

## Edition-05

1<sup>st</sup> – 15<sup>th</sup> January 2019

### **Managing Editor's Note**

*Welcome to the Marketing Bonanza, new 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**

#### **ICICI BANK**

- Aarti Patel
- Aayushi Sethi
- Abhishek Karma
- Ajay Choudhary
- Amit Tandekar
- Amogh Patidar
- Arpit Bhalewadikar
- Arushi Pandit
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# Marketing Bonanza

(Marketing E-News)

### **Dear Friends or I say IMSians ,**

It's Been a Great Year I believe for all, as it's time to change the calendar on walls & desks, so is time to flip the pages of the last year & look for what's in platter for 2019.

Many Of The Students have Got Placed and Many More will.

Since Beginning of "Hyurisko" In January, The Taste of Events Knocked UP with a bang Showing Various Talents and Artists on the Palm, with a Lot of fun for Annual Fest Happened after Whopping 4 Years, The Same Month All Indian Universities Conference Made us Proud and Whole IMS Family gathered to make it successful Followed by Pratispardha. The Scene was followed by Various Events like Entrepreneurship Meet, Finance Premier League, Spandan, Ganesh Pooja, Session on Surgical Strike, with Some Brilliant Spic macy Program, Digital Marketing Workshop and Wonderful Deeeepotsav Program, aiming for Many more to come.

The IMS Family is always Supporting & Constructive of any event, The guidance is Truly Unmatchable, as the enthusiasm of energy Fills everyone to a wining spirit. Since, this Year is Remarkable as we are moving into Golden Jubilee of IMS, which indeed is a Proud Moment for each and every one of us, We Shall urge to Take this Year With Full Enthusiasm and Cheerfulness in Each one of our lives and in IMS too, May You Get What You have Dreamed of.

Happy New Year Guys!!!!

Your Friend,

**Pranav Nigam**

Chief Editor

Head Marketing Club

## ICICI BANK

- Ashutosh Solanki
- Ayush Bhangu
- Ayushi Tulsani
- Bhagyashree Bargal
- Brajendra Solanki
- Deeksh
- Raghuwanshi
- Deeksha Yadav
- Divya Bairagi
- Eshita Billore
- Harshita Patel
- Hunny Bohra
- Isha Yadav
- Jaspreet Kaur
- Mohit Jaiswal
- Oshin Mandloi
- Pinky Chaudhary
- Radhika Baheti
- Rohit Varma
- Ruchika Agrawal
- Saloni Taunk
- Shashank Shukla

## TOP 10 BEST DIGITAL MARKETING CAMPAIGNS OF 2018 FROM INDIA

Campaigns to get inspired from



**KFC India: Social Media Marketing Campaign**

**British Airways: BRITISH AIRWAYS  
Fuelled by Love Campaign**



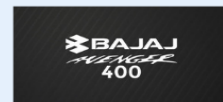
**Dabur: Digital Transformation For the Modern Indian Women**

**Kolkata Knight Riders: Digital Marketing Case Study**



**Coca-Cola: Summer TVC featuring Deepika Padukone**

**Bajaj Avenger: #RideYour Independence Campaign**



**Vicks- Generations of Care #TouchOfCare Campaign**

**IAPC: #LaughAtDeath Case Study**



**Coca-Cola: Small World Machines - Bringing India & Pakistan Together**

**BAJAJ - V:  
"The Nation's Bike"**



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## ICICI BANK

- Shadab Mevati
- Sheetal Patel
- Shivangi Shrivastava
- Shrey Prajapat
- Shreya Panday
- Shubhi Jadhav
- Sonali Patel
- Srishti Raghuwanshi
- Tarun Masand
- Twinkle Rathore
- Udit Chauhan
- Vaishali Phate
- Vishakha Rathore
- Vipin Kumar Jain
- Yogesh Patsariya
- Yatish Sharma

## TOP 10 ADVERTISEMENTS THAT INDIA WATCHED IN 2018

 <p>Reach for a dream  #chasethesupermoon</p>	 <p>Earn 100 per cent cashback on all your medicine purchases</p>
 <p>Levi's "Circles" Commercial I Bhangara</p>	 <p>OPPO F5 Sidharth Limited Edition</p>
 <p>Cadbury Silk Valentine's Day #PopYourHeartOut</p>	 <p>The Adventures of Hunny and Choocha #KyunSookheSookheHi</p>
 <p>Fans of each other, fans of new Lux</p>	 <p>Growing Up Needs Dettol</p>
 <p>The Mountain Within</p>	 <p>V-Guard Inverter TVC</p>

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## Trending

*MS Dhoni turns his world upside-down in Orient Electric's new ad for Aeroslim fan*

*Ashish Tiwari, head digital marketing and PR at Hero Cycles, steps down*

*Travel marketplace ixigo reveals the top travel trends for Ardh Kumbh Mela 2019*

*SBI launches 'YONO 20 Under Twenty' to celebrate young achievers*

## ***"BE TRENDSCAST 2019"***

***"What marketers need to watch out for this year"***

- **PROVENANCE MATTERS MORE**

Traceability will become important. More and more consumers want to know what they wear/consume is really sustainable or not, where does it come from, etc. Hence finding ways of tracing back products to their root will be important. The movement has already started.

- **HOT ON ON-DEMAND**

The biggest trend that will shape marketing in 2019 & beyond will be the rise of "on-demand" as opposed to intrusive marketing practices that brands follow today. Consumers don't appreciate anymore the fact that their every move is being mapped by some algorithm to 'serve' them so called relevant ad content. For instance, looking for pregnancy symptoms for a friend and getting bombarded with discounts on baby products across platforms.

- **THE INFLUENTIAL CHOICE**

The influencer marketing game is changing. Famous celebrity influencers talking about a brand is not enough. It's now about regional and even local influencers who are becoming a brand's best advocates and activists. Consumers see them as the person next door and far more credible. It's about partnering with these micro influencers to co-create content that can be posted regularly and leveraged over a period of time and not a few minutes. **'Hyperlocal' Not Hype**

Campaigns and activations can be customised to local culture, preferences and consumption drivers, based on geographic trends. These concepts will play a powerful role in India's landscape, where rural and semi-rural still account for a massive chunk of the market, through mom and pop retail. Brand positioning and communication will take on a whole new meaning in this new reality.

- **Ecommerce Marketing (*not to be confused with 'digital marketing'*)**

A few marketers have already started to realize the impact of online market places on their brands. Few got that understanding as a rude shock while others got it as a pleasant surprise. The erstwhile SEO actions are now *or will soon be* replaced with voice search compatibility, generic online display ads will be replaced with ratings and reviews,

## Trending

*Can Ponds' new ad campaign convince you that one 'Jhappi' is all it takes to show real love and warmth?*

*Franklin Templeton is back with a new edition of 'The Marathon of Life'*

*Britannia's new campaign sets out to 'Create layers of fun'*

*KFC India's new campaign explains why its 'Ultimate Savings Bucket' is a star*

emailers will give way to contextually driven communication and above all the usual 30 seconders, bumpers, carousel ads et al, will most like submit to unboxing content, product reviews, influencers' choice and peer recommendations, to name a few. The big data that these e-commerce giants are sitting on is sort of a time bomb in the face of many established brands. Unless these marketers start using analytics in their favor, most likely there is already someone who is building a business on it with a similar product on the platform, to take away your share of pie. If not, then there is for sure a private label coming on the platform, supported by the platform, for the platform to compete with your well-established brand.

### *"Under the Roof (IMS)"*



New year started with the new spirit, with full of energy, enthusiasm and excitement. The very first event of the year in IMS was Sankranti Celebration. The IMS witnessed it's first Sankranti celebration followed with some activities which cherished childhood glimpse like sitoliya, langadi, lemon race, playing with wheels, kite flying while other squad of activities were full of innovation from YOLO Generation like PUBG, human snake and ladder, relay race, tug of war. Celebrations are incomplete without moves and grooves. So did celebration proceeded with flow of music 🎵 and dance.