

Edition-04

15th – 31ST December 2018

Editor's Note

Welcome to the Marketing Bonanza, new character of the MBA Marketing Club.

As, this is the last edition of 2018 I would like to thank and congratulate each and everyone and see next year lined up with many success and great achievements.

You can share your 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

PROPERTY PISTOL

- Aditi Hardia
- Pragati Gupta
- Pratik Punjabi
- Priyanka Yadav

BANDHAN BANK

- Anand Singh Baghel
- Animesh Tongiya
- Ashish Malviya

Marketing Bonanza

(Marketing E-News)

The marketing moments of 2018: Marketers share their views

Katie McAllister, chief marketing officer, TUI UK and Ireland:

"Last year we transitioned from Thomson to TUI. Throughout the rebrand we were conscious of the need to build on the Thomson legacy, while presenting the fresh face of TUI. That's probably why the campaigns that have had most impact for me this year are from established organisations seeking to modernise what they stand for.

"Lloyds Bank's 'The Running of the Horses' was a powerful way to build on its work in the diversity space with an imaginative use of the familiar black horse. I also think the Army's bold approach was genuinely thought-provoking and attention-grabbing. Featuring real young soldiers telling believable stories, it felt totally authentic and was pitched perfectly for the audience it was targeting."

Neil Kirby, marketing director, Bupa Global:

"2018 has been the year wellness has come to the fore. It wasn't long ago that health was defined as no diagnosis of illness, but now we are seeing our customers view wellness as a daily, active pursuit, which incorporates mental and physical wellbeing as well as emotional health – it means living longer, and thriving too.

"This 'revolution' in 2018 has been kick-started across multiple categories through brands that to date have not traditionally played in the healthcare space. For example, startups like Babylon and established companies like Philips have begun telling brand stories through the lens of wellness.



- Avinash Kumar Jhariya
 - Chinmay Kirkire
 - Ranjeet Singh Harshana
 - Shubham Rathore
 - Shailendra Rasgaiyan
 - Siddharth Sharma
 - Tapan Verma
 - Vikas Suryvanshi
- ICICI Securities**
- Anujesh Yadav
 - Ayushi Gupta
 - Ayushi Neema
 - Astha Jaiswal
 - Gaurav Pandey
 - Gaurav Ukey
 - Harsh Goyal
 - Harshita Gautam
 - Honey Vyas
 - Hitesh Mourya
 - Kanchan Sonvani

"In 2018 we've seen our customers become more health conscious than ever and increasingly look for a true healthcare partner, offering an holistic solution to their needs and using their health plans to take control of their wellbeing through a rich spectrum of benefits."

Rory McEntee, marketing director, Gymbox:

"This was the year where customers raised their voice about sustainability and brands listened. We have taken action, whether it be changing our wet wipes or introducing re-usable stainless steel water bottles. It has shifted our mentality so we deliver great brand experiences in a way that reflects the changing values in society."

Pete Markey, CMO, TSB:

"2018 has been a year of brave moves by big retail brands seeking to fight back with more focus and vigour than ever before (such as John Lewis). 2019 for me will be about brands making a deeper connection in a post-GDPR world with the opportunity for more meaningful brand experiences."

Danielle Atkins, chief brand officer, Kodak:

"The fact Patagonia's CEO [Rose Marcario] announced it was going to donate its \$10m tax relief to combat climate change in the US is really interesting. Likewise so was Iceland's palm oil ad rather than the traditional, tug on the heartstrings Christmas ad. There's a formula for Christmas ads that John Lewis has led with for the past few years and I thought that was interesting."

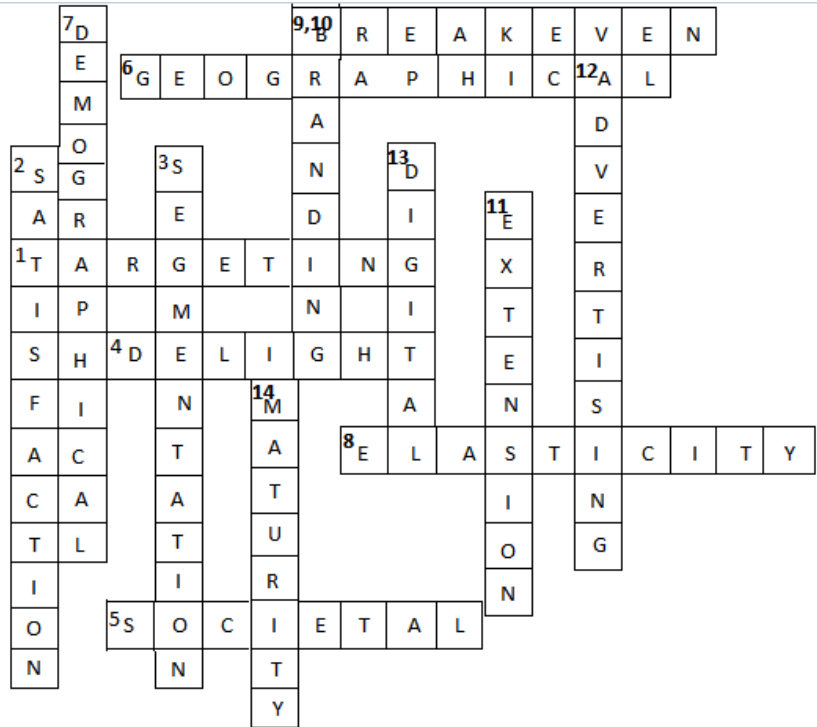
"The other one was Nike's 'Nothing Beats a Londoner'. For me it was a really interesting way of leveraging influencers in both an authentic and local way; actually shining a light on an issue that it's tough for London's youth. There are a lot of challenges facing young people in London. For me it stands out as showing how companies are actually using their money and being authentic in the way they're shining a light on real issues."

"In the case of Patagonia, it is basically taking on a government, which is really interesting. Companies are stepping up where governments are failing. There's something really interesting in that as a theme. "I think that's what you're going to see in the future. That's what consumers want, they want authenticity, purpose. That for me is the future of brands. Marketers talk a lot about the conscience economy and you're starting to see businesses take on the mantle of what governments are supposed to do, but they're in chaos."

- Kawneet Singh Bhatia
- Mohd. Altamash
- Monu Yadav
- Naina Walvekar
- Nayan Kuwal
- Neeraj Arya
- Priyanka Dande
- Nishant Nagrani
- Praveen Gupta
- Raj Kumar Verma
- Sakshi Paneri
- Sakshi Tiwari
- Saurabh Bhand
- Shalvi Jain
- Shelly Bhartiya
- Shruti Agrawal
- Shubham Kotchre
- Sneh Maheshwari
- Tashee Mangal
- Yash Mahodaya
- Yashika Lahori

Answer of Previous Puzzle

Test your marketing knowledge



Best of Marketoonist from 2018

From influencer marketing's authenticity to rebranding, 2018 marked a year of change. But it wouldn't have been the same without the Marketoonist's witty take. Here is the best of Tom Fishburne's work for 2018.



Trending

- *Companies CSR expenditure rises 47% in 4 years to FY18: Survey*
- *Tracking people movement of 2018 in advertising and marketing industry*
- *The perks of being adidas' brand ambassador: Ranveer Singh gets copped, in true 'Original' style*



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Trending

- *Liva Fluid Fashion's 'Smart Mirror' at Times Litfest appeals visitors to include 'responsible fashion' in their 2019 resolution*
- *The UN flags off its global cinema ad campaign #Feedourfuture featuring leading names from the film, ad worlds*
- *Government to launch Kumbh promotion campaign*

To celebrate Marketing Week's 40th birthday the Marketoonist created this special edition cartoon highlighting four decades of marketing

