

Edition-16

15th – 31st June 2019

Editor's Note

Welcome to the Marketing Bonanza, an integral character of the MBA Marketing Club.

This is the first edition of 2019. We had a great year behind, Better year ahead. Share perspectives, realities, Suggestions, information, any interesting stuff in regards to advertising which could be published in our further releases on the mail id's made reference to beneath.

~ Ayushi Solanki

Congratulations

ITC Ltd (Summer Internship)

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Marketing Bonanza

(Marketing E-News)

In a first: Branding on wheels as freight trains to display ads

Beside awarding the advertisement contract for freight trains, the SER has also successfully awarded a contract for branding on rakes of the Steel Express

For the first time, freight trains will display advertisements to generate non-fare revenue, senior railway officials said Thursday.

The South Eastern Railway (SER) has awarded a contract under the "Branding on Wheels" scheme to Dalmia Cement for a period of five years for 300 BOXN wagons or five rakes. The wagons have an aluminum body on a steel underframe.

"The advertisement will be displayed on the exterior of the (freight) train and while we are attempting such a method of generating non-fare revenue for the first time, we will give it wide publicity so that it can be replicated.

"It is movable advertising and this means that the client will get greater publicity across the route," said an official.

Beside awarding the advertisement contract for freight trains, the SER has also successfully awarded a contract for branding on rakes of the Steel Express, which connects Jamshedpur in Jharkhand to Howrah in West Bengal.

Generation of non-fare revenue has been a thorn in the side of the railways for a long time and despite efforts to launch such initiatives, none of them have actually hit it off.

Railways has earned Rs 204.10 crore and Rs 223.53 crore during financial years 2017-18 and 2018-19 respectively from non-fare revenues, Railway Minister Piyush Goyal

Trending in Marketing

- In this cricket World Cup here's how influencer marketing scoring a pique against celebrity endorsement
- To strengthen presence in online retail, ceramic brand Mozio partners with Staunch
- Kotak Securities in partnership with DAN Data Sciences and Dentsu Webchutney reinvents customer acquisition

informed parliament on Wednesday.

The minister further said to generate more revenue, the railways has issued policies for generating non-fare revenues from sources such as mobile assets, out of home advertising, rail display network and content on demand.

Brands lay out the pitch for this year's ICC World Cup 2019

From beverages to online pharmacy, everybody wants the ball in their court

Bindu Balakrishnan

India witnessed its biggest advertising festival with General Elections 2019 where political parties, across the country, both regional and national, spent millions of dollars in marketing to their loyal audiences. The idea was to convince the citizens to vote for a particular party and bring them in power.

Although, we are now ahead of the General Elections 2019, another big advertising festival is all set to begin with International Council of Cricket World Cup 2019 from May 30. A total of 10 international cricket playing nations will be participating and a billion plus Indians will be watching the game across different screens.

The broadcasting partner Star India Network will have a large number of eyeballs to cater to via its television channels (across multiple language feeds) and OTT platform – Hotstar. The matches will also be live on All India Radio.

Traditionally, India has always been a cricket frenzy nation and people love to watch and follow the game especially big properties such as ICC World Cup and IPL. These events generate high viewership and the attention span of the viewers is also high during the matches.

For instance, the cumulative reach of the ICC World Cup 2015, till the semi-finals stage, was 635 million. In the first two weeks of the twelfth season of IPL, more than 345 million people watched the matches on television, while the viewership on digital platforms was at 267

Trending in Marketing

- 'Your sign, Your design!': Kalyan Jewellers' Candere encourages young talent by a designing contest
- Cannes Lions 2019: How an ad festival turned into a marketing ground
- Cannes Lions 2019: Why purposeful marketing needs to have a purpose
- Dream Theatre acquires the licensing rights for Ninja Hattori

million in three weeks, making this season of the IPL the most-watched.

Both ICC World Cup and IPL have always been seen as the Super Bowl of India. During this time, most of the big consumer brands across categories love to go for a marketing blitzkrieg and run brand/performance campaigns owing to a humungous reach and impact they get.

The trend is expected to continue with this season of ICC World Cup also. Several product categories are expected to advertise heavily on television during the ICC World Cup 2019. Here are some of them.

Cola Drinks and Beverages

It is summer time in India and traditionally beverage and cola brands advertise heavily during this season. They go heavy on TV spots, outdoors, and point-of-sale (POS) and position their drinks as the answer to scorching heat. With ICC World Cup 2019, Pepsico and Coca Cola are expected to go with heavy ad spends during the event pushing their soft drink portfolio in the market. Traditionally, these brands have done several iconic campaigns around cricket especially during the Cricket World Cup time.

Online Food Delivery Apps

The online food category is growing rapidly in India and has been advertising heavily across mediums especially television. Popular brands such as Swiggy, Zomato and UberEats have been battling out for dominance in the Indian market. As per reports, the Swiggy – Zomato together clocks between 30-35 million orders monthly. The number clearly indicates that Indian audiences especially in the urban markets where there is a higher number of nuclear families with working couples are ordering food online owing to crunch of time. The category is expected to grow. People love to watch cricket in groups – with family and friends- especially when India is playing. This leads to people ordering more food online and as a result leads to a surge in orders for

Trending in Marketing

- METRO Cash and Carry India celebrates its 16th anniversary with 3 million SME custo
Trending in Marketing mers
- Audi teams up with Sony Pictures Entertainment for digital content featuring Peter Parker
- MediaCom bags media mandate for ShareChat
- Coca-Cola goes big bang with its marketing strategy this World Cup

these brands.

Fantasy Sports

Fantasy Sports is a widely spoken category in India with a huge interest from the audiences. Some of the key players in the category are Dream11, FanFight, Mobile Premier League, MyTeam11, and My11Circle. Certainly, Dream11 is the clear leader in the space and the brand is heavily advertising across mediums and has taken the baton to build the category along with other players. The category is expected to go heavy on television advertising urging people to make their teams and play.

Online Shopping Apps

The e-commerce category has now turned in to a year-long advertiser. Major players such as Myntra, Flipkart and Amazon regularly advertise to promote their big impact shopping festivals. These players are regularly battling out for top-of-the-mind recall of the audiences and what better time can be other than the ICC World Cup 2019 when the entire country is hooked up to the televisions to watch the games. The e-commerce brands are expected to go heavy on advertising during this season as people would like to buy original team merchandize, cricket gears, shoes, other sports related stuff. The sports brands that partner with these platforms are also expected to give a push during this time.

Automobile

Car brands across the categories are spending heavily on television this year to promote the new launches and variants. Some of the top players such as Maruti, Hyundai, Tata Motors, Mahindra & Mahindra, Honda, Skoda, and Volvo are regularly advertising to reach out to their loyal consumers and new audiences. As per a recent Adex report, the ad volumes of automobile brands have grown on television. We expect these brands to advertise on TV during the ICC World Cup 2019 as the entire family watches cricket together

Trending in Marketing

- Toreto ropes in Rannvijay Singh as brand ambassador
- Bajaj Allianz Life unveils digital campaign #UnMissableMeeting this Father's Day
- GO Sport partners Adidas to promote 'Run for the Ocean' campaign
- Cannes Lions 2019: Organic is the way to go for Lego

helping them to discuss about their new car or an upgrade.

Smartphone

Smartphone brands simply love cricket. They have tested it in the past and continue to associate with it. The game gives them high reach and helps them cut across the clutter. Brands such as Samsung, Oppo, and Vivo have sponsored high impact cricket properties, supported with stadium branding, and a heavy television plan. These brands are expected to go heavy during the ICC World Cup 2019 season.

Online Pharmacy

The category is emerging as a big spender in the India market. Some of the bigger players like Netmeds and MedLife are spending heavily to reach out to get newer audiences as the category is still in building phase. One of the brands also has MS Dhoni as its brand endorser, so they would definitely want to capitalize on him.

Edutech

The category has been there for some time now and newer players are joining the race to acquire the market leadership. While Byju's, the category leader, spends heavily on the television, other players such Toppr, Extramarks are also making their way up in the ladder and acquiring new users. The decision of spending on an edutech app is taken by the father/mother, hence it is a good idea for these brands to advertise during the ICC World Cup since the entire family is watching the matches. These brands are expected to launch campaigns on television during the event.

Online Travel Booking

Over the last few years, the online travel booking brands such as MakeMyTrip, Goibibo, Yatra, Cleartrip have gone heavy on television to their consumers. Who does not remember Ranvir Singh and Alia Bhat ads from MMT or Deepika Padukone ads from Goibibo or Ranbir Kapoor