



BEYOND KOTLER

PVR
CINEMAS

amazon

COSTA
SINCE 1971
COFFEE

whisper

D DREAM11

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EDITOR
APURVA BHATANKAR

DESIGNER
SHREENATH CHAUGHULE

WRITERS

YASH GUPTA

SNEHAL MAYEKAR

BUSHRA AHMED

VISHAL GUNDETI

PAYAL NINAWA

SYLVIA MATHEW

NAVIA SHETTY

SAURABH KURUP

SURAJ KUSHWAHA

APURVA BHATANKAR

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#SOCIALMEDIACORNER

#MARKTALKS

Blink Digital win's social media Deal from Dream11!

By Yash Gupta

Independent digital agency, Blink Digital has won the social media deal for fantasy sports platform Dream11.

Blink Digital has added a prestigious new account to their sizzling businesses. Blink has signed up Dream11, which is currently India's Biggest Sports Game and India's First Gaming Unicorn and most recently, Dream 11 officially partnered with India's biggest sporting event, the VIVO Indian Premier League IPL. There were many agencies after it but Blink Digital struck the deal among the chaos.

Blink's tie-up for Dream11 includes driving high ticket social media and influencer marketing campaigns, and data-driven media activities. Currently, Dream 11 has a significant fan base of over six crore subscribers spread over sports like cricket, basketball, kabaddi, football and hockey. These gaming events bring fans across the country together to showcase their knowledge, skill and passion for their favourite sport. Recently they signed up the iconic Indian batsman and ex-skipper of Indian cricket team MS Dhoni as their Brand Ambassador.



Dooj Ramchandani, Co-Founder and Chief Creative Officer, Blink Digital said, "It feels great to be working with Dream11, the country's largest fantasy sports platform. The potential to do something big in an exciting new category like this is immense, and I look forward to setting the bar high through our work."

Blink Digital recently created and tweeted a series of videos around #YehGameHaiMahaan, Through these ads, Dream11 will let the spotlight on the fans and celebrates their passion that let them go all the way out for it.



You Only Need One Customer

By Snehal Mayekar

When starting a new business or project people think you need to have millions of customers.

Here's why you should only focus on one.

The Power Of One

One of anything is powerful. It is the start of a long journey to success. Building Rome started with one brick, and one person. I'm not saying you can or need to build Rome to be successful, but getting one of anything is a giant step in the right direction. Getting 1% better each day for an entire year leaves you 37 times better than you were at the beginning. Once you understand the power of one, you can understand the beginnings one thing can create. You Need to Deliver

For the power of one person to work, you need to deliver. If you want to grow the reach of your product, make it good. If you get one person to buy your product and it sucks, good luck getting any of their friends to try it out. But if you're product goes



above and beyond expectations, it is a game changer.

Word of Mouth

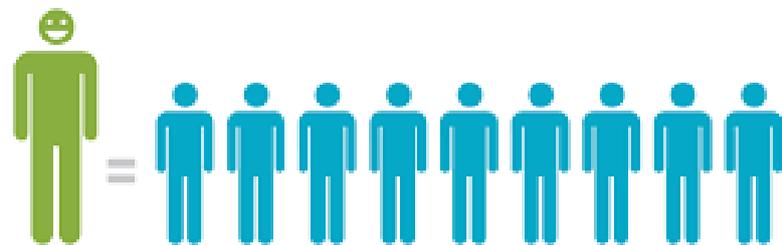
You have a product or service. You want to dominate your niche and have everyone using it. How do you get there to start with one?

You need to treat every customer like gold, especially the first one.

Once you have the customer, you know you delivered on looks. Now it is time for quality.

The goal of delivering a good quality product is more than what it can do for the buyer it is about what they can do for

you as well. If that sounds selfish well it's business. What a customer can do for you, is spread. Tell their friends, coworkers, church, or whoever. If you deliver on looks and quality to one, you will have 10 within no time.



A happy customer will tell 9 other people (on average)

Can #boycott be good for business and brands?

By Vishal Gundeti

With the right premeditation, brands can wield backlash as a powerful tool to gain both exposure and support.

Last year, Nike's sales hiked after people barbecued their old kicks and pledged to boycott the sportswear brand for life. Later, they called for a boycott of Gillette and flushed their turbo razors. According to P&G, the backlash against Gillette didn't impact sales. In both cases the "outrage", and the ensuing boycott was triggered by ads – Nike's Colin Kaepernick campaign and Gillette's 'We believe: The best men can be' that jumped on the #MeToo trampoline. P&G officials count the campaign as a big success.

Recently, FMCG-major Hindustan Unilever came under hashtag-fire after two of its ads - Brooke Bond Red Label's Kumbh film and Surf Excel's Holi ad - rubbed off people the wrong way. So, can #Boycott be good for business and brands? In the age of outrage that gets disproportionately amplified, brands would do well to ride these online waves of rage instead of retreating to the relative safety of the shore. Fake or genuine, right or wrong, social media is able to build momentum and wrong behavior which in the real marketplace may not exist. Sometimes it influences the real world and causes debate which is difficult to control, especially when it is related to religious sentiment.



Advertisers and their ad agencies now need to have a measure of the cultural dimensions of consumer segments in the nation before they allow for controversies. HUL is reputed for its consumer research. Maybe India's largest advertiser has predicted this segment and as part of its strategy wishes to revive established brand communications by raising social issues and waking up the consumers to look out for their advertising and build a conversation.

India's offensive traditionalists need little reason to fly off the handle. Anything not aligned to their prescription of how we must live, think and say - leads to social media cannons. Ads are a relatively easy game and a convenient outlet for anger that might not even originate from this specific "offense". But boycott? Let them be – they're only ads. Their shelf life is temporary – unless we make it permanent.

BOYCOTT



Consumers opting for Vegan Beauty Product

By- Payal Ninawe

The size of the Indian Cosmetics Industry globally is \$ 274 billion, while that of the Indian cosmetic industry is \$ 4.6 billion. India is supposed to get in the top 5 countries in the market of beauty products. Products are manufactured exponentially when it comes to variety and purpose, catering to the needs and expectations of the consumers. Quality has become a prime concern for the consumers these days because of the ill effects of the chemical compositions these products have.

There has been a gradual shift in the mindset of consumers. Consumers have become more aware of which type of ingredients are used in the products they buy and this has impacted their purchase behavior and product development.

The consumers are keen to use skin-friendly products and have also recognized the fact



that Carn (“flesh” or “of the flesh”) is there in most of the beauty products. So they opted out for Vegan beauty products. Vegan beauty products are costly still they get a fair market share as compared to non-vegan beauty products. This is because they are rightly placed in the market, targeting the niche segment of consumers who are against any kind of blood trade. As people gain greater access to information about the production, they are becoming less and less inclined to consume animal products.

This is the kind of disruptive innovation that has made big brands to think out of the box.

47% of UK women aged between 18 and 45 say they buy vegan beauty products more than they used to.



How advertising is breaking down Menstrual Taboo in India

By Sylvia Mathew

Taboos surrounding menstruation cause some women and girls to miss school or work, not enter religious places, or go into isolation every month. Instead of speaking up about something as normal as a period, they're taught to hide their monthly reality. To end the stigma around this often-unspoken issue on 28th May 2019, Menstrual Hygiene Day, Whisper has pledged to reach out and extend the impact of its flagship 'Mother Daughter Menstrual Health and Hygiene Program', to 5 Crore girls by the end of 2022.

To show their impact thus far and how they will go about reaching 40,000 schools in India. They released an advertisement where female students along with their mothers would attend a workshop. A bit of body text where they were educated about their female reproductive system, menstrual hygiene and how to use pads during that time of the month.



Whisper's ad also interviewed girls who had gone through the workshop, sharing their stories about their first time and how they knew what to do in the situation instead of hiding at home. Through this ad campaign Whisper has tried to emphasize the urgency of raising awareness, ending the 'shame' associated with menstruation and encouraging everyone to speak up. The only drawback of this advertisement and the campaign is that educating and engaging men and boys is equally important to change attitudes towards menstruation.

The Whisper logo is written in a green, cursive font.

Amazon beats Apple and Google to become world's most valuable brand

-By Navia Shetty

Amazon has broken the longstanding reign of Apple and Google to become the world's most valuable brand worth \$315.5bn the first new brand to claim the number one spot in 12 years. Amazon's value is increased by 52% between the year 2018-19 according to Kantar's latest global BrandZ ranking, while Apple grew 3% to \$309.1bn and Google by 2% to a little just under that at \$309bn.

Amazon's rise in brand value has been steady over the past few years as it has evolved from an online, price-led retailer to an 'ecosystem brand'. It has successfully connected the values and positive brand associations from one business-ease of use, speed, reliability- to other areas. It has diversified into a range of offers from cloud computing to smart devices, from payment systems to the best in entertainment. As the boundaries between traditional blur, Amazon has been ideally positioned to seize emerging opportunities.

Nowadays brands are increasingly concentrating on being able to meet consumer needs in interesting ways that give them a superior advantage over their



Add a little bit ocompetitors-particularly when it comes to making people's lives better and easier with technology.

Amazon has rapidly expanded its ad business in recent years, introducing new tools and services that cover a range of areas from brand building to direct-response ads. They knew that it will create complexity by making it difficult for advertisers to understand what was on offer and how to make use of it.

The Amazon Advertising branding is aimed at providing a one-stop-shop for all brands' needs on Amazon, with product names also updated to reflect the new unified brand. That means, for example, that Headline Search Ads will now be known as Sponsored Brands, bringing it in line with the Sponsored Products tool that is already available.

Amazon still derives the vast majority of its annual revenue from e-commerce, it is diversifying its business. A little more than 10% now comes from its cloud computing business, Amazon Web Services, and its ad business is growing fast.





New love for web series...

By Saurabh kurup

YouTube, Netflix, Amazon Prime changed the face of the entertainment industry in the country as well as in the world. People got access to content which the saas-bahu serials lacked. Gone are the days where people used to sit glued to the TV set, instead we can see people in front of their phones, earphones plugged, enjoying their favourite web series. Web series are short & have good content with new creativity. They have unpredictable plots & show the current situation. They are so interesting that they keep us engaged with the most motivated dialogue and script. With the rise of social media and people's increasing time spent on social media platforms,



marketing of these web series has become easier. Targeting the right audience has become easier. Other marketing efforts employed to market these web series included- Print ads, hoardings, emails, etc. The promotions are done exactly the way any movie is promoted- the release of motion poster, teaser, and the trailer to create a buzz, actors announcing on their social media handles and going live to talk about the same.

The best part is, the subscription of any of these platforms is cheaper than buying a movie ticket which becomes the biggest reason people are going crazy about it.



Best Indian Web Series



Costa moves into ready-to-drink market with first launch since Coca-Cola acquisition

-By Suraj Kushwaha

Coca-Cola is introducing a low sugar prepared to-drink Costa item in its first move since the soda giant purchased the espresso brand. Costa Coffee Prepared To-Drink includes three of the brand's most mainstream variations – Great Latte, Caramel Latte, and Dark Americano. The range, which will be sold in 250ml cans that are 100% recyclable, will launch in nations where Costa has a strong presence and will be supported by a marketing campaign including out-of-home, digital, PR and sampling. The drinks will go to the UK not long from now, pursued intently by launches in Poland and China, with further move outs got ready for later in the year. "Our teams at Coca-Cola and Costa Coffee have been working nonstop to make our common vision of Costa Coffee ready to-drink espresso a reality," says Jennifer Mann, senior VP and president of Global Ventures for Coca-Cola. This exhibits the intensity of our partnership. It joins the showcasing mastery, worldwide scale and conveyance accreditations of the Coca-Cola framework with Costa Coffee's expertise and capabilities in coffee." The chilled canned coffee guarantees 30% less sugar than most other



prepared to-savor coffee in the UK, with somewhere in the range of 95 and 120 calories and 4.3g and 9.8g of sugar per can. Each beverage likewise contains what could be compared to a twofold shot of coffee. Interestingly, Starbucks' Espresso 200ml Double Shot Espresso contains 142 calories and 17g of sugar per can. Dominic Paul, President of Costa Coffee, says: "Through this collaboration, we've been able to work together to offer consumers the great taste of Costa Coffee in a can for the first time." We're extremely glad to have put up this item for sale to the public at such speed while as yet guaranteeing the range has appropriate coffee at its heart." The drinks company has been supporting its portfolio through non-carbonated beverages, for example, coffee, flavored waters and smoothies under CEO James Quincy as it looks to become a 'total beverage company'. Quincy hinted at the launch in an investor call in April, saying: "Costa is our platform in coffee. Overall this requires more and better connectivity than ever before."





PVR- beyond movies

By Apurva Bhatankar

PVR, one of the largest cinema chains in the country is known for the luxurious cinema experience. It has thrived in the magical run for two decades and is spreading its arms beyond movies. An interesting concept is PVR Live which exhibits alternate content in the cinemas. They have recently shown UEFA on the big screen and the crowd flocked in to cheer. This year itself, for the first time in India, they released the official film of the world's most beloved anime series- DragonBall Super and fans loved this initiative. The other great thing lined up for this year is Stand up comedy, in July.

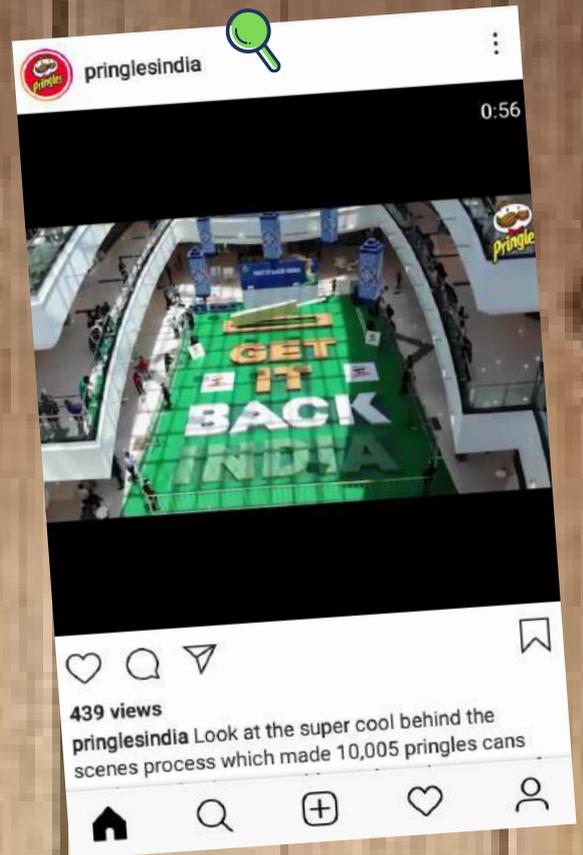
Another interesting concept called the PVR Screening Room which allows the audience to watch the movie with the director. In May 2019,



Rakeysh OmPrakash Mehra watched Rang de Basanti with the audience followed by a QnA session, extremely helpful for Film Industry students. Similarly, they have had such masterclasses with various film directors. In 2017, PVR Pictures, the movie production and distribution arm of PVR Ltd. came up with Vkaao, an on-demand theatre booking service to watch movies of your choice and later partnered with BookMyShow to maximize its reach. PVR has surprised the audience with its growth. It will be interesting to see when PVR will dive into the OTT platform which stood strong at 2000 crores last year.



#SOCIALMEDIACORNER



#MarkTalks

Sweta Kuppili - Sr Business Analyst

Sweta is a Senior Business Analyst in Curris technologies. She has worked here for more than 2 years, earlier she was the part of the technical team and then moved to the marketing department. In an interview with Payal Ninawe, she shares her experience.

- **What is your largest responsibility in your current role?**

I handle planning and strategies related to pharma companies, doctors, NGO's, doctor association and government bodies.

- **How has your current role evolved since you started your career?**

Immensely actually. When I started my career in 2015 I started off as a Junior Business Analyst doing techno function as I have a background of IT. I am a technical person. While working I realised I have more command over communication skills where I can actually speak to people and convince them for what kind of product I am trying to give them out. This is what I observe is a plus point in me and I can execute it.

- **Where do you see Medicus after 2years?**

Add a little bit of After 2 years, it will be at a booming stage because as Medicus is a startup, and as start up the achievement which we have is comparatively very versatile because there has been a time we had seen a very harsh downfall, we tried recovering, we did multiple things. We integrated many features into the application to make it good because when it comes to the product we had to hold it from all perspectives. Being a mediator as a Medical representative product we had to balance out doctors as well as pharma companies because they are major targets. So after 2 years, this will be something which people will try to copy and execute in their own streets.

- **How are you marketing since it's a Startup?**

Marketing is never to be done from one side. You cannot try to lose weight just by doing one thing. You have to do everything. You have to control your diet as well as start exercising. Same goes with marketing, you have to do 360 degrees altogether from all perspective whichever comes so that your brand makes a presence in the market. So when it comes to our kind of marketing we have doctors who are working for us, pharma companies recommending us, majorly we focus on the technical side because digital presence in the market has more impact than any other thing because the reach of technology is more than human because human has limitations like travelling, time, cost everything but when it comes to technology and a digital one, the only thing required is an internet connection on your phone so if that's there, you can make the presence in that area.

- **Any innovative new marketing strategy that you would like to implement?**

We are actually. When we started off we didn't have any success story and that's the most impactful one. Anybody would like to know what is happening if you want to get someone's trust, you have to show that person has good experience with you in the past, that's when you try to approach other people and come up with things. I would suggest having a good success story makes a better impact on the new person because if you are there it's just as simple as that. We are girls, we go shopping if I say this shop is cheap and have good quality material, everything is good, people are good, and ambience is also good you would definitely go there. Such a recommendation is more powerful than any digital magazine, newspaper anything you do this success story works better than anything.

- **Do you work better under pressure or with time to plan and organize?**

Both you know it's not in our hand, it just happens. Now we are at ease we are going smooth but when there is a requirement we have to sit late hours, we have done things. Sometimes click happens when we have to do things, we don't have time, there is month end coming, there is year-end coming so the pressure builds up and fun. If there is a lot of pressure then you are not able to balance your personal life. Some kind of pressure makes the brain strong. So you should have an equal balance of it. You should have ease as well as pressure also.

- **Do you think the promotional strategies used by Medicus is helpful for the growth of application?**

Yes, any minute things done now because promotion is that kind of a thing like using a herbal product does not have a visual impact immediately, it takes time for people to understand and then when it actually comes in the picture it's positive. So this a silent growth which is happening which is not visible to you and me but something definitely happening back of it.

QUARTERLY MARKETING NEWSLETTER

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**Have any
questions / feedback**

SEND IT TO THE EDITOR AT
fabs.apurva.bhatankar@gmail.com



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