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# MARKEZINE

ISSUE XX



## A MARKETER'S DILEMMA



Web Alert!

Corporate Guidance

# From the Editor's desk

The 20<sup>th</sup> edition welcomes all its readers with a promise to give a deeper insight and an interesting read into the world of marketing.

The editors of Markezine acknowledge and appreciate the determined attempts that went into the creation of each and every article we received.

Along with the articles on two selected themes, this edition brings to you two new columns; \*Corporate Guidance\* where we have pieces from well seasoned business personnels to enlighten us on various fronts of business world and another \*Web Alert\* through which we bring tips from around the internet for our readers sufficient to quench their MBA appetites.

This edition also gives a few glimpses of the events organised by MarkUp, in the past year.

The first theme for the articles, \*Marketer's dilemma\* delve into consumers' tendency to connect more to either rational choices or emotions and how a new age marketer should find a correct mix of both?

Next theme \*The Gold Fish Syndrome- either eight or too late\* talks about the ever increasing

challenge of seizing the consumers' attention as the average human

attention span falls to 8 seconds, even lower than that of a Gold fish!

With such exciting content awaiting you, we hope you all have a great time reading the magazine. All the views expressed in the articles are of authors themselves and we are not responsible for the same.

Also we would like to extend our sincere gratitude to Dhruv Gupta, Mayank Jha, Ranjika Banerjee for their tremendous support throughout, in crafting out this edition.



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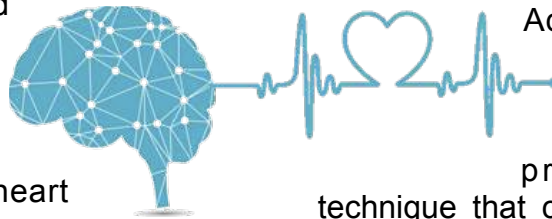
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# The power of utilitarian benefits

It's a complex world out there for consumers everywhere: "*To buy or not to buy.*" The question that plagues everyday life. With consumers spoiled for choice in this never ending battle of the brands, each company needs to step it up and aim at either the heart (emotionality) or the brain (rationality) of the consumer, or perhaps both.

With increased competition it becomes imperative for companies to make their mark in the minds of consumers, and better yet, in their hearts. Here, we can analogue the impulsiveness of the consumer, or their hedonic beliefs to the heart, and their utilitarian values to the mind. The mind takes decisions which pull them towards the utilitarian, while the heart towards the hedonic.



Consider the example of Apple's iPhone, which is a classic case of the hedonic.



While it is, after all, at the core of it, just a phone, is it really *just* a phone? I think we already know the answer to that. It is way more than just that. It is a status symbol; it is what everyone aspires to have, and Apple builds its value on these aspirations. People are willing

to pay a ton of money to own one of these. Now one would perhaps ask oneself: Is it really worth it?

To an Apple lover, it most definitely is! This is a quintessential case of consumers giving importance to the heart over the mind.

Values are at the core of every product purchase. It can be elicited by means of a market research technique known as 'Laddering'. If companies are somehow able to have a way of appealing to the values of the consumers, it then becomes easy for the consumers to connect the products to their hearts. It helps make a more lasting impression on them. One of the best examples for this are the advertisements for Johnson and Johnson's baby care products. It makes use of the emotional appeal to call out to all mothers to use their products. It assures new mothers that they will be able to protect their new-borns in the best way possible if they use a Johnson and Johnson baby care product. Making a lasting impression in consumers' minds can be done with the help of advertisements.

Advertisements are what make the consumers aware of products, especially FMCG products. An effective technique that could be used in order to leverage the findings of the laddering technique is the Zaltman Metaphor Elicitation Technique (ZMET). ZMET can either be used to explain the value found via the laddering technique, or it can simply be used to explain the features of the product. An example that best explains this is the Halls ad where, as the person unwraps Halls and places it in his mouth, a polar bear appears, and it dances with the man in the ad and throws snow at him, indicating how cool it feels when one would eat Halls.

All this being said, companies cannot ignore the utilitarian aspects of products. Even if the hedonic is what reels the consumers in, it is the utilitarian which will keep them coming back. A really good product is hallmarked on its rational use as much as it is on its emotional.



If there is no good use that the consumer would get out of the product then it might make them think twice before buying the product again, or even from recommending it to others, after all, it's their reputation on the line when they suggest a product. Even if the product is expensive, the customers would rationalise their purchase by using the utilitarian benefits the product would have to offer, thus trying to reduce the dissonance they would be probable to face. Expensive purchases have the tendency to pit the brain against the heart, and the only way the heart can justify its impulsiveness is in rationalising it, by using none other than, you guessed it, the utilitarian benefits.

### About the Author



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**Q U I C K**

**U** "Content is King but  
**O** engagement is Queen,  
**T** and the lady rules the  
**E** house!"

-Mari Smith

# CHANNELIZING STRAIGHT TO CONSUMER'S HEART

When was the last time we had a conversation with one of our friends without glancing at our phone? How often do we have more than ten tabs opened on our web browser while still busy checking our phone?

With the advancement of technology and mushrooming of mobile devices

we face cognitive overload every day. The insatiable desire for instant gratification and multitasking has reduced the average attention span of human beings to 8 seconds, 1 second less than that of a gold fish. Hence, from a marketer's point of view, it is high time to reinvent new marketing strategies. They have to communicate their product's value to the customers in a matter of few seconds in an innovative and engaging way which hooks consumer's attention.

One way to communicate is to keep it short and catchy. It is advisable to keep the advertisement between 15-20 seconds in length. Using a catchy phrase attracts consumer attention. For example, the "Axe Bullet" ad campaign uses a short phrase like "Shit Happens This Happens".



Now, this campaign is targeted towards youth who commonly use such vernacular. The phrase's rhyming nature helps the brand in capturing consumer mind-space and engaging with them quickly.

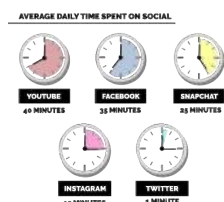
Just keeping the ad short is not enough, we need to increase its frequency. Timely repetition helps in creating a buzz which aids consumer memory.

We involuntarily remember what we see and hear again and again. Remember, that one song you hated initially but start humming after hearing it again and again at parties, in radio and TV and at a friend's place!

According to a recent study, millennials check their phone around 157 times a day, consumers in US spend around 5 hours a day on their phone and we touch our phones 2617 times a day on an average!

The channel and form of communication is also important.

Study says that we spend nearly 2 hours every day on social media with largest chunks on YouTube and Facebook. So, it is very important for the marketers to make use of all these channels collectively without limiting themselves to any one in particular.



One of the major advantages these channels have over television ads is that the medium viz. mobile or tablet is interactive. Instead of being a monologue, the ads on social media could be designed to be more interactive which could keep customers more engaged. For example, the motorbike ads could implement small flash games which could require few inputs from the consumers which showcases various differentiating factors for the bike.



FMCG products could have a small trivia quiz in the ad which could interest the curious educated youth.

The growing advancements in Augmented Reality can be used to revolutionise the way in which consumer interacts with the ads. Companies like Lego and IKEA provide you an opportunity to scan a catalogue and see the look of the end product and how it would fit into your room.

Additionally, some marketers can provide a virtual tour of their brick and mortar shop displaying live information about the available products and services which would not only be fun and informative for the customer but also encourage them to visit their stores.

The marketer must communicate the “point-of-difference” and “reason-to-believe” within first few seconds of the ad. Traditional methods of storytelling required a sequential build-up and the value was communicated towards the end. But with increasing competition to grab consumer’s short attention span, it is essential that we tell the customers how this particular product is different than others, what proof we have for it and how only this can solve their essential need. We need to link the brand to other information in the memory that conveys meaning to the customer.

The pace with which technology is advancing, the day is not far where there won’t be any screens on communication devices. Technologies like 3D holographic projections and Virtual Reality would dominate this world and through various sensors the customers would be able to feel and live through the ad campaigns. In situations like that, being one with the customers and catering exactly what they want would make all the difference.

## About the Author



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## QUICK

**QUOTE** “Good marketers see consumers as complete human beings with all the dimensions real people have.”  
– Jonah Sachs



# FROM STORY TELLING TO STORY LIVING

As per Attention economics, human attention is a scarce commodity. For a marketer attentions of a potential customer is a resource.

Traditional models advertisers and marketers followed a sequential process called AIDA: Attention, Interest, Desire and Action. Attention is the first step of converting non-consumer to a potential consumer.

Now, why is attention treated as a scarce resource? Simple because with the superfluidity of information each one of us is exposed to a plethora of information all the time which sometimes hinders our decision-making ability.

To engage consumers quickly and interactively companies are now coming up with the concept called Story Living that is experiencing stories and brand messages through Virtual Reality.

Storytelling is pervasive through life. So much information is stored and retrieved in the form of stories and for this very reason successful brands like Lego, Coca-Cola have long been using this technique to emotionally engage customers

**People never forget a good story and therefore a good story that personifies a brand and appeals to customer's emotions is all that required to connect in the most effective way**

Until now our storytelling media has been two dimensional but now with the help of Virtual Reality that takes 360-degree shot, it has become fully immersive and interactive. To the viewer, it is like being there and the reactions are much more emotional

Virtual reality allows companies to shift from traditional storytelling to Story Living, thereby enabling consumers to create their own living stories in the virtual world

The more multi-sensory communication help consumers to see, hear, feel and identify with the brand. The messages and stories conveyed through VR make potentially longer- lasting impacts in the minds of the customer.

The more multi-sensory communication enables viewers to better see, hear, feel and identify with what others are experiencing. Consumers are sure to take VR messages and stories to heart in deeper and potentially longer lasting ways.

VR, coupled with advances in Artificial Intelligence and social networks, now promises another leap forward, and we are only just now at the beginning of the process, with merely a vague idea of what is truly possible.

The ability to stimulate the senses and the mind will help this technology to reach mainstream, mass market consumers

Aside from storytelling, VR offers an incredible new dimension to product demonstrations.

According to a research done online, 53% of consumers say they would buy from a brand that uses VR over a brand that doesn't





## Two Such Examples

Coca-Cola created a virtual reality sleigh ride. Using Oculus Rift, thousands of people all over Poland were immersed in this virtual world and were Santa Claus for a day!

McDonald in their Happy Meal Box released their own Google Cardboard VR Headset in Sweden

Therefore it will not be an exaggeration to call Story Living an opportunity to interact with a brand in a more personal, experiential way than ever before.

## About the Author

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## QUICK

**QUOTE** "Good marketing makes the company look smart. Great marketing makes the customer feel smart."  
– Joe Chernov

# TICK TOCK! WHEN CLOCK HITS 8

**Eight.** That's the magic number that has been set. The number that would be on every marketer's mind now. Do you ask why? Well, because studies show that's the number of seconds that average attention span lasts for humans. Attention span is the amount of concentrated time you spend on a task without becoming distracted. If you are a marketing professional this implies that you need to engage your customer within these 8 seconds or lose out.



With the increase in internet penetration, the content generated for marketing across the social media channels has more than tripled in the last 5 years. "Content is king" and thus 360-degree marketing campaigns are run where the users are seeing the ads everywhere. But does this mean you have a place in the minds of the users just because you are always in front of them? Not necessarily. Social media and mobile apps are giving the users the power to actually shut out all the advertising that is being thrown at them.

**According to report, 81% of consumers close the browser or exit a web page because of pop up ad and 51% have a lower opinion of brands that use auto-playing video ads**



Also, as per the table above, users are not even looking at you long enough to register anything.

Effectively, most of your marketing efforts are getting wasted.

What is the workaround then? How to make sure you stay relevant in these fast-paced times?

Attention Span Statistics	Data
The average attention span	8.25 seconds
The average attention span in 2000	12 seconds
The average attention span of a goldfish	9 seconds
Percent of teens who forget major details of close friends and relatives	25 %
Percent of people who forget their own birthdays from time to time	7 %
Average number of times per hour an office worker checks their email inbox	30
Average length watched of a single internet video	2.7 minutes

Internet Browsing Statistics (Taken from 59,573 page views)	
Percent of page views that last <b>less</b> than 4 seconds	17 %
Percent of page views that lasted <b>more</b> than 10 minutes	4 %
Percent of words read on web pages with 111 words or less	49 %
Percent of words read on an average (593 words) web page	28 %
Users spend only 4.4 seconds more for each additional 100 words	

Source: <http://www.statisticbrain.com/attention-span-statistics>

First, consumers today are looking for stories. Stories that can connect them on an emotional and human basis. Customers want to know why is the particular brand relevant to them. The brands need to recognise this and be more customer-centric.

In recent times, advertisers have been seen adapting to this trend and coming up with engaging and emotionally connecting stories to acquire the mind space of the customer. Uber's #ApniHiGaadi campaign launched in August this year can be taken as one of the examples of making an emotional connection. Uber tried to showcase how they make the life of the customers convenient be it in trivial things such as getting vegetables or being there for all festivals. They touch an emotional chord where an Uber cab is used as a symbol of love, laughter, memories, and stories.

The other important aspect that needs to be taken care of is for the campaign to be interactive. Because traditional content marketing is not as effective and with the concentration duration of your potential consumer decreasing you need to make the most of whatever consideration that you are getting. Hitting the right sentiment at the right time can also be one of the keys to success.

Dove's "Movement for self-esteem" and "#RealBeautyCampaign" which completed a decade recently is a good example of interactive marketing. Under this campaign, they have



portrayed images of women of all ages, shapes, and sizes to create a difference in the minds of all women who felt that they were not beautiful.

This campaign was run on billboards, hoardings, television etc. They conducted a poll for the people by to vote on whether a particular model was "Fat or Fab" or "Wrinkled or Wonderful", etc. and the results of the votes were dynamically updated and displayed on the billboard itself. A Dove Report was then published redefining beauty for women. With this, they also have had campaign funds dedicated to mentoring children and helping them to build confidence and self-esteem, and to make them believe in their own beauty.

In the fast-moving times of today, it has now become imperative that you are ready to think on your feet in every aspect of life. Marketing is no exception.

Getting innovative with your approach and evolving with times is the only way to survive and we are seeing brands taking this challenge head-on. So, don't be late. Get, Set, Market!

### About the Author



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# MILLENNIUM OF THE MILLENNIALS

The Strange 'Old' World as the Millennials who were practically born with a smartphone call it in their hands don't even remember the so called "old world." But then others like us do. There was this time when people took their time ( about 12 seconds in the 1990s) to view and digest in the information. Well ,Not anymore. Those days are gone . Now we follow the **KISS theory** i.e. *Keep it Short & Simple*. Hard & Short sentences, Compact and to the point thoughts, Don't beat around the bush , "Tell it to me right now or I gone , poof!" After all I've got stuff to do, snaps to send , chicks to stalk and candies to crush.

According to a **study by Microsoft**, the average attention span of humans now is **8 seconds**, yes it has fallen down by 4 seconds, funny thing being that now We're **losing even to the goldfish**, which again can hold a thought for **9 seconds**. And here comes the Unfortunate turns for marketers because making a point under such circumstances isn't always a cake walk, and that too when you're marketing to the that generation who would rather choose filming "Stories" and staying glued to the 5 inch LCD screen in their hands. What You need to do is draw their attention, engage them in it, get them stick to your AD and build up that urge in them to follow-through and all of that in just 8 seconds.( Sounds easy now?)

"We think the solution for brands lies in a simple filter: think like people. Brands have to take as human an approach as possible to both fit in and stand out, all without coming across as pandering or phony. So, applying a natural, human lens — what would people want here, how would they like to be spoken to? — is a must."  
-Jen Boyles

Instagram , Snapchat , Twitter and scores of other *digest-type platforms* are the messenger pigeons of this era, helping the marketers to deliver their messages. But the question that immediately strikes is what can that message be? How can make that point, where you are talking about your product and trying to differentiate yourself from those competitors in mere seconds? One small mistake and it goes down the drain . The answer is to try to engage and build-up attention. For the marketing to be successful to the 8 second generation, what is needed to be done is that you have to engage them well enough to make them watch another 8 seconds. In simpler words, you have to use your 8 seconds to deliver a message which is good enough to warrant them to take action.



Then comes the related follow-up message. And then a prompt action with another follow-up message. Doing that enough times to keep their attention long enough to make your point is the key. Presentations are a great way to accomplish this, considering that it allows you to embed video, audio, images, and links which supports your message acting as a catalyst.

A presentation on **Chocolate**, for that matter can be embedded in a tweet which has a sweet message, along with a link to follow with that promise, a promise of more awaiting the customer in the end.





That Click brings a viewer to a website, where awaits him a short little game or maybe a short clip which would be enough to leave an impression on their mind which is strong enough , and now after the target customer wins the game or views the presentation , it gives them another bonus - a coupon or maybe a freebie. This leads to the customer download the voucher or coupon to their device and *Voila!* A new customer is born.

The Too Long; Didn't Read.(TD;LR syndrome) is what we have to fight against and this can we done if we religiously follow these three simple Rules ,

1. Shorter Content Is Better.
2. Stop Obsessing on the product or the idea.
3. Be Human in the approach , trying to get into the shoes of the customer for a change.

### About the Author

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### QUICK

**QUOTE** "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."  
– Maya Angelou

# Developing Cognitive Ambidexterity

## Rationality vs Emotionality

The discernment over 'rationality versus emotionality' sits well with the marketer's dilemma – Should businesses win heads or hearts with marketing campaigns? The role of good narratives in marketing campaigns cannot be understated. For all intents and purposes, narratives are associated with messages and conversations which are interpreted in different ways by the head and the heart. This different interpretation may wreak havoc by targeting the wrong parts of target audiences and ensue strong in-your-face moments for marketers. This article is an honest attempt at delving deep within the contours of marketing to manumit the marketers of the million dollar question: Which of the two is better, Rationality or Emotionality?

## The Case for Emotionality

**Context:** Vicks *Generation Of Care* #TouchOfCare campaign vouching for transgender rights



**Narrative:** The young girl in the picture in Gayatri. Her mother died of AIDS and Gauri Sawant, the transgender woman in the picture adopts Gayatri. This heart-touching ad portrays the struggles that Gauri Sawant faces every day as a transgender woman. This soul searching ad questions the unfair treatment of transgender people in society and fosters positive vibes by igniting the spirit of humanity. The ad struck an emotional chord with viewers and is action-inspiring.

The backbone of emotional advertising is the behavioral science concept called "*Storytelling*". This is conspicuous in the aforementioned campaign. Another praiseworthy campaign worth mentioning is Dabur Vatika's #[BraveAndBeautiful](#).



## The Case for Rationality

**Context:** [Audi: What do you want in a car?](#)

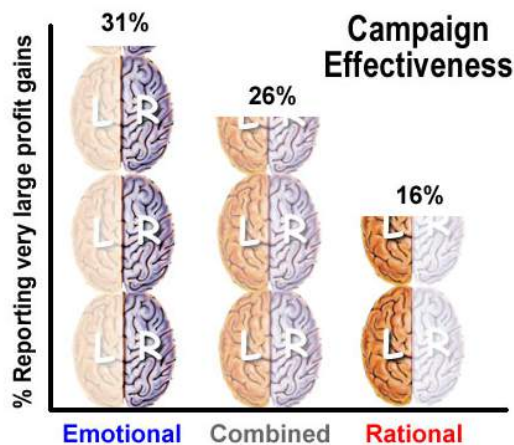


**Narrative:** In the ad, Audi elegantly answers the question: What do you want in a car? It mildly and cleverly targets its four competitors Alfa Romeo, Volvo, BMW and Mercedes. It conveys a simple yet effective message: Audi is the go-to car when it comes to the aspects of Design, Safety, Sport and Comfort.

The backbone of rational advertising is the economic concept of *Utility*. Utility is the total amount of satisfaction derived after consuming a good or service. The concept of utility explains the rationale behind our decisions. It lays emphasis on the value that a brand offers. In other words, the brand doesn't make a cent if it doesn't have any value.

### Campaign Effectiveness

According to the UK based Institute of Practitioners in Advertising (IPA), emotional advertising is found to be two-fold effective than rational advertising. Also, emotional advertising outwits the combined appeal of emotional and rational advertising



It now seems reasonable to enlist the factors which influence the consumer's buying decision:

**Market Maturity:** Market maturity is the relative age of an offering or a service by a brand. A "new" market scenario essentially means that the offering or service is new to the market.

On the other hand, an "old" market scenario essentially means that the offering or service has been in existence for quite some time.

Market research reveals that emotional advertising entices and influences consumer buying behavior in older markets. Rational advertising impacts the consumer buying behaviour in newer markets. This assertion discloses yet another interesting observation – when markets become mature with known brands, consumers aren't excited about processing information about offerings and services. Instead, they cherish taking pride in being an integral patron of brands. Emotional advertising is all about making the patrons feel good about brands by bringing out the most human and humane narratives.

### Predisposition

Positive predisposition can champion not only rational but also emotional advertising appeal.

### Level Of Involvement

The concerted efforts of a potential consumer in the decision making process before taking an action shall bridge the gap between rational deliberation and emotional cogitation. Market research asserts that for high involvement decisions, rational advertising works wonders and emotional advertising caters to low involvement decisions.

### Audiences: Men vs women

Women tend to have larger limbic systems than men. This certainly explains why women are expressive with their emotions. Not only are women empathic thinkers but also comprehensive interpreters. Men on the other hand tend to disregard impertinent information and focus more on logic.

This can be attributed to a brain area called IPL –Inferior Parietal Lobule. IPL is larger in men and is responsible for running facts, stats and mathematical equations.

This essentially discloses an interesting observation that emotional advertising is best suited for women while rational advertising best suits men.

### **Solution to The Marketer's Dilemma: Establish Cognitive Ambidexterity**

Cognitive ambidexterity is the ability to tell a customer's head "what" and then his heart "why" through effective marketing. Effective marketing is about building brand affinity. Brand affinity encompasses Rational Dimension, Emotional Dimension and Cultural Dimension.

The outcome of the duality of rationality and emotionality depends heavily on the context. As a matter of fact, context is everything. The aforementioned two marketing campaigns substantiate the importance of context.

### **Bottom Line**

Brands should strive to build brand affinity by embracing cognitive ambidexterity. Cognitive ambidexterity paves the way for an interesting fad: ***Emotional is the new Rational.***

### **About the Author**



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**Hobbies:** Cooking, Watching movies, Cricket

### **QUICK**

**QUOTE** "A brand is no longer what we tell the consumer it is -- it is what consumers tell each other it is."  
– Scott Cook



# How Snapchat cracked the GOLD FISH SYNDROME

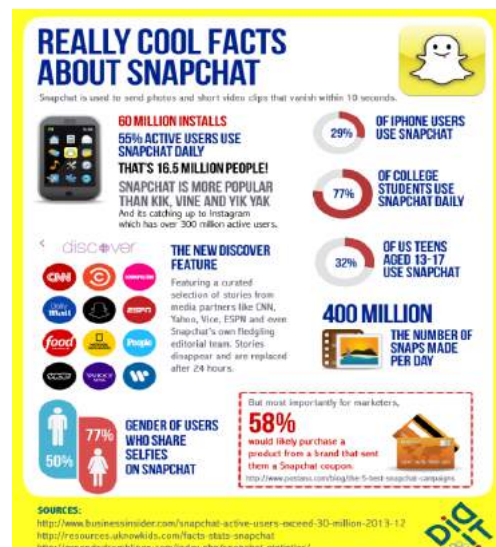
The use of the instant messaging service, Snapchat, is growing rapidly among adolescents. Snapchat has surprisingly become a very interesting social network, not only for users but also for the brands that have started exploring its many features for increased engagement and new creative directions. The popularity of Snapchat is certainly attributed to the Goldfish Syndrome; the attention span of humans has reduced. With Snapchat, the duration of videos is just 10 seconds, keeping the viewer engrossed for a short duration but conveying the right message. How did it become the new trending platform?



## Privacy

Amidst the ongoing debate on whether or not privacy is the biggest right – Snapchat stepped ahead of the debate to launch its platform of self-destructive images and gave users the freedom share it with their friends. Snapchat not only created a fun and interactive way to communicate, but also created a sense of privacy by the disappearing nature of the content.

Unlike social networks like Facebook that leave one with little control over who can see whatever one has uploaded online and private messengers like WhatsApp that provide full control of communication, Snapchat's attractiveness is that it combines the two.



## Strong User Engagement

Snapchat decided to take the ephemerality of the posts to the next level by setting an end date to them. Thereby reminding us that in order to enjoy our friends' posts, we need to visit the platform every day. Snapchat users on average spend 25-30 minutes daily on the platform and the impressive level of involvement led to the idea of mixing the ephemerality and the right psychological triggers in order to keep the users engaged. The fact that the posts disappear makes the users visit the platform several times a day to beat the horrible F.O.M.O. (fear of missing out!)

A sense of urgency is thus created amongst the users that is a very effective to boost the engagement.

To make the product/service a habit that will result in an inclination for users to keep using it and to expand audience, every new platform should pursue the most appropriate way to spur engagement.

### **Marketing Lessons from Snapchat**

#### **Spot a trend:**

Social media has been popular for direct communication and immediate reaction from users. The increasing content of our feed highlighted the ephemeral nature of our posts were still available. Snapchat decided to take the ephemeral nature of the messages to the next level by setting an expiration date for them, thereby reminding us that if we want to enjoy posts of our friends, we have to visit the platform several times a day.

#### **Seize the mobile power:**

When a product is launched in a mobile – focused world, the chances of success also increase as the world now is becoming mobile-focused. From Snapchat's idea of using mobile power, turning users into publishers, creating a new type of live coverage, we can learn that there is always the need to come up with innovative thoughts to build an alluring product by scrutinising the current trends.

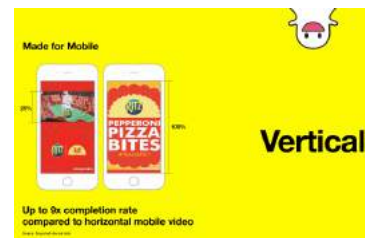
#### **Think locally, act globally:**

In the current marketing scenario, think local & act global is the key to a successful branding strategy. Global success comes through concentrating on local content and this also occurred to Snapchat as it prioritizes the local stories that matter to users.

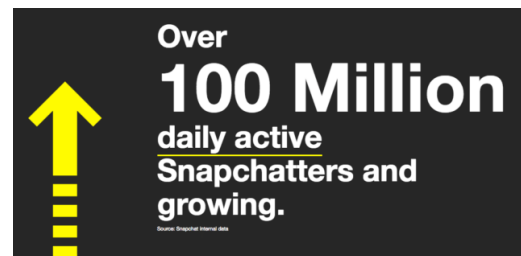
#### **Create effective advertising:**

Snapchat is boosting marketers and media companies to shoot ads vertically.

Snapchat definitely set the tone for vertical videos which turned out to be a secret weapon for future progress, as it created a new trend in content. Since measurement of a campaign matters to all brands,



snapchat promises to expand its capabilities by collaborating with industry leading measurement partners. Therefore, the idea of effective advertising makes a platform appealing to the users as well as brands.



Indeed, Snapchat has risen to the top of the photo-sharing hill with over 100 million daily active Snapchatters and growing.

It provides great learning to the marketers through its marketing strategy which employs innovative ideas and, of course, the Goldfish Syndrome.

#### **About the Author**



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# Gaining consumer's attention

The average attention span of human beings in 2000 was 12 seconds. Now, it has plummeted to 8 seconds. This is less than the attention span of a gold fish which sets the clock at 9 seconds. Therefore, a typical customer has an attention span which is less than that of a gold fish. This is termed as gold fish syndrome. In marketing/ advertising every second counts.

As technology advances, the attention span tends to decrease even more. Start-ups find it a very big challenge to attract the customers towards their brand within these 8 seconds. Because, if entrepreneurs don't be creative while advertising, the customers might shift their attention towards another adorable picture that they stumble across. The following are the 4 main ways which can help in grabbing consumer's attention within the 8 second span:

## Let the pictures speak:

An impactful photo can speak a thousand words. The picture you advertise should be in such a way that the customer does not get deviated towards other brands. The advertisement should be creative which can give a personal touch for the customer. For example, Downy, the fabric softener, a product of Procter & Gamble portrays happy husbands and smiling children

In its advertisement posters. When the customer looks at the picture, he will be attracted which is why downy had been successful for the past few decades in advertising.

## Use effective tag lines:

Customers will have a prejudice in their minds when they read tag lines which are effective. Tag lines might be relating to the country, gender or a habit.

For example, the tagline of thumbs up is "Taste the thunder" and the tagline of Surf excel is "Daag acha hai". Once the customer comes across these taglines, he/she should be connected to it. Tag line should also relate to the product or the main point of advertisement. If we consider Amul, the tag line says "taste of India". It includes patriotism associated with the product. Vodafone is known for effective advertising in India. They make interesting and funny videos with Zoo-Zoo's. For example, people got well connected to the tagline of Hutch mobiles which says "Where ever you go, our network follows you".

## Make your videos inspiring:

Humans can process visuals 60,000 times faster than the words. If a customer has to get attracted to a product within 8 seconds, the video that is being played should be more effective and an eye opener. We can follow two methods here.

One being designing a 6-10 second bumper ad that usually stuck the audience. Other method is to grab the curious audiences' attention as to what will happen as the ad progresses. These ads might be of few minutes. But, due to the creativity, the customers tend to watch it till the end.



For example, no one can refrain from watching the surf excel ads completely. They see to it that the customers are connected to the video at every second.

### **Influence of celebrity endorsement:**

We come across various ads where in celebrities are used to represent the products of a company. If the customer is not intended to buy the product, he will not respond to the unconditional stimulus represented in the advertisement.

However, if we put forth a conditional stimulus by representing the product through top notch celebrities, they might respond. This is called classical conditioning in Organisation Behaviour.

The customers are more likely to buy the product when a famous person professes to like or use the same product.

For example, in 2003, Cadbury faced a few reports of worms in its dairy milk bar.

The sale of Cadbury had melted down to 30 percent. In less than three weeks, the company launched a PR campaign to fight the battle of worms. Three months later, came an ad campaign featuring Amitabh Bachan and a revamped ply-flow packaging.

Consumer behaviour can be influenced only if the advertisement they go through touches their hearts. SO, its high time to influence the customers by producing creative advertisement with the above mentioned tactics. This will help the company attract the customers through effective advertising. Once if you are able to drag the attention of the customer within the first five minutes, you can advertise to any distracted customer- may be even a gold fish.

### **About the Author**



**Name:** Jyothi Sree Movva

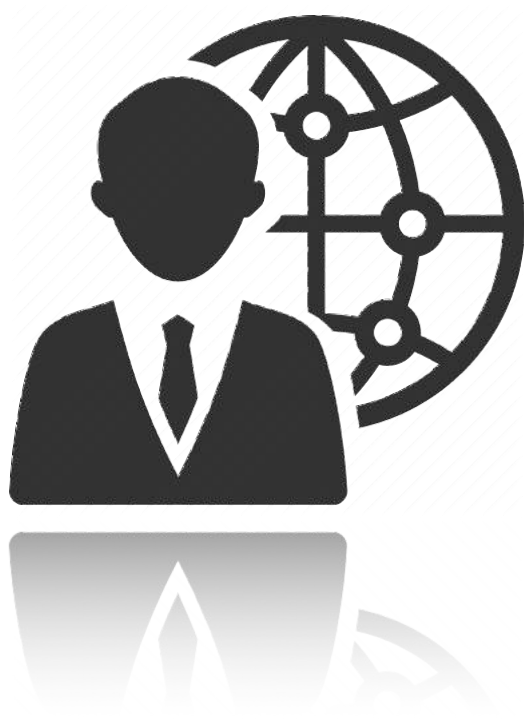
**College:** Tapmi

## **Q U I C K**

**U** "Marketer's job is  
**O** never done. It's about  
**T** perpetual motion. We  
**E** must continue to innovate  
every day."  
– Beth Comstock



# Corporate Guidance





# THE i-SALES LEADERS

## Creating Value by on-ground Innovation

India is going through a revolutionary phase in terms of service offerings. We have at least one start-up per day from innovative entrepreneurs offering cutting edge technology solutions for solving the daily chores of the masses. From food industry, to solutions in transportation and entertainment, these companies are raising the bar for service delivery and customer experience and expectations. As a result, traditional companies are facing the brunt of customer complaints, especially in the domains of Facebook, Twitter and consumer forums.

As a seasoned sales person, having worked in various fields of sales and marketing in fairly large organisations, I would like to make you apprise of such real life situations. Today people in sales field face many kind of objections and thus should be prepared to handle such situations, not only with humility but also with innovative solutions.

We can briefly outline the discussion to the below mentioned pointers.

- Thinking outside the box
- Bringing solution selling
- Acting as a consultant to improve customer experience
- Working out strategic partnerships: both internally and externally
- Educating yourself, not only with the product but also the industry

## Thinking outside the Box

Today everyone has access to a lot of information. For every problem that a consumer has, there are at least 5 service providers approaching the consumer, not to mention, the amount of information available on the internet. Today, people don't need anyone to sell vanilla solutions. A meeting with a sales person/associate means the client is looking for a customised solution, something more than what is available on the internet or in the market. So you have to strive to innovative keeping the client requirements in agenda with the amount of solutions which can be provided uniquely.

## Solution selling

India has become a hub of service providers. The GDP contribution of Service to Industry to Agriculture is 60:20:20 in 2015. This clearly shows the importance of acceptance of service as an important component of any salesperson life. It is a thing of the past that a salesperson's job was finished once the product or service was off loaded to the customer (both end user and distributor). Today it is very important that we not only supply a product but also ensure that we are providing a solution to the clients. Any additional need, that a client is looking for, should first be addressed by you and only when you fail to provide a solution, should a new vendor be entertained by the client.

## Consultative Selling

Consultative selling is approaching a prospect not as a point of revenue but as a start of a relationship.

It is when we meet someone with an intent to build a relationship where both parties benefit from the transaction. Consultative sales as an approach should be practiced as a strategy and not tactics.



The first point of consultant role is research. One should give enough preparation for understanding every aspect of the customer as one would do at the beginning of any relationship. Then begins the process of asking the right questions to the concerned person and listening to the queries with utmost intent. This is a very important phase as your preparation will lead to right questions and thus enable the client to provide all information required for offering the best possible solutions. The final approach to the strategy is follow up with a lot of patience.

### **Building Strategic Partnerships**

A good sales resource is someone who has a lot of good relationships not only in his company or industry but also in the entire product lifecycle. A salesperson is the first point of contact to seek a good partnership. His references count a lot. Similarly, any questions related to internally related issues, like billing, payments or even offers. Therefore the salesperson has to have a good network that comes not only for his employer but also for his clients.

### **Education**

The biggest challenge with salesperson today is lack of knowledge of contemporary solutions in the industry. One should always be prepared with the latest trends, data and developments. With the extended digitisation of solutions. This allows for your time and effort you put in digital evolution.

One should never underestimate the power of being informed.

As a new age sales person, one should always keep in mind the above points in order to get smart and become an I-salesman.



**Subhank Rajguru**  
**National Sales Head**  
**Times Internet Limited**



# WHY STARTUPS IN THE DIGITAL DOMAIN TEND TO FAIL SO QUICKLY?

## **People don't take advice**

I have come across a lot of people who have an "I know it all" attitude. They feel if you have the start-up tag on your chest, you get attention. Attention from government, peers and obviously investors. Cheap thrills. I come across people who can't even think or come up with an original idea, they call it inspiration but actually they bluntly copy from others. They just want success come what may. Money is their goal, not value. If you advise them to test their idea before starting a swanky office, they hate you. The result, I see 30 % of the startups can't pay salaries or even rents and they perish within 6-10 months. They burn fast. They will never spend their time and energy testing an idea before believing in it. Romancing their own idea makes them fail fast. Gut feeling is what they mainly rely on.

I don't know what I don't know syndrome is what they suffer from.

## **Digital is cheap so I love it**

When they burn all their money on untested ideas, technology, apps, product building, office space, rent, etc. in 10 months, they are left with no money to market. ATL gulps down enormous money to launch so they are left with digital. I come across so many people who think and believe digital is cheap and easy. This is the last nail in their coffin. They try their luck by learning digital online, again to save cost.

## **Online universities kill you**

Imagine you are learning how to swim online.

Step by step in 4 weeks, actually you are swimming either on the floor or on your bed!

Imagine what happens when you actually get hit by waves or the feeling of swimming underwater where you can't see much, the fear, the excitement!

Watching a heart operation 1 lakh times won't make you a heart surgeon. You will kill the patient as you are not aware of the entire anatomy.

Most startups first try this and avoid hiring skilled people. They die again or become bankrupt.

## **Digital can deliver a baby in 9 weeks**

I see most startups are so impatient, they patiently boast when it comes to the waiting period of their sedan or their iPhone X, but they won't give time to a designer to make a logo. They think it's a no-brainer. No thought process goes here.

As they feel copying from 20 other Google images makes up a logo. So why should it take so much time? Sad.

They don't respect creative and quality output; they want a healthy baby in 9 weeks!

God damn! It takes 9 months and 10 days for God to make a baby!

Such idiots exist in large groups; I see them every day. I used to hate them, now I pity them. They die before they start.

## **Incompetent people: Blind leading a Blind syndrome**

An MBA and an engineering degree won't make your startup road easy. By the time you are out of college you have forgotten half of it.





I see people approach their way of working with half-baked knowledge. Half knowledge is extremely dangerous. Most of the time they have ego and trust issue which stops them from accepting the fact that there are more intelligent people who can do digital in a better way. Those skilled people have not learnt digital online, they have learnt it swimming in the ocean. This is the bloody truth!

They hire incompetent people, as the truth remains that they themselves are not competent enough to even hire or select a competent digital marketing partner.

90% of them use traditional lens to hire, drive, build and market digital.

They don't understand the difference between:

**Copy writer and a content writer**

**Graphic artist and a UX artist**

**Persona building and TG**

**A/ B testing and Gut feeling**

**New age Blog Writer and an Old school blog writers**

**Minimalistic design and Force fed design**

**Content format required for different platforms**

Moral of the story: When you hire a compounder to do a surgery, even 30 yrs. Experience inside an operation theatre won't make him a doctor. That's the truth, the faster you understand it, the better.

Remember Outdated knowledge can't teach you controlling millennials! Most people I see upgrade their phone, car and gadgets but still hold back when upgrading their knowledge. 90% of them are still proud of their 20 year old MBA / engineering degrees.

Think, even Philip Kotler had to rewrite his book (Marketing 3.0) to make it relevant and contextual as per today.

### **Contextual content:**

Most of them don't understand this at all. They end up selling the same content on every digital platform. Without understanding the user "Persona" it is quite natural you will end up making these mistakes. Content is simple yet complex, actually it's more of common sense from the user's perspective. What to say, common sense is so rare now days!

Content is generally used in a "spray & pray" format.

You are actually behaving like a trigger happy person spraying your unplanned content all over, expecting someone will pick up and call you for business.

I see that nobody even understands content architecture (AI) while making their website.

Website content is always inspired by a competitor's website content; they never do it from the user perspective.

Hiring a skilled content team or person who understands content journey based on the customers buying journey makes your business grow.

The more contextual the content, better the law of attraction works.

Result: Read my next blog on this, "How content made me a Millionaire"

Copy cats die fast. Even if they exist, they are forced to charge less. Nobody pays for a China made look alike, as you can't demand price since "cheap perception of the brand" pushes the price lower evidently. You burn your success.

Copy cats die fast. Even if they exist, they are forced to charge less. Nobody pay for China make look alike, as you can't demand price since "cheap perception of the brand" pushes the price lower evidently.

You burn your success.

Don't sell, educate

Nobody is interested in your product; they just don't care.

They are only interested in their concerns.

If you talk, educate and help them to solve their concerns they will look at you.

You can only get attention by this process.

Or else your business gets shot down by their neglecting attitude.

How to win? Try this process:

1.Be found

2.Create more relevant content base on buyer's journey

3.Be original, always.

4.Make videos. Lots of them. People now see more read less.

5.Understand inbound marketing. You will get attention.

6.Understand buyer journey. You will get their money.

7.Don't look at the user's pocket. They will hate you.

8.Understand TG / 4P's don't work in digital. At all.

9.Learn buyer's persona

10.Hire competent people

11.Don't cut/copy & paste from others.

12.Do UX/ UI. It's more of science and less of design. Rationale always works in digital.

13. Invest in your website (Make it your salesman to fetch your business)



**Subhobroto Chakroborty**  
**Founder & Chief digital officer**  
**The Digital Fellow**



## STOP COMPLAINING ABOUT NOISE, IT'S THE OPPORTUNITY THAT'S KNOCKING

As a marketer we often fret about declining attention span of consumers.

Blocking unwanted content and skipping videos have become the second nature, especially amongst the younger audience. Yet, advertisers continue to create the same product messages they've been selling for donkey years. 2 times faster or 3 shades brighter - over two thirds of the ads reviewed, delivers an explicit product message (from recently concluded research by Kantar Millward Brown). Hey I am better, hey I give you more free data, I offer dual selfie camera, I am the cricket icon and I use this cold & cough product - such Plain Jane messages can't get the advertisers the love they are seeking from their new age audience.

The love for devices seems to only be growing by the day. Its a fact that the first thing that most of the millennials do every morning is reach for their smartphones. Post that it never leaves their side, not even while answering nature's call (you know what I am talking about, right ?). The innumerable WhatsApp groups she is a part of, the Instagram posts from her ex, the news posts, the tweets from her fave celeb - there hardly is any time left that they can devote to you. No one visits social media in anticipation of watching a new ad today. Take it for granted, they are not interested in your product features. As an advertiser, unless you are making a meaningful impression or telling a story that works with their brains (and not against it) they can't hit off well with them. Tell me, do you know of any Harley

Davidson customer who bought it for it's mileage, one Rolex consumer who bought it because it shows the correct time or ask yourself if you bought an iPhone because it's the best phone. We all invest in the stories.

Yes, the environment is cluttered. Yes, they are mired by endless choices making them expect a moronic 'MORE'. Yes all brands are vying for that space in their heart. But no, this should not make the marketer feel dejected.

Are you listening to them, to make them listen to you?

Be it anything that they do, the young consumer more often than ever is interested to be entertained if anyone wants to strike a cord with them.

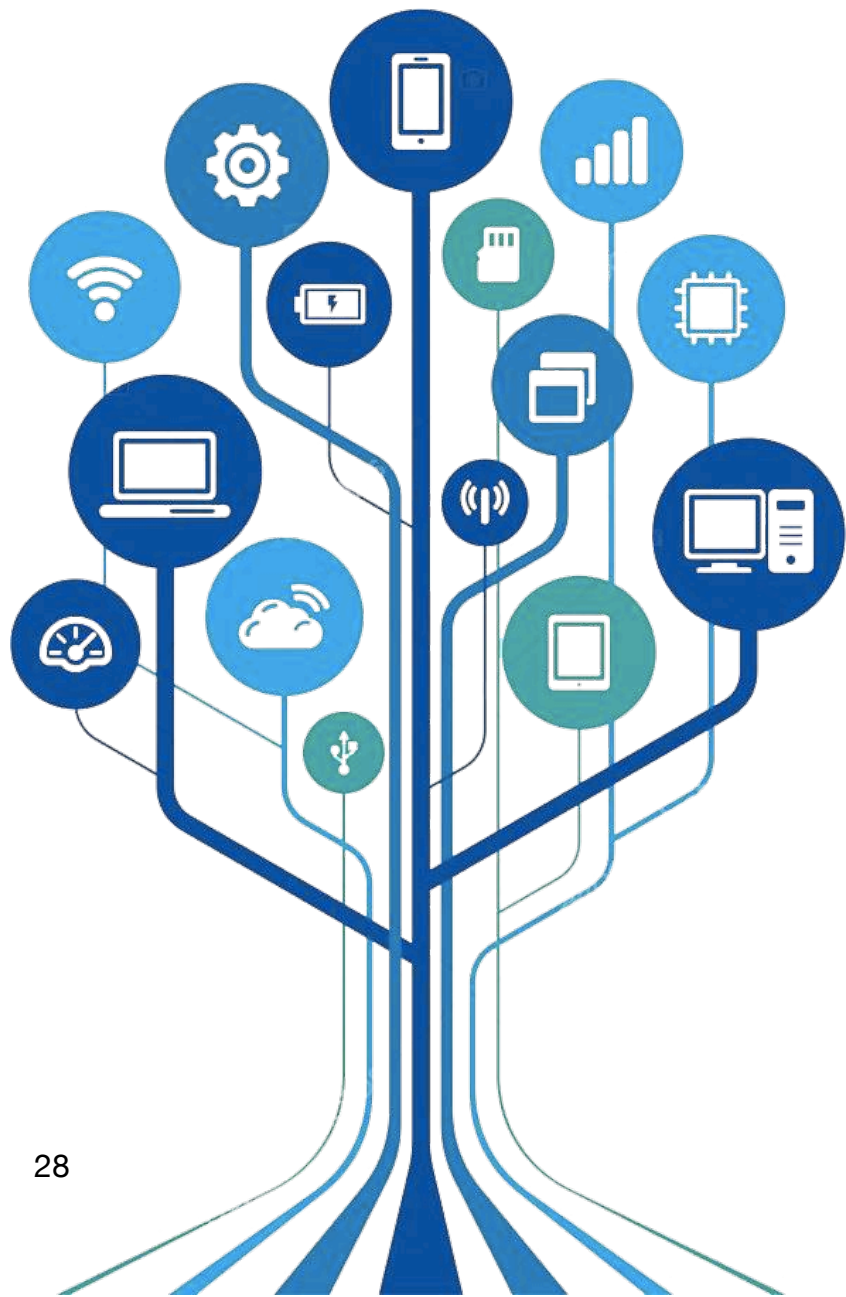
Watch any top performing campaigns in the recent times. Whether its the incredible tale of Bhakti Sharma, a world record holding swimmer featuring as an indirect endorser for Hero Pleasure or the scintillating salute to the legend Fauza Singh to mark the celebration of 100 Years of Nestle, the content that's true to reality.

So IMTians, for the fun of it - gamify it sometimes like Volkswagen has been so successfully doing OR subtly use 'fear of loosing' like Max life did in their 'Second Chance' campaign or befriend technology as Durex did by developing 'Fundawear'. Deal with it. There is no mention of this in the textbook that you refer to. This is not taught to you during your stint at a B-school. Yet, these are 'the-tricks' you are expected to know.



**Rahul Khurana**  
**Client Servicing**  
**Director-Geometry**  
**Global**

# Web Alert



# The importance of presentation skills in a workplace

Good presentation skills require organisation and confidence. If these two essential items are not ticked off, then it's



time you looked at developing presentation skills. This type of personal development work will really assist you to develop first

more confidence, which is the key. Then, by you getting organised, well presented and ultimately building self-esteem, those dream jobs will appear and your ambitions will be realised!

Being well presented in the workplace – in a presentation, in a meeting, during a discussion with a colleague or client is essential. If your career matters to you – develop your presentation skills!

A presenter or staff member is given an added advantage over someone who is less than polished in public speaking (i.e. someone who actually avoids it like the plague), when he or she can get up and deliver a well-constructed, confident presentation in front of a group of colleagues.

Superiors notice the confident approach, which translates into other parts of their role.

Staff who are highly skilled in their area of expertise, but hate public speaking, will still be appreciated, but they may just get more kudos and more accolades if they can articulate their approaches and knowledge in a more confident manner.

*“Being well presented in the workplace – in a presentation, in a meeting, during a discussion with a colleague or client is essential. If your career matters to you – develop your presentation skills!”*

Presentation and public speaking skills are “learnt” skills – by working on these skills, the quiet and shy person can learn to present with confidence and evidentially “Find their voice”.

Where do Presentation Skills have an impact in the Workplace?

Presentation skills will help in the following workplace or professional circumstances:

- At interviews, as the interviewer or interviewee
- At meetings, face to face or in a conference call
- At networking functions, meeting new people or getting to know ones you already know.
- Speaking to colleagues and staff
- Delivering a presentation to clients detailing a technical topic or selling a product
- Presenting at conferences
- Speaking at large internal meetings
- Speaking at Chamber of Commerce or Rotary promoting your business
- Speaking with suppliers
- Speaking with clients
- Presenting training
- Attending training

And so on ...

Presentations are Part of the Job





Yes, it's true. Professionals are expected to give presentations as part of their job.

But surely with their education, whether at university or other colleges, delivering a presentation is straightforward? Well, no!

A Gallup poll found that 40% of the population have a fear of speaking in public. It doesn't matter how big or small the group, there are some people who struggle to give presentations. Does this have an impact on their work? Potentially, yes.

So what *are* the areas that are important in the workplace, with respect to presentation skills?

*"Presentation skills and public speaking are a "learnt" skill – by working on these skills, the quiet and shy person can learn to present with confidence and eventually "Find their voice""*

### **1. Know Your Audience**

Understand what the audience wants to get out of the presentation. You need to be mindful of the people in the meeting or in the conference room. This is so your presentation will meet and exceed the audience's expectations, and so your audience gets what they came for.

### **2. Plan your Presentation**

Planning the structure of your presentation – and knowing what structure works for your audience – is very important.

For your audience to absorb your information, it needs to be delivered in an easy-to-follow format.

### **3. Make it Interesting**

Attention spans are not long, no matter how advanced the audience is.

Make sure you've included some really interesting points, and vary the type of interest points, as this will help to keep the attention of the meeting.

*"A Gallup Poll found that 40% of the population have a fear of speaking in public ... Does this have an impact on their work? Potentially, yes"*

### **4. Dress the Part**

Your appearance in the workplace matters. Not only are you meant to be a thought leader in your chosen presentation topic, you are also in competition with others wanting to advance. If you are not well presented, with respect to clothes, hair, shoes, paperwork, etc., people will notice and it *will* have an impact.

### **5. Show you Care**

Your enthusiasm for the topic is essential. If you seem disinterested in the topic you are talking about, your audience will pick up on this.

### **6. Be Organised**

Your audience will appreciate you being organised for a meeting or a presentation. If there are little changes or hiccups, your audience will understand. If you are unorganised and you appear to have not put in an effort, the attendees will not sympathise, and they will get annoyed.

*"Make sure you've included some really interesting points ... this will help to keep the attention of the meeting"*

### **7. Discuss the "Elephant in the Room"**

If there is an issue, if something isn't working, you are experiencing a problem, then make a mention of whatever it is and then move on.

If we hold back from discussing something important (which may not have an impact on the meeting topic), then get this discussion done, and then move on. If you don't, the attendees will be thinking about that rather than the actual topic at hand.



## **8. Get a Grip on your Nerves**

Handling nervousness and building confidence is important – you will struggle to get your message across if you struggle here. Being mindful of how you present at work will really help with your interactions with colleagues and clients. This will ultimately impact on whether you get that important raise, or that desired new job.

<https://leadersinheels.com/career/public-speaking/importance-presentation-skills-workplace/>



# Avoiding A Bad Presentation

Bad presentations are painful—for both the presenter dying a slow death in front of a crowd and the bored audience members who have to sit through it. If your task is to create or deliver presentations that don't suck, here are five common presentation pitfalls to avoid and tips on making presentations that can instead inspire and inform.

## What is a bad presentation?

We all know the classic signs and symptoms of a presentation flop—it feels like it's running on too long and you're wasting your time (either as the presenter or an audience member). At their core, sucky presentations *fail to resonate with the audience*, and therefore they fail in their mission to persuade or teach.

## Anyone can learn to make better presentations

It's easy to blame the tools. Vast libraries of awful clipart and boomerang animations don't help anyone. It's also easy to convince yourself that giving presentations just isn't your thing. But we all have to present at some point or another, whether you're asking for a raise or presenting a proposal to a client. That said, most people haven't studied presentation design or how to communicate effectively.

## Problem 1: Too many ideas on one slide

Some presenters put everything on a slide to help them remember what they need to say, Duarte says, forgetting that you could use slide notes instead. Dense, document-like slides are best for presentations that are going to be distributed (e.g., emailed to a recipient for reading on their own time), not actually presented

**Solution:** Simplify. Stick to one idea per page, letting that one concept really stick into the minds of the audience members. They'll focus on your voice and what you're saying more than reading (staring at) the bullets. See the before and after example from Duarte at left.

This will mean less reliance for you on the slide itself, which is a good thing even though it might be scary at first. You'll need to prepare a lot more, but not sucking at PowerPoint often boils down to preparation.

## Problem 2: Cliches and Clipart

It's easy to fall back on the cliché images or concepts (handshake plus globe, anyone?) and clipart, especially when you're pressed for time, as most of us are. But higher-quality presentations require less automatic thinking. If you fall back on the first thing that comes to mind, chances are your competitors are doing that too.

**Solution:** Lose the clichés. Brainstorm with others to find more clever ways to communicate your ideas. Try three or four or more options to explore the nuances of your message and relationship.



### Problem 3: Lack of emphasis

If you have a slide that takes longer than 10 seconds for the audience to comprehend, it's too complex, Duarte says. Your slides should communicate your ideas and enhance what you're saying, rather than add more noise. Photo by Geetesh Bajaj.

**Solution:** Information needs emphasis. Slides should only take 3 seconds to process. So even with very complex ideas, boil down the findings from that slide or split it up across multiple slides. Don't be afraid to use more slides; they're free. It's better to flow through your slides, allowing people to process them better, than to stay stagnant on one for too long.

***Chances are the audience is under-caffeinated, restless, and over-saturated with information already. Assume that many are in stealth mode, responding to texts and e-mails on their smartphones during the speech. But if the image (or the concise quote) on screen behind the podium has some real impact, you'll keep their attention and they'll listen to what you have to say.***

### Problem 4: Random design choices

Duarte says the difference between a regular business person and a designer is that the designer has learned to place and scale elements appropriately for the best impact. That means no photos of bunnies or hot dogs on your slides unless they belong there, please! This also goes for random animations. Photo via InFocus.

**Solution:** Designate elements purposely. Don't decorate slides for the sole purpose of decorating them.

Duarte has a helpful checklist for testing if your presentation is more signal or noise.

### Problem 5: No relationship to the audience

Finally, it doesn't matter how beautiful your presentation design is if it doesn't have a message that your audience can connect to. Many presenters out of nervousness talk to the slides, but your goal is to build a bridge between your message and the audience (and not waste their time). Photo by Duarte.

**Solution:** Empathy for the audience. John Brubaker, an adjunct professor of public speaking and communications at Maine Community College, writes that the topmost practice he teaches is to begin your presentation outline by answering from the audience's perspective: "W.I.I.F.M. - what's in it for me?"

Remember this mnemonic: SLIDE

Did you notice Duarte's mnemonic device snuck in there in the solutions? It may help you when developing future presentations:

**Simplify**

**Lose the cliches**

**Information needs emphasis**

**Designate elements**

**Empathy for the audience**



## **Incorporate Storytelling Structure into Presentations for Added Drama and Effectiveness**

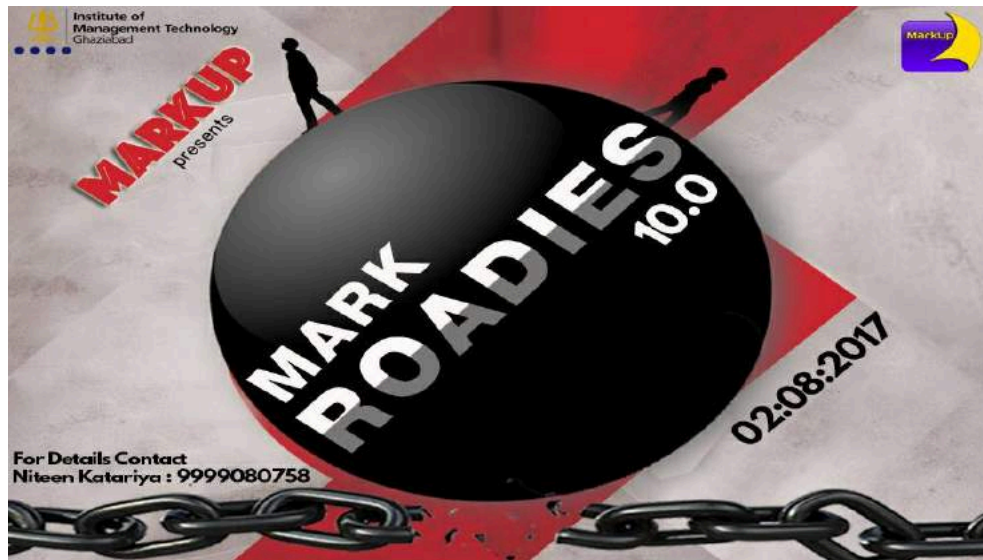
The best presentations and speeches share a lot in common with stories: they move you with a mix of drama and tension, taking you from the status quo to what could be—your ideas blissfully realised. You can see more about how this works from Duarte's talk at TEDx, but basically you can make your presentation more engaging—even cinematic—by using a storytelling framework. Amplify the gap between what is now (e.g., other company's piddling phones) and what could be (e.g., the iPhone). (We've noted Steve Jobs' presentation style before, and it turns out his technique really follows the same pattern as other storytellers/speech makers.)

<https://lifehacker.com/5810271/how-to-create-presentations-that-dont-suck>



# MarkUp TIMES

## EVENTS IN 2017





Institute of  
Management Technology  
Ghaziabad



# MARKETING WORLD CUP

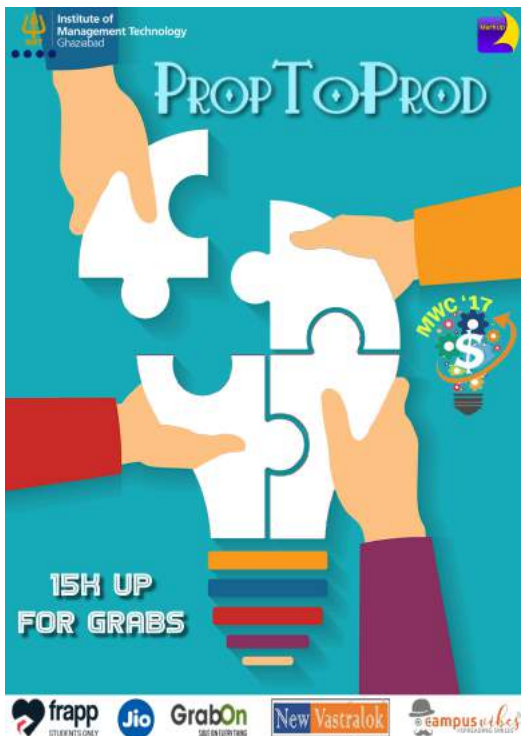
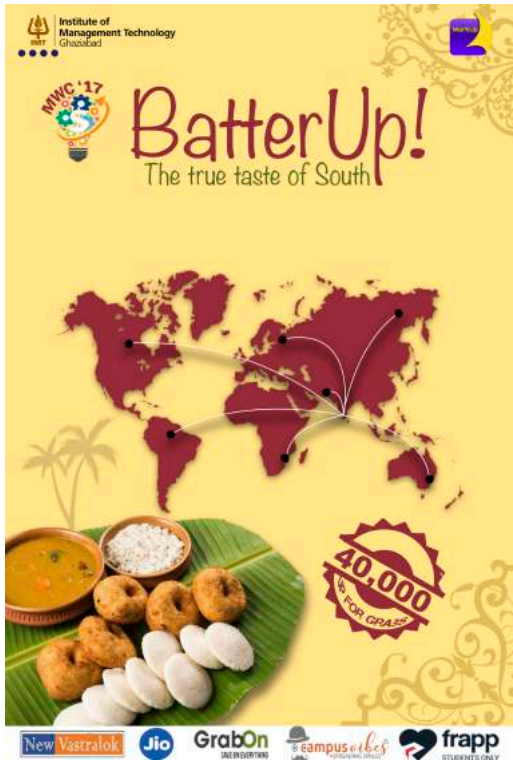
BUSINESS AS UNUSUAL



#FLIP THE FOCUS

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# Team MarkUp









# Marketing Moments





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