



Institute of
Management Technology
Ghaziabad



MARKEEZINE

Issue XVIII

Sept-Oct 2015



YOUR INNOVATION OR MY CHOICE

MARKETING OH MY!

CONTENTS

The E-Commerce Conundrum	5
People, The Fifth ‘P’	7
Analysing a Conflict of Interests	9
“Fear Factor” in Advertising: The Impact on Consumer Psyche	11
Is App-Only The Only Way?	13
Guerilla Marketing	15
To Make Heads Turn	16
My Innovation or Your Choice?	18
Create Acts, Not Ads	20

From The Editor's Desk

Dear Readers,

Warm greetings from Club MarkUp!!

The much awaited 19th edition of Markezine is finally here! Firstly a big thank you to each and every enthusiastic individual who had forwarded their articles for this edition. We really had our work cut out for choosing the ones in this edition but nonetheless every article was of top-notch quality and showed true dedication of the authors towards the magical world of marketing.

With Markezine we try to bring forward views of future marketing gurus about current marketing happenings, by giving them a platform to express their views and present it in the form of articles. This edition of Markezine revolved around views on topics like “Marketing Oh My!” and “Your Innovation or My Choice”. In “Marketing Oh My” we tried to gaze upon the new and innovative ways in which products are promoted and how interactive advertising is impacting the sales of the products. Whereas our second topic “Your Innovation or My Choice” focused on the marketing strategy of firms where new innovations like Myntra going app-only or Google trying to enforce the use of Google+ made users unhappy. We explored the pros and cons of such decisions; and whether these can prove to be the correct strategy in the long run or turn out to be mistakes by tampering with users’ choice?

We hope that you enjoy reading the articles as much as we did.

Happy Reading!

Disclaimer: The views and opinions published in this magazine herein are those of the authors and Club Markup bears no responsibility for the same.

Co-Editors: Nandagopal, Avishek, Ayushi

Cover Page Design: Rashi

STUTI RELAN

1st Year (Marketing)

IMT Ghaziabad

DEEPALI GUPTA

1st Year (Marketing)

IMT Ghaziabad

A Special Word of Thanks to Our Sponsors



THE E-COMMERCE CONUNDRUM

Owing to the low-cost strategy of start-ups, majority of them are now opting for the easier yet more effective route of app-only. On the other hand, there are Unicorns like Uber and Snapchat which are still treading this path, primarily because it suits them.

The Myntra Mantra

A look at Myntra's target group can clear a lot of doubts which were raised when Myntra became the first major Indian E-commerce firm to go app-only. Myntra targets people in the age group of 18 to 27, living in Tier-II and Tier-III cities which generates 50% of the company's GMV. This happens because in these cities the majority of the population uses mobile phones to get online!

All the major players in the E-commerce industry have acknowledged exponential growth in mobile transaction and traction. Last year, Snapdeal saw mobile transaction grow by 66% and mobile traffic for Flipkart has increased by more than 12 times.

A Deeper Look

For an established brand, the genesis of moving to app-only model resides in the intention of extracting maximum benefits by pushing the app. But why

move to mobile application at all? Prime reasons of doing so are:

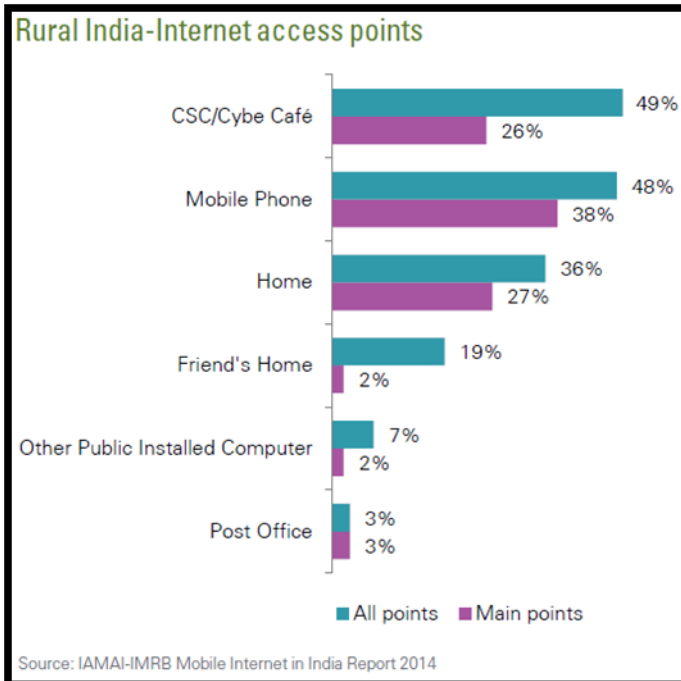
Lower Bounce Rate: Mobile apps decreases the bounce rate by limiting the option of switching from one website to the other and thereby streamlining the search funnel to one brand.

Push Notifications:

One of the most powerful feature that a company can capitalize on by creating its presence in a customer's mobile. It also provides a way to balance out the inventory by providing special offers and communi-

cating it to the users in real time. Of course, this feature, if overused, can be easily disabled at the user's end, but any sensible brand can gain a lot by not being outright greedy.

Access to invaluable data: As mobile phones become an integral part of our lives they capture data



throughout our daily routine, this data can be a prized possession for companies to assess consumer behavior. An application can extract all the data available in the phone of a consumer in contrast to websites which only has access to the browser cookies (and sometimes the location). There is also a flipside of allowing cookies, as most of it can be used by any website. Thus bigger players have more to lose here.

Providing what consumers want most: Flipkart has recently launched “Image Search” feature on its

app. Other E-commerce players are also releasing multiple app-only features. This has been made possible due the understanding of consumer’s preferences. Makemytrip.com has mobile-only features like the offline e-tickets and hotel bookings. They see 40% of hotel booking traffic and 34% of hotel related transactions through the app. They have also added a feature to select vernacular languages amongst Gujarati, Telugu and Tamil.

Surge in Smartphone and Data Usage: Number of smartphone users in the country, which stood at 117 million in the year 2014, is forecasted to reach 205 million by the end of the year 2015, close to 80% YOY growth. Also, the number of 3G sub-

scribers is forecasted to grow from 88 million to 173 million during this period.

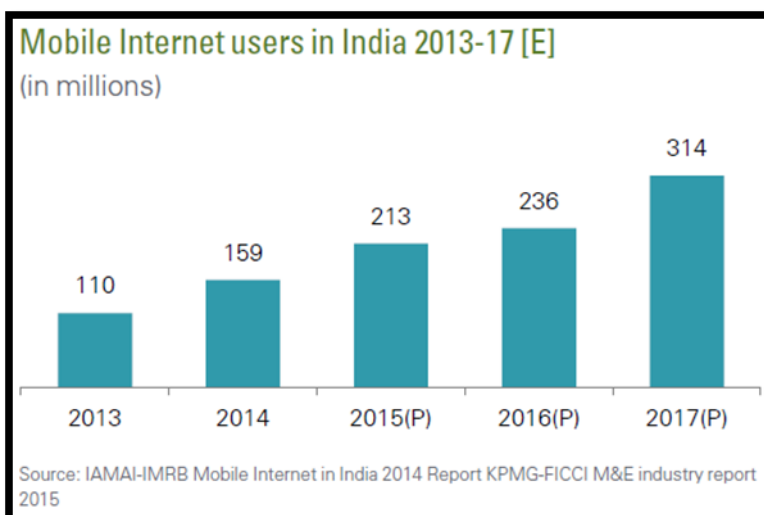
Google Going the Mobile Way: The behemoth Google has paid special attention towards mobiles to such an extent that today it is the creator of the most used mobile OS - Android. The centerpiece of both Adwords Hangout 2015 and Google I/O 2015 was mobile devices and the majority of all the announcements made were about advancements in mobile devices segment. From the special ads for

mobile devices to free testing of all the upcoming apps, all these developments are in the direction of mobile phones.

India Leading the M-Commerce Way: India is ahead of China and US in M-Commerce transactions. While most of Indian E-commerce companies get over

50% of traction and transaction from mobile phone apps, Alibaba, receives only around 30% of its GMV from this channel.

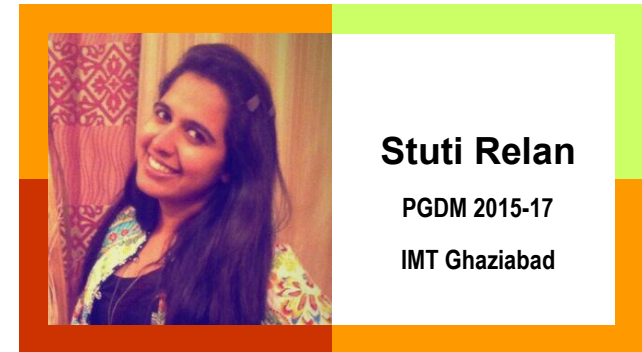
Given all these benefits, it becomes easier to envisage why companies should opt for this route, obviously keeping the usability factor at the top of their considerations!



PEOPLE, THE FIFTH 'P'

One are the days when marketing was all about designating the product a mental space in the conscience of the audience, it has moved a step ahead. Marketing is now there at your feet, knocking at your doorstep. It has not only restricted itself to being trapped in the realms of the mind, but it has also infiltrated every sense organ from being a treat to eyes to being music to ears. Marketers don't just sell the idea, they sell the feel of the product and that's how the product leaves an indelible impression in the minds of the people. Take the Cadbury's new bubbly promotion for that instance. The stage was set there in the open for people to come and 'experience' the bubbly moment.

By associating their product to an event they are able to create a deeper ripple in the conscience of the people but then the radius is small, since they cater to a limited set of people. But then Cadbury made an ad out of it, to increase the impact. What can be more enticing than seeing an 'aam janta' react to a product? Candidness sells well. And brands are exploiting that to their level best. Whether it's Alia Bhatt's latest promotional ad for Caprese or Diana Penty's ad for Pantene. Building a story around a product is all too clichéd, plus stories make people suspicious. It's now about capturing re-



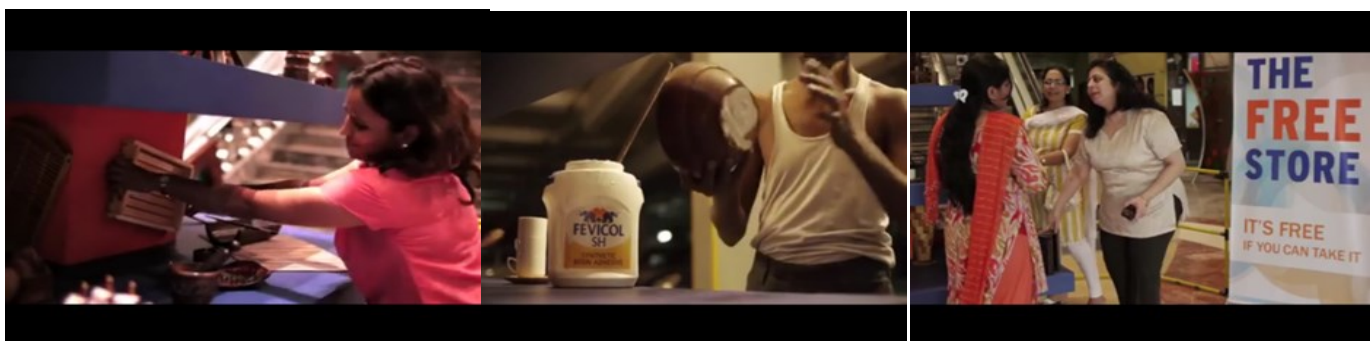
Stuti Relan

PGDM 2015-17

IMT Ghaziabad

action and Cadbury did it in a right way.

Marketing is now all about people. It has moved from being profit oriented to being consumer centric. Companies like Flipkart, Ola are busy shelling out schemes like 'big billion days' when they are still in doldrums and haven't reached their break even points. Now-a-days marketing seems successful once the consumer is satisfied, because marketers could see that in this cut throat competition, to sustain, only short term pains can generate long term profits. And in this new found consciousness, marketers are busy bringing the product as close to the consumers as possible. Whether it's through on-ground promotion of their products or through my-pepsi campaign! Brands want to give the consumers the ownership of their products. They want to make them a part of the process rather than the end users of the cycle. In a bid to be in league with the powerful countries like USA, UK and to distinguish itself from other countries which have rupee as their currency, the Government of India came up with an



innovative competition for citizens asking them to design the symbol for rupee. In this way, not only did it fulfill its motive, it also helped to generate a feeling of belongingness among citizens with the nation.

Fearing that it might lose its market share to the new born competitors, Pidelite came up with quite a unique on ground promotion for its flagship product Fevicol. Under the tagline “Free store” they set up a stall at the mall with an open challenge for people *‘to carry whatever they like for free’*. The delighted audience bombarded the stall, only to be disap-

pointed later. Pedilite had the products stuck to the shelf by Fevicol; thus highlighting the strength of their product! The campaign once again reassured people that there’s no competition to Fevicol.

Brands are moving towards collaborative marketing, whatever their position in the market maybe. Even Google who has a monopoly in its domain, is a consumer evangelist at the end of the day. Whether market leaders or market followers, keeping consumers happy is their main motto because it’s not about selling idea, it’s all about selling the feel of the product!

CelebQuip

Marketing is a good thing, but it shouldn't control everything. It should be the tool, not that which dictates.

- Nicolas Roeg



ANALYSING A CONFLICT OF INTERESTS

Who is not a supporter of innovations in science and technology? So I am too. But when the profit oriented companies start to extensively use the innovations to add to their benefits; forcing their valuable users to do things that are not their choice or which they genuinely fear for, I would say it's a downside.

There are four types of customers/consumers for any product or service. The ones who are very loyal to the company – the loyalists, the ones who buy often and mostly value oriented products/services – the value users, the occasionalists who are not regular customers of a company's products and the fourth group constitutes of those who do not add any value to the company.

If I consider these four groups, the ones who immediately install their app, even when not forced upon are the loyalists, the ones who install multiple apps for the same purpose without any push are the value oriented groups. The marketing strategies of these companies are known. They concentrate on the users who use their app more and ignore the occasionalists who undoubtedly uninstall the app after using it.

Let me consider two more demographic factors here – the age and the income. Without arguments the apps are for youngsters who consume more and can use them for purchases. Yes my grandfather patiently learnt and I rather impatiently taught him how to use Facebook.com, Amazon.in, and Flipkart.com. He even purchased a smart T.V from Amazon.in all by himself. But that's my unique grandfather versus my father who uses multiple smart phones. He threw one of them into dustbin and



Manjeera

Pillalamarri

PGP 2015-17

IIM Indore (Mumbai)

bought a normal one recently. So the age is established here, it's for youngsters age ranging from say 7 to 35. And so we are the people who shop more as we need all sorts of things in our rooms. The companies target us. They want to know what each individual's preferences are. What best solution they have other than to force the usage of apps and thereby know many public and private things so that they can reach out to us exclusively and increase their sales. And all this is for free – this is their market research. Yes we don't have to pay for most apps and at the same time they decrease their cost of operations when they have to focus on websites only. But do we want that? Hell no.

Here comes the other factor – income. Do most of us have smart phones? Yes. What is the internal memory these phones have? I myself use a 4GB internal memory phone and I don't plan to extend it also. So how many apps can I install? It's good and great for loyalists. They are happy with their company. But for a value user like me, my phone is my problem. Again, how many debit/credit cards does an average youngster use? One? Two? So do we like to compromise the credit card details while using these apps? Yes there is cash on delivery. But we sure don't roam around with too much cash in our pockets. This is what most of us, the common users fear. What happens, when we use other apps that ask permission to access everything? The companies can

choose to either educate us now or later when fraudulent incidents happen. Moreover even the loyalists may not purchase from the app if they are concerned about the security.

There's one more issue that is the screen size. I used a four and half inch phone before. Definitely one feels better to use desktops if you have a phone like that. So the e-commerce sites actually drive the demand of mobile phones up. But income is fixed.

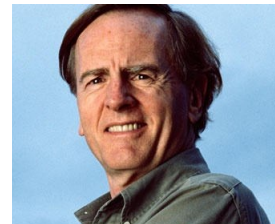
So either cheaper phones will be purchased or consumers may use retail stores more.

Even though the users download it now, it is not their choice. The companies may be forced later to use the web services again, since profits only come later after pleasing the customers. Else it backfires and they lose their value oriented users like me who in general constitutes majority of the customer base.

CelebQuip

No great marketing decisions have ever been made on quantitative data.

- John Sculley



"FEAR FACTOR" IN ADVERTISING: THE IMPACT ON CONSUMER PSYCHE

If a TV commercial can scare you, they can get you to buy their product, and don't think they don't know it.

A couple of decades back, 'Fear Factor' began to emerge as an innovative way to create demand for a product by generating an insatiable need to subside this fear, and this was made possible only through purchase of the product. As Seth Godin says, **"Marketing with fear is a powerful tool. Fear is a universal emotion, it's viral and people will go to great lengths to make it go away."** From FMCG, to insurance to national elections; fear has proved to be an effective persuasion technique wherever used ominously or suggestively enough.

FEAR: A FATAL ATTRACTION?

Studies in psychology claim that deep within the human psyche is an innate attraction to fear. The ability to confront it gives vicarious pleasure to the mind, making an individual feel stronger. The success of fear in advertising can also be explained by the theory of **"Negative Reinforcement"**, where a particular behaviour is strengthened by the consequence of stopping or avoiding an aversive condition.

MANIFESTATIONS OF FEAR

Fear afflicts people in a plethora of ways - each giving rise to the need for going to any lengths to quell or kill it. Rather than adopting a product-centric approach to demonstrate how fear has been deployed as a tool, we infuse an approach that focuses on the root-cause of fear associated with its manifestations.



FEAR OF INSTABILITY AND FEAR OF OTHERS

Often the megalomaniac's fear of losing power finds expression in politics. In 1984, Rajiv Gandhi's supporters skilfully deployed fear as their key campaign vehicle when the Indian electorate was obscured by the uncertainty that followed the assassination of Indira Gandhi. Interestingly, this trend is prevalent world over, the chilling 'Daisy Ads' aired in 1960s in United States effectively mobilised support in favour of Lyndon Johnson during elections.

CARE-GIVER'S FEAR

Typically this group comprises of mothers and wives who are largely driven by unconditional emotion and concern and all that the brand needs to do is raise the stakes. Marketers and Ad-makers have unabashedly utilised all aids to tap into this group – visual, audio, deep metaphors etc.

A few techniques have been identified:

Raise Anxiety: The most common technique employed is to hike the fear about unseen yet existent enemies. Pepsodent, with its onomatopoeic phrase "Dishum Dishum" hit home run by establishing itself as the most effective germ-fighter and the only way to save the kids from all possible dental concerns. While Complan, positions itself as a magic potion, without which children would end up as dwarfs.

Demonstrate Danger: In 1980s, Marico used this technique to promote Saffola, breaking the erstwhile inertia to talk about death and illness openly and shattered the myth that people tune off to negative visuals.

FEAR OF REJECTION:

Every teenager's nightmare; be it the first job-interview or dating, the fear of being turned down is extremely stressful. This is cleverly exploited by numerous ads that arouse tension and induce irrational fears. The most exaggerated being the fairness cream ads that convince people that their product is the last ray of hope to attain that elusive fair complexion which is a prerequisite for a bright career and a colourful social life.

FEAR OF AGEING:

Life insurance companies attempt to appeal to a person's innate dislike for ageing and add to it a

tinge of portrayed helplessness and senility to give it the desired proportions of fear. On the other hand, Plastic Surgery ads target people's vanity and egotism. A recent inclusion is the ads promising a cure to obesity and premature balding.

FEAR FACTOR: A SHAM?

Over the years, there have been cases of fear mongering simply to boost sales. While for products like seat belts, fear is the only selling point, for numerous other products fear-factor is deliberately induced and deftly articulated through exaggeration, audio-visual aids and repetitive reinforcement. Fear as a negative reinforcement, forces the consumer to use products which they start to believe are indispensable for their safety. However, overtly manipulated consumer perceptions have led to brand failures due to lack of sustainability of the fear-fad.



IS APP-ONLY THE ONLY WAY?

The year 2014 saw Flipkart acquiring Myntra for whopping INR 2000 crore in May. The surprise move that left a loyal Myntra shopper in awe was when Flipkart decided to shut down the Myntra website and continue the app only model. To some it made sense, while a not so frequent buyer was surprised by this bold move. Experts penned their logic in newspapers and blogs, yet the mass was not much convinced.

Some researchers as well as e commerce firms claimed that almost 50% of their traffic came from mobile based devices. Given the growth spree of mobile internet users, the number seemed quite realistic. A large number of people are already using mobile based taxi booking services like Ola, Uber and actively seek directions using Google Maps on their smart-phones.

The app only model brings down the operational cost of maintaining a website to bare minimal levels. Moreover apps give company an ownership in customer's limited space where he first decides on which app to go for (Flipkart, Snapdeal etc.) and then choose the product unlike a website where customers have a huge inclination to 'Google' the product first and then land on a website. Google, silently, plays a role of big daddy when customers want to know about the product. Whoever pays Google the highest, gets to appear on the top of the search results. A dedicated-app-only model eliminates this expenditure where companies no more need to shell out hefty funds for advertising. It is proven that app based shopping gives location specific data of how consumers shop across different categories which proves to be a considerable edge over website analytics. Some websites have



claimed that the conversion rate is high while using apps as compared to websites. The customers usually know about the product when they are scrounging through app while in a website, an analogy of window shopping could be applied.

Marketing on a website would usually consist of offering sales promotions or discounts. Flipkart's Big Billion Day is a testimony on preference of discounts. But a website doesn't give a targeted approach i.e. the whole of users the target customers for all its offerings. Whereas, a dedicated app will give you relevant offers through push notifications based on your previous purchase or buying trend in general.

The other side of the coin isn't bright either. After Myntra switched to app only, the company reported a drop of over 10% in sales. The numbers surprised its parent company, Flipkart, as the projections had shown that 90% of traffic and 70% of sales were generated through mobile. One simple rationale over why consumers would still want a website pertains to product visibility. One can see about 7-8 products simultaneously on a desktop/laptop screen which increases the probability of purchase. The app which runs on smart-phones definitely has a disadvantage when it comes to screen size resulting in view of only 2-3 products at a time. This results in customers to perceive lesser availability.

The app only approach, led by Flipkart in India is yet to unveil itself completely. The growth prospects definitely weigh in favour of app approach but consumers would surely need time to adapt as it can be inferred from the time when online buying was first introduced to them.

Sentiments of a buyer, in my perspective, are hurt when companies take some 'martinet' steps of dictating their way of doing business. While this is not completely wrong, but the customers seem to be at the losing end when they use 'app' of any e-commerce entity. This is in tandem with Snapdeal's

founder hurling criticism on Flipkart with regards to Myntra going app-only as the 'most customer-unfriendly approach'.

Restricting customers to mobile devices just because a trend was visible for sometime coupled with advanced analytic tools available for mobile apps seems like a dogmatic strategy. It's high time customers evaluate their options.

Jeff Bezos puts it perfectly, "If you do build a great experience, customers tell each other about that" and that's all what matters!

CelebQuip

When you enchant people, your goal is not to make money from them or to get them to do what you want, but to fill them with great delight.

- Guy Kawasaki





GUERILLA MARKETING

Use of unconventional, tongue-in-cheek campaigns which involves high inflow of energy and creativity to leave behind a greater impact. Though still in the bud, the strategy is slowly and steadily catching up in India, specially tier I cities. Here experience some bold moves taken by brands on our homeland...

Eatalica Burgers in Chennai cautions people on 'Wet floor' ahead of its signboard because 'oogling at the burger may involuntarily cause drooling and thus a wet floor!! Too much on the ground of humanity!

01



Future Group, indeed has been futuristic in its approach. Sample these on-face taglines used on their billboards-

1. Keep West-aside. Make a smart choice.
2. Shoppers! Stop. Make a smart choice.
3. Change your lifestyle. Make a smart choice.

02



03

The idea of 'People moving away when you have body odour' couldn't have been portrayed more literally! Life size stickers of people are stuck on sliding doors in a mall in Mumbai..



TO MAKE HEADS TURN

Advertising and promotions are the backbone of any brand to get connected to the people and push their product into the minds of their target audience. But gone are the days of jingles in radios and half-page ads in newspapers; people have grown tired of it. The normal promotional campaigns have become so common and repetitive that they do not hold the interests of the people anymore. The only way out of the conundrum is to break the stereotypes and create innovations. Many of the companies did break them, and how.

One of the most memorable moments of the 2014 Oscars was the star-studded selfie taken by the show host Ellen DeGeneres. The world loved it; the likes of Brad Pitt, Bradley Cooper, Jennifer Lawrence and Kevin Spacey in one frame made it go viral with almost 2 million retweets even before the ceremony ended. Many had thought

that the image was spontaneous and was out of the blue; what they did not realise at that time was that it was actually part of a promotional campaign by Samsung to position their new Galaxy smartphone. The company had spent close to \$20 million for promotions during the Oscars, including getting DeGeneres to take the selfie with the other celebrities.



Nandagopal S

PGDM 2015-17

IMT Ghaziabad

The strategy was brilliant. Rather than just getting one of the celebrities to endorse the product, the company grabbed the attention of people all over the world with just one photograph. While the selfie did not carry the company name, the use of the phone was clear from the telecast of the shows. The effect was of such



a magnitude that at one point, Samsung was being mentioned around 900 times in social media, according to Kontera. And the rest, as we say, is history.

When a promotional campaign is done in a place with people, extra care is taken to capture their atten-

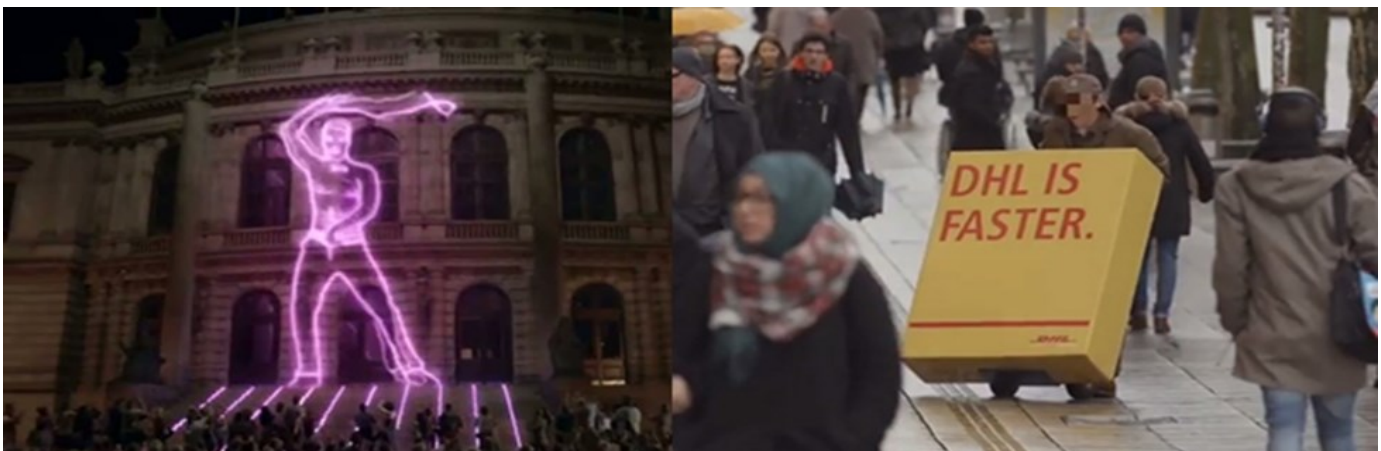
tion so that they get hooked to the campaign and the product. But what happens when your promotional event actually involves the people present there? The effect can be phenomenal, as evidently seen from the Contrex exercise-bike campaign-turned-advertisement in France. The mineral water brand from Nestle grabbed worldwide attention through

their recent promotional strategy of women using exercise bikes that powers up neon wires on a building, showing a striptease by a well-toned man. The message was clear and simple – to do exercise to lose fat and to drink the Cortex mineral water after an intense workout. But the eye-catching execution of the campaign made all the difference and paved the way for the strategy to get the attention of the people present there and eventually go viral.

Another cheeky campaign was the “Trojan Mailing” campaign from the courier service DHL. Packages were covered in thermo-active foil having the words ‘DHL is faster’ written on them and cooled to below freezing temperatures, so that they change to a black colour. These packages were shipped to various addresses through the major competitors of DHL, and once out for delivery, the heat changed the package from the black colour to the intended message and made it clear and visible. The result? Getting your services advertised and endorsed by your competition. While the company has denied responsibility for the campaign and declared the stunt as “not an official ad by DHL”, the message was driven home, and the campaign and the company got heads turning.

But it is not always sunshine at the end of the rainbow. A lot of planning and care goes into the execution of an event or a campaign aimed at the people. If the event is not appreciated by the public, there can be a chance that the existing brand equity the product has will go down in the eyes of the consumer. There also can be situations that can prove dearly; LG realized this the hard way through the “World War G” fiasco during their promotional event in Seoul. The company released 100 helium balloons each with a smartphone voucher to market their G2 smartphone. But what they did not expect was the crowd turning up with BB guns and knives for the race to grab the vouchers; the result was LG being in the news for all the wrong reasons and thus had to take responsibility for the seven people who were hospitalized with injuries.

But the problems do not deny the fact that the extravagant promotional strategies by companies certainly stand out from the clichés and repetitions that the world had grown used to. Be it socially relevant or just a bold attempt on humour, the marketing campaigns certainly find their mark on the hearts of the people and make heads turn.



MY INNOVATION OR YOUR CHOICE?

There exists a mantra, learned by every marketing executive on his or her first day at work, which he or she abides by for the rest of his or her life; ***“Consumer perception is a marketer’s reality”***. In this day and age where business is driven by consumer needs, wants, perceptions and choices, it is imperative for the companies to listen intently to the consumers if they wish to remain in business. The cola wars may have given way to the e-commerce wars, but the underlying point remains the same: those who grab more market, wins. And the legitimate way to achieve that is to strategize in accordance to consumer choices.

The recent move by Flipkart-owned-Myntra to go app only has not gone down well with the consumers. This bold move is quite a gamble in the e-commerce space, an industry which is still trying to find ground in India. It has led to debates so frenzied that one wonders about the motives behind such a decision. The argument that Myntra gives is that with almost 90% of its traffic and 70% of its business coming from mobile phones there is no doubt where their tastes lie¹. Their research showed that customers buying through mobile tend to stay longer, return more often, and are better engaged, thereby crowning mobile phones as the future of e-commerce.

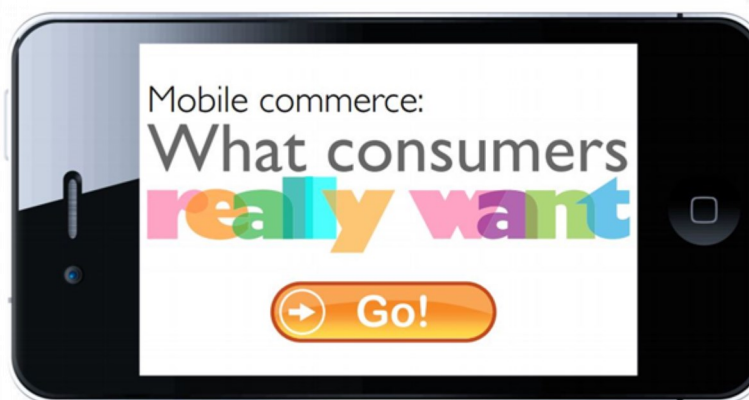


Nidhi Talwar

Marketing 2nd Year

SIBM Pune

But amidst all the facts and figures, the question surfaces; why did they have to close down the website? A consumer definitely prefers choice, and taking that very freedom of choice is surely not the way out, especially for a consumer-oriented company such as Myntra, and they know it. This article investigates on what could be the other reasons behind the app-only move.



In an article in The Economic Times, Alok Kejriwal had cited that one of the major reasons of the app-only approach is that Myntra is trying

to cut its losses by reducing its sales. This argument falls in line with those of critics who consider e-commerce to be a bubble floated by venture capital money. But if that is the actual motive of the company, a better option would have been to increase the prices of the products, as that too will cut down sales without taking options away.

Myntra also understands that e-commerce is being driven by discounts and that the existing web interface makes it very easy for customers to compare prices. By going app-only it is making the shopper experience a little cumbersome, an aspect that may yield short-term profits but not in the long run. Mobile-first may ideally be the future of digital revolution but going mobile-only is another ball game altogether. The interface makes up for a very important “P” of marketing – Place, and giving up on it is not a sound business strategy.

There is no denying the fact that a mobile is all pervasive; being a device that a customer uses everywhere all the time, it becomes easier for a company to follow its customers. It may be a very good reason to have an app, but is it good enough to have ONLY an app? Also, Myntra aims to provide a superior, personalized experience to shoppers, and what better way is there than to use an app because even a website cannot match the intimacy that people have developed with their mobile phones? Google Maps on the mobile phone has more features than its web app, and yet, both have an equal footing in the mind of the consumer. But this fails to explain why app alone is superior to the combination of web and app.

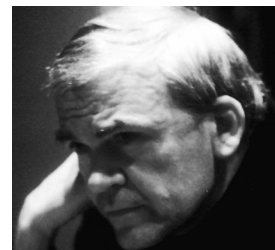
There can also be another flawed but probable argument to this story. **It need not be about what customers need; it may be about what Flipkart needs.** The questions that need to be addressed is this; is mobile just a channel? Or is it something that will continue to disrupt businesses in the time to come? According to a Nielsen report, half of customers believe mobile phones to be the most important resource in their purchase decision-making and more than a third agree that they use mobile phones exclusively. Going by these trends, Flipkart would not want to take the focus away from mobiles and mobile apps. The underlying truth is that no company would mind losing a few customers when an entire line of business is in question.

A brand wins by how well it can give that razzle-dazzle to its customers. But then again, the reasons for a company to upset a certain customer base are manifold. It may be a long term strategy, an error of judgment or an innovator’s dilemma. Only time will tell whether this gamble has paid off!

CelebQuip

Business has only two functions - marketing and innovation.

- Milan Kundera



CREATE ACTS, NOT ADS

As thousands of Indians rose to express their anger against atrocities faced by women, and more towards the sheer lack of public safety in India, Gillette launched its unique new campaign “*Soldier for Women*”. It was the perfect timing; the campaign resonated throughout male population regardless of their profession and social strata and was further emphasised by the tagline, ‘*the best a man can get*’. Historically, advertisements have been an amalgamation of product features and characteristics, but now brands are laying more emphasis on ideas that are action oriented and not the product in itself. As markets mature, the products are moving towards stories of you and me – they are moving to engage us rather than to educate us. Maggi is no longer the *2 minute maggi*, but has rebranded itself into *me & meri maggi*. Quaker is not just about a healthy breakfast anymore – it now aims to shake India out of its complacency around heart health with its “*Mission to Make India Heart Healthy*”. Cadbury replaced its tradition of gifts and chocolates with its ‘Songs for Sisters’ campaign; Tata tea does not just wake you up, it refreshes and awakens you just as a steaming cup of ‘chai’ would. The world is on the brink of change; it is no longer about the **ads**, but rather conveying emotion and feelings through well perceivable **acts**.

We are living in an interconnected world where consumers demand to be a part of the brand. In this era, the consumer is in control and plays a vital role in empowering each other, thus providing access to greater levels of awareness. Participation moves advertising from an ad - as a proposition, a promise and a message - to an act - that involves, invites, inspires and ultimately, incites the spark of change in consumer behaviour.

Harsh Kumar

PGP 2014-16
IIM Raipur

The philosophy ‘ACTS, NOT ADS’ engages and connects people with the brand, thus facilitating brand loyalty and improving brand awareness.

Advertising messages have now evolved into social movements that can bring about a positive change. 7up’s ‘I feel UP’ tweet-a-thon on Twitter allowed people to post their views on what makes them feel good about India. With *#ifeelup* it celebrated the indomitable spirit of “*Uptimism*”, with a digital campaign footprint amounting to nearly 65 million. There is a growing need to engage the audience so that they start believing in the brand’s commitment rather than its promise. This ideology connects people and brands on a whole new level, where a brand’s human identity is displayed and where consequently the audience is able to establish an emotional connect with the brand.

As the information revolution empowers the consumers of today, the primary role of mass media communication is no longer to educate, but to create a resonance. Ads no longer are about how much information you can give in ten seconds but rather about whether you can relate that ten seconds to the consumers life, and *whether they can do the same*. This makes marketing communication not only more challenging but also truly engaging. It is the age of the consumer, because price, utility, and shape has become secondary in the face of the product’s relevance in the lives of the people – and, in tandem, the acts.



IT ALL STARTS HERE

GRAB YOUR

ANNUAL MEMBERSHIP

SPECIAL OFFER FOR IMT STUDENTS

~~Rs 1600/-~~ Rs 1450/-
Per Month

B-24,25,32 & 33 IIIrd Floor, RDC, Raj Nagar, Gzb.

☎ : 0120-4205444/46 📠 +91- 8527804441/42

Email : rajnagar.ghaziabad@goldsgymindia.com

Get off that couch and come on over. Rediscover the old attraction.
And we promise you'll find the price attractive as well.

Limited period offer only



YEARS

WHEN CREATIVITY AND INNOVATION SHOOK HANDS...

AD HOLIC
EXPLORE THE UNEXPLORED

Cash Prizes
1st prize: ₹12000
2nd prize: ₹8000
3rd prize: ₹5000

Last date of submission
23rd August 2015

For more details, visit www.clubmarkup.com

f /clubmarkup t /markupimt in /clubmarkup /markup.imt

FOR THE WANDERER IN YOU

WORLD TOURISTER

High resistance nylon fiber | Even weight distribution | Crafty back padding

People judge you by what you carry?

CRAFT

- Just FUNK'em !!!

Canon
Don't change lens. Change phone

Experience wilderness better than the original

Canon KamaPhones 7K

- 18 MP Camera
- Rebel T3i Flash with 8 feet
- Offline GPS

OOH ADVERTISEMENT

TAKE ME ANYWHERE WITH YOU

WORLD TOURISTER

EXCITING RANGE COMFORTABLE PADDING SELECTIVE COMPARTMENTS


WILDLANDS
JOURNEY TO KILIMANJARO 5895 M

WEAR THE WILD
WILD THE WEAR


"Trekking from the hot Savannahs to the icy peak, this jacket was all I needed."

- thermo-wear technology which regulates body temperature
- G1000 material which is wind-water-repellent
- "Pocket friendly" Tough and Durable
- Can tackle extreme weathers
- Concealed hood and invertible sides

AN EVENING WITH THE GODS OF ADVERTISING



Institute of
Management Technology
Ghaziabad




MarkUp

Club MarkUp
presents

THE EUREKA EFFECT

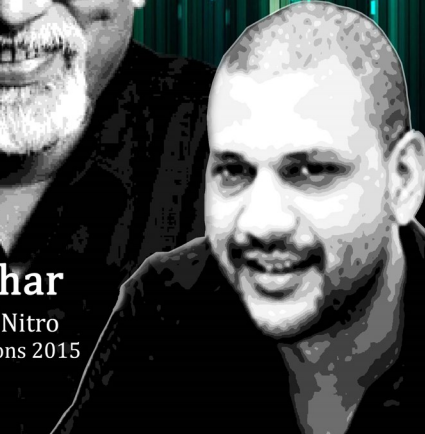
with



Mandeep Malhotra
CEO, The Social Street
Ex President, DDB Mudra



KV Sridhar
CCO Sapient Nitro
Judge, Cannes Lions 2015



Juju Basu
Creative Head Star Sports India
Head for Mauka Mauka Ad

Date
20th October 2015

Time
15:00

Venue
New Auditorium



OUR MAGNUM OPUS OF MARKETING IS HERE!

Institute of Management Technology
Ghaziabad

Uttar Pradesh

Amazing Heritage Grand Experiences
UTTAR PRADESH TOURISM
Presents

**MARKETING
WORLD CUP**

WIN!
Rs. 3.2 Lacs **Cash**
&
Lots of Exciting Goodies

MWC15
Championing Change

20:15
21-22 November

Twitter, YouTube, Email, Facebook, Messages, Photos, Music

