

PANACHE

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MASH Marketing Club

DESTINATION MARKETING

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SELLING AN EXPERIENCE - BY SARTAJ

Tourists are becoming increasingly sophisticated and knowledgeable. They seem perfectly happy and capable of creating their own itineraries and managing their own tourist experiences

The pristine beaches of Malaysia, the water parks of Essel World or the unexplored paradises of the northeast India, all these destinations have now become synonymous with tourism and adventure. But what made us draw these parallels, it nothing but a tryst with one of many destination marketing campaigns. Destination marketing is the process of communicating potential visitors to influence their destination preference, intention to travel and ultimately their final destination and product choices. A destination represents an amalgam of a diverse and eclectic range of businesses and people, who might have a vested interest in the prosperity of their destination community; although research on small and micro businesses has indicated that not all stakeholders are necessarily interested in the viability of the destination, when their principal objective for operating a business is lifestyle. Nevertheless, the success of individual tourism ventures and cooperatives will depend to some extent on the competitiveness of their destination and the leadership of the amalgam of stakeholders associated with the tourism industries. The main focus for marketing leadership of a destination is the Destination Marketing Organisations (DMO), then a critical understanding of the development of destination marketing by DMOs is vital to understanding the factors and circumstances that may constrain or facilitate the effective execution of their destination marketing function. In fact, the marketing and promotion of destinations is now a ubiquitous activity, aided by the rise in new technological innovations such as social media which many destinations have harnessed in varying degrees.



Social media is an important tool for the analysis of tourists' attitudes and this is confirmed by the increased purchases and recommendations to other users. Building successful service-based brand in tourism means that each offer should be a unique value proposition based on the customer experience. Tourists need to know by means of reliable sources how their experience is going to be like in order to reduce uncertainty and create some expectations of what they are going to find at a destination. Due to the uncertainty of tourist services, a traveller should obtain the necessary information in order to make the right decision concerning the travel. Modern tourists have more trust in other travellers' opinions using social media rather than official marketing advices.



SELLING AN EXPERIENCE - SARTAJ

"You can't control all the social media content. You just have to let it go" because trying to control it will hurt authenticity
Cathy Tull, Senior VP Marketing

Digital users in tourism can interact and share information with other tourists/friends using different platforms (blogs, forums, wikis, video and photo sharing to social networks, virtual communities, chat rooms and pod-cast). The most popular activity during and post vacation among tourists is sharing self-made videos or photos. After vacation almost 25% are proactive travellers as they writing reviews versus 20% of them who do it during vacation. Travellers from Asia Pacific are more likely to share blogs posts or news stories related to their travel destination, while on vacation. The growth in travel related applications is likely to continue and tourism industry has to understand the motivating factors and travellers' needs in order to make connecting communities based on mutual interests.



Along with social media, the advent of innovative technologies is changing and will continue to change the way we pitch an experience. Travel is an activity that calls upon all five of your senses. The sounds, the



feelings, and the experience: it really is an emotional activity. A memory maker. Travel is often called a soft sell, an emotional sell. And what better way to reach those must have wanted customer emotions, than actually having them experience a destination first hand through 360 videos? Out with the boring old brochures, in with the virtual 360 'brochures'. So what is a 360 video? Video shot with help of a panoramic 360° video camera allowing the user to have a 360*180 field of view. Link this with the virtual reality headsets and you have experience like no other, as if you are right there. One thing 360° videos or Virtual reality have in common, is that brands are able to have their customer experience a destination even without actually visiting it. It's a game changer in the marketing arena.



TOURISM - BY PRIYANKA

Whether it materializes or not, it is always fun to plan a holiday. The visions of exotic locales, adventurous experiences, vibrant foreign cultures and days and nights of well deserved pampering - this is a theme that is common to most people's visions of a vacation. This exact storyline forms the core of most tourism campaigns as well. Marketing in tourism differs from marketing in general in that there is little or no control over the 'product'. The focus in this domain is on portraying what already exists in the best way possible. This area has thus seen some of the most creative and beautiful work from ad men and women around the world. It is also interesting to note how the limitations of the product - the location itself, can sometimes lead to painfully(or laughably) helpless marketing efforts. One example is the recent advert released by the Syrian Ministry of Tourism. The spot titled 'Syria Always Beautiful' depicts holidaymakers at a beach and this single coastline is all that is shown for the entire length of the video. This widely mocked ad comes at a time when foreign offices around the world advise against all travel to this war torn nation.



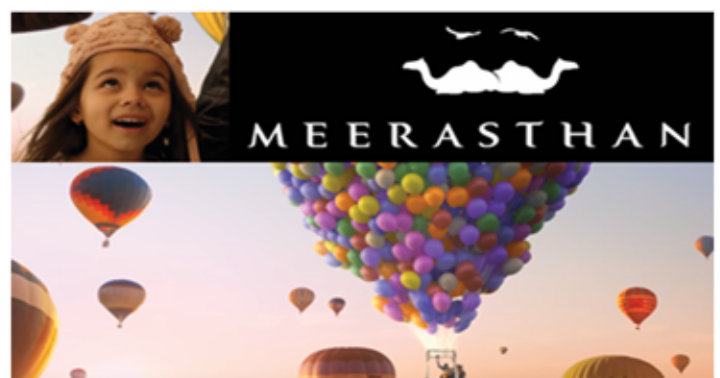
Tourism in India expanded post 2002, with concerted promotion efforts by the Ministry of Tourism. The Incredible India campaign, depicting the rich culture, history and spirituality of India was widely appreciated. In 2008, this was complemented by the 'Atithi Devo Bhava' campaign aimed at bettering people's attitudes of people towards tourists and instilling a sense of responsibility to preserve the country's heritage. Individual states have also picked up the responsibility since, with brilliant promotional campaigns depicting



their own stories and nuances. Deserving particular mention here is the recent campaign by the Rajasthan government - aimed at the portraying a different Rajasthan, a destination for the young, those looking to explore and experience thrill and adventure.

The series of six videos was conceptualized by Ogilvy and Mather and guided by Executive Chairman and Creative Director for South Asia and Rajasthan native, Piyush Pandey. The core proposition of the set of the films, with the tagline 'Jaane Kya Dikh Jaaye', is that Rajasthan has something for everyone, is unique to everyone and you never know what you can discover there. With varying and unique characters used, capturing the most scenic locations of the state and accentuated by a background score of local folk music, the ad films paint a very different picture of Rajasthan while still staying true to the core essence of the state and of India.

Around the world, there have been several campaigns that created longing aspirations in their audiences and a warm sense of pride among natives. Rajasthan is just one of the many. With the industry growing at a healthy rate across countries, creating stories of the lands continues to be a much desired, enjoyable challenge to marketers globally.



REMARKABLE MARKETING - BY ROHIT

In a crowded marketplace, fitting in is a failure. In a busy marketplace, not standing out is the same as being invisible.

Seth Godin's *The Purple Cow: Transform Your Business by Being Remarkable* has valuable lessons for the 21st century marketer. Noted internet entrepreneur, bestselling author, TED speaker and marketing guru, Seth Godin has been an entrepreneur of ideas for long – he has challenged the traditional business model and championed innovative thinking in the fields of marketing, branding and organizational development. We live in the age of the 'Digit-All'. Newspapers saturated with adverts, billboards vying for our attention, social media screaming the latest trends – 'traditional' marketing is no longer as effective. The cycle of producing buy ads, acquiring distribution channels and selling products (and repeat!) is en passé. Seth Godin sheds light on what twenty first century marketers could do to create and sustain valuable brands in the midst of shortening business life cycles.

REMARKABLY DIFFERENT

On a family trip to France a few years ago, Godin was driving through the picturesque French countryside. As they soaked in the beauty around them, Godin and his family were awestruck by the landscape and the brown and white cows that dotted the countryside. A short while later, as Godin observed, the cows blended into the background, and did not seem so glorious anymore. The best of the French cows, even the ones with the picture perfect brown and white coats suddenly lost their unique appeal – they were no longer worth mentioning or talking about. And then as he thought about it, Godin imagined: what if they had suddenly driven by a purple cow? "That would have been worth talking about!" The book has a very simple message, clear and crisp: "Be remarkable!". He goes on to argue that the only way to cut through the overcrowded mess of products and intensive advertising is to differentiate oneself by innovating something new, something noteworthy – much like a purple cow. To further support his argument, Godin points out that 80% of the 30 newest entrants to Interbrand's top 100 brand list have gained success through the word of mouth around what they sell rather than their advertising strategies. Brand legends like Apple, Google, IKEA, Starbucks are all founded on remarkable products or services that get talked about. Marketing today is no longer about distribution or advertising, but about innovation in product service

MAKING YOUR BRAND REMARKABLE

In the book, Godin provides specific, practical tips on how to transform and make brands remarkable. These are particularly useful for the new age breed of entrepreneurial marketers who are faced with the challenges of coping up with "copycat cloning" of their innovative products and/or services. He propagates the modification of product development processes to include what he calls the "Purple Cow Innovation Work Stream" to make "Be Remarkable" the most important factor for innovation and development of offerings. He encourages marketers to continuously evaluate their products to see if there is at least one "purple" feature that consumers would love and talk about. He thinks that integrating innovation efforts to close some critical gaps, all the way from the early consumers to the Board would help in increasing the chances of the product succeeding.

In *The Purple Cow*, Godin shares 30 simple yet powerful ways in which marketers can practically "change their game". Some selected ones are given below:

- What does your Customer wish for? Make a simple consumer Wish List and check if there are any gaps you could fill between what people want and what they're getting today?
- Who is the current market leader? What would be that one thing you could change about it in order to make it more remarkable?
- What are the market leaders doing? Do the opposite.
- Focus on the two key groups who will drive your sales – highly profitable buyers, and opinion leading buyers. What would you have to do to make what you sell remarkable to them?
- What would a parody or spoof of your product look like? You could change the weaknesses of your product to make it something remarkable
- Packaging can make a product, and remarkable packaging can make a product remarkable. Think – what can you do to make packaging remarkable?
- Convenience is critical – what could you do to make buying, using, consuming, or disposing easier?
- What are your product's limits? What can you do to make it the cheapest, most expensive, the biggest, the smallest, the fastest, the slowest, the newest or the oldest?

MARKETING BUZZ

Destination marketers play a unique role in the travel, tourism and hospitality industry. As tourism ambassadors for countries, regions and cities worldwide, they possess unparalleled expertise on leisure travel's most important driver: the destination itself.

Now that you know how digital marketing has opened up new doors for the marketers (we believe that you read our last edition :D), it's time for us to tell you how the destination marketers or the tourism ambassadors have made the marketing world buzz!!

1. #MTLmoments

Canada is known for its French-speaking province, Quebec, along with its biggest and most vibrant city, Montreal. The marketing folks at Tourism Montreal, early adopters with online strategies including avid blogging and dynamic social media accounts, wanted to go beyond beautiful skyline images in order to showcase unique moments that define the city and its local residents. Thus, the #MTLmoments campaign was born.

The concept was meant to cross online sharing with offline behaviors, during real-life events happening around town and motivate locals to share "everyday moments that make Montreal the city it is".

As of today, more than 27,000 photos were taken using the hashtag, and this campaign is said to have contributed to a 15% increase in web traffic.



2. Virginia

One of the longest running successful tourism marketing campaigns is the "Virginia is for Lovers" campaign which has been going strong since 1969.

In 1969, a copywriter at a Richmond, VA-based advertising agency originally developed the tagline, "Virginia is for history lovers", but decided it was too long and dropped the "history". This campaign is the longest-running tourist campaign in history and has seeped into social media. A Facebook page dedicated to this campaign and appropriately named "Virginia Is For Lovers" has over 400K likes and incredible engagement. This is a great example of taking a solid campaign and going "inbound" with it.

3. Australia

There is a lot of international tourism marketing that has been a raving success, but there is one country in particular that has truly stood out for its uniqueness - Australia. In recent years, Australia has looked at tourism marketing from a few different angles with many programs and promotions aimed at attracting visitors in an innovative way. One such program is their Working Holiday Maker Program, launched in June of 2013, is a cultural exchange program that enables young travelers between the ages of 18 and 30 to enjoy an extended holiday while they work short-term in the Country.

They also have a Facebook page dedicated specifically to this campaign! Way to go inbound at over 600k likes! user to have a 360*180 field of view. Link this with the virtual reality headsets and you have experience like no other, as if you are right there. One thing 360° videos or Virtual reality have in common, is that brands are able to have their customer experience a destination even without actually visiting it. It's a game changer in the marketing arena.

MASH @VISTA



Digibites

A complete Digital Marketing event to test contestant skills with the emerging art of marketing using digital channels.



MarkGuru

A chance for marketing enthusiasts to dip their feet into this intriguing potpourri of cultures



DynaMark

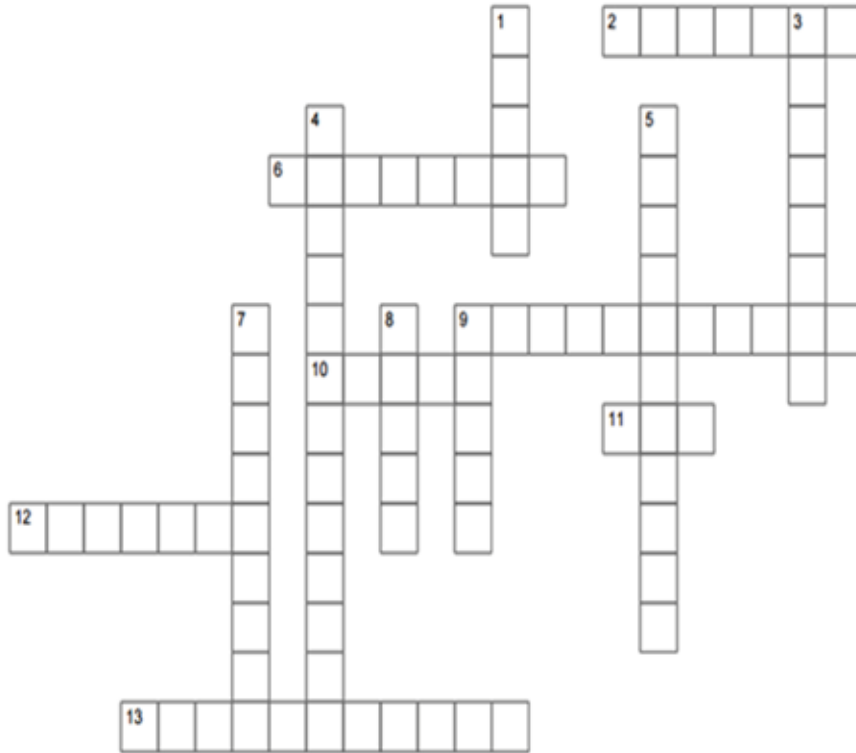
With plethora of brands in the West, the teams had to create a marketing campaign for an existing, successful Western brand for a new market, in an Eastern country.



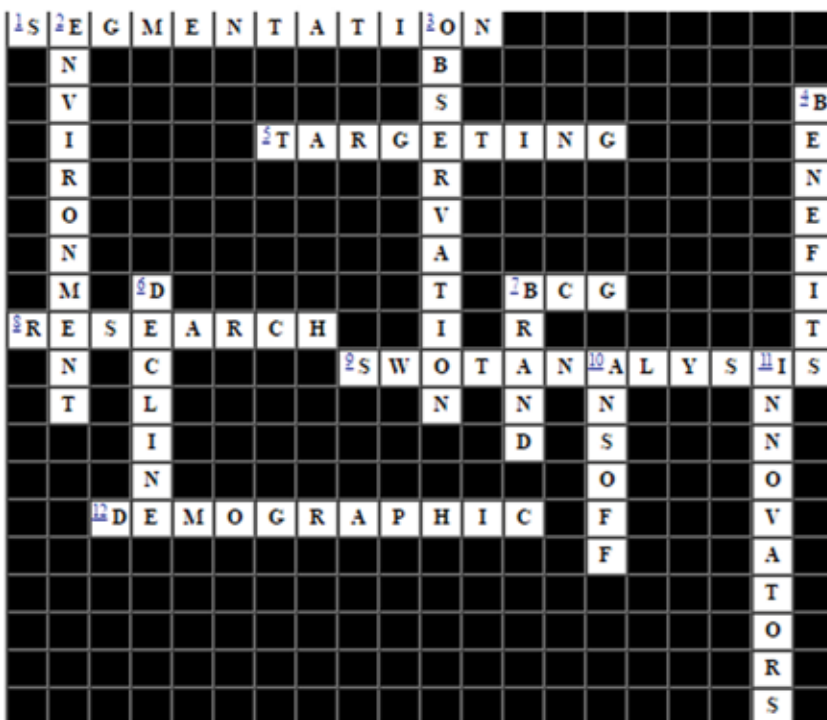
MarkGuru

Look to the East as they hone their marketing skills and emerge out as winners.

QUIRKY BITES



ANSWERS TO CROSSWORDS-EDITION 1



ACROSS

2. Goods or services produced by a business
6. Surveying a small group of a population to gain research insights
9. _____ pricing. Setting a low price to gain a higher share of a market
10. Product _____. Getting customers to buy a product for the first time
11. The marketing combination of product, price, promotion and place
12. Distribution _____. How a business gets its products to the end
13. Research designed to provide information about opinions, attitudes and behaviours

DOWN

1. Any recognizable name, logo or symbol that identifies a product
3. Product or brand with a high share of a mature or declining market (4,3)
4. The group of consumers or customers aimed at by a business (6,6)
5. Paid-for communication, aimed at informing or persuading
7. A brand that is owned and promoted by retailers rather than manufacturers (3-5)
8. Marketing promotion that relies on word-of-mouth or online networks to spread the message
9. The part of the marketing mix that focuses on where a firm's products are sold

CONGRATULATIONS TO OUR WINNERS

FROM THE LAST EDITION:
PARAJDEEP SINGH DHILLON
PARTHA MANDAL

**WINNERS CAN CONTACT THE
 MASH TEAM FOR GOODIES.**

ANSWERS TO THE CROSSWORD WILL COME IN THE NEXT EDITION
 SEND IN YOUR ANSWERS TO MASH@IIMB.ERNET.IN

QUIRKY BITES - THE BRAND QUIZ

Where will you find this pattern ?



What is the significance of this logo?



Name the two logos.
(No part marking)



Manchester United combined with someone recently. Who ?



Identify the brand from this commercial



Identify the brand from this advertisement.

SEND IN YOUR ANSWERS TO MASH@IIMB.ERNET.IN



ABOUT US

MASH is a student run club with focus on marketing and 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 Eximus - 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 receive 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.