The brand should focus on depicting innovation like Samsung and user friendliness like Apple

rather than **Halo effect** in which it depicts the superb camera experience to demonstrate technological advancement. There are various personality traits in which Nokia should enhance its focus:

Consumer materialism- It has a trend of producing natural colors and can create ads which is directed towards women with increasing conative component creating desires and aspirations



to buy a fashionable Smartphone. Further, if Apple & Samsung appeals to materialistic people, Nokia could connect with tightwads who generally spend less then they like to because of the anticipated pain they associate with paying for their purchases. Nokia's core competencies lied in ruggedness and it could show this same concept to elaborate the reliability of the product.

Self &Self Image-Consumers seek to depict themselves in their Brand choices. They tend to approach products with images that could enhance their self concept and avoid those products which do not. Nokia does not appeal to this self-concept while Apple & Samsung does. Nokia needs to build its brand personality with attributes which are value expressive. It recently launched a 42 Megapixel Camera phone which is really incredible but a consumer may not require it. Efforts should be made to address this extended self in which a consumer considers Nokia as part of their self by highlighting key attributes like screen resolution, App ecosystem and user-friendliness.

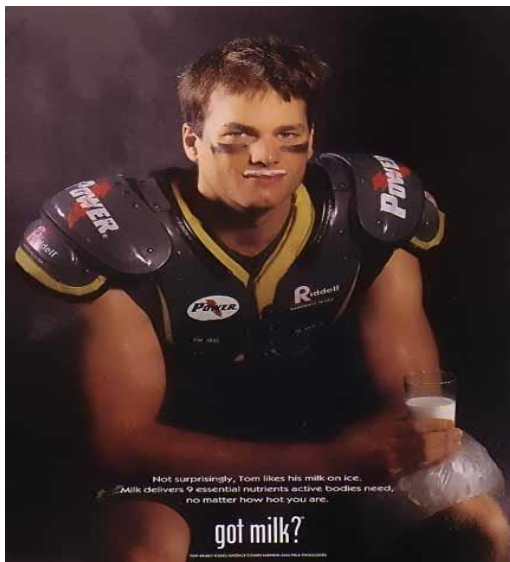
The Role of Brand Personality is ever increasing in the smartphone category and it is now time for Nokia to leverage this useful Marketing concept riding on the back of Microsoft and pose a threat to the likes of Samsung and Apple. Brand Personality is a differentiator and selecting a careful Brand Personality would help you build a sustainable growth path and increase Brand loyalty shielding you from intense rivalry.

The next time you pick up your phone, ask 'Who am I' and not Who's speaking!

'Less is more' Advertising

-D.K. Harish, PGP1

Let's face it, we're all consumers. Whether we're buying a cell phone, a Swiss anti-wrinkle cream, or a Coca-Cola, shopping is a huge part of our everyday lives. Which is why, each and every day, all of us are bombarded with dozens, if not hundreds, of messages from marketers and advertisers. Brands and information about brands are coming at us constantly, in full speed and from all directions. With all the endless advertising we're exposed to every day, how can we be expected to remember any of it? What determines which information makes it into our consciousness, and what ends up in our brains' industrial dump of instantly forgettable Huggies ads and other equally unmemorable encounters of the consumer kind?



It is a single glance that the business owners plan to capture their potential customers. Throwing around huge chunks of information never works. What actually works is dumbing down things, keeping it short and simple. Looking at the history of language in advertising, it seems that simplicity always rules the day. Have you heard of the 'Got Milk?' campaign? It was voted as the most effective campaign of all time yet it had **just two words**. Less is really more when it comes to advertising. Just look at some of the world's most famous slogans- *Just do*

it, I'm lovin it, Always Coca-Cola, and the list goes on.

This kind of advertising is refreshing. Our brains subconsciously recognize and appreciate simplicity. We can instantly interpret the information and digest the message. And the odds that people would remember your ad and connect it to your company increase dramatically!

Give them a simple, clean and clear message to consider. The cherry on top of your simplified message would be to trigger an emotional or humorous response. To paraphrase Winston Churchill - A good Ad should be like a woman's skirt, long enough to cover the essentials and short enough to create interest.

One word ad - MaSh. Enough said!

What makes an ad campaign memorable over years?

-Rahul Kishore Boga, PGP1

Marketing campaigns are the main methods for companies to both communicate with their market to reinforce their **competitive positioning**, and for **customer acquisition**. Marketing campaigns, primarily, can be seen as a function of **consumer needs**.

Consumer needs are the foundation. Over the years, most of the ads have become successful by **choosing** the right consumer needs and the respective company's success can be attributed to the **fulfilment** of the needs.



Needs vary from person to person. However, there are a common set of needs. They can be seen as Physiological needs, Safety needs, Self-Actualization needs, Love/Belonging, Emotions, and Esteem. For an instance, safety is one of the primary needs for a person who is planning to buy a car. **Volvo** executed its choice well. Its

safety is not just a claim or demo in their TV ads, but is everything they do. The real beauty for Volvo is their **obsession with safety**.

Good ads have enabled a strong connection between the brand and the customers. They captured a truth about how and why customers think, feel, behave and reciprocate. In addition, the insights that the ads generate in their minds have made them successful and memorable over the years. These insights can be understood in terms of **Product Insight** e.g., IAMS, manufactured by P&G, sells pet food. Customers relate this product to pets, **Occasion Insight** e.g., Tanishq jewellery ads mentally map a customer to an occasion, **Life Insight** e.g., MasterCard's – 'there are some things money can't buy, for everything else there's MasterCard'. It positioned itself as a friend or advisor who always knows how to get the best out of life.

We hope you found this edition memorable!

Signing off with wishes for a speedy Summers ..

Keep Calm and Globe On !!