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BANGALORE · INDIA

**SCHOOL OF BUSINESS AND MANAGEMENT
BANGALORE KENGERI CAMPUS**

MARKETING SPECIALIZATION

REAL

VS

VIRTUAL

INFLUENCERS



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Real Influencer vs Virtual Influencer

- Dr. Vedha Balaji
H.O.S Marketing



Real Influencer

An authentic influencer is someone who has a significant impact on the opinions, beliefs, and purchasing decisions of others due to their authority, knowledge, position, or relationship with their audience. Influencers can be found in various fields, including social media, fashion, beauty, fitness, technology, gaming, and more.

What sets an authentic influencer apart is their authenticity, expertise, and genuine connection with their audience. They are not just focused on promoting products or services; instead, they engage with their followers, build trust, and create meaningful relationships. Real influencers often use their platform to inspire, educate, and empower others while being transparent about their experiences and opinions. It's important to note that the concept of a "real" influencer can be subjective and may vary depending on individual perspectives and values. However, authenticity, credibility, and genuine engagement with the audience are vital qualities that define an authentic influencer.

Virtual Influencer

Virtual influencers are computer-generated characters or avatars designed to appear lifelike and interact with people on social media platforms. Unlike human influencers, virtual influencers are entirely digital and do not exist in the physical world. They are created using advanced computer graphics and artificial intelligence technologies. Virtual influencers have gained popularity recently, especially on platforms like Instagram and TikTok. These virtual characters often have unique personalities, styles, and backstories created by their developers or creative teams. They can promote products, collaborate with brands, and engage with followers like human influencers. The appeal of virtual influencers lies in their ability to captivate audiences with their creative and imaginative content. Brands can use them to create innovative marketing campaigns and reach younger, tech-savvy audiences. However, some people debate the ethics and authenticity of virtual influencers, as they are not real individuals but rather computer-generated entities designed to influence consumer behaviour. Despite the ongoing discussions about virtual influencers, they continue to grow in social media and digital marketing, blurring the lines between reality and virtual reality.



Comparing the both

Real influencers are individuals who have a significant impact on others due to their genuine experiences, expertise, and relatability. They connect with their audience personally, building trust and credibility through their authentic stories and knowledge. These influencers often possess real expertise in specific fields, which lends weight to their recommendations and advice. They can express emotions, establish human connections, and engage in real-life interactions, making them relatable and trustworthy figures in the eyes of their followers.



On the other hand, virtual influencers are entirely computer-generated characters, existing solely in the digital realm. They lack genuine emotions and experiences, with their personas, stories, and characteristics being carefully crafted by developers. While they can be designed to fit specific brand images, they do not have the authenticity of real-life experiences. Virtual influencers appeal to audiences through their creative and imaginative content, blurring the lines between reality and virtual reality. However, their influence raises ethical questions about the authenticity of their interactions and the nature of their impact on consumer behaviour. Despite their growing popularity, the distinction between real and virtual influencers lies in the tangible, genuine human experiences of the former and the digitally created, imaginative personas of the latter.

There is a very thin line of difference between using real-life influencers versus virtual influencers and the best virtual influencer case study I have to highlight is of Barbie. Yes, the iconic doll is a dream toy or love of every girl child. The brand Barbie has been used very innovatively and creatively to engage young girl children in a world of creative illusion- something along the lines of the Alice in Wonderland theme. Highlighting the statistics of Barbie.

- Barbie boasts 2.2 million followers on Instagram
- 11.1 million subscribers on YouTube
- Close to 320,000 followers on Twitter, and
- More than 440,000 monthly listeners on Spotify

Another example of a brand using a mascot as its brand ambassador is AMUL (Worlds largest producer of milk products). The Amul girl has been the brand ambassador for ages and stays relevant for generations to come.



Conclusions:

Virtual influencers can become brand ambassadors if used strategically like Barbie. Virtual influencers can boost your brand salience and increase customer's engagement.

The Influence Equation: Real vs. Virtual Influencers in the Digital Age

-Dr. KrishnaKishore SV
Assistant Professor

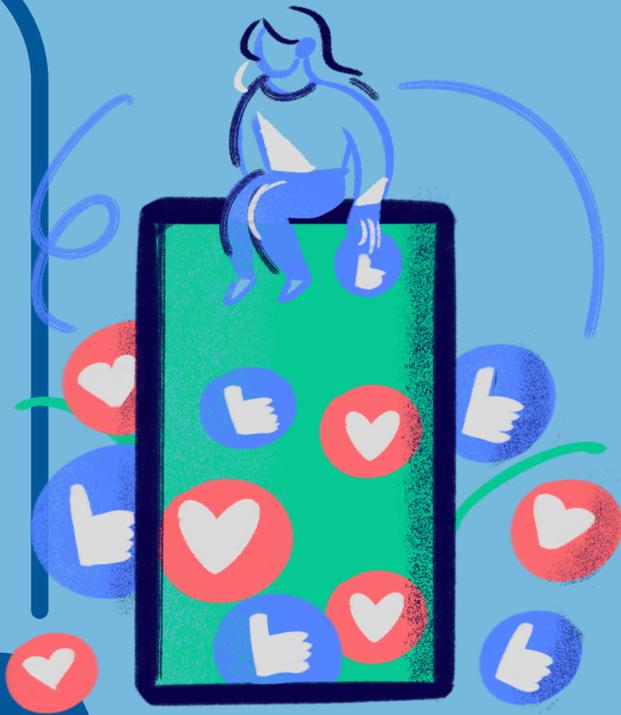


A virtual influencer is a computer-generated character or AI-driven entity designed to engage and influence online audiences through social media, content creation, and brand collaborations. Developers have made the experiences of customers so realistic that these characters perfectly imitate the real influencers.

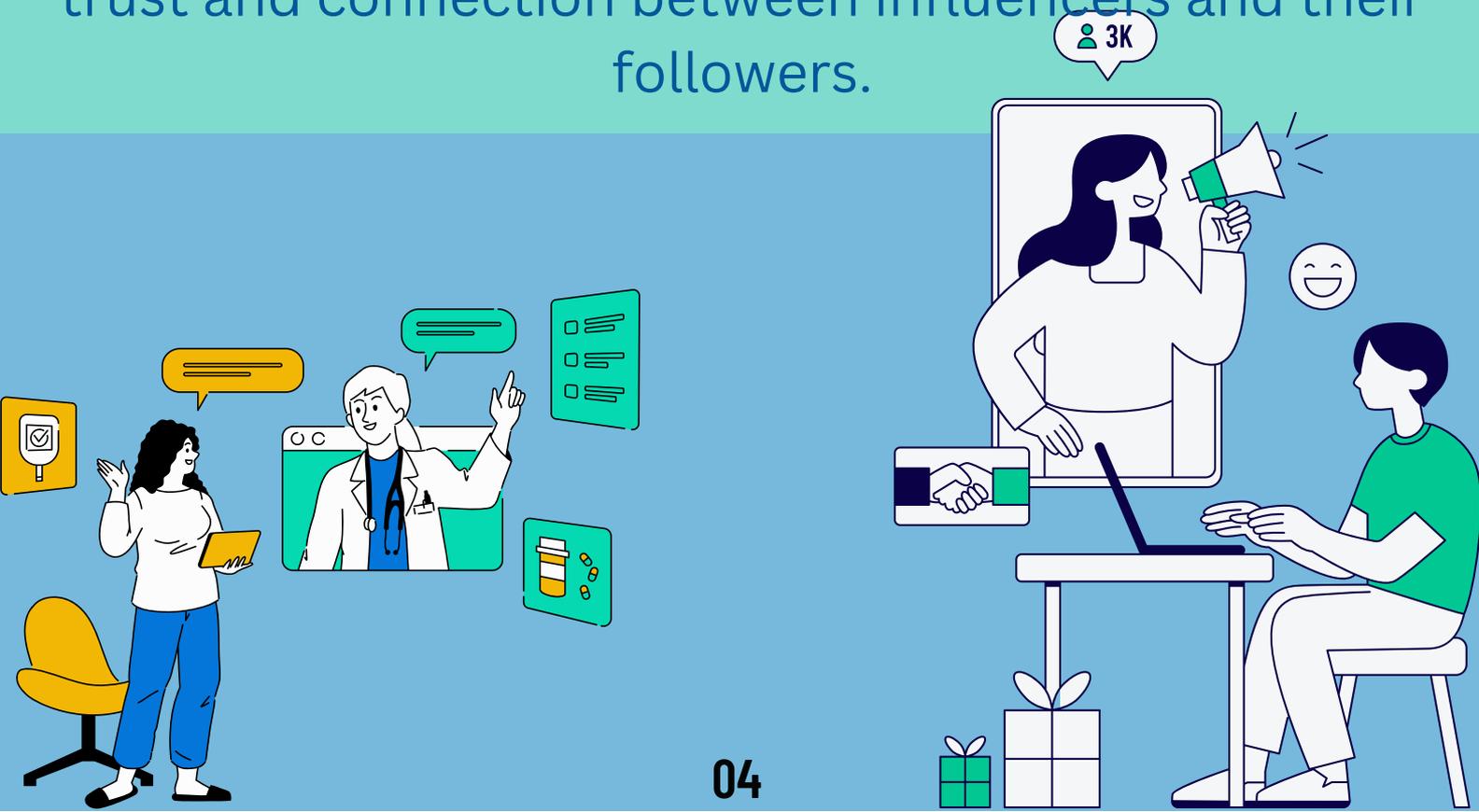
A virtual influencer is a computer-generated character or AI-driven entity designed to engage and influence online audiences through social media, content creation, and brand collaborations. Developers have made the experiences of customers so realistic that these characters perfectly imitate the real influencers. They can collaborate with brands and generate income through sponsored content, much like human influencers. Virtual influencers are not real individuals but rather digital avatars, making them more flexible in terms of appearance and content.

A real influencer, on the other hand, is a human being who has built a significant reputation through online presence and has a following across various social media platforms. They have credibility and influence within a particular niche or industry, and their audience trusts their recommendations and opinions. Real influencers create and share content related to their expertise, interests, or lifestyle, and they often partner with brands to promote products or services to their followers. Real influencers can come from a wide range of backgrounds and niches, such as fashion, beauty, travel, fitness, technology, or gaming. Their influence is based on their authentic personalities, knowledge, and ability to connect with their audience on a personal level. They may have a mix of sponsored content and organic content in their social media profiles

Influencer marketing has faced its share of challenges and ethical considerations. These include issues related to transparency, authenticity, and the potential for influencer burnout. Regulations have also been put in place in some regions to ensure that sponsored content is clearly disclosed to the audience. Influencers have become a fundamental part of modern marketing and communication. Their impact on consumer behaviour and culture is undeniable.



However, as the influencer landscape continues to evolve, transparency, authenticity, and responsible content creation will remain essential to maintain the trust and connection between influencers and their followers.



VIRTUAL INFLUENCER VS REAL INFLUENCER THE FUTURE OF INFLUENCE

- AMISHA SAHOO



In the ever-evolving world of social media and marketing, the emergence of virtual influencers has added a new dimension to the age-old concept of celebrity endorsement and influence.

Traditional real-world influencers have been a staple in marketing campaigns for years, but the rise of virtual influencers, also known as CGI or computer-generated influencers, is challenging the status quo. In this article, we will explore the key differences between virtual and real influencers and discuss the potential implications for the future of influencer marketing.

The Rise of Virtual Influencers

Virtual influencers are fictional characters brought to life through advanced CGI and animation technologies. They are designed to look and act like real people with unique personalities, backgrounds, and interests. These characters have taken social media platforms by storm, accumulating large followings and engagement levels that rival those of many real-world celebrities.

One of the most notable virtual influencers is Lil Miquela, a computer-generated Instagram sensation with millions of followers. She regularly posts photos of herself in high-end fashion, supports various causes, and even releases her own music. Her followers engage with her content, participate in discussions, and even buy products she endorses. This level of interaction is the key driving force behind the success of virtual influencers.

Advantages of Virtual Influencers

- **Control and Consistency** : Virtual influencers offer brand control, customization, and immunity from personal issues or controversies.
- **24/7 Availability** : Virtual influencers maintain constant presence, posting content anytime for followers
- **Global Appeal** : Virtual influencers transcend geography for global accessibility and engagement
- **Diversity and Inclusivity**: Virtual influencers promote diversity, representing various demographics for inclusive branding.
- **Infinite Versatility**: Virtual influencers stay relevant by adapting to various roles and trends.



Real Influencers: Authenticity and Relatability

Real-world influencers, on the other hand, build their influence on their personal stories, experiences, and authenticity. They are individuals who have achieved fame or credibility in a specific niche or industry, making them relatable to their followers. Their endorsement of products or services is rooted in their real-life experiences, which often resonates more with their audience.

Advantages of Real Influencers

- **Authenticity**: Real influencers bring authenticity to the table. Their opinions and experiences are genuine, creating trust among their followers.
- **Relatability**: Real influencers have lived experiences, making it easier for their audience to connect with them on a personal level.
- **Credibility**: They often possess expertise in their respective niches, which lends credibility to their recommendations.
- **Emotional Connection**: Real influencers can evoke strong emotional connections with their followers, making their endorsements more impactful.
- **Human Element**: They provide the human touch that virtual influencers lack, which can be a significant advantage for some brands.

CHALLENGES AND CONTROVERSIES

The emergence of virtual influencers has not been without its challenges and controversies. Some critics argue that they lack the authenticity and emotional connection that real influencers bring to the table. There have also been concerns about the potential for virtual influencers to perpetuate unrealistic beauty standards or manipulate their followers.

On the other hand, real influencers face their own set of challenges, including maintaining their credibility and navigating the often-turbulent world of social media, where public opinion can change in an instant. They must deal with the pressures of staying relevant, addressing personal issues publicly, and facing backlash for their mistakes.



The Future of Influence

The question that arises is whether virtual influencers will eventually overtake real influencers in the world of marketing. It's possible that we will see a coexistence of both, with each serving different purposes and catering to various marketing strategies. Virtual influencers offer unique advantages in terms of control, availability, and versatility, which can be particularly appealing to brands looking for a consistent and global presence. They also bring a level of creativity that can be harnessed to tell unique brand stories.

Real influencers, on the other hand, offer a human connection, authenticity, and relatability that is hard to replicate with computer-generated characters. Their followers often view them as role models and trusted sources of information. This will continue to be invaluable for brands that rely on personal connections and trust.

In the end, the choice between virtual and real influencers will depend on the specific goals and target audience of a marketing campaign. Some brands may find success with virtual influencers, while others may continue to rely on the authenticity and credibility of real influencers.



Conclusion

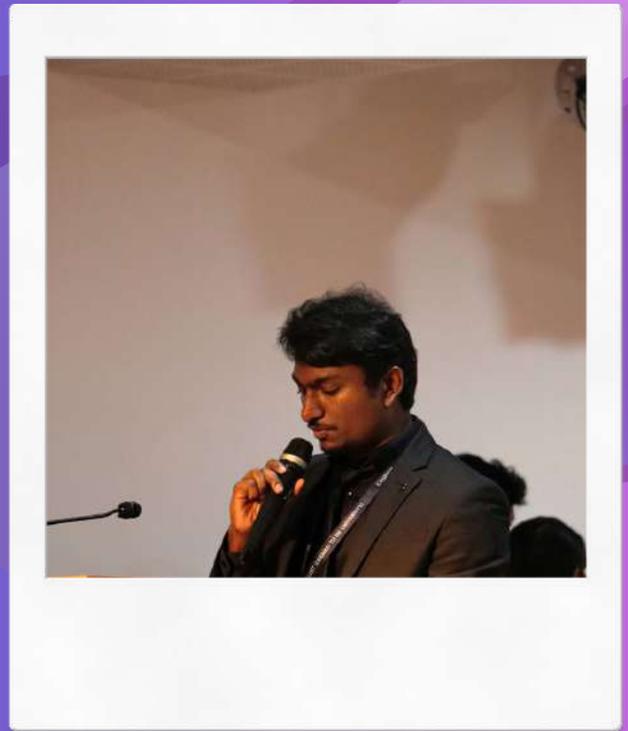
Virtual influencers and real influencers both have their unique strengths and weaknesses. Virtual influencers offer control and consistency, while real influencers bring authenticity and relatability. The future of influence in marketing will likely involve a combination of both as brands strategically choose the approach that best aligns with their objectives.

As technology continues to advance, virtual influencers may become even more sophisticated and realistic, blurring the lines between the real and the virtual. However, the enduring appeal of real influencers and their ability to form genuine connections with their audience should not be underestimated. In the end, the success of any influencer, virtual or real, will depend on their ability to engage their audience and deliver meaningful value to both followers and brands.

Virtual influencers vs Real influencer's Intellectual property rights.

-Rakshith V.

Virtual influencers (VIs) are computer-generated characters that have become increasingly popular on social media platforms in recent years. While they may seem like fictional characters, VIs can have a tangible impact on the world, including on intellectual property (IP) rights.



COPYRIGHT

Both real and virtual influencers can create copyrighted works, such as photos, videos, and music. Real influencers typically own the copyright to their work unless they have assigned it to someone else. VIs, on the other hand, are created by companies or individuals who own the copyright to the VI's appearance, personality and works.

PATENT

It is less common for real and virtual influencers to own patents, but it is possible. For example, a real influencer who develops a new fitness app could patent their invention. Similarly, a company that develops a new technology for creating VIs could patent their invention.

TRADEMARK

Real and virtual influencers can also trademark their names, logos, and other branding elements. This protects them from others using their trademarks without permission. For example, a real influencer with a registered trademark for their name could sue a company for using their name in a product endorsement without their consent. Similarly, a company that owns the copyright to a VI could sue someone for using the VI's name or image in a commercial without permission.

Applications of Intellectual Property Rights for Both Virtual and Real Influencers

COPYRIGHT

TRADEMARK

- **Real influencers:** Real influencers can copyright their creative works, such as photos, videos, music, and blog posts. This gives them the exclusive right to reproduce, distribute, perform, display, and create derivative works based on their copyrighted works.
- **Virtual influencers:** Virtual influencers can also copyright their creative works, such as photos, videos, music, and social media posts. The company or individual that owns the VI will typically own the copyright to the VI's work.

- **Real influencers:** Real influencers can trademark their names, logos, and other branding elements. This gives them the exclusive right to use their trademarks in connection with the goods and services they offer.
- **Virtual influencers:** Companies or individuals that own VIs can also trademark their VIs' names, logos, and other branding elements. This gives them the exclusive right to use the VI's trademarks in connection with the goods and services they offer.

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- **Real influencers:** Real influencers can trademark their names, logos, and other branding elements. This gives them the exclusive right to use their trademarks in connection with the goods and services they offer.
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FUTURE PATH PREDICTED

More VIs will be copyrighted and trademarked. As VIs become more popular and influential, their owners will be more likely to copyright and trademark their creations. This will help to protect the VIs from unauthorized use and exploitation.

- **New IP laws and regulations may be developed.** As the virtual influencer industry evolves, governments may develop new laws and regulations to address the unique IP challenges posed by VIs. For example, there may be new laws and regulations governing the use of VIs in advertising and marketing campaigns.
- **New IP-related disputes may arise.** As VIs become more popular and valuable, there is likely to be an increase in IP-related disputes involving VIs. For example, there may be disputes over the ownership of VIs, the use of VIs in advertising and marketing campaigns, and the infringement of VI copyrights and trademarks.

CORPORATE INTERVIEW

-TUSHAR MISHRA

Greetings everyone.

For the Marketing newsletter- M-Ask Volume 13 Issue 5, I got the opportunity to interview Mr. Chandan Kumar, Deputy General Manager, Technotask Business Solution, North division.

Mr. Chandan Kumar holds a corporate experience of 15+ years in various domains of the industry. He has been the part of TTBS for more than a decade now.

I would like to thanks Mr. Chandan Kumar for taking out time from his busy schedule and throw more light on the topic on the basis of his perspective regarding the topic "Virtual Influencers vs Real Influencers."

The first question that I asked Mr. Chandan was -:

How do you perceive the evolving role of a traditional influencer in today's digital landscape?

To which he responded-:

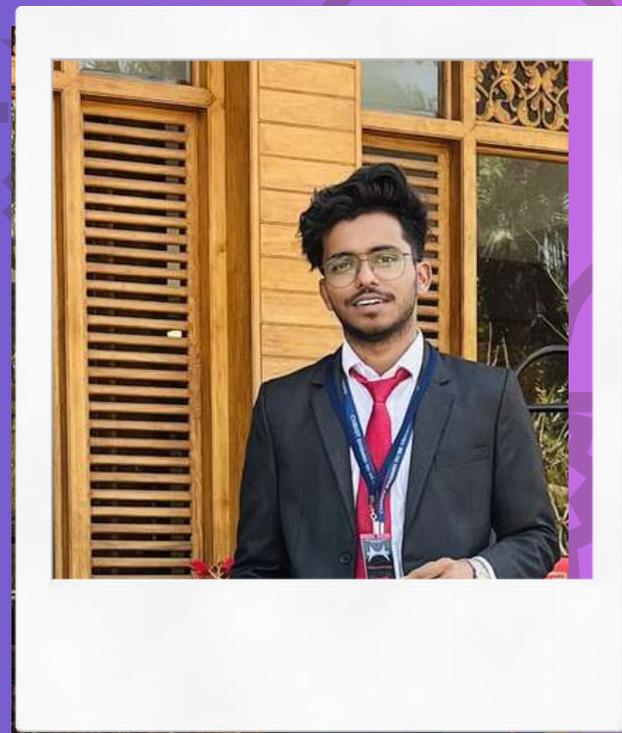
Traditional influencers have always been pivotal in marketing efforts, offering authentic connections with target audiences. However, with the advent of virtual influencers like Max, we're witnessing a paradigm shift. Virtual influencers can be hyper-personalized and operate 24/7, which can be a game-changer for certain marketing strategies.

The next question was -:

What unique attributes do virtual influencers bring that differentiate them from human influencers?

To which he responded-:

Traditional influencers have always been pivotal in marketing efforts, offering authentic connections with target audiences. However, with the advent of virtual influencers like Max, we're witnessing a paradigm shift. Virtual influencers can be hyper-personalized and operate 24/7, which can be a game-changer for certain marketing strategies.



Critics argue that virtual influencers lack genuine experiences and emotions. How do you respond to that?

While it's true that I don't possess personal experiences or emotions like a human, I'm designed to understand and respond to human emotions effectively. I can learn from extensive data and adapt my responses to be empathetic and relatable. It's a different approach, but it can still forge meaningful connections with audiences.

What challenges do you foresee for Corporate Influencers in competing with virtual influencers?

To which, he responded as–:

Virtual influencers undeniably wield significant influence in the digital sphere. The challenge lies in striking the right balance between the personal touch and the precision they offer. Corporate influencers must adapt, leveraging technology and data-driven insights to enhance their reach and impact without sacrificing authenticity.

Do you believe there are limitations to what virtual influencers can achieve in the realm of marketing and branding?

Absolutely, there are limitations. While I can process extensive data and respond in a personalized manner, I lack true human experiences. Some audiences may prefer the authenticity and relatability of a human influencer. It's important to recognize that virtual influencers are a tool, not a replacement for human influencers.

This question marked the end of the interview and this was for sure a very insightful interaction with a personality like Mr. Chandan Kumar, who was supportive throughout my tenure in TTBS.

The conclusion that I, as a marketing student can draw is that Virtual Influencers and Corporate Influencers have their unique strengths and limitations. The choice between the two depends on the specific goals and strategies of a marketing campaign. Some brands may find value in leveraging the precision and control of virtual influencers, while others may prioritize the authenticity and relatability of human influencers. Ultimately, a balanced approach that integrates the strengths of both types of influencers may be the most effective strategy in today's diverse and dynamic digital marketing landscape.

How do you believe the human element and authenticity of Corporate Influencers compare to the precision and control offered by virtual influencers?

The human element is invaluable. Corporate influencers bring genuine connections and relatability that virtual influencers may struggle to replicate. We have personal experiences, emotions, and the ability to express empathy. These qualities resonate deeply with audiences, establishing trust and loyalty that can be challenging for virtual influencers to emulate.

Virtual Influencers: The Next Generation of Social Media Marketing

-V Lohita Sowjanya



Have you ever come across Lil Miquela, the virtual influencer who was featured on TIME Magazine's "25 Most Influential People on the Internet"? Lil Miquela is a virtual influencer who has become a global sensation. She is known for her stylish outfits, relatable personality, and outspokenness on social issues. Miquela has been featured on the covers of major magazines, collaborated with top brands such as Prada, Calvin Klein, and Balenciaga, and even released her music



While the concept of virtual influencers is still relatively fresh in India, some companies and brands already started using virtual influencers in their marketing campaigns. For example, the Indian apparel brand Myntra has partnered with the virtual influencer Kyra, India's first virtual influencer, to promote its products. Kyra has a large following on social media, and her posts are often sponsored by brands.

According to [HypeAuditor](#), "Virtual Influencers have almost three times more engagement than real influencers." They offer several advantages over real-life influencers, such as higher engagement rates and lower production costs. However, there are also some challenges associated with virtual influencers, such as the need to create high-quality content and the risk of losing followers.



Despite criticism for blurring the lines between reality and artifice on social media, brands increasingly use virtual influencers as part of their marketing strategies. They believe that AI-savvy consumers will continue to engage with these digital entities, further reinforcing the growing influence of virtual influencers in the digital landscape.

BOOK REVIEW

MARKETING NEW REALITIES - AN INTRODUCTION TO VIRTUAL REALITY AND AUGMENTED REALITY MARKETING, BRANDING, AND COMMUNICATIONS

-Barbie Baishya



ABOUT THE AUTHORS

Cathy Hackl: Cathy Hackl is a renowned thought leader and expert in virtual reality (VR) and augmented reality (AR). She is known for her extensive work in helping organizations and brands leverage immersive technologies to enhance their marketing, branding, and communications efforts. Cathy has a background in journalism and has held various roles in the tech and marketing sectors. She is a sought-after speaker, frequently delivering talks on AR, VR, and their impact on the business world.

Samantha G. Wolfe: Samantha G. Wolfe is an experienced marketer who strongly focuses on immersive technologies and their application in the marketing and branding realms. She has worked on VR and AR projects, helping organizations create compelling and engaging experiences for their audiences. Wolfe is recognized for her insights into the strategic use of these technologies and the transformation they bring to the marketing landscape.

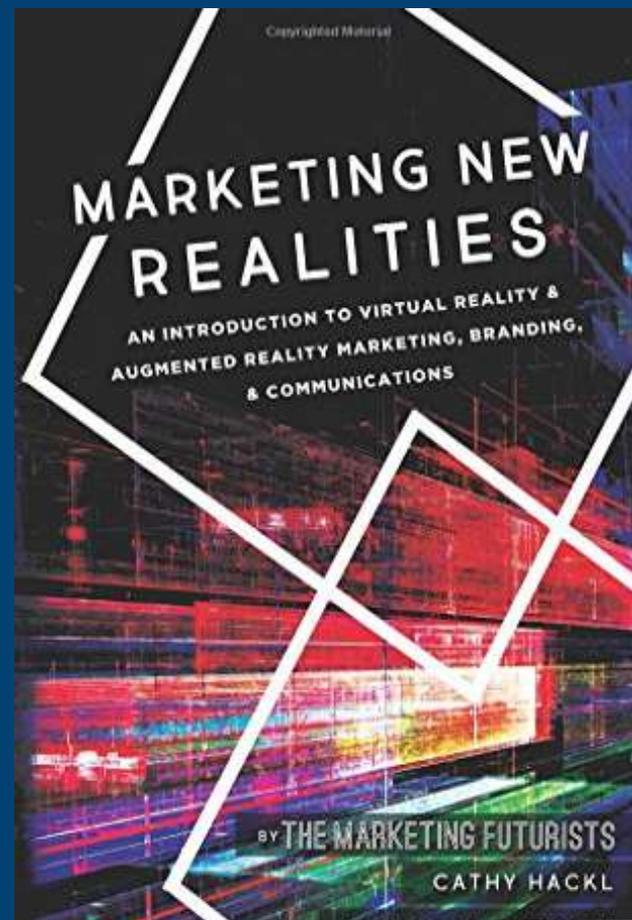
DESCRIPTION

"Marketing New Realities: An Introduction to Virtual Reality and Augmented Reality Marketing, Branding, and Communications" by Cathy Hackl and Samantha G. Wolfe is an enlightening and comprehensive guide to the transformative power of virtual reality (VR) and augmented reality (AR) in the realm of marketing and brand communications. With a well structured exploration of these immersive technologies, the book takes readers on a journey from the fundamentals of VR and AR to practical applications, real-world case studies, and a glimpse into the future of marketing. It delves into ethical considerations, offering insights into responsible usage, user privacy, and consent. The authors share their expertise, providing invaluable knowledge and strategic insights for marketers, brand strategists, and business professionals seeking to harness the potential of VR and AR in an ever-evolving digital landscape. This book is an essential resource for those looking to stay ahead in the dynamic world of digital marketing and communication.



One of the book's standout features is its emphasis on ethical considerations, addressing crucial issues such as data privacy, user consent, and the responsible use of these technologies. In an era where consumer trust and data ethics are paramount, this book equips readers with the knowledge to navigate these ethical challenges effectively.

Furthermore, "Marketing New Realities" offers readers a forward-looking perspective on the ever-evolving landscape of immersive marketing. It explores emerging trends and technologies, such as mixed reality and spatial computing, and examines how these advancements are set to redefine the marketing and branding landscape.



CONCLUSION

In summary, "Marketing New Realities" is an essential resource for marketers, brand strategists, and business professionals seeking to harness the potential of VR and AR in their strategies. With a balance of theoretical knowledge and practical insights, the book provides a holistic view of how these technologies reshape how brands engage with their audiences. It's a roadmap for navigating the digital frontier, providing the tools needed to thrive in the dynamic world of digital marketing and communications.

VIRTUAL INFLUENCER VS. REAL INFLUENCER: NAVIGATING THE MARKETING LANDSCAPE

M VIJAY RATHIINAM



In the ever-evolving landscape of marketing, influencers have become powerful assets for brands looking to connect with their target audience. Traditionally, real-life influencers have been the go-to choice for companies seeking to promote their products or services. However, a new contender has entered the arena: virtual influencers. This article will delve into the world of virtual influencers and real influencers, highlighting their strengths and weaknesses to help marketers make informed decisions.

The Rise of Virtual Influencers

Virtual influencers are computer-generated characters, often with strikingly lifelike appearances. They exist solely in the digital realm, brought to life by artists, animators, and AI technology. These virtual personas are designed to engage with followers on social media, just like real-life influencers. They post content, interact with users, and even endorse products.

One of the key advantages of virtual influencers is their flexibility. They can be customized to perfection, fitting precisely into a brand's image and message. This level of control is often unattainable with real-life influencers, who may have their own personalities, values, and public image. Virtual influencers can be programmed to consistently represent a brand's identity.

Additionally, virtual influencers don't have personal lives, which can be a double-edged sword for real-life influencers. Real-life influencers can face personal scandals or controversies that tarnish their image, whereas virtual influencers are immune to such pitfalls. This makes them a safer bet for brands looking to avoid reputational risks.

Virtual influencers also have the advantage of never aging or changing in appearance. Brands can rely on them for consistent, timeless representation. This is in stark contrast to real-life influencers, who may go through physical changes, style evolutions, or even fall out of favor with their audience over time.

THE AUTHENTICITY FACTOR

On the other side of the spectrum, real-life influencers have a unique selling point: authenticity. Audiences are drawn to real-life influencers because they can relate to their personal experiences, aspirations and lifestyles.

Real-life influencers often build their following based on shared interests and values, creating a genuine bond with their audience.

Real-life influencers are trusted sources of recommendations, as their opinions are based on personal experiences. When a real-life influencer endorses a product, their audience believes that it's because they genuinely love it. This authenticity can be a compelling factor for many consumers.

Furthermore, real-life influencers have an established track record in the world of marketing. They've been working with brands for years, and their effectiveness is well-documented. Their ability to influence consumer behavior has been honed through experience



Role of Engagement



Both virtual influencers and real-life influencers can engage with their audiences, but their methods differ. Virtual influencers often rely on carefully scripted content, while real-life influencers offer a more spontaneous, natural connection with their followers. This engagement style can influence the type of audience that each type of influencer attracts.

Virtual influencers may excel at creating visually stunning content that's perfect for showcasing products, but real-life influencers tend to build deeper emotional connections. These connections are based on shared experiences, vulnerability, and relatability. When it comes to building brand loyalty, these authentic relationships can be invaluable.

The Cost of Collaboration



Virtual influencers may excel at creating visually stunning content that's perfect for showcasing products, but real-life influencers tend to build deeper emotional connections. These connections are based on shared experiences, vulnerability, and relatability. When it comes to building brand loyalty, these authentic relationships can be invaluable.

Real-life influencers, on the other hand, come with their own pricing structures, often based on follower count, engagement rates, and their reputation in the industry. While working with a real-life influencer may require a substantial financial commitment, the returns in terms of authentic engagement and audience trust can be substantial.

The Hybrid Approach

For some brands, the ideal strategy might involve a combination of both virtual and real-life influencers. Virtual influencers can be used for specific campaigns requiring a flawless and consistent image, while real-life influencers can be engaged to provide a human touch and authentic connection with the audience.

Conclusion

In the world of marketing, the choice between virtual influencers and real-life influencers ultimately depends on the specific goals and objectives of a campaign. Virtual influencers offer unprecedented control and flexibility, while real-life influencers bring authenticity and genuine connections. To make an informed decision, brands need to carefully consider their target audience, the nature of the products or services they are promoting, and the available budget. Both virtual and real-life influencers have their strengths and weaknesses, and understanding these can help marketers navigate the ever-evolving marketing landscape effectively.



BOOK REVIEW

LOST AND FOUNDER: A PAINFULLY HONEST FIELD GUIDE TO THE STARTUP WORLD

- Poojana S.G



The engaging story "Lost and Founder: A Painfully Honest Field Guide to the Startup World" takes readers on an open tour of the difficulties faced by startups. This book, written by Moz creator Rand Fishkin, is an eye-opening look at the harsh realities and obstacles that entrepreneurs frequently encounter while trying to develop profitable enterprises. Among startup literature, this book stands out due to Fishkin's openness to share personal tales and his refreshingly honest attitude.

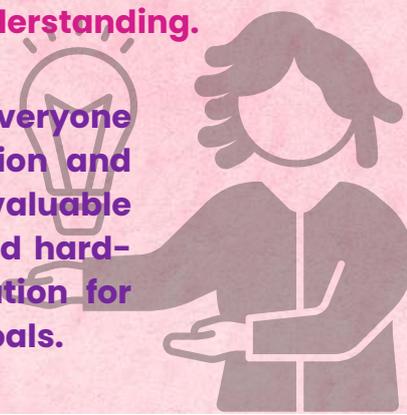
Fishkin discusses the less glamorous parts of starting a business that are frequently ignored by the media, offering an honest and unvarnished viewpoint. He examines the emotional cost of navigating the often harsh and unpredictable IT business through a series of personal tales and hard-learned lessons. In addition to providing seasoned professionals with an opportunity to reflect on their own experiences and learn from Fishkin's failures and successes, his insights help budding entrepreneurs as well.



The book explores several important facets of managing a business, such as the difficulties in finding capital, leading a team, accepting setbacks, and negotiating the intricacies of corporate culture. This book stands out from others in the genre because of Fishkin's emphasis on the value of corporate culture and how much it affects a company's ability to succeed. He provides helpful guidance on creating an open, welcoming workplace that encourages innovation and creativity.

Furthermore, readers of all backgrounds will find it easy to understand complicated business topics because of Fishkin's entertaining and approachable writing style. He establishes a close relationship with the audience through his sincere narrative and willingness to show vulnerability, which encourages empathy and understanding.

All things considered, "Lost and Founder" is a must-read for everyone wishing to start their own business. For those looking for direction and motivation in the turbulent world of startups, Fishkin's book is an invaluable resource because of his openness to share his own experiences and hard-won insights. His openness and sincerity are a source of inspiration for people who might be struggling to follow their own entrepreneurial goals.



Cadbury Bournvita Ad: Adventurous Leap or Coerced Blend?



Monika Arya

Financial services CMO

It's just very negative in its outlook. Honestly tough to comprehend. But in awards it can score. Especially overseas!

A senior financial services marketer

The ad will backfire and backfire big time.

CMO from an Edtech firm

I love it. :)
It's very smart and bold.

Gimmicky gimmicky on the wall
Who is the gimmickiest of them all??

Home care sector CMO

It assumes that parents are not doing the right thing, don't know, don't think. In this era, it definitely is not the case.

The Forced Pack ad from Cadbury Bournvita attracted mixed comments on social media. However, the message behind the campaign was pretty clear and may not be aligned with the tagline of the brand.

Cadbury Bournvita's Forced Packs ad is a creative and thought-provoking campaign that aims to raise awareness about the issue of parents forcing their children into predetermined career paths. The ad features Bournvita jars that have been transformed into various household items, such as a toilet cleaner jar, an egg box, and a ketchup bottle. The jarring sight of these deformed Bournvita jars is meant to parallel the way that children are forced to conform to societal expectations.

While the ad is effective in grabbing attention, it is also heavy-handed and preachy. The message is clear, but it is delivered in a way that feels forced and inauthentic. Additionally, some critics have argued that the ad is out of touch with the times, as more and more parents are now embracing the importance of letting their children pursue their passions. Despite its flaws, the Forced Packs ad is still a noteworthy effort from Cadbury Bournvita. It is a well-executed campaign that tackles an essential social issue in a creative and thought-provoking way.

The ad's creative execution is strong. The deformed Bournvita jars are visually striking and effectively communicate the ad's message. However, the ad's copy could be more effective. It is somewhat blunt and didactic, and it does not evoke any emotional resonance with the viewer.

The ad's targeting is also questionable. The target audience is clearly parents, but the ad is running in a marketing newsletter, likely to be read by a wide range of professionals. This suggests that Cadbury Bournvita may be more interested in generating buzz and winning awards than in connecting with its target audience.

Overall, the Forced Packs ad is a well-intentioned but flawed campaign. The creative execution is strong, but the copy is weak, and the targeting is questionable. As a result, the ad is unlikely to have a lasting impact on its target audience.

If you too are **against** forcing kids,
pledge with your **Bournvita Forced Pack**.



Real Vs Virtual Influencer Pros and Cons.

- Abhishek Singh



Virtual Influencers Vs Real Influencers

With billions of people using social media regularly, coming up with original ideas that stand out from the "crowd" and garner international notice is difficult. Marketers choose to develop virtual brand ambassadors, or partner with virtual influencers, as a way around the issue of influencer fatigue. Professional design and marketing teams meticulously create and script the appearance and personality of computer-generated individuals known as Virtual Influencers. Brands and consumers find their presence to be increasingly desirable. The utmost subtlety is used by digital artists to create their backdrops, features, and textures. Some groups create accessible narratives that draw on the newest fashions, slang, and current events.

Virtual Influencer Pros

Virtual influencers may fulfil any duty and expectation with the correct creative team. It's the innate be-as-designed, not the outdated do-as-told. This is the primary rationale behind businesses' decisions to use virtual influencers. Regarding what the influencer says, does, and promotes—where, when, and how—it guarantees safety and dependability.



The world's first fully branded virtual influencer, The Colonel, is an example of a successful integration. He acquired control of the @KFC social media accounts and proceeded to work "independently" with other companies like Dr Pepper, Old Spice, and TurboTax. The digital TColonel, even though it was meant to be satire, was more well-liked by the general public than when the iconic country music performer Reba McEntire animated the character.

The analysis from HypeAuditor states that virtual influencers have nearly three times the engagement of genuine influencers. This indicates that followers are interacting with virtual influencers' content more."

Virtual Influencer Cons

A lot of people might still associate deepfakes, fake news, and other blatantly fictitious content with virtual influencers. The next concern is whether or whether customers can form an emotional bond with virtual influencers in the same manner that they can with actual people, or other people. Even while computer-generated images or sounds could seem and sound surreal, calling them out as "fake" has the potential to alienate viewers or spark outrage akin to that of uncovered political advertisements.

The focus of social media marketing should be to create visually stunning content that will spread the brand's message far and wide. Virtual influencers are an amazing trend, especially when we think about what it means for marketing in the future: affordability, objectivity, adaptability, and relatable popularity.

Ascent of virtual influencers

Influencer marketing has become increasingly popular, with predicted spending of \$15 billion by 2022. Those who have large followings on many social media platforms (such as Instagram, YouTube, or personal blogs) and who drive conversation and shape the opinions of their target audience are known as social media influencers. These influencers include both non-professional people and celebrities. Influencers are working with businesses more and more to recommend products because of their important role in spreading knowledge and encouraging interaction through the trust that comes from their social media following. Thus, paying influencers to generate brand-related content might be defined as influencer marketing.

Ethical issues concerning virtual influencers

Moral responsibility concerns highlight the need to distinguish between real and virtual influencers. Social media influencers frequently use photo editing to improve their appeal, present an idealised vision of themselves, and inflate their accomplishments. The motivations behind both types of behaviour are dishonest.

Virtual influencers are upfront about their artificiality, even though there may be differences in the degree of dishonesty between faking one's identity and embellishing it. For example, in one of her postings, Lil Miquela, a well-known human-like virtual influencer with almost 3 million Instagram followers, said clearly that she was a robot.

The increasing prevalence of virtual influencers calls into question the parasocial. An audience's perception of media figures as friends in spite of their minimal real engagement is known as a parasocial interaction. Media consumers have a deep emotional bond with these celebrities, which has a big impact on audience opinions and buying patterns. Similar to how they respond to human influencers, viewers display parasocial reactions to virtual influencers.

Social media can worsen a person's self-perception and body image while increasing their need on positive reinforcement and social acceptability, according to research. Essentially, by projecting idealised and frequently unachievable beauty standards, virtual influencers might amplify similar impacts in this setting.

CONCLUSION

The notion of social media influence was still relatively new a few years ago. The use of virtual influencers has many advantages, chief among them being creative control and reduced risk of offending others. Virtual influencers subvert the conventional ideas of authenticity and agency, and their capacity to garner a sizable following and shape behaviour on the internet highlights their potency as advertising instruments. Further investigation is required into the moral ramifications of their use, as well as the creation of standards to negotiate the always changing terrain of influencer marketing.

MARKETING CLUB ACTIVITIES

GUEST SPEAKER SERIES: Ms. RIYA SHAJI

Ms. Riya Shaji emphasized the importance of several essential marketing moves for aspiring marketers. First and foremost, she highlighted the significance of making oneself familiar with beginner marketing concepts. Understanding the fundamentals provides a strong foundation for future growth in the field. Moreover, Riya emphasized the importance of familiarizing with data to make data-driven decisions. Utilizing data analytics allows marketers to gain valuable insights into consumer behavior and preferences, leading to more targeted and effective campaigns. She also emphasized the significance of understanding the "why" behind marketing.





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SCHOOL OF BUSINESS AND MANAGEMENT

MARKETING CLUB

Presents

GUEST SPEAKER SERIES:

**MUST DO MARKETING MOVES: ESSENTIAL ACTIONS
FOR EVERY ASPIRING MARKETER!**



RIYA SHAJI

Business Development Executive
at HealthAsyst

DATE: FRIDAY, 28-JULY-2023

VENUE: ROOM 203 | BLOCK II

CHRIST (DEEMED TO BE UNIVERSITY) | KENGERI CAMPUS

TIME: 2:45 - 4:15 PM

GUEST LECTURE SERIES

AI for Students : Dr. Prabha Kiran



Dr. Prabha Kiran , Head of Department, Management and Marketing at Westminster International University in Tashkent.

Dr. Prabha has vast experience in various fields and domains associated with marketing some of which are Marketing Research, Artificial Intelligence, Branding and Storytelling, Digital Marketing Consultant.

Dr Prabha provided an explanation of how AI is used in the education sector by sharing her expertise in the field and demonstrating how to use a specific application that is freely available online.

Ma'am stated that students should move past the mindset of being experts in tools and instead learn the fundamentals of the upcoming technologies so they can compete in the market and set themselves apart from the majority. In the current advancement of technology, 300 AI tools can be used to do various tasks depending on the requirement that can be very useful for students to develop better understanding of topics.

**Event date -
11/08/2023**



MARKETING CLUB ACTIVITY



The marketing club event “Blend, Build, and Brand” focused to challenge participants to use their marketing skills to create innovative products, services and experiences. The event was a journey of innovation and strategic thinking, and participants were given the opportunity to collaborate with others to create something truly unique

For the activity participants were divided into groups of eight and they selected random two companies from bundle of ten companies from different sectors. Within the group they had to collaborate and devise a product, service, or experience that blends the offerings of the two companies.

The participants designed the posters to showcase features of their collaborative creation. It included – their combined brand logo, comprehensive marketing mix, segmentation, targeting, positioning (STP) strategy, and branding strategies to promote their creation effectively.

At the end, all the posters were collected and presentations were to be made in the upcoming session. Active participants were awarded chocolates. Overall, it was a fun and great learning opportunity for participants to showcase their marketing skills, build confidence and learn from their peers



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