MARK X

Edition 2.0

Brands start breathing when Marketing steps in.

markx@nldalmia.in

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Team MarkX

Ideas come alive when brands are crafted.

Brands start breathing when marketing steps in.

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From the 'production era' of marketing to the current 'relationship marketing orientation era', businesses have largely changed their focus. In order to create this relationship in the first place, it is necessary to delight the customers and not only satisfy them. Thus, begins the era of 'customer centricity'. Providing experiences which engrave the brand in the minds of the customers has now become an imperative action for brands.

Keeping this current scenario in place, we at Team MarkX – The Marketing Magazine of N. L. Dalmia Institute of Management and Research, have given an opportunity to the young leaders and aspiring marketeers across B- Schools to share their views on contemporary marketing innovations and practices which have blazed a new trail towards customer experiences.

On this note, we present to you MarkX Edition 2.0.

- Team MarkX

About the Institute

N.L. Dalmia Institute of Management Studies and Research (NLDIMSR) is a business school situated in Mira Road, Mumbai, Maharashtra. It was formed under the aegis of N. L. Dalmia Education Society, founded by late Shri Niranjanlal Dalmia. Established in 1995, N. L. Dalmia commenced its academic programme in July 1997, offering specialization courses in areas such as Finance, Marketing, Human Resources and Business Systems. We at N. L. Dalmia Institute of Management are committed to nurture, empower and enhance skills of future business leaders by providing value based quality education.

ACCREDITATIONS, AFFILIATIONS, MEMBERSHIPS AND CERTIFICATIONS

NLDIMSR is ISO 9001:2008 certified by UKAS, United Kingdom Accredited Services & SGS. With a mission to advance Quality Management Education through Accreditation, Memberships and Value Added Services; the Institute has been awarded "Premier College Status" by Accreditation Service for International Schools, Colleges & Universities (ASIC). The Institute has also been awarded "A" Grade by National Assessment and Accreditation Council (NAAC).

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- Association of Indian Management Schools (AIMS)
- All India Management Association (AIMA)
- Advance Collegiate School of Business (AACSB), USA, European Foundation for Management Development (EFMD), Belgium and European Foundation for Management Development Global Network (EFMDGN), Belgium.
- Bombay Management Association (BMA), Confederation of Indian Industry (CII)
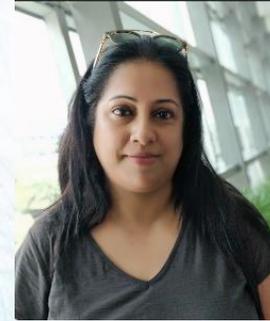
GLOBAL TIE-UPS
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This is a one plus one MBA program where a student completes 1st year (11 months) at NLDIMSR and the 2nd year at University of Wisconsin Parkside (UW-Parkside), USA.

Virginia Tech University
The Virginia Tech Postgraduate Program in Business Analytics is an 11-month program, organised into six sequential units of approximately two months each.

Customer Experience: A Launchpad for Customer Retention

> *"Developments in Conversational AI Technology has made it possible to create smart virtual assistants that interprets the actual human conversation."*

Dr. Joyeeta Chatterjee

Professor and HoD, Marketing

N. L. Dalmia Institute of Management Studies and Research.

Customer experience is what creates or halts brands. In the era of millennials, customer experience is not merely to deliver a good product or service. Every customer these days expect a phenomenal experience with the product or service they consume. The better a brand delivers the experience, higher value does the brand commands from the market. In the current era, the importance of customer experience dwarfs everything else. Experiences create a unique value for customers. They are hard to be imitated by competitors which strongly affect satisfaction, loyalty as well as recommendation behaviours of customers *(Berry, Carbone, & Haeckel, 2002; Pine & Gilmore,1999)*. Moreover, satisfied customers stay longer with the firm and the customer who lasts longer brings in increased revenue to the company *(Ihtiyar and Ahmad, 2012; Sim, Mak and Jones, 2006),* shows lesser complaints (Ahmad et al., 2012) and chances are high these customers come back to the company for repeat purchase in the future *(Hui, Wan, & Ho, 2007; Kim, Kim, & Miner, 2009; Su, Swanson, and Chen, 2015)*

The concept of customer experience was first recognized in the mid '80s when the notion of consumption experience and hedonic consumption were discussed by Holbrook and Hirschman (1982) and was popularized in marketing literature by Pine and Gilmore (1998) and Carbone and Haeckel (1994). It can also be said that customer experience is strictly a personal experience with customer's involvement at different levels including rational, sensorial, physical as well as emotional.

For a business organization, it is extremely crucial to understand customer experience. In the current market situation, customers are exposed to plethora of touch points in multiple channels to interact with a firm. Therefore it is a vital requirement for business firms to integrate multiple business functions, including the external partners too, in creating and delivering positive customer experiences. People are willing to spend more on experiences, not merely due to the commoditization of products and services, but majorly due to aspirational shift from accumulation to access. From possessing to hiring things as needed i.e. instead of buying a car, some segments prefer to hire a cab to add convenience in their lives or enjoy the homely facility outside home by consuming the experiences of Air BnB. Therefore, marketers need to discover ways to convert goods into experiences and also determine new sources of value to meet growing experiential competition. Multinationals such as Amazon, Apple, Google, Nike and Starbucks are among the many leading brands in guiding the customer journey and using experience for their competitive advantage. These organizations take efforts to get their customer experiences as accurate as possible, keeping a close watch at omni-channel engagement to guide and inspire customers on a journey, and not simply impose their products or services on them. These multinational brands are often described as 'marquee experiential brands.' Along with developing better relationships with customers, they are effectively leveraging customer experience as a driver for their profitability and growth.
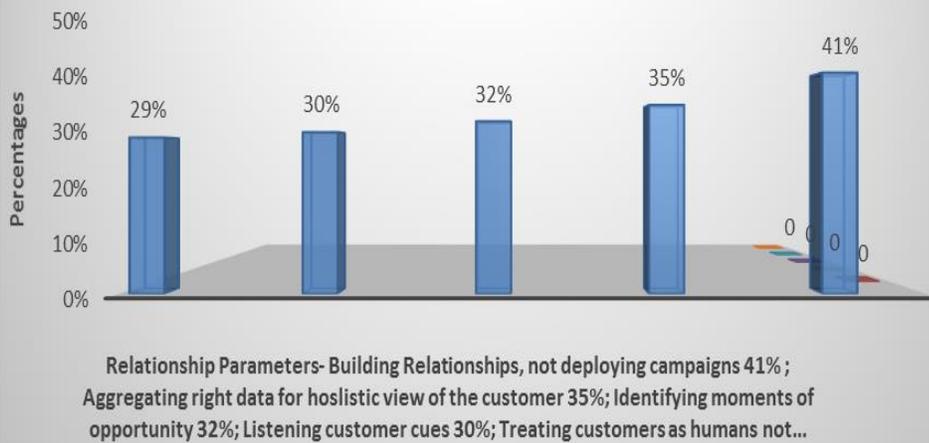
The customer experience in India, according to EY Report of 2016, was worse than the rest of the world. Survey done by Econsultancy and Epsilon pointed out several challenges encountered by Indian organizations when it comes to customer experience (Sprinklr, 2018). They identified the following factors causing hindrances in enriching customer experiences-

- Too many touchpoints leading to complexity
- Lack of overall strategy
- Pitiable organizational structure
- Insufficient customer data

Therefore, to promote customer experience in India, business organizations need to know their customers well. Taking advantage of the powerful medium of social networking, business houses can understand their target audience better and help them further to create personalized experiences. Further to redeem the fruits of customer experience, maintaining consistency is vital. But maintaining consistency in customer experience is challenging because of high subjectivity. Therefore to capture and retain the new age customers, it is essential to reduce the number of touchpoints. This will empower the business houses to address the customers on personalized channels. Not only that, the millennials engage more on online transactions. Hence the business

houses operating in Indian market are required to strengthen the mode of Self Service Technologies. Moreover, the industry needs to understand the challenges of building relationships with their clients. The below mentioned figure highlights the challenges vis-a vis the different relationship parameters such as importance of building relationship vis-à-vis deploying campaigns which tops the list followed closely by aggregating the correct data for obtaining holistic view of customer, identifying moments of opportunity, listening to the customers' cues and also treating customers as humans rather than a data point.

Challenges of Relationship Building

Relationship Parameters- Building Relationships, not deploying campaigns 41% ; Aggregating right data for hoslistic view of the customer 35%; Identifying moments of opportunity 32%; Listening customer cues 30%; Treating customers as humans not…

Source: Author's Compiled Data

In 2018, the telecommunication firms began connecting its systems to third-party products through Application Programming Interface. Vodafone is using chatbot technology to digitize customer experience. Chatbots and digital assistants are two main technologies that gained command, thus compelling the brand to launch its own chatbot on IBM Watson. Initially it was designed to respond to customer queries via Vodafone's online web chat service. It has since then progressed to offer account information and advice on price plans. Usage of chatbots not only increased customer advocacy but also brought in increased sales conversions. Samsung's experience store (both the physical as well as the virtual store) is an example that showcases entire lineage of the brand blended with creative exquisite technological supremacy blended with information that provides an enhancing virtual tour of the store to its customers. In the retail world too, fast evolution of smart technology has led to a major revamp in the customer experiences globally as well as in India. Retailers, both offline and online, provide customized solutions to the consumers. Special in-store 'wow' experiences are created to attract and retain customers by lifestyle and several other retailers.

Custom loyalty programs by modern retailer houses design 'personalized' benefits to customers basis their shopping patterns. Made-to-order products in personal care or even luxury segment are the sectors where consumers choose the ingredients/contents and witness the product being exclusively designed for them. In year 2017, Budweiser launched a specialized vertical in India known as Budweiser Experiences under its umbrella brand. The competing brands of Budweiser such as United Breweries, SABMiller and Carlsberg started out well with their BTL initiatives, but failed to capitalize on the same in the long-run. Budweiser stayed strong and as a result could connect young audiences with the brand on daily basis.

Looking at the global perspectives of customer experiences, it can be noted that the Global Data Protection Regulation implemented in May 2018 in EU, started having its ripple effect across various sectors and functions, especially the area of digital marketing. Therefore the abundant usage of 3rd party data in digital marketing had to be officially discontinued. However, the customer experience initiatives in India aims at personalization to customers that are built on 3rd as well as 2nd party data. Very soon this platform shall be blocked. Data privacy issues are perceived as a major danger to electoral process. Therefore, marketing experts need to rethink and re-strategize their customer experience programs in India. As per Gartner, 67% of their respondents are not optimistic about ROI from customer experience initiatives. While this is a global trend, the story is no different in India. (Janakiraman, February 2019) With the general elections knocking the door, further investments in customer experience shall take a back seat till Q1 FY 20.

Service and Process designs in India are generally controlled by choice of technology and efficiency mind-set. Most customer facing processes have been designed for efficiency. While this made a lot of sense when customer base was growing rapidly, however, in current scenario, things are different. Many sectors have aggressive revenue assurance programs rather than revenue growth programs.

By 2020, poor customer experiences will destroy 30% of digital business projects (Gartner, 2019). Therefore, the sustainable way to assure revenue is by designing processes that reduce customer effort, increase customer productivity and thus create stickiness to a brand.

With data privacy restrictions, business houses in India will develop customer experience programs that are non-intrusive, such as pull based cross-selling rather than push based. Developments in Conversational AI Technology has made it possible to create smart virtual assistants that interprets the actual human conversation. Business organizations focusing on elevating customer experience need to learn to leverage this new technology to drive impact in its business. And to create impact in business, the Indian companies need to adapt the following few trends of customer experiences:

- Enhancing Experiences by Executing Omni-Channel Strategies
- Use of Artificial Intelligence and Chat-Bots
- Analyzing the Voice of Customers
- Predictive Analytics and Natural Language Processing
- Augmented Reality in Customer Service

The customer experience is the center of everything, whether it's shopping, lifestyles or digital. The imperative for brands is as simple and as difficult as one clarifying idea: put the customer first by focusing first on the customer experience. The business trends for customer experience management, both global and in India, looks positive in 2019 and also in near future. To move ahead in this journey, business houses need to diagnose the role of CXOs beyond the job of Marketing. Elevated customer experiences cannot be delivered with traditional mind set working in siloes. Organizations that simply tweak design elements or focus on the customer experience in isolated pockets of their business will be disappointed in the results (Berry, Carbone, and Haeckel 2002). The executors of customer experience need to acquire new skills and new trends as mentioned above so as to deliver tangible results.

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The Value of User Experience Design in Marketing

> *"As UX design principles consider the emotions and feelings of users, it can help marketing professionals connect at a deeper level with the audience..."*

Trevor D'souza
UX Specialist
Tata Consultancy Services

User experience design, also known as UX design seems to be the new buzz word doing the rounds across domains. From life sciences and healthcare to financial services, almost all domains seem to be embracing UX design as a crucial element in their strategy.

But what really is UX design, and why is it gaining so much traction suddenly. In a nutshell, UX design is a discipline that focuses on making products not only meet its functional requirements but also be user friendly and delightful to use. It originated in the software industry but has slowly spread to multiple other domains.

UX design involves building the product around the user. In considers aspects like the user's expectations, goals, underlying principles, emotions and needs. This leads to products that not only work well, but also feel great to use. It's done using multiple practices like user interviews, user tests, wireframing, prototyping and testing, constant user and stake holder validation at every step to achieve this goal.

Given almost all industries seem to be applying UX design to their strategy, why not evaluate its suitability to various functions within the organization. After all users are everywhere, anyone interacting with the brand via any channel is directly or indirectly a user of the brand.

Brand interaction is almost synonymous with the marketing function. Marketing is almost like a hub when prospective, new and existing customers interact with the brand via multiple channels. UX design could add abundant value to such an interaction rich function. Let's look at some ways UX design could take marketing to the next level.

1. Memorability: There's a famous quote by Carl W. Buehnee that says "They may forget what you said — but they will never forget how you made them feel." In essence, interactions go deeper at an emotional level in the mind and hence are more likely to stay. As UX design principles consider the emotions and feelings of users, it can help marketing professionals connect at a deeper level with the audience and hence gain a deeper more persistent mind share.

2. Word of mouth: UX design aims to delight and surprise users. This often leads to exciting unexpected and pleasant experiences that people would love to share. This has a cascading effect as more people are introduced to the content. More importantly, people approach the brand with a positive mindset even before their first interaction. This is because someone they truly trust has recommended the product or brand.

3. Trust: As UX design promotes empathy, users automatically tend to feel like they can trust the product. Having a positive interaction where it seems like the user's priorities are already considered leads to a feeling of familiarity with the ecosystem. It promotes seamless on boarding making the user feel one with the ecosystem.

4. SEO and SMM: Search engines, especially Google, tend to track usage information like bounce rate, engagement, returns to SERPs, clicks on lower ranked URLs etc. As UX design often share these metrics, it inherently focused on improving them. As a result, websites with good UX tend to do better in terms of SEO. Similarly, a well-designed advertisement along with a usable landing page will reap better results as compared to a landing page that's not useable.

5. Accurate Messaging: UX Design focuses a lot on psychological aspects like perception. attention and retention. Hence, a UX approach coupled with marketing helps create content that sends the right message to the right audience in the right manner. It ensures that content is not only easily accessed, but also accurately understood and retained by the user.

6. Brand Identity: UX strives to achieve consistency. Proper UX practices applied to all marketing channels will lead to the brand's association with good UX. Hence, UX can help marketing only meet short term goals but also the long term goal of building a strong positive brand image.

So to summarize UX and marketing must definitely work together. Infact, in some ways UX is an integral part of marketing. While marketing helps increase audience, UX helps capture them.

THE CAMPAIGN CORNER

Creativity for good

In today's world of marketing, there is a paradigm shift in the focus of brands from solely marketing their products to serving as a platform to establish a positive impact. We have listed down 5 recent campaigns that have made an effort to demonstrate; a positive social impact, the capacity to change behaviour and a sensitivity to sustainability issues across research, development and implementation.

1. No Conditions Apply – Sindoor Khela
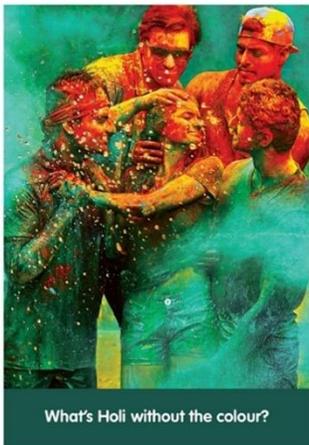**Agency: FCB India**
Client: The Times of India

FCB Ulka's #NoConditionsApply campaign for Times of India aims to change the 400-year-old Bengali Hindu ritual of Sindoor khela from one of division to one of inclusion. During this custom, married women come together to celebrate their marital status, while others – namely single women, divorcees and widows, as well as the gay and transgender community – are forced to look on, uninvited. #NoConditionsApply creates a newly inclusive Sindoor khela narrated by various unmarried women from the community, the film presents the point-of-view of these onlookers, and gives them a voice for change. This new celebration embraces all women, regardless of background or social identity, to transform the long-held tradition of division into a tradition of sisterhood.

2. #ReleaseThePressure
Agency: BBDO
Client: Pepsico

Mirinda ignites conversations around the issue through a moving short film, created by award-winning director Shoojit Sircar. Inspired by focused group discussions conducted across the country with students, the film hopes to be a mirror for society and aims to bring attention to students' distress. It features real teenagers and focuses on the issues of parental pressure, and what happens when parents constantly compare their kids to peers, neighbors and siblings. The powerful film, conceptualized by creative agency BBDO, aims to make parents realize how situations of constant comparison can lead to lower self-esteem amongst teenagers.

3. #HoliNotHooliganism
Agency: Ogilvy & Mather
Client: Reliance General Insurance

Holi is one of India's most beautiful festivals because it upholds the spirit of liberation. But for a few it has turned into an excuse to harass women that destroy the beautiful festival with a horrifying experience for women. Reliance General Insurance has rolled out a campaign ahead of Holi that calls for a safer festival for women. Titled #HoliNotHooliganism, the campaign has been conceptualised by Ogilvy & Mather. According to a statement from Reliance General Insurance, the intent is to focus attention on a largely ignored reality surrounding Holi festivities - the festival gives some men the license to harass, grope and even molest women under the guise of colour.

4. Vodafone Sakhi
Agency: Ogilvy & Mather
Client: Vodafone

Vodafone Idea Limited, India's leading telecom service provider, launched Vodafone Sakhi, a first- of-its kind mobile based safety service, designed exclusively for women. A bouquet of features including Emergency Alerts, Emergency Balance, and Private Number Recharge, provide safety measures through the mobile connection, to women customers using Vodafone pre-paid services across the country. The service is being launched through 'Ab Rukein Kyun? ', a thematic film celebrating the overcoming of inhibitions by a young girl. Shot with an all-women crew, the thematic video encapsulates Vodafone's philosophy of changing women's lives through mobile connection and what Vodafone Sakhi stands for.

5. #ShutThePhoneUp
Agency: ADK Fortune
Client: Mankind

According to the India Today Sex Survey 2017, around 19% of couples in India admit to have filmed their moments of intimacy on their smartphone cameras. This makes them vulnerable to voyeurism and pornography. Moreover, leaking of these tapes have resulted in thousands of cases of blackmailing and suicide. Manforce being a leading brand in the category has a larger responsibility in addressing relevant issues related to safe sex. #ShutThePhoneUp – Manforce Condoms urges young couples to literally shut their phones up and not film their moments of intimacy. Moreover, it makes them understand the grave consequences of their seemingly harmless actions.

Scent Marketing: Sniffing of Opportunities

> "*The marketers are aware that the only way to attract new customers and to retain the old is through Experiential Marketing, and hence companies are adding scent to their customers' experience*"

Surbhi Munot

First Year - PGDM

Chetana's Institute of Management and Research

Isn't it great when an individual smells the aroma of coffee on the pavement and enters the cafeteria and ends up having a sandwich and a mug of coffee. So that's called the magic of aroma which marketers are using as opportunity to generate revenue. Marketers now know that fragrance creates a positive mood which encourages customer to stay longer, spend longer and connect with business and the brand. The marketers are aware that the only way to attract new customers and to retain the old is through Experiential Marketing, and hence companies are adding scent to their customers' experience in order to establish a strong connection.

In an environment where nearly all means of visual and auditory marketing have been exhausted, the use of scent creates a unique and engaging customer experience. Therefore, its like when individuals feel the scent, marketers are actually sniffing the opportunity to convert that individual to a loyal consumer. Scent Marketing is more than just diffusing a pleasant fragrance in a space. It is the art of taking brand identity, marketing messages, target audience and creating a scent that amplifies values. Lets check the scope of this strong marketing tool with some secondary data – brand impact increases by 70% when three senses are integrated into a brand message.

A study conducted by Martin Lindstorm concluded that up to 75% of human emotions related to memory are triggered by smells. This shows that the basic marketing goals like improvement of customer experience, increase in sales, increase in foot traffic and dwell time and to develop loyalty and brand awareness can all be achieved by Scent Marketing.

In a nutshell, it can be said that business never smelled better; thanks to scent marketing, the result are in, happier customers who remember your brand and linger longer.

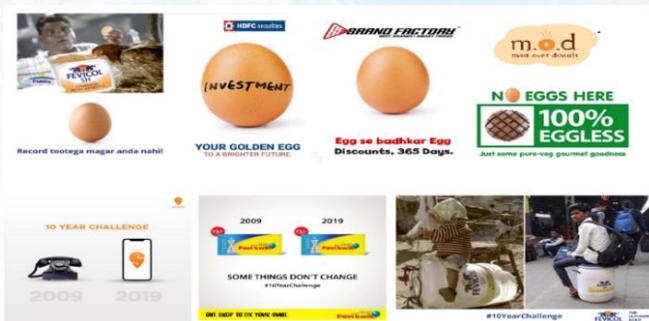# Right Time Marketing Vs Real Time Marketing

"Posts can go viral in no time, and thus resulting into a trend globally. Real Time Marketing plays the crucial role in such times, anyone could use the momentum of the trend to reach out to a larger target audience."

Aditya Patil

First Year - PGDM (Marketing)

N. L. Dalmia Institute of Management Studies and Research.

Social media has been a boon to marketers. It's a powerful tool, if used properly can help you to communicate to millions of people within minimum amount time and money.

As the mediums of marketing have changed, so have the strategies. For the marketers it is important to know their target audience, right medium and most importantly the right time. PM Modi has started being more active on Instagram since last few weeks. Statistics suggest that young millennials are moving from Facebook to Instagram, it is important for him and his social media team to tap this trend. The elections are round the corner and it is imperative to lure the first time voters. If you observe, the official account of the Prime Minister has started posting stories, which wasn't done earlier. He also collaborated with a famous account on Instagram called as "Official Humans of Bombay". Marketers should learn that if they don't adapt according to their audience, they will struggle to connect with them.

Posts can go viral in no time, and thus resulting into a trend globally. Real Time Marketing plays the crucial role in such times, anyone could use the momentum of the trend to reach out to a larger target audience. Marketers need to be on their toes, to make use of such trends. Real time marketing is important because the trends can get old within few days. Two weeks in 2019 and we see two new trends "World Record Egg" and "10-Year Challenge". A photo of an egg got whopping 50 million likes within couple of weeks. The photo was crowned as the most liked post on Instagram, which it achieved in just three days. Brands like Fevicol, Zomato, M.O.D, HDFC, Brand Factory and Pizza Hut jumped on the wagon by posting about the egg. Same happened with the "10-Year Challenge" many brands such as Swiggy, Tinder and Feviquick rode the wave. These trends have become old in just couple of weeks and hardly anyone is talking about them, So Real Time Marketing has become the new Right Time Marketing.

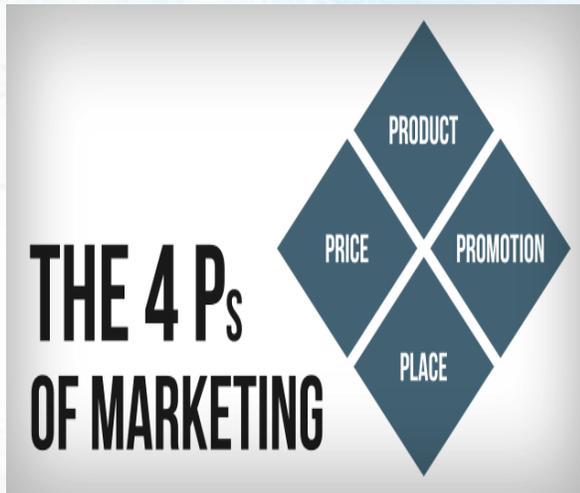# Is Personalization the New 'P' of Marketing?

> *"With increasing paucity of time among consumers, providing them with what they want even before they search for it, has become the need of the hour."*
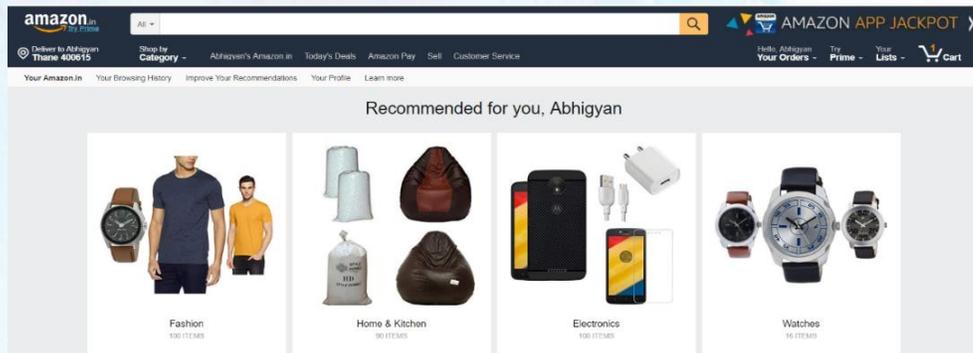
Abhigyan Srivastava

First Year - MMS

N. L. Dalmia Institute of Management Studies and Research.

4 P's of Marketing Mix is a foundation model in the marketing world. Apart from the 4 P's (Product, Price, Place & Promotion), another important element of marketing mix that's coming up is 'Personalization'. In simple words, 'Personalization' means designing or producing something in order to meet the consumer's individual requirements.

A recent study by Forrester Consulting has found that 63% of the Indian consumers prefer personalized offerings and are more likely to purchase from brands that provide relevant content and offers. The study also claims that 92% of marketers in India consider improving personalization capabilities as a top marketing priority.
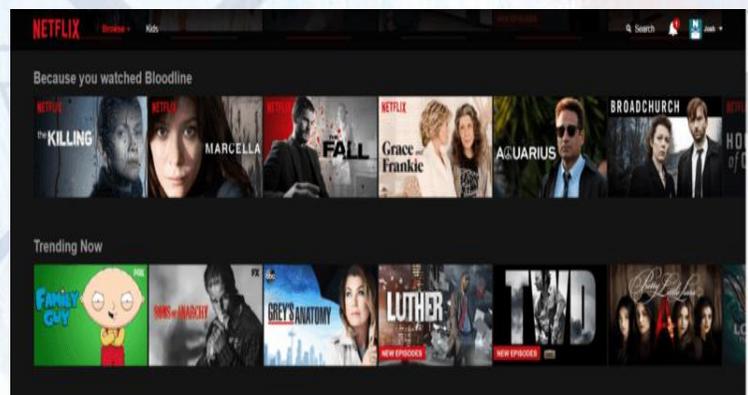
Amazon

Amazon is the pioneer when it comes to personalized marketing. Amazon has been personalizing its marketing since 2013. Amazon uses purchase history and viewed product history to recommend more purchases.

Netflix

Another compelling example of personalized marketing is Netflix. Netflix is famous for its viewing recommendations. Based on previous actions, it aims to entice the right viewer to the right content.

Coca-Cola

The 'Share a Coke' campaign was launched in many countries including India, where customers could customize their own bottles. Coca-Cola felt the new way to engage with its customers was through personalization and, therefore, designed the campaign in such a way that it encourages personalization in a prospective way.

Ola

Ola started its 'Chalo Niklo' campaign on Facebook in 2014 which allowed it to increase its customer base and further helped it to segregate and target the customers based on their demographics and promote their app to the potential customers. This personalized marketing strategy turned out to be very beneficial for the transportation network company.

Saavn

In an interview by exchange4media, Meetal Shah, Associate Vice President & Head – Brand & Communications, Saavn was asked about the predictions for marketing of music in India, in the coming years, to which she replied, *"The future will see personalisation and precision work together to deliver relevant and tailor-made messaging when it comes to marketing to younger consumers. This tech-driven approach will not only increase the efficacy of marketing communication, but will also help brands foster customer loyalty."*

Final Thoughts

Consumers demand personalization now more than ever. They expect impeccable service and splendid experience. With increasing paucity of time among consumers, providing them with what they want even before they search for it, has become the need of the hour. Thus, the shift towards personalized marketing has become more vital for the brands. Therefore, it can be concluded that 'Personalization' is indeed the new 'P' of Marketing.

Fantasy Leagues: The New Face of Sports

> *"The fans have an opinion and Fantasy Leagues have given them the platform where they can express themselves with their ideas and strategies."*

Pramod Kole

First Year - PGDM

Chetana's Institute of Management & Research

While sports in its form has always captivated the interest of many for centuries (at least from 776 B.C with the creation of ancient Olympics), the last 150 years has seen an increasing desire from the people following sports to review, analyze and manage the game. With the technology advancements the world is witnessing, today the way in which people engage themselves with sports has changed.

'Fantasy Leagues' are creating a buzz among fans and are giving them a real experience of managing the game they follow. The fans have an opinion and Fantasy Leagues have given them the platform where they can express themselves with their ideas and strategies. In its contemporary form, fantasy leagues can be defined as playing a game in which participants take the roles of 'Team Managers' or 'General Managers' and manipulate an aggregated team of players whose real performances generate points that determine the outcome of head-to-head matchups. In general the league consist of 8-12 teams and are comprised of groups of close friends or strangers.

It provides a platform for the fans to showcase their expertise of the game and earn gifts or cash rewards too. The ultimate goal of the fantasy owner is to win the fantasy league championship.

Fantasy Leagues has been around since 1960's but with a growth of nearly 40 million players over the last few years, it is no surprise that it has created a major impact on the sports industry. According to a research conducted in 2017 for the Fantasy Sports Trade Association (FSTA), the industry is now worth nearly $7.22 billion. In a study conducted by ISPOS Marketing, 64% of fantasy players are watching more live sports while 61% say they are reading more about sports because of their involvement in fantasy leagues.

It is reshaping the way fans consume sports. Fantasy Leagues has not only attracted fans but also investors who see a huge opportunity of business in this industry. It will be interesting to see how this new face of sports revolutionize this new era.

THE CAMPAIGN CORNER

Creativity in Press and Outdoor Advertising

Advertising that has appeared in newspapers, magazines, billboards or other outdoor promotional mediums need to catch the eyes of the public instantly. To achieve this, words fall short, it's the imagery and graphical genius that spikes the message into people's brains. We have listed few strikingly attractive creative visuals which may include artistic photography or imaginative graphics that made an impact in the last year. Let these images speak for itself!

1. The Tea Society
Agency: Black Swan Life
Client: Society Tea

2. Choose Not to Die Ever
Agency: Dentsu
Client: MFJCF

3. A Carnival of World Cinema in the City of Joy
Agency: Genesis
Client: Kolkata International Film Festival

4. Rivers in a bottle
Agency: Famous Innovations
Client: Livpure

5. Equal comfort for everyone
Agency: Dentsu
Client: Hitachi

HITACHI Kashikoi 5400i. Air-conditioner with Intelligent Image Sensor Technology detects the number of people in the room, and distributes cooling equally.

Maadhyam 2019 - Artificial Intelligence and Marketing Experiences

Maadhyam 2019, a national level inter college B-school research paper presentation competition themed on "Artificial Intelligence and Marketing Experience" was organized by the NL Dalmia Institute of Management Studies and Research on 5 March 2019. The esteemed jury comprised of 1. Arindam Das, Lead,Strategy Execution, office-innovation and artificial intelligence,Accenture 2.Kaushal Todi,Technology Strategist, Microsoft 3. Soumyadip Majumder, Consultant,Artificial intelligence, Capgemini. It witnessed enthusiastic participation from all 5 competing teams who impressed all present with their depth of research about latest developments related to AI which are being harnessed to improve marketing experiences.

The teams commenced proceedings with a brief overview of the discipline of artificial intelligence and its basic purpose i.e. develop machines to perform routine tasks more efficiently than is possible for the average human. Our eventual winning team briefed the pupils assembled about the various types of AI viz. weak AI, illustrated with iconic examples of IBM's Deep Blue computer that was developed to compete against chess legend Garry Kasparov and more relatable AI tools like Siri.

The overarching theme related to various prevailing and evolving applications of AI and its sub – disciplines like data mining, voice and pattern recognition were discussed at length and the audience was also enlightened about several instances in our everyday routine where we're confronted with AI tools that are being developed to make our lives more convenient. These were illustrated with the increased proliferation of voice assistants to perform mundane tasks, search engine recommendations etc. Much of AI that has gained a foothold in today's society is driven by data collected from a multitude of sources.

Novel concepts like neural networks, deep learning, data mining, virtual management systems and their applications in varied fields like enhancing agricultural yield (ICRISAT mobile app), improving accuracy of medical diagnostics (iCarbonX in China) , increasing convenience of commuters on public transportation systems (ITMS mobile app of the West Bengal transport corporation) were illustrated by the winning team comprising Omkar Varadkar and Aditya Pradhan, 2nd semester marketing students from NL Dalmia.

AI is being harnessed in several industries to facilitate ease of interaction between customer and service provider such as aviation, hospitality etc. This has resulted in industry experts estimating double digit CAGRs for various growth metrics of AI and a multibillion dollar valuation of all AI applications worldwide in the next decade.

It turned out to be an enriching experience for all competing teams and the students assembled. We anticipate an even more enthusiastic response from participants and students alike in subsequent editions.

My Social Responsibility (MSR)

> *"Our very first campaign of 2018 was, #KnowKondgaon. This was to build up te momentum for our upcoming event – Kondgaon Utsav. It started a month prior to the event..."*

Sneha Singh

First Year – PGDM (Human Resources)

Deputy CEO - MSR

N. L. Dalmia Institute of Management Studies and Research.

My Social Responsibility (MSR) is the social responsibility arm of the N. L. Dalmia Education Society. It has adopted Kondgaon, a 100% tribal village in Palghar District of Maharashtra in 2017. MSR works towards the development of the villagers by working on four verticals – Environment, Skill Development & Income Generation, Education, Health and Hygiene.

In today's world of digital media, everything needs to be put up online to make people aware and involve them in your endeavors. Over the past 1 year, owing to this era of social media, we have been very active with our social media pages i.e., Facebook, Instagram and recently started LinkedIn account as well.

Our very first campaign of 2018 was, #KnowKondgaon. This was to build up the momentum for our upcoming event – Kondgaon Utsav. It started a month prior to the event. Under this campaign, we posted facts about Kondagon once a week to make our students aware about it. These were simple posts which included things like the population of the village, their major income generation activity, crops and vegetables grown in the area, etc.

Our second campaign was #MSRStories. The concept of this campaign was to post experiences of the students, faculty (both from school and the institute) and NGOs about their interaction with MSR in two or three sentences with their picture as well. Frequency of these posts were one in every three or four days. We tagged the faculty, NGO and students in their posts. It increased the interaction on our social media pages. It was highly successful as it got everyone excited to see themselves on our pages.

Finally, our third campaign #SheCanSheWill, was a build-up for Women's Day. A three week campaign, here we asked male students of our institute to post a selfie with their female friend and write a small post about her, how he thinks she can achieve great success in her life and to empower her.

Besides this, our Social Media Team regularly posts about our events in college and the village and greetings to all during festivals as well.
Needless to say, social media has helped us tremendously. Now, people know more about the Team and our activities just by scrolling down our pages which in turn has increased people's involvement in MSR.