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Volume 1 | Edition 8.0



**N. L. Dalmia**<sup>®</sup>  
**Institute of Management  
Studies and Research**  
(A School of Excellence of N. L. Dalmia Educational Society)



# Brands That **Move Hearts And Minds**

The Outstanding  
Success Of Amazon

Understanding Apple's  
Formula For Success

Recognising  
Customer's Emotions

Why Customers Care  
About Certain Brands?



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**Ideas come alive when brands are crafted. Brands start breathing when marketing steps in.**

Creating and executing brand campaigns and establishing one's brand in consumers' minds play an important role. Every brand manager and marketer focuses on attracting and retaining the right audiences. As B-school students, it is integral to understand the heart behind brands and consumers themselves. As the art of branding in the VUCA world is of utmost importance.

Keeping this current scenario in place, we at Team MarkX – The Marketing Magazine of N. L. Dalmia Institute of Management and Research, has given an opportunity to the young leaders and aspiring marketers across B- Schools to share their views on "Brands that move hearts and minds" .This magazine entails intriguing insights and articles from industry experts, students from top B-schools and bright minds from N. L. Dalmia.

We have also created special segments that help readers understand what a day in a life of a strategy head looks like from a top media firm along with insights on placements and growing as a marketer from an industry expert from a top FMCG company.

On this note, we present to you MarkX Edition 8.0.

Hope you enjoy this short yet insightful edition!

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# About Us

Located at Mira Road, N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) was established in the year 1995 by the late Shri Niranjanaalji Dalmia with the vision to become a world-class management Institute. Currently, we rank among the top B-schools of India and one of the most preferred business schools in Mumbai.

We commenced our academic program in the year 1997 and are known for being one of the fastest evolving B-schools in India today. We believe in creating, nurturing and transforming business leaders through academic rigour, coupled with holistic exposure to the industry.

NLDIMSR offers a 2-year full-time PGDM (AICTE approved), 3-year part-time degree programmes in Marketing, Finance & Human Resource (Affiliated to University of Mumbai) and a one plus one Global MBA degree in partnership with University of Wisconsin, Parkside, USA (AACSB Accredited State University) apart from being a recognised Research Centre for Ph.D. programme of University of Mumbai. Adhering to our long-term vision and looking at the ever-expanding role of data to make better organizational decisions, we recently flagged off the 11-month PG programme in Big Data and Advanced Analytics with SAS.

Our faculty has established industry veterans and scholars with their research papers published in various prestigious national & international journals. Our scrupulously designed curriculum empowers students to meet the evolving industry requirements and updates them with the latest trends. At the end of the first year, as a part of the curriculum, our students are encouraged to take

up full-time internships to get hands-on industry experience and understand the corporate culture.

We have been growing strength to strength since 24 years, striving to establish new norms of excellence and fast emerging as a prominent B-School in India. The Institute has seen consistently high ratings in terms of recruiter perception, with students serving as successful ambassadors in reputed firms.

**THE INSTITUTE IS  
ISO 9001:2015  
CERTIFIED AND HAS  
BEEN ACCREDITED  
'A' GRADE BY NAAC**

In addition, it also enjoys the Premier College status by ASIC (Accreditation Services for the International Colleges), UK. We are ranked A\*\*\* at the State level and A\*\* at the National level by CRISIL



Congratulations!  
MarkX team, on another fantastic edition.

Understanding future trends is the key to growth, students should be encouraged to explore and form opinions on the upcoming trends. This keeps them updated and develops confidence. The team has done a fabulous job in coming up with 'Brands that move hearts and minds' and has delivered insightful articles.

Credit goes to the faculty mentor for being available for the support and guiding students towards the direction of growth. At N. L. Dalmia we believe in 3As Acquire, Apply and Assimilate. Knowledge acquired must be applied and assimilated over the time to develop expertise. Application of knowledge is crucial for any management student to become a successful business leader. As aspiring future business leaders, I would want to encourage all students to keep engaging themselves and to embrace learning as a continuous endeavour.

**Prof. Dr. M. A. Khan**  
Professor & Director  
(NLDIMSR)

Dear Readers,

It gives me immense pleasure in publishing the eight edition of MarkX, the e-magazine of the Department of Marketing. I take this opportunity to congratulate the team of students and members of the faculty involved in coming out with this e-magazine, each time with a contemporary theme. The credit to its success goes to the patronage of N. L. Dalmia Educational Society, dedicated students, and of course the committed faculty team. The theme of the current edition of MarkX is dedicated to **'Brands that Move Hearts and Minds.'**

The pandemic has taught us to be compassionate and empathetic towards society at large. Corporate world has been talking about sustainability since ages; the brands too realized that it is not enough to be focussing merely on the product / service, but it is imperative they need to weave the narrative behind the product/services and evoke the desired emotion in consumers' minds. To achieve that, brands need to be fiercely competitive to stand out in the cluttered crowd of brand war. The budding marketing minds have captured branding strategies that are successful in touching our souls through this e-Magazine.

On behalf of N .L. Dalmia Institute of Management Studies and Research, I thank each one who has contributed to this e-magazine.

Best Wishes!

**Dr. Joyeeta Chatterjee**

Dean Academics,  
Professor and HOD  
Marketing.





Marketing is all about creating, communicating and delivering value. Today emotions and rationality goes hand in hand for a marketer. 'Brands that move hearts and minds' is a very pertinent theme as it emphasizes the emotional and rational aspect of a brand. Emotion emphasizes the emotional aspect of a brand and rationality emphasizes the logic and reasoning aspect.

I hope all the readers will enjoy the various articles pertaining to this very relevant theme of 'Brands that move hearts and minds'. I sincerely thank all the contributors for their articles and wish Team MarkX all the very best.

**Dr. Baisakhi Mitra Mustaphi**

Associate Professor,  
Marketing and Faculty Head MarkX



# **CORPORATE ARTICLES**



## **CAMPUS PLACEMENT GUIDE:**

# Get the job of your dreams !

An interview with **Ms. Garima Jeswani**,  
(Manager at Unilever)

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*Garima joined Unilever in 2019 as a management trainee under HUL's flagship UFLP program. After 10 month of training across multiple divisions, she took over the role of an Area Sales Manager in Eastern UP handling personal care business. She currently works with the e-commerce team at HUL, as the key account manager for Big basket.*

## **W**hat are your top three pieces of advice for a student who wants to go big in the marketing industry?

My first piece of advice would be to observe, and by observe, I mean both people and brands. A lot of times in marketing, we say that people do not really express what they actually need. A good marketer can read between the lines, read beyond words, and thus, if you want to be a successful marketer, you must master the art of understanding why people do what they do. Talking to them and observing them helps you identify consumer needs. It helps you really pinpoint consumer insight, which can help you make your next big product.

Simultaneously, you observe what other brands are doing around you; this helps you to generate ideas and decode how the market is moving. So you're observing people, learning how their psyche works, and how people behave, while observing brands, you'll know where the market is moving, what a specific brand is doing, and you'll really generate great ideas.

The second big advice would be to get comfortable with data. There are times when people say certain things, but you need concrete numbers to put your money and investments behind some big idea or some big brand. No company today will work unless we have substantial data to prove our hypothesis etc. So, get comfortable with numbers, get comfortable with software like Excel that deals with or works around numbers. If you are not comfortable dealing with numbers, then it can be difficult to go big in marketing.

The third piece of advice would be to understand that, while marketing is a big part of the job, you can never



**You can't win the hearts and minds of the masses unless you inspire them you must lift their spirits and enliven their hearts.**



be a successful marketer unless you understand how the product sells on the ground. So, the third piece of advice would be to get comfortable with sales. Do things in college that will put you in frontline sales challenges. Be it selling something as simple as a ticket for your college festival, selling tickets for some workshop, or going on the ground and selling some physical product.

### **What skills are a must have for an organization?**

It is a mix of professional and soft skills. Comfort with data and the ability to use data-related software such as Excel and others will rank highly among professional skills. We obviously look for people with front-line sales experience. For soft skills, if you are someone with the right attitude and cultural fit with the organization. The last part of marketing is really putting the effort into understanding things on the ground, both physically and mentally. The other important thing will be how good you are at understanding and reading people, because marketing is meant to deal with a lot of consumer insights.

### **According to you, what is a challenge or gap that a recruiter faces while hiring a candidate?**

If the candidate is extremely bad with numbers, does not have the right attitude, or is not at all organized, if you are really disorganized and if you really feel that you can't put structure to your ideas, can't think in the right direction, then that could be a major challenge.

### **How should students prepare for interviews to ace them?**

There are three things that students should do: 1) Get your basics right: Ensure that you understand and know what you are saying. You should have enough

theoretical knowledge about your domain.

2) Keep your thoughts organized; many people just go on saying everything in response to a question. Keep your responses as focused, crisp, and sharp as possible. Ensure that you are honest with the interviewer. In many interviews, people attempt to project a version of themselves that they are not. This will not only harm you in the long run, but it will also harm the organisation you are joining because you will not be a good fit.

3) Get yourself mentally ready to project your true self. If you do not know something, say openly that you do not know it. As long as you have the right attitude and you are a good fit for the culture, I don't really feel that the interview should be a problem.

**If you had to go back in time, what would you do differently while preparing for the placement season?**

I would have compared myself less to my peers. On campus, during this season, we tend to go around asking a lot of people how prepared they are for things, where they stand. Or a lot of them keep getting

placed, and your placement may get a little delayed, which adds to your anxiety. which might put you under immense pressure for the next interview you go to. I would have probably not done all those comparisons to stay out of the so-called race that gets created on campus during the season and would have rather kept myself calm and given my best in the interviews and then left the rest to destiny, perhaps.

I would have remained calm and avoided putting myself under unnecessary stress.

**How important is self-evaluation before an interview?**

Self-evaluation is obviously important before any interview. The first reason why it's important is that it helps you understand what you want out of this entire process. You will be doing that role for the rest of your life, no matter what company you are assigned to or what role you are assigned to. So, choose your path wisely because you will be living that life every day. Placement is not something that is completed in a single day in college and then you are happy-happy. It is literally the rest of your foreseeable future. So, ensure that you check with yourself if you are applying for the kind of job that you really want, and then go there even if that means you need to make certain difficult choices at this point in time. The second reason self-evaluation is important is because you need to understand yourself to be able to decide what kind of company you want to go into. If you feel that the kind of person you are is not a cultural fit with the company that you are going for an interview with, then it does not make sense to just go ahead and do it for the sake of doing it. So, ensure that your ways of working and the kind of person you are are a good fit for the company that you are interviewing for.

The third reason why self-evaluation helps is to understand where you stand in the larger scheme of things. Obviously, there are 100s of people on campus, and if you have a fair understanding of where you stand among that group, you can set the right expectations for yourself and get rid of that excessive pressure, we keep putting on ourselves to reach goals that are probably not actually your goals.

So, self-evaluation is a really important part of the process, and it really helps if you do it because not doing so can create a lot of problems in the long term.



# A QUICK PEAK INTO THE ROLE OF BUSINESS DIRECTOR STRATEGY AT WAVEMAKER INDIA (GROUPM)

**Mr.** Ravi Sharma, a media and research professional with a decade of extensive work experience servicing and consulting clients from big FMCG, Telecom and Media industries. Over the course of his vast experience working on different categories, he has constantly built his skills, contributing deep insights to design effective data driven campaigns.

## What is a day in your life at Wavemaker like?

Each day is filled with excitement and new challenges, be it for on-going campaigns or creating approaches for new campaigns. Each day, we liaison with multiple teams like buying, planning and activations to ensure campaign deployment is in line with brand strategy.

As soon as I enter the office, each day is filled with excitement and new challenges. From managing on-going campaigns to strategizing on new brand campaigns for our clients, we communicate with multiple teams from media buying, planning, and activations to ensure campaign deployment is in line with brand strategy. This mainly involves budget management (not overshooting the budget), evaluating creative performance, audience performance and market performance.

## What goes behind the process of creating brand strategies that move customers' hearts and minds?

The heart of all brand strategy is core consumer insight. Success in brand strategy involves mapping consumer insight with brand purpose and crafting campaigns around the same. We truly believe in provocations and exploring approaches that have not been tested before, as in the sea of campaigns, we would want to stand out. This requires keeping



yourself updated with new technologies, the shift in the media landscape, which continues to evolve at a rapid pace because of the growth of the digital landscape and tracking competition & category trends.

## What are the biggest challenges you face as a strategist on a daily basis, and how do you tackle them?

The success of brand strategies depends on their translation from paper or PowerPoint to successful implementation. This involves continued liaison with multiple teams to ensure proper transfer of strategy details. Hence, communication is the key challenge,

as it requires translating strategy into a language that can be universally understood as we talk to different teams and personalities within them.

**There is a common notion about agencies' tight timelines, how do you manage to deliver quality given this challenge?**

Though not entirely true, we function with proper standard operating procedures to ensure timely

deliveries, as rushed implementation could lead to a disastrous campaign. However, in order to ensure timely executions, you must be constantly alert. With consistent communication and SOPs, it becomes easy to set and meet client expectations. In cases of urgent deliveries, we ensure that it might take us an additional 2 hours to implement it, but a rushed implementation would tank the entire campaign. Thus, maintaining a proper balance of time and accuracy is a must.



# BRANDS WITH PURPOSE GOES A LONG WAY

Brands tend to have an overarching and inherent ability to influence and reshape people's views and habits. Biggest brands understand this ability as a driving force behind their success. Hence, what leads to the success for a brand is having a purpose, something that will pave the way for them in the long term. A purpose is paramount to make the brand sustainable. Let's hear it from *Rupen Chawla who is Senior Brand Executive at HUL.*



Believe in something. Even if it  
means sacrificing everything.

 Just do it.

It is true, tried and tested that purposeful brands are the ones that stand the test of time due to the image/associations they manage to build with consumers. This purpose is what gives identity to the brand. It builds perception of the brand beyond the product it sells to the consumers, and beyond the profits it makes for the organization. A brand with a social purpose can move mountains by doing the right thing. For instance, Nike's "Don't do it" campaign is viewed by many as a risky venture being opposed to its "Just do it" motto. But Nike showed the strength that the brand holds when it comes to communicating to believers. For a brand to succeed a differentiator nowadays can be having a social purpose that sets them apart in monopolistic market situations. Taking a stand against the right thing aids a brand having a diehard followership.

The campaigns should however be close to the brand and related to the category in which it operates. Something that is within the bounds of its identity and within its need scope. For instance a brand that is defined as a more individualistic yet extroverted one may promote the power of togetherness and joy of empowering others. Every brand can potentially have self-imagery of its own.

Hence, brands of all categories can also have the potential to move Hearts and Minds of consumers in their own ways, provided their hearts and minds are in the right place themselves. This is, provided they have deep rooted foundations or consumer associations.

But, what is important here is walking the talk.

Purpose may give the roadmap but acting upon it is the key skill. I believe what moves consumers' Minds is what "brand say" is and what moves their Hearts is "Brand do". "Brand say" and "Brand do", a concept coined by Steve Miles, is an industry wide concept, something against which brands are still evaluated. An action led approach is what makes these brands legendary. Brands who really want to make a difference apply Brand say and Brand do each and every level of their being. They should apply this with all stakeholders, that is the employees, with operations and their collaborations. These brands can manage to build an ecosystem by having aligned Say and Do measures which can really Move hearts and Minds over time.

It is also imperative that the actions of the Say and Do matrix are evaluated and anything that is beyond the dimensions is uprooted. Brands that we know of as famously today may make changes to smaller elements which are beyond what they represent, but their essence remains intact. Certain age-old brands like "Glow and Lovely" may have changed even their name but not the purpose, that is, empowering women to make their informed choices.

Standing up for the right thing can help brands come out of the crisis, while those without purpose, direction and action risk getting left behind.

# TIPS TO NURTURE RELATIONSHIP WITH CUSTOMERS

*Let's hear it from Executive Vice-President at Vodafone India*

Consumers don't care about our brands! This is the biggest lesson I've ever learned as a marketer.

As a brand manager just starting my marketing career, I would spend many hours with consumers trying to understand them as well as the basis of their interactions with the brands I managed. And to my surprise, they were never sure which brand of soap, toothpaste, or chocolate they consumed last. Then how do brands move hearts and minds?

This fact became clear to me while working as the brand manager for Cadbury Celebrations between 2008 and 2012. When I took over the portfolio, the brand was in a dire state. The brand was struggling to grow despite having lovely advertising featuring none other than Amitabh Bachchan.

As I looked at the data, I realised that the brand was created in 1995, and for the first 10 years of its existence, a simple increase in awareness grew trials and hence the business, but by 2005, the brand had already achieved nearly universal awareness, and its proposition of "Rishton mein Mithaas" was unable to drive any further growth.

So, we did what marketers do when they face a challenge. We decided to go out there and

meet consumers. But we decided to meet consumers not just in Mumbai and Delhi but also in the Tier 1 cities of Bareilly, Rajkot, and Aurangabad, among others, to understand how they celebrate Diwali.

When we met consumers in Mumbai, we met a couple who would organise the Diwali party in their building. They were a cheerful and convivial couple. However, Diwali was more about having fun and celebrating than nurturing bonds. The people in the building didn't even know each other; they would just come together a few times a year to celebrate the occasion.

Interestingly, when we travelled to Bareilly, the experience was completely different. Diwali was a close-knit family affair with close

friends and family. The depth of the relationships was indeed quite intense. There is a line that I still remember. The consumer with whom we spent time was the tenant, his landlord would live on the ground floor. The tenant mentioned that both their children have been going to school together for the past 7 years and everyone in the school thinks that the children are brothers.

These consumer interactions helped us understand that the Diwali that we experienced a generation ago was truly about nurturing relationships. But with growing urbanisation and the fast pace of our lives today, it has become a transactional affair. This magic still exists to a limited extent in smaller towns.





Toh iss  
**Diwali**  
aap kisse  
**khush**  
karenge?



Cadbury  
**Celebrations**  
RICH DRY FRUIT  
COLLECTION | कुछ मिठास हो जाये.

Hence, the consumer insight that we found was that in a world where the fast pace of life has left us little time to genuinely invest in relationships, why don't we make Diwali a national happiness break where consumers come together and spend time with their loved ones?

This insight led to the iconic

Cadbury Celebrations proposition, "Toh Iss Diwali Aap Kise Khush Karenge?"

However, a proposition is only as good as the communication and activations it's able to inspire. Over the years, the Cadbury Celebrations, "Toh Iss Diwali Aap Kise Khush Karenge?" have resulted in some truly iconic activations.

In 2008, we launched the proposition with some lovely communications, including the Cadbury Dairy Milk Postman Ad which was the setup for the thought, followed by a montage of people who you could make happy on Diwali. The Khadoos Chacha and Office movies films were released in 2009. In 2012, we created the film "The Lonely Maa which went viral, and in 2012, we also did a Cadbury Celebrations Airways activation (Through a radio contest, we transported those who were unable to return home for Diwali from Mumbai to Delhi.

In recent years, this proposition led to a Cannes-winning piece of work where Shah Rukh Khan was leveraged to create personalised TV ads to support your neighbourhood retailer.

The big takeaway for marketing students is that brands that move hearts and minds begin by meeting a genuine consumer emotional need, which the brand can then leverage as its proposition. Hence, in solving the consumer's issue, the brand generates goodwill and genuine affection from its consumers.



# **STUDENT ARTICLES**



*Chinmay Joshi*

Brands that move

# hearts & minds

## NIKE

STUDENT ARTICLES



**We** ask questions to learn more about people when we first meet them in person. We pay attention to their stories, concepts, viewpoints, and beliefs. We seek to learn their narrative while also sharing our own. The ultimate aim is to connect, to discover a compatible partner for friendship, romance, or a combination of the two who shares some of your interests, dislikes, or beliefs.

The rules of business don't change. A key component of creating your brand is using all possible alternatives to market that product. It helps to shape public perception of you and makes it possible for customers to start developing feelings for you and your business. Put the correct foundation in place, and you'll be able to create a thriving business.

It is wisely said by Mr. Jeff Bezos, "A brand for a company is like a reputation for a person." "You earn a reputation by trying to do hard things well."

Nike is the brand that has moved the hearts and minds of many customers. Nike was founded in 1964 by Bill Bowerman and Phil Knight with \$1200 in the bank. The company was originally called "Blue Ribbon" which later became "Nike Inc." in 1971, named after a Greek goddess of victory. The main reason is that Nike focuses on product quality and creating products that help average consumers as well as high-net-worth individuals.

Nike respects the customer and understands the value of offering a high-quality product, as do the majority of industry leaders. Nike's approach to being able to charge high prices for its products heavily relies on quality and longevity. Their brand is known for offering top-tier products to athletes that enhance their performance. According to one report, Nike consistently emphasises customer's demands and preferences when communicating with them. It intends to improve your life at whatever you are passionate about (whether that is basketball, running, jogging, etc.) and to improve your general health. The second main reason for choosing Nike, according to the company's marketing pitch to customers, is Nike Thrives and Excels. Because competition exists, they always like to stay ahead of their competitors.

For instance, Nike launched its website before its rivals, Foot Locker and Adidas. This surpasses Adidas by 7 years. Additionally, it should be emphasised that the internet sales figures show that Nike outsold

**“What separates good content from great content is a willingness to take risks and push the envelope.”**

**Brian Halligan,  
CEO & Co-founder,  
HubSpot”**

Adidas in 2011 by a factor of more than four. One of the earliest sports apparel firms to use social media was Nike. I also think that they used emotional marketing to market the Nike product.

According to many articles, Nike offers emotional branding that taps into the idea of heroism. It is observed that they depict tales of a person's endurance and struggle against an "internal villain" and how they ultimately triumph. They use the catchphrase "Just do it" as a mantra for people to use when pursuing their objectives. To appeal to everyone and get more attention from customers, Nike collaborated with various sports. Nike is associated with the Olympics, FIFA, the NFL and the NBA. Nike also uses digital marketing and campaigns like "Fuel Your Team," which was connected with the Fuel brand. The Times Square billboard in which Nike allowed people to design their shoes and have them displayed on billboards, as well as many other campaigns they had run to market their product and establish a position in the minds of customers.

Indeed, Nike has used all the parameters that helped promote their brand to consumers and that has helped consumers stick with that brand.

# Childhood Memories With Maggi



**Aastha Parab**

I refer to Maggi as my all-time favourite snack because Maggi is not a food, it is nostalgia. It is evocative of childhood. I recall it as a memory, one that is difficult to dismiss. I remember the fight during school lunch break for the Dabba wali Maggi. I remember the fight with my sibling for some extra Maggi. I remember it because it reminds me of my first cooking experience (blow's a chef's kiss) and, of course, the Hot Pahadon wali Maggi!

I would like to call Maggi "my childhood in a bowl."

But what is it exactly?

A brick of instant noodles that you crack in half over boiling water and then cook with a flavouring powder provided with the packet.

Entry of Maggi into India:

Nestle created Maggi in Switzerland primarily for working women who had limited time to prepare meals as a result of the 'Industrial Revolution'. In India, Maggi Noodles were introduced with a similar focus on working women. As a 'convenience product' and an alternative to meals and dinners, they were positioned in this way. Given that India has a large proportion of women compared to other nations, Nestle advised businesses to target this market. However, it was a total failure since the people's dependence on rice

and roti was strong and difficult to break. Following a market research, Nestle concluded that 'Maggi' needed to be marketed as an alternative to 'evening snacks' and a product for 'in-between' meals.

Nestle also discovered that Maggi Noodles were well-liked by kids. Nestle altered its focus from working women to 'children' as a result. They were the ones willing to accept delicious cuisine. Then the advertising effort for Maggi began, positioning it as a two-minute snack. Mothers found it simple to prepare food for their children's snacks in less time and with little effort thanks to the '2 minutes cooking' selling point. Children's emotional ties were forged as a result of eating Maggi, which satisfied their hunger and made them happy. After seeing how much Indians adore masala, the company even introduced various masala flavors to appeal to the public.

And so my enduring love with Maggi began. Although it wasn't a regular, Maggi was always available, either on the kitchen shelf or in the grocery store next door, as a mouthwatering comfort. I imagine that Maggi got smaller as I got older, but my craving for it persisted. Maggi, unlike many high school crushes, remained with me throughout college and my

early years as an adult. Due to its popularity among consumers of all ages, Maggi is regarded as the top noodle brand in India. I found that the two things that tie people to Maggi are happiness and memories. Since hostel food isn't particularly great, many of us enjoy a nice bowl of Maggi after college and at night. It's remarkable how simple it is to make Maggi with friends. Nestle's Maggi was even outlawed in India in 2015 after high levels of lead and MSG were found in the company's noodles. The restriction was lifted the following year after the business raised its safety standards.

Despite the controversy, Maggi noodles have been reinterpreted in a variety of ways as the nation's street food culture has developed. Hence, it is rightly said, "What Xerox is to photocopies and Colgate is to toothpaste, Maggi is to noodles in India."

# Let's Talk About Our Favourite Brands



**Kraya Shah**

**In** marketing, a phrase you often hear is “winning hearts and minds.” Intuitively, we understand this refers to the roles that emotion and information play in connecting with your audience.

A few stories of brands that are loved by the customers.

## **Airbnb**

Today the site includes more than just private homeowners – many hotels offer rooms for rent via the site, too. And you won't just find places to stay, either. Hosts also add to the appeal of AirBnB by offering their extra amenities like home gyms, swimming pools, rooftop patios, and more the company now provides a space for hosts to offer experiences, as well as places to eat. Instead of telling the company's story, they get their customers to tell their stories. This is so important to Airbnb that they have a whole section dedicated to “Stories from the Airbnb Community.” Stories. Front and center. Their YouTube channel has over 200,000 subscribers and is frequently updated with new stories, reviews, and profiles. One such video in 2015 revealed that 550,000 people stayed in Airbnb properties for New Year's Eve, in over 20,000 cities.

## **Nike**

Nike has understood and has been leveraging the power of great storytelling longer than most people have been online. In 1999, the brand released a one-minute “commercial” that commemorated the career of Michael Jordan. Despite being commissioned by Nike, there was no mention of the brand until the film's closing seconds in which, over a school photo of Michael, the brand's slogan “Just Do It” appeared, followed by the classic Nike logo. New product launches are typically a story rather than a press release. The post for the Fearless One's collection debuting this month comes with plenty of backstories, quotes, and the anchor philosophy behind the new range. And yet Nike doesn't just tell its own stories:

they're pretty passionate about giving others a voice, as well. One of their best is the Equality campaign, with the goal of “celebrating differences and inspiring change through the power of sport.”

## **Amazon**

Amazon launched its first marketplace in India in 2013 amidst competition from the unorganized retail market. Fast forward 7 years later and it is now worth \$16 billion with a 30% market share. Amazon rolled out a unique way of storytelling with its Amazon Storyboxes revolutionizing packaging. Each Storybox bears a photo of the seller and a QR Code on the packaging. Scanning the QR Code leads customers to seller stories which is a section on the Amazon India site and app. What a brilliant way to highlight the background of small and medium business owners that are making a living on Amazon! Amazon has made a conscious effort to bring sellers into the spotlight and allow customers to connect with them. This campaign idea #IAmAmazon is a simple yet effective way to host an interactive feature on otherwise ordinary packaging.

## **IKEA**

The Swedish furniture company IKEA uses brand storytelling to enhance the value of its products. They take what was previously mundane (pieces of plastic, wood, and metal to put in your house) and turn it into something fun, hip, exciting, and friendly. Humor is an excellent resource when telling stories, and IKEA does it masterfully. The video toes the line between inappropriate puns and other funny stories while delivering the real message: IKEA furniture improves your life. Furniture, as their branding shows, is more than decoration. The company even hired someone to personally answer every question, posing as the “Shelf Help Guru.” These answers involved hilarious memes and of course, links to IKEA products that were relevant.



**Keshav Singh**

# Brands that move **hearts & minds**

## **The Outstanding Success Of amazon**

I am a student at IMT Nagpur (Batch 2021-23). As a marketing student, I've researched a lot of brands. I shop online more than 50% of the time on websites like Amazon, Myntra, and Flipkart, yet each of these places has a unique quality. While Flipkart and Myntra each have their own USPs, I discovered that Amazon's service stands out above the rest.

I once ordered a set of clothes from Amazon and discovered that one of them was a smaller size than the other. When I immediately complained about the product, I learned that it was not returnable, which was really upsetting. But a few hours later, I got a call from Amazon customer support, who urged me to keep the garments with me and promised to refund all of my money. I am very satisfied with the service and received a full refund. I have never experienced this kind of service on any other platform. Safe delivery of the goods and excellent support in case of any problems are always guaranteed; Amazon is firmly fixed in my heart and mind.

Fast and secure delivery are two things that we, as customers, look for when making purchases online, and Amazon excels in these areas. An incredibly reliable supply chain ensures your customers receive

their products ahead of the scheduled delivery date. A strong relationship between the customer and this type of service is always formed. Amazon has expanded its operations into several different industries, including content distribution through services like Amazon Prime or Amazon Prime Music, Amazon AWS, Amazon Pay, Amazon Luna, Amazon Appstore, and Amazon Alexa. It is among the top businesses in the world, and its growth rate is also very strong.

Why Amazon is successful?

### **A customer focused Approach**

Amazon has always put the customer first and the company has always been customer-centric.

**Huge number of SKUs-** The global SKU count for Amazon is enormous and its product reach is far greater.

**Overnight Delivery-** When Amazon introduced its overnight shipping service, it drew many time-conscious clients.

**Outstanding Customer Service-** The customer service is superior to that of its rivals and if we file a complaint, we will receive a response as soon as possible.

**Loyalty Programs-** It offers numerous customer and vendor loyalty programs.

**Constant Innovations-** Amazon has a history of using cutting-edge technology.

**Huge amounts of Data-** Due of its vast data collection, Amazon can make better judgments regarding its inventory and client requests.

**A Worldwide Brand-** With presence across five continents and 20 countries, it is a global brand.

**Quick decision making-** Customer complaints are handled by Amazon using a fairly speedy decision-making process.

**Unparalleled Logistics-** Its supply chain is incredibly responsive, allowing it to deliver goods on time. Amazon's reverse logistics is also impressive, making it simple for customers to return goods.

**Review system-** In 1995, Amazon became the first company to allow customers to write product ratings and feedback.

Building customer relationships is always beneficial to the company, and in order to do so, Amazon possesses two qualities that make it easier for it to do so and to develop lasting relationships with its customers-

### **Trust & Commitment**

Because Amazon upholds its pledge as a company, retailer, manufacturer, service provider, or institution, I am a loyal consumer. It influenced my positive thoughts and behavioral responses, which resulted in me making more purchases. Amazon moves my Heart and Mind.



# Understanding Apple's Formula For Success

**W**hat is there in the fruit that inspired Steve jobs to name the world's most valued brand to pull down one of the most important inventions on the earth by Isaac newton?

It started as a computer manufacturing brand in the era of typewriters to become the most desired mobile category. They have seen many things at Apple from the good sale of computers to getting digressed and losing market share to Microsoft because of ambiguity in minds of customers for the product and lack of targeting.

From being on the verge of bankruptcy to being the highest-valued brand in the world, where the journey faced lots of ups and downs, lots of competition in every product they made may it

be MacBook, iPad, iPods, iPhones etc but the rigger to upgrade and be the best took them to higher scales.

**What is there in the brand that the customer once starts using its product, uses throughout their life?**

Apple has maintained a loyalty rate of more than 90 percent for the past three years in the US, says a new report by research group CIR. In Asia also the loyalty rate is same. When the users were asked about the reason for loyalty, some said the various features while some said its delicate and handy design which is comfortable to use but the major factors which were highlighted undoubtedly were cutting-edge technology and privacy.

Privacy of the user is one of the most important need in the current

scenario and Apple has no-

compromise policy, to support that there are many anecdotes, there was a situation where the FBI approached Apple to unlock an iPhone that they recovered from a suspect and the company straight away denied the request by replying that we can't breach our user's privacy as every user is treated same.

There are many fascinating features like great camera quality stated by some professional photographers, find my iPhone, FaceTime one of the most loved features according to a survey by StatCounter, glitch-free OS, iCloud and many more that make iPhones one of the best in the world.

Another key behind customer retention is their after-sales service and satisfactory query resolution, where customers are treated well, and their work is done efficiently. Many surveys stated that out of 100 customers who visited their service stores 87 were very satisfied whereas 6 were ok with the service and the remaining were not satisfied.

So, the reasons that attract the consumers to the brand can be listed as uniqness, rich experience and endurance of privacy. As apple states "Think Different" so the consumers "Feel Different"



**Meet Purani**



Think different.

# Why Do Customers Care About Certain Brands?



**Sunny Gupta**

**C**oke is just soda; Maggi is just noodles and Levi's are just jeans. Yet consumers go out of their way to select these specific brands over others.

If a brand can make someone's life better, it has a better chance of playing an important role. For brands, overcoming indifference by becoming something that people consciously care about, is not only an important achievement, it can have a great impact on brand desire, loyalty and business growth.

**Brands can influence our behaviour in ways that extend way beyond the point of sale. So, to what degree can the influence of brands wreak havoc on our ability to make rational spending decisions?**

For example: When I make choices about different brands, I'm choosing to create an identity. When I put that shirt on, when I put those shoes on, those jeans, that hat, someone is going to form an impression about what I'm about. So if I'm choosing Nike over Under Armour, I'm choosing a kind of different way to express

affiliation with sport. Once a consumer makes that choice, their relationship with a brand can deepen to the point where they identify with that brand like family and once you identify with a brand, it can shape the way you behave. If someone talks bad about that product, brand, or service, they will be the first to go out and defend.

## **Why?**

Because an attack on the brand is an attack on themselves.

There's an idea in marketing, which is that we relate to brands in the same way we relate to people. It's like, "I love this brand," or, "I hate this brand." Of course, what people say, right, can often be different from what's really going on in their heads.

**So a team of researchers had a thought, "Well, why don't we just ask the brain directly?"**

- They observed the brains of iPhone users and Samsung Galaxy users with an MRI machine while they heard good, bad, and neutral news about Apple and Samsung. Apple customers showed a brain empathy response toward Apple

that was exactly what you'd see in the way you would respond to somebody in your own family. Strangely, Samsung users didn't have any positive or negative responses when good or bad news was released about their brand. You know, it really shows us that Apple has completely defined the market here.

- Most people just don't realize that they are subconsciously choosing brands because those brands have some kind of self-expressive value. Now, brands have stepped in as pillars of our identity.

The most successful brands will earn loyalty and growth by consistently winning the hearts and minds of people. They will increasingly seek to understand what people care most about and be able to respond in highly relevant ways that strengthen emotional connections, engagement and loyalty. These strong brands will not only focus on but be more successful at getting beyond indifference to create legions of followers who truly care.



Tanishka Bakshi

Brands that move

# hearts & minds

## How Brands Communicate With Their Customers

"Products are made in a factory, but brands are created in the mind," said Walter Landor, a world-renowned brand designer and founder of Landor. Many brands have existed in the market for ages to cater to their consumer's needs and satisfy them. Only a few brands believe their motivation goes beyond profit and into making a difference in the lives of those who are associated with them.

**S**ome brands want to create that magical experience for their audience and not just stick to the transactional relationship of selling their products. Buyers may value certain brands. They might become a brand's ardent advocates when they connect with its personality and the lifestyle it promotes.

Consumers believe that decisions about what to buy are rational. They make a buying decision after identifying needs, reckoning possibilities, comparing pricing, reading reviews, and weighing the pros and drawbacks. However, the reality is that this choice is more emotionally loaded than people realize.

Perceptions and feelings have a greater impact on purchases than functional features. According to Harvard professor Gerald Zaltman, subconscious thought processes account for 95% of consumer purchasing decisions. Therefore, even if they may not be aware of it, consumers identify with brands because they stand for the values, ideas, or emotions they like to portray.

A few examples of brands that created a space in the hearts and minds of customers are as follows:

### **Cadbury**

It is at the top of our minds when we think of brands that are emotionally attached to their audience. Cadbury always makes sure to stand out by being relevant to its audience.

Recently, they ran an ad during Diwali called "Shops for Shopless," in which Cadbury used QR code technology so that customers could scan a Cadbury Celebrations package to find local hawkers and the goods they were selling. With the simple addition of a vendor's name, phone number, and a few product photographs to the website, customers may easily advertise and establish a virtual store for their neighbourhood hawkers. Once enrolled, anyone can make purchases by calling, texting, or even making a video call. With an online store, hawkers can continue operating daily without looking for a new location.

Cadbury could have gone the traditional route and shown a family celebrating Diwali, but they understood the ongoing problem of vendors who don't have a fixed stall and have difficulty selling their products and did the noble thing of highlighting it through their ad.

### **Dove**

Dove has always been in the news for its heart-touching and sentimental campaigns. One of its most renowned campaigns is "Stop the Beauty Test." During the arranged marriage process, 3 out of 4 Indian women are rejected because of their appearance. This marriage statistic is telling. Society needs to wake up and see how horrible the pursuit of beauty is. Dove thinks we will find a new universe of beauty if we go beyond height, weight and skin tone. Dove

urges all women who have experienced rejection to share their experiences.

This meaningful campaign was much talked about among Indian women, as it hit closer to home and women could relate their problems to it.

### **Vicks**

Vicks has always strived to showcase the causes it cares about and break down the walls of the biases present in our world. In 2017, Vicks created a film depicting the bond between Gayatri and her mother Gauri, who despite all odds is rearing and lovingly raising Gayatri, which is masterfully captured in this movie. Gauri's struggles with the rest of society as a transgender woman are reflected in the story.

These brands are much more than just their products; they are a reflection of today's society and its issues. Their purpose is to find that space in customers' hearts and minds and make their brand more human. A brand with such a purpose will always remain dear to its customers.



# Recognising Customer's Emotions

Coca-Cola launched its 'Share a Coke' campaign in India with the tagline 'Har Rishta Bola Mere Naam Ki Coca-Cola'. 'Share a Coke' campaign was one of the best campaigns that Coca Cola has ever designed. It just shows how a brand like Coca Cola engages with its consumers by printing different relationships of a human life on the packaging of the bottle. The major goal of this campaign is to increase the market share by targeting teens and young adults.

In today's world of digital era, the way we connect has changed. Coke needed to adapt to this changing environment and needed a campaign that would encourage people to connect with the brand. Coca Cola wanted a big idea to combat this competitive market. Therefore, in the year 2012 Coca-Cola launched their digital media campaign 'Share a Coke'. It first launched in Australia in 2012. The campaign used a variety of ATL marketing strategies like TV commercials and BTL strategies like billboards. In addition, they used an element of experimental marketing where customers could custom make their own bottles. The main success of this campaign was through the digital platform where the users are sharing their pictures on social media with coke bottles carrying a relationship under the hashtag Share a Coke.



**Vatsal Gosalia**



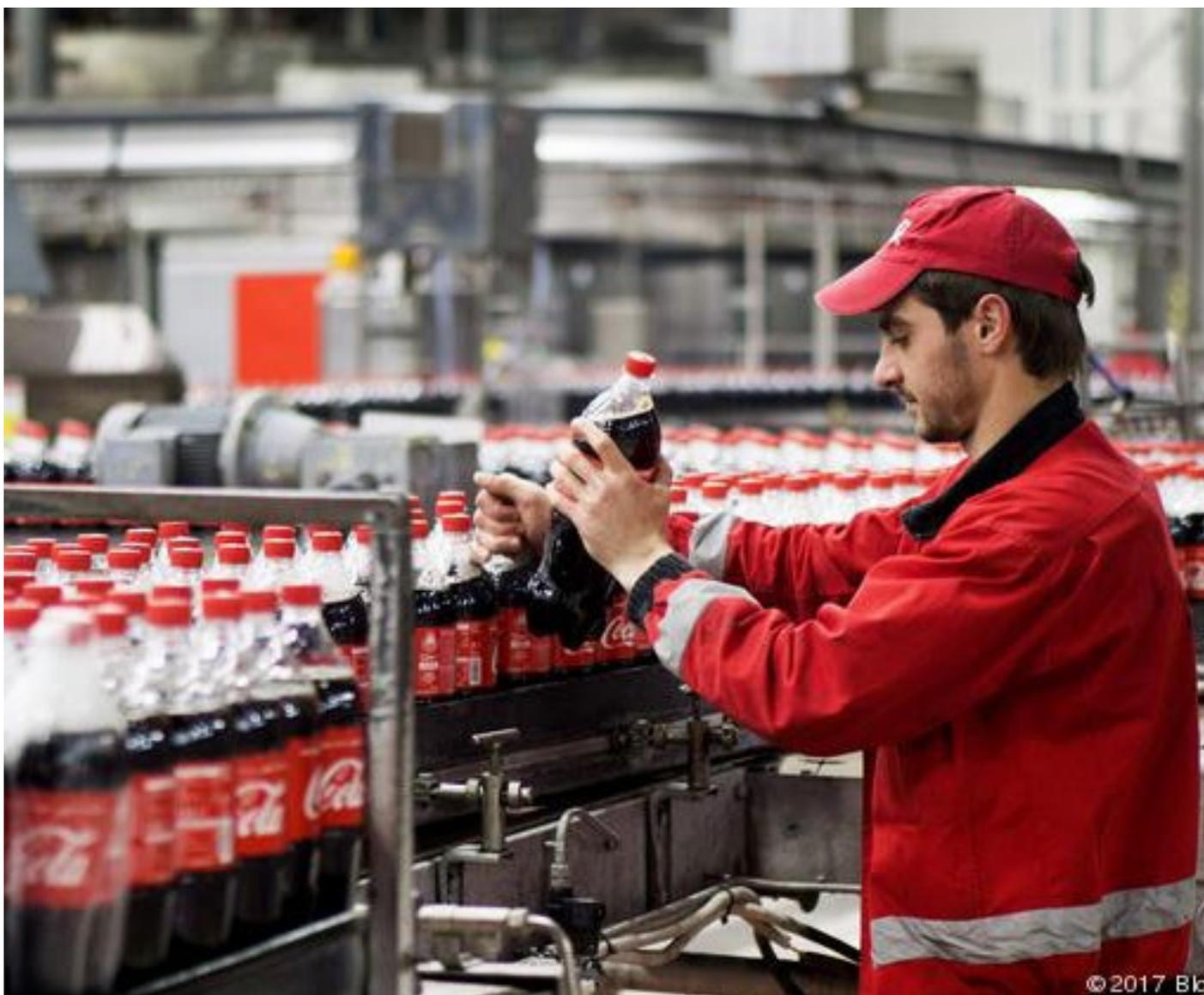
Coca-Cola used a number of strategies in order to make this campaign a great success. First is multi-channel strategy in which coke used different channels like newspapers and TV commercials to promote the campaign but it was mainly through Facebook that the campaign really started picking up. Through Facebook, users participated in a large scale thus the campaign had achieved mass sharing. Second strategy is encouraging participation by creating online media campaign. A huge amount of social media content was been created by encouraging the consumers to participate. This content was been created by targeting consumers who are active on social media. To add more to this Coca-Cola made these target consumer's creative directors of the brand and asked them to promote the brand. Hence, the users started engaging themselves on social media platforms like Facebook, Twitter and Instagram. Third strategy is connecting with the consumers at a personal level.

Coca-Cola is served as a beverage in leading hospitals. It fills a need. There's wholesome buoyancy in its life and sparkle. Its tingling, delicious taste meets a happy welcome wherever it is served.

**"Something that will refresh you"**

Drink **Coca-Cola** Served in Leading Hospitals

You can be sure it is pure and wholesome. Coca-Cola is a pure drink of natural products.



Therefore, Coca-Cola designed the campaign in such a way that it encourages personalization. Consumers like to self-express themselves creatively through storytelling and staying in touch with their friends so, the campaign leveraged on such kind of consumer behaviour.

Some of the results from the campaign -

- Company's website traffic increased by 870 percent.
- The Facebook page grew by 39 percent in terms of fans.
- Around 76,000 virtual coke cans were shared online, a total of 3,78,000 custom coke cans were printed across the country according to The Wall Street Journal
- More than 125,000 social media posts referenced the campaign between June and July of 2014, 12% of online conversations about Coca Cola in that time attributed to the campaign.

Moreover, people who have seen the campaign ads but were not aware of it actively, started to learn more about the 'Share a Coke' ads. Their willingness to seek out information about the campaign is a good indicator of their likelihood to interact with the brand in the future.

'Share a Coke' campaign's success tells us that personalization can only be highly engaging and effective if shared with a wide audience. It does not motivate the customer to share but also provides them with the platform to explore their creative side through customization moreover this campaign taught us that social media can play a huge role in making an impact and can utilized in a customized manner to suit the needs of the consumers as well as the company itself. The untold secret of this campaign was that Coke connected it with its consumers at a personal level. The success of 'Share a Coke' campaign inspired brand fans across the world to re-engage with the most popular soft drink of all time.



**Srijani Roy**

# Brands that move **hearts & minds**

## **Role Of Emotional Intelligence In Connecting With Customers**

“Emotion holds the key to achieving customer experience distinction,” claims Forrester. Brands that wish to stand out from the competition should emphasise emotion.

Recently, I came across an advertisement that won my hearts and minds was from Ariel. The brand focused on the commercial to give the consumers a very deep message – “#Share the load”. It showed that a father had visited her daughter’s house and saw that she alone had to manage both her household work and office. It started from a situation where the daughter came back to her home from the office and she was doing all her household work alone while she was on an office call simultaneously and her son was playing around and her husband was watching television and chilling. She was running

after her son, was making plates ready for dinner and was also assembling clothes and storing them in the washing machine for a wash. Her father noticed that none of the members were helping her daughter and he felt bad and emotional at the same time. He felt bad because he thought that the society didn't feel it was important to teach their sons that they should also help in the household works. It's not only a Mother's job to wash the clothes, It's A Father's job too - #Share the Load. Moreover, her father felt emotional because he saw that her little girl who used to play “Ghar-Ghar” had grown up so fast and now she is a responsible mother and a wife and how hard she is going through managing everything all by herself with a smile on her face. The next day, her father leaves the house and goes back to his house. Before leaving he left a letter for her

daughter that stated – It's so unnatural how differently a boy child and a girl child is raised in terms of the social norms. He as a husband has also never realised how much hardship his wife had gone through while managing the house. In these years, he also didn't feel the need to help his wife in the daily household works. Now, by observing her daughter he realised that the men in the family have a lot to contribute in the household works and made a promise to help his wife from now on. Later when he reached home, he unpacked his suitcase and himself took the clothes for washing, by sharing the Load together. To conclude the commercial ‘Ariel’ used the tagline-“Why is Laundry A Mother's Job? Dads #Share the load.”

# Some Impactful Advertising Campaigns



**Vrushti Doshi**



*Advertisements usually try to sell us something and convince us that buying a given product is the right choice, but sometimes the most creative and successful ads are the ones that try to make us stop and think about our world.*

**H**ave you ever come across any advertisements that have left you with the thought 'what an amazing ad' on your lips? A lot of brands attempt to come up with a thought-provoking ad now and then, but only a few find the way to the customer's heart, and the rest end up either

unnoticed or in controversy. But here's a twist! Some ads that have ended up in controversy have also had beautiful messages in them, like Tanishq. Recently, we have seen a lot of advertisements, but there are a few from 2017 and 2018 that are less talked about.



## **#MaaNahiBhoolti: Domino's (2018)**

Surprised to read the brand name? Well, you're not the only one. I was too! A brand like Domino's usually has advertisements that are usually around their offers: friends and family having some pizza, etc. But this ad was different from the others. It depicted a son abandoning his mother in an old-age home because he and his wife couldn't find the time to care for her. The mother spends her time in the nursing home missing her son and sewing lovely kurtis. She manages to earn some money from the kurtis that she stitches. She orders a Domino's pizza for her son, who enjoys it after learning how to order online from

a friend at the nursing home. Her son, along with his family, visits his mother. They shared some emotional moments while eating the pizza. The video ends with a hashtag that reads "#MaaNahiBhoolti" with the brand logo. This touching ad makes us realise the love of a mother.



**#GenerationEqual: Flipkart (2018)**

"I am a boy, and I love pink!"  
 "I am a girl, and I am crazy about cars!"  
 "I am a boy, and I do cry."  
 "Treat them equally" is a saying we hear commonly. But how often do we actually treat both of them as equals? If a boy happens to show his emotions, "don't cry like a girl" are the words he hears. A girl's dreams are dashed if she dares to dream big. "You're not a boy," she is told. Flipkart takes into consideration these small things that society says differentiate between the two. The ad ends with a beautiful message: "Raise us not how you were raised but like we were born."



**Pehel Karo Shuruwat Karo:  
Wonder Cement (2017)**

"Education is the most powerful weapon you can use to change the world." Nelson Mandela  
 But in a small village, the open grounds beneath and the scorching sun above stopped the children from coming to school. The teacher sees this and decides to do something about it. He visits the cement shop and starts building a small school for the village kids. His partner gathers the villagers, and together they build a school in the village. As soon as the bell rings, the children run towards the school happily. The Wonder Cement advertisement beautifully conveys the message that it is critical to begin a good job, no matter how difficult it appears. Pehel Karo Shuruwat Karo

Brands create advertisements to connect with the audience on an emotional level, creating a brand identity. These advertisements force us to think about and re-examine our actions and the way we have been thinking. They become the talk of the town and are shared and forwarded on various social media platforms, helping society revise its actions a little.





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