



N. L. Dalmia[®]

Institute of Management Studies and Research

(A School of Excellence of N. L. Dalmia Educational Society)

MARK

EDITION 3.0

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Team MarkX

Ideas come alive when brands are crafted.

Brands start breathing when marketing steps in.



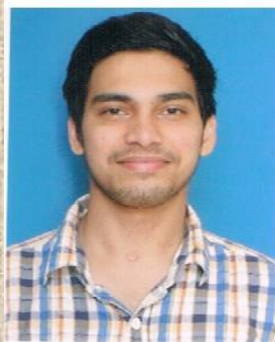
Jatin Gaud



Shivam Seth



**Snehal
Waigaonkar**



Akash Patwal



Pooja Vadia



Simona Bastian

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 marketers 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 3.0

- Team MarkX

About the Institute

Located at Mira Road, the N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) was established in the year 1995 by the Late Shri Niranjandaji 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), 2-year full-time MMS degree program (Affiliated to University of Mumbai), 3-year part-time degree programs 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.

Our faculty consists of established industry veterans and scholars whose research papers have been 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 corporate culture. We have been growing from strength to strength since the last 24 years, striving to establish new norms of excellence. The Institute has witnessed 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 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.**

Adhering to its 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 program in Big Data and Advanced Analytics with SAS.

Find The Enemy

How brands can connect effectively with Consumers by addressing the strongest conflict



Babita Baruah
Managing Partner
GTB India
WPP Group

The world is inching rapidly towards a more inclusive culture. This has been catapulted by the emergence and strong growth of technology led brand platforms that have inclusivity at the core of their business model. From ecommerce to content and travel, the entry barriers of such brands are literally non existent, with price as the only parameter to access.

In such a context, when the consumer universe is not sandboxed, the challenge that brands would have to address is on the core insight. There are schools of thought that believe insight as we know it, is replaced by behaviour today. But in my view, there is nothing quite as powerful as a deep insight that makes us see the consumer universe in a different perspective and gives us an opportunity to differentiate between the product offering and a sustained brand preference.

Discover the Enemy

All of us have enemies, and the ones that impact us the most are often those that we fail to recognize or understand as enemies.

The definition of an “enemy” academically is someone whose interests are in conflict with ours. Stronger the conflict, more the enmity. In marketing, we can consider this conflict as an opportunity to address, intervene and offer solutions.

“Sleep” has been pointed out as the enemy for a leading content streaming brand, “Bargaining” in shopper behaviour as one for an ecommerce platform, “Environmental Concerns” as the conflict for many categories and so on.

Identifying the enemy starts with deep consumer understanding. What are the key drivers of conflict? What are the interventions or changes in life that the consumer is battling with? What keeps us awake, and not in a positive way?

There are no shortcuts. This means a consistent consumer connect approach, staying on top of trends, understanding consumer behaviour. There are domain experts as well as competency driving learning that one can avail of to get a better handle on the above. For example, Behavioural Economics. A Framework that drives Consumer Connects. Trend Studies.

Besides data driven insights, derived from CRM and other data sources.

Isolating the enemy is also key to the brand. Which is that one conflict that the brand has the strongest chance of resolving? For instance, in automobiles, the enemies for car ownership could be Environment as well as values of Sharing and Rental Vs Ownership.

Even Distrust of the category. Which one can a brand zero in on? That is where the best solutions will lie.

The Culture Connect

Conflicts lie in culture. Understanding shifts, cultural forces at play is critical. The challenge is not so much in understanding as much as recognizing the one that impacts the brand the most. Because this often requires the brand stakeholders to take bold calls. Face enemies that have no playbook to guide us or show us results. How can one measure enemies like treating girls like girls, that one personal care brand addressed with so much impact? Or social stigmas that are barriers to progressiveness?

The Brand Solution

The solution resonates best when consumers identify with the conflict.

A brand solution can intervene with the conflict by either resolving it completely, or even by aligning with it, if it is in the interest of the consumer. For instance, the content

streaming brand I mention here with “Sleep” as the identified conflict, encourages viewers to take a pause and not fight sleep. While an energy drink consumed by some college students during exam time to stay up late for studies, promises energy to stay awake.

Same enemy. Different needs. Different solutions.

Finding the Enemy and giving the brand the license to intervene can lead to extremely innovative and differentiated solutions.

As the saying goes-

Keep your friends close but enemies closer

Build your Personal Brand in under 3 minutes! Read How



Devan Bhalla
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“Tell me about yourself”, well this is one of the most trite interview questions that a recruiter will ask you. Well in order to showcase quality, a student should indeed be confident and consider self as a brand.

A brand? How so?

How are you as a student or as a professional eligible to be a brand? Isn't a brand something like Walmart, Starbucks, BMW or Dell?

Well, yes they all are! But what makes you think that you aren't one?

A brand by its basic definition is an entity which has a name, a logo, a symbol or a design, right?

You have a beautiful name coined by your parents, a signature style in terms of attitude, ethics, values and a set of likes and dislikes. So, you are a Brand already.

Now how can you take the next step and be more visible?

As effortless as it sounds, it actually is not an overnight thing. Let's go through these steps one-by-one and see how you can discover your brand value!

1. Build an Active LinkedIn presence: Well, as they say in marketing, "*jo dikhta hai wo bikta hai*", right? Then by being active on the World's leading professional network is definitely worth it! I'll take my profile as an example. Over an year ago, I had around 300 connections and then I took to posting regularly on LinkedIn. I used to blog about a range of topics and over a period of time was able to identify which type of content could work on which day and through a range of A/B testing, was about to derive meaningful result.

What's the result like? Well to list the Top 3:

- Followers increased by almost 8000% to 26,000+
- Received invites from a range of Top colleges for Guest lectures and Talks to a coveted TEDx Salon event invite at NIT Rourkela
- Built a Thought Leadership base on Marketing and Branding

Don't believe me?



Then here's a link to my LinkedIn profile:

<https://www.linkedin.com/in/devanbhalla/>

Go check it out!

2. Leverage a Social Media Presence: Now the world has moved online. For anyone who wants to get into the domains of marketing (includes digital, social media and content), the presence on **ATLEAST** one social media platform becomes mandatory (of sorts).

Why is it important?

Well if you appear for a marketing role, be assured that your recruiter would be checking your online presence.\

But why?

If you can sell your brand well, you can **DEFINITELY** sell a product or a service.

Your profile is basically a **PROOF** of **CONCEPT** that you know what you have mentioned in your resume and can do a good job at it.



And the last is...

3. **Blog (not blurt) your Thoughts out!:** Yes, whatever you read, be it through an online certification, a classroom lecture or a visit in an Uber that made an impact on you. Just write it down. Gone are the days of journals and diary entries.

Enter Medium or LinkedIn or any blog worth its salt.



Now, I happen to write on a range of topics, be it a research paper on Fiber Optics or Antennas to being a Single Child. But, that's ok, as long as you create original and authentic content.

The Secret Life of a Single Child



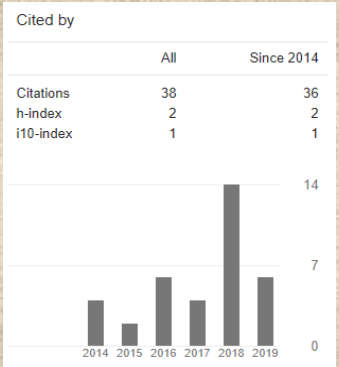
Devan Bhalla

Nov 18, 2018 · 4 min read



To the person, who reads this, it is basically a window into the life of a single child.

A Single Child, what's that been like?



Why should you be a blogger?

Well, its not about being a blogger as much as being a content creator. For any marketer, it is very important to know what works and that acumen can be generated through an in-depth understanding of what content is and how dynamically it works.

I believe all of the above, have helped me in evolving to a better professional.

Trust me, it will enable you too!

Phygital in Entertainment Industry



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Introduction to Phygital

We are so habituated to this digital era that it's no longer deemed bizarre to buy all kinds of products on the internet. Many users browse and buy, but still a significant number of consumers prefer to conclude their purchase in a brick-and-mortar store and vice-versa.

Interpersonal interactions continue to be a critical and highly-valued element for customers, implying that the physical and emotional component of making purchases should always be there.

Phygital is that phenomenon which distinguishes itself with its multichannel focus where the consumer's purchasing process is fluid, unique and engaging. It takes the best components from the digital retail experience like immediacy, immersion, and speed and the chance to interact with people, the product, and something more that you get from a brick-and mortar retail experience. This is the best way to satisfy a consumer that is demanding, hyper connected, and is looking to meet their needs through multiple platforms.

The best fit for the ideal consumers of phygital experiences are Millennials and Generation Z. Businesses must not forget that the customer is a part of both the worlds - physical and digital. And thus, creating an experience wherein one world compliments the other instead of substituting it is a priority.

Phygital in Entertainment Industry

Phygital promotions have not been very commonly adopted by the marketing community of the movie world and OTT platforms. The most commonly adopted platform for promotions by the entertainment industry is social media. However, the recent out of the box promotion by **Game of Thrones**- The leading American fantasy television series created by HBO.

The basic plot of the series is that the Seven Kingdoms of the fictional continents of Westeros and Essos vie to claim the famous Iron Throne. The Iron Throne is central to all the events happening throughout the series.

HBO challenged its viewers to find six secretly hidden life sized Iron Thrones across the globe. Just like in the show, fans are supposed to vie for those thrones and spread the word of their quest using **#ForTheThrone** on social media. Game of Thrones would post clues on its social media handles about the location of the next throne. This campaign created a frenzy among the fans around the world and is a perfect example of Phygital promotion which gave the viewers a chance to sit on the most wanted throne in the world.



The Iron Throne in UK



The Iron Throne in Canada

Key Learnings from this campaign:

- **Bridged gaps between reel life and real life:**

The minds behind this successful campaign picked the right nerve which triggers hype and excitement among its audience. They gave them a chance to live a moment in the life of the characters of Game of Thrones. Not just finding the throne but also getting an opportunity to sit on it flagged by the lords of Westeros transformed the reel life to a real life experience. And this added much value to the experience of watching the Finale Season of Game of Thrones.

- **Highest level of customer engagement:**

Tapping into customer sentiment can take engagement to another level. And this is exactly what HBO did. The fans and viewers scoured their cities and countries in search of the much coveted Iron Throne. Not only this, they were also supposed to post pictures of them sitting on the Throne on their social media handles.

Phygital- The Future of Marketing



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Augmented Reality and Virtual Reality are the promising technologies that have much to offer to consumers and business alike. The future is easy to portray as pie-in-the-sky, but there is already anecdotal evidence of the potential for these technologies to generate business even in their early stages. Ad company MEC found that virtual reality videos of the business class cabin of a Hong Kong Airlines plane led to over 500,000 views, which were 35 times more effective than traditional display ads with an average viewing length that was nine times greater.

According to MEC's head of digital for North Asia, Antony Yiu, the campaign's conversion rate was higher than any YouTube or Facebook ad he had worked on before. Make no mistake, the potential for success comes hand in-hand with the potential for wasted investment. In order to find out if virtual or augmented reality is the right path, it is important to consider the following questions, which this report's main goal will be to walk the reader through.

Good experience often begins at the edges, in the smaller firms than in the larger ones. Jaypore.com can offer a more evocative experience than, say, Myntra.com. But as the consumer experience gets richer, more sensory and better connected, consumers start to expect more from all providers. Those who remain standing are either left behind or get crowded out.

Streaming music sites such as Saavn.com and Gaana.com are already using playlists, multiple categorisations and personalisation as a way to bucket and showcase content, allow for better navigation and discovery, and thus enable consumers to make better choices. In contrast, video on demand apps like Hotstar and VOOT have a cluttered dashboard that does not allow navigation, directed search, and personalisation. Netflix relies on genre-based categorisation and predictive analytics, which the Indian video on demand sites do not offer yet.

Baby care products site Firstcry.com not only offered a better user interface and better search and discovery of products, but it created a cohesive online and offline ecosystem to create awareness; build a community of consumers, paediatricians, influencers and baby service providers; drive two-way communication between the company and its consumers; and create moments of trial through hospital tie-ups and physical company-owned and franchise stores. In contrast, erstwhile competitor Babyoye had not innovated as much, even after being acquired by Mahindra, and lagged in consumer acquisition. Babyoye has recently been acquired by Firstcry. Clearly, better user experience leads to better adoption and higher sales.

The key is to achieve a perfect balance and develop a system that enables you to manage both physical and digital samples. This is what is called as a phygital strategy.

According to a report recently published by The Business of Fashion and McKinsey, which predicts the state of the fashion in 2017, fashion houses will grow at an incremental rate by taking full advantage of new technologies.

“Phygitalization” is a trending strategy that we are seeing leveraged by many top luxury brands. As this has always been a slightly traditional sector with brands deeply rooted in their heritage and having long-time allegiance to the nature of exclusivity, the luxury industry is now trying to approach ‘millennials’ and reach a wider audience.

To accomplish this, luxury brands are now implementing a combined physical and digital strategy.

Marketing- Past, Present and Future



Meghavi Solanki
First Year PGDM-HR
NLDIMSR

Is your company's visibility starting to fade?
Well, Marketing helps here with BrandAid.

You may think it's complicated with use of too many jargons,
Believe me once comprehended, it's like a walk in the garden.

Tedious, technical and boring it may seem...

But did you know marketers these days even use memes?

Do you know what happens, when you participate in online
contests?

Marketers use your information as user generated content.

When environment became the concern of customer the king,
Marketers came up with the concept of Sustainable Marketing.

When millennials found appeal in works of fiction,
To target them they started marketing using Gamification.

Oh but you can't write anything and expect it to get sold...
Content is the king in today's marketing world.

If they can send Akshay Kumar to make your toilets free from infection,
You think there is a limit to the extent marketers can go to grab your attention?

They can make you believe they are a part of your family,
A classic way adopted to earn Customer Loyalty.

Maslow said Security is one of our important needs,
We marketers will use it as an incentive to entice you in your facebook feeds.

In a world where clients and employees are becoming responsible for company's publicity,
Is it still worth spending tons of money in hiring a celebrity?

The world of marketing is evolving by going phygital,
Creating a brand within another was once seen to be illogical!

Now in using marketing even politicians are hell bend
What does the future hold? We can only speculate trends.

Football: A Marketing Platform



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This quote rightly describes the thought process a sports marketing professional needs to have to design an effective strategy.

There have been regular marketing activities done by clubs and leagues all around the globe to reach out to the target audience. Though some of the activities seem trivial, the basic need of AWARENESS is being taken care of effectively.

Here are a few examples involving India and Asia as a fan base which I was able to recall involving Football, the most popular sport in the world (we can argue on that later):

Signing Players from Asian Countries: Asia holds a large pool of talented players waiting for opportunities at their favourite clubs in Europe. Clubs have been proactive in this regard and have signed world-beaters like Park Ji-Sung, Heung-Min Son, Shinji Kagawa etc. along with a pool of young Indian-origin players like Yan Dhanda and Sarpreet Singh.

They have also set up grassroots development camps by investing in infrastructure for football school camps. This improves the quality of infrastructure in the country, builds a fan base and gives talent a platform to showcase their skills.

India vs Bayern Munich: Flipping the calendar back to 2012, an icon and arguably the Face of Indian Football, Bhaichung Bhutia announced his retirement from football. Bayern Munich was invited to play a testimonial match involving all their senior players. Who wouldn't want to see the likes of Lahm, Schweinsteiger, Robben play live?? Even though India lost, it was an effective platform to show the might of European football which later on triggered an increase in the fan base of Bayern in India.



Sign Influencers as Brand Ambassadors: Recently, Premier League has roped in Ranveer Singh, a boyhood Arsenal and PL fan as a brand ambassador where he will be working to support the League's community initiatives across India, promote fan events and share his passion for the game. Chelsea has signed Arjun Kapoor to lead the club's India fan engagement initiative which will include him being featured in a series of digital talk shows featuring Blues fans in India. He will also be across Chelsea FC's social networks and will communicate with fans online and in person.



Organise Preseason Camps: Teams organise distant preseason games with local clubs in places like USA, Dubai, China, etc. where there is a potential of brand growth for the club.

Engaging with Local Audience: European giants like Real Madrid, Manchester United, Liverpool, Manchester City, etc. have implemented content marketing by releasing documentaries on OTT platforms for influencing viewers to follow their club and expand their fan base.

They also organise trophy tours and official screenings involving club legends where they engage through local tournaments, quizzes etc. to promote their brand in the potential markets.

UEFA also called Indian legends like Bhutia and Chettri in their pre-match show to involve more Indian Audience for UCL matches.

Some clubs personalise their posts catering to their target audience in India during festive seasons by delivering content in local language which a part of **personalisation**, another P in the marketing mix.



Football and sports as a whole, is a popular and a developing industry, hence, it can be an effective marketing platform provided we deliver the right content to the right audience!

A Brand Within a Brand



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Branding in a brand can take many forms, so it is difficult to really predict what strategies will work and what will fall. The rationale behind the multi-brand strategy also varies drastically from one company to another. But the goal is always the same: reach a wider audience and create greater “selling” opportunities.

The way a company displays its portfolio of brands publicly on the websites and on social media is an important part of its overall content marketing strategy. Companies with their branding have carefully calculated how the customers should look and connect with the brands in their portfolio.

Sub-Branding & Brand Extension

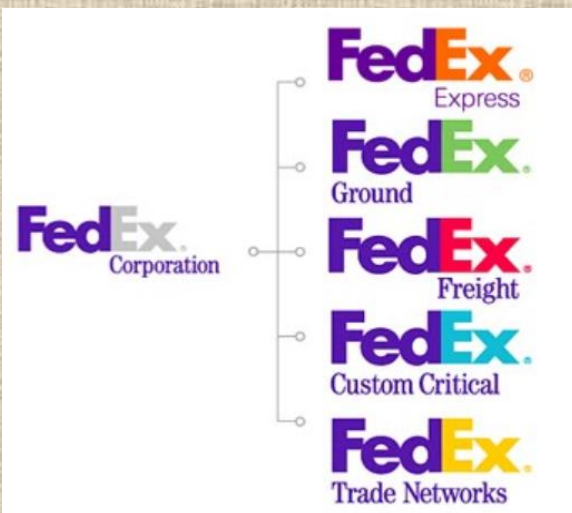
“Sub-branding” occurs when a main brand forms a subsidiary or secondary brand. (For ex., Nacho Cheese Doritos). Sub-brands are usually created as an opportunity to reach a new audience. Sub-brands can then build and maintain relationships with new audiences. The characteristics of this new brand are different, yet related to the main brand. Sub-brands often have their own brand standards, logos, colour treatment, etc., while some sub-brands reflect the same identity as the parent brand.

Pros of Sub-Branding

- Successful sub-brands can help increase advertising & performance for the parent brand.
- They help establish brand loyalty and trust.
- Consumers who trust a main brand are more likely to try a new product under the main brand. For ex., FedEx, Apple Inc., it capitalizes on the halo effect.

Cons of Sub-Branding

- Difficulties for marketing, promoting and maintaining a new brand, Sometimes, sub-brands may fail.
- Failure can negatively affect the parent brand and affect loyalty, trust, and business.
- There may be confusion between the main brand and sub-brand identity



Sub Branding of FedEx Corporation
(Successful)



Sub Branding of Virgin Group
(Unsuccessful)

When is sub-Branding a good idea?

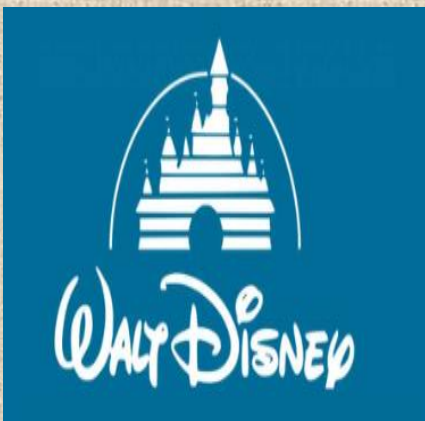
You want to connect with a new niche or market

When Air Canada created the sub-brand Rogue, they did so to appeal to customers looking for cheaper flights and new market destinations.



Satisfying the needs of new customers

Disney would miss out on a lot of potential revenue if they focused on releasing exclusively children's movies. However, adult features promoted under the Disney logo would harm the organisation's reputation of magic and innocence. Disney takes advantage of the benefits of sub brands by using their "Touchstone". This way, the organisation can grow while keeping the various segments of their audience separate.



Challenging industry norms

Sometimes companies want to explore new products and move against industry ideas without defining themselves as challenger brands. When organisations decide that they want to take a specific part of their brand values to the next level, a sub brand can be a fantastic way to do that. Coca-Cola recently released their "Life" lower-calorie version of the original drink, intended to support their approach to a healthier drink



Brand Extension

Brand expansion occurs when one category of brand expands itself to another category. Often this happens when a brand achieves success. Successful brands venture into other areas when their brand could potentially fit in.

Pros of Brand Extension	Cons of Brand Extension
<ul style="list-style-type: none">• The brand will be strategically calculated to explore other areas in success target.	<ul style="list-style-type: none">• Sometimes brands expand into areas that are not a natural fit. At other times, brands keep expanding without any reason.
<ul style="list-style-type: none">• As brand packaging notes, the fit and leverage of a brand are critical to successful brand extension.	<ul style="list-style-type: none">• This causes confusion around the original brand & Brand extensions can be expensive.
<ul style="list-style-type: none">• Brands do not have to spend money on rebranding, most brand extensions use the same brand standards as the parent brand.	<ul style="list-style-type: none">• Additional costs will be required to promote and maintain the new brand.



Brand Extension of Clorox (Successful)



Brand Extension of Dr. Pepper Marinade (Unsuccessful)

Shopper Marketing: The Final Step



Jatin Gaud
First Year PGDM- Marketing
NLDIMSR

Shopper marketing is a collaboration of both internal and external marketing between brand owners and retailers to convince shoppers to purchase their product once the shopper begins its planning to meet a need. The goal is to influence shopper behaviour while people are in the shopping mode in a way that builds brands and drives consumption and growth. Customer decision making process is a very important for shopper marketing. If a brand wants its product to be chosen by the customer among various other competitors it is very important to know its buying behaviour. In the world of Omni-channel marketing, the customer has lots of mediums to choose from. To be the brand of choice, every company must understand the shopping experience from shopper's point of view.



Shoppers frequently make impulse purchase decisions. They make decisions on what they perceive through their emotions and habits. Shoppers want the products that they choose have a personal relevance in their lives whether in the form of its use or even just a tagline. The brand needs to be in the shoes of the shopper to stay relevant. For a brand to analyse the buying process is very complex. The brands must make sure that they are relevant in the mind of the customers by marketing both online and offline and provide a good customer service for references. The customer journey of exploring, shopping, buying, receiving and consuming the products has become very complex.

This journey operates 24/7. As marketers, it is very important to make sure that our brand is in contention as the consumer progresses from different stages of buying behaviour. The mode of shopper marketing starts as soon as the consumer senses a need and begins the process of satisfying the need. This mode remains on still the buying actually takes place whether through mobile app or in the retailers store. For retailers, shopper marketing takes place inside and outside the store.



Example: Shopper Marketing Inside the Store

Good shopper marketing is all about using insights to provide shoppers with something relevant for them based on their occasion, trip type, and category needs. Sometimes we may head to a supermarket after work in a frenzy with the aim of finding just enough ingredients for dinner that night. At other times we may be in the supermarket with an hour to spare and a very long list of all the things we want to buy for that week. The path to purchase would be successful inside the retail store because of the point of sale and the aisle placement is creating awareness of the product.

The advertising is also quite traditional as it is visible with its design. The packaging is quite considerate with a relevant tagline. This retail environment would make the shopper marketing successful.

Example: Shopper Marketing Outside the Store



Shopper Marketing outside the store is a growing opportunity. Shoppers are spending more time preparing for their shopping trips, making more than 40 percent of their brand buying decisions before they get to the store. They have pre-established brand consideration sets in their mind that becomes a key element in their choices at the shelf. These brand consideration sets are influenced by many factors in addition to traditional brand advertising, including manufacturer and retailer websites, coupon aggregation sites, e-mail marketing, social media, and mobile applications. The brands are taking advantage of every opportunity to influence consumers when they are in shopping mode outside the store.

Branding in Politics



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A brand is a name, logo, sentence, or symbol used by companies to differentiate their products from others. Today whenever we think of a brand we think of a product or service offered by some company. But there are also other prominent users of branding and those are political parties. Political parties always try to allure their voters with the help of countless promises and to propagate their agenda they run various advertisements, campaign, leaders travel from place to place and meet people, walls are painted and many rallies are conducted. In every election, these things repeat but now with changing world branding strategy of these political parties are also changing.

A decade ago telecom revolution didn't happen to us but now most of the voter owns a mobile phone which is a great medium to propagate parties agenda. Today many have access to Facebook, Youtube, Twitter, and other such platform and this platform has gained the ability to drive voter's opinions. So to withstand today's political scenario parties need to understand how to make use of branding.

Political parties need to differentiate from other parties. They need to position their brand in such a way that they influence more voters. Today fulfilling universal needs such as providing food, creating jobs, development is no more points of difference for the voter. People look for parties who also consider other things such as secularism, environment, women empowerment, etc.

Every political party needs a brand ambassador. Brand ambassador of a political party should be a person who can reach out to masses and has great oratory skills. People give huge importance to a person they are going to vote. We have seen how the face of Narendra Modi helped BJP to achieve success in the election, as he is a person whom people believe.

Political brands need to understand the use of technology. They need to create their base of social media followers and use these social media platforms to spread their message. Political parties should try to find new ways to use technology for various campaigns.

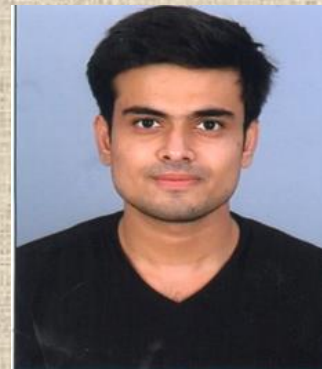
Political parties must have a slogan. Every popular brand has a brand slogan in the same way political parties must have its slogan that can help people to remember them.

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Market Strategy in VUCA World



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NLDIMSR

In the past, Marketing was only limited to 4P's(Product, Price, Promotion, Place) but now things are changing, as consumer gets more information about brand, they are becoming more volatile towards brand. The evolution in consumer behavior encourage the marketer to change their market strategy.

They expand the marketing domain where they include three more P's(Physical evidence, People, Process) to understand the complexity of the market. As of now, we have 7P's to understand the VUCA (volatility, uncertainty, complexity and ambiguity)" in the market. Earlier we have limited channels to communicate with both prospects and customers but now, we are exposed to different kinds of channels which can communicate the voice of brand effectively as well as efficiently. This kind of improvement comes from digitalization which further promoter marketer to use Smart (Specific, Measurable, Achievable, Realistic and Timely) market techniques to increase their consumer base. In today's VUCA world, where consumers have all kinds of information and access to different kind of product, Marketers are bound to use smart market techniques to standout in the market. Marketers need to specific while setting objectives for their campaign.

Let's suppose that Reebok now sells 5,000 pairs of sports shoes each year and wants to increase their sales. An effective goal could be to "increase sales of sports shoes by 5 percent in the next one year." This would mean selling 250 (5,000 times 5 percent) more pairs of reebok shoes over the next one year.

Now the objectives which are not measurable is of no use for the organisation. So In the above example, we are going to ensure that sales should be increasing by 21 pairs per month to meet the objective of raising sales by 250 pairs in twelve months.

Simultaneously, the goal which organisation set should achievable or relativistic. Continuing with the above example, the employees of Rebook has agreed that increasing sales by 6 percent in the next one year is realistic and achievable. While setting the objectives, organisation need to consider the current economic conditions and realities of the business climate. It would be foolish to set unrealities goal when there is a slowdown in the market. So, if the economic conditions are good, then we can expect more sales from Reebok corporations which we can say is a realistic goal.

Last important thing that has to be taken care while using smart technique to tackle VUCA environment is that there should be a timeline for any goal. If there is no deadline for goal, then the efforts towards achieving the goal will be meandering.

Reebok corporation goal to "increase sales of sports shoes by 5 percent in the next one year"meets all of the SMART market criteria.

Ace Club - Maadhyam 2019



The Ace Club - Marketing Club of N. L. Dalmia Institute successfully organized Maadhyam- A National Level Marketing Paper Presentation Competition on 20th September, 2019. The topic was "PHYGITAL - THE FUTURE OF MARKETING" where the top B-Schools from all over India battled it out for achieving the fame of winning one of the most prestigious competition for the management students.

The term "PHYGITAL" is a step closer to the new era of **#Marketing**. The top 5 teams did an extensive research on the topic and gave a presentation on their report.

The event was graced with the presence of Dr. Hitesh Bhatt, Ritika Kapur Dubash and Pankaj Prakash as the jury panel of Maadhyam-2019. A big congratulations to all the winners of Maadhyam. The committee members of the Marketing Club worked very hard on organizing this event and are working towards organizing more events for the marketing enthusiasts of the top B- Schools in India.

We would like to thank the management of our college and our Head of Department, Marketing, Professor Dr. Joyeeta Chatterjee, Dr. Amit Shrivastava Sir and Dr. Baisakhi Mitra Mam for the constant encouragement and support throughout the endeavor.

Some photos from the Maadhyam Event:



WINNER



1st RUNNER UP



2nd RUNNER UP

The Ace Club had also introduced a new intra-college event “**ACE THE CASE**” where students from Marketing, Finance and HR actively participated in the case study and presented their reports. The winners of “ACE THE CASE” were also announced on the Maadhyam event.

ACE Club plans to launch many internal marketing events to compel each future marketer to be at the top of their game. News House, Speak Up and GD Wars are a few of the many events set to take stage in the next semester.

One of the Flagship projects of ACE Club - “Speak Up”, the idea of which was put forward by one of our classmate (Kaushal Tibrewal) aims at enhancing public speaking and presentation skills. With an anonymous feedback system in place in terms of Grammar, Filler Words, Areas of Improvement and Best quality each student gets individual feedback as well as a Video of his/her speech to monitor Posture, Gestures and overall stage presence.

We at ACE aim to provide a platform to each student at NLDIMSR to grow beyond their potential and be the leaders of tomorrow.

ACE is ready, are you?

International Marketing Conclave(IMC) 2019



N.L Dalmia Institute of Management Studies and Research organized International Marketing Conclave on 21st September where seven eminent speakers from various industries from India and overseas came together and shared their experience and views about **Phygital- The Future of Marketing**.

The speakers included Mr. Mehul Damani, Ms. Nehal Salah, Mr. Koushik Majumdar, Mr. N.M Sarma, Mr. Rinkesh Shah, Mr. Akshay Sengupta, Mr. Ninad Chhaya. The event was attended by various corporates, alumni, faculty and the students.

Key learnings from the event:

- 1) 3I's of marketing
- 2) Extended P's of Phygital Marketing
- 3) How Phygital is the present of marketing
- 4) Technologies which help to deliver a better customer experience
- 5) Delta 4 model
- 6) Unique Bragging point>Unique selling point
- 7) Real life applications of Phygital Marketing

Some photos from the International Marketing Conclave:





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Institute of Management Studies and Research

(A School of Excellence of N. L. Dalmia Educational Society)

**Marketing is no
longer about
the stuff that
you make,
but about the
stories you tell.**

SETH GODIN

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