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REVOLUTIONIZING FMCG Markets

Unleashing the Power of Influencer Marketing

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Message

FROM HEAD OF THE SPECIALIZATION

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Revolutionizing FMCG Markets: Unlocking Influencer's Potential

The Fast Moving Consumer Goods industry is dynamic and highly competitive. With rapidly changing consumer preferences, emerging digital technologies, and increasing environmental concerns, FMCG companies face the challenge of staying relevant and innovative in an ever-evolving market. One powerful tool that has been increasingly harnessed to navigate these challenges is the influence of individuals and social groups. This write-up explores how the FMCG market is being revolutionized by leveraging the power of persuasion.

In recent years, influencer marketing has emerged as a game-changer for FMCG brands. Influencers, whether they are celebrities, micro-influencers, or content creators, can connect with audiences on a personal level. They can create authentic and relatable content that resonates with their followers, making them an ideal medium for promoting FMCG products.

1.Authenticity: Influencers are seen as more authentic and trustworthy than traditional advertising. Their recommendations are often perceived as coming from a friend rather than a brand, making consumers more likely to try a product.

2.Reach: Influencers can have an extensive reach, from niche markets to a global audience. Brands can partner with influencers whose followers match their target demographics, ensuring their message reaches the right people.

3.Engagement: Influencers can generate high levels of engagement. Their followers actively participate in discussions, comments, and feedback, creating a more interactive and genuine connection between consumers and brands.

4.Content Creation: Influencers are skilled content creators. They can showcase FMCG products creatively and visually appealingly, helping brands stand out in a crowded marketplace.



Environmental and Social Responsibility

Consumers today are more conscious of environmental and social issues than ever before. FMCG brands that embrace and promote sustainability, ethical practices, and corporate social responsibility are gaining influence in the market.

- 1.Eco-Friendly Packaging:** Brands that adopt sustainable packaging, reduce plastic use, and minimize waste are considered environmentally responsible, attracting conscious consumers.
- 2.Fair Trade Practices:** Companies that source ingredients responsibly support local communities and ensure fair wages for workers are seen as ethical and positively impact the communities they operate.
- 3.Transparency:** Brands that provide transparent and honest information about their products origins, ingredients, and manufacturing processes build trust with consumers.

Digital Transformation

The digital transformation is redefining FMCG marketing strategies. Companies invest in e-commerce platforms, data analytics, and AI-driven technologies to enhance customer experiences.

- 1.E-commerce Integration:** FMCG brands are expanding their online presence, allowing consumers to shop conveniently from home and access a broader range of products.
- 2.Personalization:** Through data analytics, brands can tailor product recommendations and marketing campaigns to individual consumer preferences, increasing customer loyalty.
- 3.Augmented Reality and Virtual Reality** technologies enable consumers to experience products virtually, enhancing their buying decisions and engagement.
- 4.AI Chatbots and Customer Service:** AI-driven chatbots offer 24/7 customer support, answer queries, and guide consumers, improving their overall experience.

Conclusion

The FMCG industry is transforming significantly, driven by the power of influence, environmental and social responsibility, and digital innovation. Brands that embrace these trends are revolutionizing the market and gaining a competitive edge. As consumers seek authenticity, ethical practices, and digital convenience, FMCG companies that adapt to these changing dynamics are best positioned to thrive in this evolving landscape. The era of influence is here to stay, reshaping the future of FMCG markets.

Faculty Corner

"Revolutionizing FMCG Markets: Unleashing the Power of Influencer Marketing" refers to how the fast-moving consumer goods (FMCG) sector is being transformed by influencer marketing.

The growth of e-commerce has played a major role in the recent significant upheaval of the fast-moving consumer goods (FMCG) business. Digitalization has completely changed how FMCG businesses run, engage with customers, and deliver goods. Social media has become essential to our lives in the current digital era. People worldwide devote much time to following their favourite influencers, interacting with content, and scrolling through social media platforms. Influencer marketing is a potent marketing tactic made famous by this trend. Due to brands realizing that this method may effectively and authentically reach their target demographic, it has been increasingly popular in the last few years.



Dr. Tripti Arvind

Thanks to the internet, customers can now more easily express their opinions about a product or service. Electronic word-of-mouth marketing has become a big role in consumer purchasing behaviour. People now find it simpler to rate and assess the products they purchase thanks to the democratic aspect of the medium. Numerous studies have demonstrated that because recommendations from other customers are genuine, people are more likely to heed them than commercials. It has a bigger impact than another advertisement from a business looking to sell products. This implies that a lack of trust may lead to clients developing unfavourable judgements about traditional advertisements.

We'll explore the advantages of influencer marketing in this article and offer helpful advice on identifying the ideal influencers for your business.

1. Genuineness and Credibility:

Influencer marketing's capacity to build genuine customer relationships is one of its main benefits. Social media influencers that have gained authority and trust have amassed devoted fan bases. Their viewers view them as relatable, reliable people whose advice and opinions are taken seriously. Influencer partnerships allow marketers to tap into this authenticity and build a more natural customer relationship. Influencers who endorse goods or services improve brand credibility and trust because their followers are more likely to see it as a sincere suggestion than as a conventional commercial.

2. Expanded Audience and Interaction:

Influencers can enhance a brand's visibility and interaction in manners that conventional marketing approaches frequently need help to accomplish. These people have a devoted and active fan base that frequently numbers in the thousands or even millions.

Faculty Corner

Influencers that promote brands become noticed by their followers, which boosts exposure and brand awareness. Influencer marketing helps brands and their target audience engage more deeply by facilitating meaningful interactions through likes, comments, shares, and direct messaging.

3. Niche Marketing:

Influencer marketing enables firms to precisely target niche markets. Influencers usually attract followers who are passionate about the same things they are by specializing in particular sectors, hobbies, or lifestyles. By using this degree of targeting, a business can ensure its message reaches a highly responsive and value-aligned audience. By collaborating with a fitness influencer, for instance, a fitness apparel firm can efficiently reach people who are likely to be interested in their products and who are health-conscious. Brands may optimize their marketing efforts and obtain higher conversion rates by utilizing the niche audiences of influencers.

4. Cost-Effective Strategy:

Influencer marketing can be more affordable for brands than traditional marketing avenues, especially for those with tight budgets. Working with influencers frequently entails a smaller cost outlay than, for instance, print or TV adverts. Because of their focused reach and engagement, influencer marketing efforts can also result in higher returns on investment (ROI). To gain the greatest results, marketers must carry out in-depth research and select influencers whose following reflects their ideals and target demographic.

Hints for locating the appropriate influencers

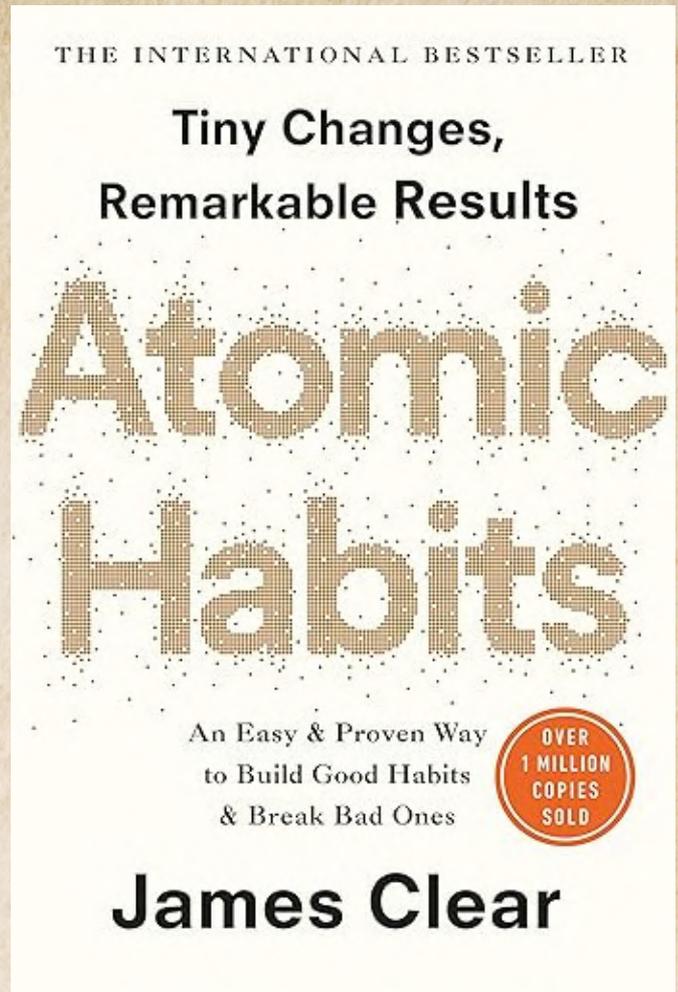
- a. **Establish Your Objectives:** Clearly state your marketing goals and the part influencers will play in helping you reach them. Are you trying to raise sales, improve website traffic, or raise brand awareness? Reaching greater outcomes can be attained by matching your objectives with the appropriate influences.
- b. **Research and Assess:** Identify influencers that share your brand's values and target market by conducting in-depth research. Seek influencers who connect with their fans, provide excellent material, and exhibit authentic interaction.
- c. **Audience Analysis:** Examine the characteristics, passions, and modes of interaction of an influencer's following. Be sure the people that follow them are in the same target market as you. In this sense, third-party platforms and social media analytics tools can offer insightful information.
- d. **Collaboration Approach:** Consider how you envision working with influencers. Will it be a one-time sponsored post or a long-term partnership? Explore options such as sponsored.

A review of the book

-Erwin Sam

"Atomic Habits"

In his 2018 book "Atomic Habits," James Clear shows readers that changing one's life doesn't have to be an arduous or unachievable endeavour by taking them on a fascinating journey into the world of habit-building. Through carefully outlined processes, Clear demonstrates how we can achieve our desired habits and discard the ones we wish to break. This book is an insightful and enjoyable guide, brimming with fascinating stories of exceptional individuals who have harnessed the power of small habits to excel in their respective fields. From Olympic gold medalists to renowned artists, business leaders, life-saving physicians, and star comedians, Clear's narratives provide concrete evidence of how small habits can propel anyone to the pinnacle of success.



A standout example from the book is the remarkable turnaround of British Cycling, which went from a single Olympic gold medal in 100 years to dominating the sport with 178 world championships, 66 Olympic gold medals, and five Tour de France victories in just a decade. This transformation hinged on a seemingly minor change in cyclists' lives, a testament to the impact of minor habit adjustments. James Clear introduces readers to a four-step model for understanding human behaviour, unravelling the art of creating new habits and shedding light on fascinating insights into our actions and decisions.

Reflecting on my own experiences, I couldn't help but resonate with Clear's message about the significance of gradual improvement over grandiose endeavours. Like many, I have fallen into the trap of overestimating the value of one pivotal moment while underestimating the power of daily, incremental progress. Clear's compelling math illustrates this point perfectly: a 1 per cent daily improvement over a year results in a staggering 37-fold enhancement in one's abilities. Conversely, a 1 per cent daily decline leads to near destruction. It's a reminder of the astonishing impact small steps can have in the long run.

A review of the book "Atomic Habits"

The book challenges the conventional wisdom that self-control is the be-all and end-all of habit change. Clear shares an intriguing case from the Vietnam War, where soldiers who had used heroin overseas could quit their addiction upon returning home, while others faced a 90% relapse rate. This unexpected finding underscores the limitations of self-control. "Atomic Habits" also delves into the social dynamics of habit formation, revealing that one person's habits can influence those around them. For instance, a person's likelihood of becoming obese increases by 57 per cent if a friend becomes obese.

Conversely, if one partner loses weight, the other follows suit about one-third of the time. Clear highlights that no matter how excited we are to form new habits, we will unavoidably have bad days. The most important thing is to always be present because bad days hurt more than good ones do. The book presents an eloquent explanation of the idea that preventing a 33 per cent loss is just as significant as making a 50 per cent gain. To aid in the journey of habit transformation, Clear offers practical tips such as the 2-minute rule, Making It Easy, and Goodhart's Law.

These techniques increase the likelihood of developing and maintaining habits. "Atomic Habits" covers more than just how to kick bad behaviors and develop positive ones; it also highlights the less talked-about drawbacks of creating positive habits. In this sense, Clear's observations offer a comprehensive viewpoint of the matter. As we approach the new year, "Atomic Habits" couldn't have arrived better. Unlike many other books, it's not a one-time read but a valuable resource to keep revisiting as you cultivate beneficial habits and shedding unhelpful ones. This book is a timeless companion in your quest for personal transformation and lasting change.



CRITICISMS OF CURRENT TACTICS.

Khushi Garg

Influencer marketing has become a prevalent strategy in the fast-moving consumer goods (FMCG) industry. It leverages social media influencers' reach and perceived authenticity to promote products. Despite its popularity, there are various critiques of existing strategies within this domain. Here are some common criticisms:

Inauthenticity and Trust Issues:

- Influencers may promote products they don't genuinely use or believe in, leading to a trust deficit among followers.
- Over-saturation of sponsored content can make it difficult for consumers to differentiate between authentic recommendations and paid endorsements.

Market Saturation and Differentiation:

- As more FMCG brands adopt influencer marketing, the uniqueness of such campaigns can diminish.
- Influencer marketing can become less effective if consumers are bombarded with similar messages from multiple influencers for competing products.

Short-term Focus:

- Brands sometimes prioritize short-term engagement, and sales boosts over long-term brand building and loyalty.
- This short-termism can lead to a need for more sustainable growth and brand equity.

Measurement and ROI:

- There often needs to be more precise metrics to find the impact of influencer campaigns on sales and brand health.
- The return on investment (ROI) can take time to calculate due to the qualitative nature of some benefits, like brand awareness.

Regulatory Compliance and Disclosure:

- Concerns about influencers not always disclosing sponsored content can lead to legal issues and consumer backlash.
- Regulations can vary by country, leading to a complex marketing landscape that is difficult to navigate.

Audience and Relevance:

- Not all influencers' followers are potential customers for a given FMCG product, leading to inefficiencies in targeting.
- The relevance of the influencer to the product and alignment with brand values is critical for campaign success.

Quality and Control:

- Brands may have limited control over the content created by influencers, which can sometimes lead to messaging that is off-brand or even damaging.
- The quality of content can be inconsistent, depending on the individual influencer's commitment and understanding of the brand.

Dependency and Negotiation Power:

- Over-reliance on influencers can give them significant negotiation power over the brands they represent.
- Some influencers have become brands in their own right, which can overshadow the FMCG brands they are supposed to promote.

Scalability and Replicability:

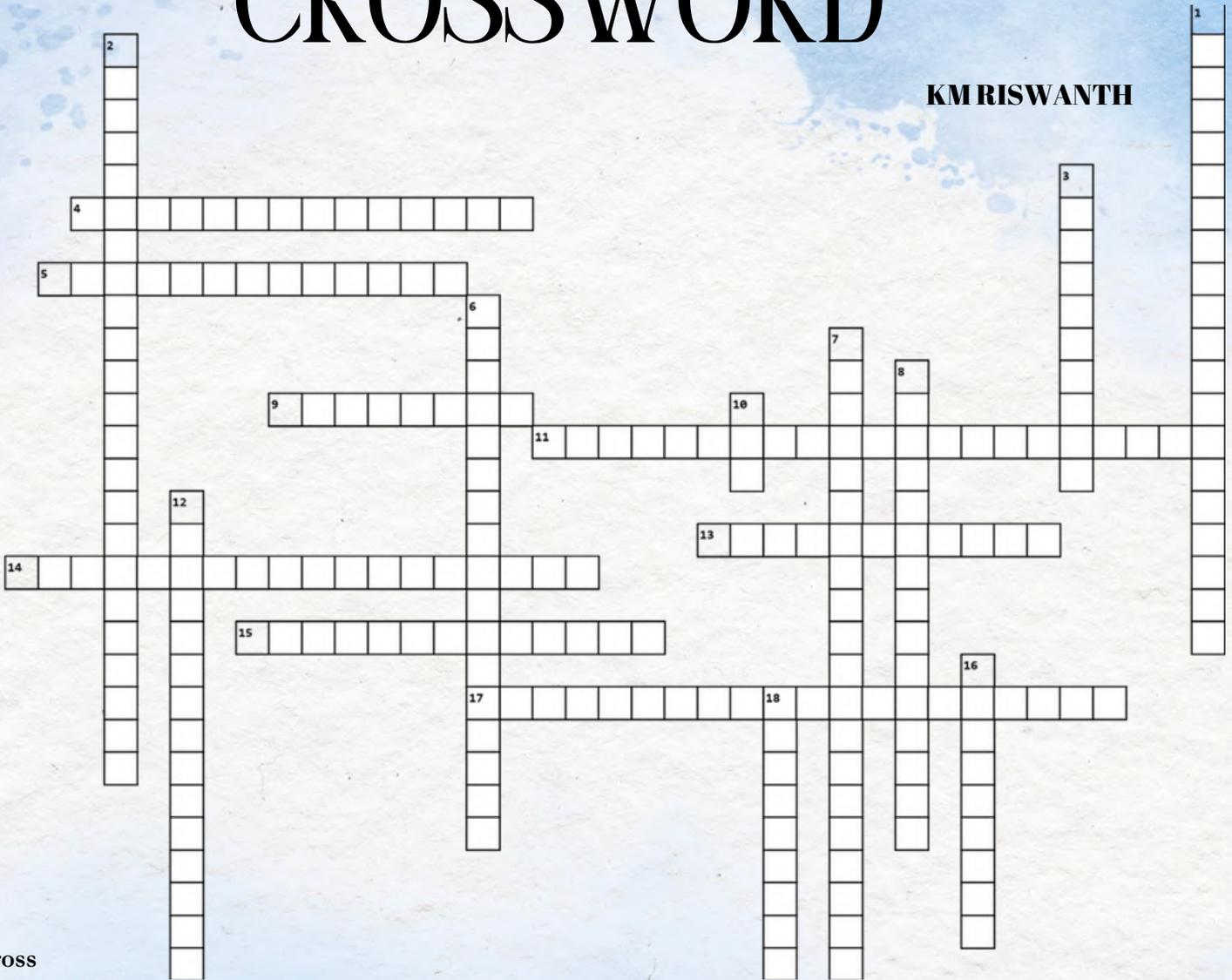
- Successful influencer campaigns are only sometimes scalable or replicable due to the unique nature of influencer audiences and the content they create.
- What works for one brand or product might not work for another, even within the same FMCG category.

Changing Algorithms and Platforms:

- Social media platforms frequently change their algorithms, affecting the reach and engagement of influencer posts. Platform changes can also render once-effective strategies obsolete.
- Addressing these critiques requires FMCG companies to develop more sophisticated influencer marketing strategies that are authentic, measurable, and aligned with long-term.
- Brand objectives, this may include a deeper analysis of influencer audiences, transparent relationships and disclosures, and innovative content strategies that add value to the consumer experience.

CROSSWORD

KMRISWANTH



Across

- 4. A type of content that is created and shared by influencers on social media.
- 5. A type of influencer who is considered to be an expert in their field.
- 9. The process of developing and executing an influencer marketing campaign.
- 11. A certain type of influencer who has become well-known on Instagram and TikTok.
- 13. Integrating influencer marketing with other marketing channels, such as public relations and advertising.
- 14. The use of influencers to create and promote new products or services.
- 15. The practice of working with multiple influencers on a single marketing campaign.
- 17. The use of influencers to educate and inform consumers about products or services.
- 10. The use of social media to promote products or services to a large audience.

Down

- 1. The use of influencers to promote sustainable or ethical products and services.
- 2. A measurable result of influencer marketing, such as increased brand awareness or sales.
- 3. A person with the power to affect other people's purchase decisions.
- 6. The strategy of using influencers to market goods and services to a certain target market.
- 7. The use of influencers to.
- 8. Support charitable organisations or social causes.
- 9. Paying influencers to advertise goods or services on their networks.
- 12. A type of influencer with a smaller but more engaged following.
- 16. Identify and select the right influencers for your brand.
- 18. Measuring an influencer marketing campaign's outcomes through data and analytics.

ANSWERS
ACROSS:
4) BRANDCONTENT
5) THOUGHTEADERSHIP
9) CAMPAIGN
11) SOCIALMEDIAINFLUENCER
13) OMNICHANNEL
14) DEVELOPMENT
15) COLLABORATION
17) EDUCATIONALMARKETING
DOWN:
1) SUSTAINABLEMARKETING
2) KEYPERFORMANCEINDICATOR
3) INFLUENCER
6) TARGETEDMARKETING
7) SOCIALCAUSEMARKETING
8) PARTNERSHIP
10) MCM
12) MICROINFLUENCER
16) SELECTION
18) ANALYTICS

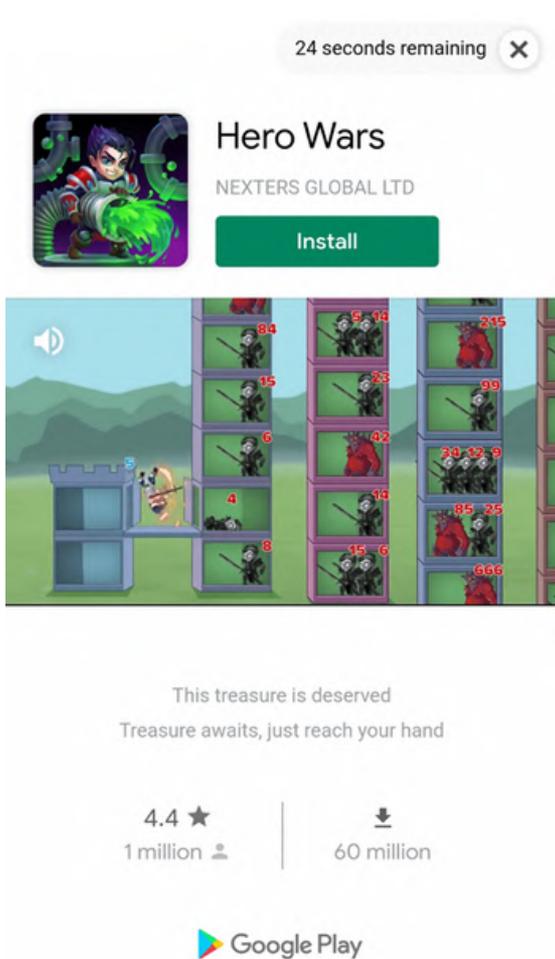
THE LATEST TRENDS IN INFLUENCER MARKETING AND ADVERTISING

GAYATHRI M

Video Content Boom:

Brands are becoming more aware of this type of content due to the short video's widespread appeal on social media platforms like YouTube and Instagram. This approach is very popular since it is concise and direct.

Making the most of this growth to expand reach and impact is one of the trends in influencer marketing. Influencers should be able to fully benefit from the short video format, as YouTube and Instagram, among others, have already adopted it for commercial use.



Marketers Profit from The Growing Adoption Of Mobile Gaming:

Most people who play video games have a strong emotional attachment to the games they play. Almost 70% of people claim that giving up mobile gaming would be easier than giving up social media or TV. Users in that same study reported that they are twice as likely to pay attention to online advertisements as in-game display adverts. In addition to standard banner adverts, mobile gaming apps also feature "reward" and interstitial ads. Interstitial advertisements are inserted during game pauses to avoid seeming strange to the player. Additionally, they occupy the whole user's screen. Users who watch the full video ad can receive game points, cash, or some other gaming-related incentive from reward advertising.

Ford, Coca-Cola, and Unilever have already begun "investing heavily" in in-game advertisements.

Example of a reward ad.



Sustainability Influencers and Conscious Consumption:

Customers are becoming increasingly sceptical about whether a particular good or service is worth paying for

due to the pandemic's aftermath and the status of the world economy.

Influencers ought to distribute information that makes sense financially in light of this. For instance, highlight the product's high quality and long lifespan, its inexpensive cost per use, or include content that promotes the reuse of specific products. This aligns with the growing social effort towards sustainability and protecting the environment, and it is more realistically reflective of how users would interact with a product.

Cross-Channel Campaigns:

Most people connect to many social networks daily and have profiles on multiple of them. Because cross-channel marketing can reach a far bigger audience, this has pushed brands to consider using them. For instance, working together simultaneously on Instagram and YouTube is quite feasible.

Reusing a post across many channels and platforms, possibly with minor modifications to align with the network, optimise investment and yield better outcomes.

Video Ads Get Shorter and Shorter:

By 2025, US mobile video ad expenditure will reach \$53.9 billion. Short-form video ads will likely receive most of that newly acquired advertising budget. Long videos require more patience from today's consumers. Over 25% of adults claim that they will end a video in under ten seconds. More than half indicate that after 20 seconds, they will close it. According to one analysis, videos on Instagram should not exceed 30 seconds, videos on Twitter should not exceed 45 seconds and Facebook videos should not exceed one minute.



Hefty's video marketing campaign aimed to dissuade viewers from selecting the "skip ad" option on YouTube.

VIRTUAL INFLUENCERS VS. REAL INFLUENCERS:

Getting Around the Digital Age's Labyrinth of Authenticity



By **VIJAIROSHAN M**

In a world dominated by social media and influencer marketing, the rise of virtual influencers has added a new layer of complexity to the already intricate landscape of online influence. Traditional, real-world influencers have been the pioneers in shaping trends and promoting products for decades. However, virtual influencers generated through advanced computer graphics are becoming an intriguing alternative. In this article, we'll delve into the world of virtual influencers and compare them with their real-world counterparts, exploring the battle for authenticity in the digital age.

The Rise of Virtual Influencers

Virtual influencers are computer-generated personalities brought to life by skilled 3D artists and creative minds. These digital beings have stormed the scene, captivating audiences with their visually striking appearance and carefully curated personas. Take Lil Miquela, a virtual influencer who boasts millions of followers on platforms like Instagram.

One of the driving factors behind the emergence of virtual influencers is cost-effectiveness. Creating and maintaining a virtual influencer can be more affordable than partnering with real-world influencers. These digital entities do not require compensation, luxury goods, or emotional support, making them a financially attractive brand option.

Virtual influencers also offer consistency in branding. They don't have bad days or personal problems that might affect their product endorsement. Their image remains pristine, which is an appealing quality for businesses seeking reliability.

Furthermore, virtual influencers are scandal-proof. They don't engage in problematic behavior or controversies, which can damage a brand's reputation when associated with real influencers. This predictability makes them a safe bet for companies seeking a spotless image.

The Impact of Real Influencers

Real-world influencers, on the other hand, have built their followings on their real-life experiences, skills, and personalities. Authenticity is the cornerstone of their influence. Audiences relate to them because they can empathize with the ups and downs of real life. When an authentic influencer endorses a product, it often feels more personal and relatable.

Real influencers often possess a unique charm, talent, or expertise, distinguishing them from the average person. This makes their endorsements more credible. For example, a professional chef endorsing kitchen appliances carries more weight than a virtual character doing the same.

Moreover, real-world influencers have a history and a narrative that their followers can connect with. Their journeys, struggles, and achievements resonate with their audience, making them relatable and inspirational figures.

The Battle for Authenticity

The ongoing debate in influencer marketing revolves around authenticity. Real influencers are seen as genuine and trustworthy because they are real. Their opinions and experiences are rooted in the tangible world, and they don't hide their flaws.

Virtual influencers, however, are often criticized for being manufactured and inauthentic. Some argue that their carefully curated images and personas are detached from reality, making it challenging for audiences to relate to them on a personal level.

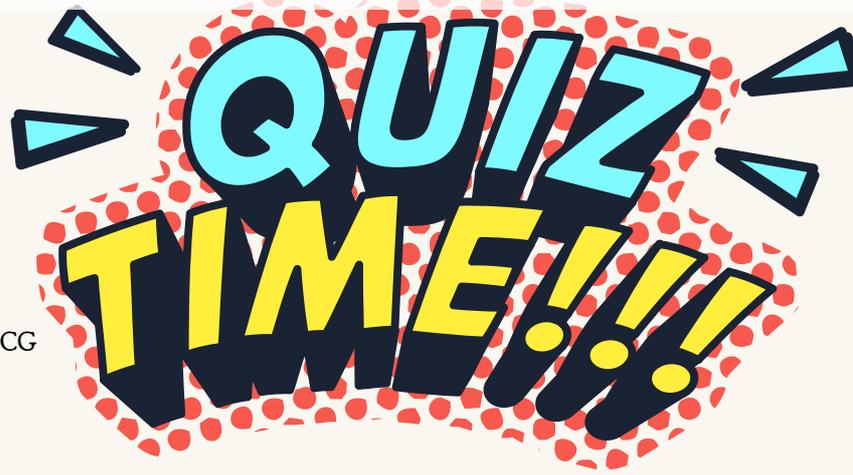
In this battle for authenticity, both sides have their strengths and weaknesses. While real influencers may be seen as more genuine, they are not immune to mistakes or controversies. On the other hand, virtual influencers offer a consistent and scandal-free image but may need help to connect with audiences on a deeper level.

Conclusion

The debate between virtual influencers and real influencers has yet to be settled. Both sides have merits, and their choice depends on various factors, including the brand's goals, target audience, and marketing strategy.

Ultimately, the success of influencer marketing hinges on finding the right balance between authenticity and reliability. While virtual influencers provide consistency and cost-effectiveness, real influencers offer genuine, relatable connections. The future of influencer marketing might even see a hybrid approach, with brands using virtual and real influencers to reach a broader audience and convey authenticity differently.

In the end, consumers will decide what resonates with them the most. The battle between virtual and real influencers reflects the ongoing evolution of influencer marketing, continually adapting to the shifting preferences and expectations of the digital age. As the digital landscape keeps evolving, it will be fascinating to see how virtual and real influencers adapt and grow in response to changing consumer demands and technological advances.



KSHITIJ

1. What does FMCG stand for?
 - a)Fast-Moving Consumer Group
 - b)Fast-Moving Consumer Goods
 - c)Foreign Marketing Consumer Group
 - d)Future Market Consumer Goods

- 2.What is the primary focus of influencer marketing in FMCG markets?
 - a)Enhancing supply chain management
 - b)Creating brand awareness
 - c)Minimizing production costs
 - d)Regulating sales distribution

- 3.Which social media plat form is commonly used for influencer marketing in FMCG sectors?
 - a)LinkedIn
 - b)Twitter
 - c)Facebook
 - d)TikTok

- 4.What role do influencers play in FMCG marketing?
 - a)Analyzing market trends
 - b)Assisting in product development
 - c)Generating consumer engagement and trust
 - d)Managing logistics operations

- 5.What does the acronym ROI stand for in the context of influencer marketing?
 - a)Return of Investment
 - b)Rate of Income
 - c)Revenue on Investment
 - d)Return on Investment

- 6.How do influencers impact consumer purchasing behaviour in FMCG markets?
 - a)By reducing product prices
 - b) By increasing product availability
 - c) By providing product recommendations and endorsements
 - d)By developing new product lines

7. What are the main obstacles FMCG businesses encounter when putting influencer marketing techniques into practice?
 - a) Limited interaction on social media
 - b) Overly complex supplychains
 - c)Compliance with regulatory standards
 - d) Identifying authentic influencers and measuring campaign effectiveness

- 8.How does influencer marketing contribute to brand awareness in the FMCG sector?
 - a)By decreasing advertising costs
 - b)By targeting specific consumer demographics
 - c)By utilizing traditional marketing channels
 - d)By leveraging the influencer's online presence and audience trust

9. What are some ethical considerations when engaging in influencer marketing for FMCG products?
 - a)Misleading advertising practices
 - b)Increasing production costs
 - c)Unreliable distribution channels
 - d)Inadequate market research

- 10.How can FMCG companies measure the success of influencer marketing campaigns?
 - a)By tracking changes in raw material prices
 - b)By monitoring stock market trends
 - c) By analyzing consumer feedback and engagement metrics
 - d)By conducting competitor analysis

ANSWERS

- | | |
|-------|--------|
| 1. b) | 6. c) |
| 2. c) | 7. d) |
| 3. c) | 8. d) |
| 4. c) | 9. a) |
| 5. d) | 10. c) |

FMCG MARKETS

Influencer Marketing

DIVYAM

FMCG brands, or fast-moving consumer goods, always seek new and creative ways to engage their target audience and increase sales in the ever-changing marketing landscape. Influencer marketing has become a potent tool in this ever-changing world, revolutionizing the FMCG sector and changing how brands communicate with consumers.

Influencer marketing involves partnering with influential individuals who have established credibility and a loyal following on social media platforms or other online channels. These influencers leverage their reach and engagement to promote products or services to their audience, often through endorsements, reviews, or product placements.

Influencer marketing has been increasingly popular due to a number of factors, including the increasing dispersion of conventional media outlets, the growing prominence of social networking sites, and consumers' demand for recommendations that are more relatable and authentic.

For FMCG brands, influencer marketing offers a plethora of benefits, including:

- **Enhanced brand awareness and recognition:** Influencer partnerships can significantly increase brand visibility and introduce products to a wider audience.
- **Improved brand perception and credibility:** Endorsements from trusted influencers can enhance brand reputation and foster consumer trust.
- **Targeted brand messaging:** Influencers can tailor their content to specific demographics and interests, ensuring brand messages reach the right audience.
- **Increased brand engagement and interaction:** Influencers can generate buzz and excitement around products, encouraging consumers to engage with the brand on social media and other platforms.
- **Driving sales and conversions:** Effective influencer campaigns can directly influence purchasing decisions, increasing sales and revenue.

To successfully implement influencer marketing strategies, FMCG brands should consider several key factors:

- **Identifying relevant influencers:** Carefully select influencers who align with the brand's values, target audience, and overall marketing goals.
- **Establishing clear objectives:** Define specific goals for the influencer campaign, such as increasing brand awareness, generating leads, or driving sales.
- **Forging sincere connections based on trust and common values:** Work with influencers to create authentic partnerships.
- **Campaign performance measurement:** Monitor important data, like website traffic, sales conversions, and engagement rates, to assess the campaign's efficacy.

Forging sincere connections based on trust and common values: Work with influencers to create authentic partnerships.

Campaign performance measurement: Monitor important data, like website traffic, sales conversions, and engagement rates, to assess the campaign's efficacy.



Changing FMCG Markets: Harnessing Influencer Marketing's Power

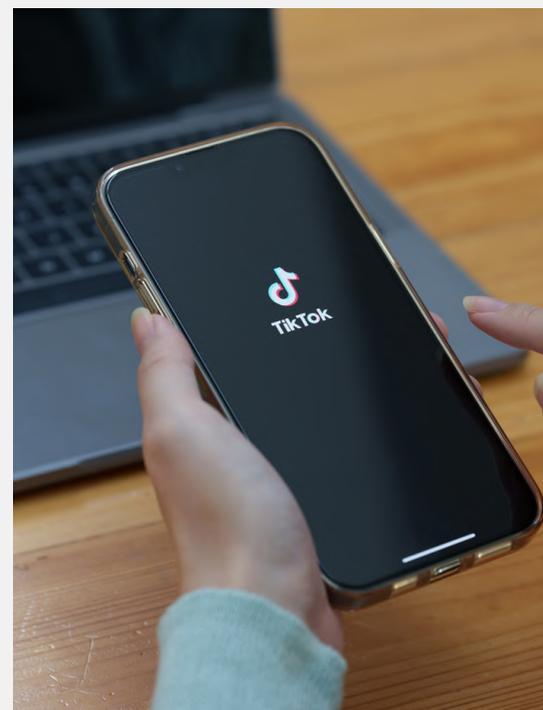
RANYA RANJ

Influencer marketing has emerged as a dynamic and influential strategy in contemporary advertising and brand promotion. This innovative approach leverages individuals' social influence and credibility, often referred to as influencers, who have cultivated a dedicated and engaged following on various digital platforms. By partnering with influencers, businesses can authentically reach their target audiences, enhance brand awareness, and foster trust among consumers in an age characterized by the value of authenticity and relatability. Amid the COVID-19 lockdowns, a substantial majority of FMCG (Fast-Moving Consumer Goods) companies globally maintained or increased their influencer marketing budgets, with 19% significantly raising them, according to a report by Duff & Phelps and Kroll. Projections indicate that by 2021, nearly half of FMCG companies are expected to allocate 31-50% of their total marketing budget to influencer marketing, marking a 20% increase from the 2018-2020 average, with 8% planning to spend more than 70%. The study, based on a survey of over 900 marketing and brand managers in the FMCG sector across nine global markets, underscores the increasing significance of influencer marketing despite some associated financial and reputational risks. The average annual expenditure per influencer for FMCG companies globally is \$22,151, with variations seen by countries such as the UK, where an average of \$18,602 is spent, yielding a high sales increase-to-expense ratio.

"Magic Spoon's Savvy TikTok Campaign: The Power of Authentic Influencer Marketing"

Magic Spoon, the direct-to-consumer cereal brand, has masterfully demonstrated the impactful role of influencer marketing in its advertising strategy, particularly on TikTok. In an age where adaptability to different platforms is crucial, Magic Spoon stands out as a brand that not only understands its audience demographics but also leverages the authenticity of influencer partnerships to create engaging and relatable content.

On TikTok, the brand's approach is notably distinct, tapping into niche communities such as young mothers, millennials, and nostalgia enthusiasts. By collaborating with mid-size influencers and embracing a 'native' style approach that seamlessly integrates their product into everyday life, Magic Spoon has achieved remarkable results. The campaign, orchestrated with influencer agency Ubiquitous, yielded an impressive 10.8 million impressions, a 38% engagement rate, and an efficient \$2.30 CPM. This success has not only informed but also





continues to shape Magic Spoon's TikTok strategy, emphasizing influencer partnerships, user-generated content, and behind-the-scenes glimpses as a means to foster relatability rather than polished brand advertising.

Magic Spoon's approach serves as a compelling example of how influencer marketing can authentically connect with audiences and drive significant engagement and conversion rates, setting a standard for brands seeking to navigate the world of social media marketing effectively. Additionally, Indian FMCG firms like Hindustan Unilever Ltd, Nestle, and PepsiCo have actively embraced influencer marketing across various product categories while recognizing that it also carries some risks, with around 25% of FMCG companies reporting losses of \$100,000 to \$250,000 due to negative influencer experiences.

"Pampers' Augmented Reality Storybook: A Touching Tale of Impactful Influencer Marketing"

Pampers' ingenious Augmented Reality (AR) Storybook campaign stands as a remarkable testament to the power of influencer marketing, enriching the lives of parents and children while delivering impressive results. As an extension of its 'Bright Beginnings' reading initiative in collaboration with Scholastic, Pampers addressed the disheartening statistic that four million US children under the age of three have never been read to. In response, the brand launched an AR tool in 2021 that allowed parents to transform their Pampers boxes into interactive storybooks through Snapchat. Offering both modern tales like "Flight of Bessie" and timeless ones like "Peter Rabbit," this one-of-a-kind experience was a wonderful undertaking. Pampers touched the lives of 35 million people by utilizing influencer marketing in conjunction with out-of-home and digital channels. This led to 145 million stories being read and the biggest increase in sales in Pampers' history. By offering an "always on" immersive experience, the campaign transcended traditional advertising and strengthened bonds between customers and the business. Influencer marketing is expected to become ever more important in establishing brand strategies and increasing customer involvement as the FMCG sector develops. FMCG brands may effectively engage with their target audience, foster brand loyalty, and accomplish their marketing goals by utilizing this potent instrument.

Influencer marketing for FMCG (Fast-Moving Consumer Goods) products has emerged as a potent and transformative strategy. It bridges the gap between traditional advertising and authentic, relatable content, creating a deeper connection between brands and consumers. As evidenced by the growing investment in influencer marketing and the remarkable results achieved, it has become an essential tool in the FMCG sector. Influencers bring credibility and reach, allowing brands to target specific demographics and engage with audiences on a personal level.

The Impact of Influencer Marketing on the World and India.

ANMOL SRINIVAS

In today's dynamic, Fast-Moving Consumer Goods (FMCG) industry, staying ahead of the immense competition and adapting to evolving consumer preferences is imperative. A profound shift in the marketing landscape has occurred with the ascent of influencer marketing, significantly impacting both global and Indian FMCG markets. In this article, we will delve into the worldwide and Indian influence of influencer marketing with real-life examples to illustrate its transformative power.

The Global Rise of Influencer Marketing

Influencer marketing has gained global prominence, transcending boundaries and reshaping how FMCG brands connect with their audiences. This strategy capitalizes on individuals who have built dedicated followings on various social media platforms, such as Instagram, YouTube, TikTok, and more. Let's explore why influencer marketing has become a force to be reckoned with:

- **Authenticity and Trust:** The cornerstone of influencer marketing is authenticity. Influencers establish trust with their followers through genuine, relatable content. Their endorsements carry the weight of a friend's recommendation, making consumers more likely to trust and engage with the products they endorse.
- **Targeted Reach:** Influencers come in diverse niches, from fashion and beauty to health and wellness, allowing brands to collaborate with influencers whose audience aligns with their products. This targeted approach ensures that marketing efforts reach the right demographics.
- **Content Diversity:** Influencers create a wide array of content, from product reviews and tutorials to storytelling and entertaining challenges. This diversity enables FMCG brands to present their products in various contexts and engage audiences through different content formats.
- **Cost-Effective:** Influencer marketing is often more cost effective than traditional advertising channels. Brands can allocate their budgets to influencers who, in turn, create content that reaches a substantial audience at a comparatively lower cost.

Impact on the Global FMCG Industry

Influencer marketing has left an indelible mark on the global FMCG industry, reshaping brand strategies and consumer perceptions. Here's how it has revolutionized the global landscape:

Product Discovery: Influencers act as vital conduits for introducing new FMCG products to their followers. Whether through product reviews, unboxing videos, or how-to guides, they facilitate product discovery, making it easier for consumers to learn about and purchase new items.

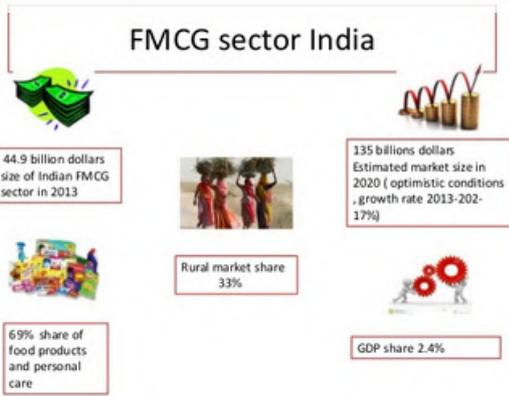
Authentic Reviews: Influencers offer impartial, original reviews, sharing their genuine experiences with FMCG products. This transparency enhances consumer trust, making it more likely for consumers to purchase.

Storytelling and Brand Affinity: Influencers excel at storytelling, forging strong connections between their audience and FMCG brands. Through compelling narratives, they build brand affinity and promote the values and lifestyle associated with the products.

Engagement and Conversion: Influencer content often leads to higher engagement rates, as followers actively comment, like, and share their posts. This increased engagement can translate into higher conversion rates, benefiting FMCG brands.

Data-Driven Insights: Influencer marketing provides valuable data and analytics, allowing brands to gauge the impact of their campaigns, measure ROI, and make data-driven decisions for future marketing strategies.





Food and Beverage: Food and beverage influencers have overtaken the digital stage in India. Influencers like Ranveer Brar and Nikunj Lotia (Be YouNick) collaborate with FMCG brands to create engaging content, promoting products and recipe ideas to their followers.

Beauty and Personal Care: Beauty influencers like Shruti Arjun Anand significantly impact the Indian beauty and personal care market. They provide authentic reviews and tutorials, helping consumers make informed choices.

Regional Influencers: India's linguistic and cultural diversity has given rise to regional influencers who cater to specific language-speaking audiences. They have been instrumental in promoting FMCG brands in regional markets.

Challenges and Considerations

Despite its numerous advantages, influencer marketing does come with its share of challenges and considerations:

Authenticity Concerns: Maintaining authenticity is crucial. If influencers are perceived as insincere or overly promotional, it can backfire and damage a brand's reputation.

Finding the Right Fit: Selecting influencers that align with the brand's image and values is paramount for successful collaborations.

Regulatory Compliance: Compliance with regulatory guidelines for influencer marketing is essential to maintain trust and credibility, a concern shared globally and in India.



The Indian Influence of Influencer Marketing

In India, influencer marketing has carved a unique niche, combining global trends with a touch of local authenticity. Indian consumers value relationships and trust, making influencer marketing a natural fit for the market. Here are real-life examples of how influencer marketing has impacted the Indian FMCG sector:

Indian Celebrities and Brands: Indian film stars, cricketers, and social media influencers have been pivotal in promoting FMCG products. For instance, Bollywood actor Ranveer Singh's association with 'Thums Up' has helped the brand resonate with the Indian youth.



Influencer marketing is a force of transformation in both global and Indian FMCG markets, offering an innovative means of connecting with consumers and driving product awareness. By leveraging influencers' authenticity, reach, and credibility, FMCG brands can form stronger connections with their audiences, earn trust, and adapt to the rapidly evolving digital landscape. As influencer marketing continues to gain prominence in India and worldwide, it remains an indispensable part of FMCG marketing strategies, pushing the boundaries of how brands engage with their customers in the modern era.

QUIZ QUESTIONS

APURVA RAJPAL

1. How do influencers primarily impact FMCG markets?

- a) By manufacturing goods directly
- b) By marketing products to a broad audience
- c) By managing supply chain logistics
- d) By analysing consumer behaviour

2. What type of content do influencers often create to promote FMCG products?

- a) Short films and documentaries
- b) User-generated content (UGC) and reviews
- c) Academic journals and articles
- d) Podcasts and audiobooks

3. Which social media platform is particularly influential in FMCG marketing through influencers?

- a) Snapchat
- b) LinkedIn
- c) TikTok
- d) Pinterest

4. What is the primary advantage of using influencers in FMCG marketing?

- a) Greater control over the marketing message
- b) Targeted reach to specific consumer segments
- c) Lower costs in product manufacturing
- d) Limited exposure to diverse markets

5. How do influencers typically monetise their influence in FMCG markets?

- a) By selling their services to FMCG companies
- b) By charging consumers for product recommendations
- c) By solely relying on advertising revenue
- d) By receiving compensation from sponsored content

6. How do influencers build brand loyalty for FMCG products?

- a) They have minimal impact on brand loyalty
- b) They reinforce existing brand loyalty
- c) They diminish brand loyalty by promoting multiple products
- d) They are crucial in fostering brand loyalty.

7. How do influencers help FMCG companies in expanding their market reach?

- a) By Limiting the exposure to niche markets
- b) By introducing rigid marketing strategies
- c) By using traditional advertising methods
- d) By leveraging their diverse and vast follower base

8. What is essential in choosing the right influencer in influencer marketing for FMCG products?

- a) Number of social media followers
- b) The influencer's personal preferences
- c) Quality of the product promoted
- d) The influencer's connection to the target audience

9. How do influencers impact the decision-making process of consumers in the FMCG sector?

- a) They do not influence consumer decisions
- b) They significantly shape and influence consumer decisions
- c) They confuse consumers by promoting multiple products
- d) They only affect the findings of a limited demographic

10. Which phase of the consumer buying journey is most affected by influencer marketing in the FMCG sector?

- a) Post-purchase experience
- b) Consideration and evaluation
- c) Problem recognition
- d) Product research and selection

ANSWERS

- 1.B
- 2.B
- 3.C
- 4.B
- 5.D
- 6.D
- 7.D
- 8.D
- 9.B
- 10.B

Book Review on

"TO SELL IS HUMAN: THE SURPRISING TRUTH ABOUT MOVING OTHERS"

By DANIEL H PINK

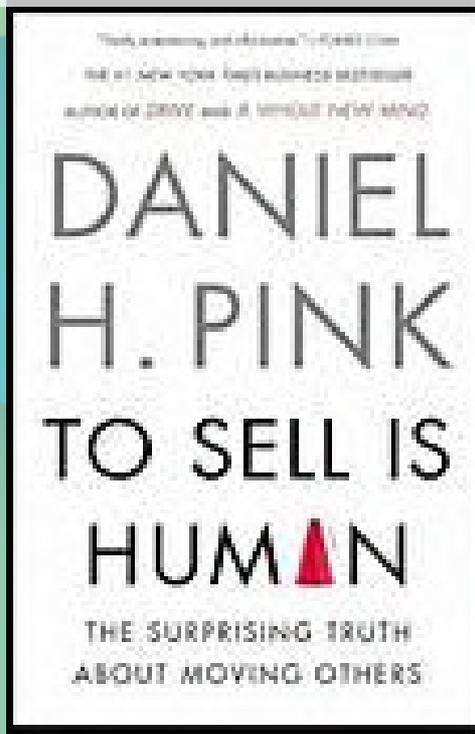
SONA MARIYA SHILS



This book challenges the traditional perception of sales as a manipulative and pushy endeavour. Instead, he presents a refreshing perspective on selling as a fundamentally human act of empathy, understanding, and collaboration.

Pink contends that the old-school sales tactics of aggressive persuasion and closing deals no longer hold sway in today's interconnected world. Instead, successful salespeople must adopt a more nuanced approach that focuses on building genuine relationships, understanding customer needs, and tailoring solutions accordingly.

He introduces the concept of "non-sales selling," emphasizing the significance of building trust and credibility through everyday interactions. This approach goes beyond traditional sales pitches and product demonstrations. It encompasses various activities, such as sharing valuable information, providing helpful advice, and actively listening to customer concerns.



Pink also debunks the myth that extroverts make the best salespeople. While extroverts may excel at initiating conversations and building rapport, research suggests that introverts often possess listening skills, empathy, and patience for building lasting customer relationships.

Throughout the book, Pink draws upon a wealth of research from psychology, sociology, and economics to support his arguments. He also includes numerous real-world examples and anecdotes to illustrate his points and provide practical guidance for salespeople.

In addition to the revised ABCs of selling – Attune, Be Honest, and Clarify – Pink introduces several other practical frameworks, such as the six successors to the elevator pitch and the three rules for understanding another's perspective. These tools provide readers with a practical toolkit for navigating the complexities of modern sales.

"To Sell Is Human" is a valuable resource for anyone willing to improve their ability to persuade, influence, and build relationships. It is particularly relevant for salespeople working in the FMCG (Fast-Moving Consumer Goods) industry, where consumer behaviour is increasingly driven by factors such as brand loyalty, perceived value, and emotional connection.

Pink's insights extend beyond traditional sales and can be related to a broad range of professional and personal situations. Whether you are negotiating a salary increase, pitching a business idea, or advocating for a cause, empathy, understanding, and collaboration are essential for success.

Overall, "To Sell Is Human" is a thought-provoking and practical guide to the art of persuasion. It challenges conventional wisdom, provides valuable insights, and offers actionable strategies for anyone who wants to improve their ability to move others.

The Influencer Marketing Strategy of L'Oréal Canada

AADITYA MUKHERJEE

These days, FMCG companies may leverage influencer marketing as a powerful strategy to grow their consumer base and increase sales. FMCG firms can work with social media influencers with a substantial following to generate discussion about their products and raise brand recognition. These days, FMCG companies may leverage influencer marketing as a powerful strategy to grow their consumer base and increase sales. FMCG firms can work with social media influencers with a substantial following to generate discussion about their products and raise brand recognition. Numerous case studies of FMCG businesses have revolutionized their markets by effectively utilising influencer marketing. The collaboration between L'Oréal and beauty influencer Kristina Bazan is one such instance.

L'ORÉAL
CANADA

L'Oréal Canada has successfully leveraged influencer marketing to promote its products, including a partnership with beauty influencer Kristina Bazan to promote their new makeup line. L'Oréal's influencer marketing strategies have successfully increased its overall VIT score by 60% compared to its figures for H1 2022, and video views for the drugstore makeup and skincare brand are also up 71% year-on-year. The power and importance of influencers continue to grow exponentially, particularly in advertising. L'Oréal has made digital marketing and communication a key component of its strategy. However, implementing this strategy across a portfolio of 34 brands—each with its unique characteristics—remains an ambitious and challenging task. Bazan's Instagram post promoting the cosmetics line received over 50,000 likes. It generated a lot of conversation on social media, which helped L'Oréal expand its audience and increase sales of its new brand. In addition, L'Oréal has assembled a five-person beauty team of YouTube celebrities from various ethnic backgrounds to introduce new products and attend events such as Paris Fashion Week. Collectively, the quintet has expanded the beauty brand's online reach and changed how it thinks about making its message and products more inclusive. Bazan values, positionings, and core targets that differ/vary from one market and generation to the other.



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L'Oréal Canada's influencer marketing program is designed to enhance its e-commerce growth and increase its reach to a broader audience. A partnership with Dubdub, a Toronto-based mobile tech company powers the organization's influencer marketing programme. By transforming any video into a shoppable video, Dubdub's video application, dubcandy, enables independent video content creators to gain direct revenues.

One particular ROI advantage is the ability to track and link sales to unique influencer content. This allows marketers to adjust and adjust their messaging for new markets. Forward-thinking brands are realizing the enormous potential upside in unleashing the distributed nature of influencers - established influencers and the growing volume of micro-influencers - who are passionate about their brands and products.

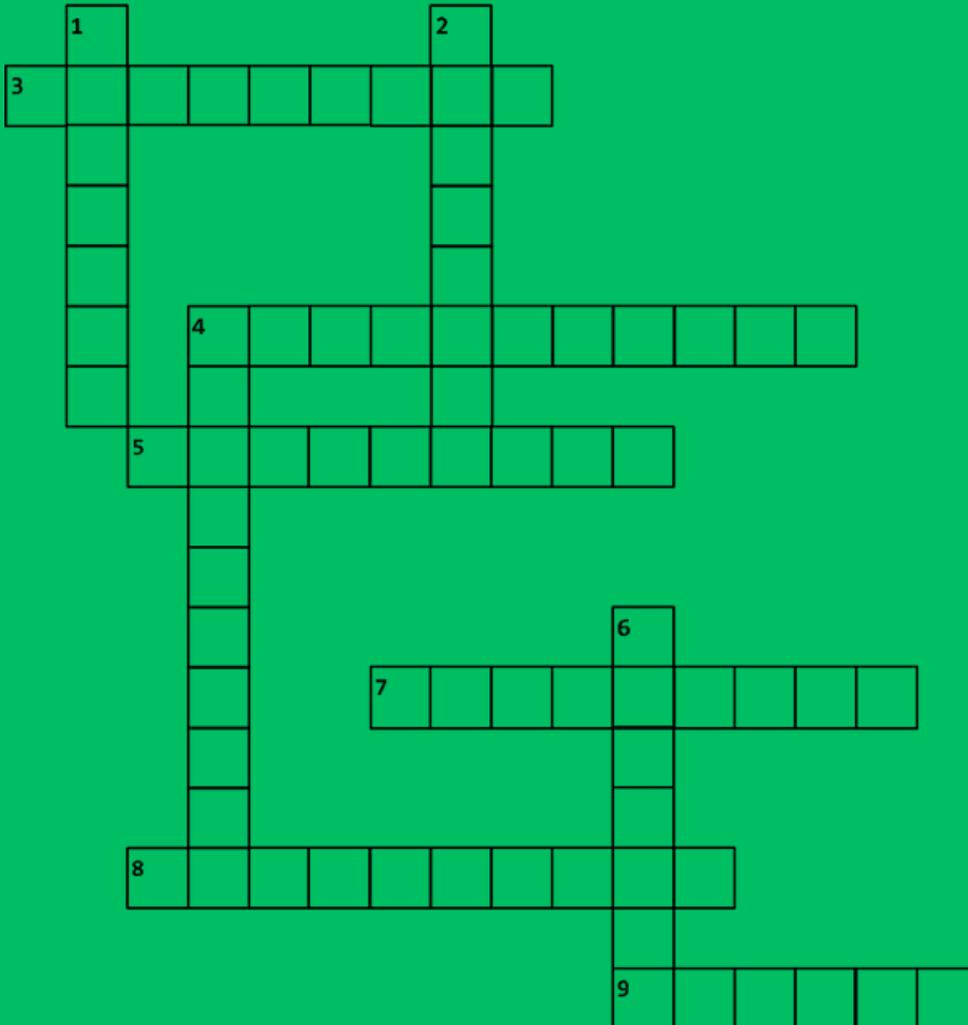
L'Oréal Canada's influencer marketing program is based on transparency and mutual trust. The company aims to build long-term and solid relationships with the talent and influencers it works with based on openness and mutual trust. L'Oréal's Value Charter is a reciprocal agreement to participate in a meaningful partnership wherein its values and the influencers' values are congruent and harmonious.

L'Oréal is committed to treating everyone with respect and promoting beauty in all its diversity, which is why it works with people of all genders, backgrounds, skin tones, and lifestyles. The corporation actively seeks out influencers who share its values of integrity, respect, courage, and transparency.



CROSS WORD

DEEPAK KUMAR



Answers :
 1. Comment
 2. Branding
 3. Followers
 4. Credibility
 5. Instagram
 6. Content
 7. Promotion
 8. Influencer
 9. TikTok

Across

- 3. Individuals who follow and engage with influencers
- 4. Term describes the audience's perception of an influencer's authenticity and relatability
- 5. Media Platform popular for influencer content
- 7. Term describes the act of influencers with a product
- 8. Person who promotes products or services on social media
- 9. Social media platform is known for its short-form videos and has become a popular platform for influencer marketing

Down

- 1. Customer give their opinions and thoughts
- 2. Process of associating a brand with an influencer to increase visibility
- 4. Act of turning potential customers into actual buyers
- 6. Influencers create and share on social media

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MARKETING NEWS LETTER

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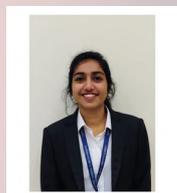


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