

Issue 05
September 2024

A Marketing Club Product



Beyond
Imagination

FOLLOW YOUR DREAMS



ITM Business
School
ITM SKILL UNIVERSITY



MARK UP

MARKETING MAGAZINE

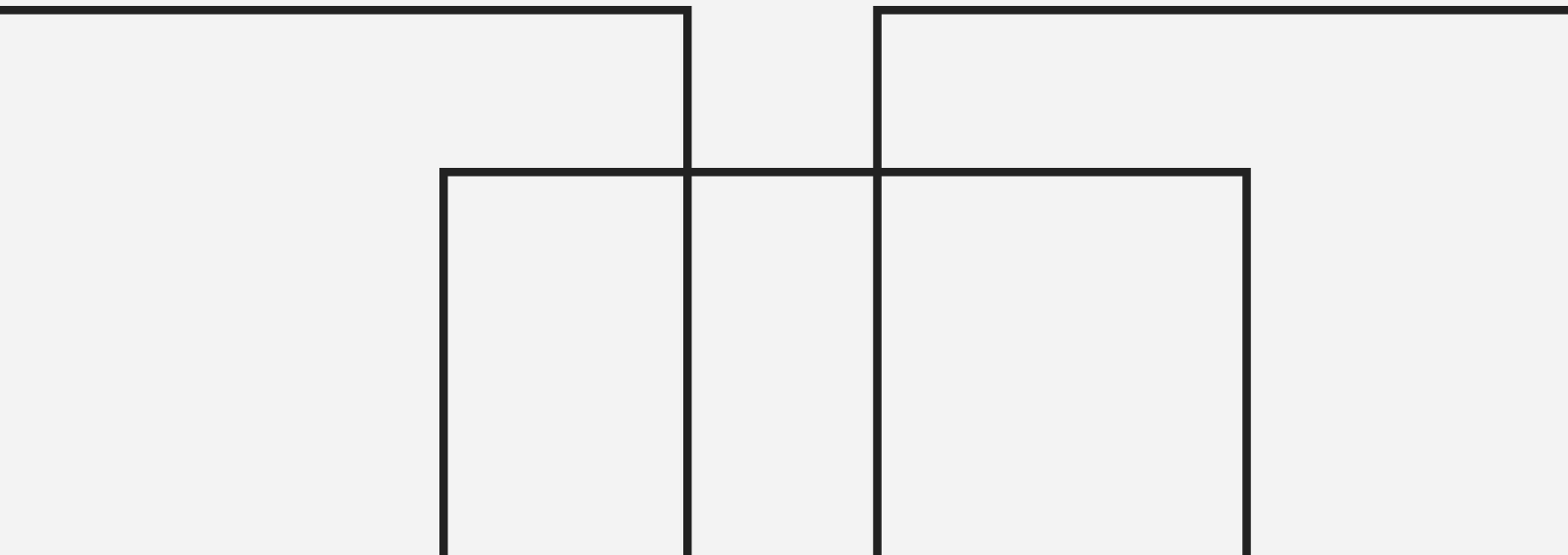
Readers are leaders

Unlike most of the magazines ,
Mark Up is an intriguing
magazine full of success stories ,
brain storming activities and
articles.



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DIRECTOR'S MESSAGE

Dear Students,

On the eve of Teachers Day , “Mark Up” is sure to make a mark.

Congratulations to the editorial Team. “Follow your dream and tread beyond imagination” -on the cover page is interesting . And success stories and articles make it intriguing!

In today's competitive landscape, brands are more than just logos or taglines—they are powerful storytellers that create emotional connections with customers. A strong brand can elevate a business from being just another option to becoming the preferred choice. It's not just about visibility; it's about resonance. The success stories say it all!

As students of Marketing Management, you must realise that as we see the world of marketing evolve, the emphasis on authentic, value-driven branding has become more crucial. It is pertinent to note that communicating with the audience and delivering consistent, meaningful experiences is crucial for marketing.

While you learn, you thrive with ideas. Stay ahead of the curve, embrace the power of your learnings, and transform your creative instincts to make yourself a brand too!

Sending Positive Vibes...

Dr Lakshmi Mohan



DEAN'S MESSAGE

I am delighted to write this message for the launch of Marketing department's inaugural quarterly magazine "MARK UP" This new publication serves as a testament to our commitment to innovation, collaboration, and a shared passion for marketing excellence. As we embark on this exciting journey, I invite and encourage the budding managers, faculty members and Alumni to use this platform and contribute articles to unleash their creative potential, showcase their exceptional research work, share insights, and foster a sense of fulfilment within themselves. The first issue will highlight some of our recent accomplishments, explore emerging trends in the marketing landscape, and provide valuable tips and best practices in the Current Business Landscape.

I am confident that this magazine will become a constant source of engagement and inspiration for the editorial team consisting of students and faculty to bring out series of magazines in future. I am eager to see how this publication evolves over time and the positive impact it will have on our department's goal of achieving overall excellence.

I compliment the Editorial Team for your dedication and hard work for bringing out this Magazine.

All the best !!!!!

Dr Sarit Prava Das
Dean Academics



HOD'S MESSAGE

As the Head of Marketing Department, it is my pleasure to welcome you to this special edition of our marketing magazine. In today's rapidly evolving marketplace, staying ahead requires not just innovation and creativity, but also a deep understanding of our audience's needs and desires. Our team has been hard at work, analyzing trends, crafting compelling strategies, and driving impactful campaigns that resonate with our target audience.

This edition is a testament to our commitment to excellence and our passion for pushing the boundaries of what's possible in the world of marketing. Inside, you'll find insights into the latest industry trends, success stories from our recent campaigns, and a glimpse into the future of marketing as we see it.

I am incredibly proud of the work our department has accomplished and am excited to share our vision with you. We hope you find this issue both informative and inspiring, and we look forward to continuing this journey of growth and innovation together.

Thank you for your continued support and for being a part of our community.

Warm regards,

Dr.Priyadarshan Patil
Head of Marketing Department

EDITOR'S DESK

As we present this edition of our marketing magazine, we are reminded of the dynamic nature of the marketing landscape and the importance of staying ahead of the curve. This magazine is more than just a collection of articles; it's a reflection of the innovative thinking and dedication of our students and faculty. Each piece is crafted to inspire, inform, and challenge conventional perspectives, offering insights that are both timely and relevant.

We hope this issue serves as a valuable resource, sparking new ideas and encouraging you to explore the ever-evolving world of marketing with renewed enthusiasm. Our goal is to equip you with the knowledge and tools needed to excel in this fast-paced industry, and we're proud to share the remarkable work of our community with you.

Happy reading!

Best regards,

Prof. Jagruti Gijare
Area Coordinator Marketing &
Prof. Richa Sharma
Marketing Department

EDITORIAL DESK

1. Prateek Yadav (M4, 23-25)
2. Anushka Namjoshi (M2, 24-26)
3. Harsh Chouhan (M4, 24-26)
4. Mahak Agrawal (M2, 24-26)
5. Samaya Rayprolu (M2, 24-26)
6. Mahek Chotrani (M2, 24-26)

"A FEATURE OF SUCCESS"

-Samaya Rayaprolu

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It is no exaggeration to mention that those few who will pass by names such as Coca-Cola and Apple do so not because of products that they know but because of an unparalleled ability to engage consumers, to adapt to changing landscapes, and to present a strong brand presence. Let's get into the stories of these marketing successes.

Apple: Building a Cult-Like Following with Design and Innovation

In every marketing success of Apple, the creation of brand

identity around innovation, simplicity, and premium quality is strong. With the iPod in 2001 and the iPhone in 2007, Apple has been a disruptive force in technology and shifted consumer expectations.





The genius of Apple's marketing is in making people feel like owning the product makes them special. With a corporate aesthetic that is clean and minimalist, advertisements or campaigns like "Think Different" heralded Apple as the brand of forward thinkers and creators. This promoted Apple's brand loyalty not only as consumers but also as brand evangelists for Apple products.

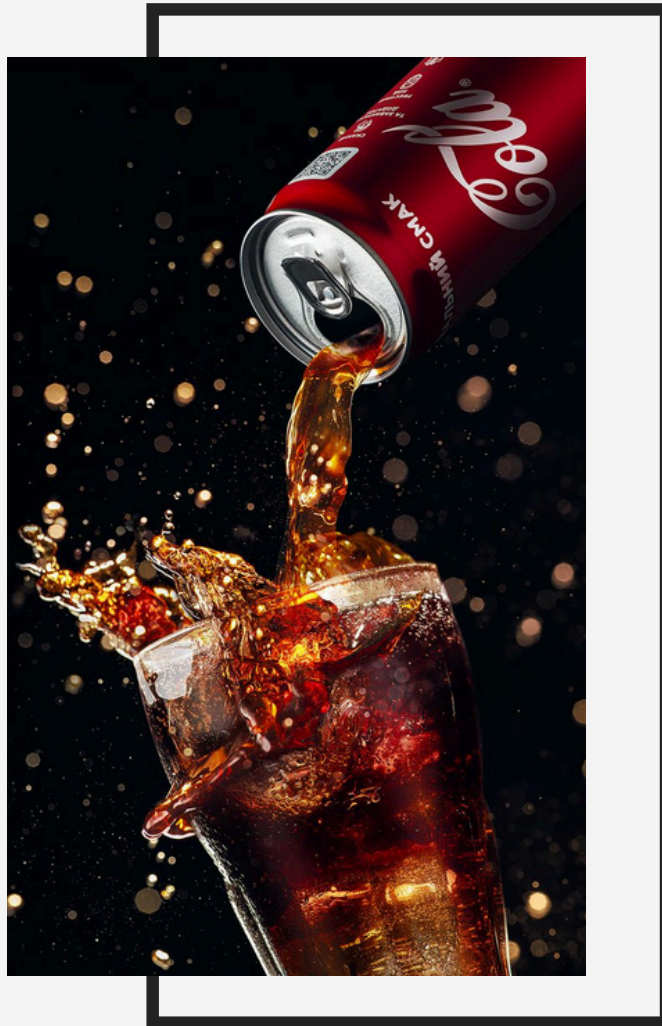


The secret of the brand is further placed on experience with the product. Stores are designed as stylish, interactive environments that allow customers to be submerged into the brand's ecosystem. Such experiential marketing has built an emotional attachment between Apple and the customers, really turning every product launch into an expected event.

Moreover, the company has been so successful in integrated marketing communication that consistency has been done in all touchpoints, from the product design, to advertising and customer service. The integral experience resulted in a robust, integrated brand image that is approachable yet aspirational.

Coca-Cola – Brand Loyalty and Consistency at its Best

Coca-Cola has been successful by staying true to its brand heritage and guided by an emotional bond established with the audience over other values. Its brand was initiated in 1886 simultaneously with themes of happiness and refreshment, which it has maintained throughout its marketing history.



The secret behind Coca-Cola's remarkable success mainly rests on its ability to create emotional fervour among the mass. Its campaigns, like the recent sensational "Share a Coke" campaign, where Coca-Cola replaced their logo with people's names, have diverted a product to become an engaging experience. This has triggered a lot of activity on social media, engaging consumers and making the brand feel more personal and within reach.

Other marketing strategies that have been adopted by Coca-Cola have been of a global and local appeal. It has understood the pulse of cultural sensitivities and accommodated these very much in the various campaigns it has carried out across markets. In Muslim-majority countries, for example, Coca-Cola during Ramadan.

Through the years, this company has built a solid reputation for its brand as promoting harmony and happiness through sport, demonstrated by its strategic sponsorships within the athletic arena, from the Olympics to many others.

Conclusion



Coca-Cola and Apple cracked the code for effective marketing via brand cohesion, innovation, and emotional appeal. Coca-Cola's emphasis on emotional connection, and Apple's design-driven exclusivity turned them into symbols of lifestyle and identity. Their stories stand to remind us that it is brands with purpose-driven messages and emotional resonance that will endure and further inspire modern marketing.

"THE TRIUMPH OF MARKETING"

-Mahak Agrawal

"Products are made in a factory, but brands are created in
the mind."

-Walter Landor.

A simple energy drink turned out to be the gold treasure for memories, commitment, re-invention, relationships, beliefs, resilience, and a vision. A story from a drink for jet lags to a global brand that serves over 73 countries in the world, Mateschitz was the marketing manager of Blandex, and like any other entrepreneur he left his multimillionaire job with a hatred for financial institutions, he did something he has never done before- "took out a loan".

"A true value of a product is not what the brand offers, but what consumers perceive." Red penetrated the market with a clear understanding of segmentation and targeting, young individuals and

groups that "need energy," reflecting belongingness, and enhanced physical and mental performances.

With respect to the dangers posed on the company, Mateschitz refused to lower the price of the product instead swept to a "CAN" culture, already present in the market, but how was a can of Red Bull became its USP than other competitive companies? The smallest change makes the greatest difference, instead of can of 330 ml, proclaimed chunkier, it launched the can of 250 ml with a sleekier design- taller and thinner, standing out of the competition, pricier than the competition. Traditional marketing was expensive for red bull at the time of its launch, so what choice did they have than going rouge?

They reached their audience directly who thrives for energy (18-35 years old) in college parties, clubs, coffee shops, bars and wherever they were to be found. Free sampling led to word of mouth, the talk of the town.

Red Bull gives you wings” claimed its place in the market. As per recent survey and my personal observation, a world where 90% of people either play or watch one or more than one sport at a time, Red Bull hit big with sport advertising, “Go big or Go home”, a phrase that boils blood of individuals, an enlighten moment of realisation take risk, or get inspired by it.



“A good brand creates experience not products.,” Red Bull believed in selling experiences and not its product, experience beyond insanity, to prove “Red Bull gives you wings,” A man jumping from 12.8k ft above the ground level, created massive stir on the internet platform stitching the wings of Red Bull as a boosting brand. A tagline hard to forget “Red Bull gives you wings has humanized insanity for the younger audience, an omnichannel marketing strategy, heard everywhere, visible all around you take your eyes to a triumph of marketing strategy. A brand inspired from an Asian drink in Thailand, forecasts 43% market share eliminating the concussion beyond racism, sexism and divides to unite the faith of sport and belief in one product.

A business if not a brand is a commodity, they said, Red Bull being an unknown and undesired commodity, as the market before Red Bull did not know they needed it, transformed itself into the brand for the people. Marketing's utility as trump of ace created a buzz, still felt by the market, for a brand like Red Bull, marketing is a make-or-break bridge, Red bull played their "Ace" right, forfeited the global market, where marketing of the same product was "Banned."



Treat The Moment Right To Trick The Moment Tight

- Mahek Chotrani

Advertising is an indispensable element of PR for any brand but for it to be successful the ingredients should be rightly timed and delicately cooked. A tiny hitch & you find your brand in a PR tragedy.

A missed moment or an ill-timing can doom even the most expensive ad campaign.

Ready to cringe? Let's dive into the ad campaigns that went wrong over the years -

1. Dear Prachi, Ad campaign by Bombae (2024)

Bombae, a sister brand of Bombay Shaving Company featured Prachi Nigam, an Uttar Pradesh class Xth Board exams topper who unfortunately didn't only grab eyeballs on social media for her spectacular academic performance but also her physical traits.



Here's what happened - the brand published a full-page content piece that stated "Dear Prachi, they are trolling your HAIR today, they will applaud your A.I.R tomorrow." followed by a tagline "We hope you never get bullied into using our razor".

The brand was rightly criticized by the masses for its brutal and stereotypical vision of women's facial hair.

"A user commented, "Isn't this advertisement bullying Prachi on a national level? It would help if you had a better copywriter. This is disgusting."

2. MakeMyTrip's unpleasant route to mishap (2023)

MakeMyTrip encountered its fair share of criticism for the print ad, intended to capitalize on the day of the India-Pakistan match during the World Cup. It cast the phrases said by former Pakistani cricketers as an opportunity to mock while offering discount codes based on how many wickets or by how many run differences Pakistan would lose the match. These discount codes were offered to Pakistani fans if they decided to stay at its homestays or villas after India won the match.

The discount codes were also phrases like 'boys played well', 'ek shaheenhaar', and 'no mauka mauka', which have been used to make fun of the Pakistan team, every time they lose a match.

A user commented, "As an Indian, I want to apologize to every Pakistani person for this ad. This does not represent Indian values. It only represents the worst among us."

"It is good-natured ribbing," defended Ashish Khazanchi whose agency Enormous was behind the ad.

3. L'Oréal's Shot ads (2022)

The brand's misconduct in the advertising arena has been called a case of 'Spit and run advertising'. In the fragrance market, sexual connotations and casual sexism are the gold mines.

But their "IT" strategy crossed the ethical boundary this time as two of its ads seemed to promote sexual violence against women. The two advertisements feature a group of men and a woman, first in a room and the other in a grocery store. The men discuss taking a "shot" at the woman, one might assume that the camera would've been zoomed on the bottle, but instead, it was zoomed on the woman, a pun deemed "disgusting" by several viewers.

The ad fumed the vocal viewers and several Twitter users started calling out the brand for promoting rape.

"How does this kind of ad get approved, sick and outright disgusting." a user commented.

Several users even tagged the Advertising Standards Council of India (ASCI) on Twitter asking them to "take it off the air".

"Thank you for tagging us. The ad is in serious breach of the ASCI Code and is against public interest. We have taken immediate action and notified the advertiser to suspend the ad, pending investigation." they replied.

Tickle your Brain!

1. Name this sneaker and sportswear brand that provides outfit to Man City and has a strategy of sponsoring upcoming stars with high potential rather than current celebrity champions.

- a. Nike
- b. Puma
- c. Adidas
- d. Reebok

2. Which major drinking water marketer has decided to try out water in aluminium cans to improve recycling and reduce plastic usage ?

- a. Coca Cola
- b. Aquafina
- c. Pepsi
- d. Kinley

3. Which brand of apparels is running promotion campaigns in US where they ask the customers to take a picture of theirs wearing their branded dress and get a coupon that gives a '21' % off in the next purchase at their outlet?

- a. Zara
- b. H&M
- c. Calvin Klein
- d. Forever 21

4. Which cosmetic brand has an augmented reality app 'Modiface'?

- a. L'Oreal
- b. Sephora
- c. Lakme
- d. MAC

5. To which brand did Karhu Sports sell its logo for \$ 2000 and two bottles of whiskey?

- a. Nike
- b. Adidas
- c. Puma
- d. Bata

Answers: 1. Puma 2. Pepsi 3. Forever 21 4. L'Oreal 5. Adidas

Did You know ?

- a. Forget your Big Macs and double quarter pounders with cheese – McDonald's originally sold hot dogs not burgers.
- b. Starbucks uses over 93 million gallons of milk per year, the equivalent of 155 Olympic-sized swimming pools.
- c. The Facebook colour scheme is set to blue because Mark Zuckerberg suffers from red-green colour blindness
- d. Coca-Cola gets a second nod in our fascinating facts about the world's most famous brands. The drinks giant spends an average of \$4 billion on branding each year. It pays off, though – 94% of the world's population recognise the red and white logo.
- e. A World class controversy revolving around a blue bird, Twitter's famous blue bird goes by the name of Larry.

Brand Glam

Activity- Identify the brands with respect to their past logos

