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Foreword

We can very well see that the usage of unconventional and trending marketing tools has been on an increase which has changed the face of marketing in present day scenario. Companies are compelled to change and adapt to the ever-changing trends in the industry.

In today's virtual world, companies are making their digital presence felt in as many ways possible on multiple platforms in order to connect with more and more consumers; creating brand awareness among the individuals.

Companies have understood the need to understand the minds of consumers and adopted neuro-marketing to drive sales and sustain amidst cut-throat competition in the market. A lot of importance is given to the existing marketing theories to derive and develop more relevant marketing strategies. Instead of traditional mediums, companies have taken up to social media platforms like twitter, etc. to claim the title of the ultimate winner in respective product/service category. They have also adopted to catchy and attractive '#' (read as: Hashtags) so as to grab the attention of the consumers and trend on social media platforms. Instead of making noise, Companies now prefer to let their content and digital presence talk for themselves.

The current issue of M-Ask, the marketing newsletter, addresses the new trends, recent events that have emerged and the drastic changes that have taken place in the industry.

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The Two Minute Heat wave!

For us, maggi is the only synonym for noodles and not to forget a household favourite, too. Antaraa Verma of M2 (1527139) writes about the intense heat wave and the resultant ban faced by Nestle India last year!

George Bernard Shaw has rightly said that “There is no love sincerer than the love of food”. Relating this quote with the love of Indians for Swiss major Nestlé’s Maggi is almost indispensable. Be it the 4pm hunger after school or the food that was a constant resort for all the late night exam preparation or eating out by the road side dhabba or the snack before the evening match, Maggi has accompanied Indians from almost all walks of life to satisfy their hunger in a tastier and healthier manner. But, the Food Safety and Standard Authority of India (FSSAI) thought otherwise and did not approve its claim of being healthy and tasty.

Maggi has been recently embroiled over the MSG lead controversy. Inspection of a random Maggi sample in Uttar Pradesh has shown to contain undeclared level of MSG (Monosodium Glutamate) in the noodles and a dangerous level of lead in its tastemaker. The same results were found from random sample checks conducted in New Delhi which made the Delhi government ban it for 15 days. This ban will be removed once the new samples are tested to be safe for consumption. If the results are in the negative, then the ban might be permanent. Walking on Delhi government’s footsteps is the army canteen as well as the leading retail chains like the Future Group’s Big Bazaar that have removed the Maggi packets from its shelves. Several food outlets had to also follow suit that were famous for selling different varieties of Maggi dishes.

Nestlé’s Maggi that enjoys the highest market share in the instant noodle market in India is facing severe heat which is higher than the one that is needed to cook the noodle in two minutes. The look at the Indian stock market is also not rosy. Nestlé’s stock prices have crashed to up to 11% in intra-day trades on Wednesday and closed to as low as 9%.

This happened as the brokers downgraded the stocks after the heated row over the instant noodles came into light and convinced their clients to offload their holdings from the company. It is not only the investors who are losing faith in it but also the Bollywood celebrities who advertised it with much fanfare. From the likes of Bollywood’s Big B to Madhuri Dixit and Preity Zinta would soon face the heat of the Consumer Re-dressal Forum as it is a serious offence to advertise a product without knowing about it intricately. At present, the Dumdaar masala has lost all its dum with impermissible level of lead found in its tastemaker.

It appears that Nestle will not let go the dum from its tastemaker so soon. In its defence, the company states that there are traces of lead in the atmosphere. The tastemakers tested positive for higher quantity of lead were from the expired packets. Over the MSG row, it presents a view point that MSG is found in ground nut protein, onions and flour. Consumption of MSG at a permissible limit doesn’t harm the health as per reports of WHO, UN’s FAO and US’s FDA.

As of today, the maggi ban has been lifted by the Food Safety and Standard Authority of India (FSSAI), which has come as an air of relief for the Indian consumers. The entire Maggi noodles stock was sold out on day one of its re-launch in the Indian market. This definitely is a clear indicator of the brand value and impact that this product has had on our minds!



M-commerce: Restructuring Businesses

Mobile application or as many of us fondly call it “Apps” is the new and convenient way to do shopping in the comfort of our home! From booking a taxi, to ordering food, you name it and you’ll have it! Anuj Tulsyan of M1 (1527005) writes about the wide array of options available to us at our fingertips!

Mobile commerce refers to any kind of transaction which includes buying and selling of goods, money transfer and providing service like recharges, bills payment etc through mobile phone with the help of internet. The previous year has seen a tremendous increase in investments in these mobile applications and m-commerce companies. Big E-Commerce giants like Amazon, Snapdeal, Myntra, Paytm, Jabong and Flipkart have all paved their way through this emerging technology and have driven sales using this platform.

Want to buy something? These applications provide best solution to any shopping need at best price.



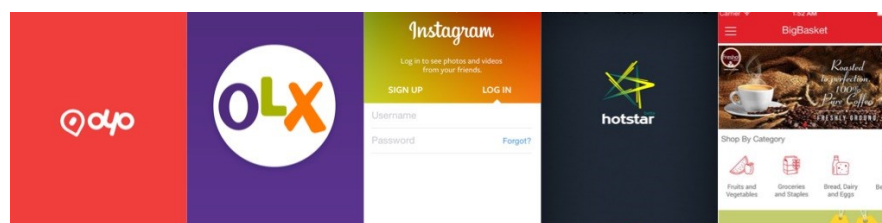
Make your travel easy: Book flight, train, bus or cab. Just on a click from your App.




Want to recharge your phone or make a bill payment, here you go



What else, Book hotel rooms, buy-sell old stuff, watch live TV or even buy groceries all you need





Let us have a look at the factors that facilitate growth in the ever-growing and dynamic M-Commerce

1.) Massive increase in smart phone users: With the increase in mobile device manufacturing companies like Samsung, Micromax, MI, etc has enabled the buyers to buy low cost internet enabled mobile phones. Earlier there was a constraint for online purchase and you needed a laptop or desktop but now, all you need is a phone, application and internet connectivity. With the rapid increase of these smart phones it has become easier for these e-commerce giants to reach the prospective customers.

2.) Convenience to use the application: These applications can be used anytime anywhere on your mobile phone irrespective of day or night. For e.g. I used to travel through Delhi metro and it was common to find 10 people travelling where at least 5 of them were busy browsing through online portals, they may just be killing time but there's a high chance of them getting converted into customers.

3.) Growth of internet: Thanks to telecom companies for making internet so affordable and cheap that every other person can afford and access an internet connection in their phones. Introduction of 3G and 4G services has made internet really fast and compatible with these applications. Earlier these mobile applications took more time to load which ultimately made the potential buyer impatient and furious. But now there is no such problem. The internet penetration is not limited to the urban areas but also the rural areas. Although slow but a steady growth has been witnessed in the online sales sphere from rural areas.

4.) Easy to develop: These applications are built on platforms like Android, IOS and Windows, which has made it easier and cheap to develop these applications on these platforms. Any application developed for an android phone is compatible with every android phone irrespective of the version. So it's just a onetime investment for these companies.

5.) Mobile payments: In my college days, getting recharge done was always a hassle! But these mobile applications have made these transactions faster and easier. This service was started by Oxigen services and was followed by Paytm and Free Charge. This completely changed the way we recharge our phones and pay our bills. Also many banks have come up with their mobile application through which transfer of funds and payments have been made easier.

M-commerce has not just helped the big players to sell their goods online but also the small players; who have used this platform to sell goods and services to people. These small players usually use Instagram, Pinterest and facebook to promote, sell their products and initiate sales. Recently we have seen a big name in e-commerce sector "Myntra" shutting its website and shifting to mobile application mode, which has received a good response. In a nutshell we can say that in the future businesses will operate through mobile applications only as most people are shifting from traditional way of shopping to the new attractive way - the M-Commerce way!



Truth and Fair, We Still Have More Theories to Share

All our lives we have been studying various theories which are often complex to comprehend. We have also wondered why we are compelled to study such complex and old theories! Riya Susan George of M2 (1527354) unravels these complex theories and simplifies them!

Have you ever read an extremely complex theory and cursed the person who coined it thinking what were the theorist thinking, why did they have to coin these principles and why did they have to make the students suffer?.

As students we all have, at some point of time or the other, reacted and asked the above mentioned questions. But somehow we never indebt went and investigated as to why “ACTUALLY” the theorist coined a principle. The answer to this is not a ‘sure-cut-can-answer-to-them’ sort of an answer but more of every body’s perception. One such perception is “The Perception of Time” or in simple terms “Timeline”.

One theory of marketing that every student has, at some point of time or the other, seen is the famous theory of the Abraham Maslow’s “Need Hierarchy Theory”. This was a theory that was coined in the year 1943 as a psychology proposition. Maslow's theory was fully expressed in his 1954 book ‘Motivation and Personality’. Abraham Maslow was the oldest among the 7 siblings in his family and was classified as “Mentally Unstable”. He grew up to be a psychologist and coined this principal to stress the importance of focusing on the good qualities in people. During the year 1943, a number of events took place but the most important being the World War II. During this time the demand for commodities was high, the purchasing power of the citizens were low while the supply of the basic commodities were sparse. This appeared like the most suitable market and economical situation to learn how the psychological needs of the consumers were and how they differentiated their priorities in order to satisfy their needs. As a psychologist this was a market that not only showed how people would react when in a war zone; but also showing their various needs. Thus the timeline for this principle seem more than appropriate to show case the various needs that were to be satisfied in order to reach self-actualization.

Another theory that assists this perception of timeline is “Porters Five Force theory” coined by Michael E.Porter. It is a framework that analyses the industry and gives a 720 degree overview of the business; its performance with regards to the bargaining power of the suppliers, buyers and competitive rivalry, threat of substitutes and new entries. Since the time marketers have learned that it had to shift from a production market to a marketing sector and eventually to a consumer relationship business, there has been a number of theories that came into the market but Porters five forces is one that covers all the forces in the micro economics. The theory was coined to see how the company was satisfying their customers (having a proper shift from marketing to consumer relationship) and making profit.

Many such theories have evolved over time. As generations pass on, the economy throws in more and more complex situations with consumer buying behaviour being more like a swing moving from one product to another. The present generation would definitely be the next theorists who will coin new and more advanced theories that will cover more advance fields. There is a vast pool of potential theories that can be formulated as several areas of marketing are yet to be explored.

7 DEADLY SINS OF MARKETING

WHATEVER WE DID LAST YEAR



SLOTH

WHATEVER OUR COMPETITOR IS DOING



ENVY

WHATEVER ACCUMULATES THE MOST LIKES



GREED

WHATEVER INCLUDES A FANCY AD SHOOT



GLUTTONY

WHATEVER AFFILIATES WILL PARTNER WITH US



LUST

WHATEVER SPAMS THE MOST PEOPLE



WRATH

WHATEVER WINS AN ADVERTISING AWARD



PRIDE



The way the big boys do it!

Vijay Vasudevan of M2 (1527332) shares his thoughts on the highly competitive 21st century markets and the age of ever changing trends and fads in the industry!


In this age of start-ups, if you think your company comes up with the most superior products in the market, you're wrong. Competitions these days are hell bent on achieving superiority coupled with affordability. It's a struggle for the companies out there to come up with a product that is truly ahead of this cut throat competition. A good example would be the Finnish giant Nokia which was literally dominating the market until Google came up with the Android and Bam! Nokia turned to dust in just 7 years. After dominating the entire mobile handset market for years together, with reliable and state-of-the-art technology infused products, they were reduced to nothing and forced to sell off their businesses to the Microsoft Corporation.

In the 21st century market where surprisingly; the big fish doesn't eat the small ones. Instead it's the big fish that gets eaten. So, how does one stay afloat in such a cruel and competitive market? Apple has been in the market for ages. I still remember the day when I saw an iPhone for the first time. That was 7 years ago and now Apple holds the sceptre of the smart-phone industry. What Apple actually does is that they don't just create a phone. They create a brand. They create a lifestyle. They create a passion. If a new Samsung smart-phone is launched in the market, we would pre order it online or check out the reviews before going for it. If a new Apple iPhone is launched, we will be willing to stand in line all night long to get our hands on it. That's called a brand.

Welcome to a new type of marketing technique called the Cult Marketing. It's a form of marketing where you neither find a way to develop better products nor a way to market your products better. Instead, you find a way to transform the image of your company and its products as a whole. Instead of adding value only to the product, you add value to the brand by making it more than just a brand but a symbol, a lifestyle, a revolution that one needs to be a part of to be accepted in the high society.

They have achieved this by influencing the way a customer perceives a brand. They don't just develop loyal customers, they develop brand evangelists, customers who pledge their loyalty to the brand and they unintentionally function as the carriers of the brand name. Neither money nor incentives are involved in this phase. The customers, in this case, the evangelists believe that no other brand is superior to the one they worship, so they go off spreading the wisdom and free advice out of free will. This is also referred to as Word of Mouth Marketing (WOMM) which acts to the brand's advantage.

How do you create Brand Evangelists? First, you come up with a product that is different from every other one in the market. It must be unique, and should have a touch of their brand which dignifies that product. The product should possess features that would attract attention and make it stand out. A good example here would be the Royal Enfield which produces motorcycles that are totally different from the usual motorcycles you see on the road. They made cruisers and created a need among the customers. So, when you think of cruisers, you think of Royal Enfield. They created a new segment where they are both- the leader and the player. This is called the Blue Ocean Strategy.



Then you start by creating a fully functional organization which has its objectives and goals set clear. Not just the top brass but every employee who represents the organization at any and every level must be motivated to practice what the company preaches. They become the brand ambassadors of the company and they need to believe in their brand and the product before going out and motivating others to believe in them. A good example for this would be Apple which in 2007 released the iPhone with a vision, “This is only the beginning. Apple re-invents the phone” and they haven’t looked back since then. If one were to look at the old Apple commercials which came out during those times, you’d know what Apple had been planning.

The next step is influencing the psychological beliefs of the customer. In the old days, a customer bought a product for the sole purpose of putting it to good use. Today, people use products to express their taste, class and status. No one would buy a Rolls Royce just for the comfort or the fun of driving it around. A Rolls Royce is a symbol of royalty and if anyone wants the world to know what he is without spilling a word about himself, he would definitely go for it. We all know that actions speak better than words. When a person can relate a particular brand to his self image and when people see him to be ‘cool’ and ‘stylish’ after using that brand, he is convinced and hence, his loyalty is earned. A good example here would be Ray-Ban which has been a style symbol among all the age groups.

Customer experience is a major factor for converting a loyal customer into a brand evangelist. Every customer likes to feel special because he owns a cult brand. The company must stand up to the customer’s expectations by showing the customer how much he means to the company. They need to make the customer believe that he is important and he’s a part of something big. Good customer service is the key to undying loyalty.

Frankly speaking, this is the age of fads and trends. The outgoing fad is the multi-brand outlets, shopping malls and the new craze is the online shopping. That’s the thing about fads, they don’t last long. In such an age, there are brands that still command the loyalty of their customers. Instead of making an impact, they make a statement.



Grabbing eyeballs and pulling heartstrings

Pavithra Iyer of M2 (1527152) has tried to capture the ever changing essence of advertising over the years and the impact it has had on our minds

All of us, at some point or the other would have been completely enticed by a commercial we have viewed on the T.V. Advertisement is the dark horse of marketing. Companies, which realised the significance of ad, have successfully utilised them as the perfect launch pad for their products and have ensured that it hits the right spots.

Advertisements have evolved over a period of time. Earlier, one came up with a concept and the others got “inspired” by the same concept thus giving the audience a series of repetitive and clichéd ads. An ideal example for this would be Jewellery and Deodorant ads. Axe came up with an edgy new concept (good enough to grab eyeballs!) and others followed the suit.

However, gone are the days where all ads were made with the sole purpose to grab eyeballs and nothing else! Today, ads have evolved into something with a lot more content. Ads are made to pull your heartstrings. Dabur Vatika’s “Brave and beautiful” ad campaign was a tribute to female cancer survivors. Now, who would have expected a hair oil ad to feature a woman who survived cancer and has lost her hair during that phase? But the ad did make an impact, for like I mentioned before, it was more about pulling the heartstring than grabbing the eyeballs.

Another feature of advertisements has been re-branding. In layman’s terms, Old wine in new bottle. At a time, where every state in India has been trying to woo vacationers into their land with massive marketing activities, what chance does the tiny Union Territory Diu stand? Yes, it does. As Diu tourism ad has managed to heighten the curiosity levels of vacationers everywhere with its interesting tagline of ‘Ilha de Calma’ (Portuguese for isle of calm). An ad campaign conceptualised by Ogilvy & Mather with an intention of looking into the tiny Union Territory with a different perspective altogether.

Till now, I have discussed about the Indian advertisement scenario. What about the global scenario? The global advertisements have always been quirky, edgy and filled with puns. The automobile advertisements have always been some of the best and they have managed to entertain people all over the world with the ad wars (which have always been filled with humour, creativity and kept us wanting for more!).

One of the most memorable ad wars is the Mercedes Vs Jaguar ad war. It all started with Mercedes posting an online “chicken” ad for promoting “Magic Body Control”. The commercial showed, on the soundtrack "Upside down" by Diana Ross, hands covered by white gloves waving chickens in the air, whose neck remained stable at each movement. According to that chicken’s behaviour, the commercial message was: “Stability at all times. Magic Body Control. Mercedes-Benz Intelligent Drive”. Afterwards, the marketing department of Jaguar USA created a parody of the commercial "Chicken", adding a jaguar in the final scene, symbol of the British car manufacturer, literally devouring those chickens involved in the representation of the Mercedes "Magic Body Control". The Jaguar message was clear: “Magic Body Control? We prefer cat-like reflexes”. Jaguar’s hilarious trolling of Merc’s claims has not gone unnoticed and they had a better come back. The German brand, in order to promote the "CLA", created a new commercial where a cat has been used to test CLA aerodynamics. A really slow cat, with no reflexes, asleep, that slipped on the car surface slowly without even realizing it. The message, "the world's most aerodynamic production car", finds support in the cat experience that looks a clear reference to Jaguar. With an ending note “Jaguar.... now it's your turn!”. Thus, the advertisement world has evolved over time, adapting itself to capture the audience’s interest and keeping them enthralled. Let’s hope for better and more creative ads in the coming years!



My first year in Christ Hall

Most of us were first time hostellers, away from the comfort of our homes. With a billion thoughts and apprehensions in our minds back then, it is now filled with memories of a completely new journey. Florence Joyee of M2 (1527144) walks us through her hostel journey, a new chapter in most of our lives!

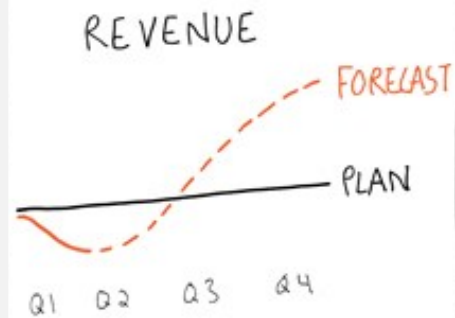
Being a fauji kid, I moved around a lot as a child, but never had the opportunity to experience hostel life. So on learning that I was finally going to get to live at a hostel, I was excited beyond words. It's as they say "life begins at the end of your comfort zone". So here I was, on the 28th of May, me with my entire luggage and my beloved mattress: the only piece of home I managed to get here. My mother and best friend, the clean freaks in my life came to help me "organize" my room.

As I anxiously walked into the warden's room, eager to find out who my roommate would be, I found myself praying that I get a good one. Scanning the list, my finger stopped against my name, 308-A it said. Our warden, Ms. Lalitha handed me my hostel ID, pure happiness swept over me as my picture was much better than the one on my Adhaar card. I saw a lot of new faces, some excited like me, some sad to be far away from home. We loaded our data into the biometric machine, trying to get a straight face, and failing miserably. I wondered who amongst all these faces would be lucky enough to see mine every morning as she wakes up.

After managing to fit all my stuff into the elevator, we got off on the 3rd floor and found my room. At that moment, little did I know that this room would be where I would make some of the most beautiful and hilarious memories of my first year! After setting up all my things, it was time for me to bid adieu to my family and along with them, life as I knew it. It took me a few days and a few close calls to adjust to our hostel routine: the mad early morning dash to the bathrooms, the last minute sprint to punch in before we rush to class, followed by the not-so-quiet evenings of endless gossip, late night group studies, dubsmash videos and impromptu dances in the common room.

There were times when 5 hours before the end term exam, one of your friend sneaks into your room and says "I'm not in the mood to study, let's watch a movie." The times when you shout out to your neighbour through the window to ask her if you could borrow her blue dupatta, times when we stayed up all night to complete assignments while sipping a cup of soup. The times when you go knocking on every door on every floor, looking for movies, shoulder to cry on, lemons, advice and what not. The time when the entire floor, flocks in front of the TV, to watch Bigg Boss Season 9 and laugh our hearts out. Life here was different, but it was amazing. The moment when you realize that these girls who were just a bunch of strangers a few months earlier, are now your family.

Lots of lessons were learnt in the corridors of Christ Hall, lessons about friendship, discipline, life, love and of course the real lessons of an MBA in marketing, HR, Finance and what not. Memories were made and cherished, which all came back to me the day we had the farewell for Ms. Lalitha. One year had just passed by in the blink of an eye, but giving ma'am a final tearful hug goodbye, I knew that it was a year well spent. It really was, one of the best years of my life.

BRAND TUBE

WE PLAN TO GET BACK ON TRACK BY MAKING A VIRAL VIDEO INVOLVING OUR BRAND, A DANCING BABY, AND CATS THAT LOOK LIKE DICTATORS

**SOCIAL MERIT**

AND WE GOT THIS BADGE WHEN SOMEONE SHARED OUR BRAND ON DIGG

WE'RE SO POPULAR, IT'S HARD TO BELIEVE WE DON'T HAVE ANY CUSTOMERS





Neuro marketing: Understanding The Buying Button Inside The Brain

Rajdip Das Choudhury of M2 (1527319) has tried to capture the essence of NeuroMarketing

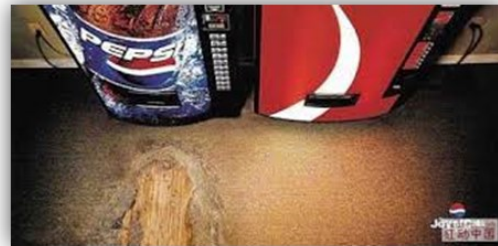
Companies these days are selling products which customers really do not need. Yes, that is considered to be the typical job of a marketer, but if we are able to understand our reptilian brain we can change the world. Hence, to understand what is this reptilian brain let me give you an executive summary of the brain. Actually we don't have a single self, we have three different self inside our brain. First, we have the new brain or the rational brain, the second is our middle brain which controls the emotional part of our decision making, but deep down further below is our reptilian brain and that's our instinctual self. Neuroscientists over the years have discovered that our instinctual self is having a greater impact on the decisions which we make than the rational us or even the emotional us. According to D. Kahneman, who won the 2002 Economy Nobel Prize says, "Although system2 (neocortex) believes itself to be where the action is, the automatic system1 which is our reptilian brain is the hero of the book...most people choices correspond to the prediction of system1."

So what's the need of Neuromarketing? It started because marketers were unable to decipher the simple code of marketing. Traditionally they used to ask the customers what do they want and based on that they were producing products and various strategies to sell them, but do you know what's the basic problem regarding this? The basic problem was customers don't know what they really want. That's the main reason why some products fail drastically in the market. Hence, in Neuromarketing marketers will ask customers what they want but they won't trust them as they don't know what their actual want is. Instead, they will go through the various physiological changes that happen in their body when the question is being asked. There are various techniques that are being used. One of them is the Facial Coding technique that measures the emotion that is being displayed on their face by the sixty muscles that controls our face. Then there is Facial Electromyography that records the electrical signal with facial muscle activity and it amplifies the electrical impulses which get generated by the muscle fibres when it contracts. Again we have the Functional Magnetic Resonance Imaging (fMRI) that depicts the amount of blood flow and consumption of oxygen through our brain. According to a journal published by Harvard Review of Psychology sixteen companies on internet uses Neuromarketing techniques out of which five uses fMRI. Another important technique is the Electroencephalography (EEG) which picks up electrical signals from brain or group of neurons. It basically picks up activity from the scalp rather than deep inside from the brain. This particular technique is very much effective in picking up the fast changes in activity. It gives exact data of moment by moment change happening. Few other important techniques are Voice Analysis where marketers will not going to pay attention on the words customers are saying, they will be more focussed on the tune of their voice and finally we have the Skin Conductance test that measures the heart rates, blood pressure and how electricity flows between the fingers. Marketers are not interested in manipulating people but they are more interested in what people value the most, what they really want. These techniques are not only helping the market researchers to understand the consumer preference regarding certain products but also it is considered to be helpful for academic researchers as they are using these techniques to make better decision making process.

So what stimulates the reptilian brain? There are six stimuli to the reptilian brain and now we will review them one by one. The first one is our reptilian brain which is very much self centred. It's all about me, me and me. If we see the ads below we can understand that how they are trying to communicate the word 'you' when they are portraying these ads to us.



The second stimulus is contrast. Contrast as in before-after, day-night, warm-cold, etc. If we see the ads provided below we can conclude how marketers compare between two events to get into the reptilian brains of customers.



The next stimulus is tangibility. What it means is the reptilian brain barely understands words, and hence there is a need to have a very tangible concept to understand it. How do they do this? Just see the ad given below-



See, how they have made the value proposition so tangible.

The next stimulus is the beginning and end, what that means is our reptilian brain is awake at the beginning and at the end of the interaction and it forgets pretty much everything in between. Here is what famous film maker George Lucas said, "The secret to a good movie is a hot opening and a hot close and...Just don't screw up in the middle." Cause what happens in the middle doesn't quite matters.

Then the next stimulus is visual. If we consider the optic nerve that is connected directly to our reptilian brain, happens to be 50 times faster than the auditory nerve, the nerve that connects the ear to the brain. So, let's see how they are used in advertising.




The above picture is an advertisement for a yoga club. Just see how they make the value proposition make visual. It is explaining what they can do for our body.

The final stimulus is the emotion. How marketers use this in advertising, let's see.



This advertisement is saying "don't talk while she drives." Are they talking rational here or emotional? It's emotional. They are trying to connect with the viewers emotionally so that they become more conscious regarding such serious issues.



Now, these six stimuli are further converted into four steps which marketers follow in order to market their product in a very effective manner.

Diagnose the pain of the customer- Marketers have to truly understand what makes customer tick at their reptilian level, not what they want, that's not important, what's important is the pain and fear they have to their sub consciousness.

Differentiating the product- The second is marketers have to differentiate themselves from their competitors. They have to be the only red apple amongst the blue apples.

Demonstrate the gain- In this scenario, they have to demonstrate the customers what extra benefits they can avail if they are choosing their product. That delta or the extra benefit will be considered as the gain.

Deliver to the reptilian brain- This is the final step where marketers will be delivering their final outcome to the customers or being more precise to their reptilian brain that will trigger their buy button.

So to conclude, what if we all know about the reptilian brain? What would it mean for the teachers if they understand the reptilian brain of children, then they will have better education, if judges understand the nature of the reptilian brain then we will always receive better justice, if parents are aware about it then every family will be the happy family, if singles are aware of it then we can have better relationships, if doctors are aware of this portion of brain then we will surely have better medicines and finally if marketers are aware of the reptilian brain, well that will soon going to be our job. Hence, Neuromarketing is completely about finding that buying button.



Search Engine Optimization In Marketing

With the increase in digital presence of Business and corporates alike, SEO is a very important tool. Priya Ahuja of F1(1527255) decodes the SEO mystery.

With the growing trend of modernization and fast change in technology world has shifted from offline to online. This has largely impacted marketing of product and services. Organizations have now come up with newer techniques to market their product. One of the important tools used in the field of marketing that combines marketing with technology is Search Engine Optimization Tool commonly referred to as SEO Tool. It is used widely by website owners to improve the ranking of their web sites and to optimize their web sites. There by it helps in adding value to the website and helps in making it more user-friendly, faster and easier to navigate.

Competition in business has added to the need for marketing goods more effectively and this in turn is making people focus on smart and innovative methods for marketing. *Netizens* browse millions of websites in an attempt to find solution to their problem. So SEO acts as a brilliant tool as it helps the organization to meet business objectives and helps in growth of business. While searching for anything on net we have a tendency to choose one of the top five suggestions. To take advantage of this and in order to increase traffic to the websites, ranking your websites higher is a good idea to market your product effectively.

SEO also provides a good opportunity for social promotion of your goods and services. It is not only useful in marketing but also in other areas such as data science, production management, copywriting and development. It offers several advantages like increased targeted traffic, improved branding and market position, a competitive advantage, and last but not the least a better Return on Investment.

Having understood why search engine rankings are so important, the next step is how to achieve these rankings. The easiest option would be to hire a SEO specialist to do the work for you since it is so complex and continually keeps evolving. The next best alternative is to use algorithms. The algorithms used by search engines are difficult and include a number of different factors like keyword density, META tags, titles, inbound links, website traffic and content. Not going into much technical detail, SEO has emerged as a great tool in digital marketing and has a bright future. The knowledge is surely going to expand in future and for every question their will be answers in Google or say any other search engine, this will radically change the landscape for marketing. Also in verticals like hotels, insurance and travel paid search engines can be advantageous.

Thus we can say that SEO has made brands move towards fast websites for promotion of their goods and services. Companies can also focus on providing relevant and good content to visitor.





Digital Age – Industry Trends

Prof. Rahul Gupta shares his thoughts on the ever changing trends in the industry and the impact of technology and digital presence on business models

The Internet and mobile association of India in 2015 announced that internet users in India exceed 350 million users, taking internet penetration past 25% for the first time. The growth is particularly interesting as Indians spend considerable time on the Internet for a range of activities ranging from information search, socializing, and entertainment to making purchases online. I would like to highlight two important developments spawned by Internet in the last decade.

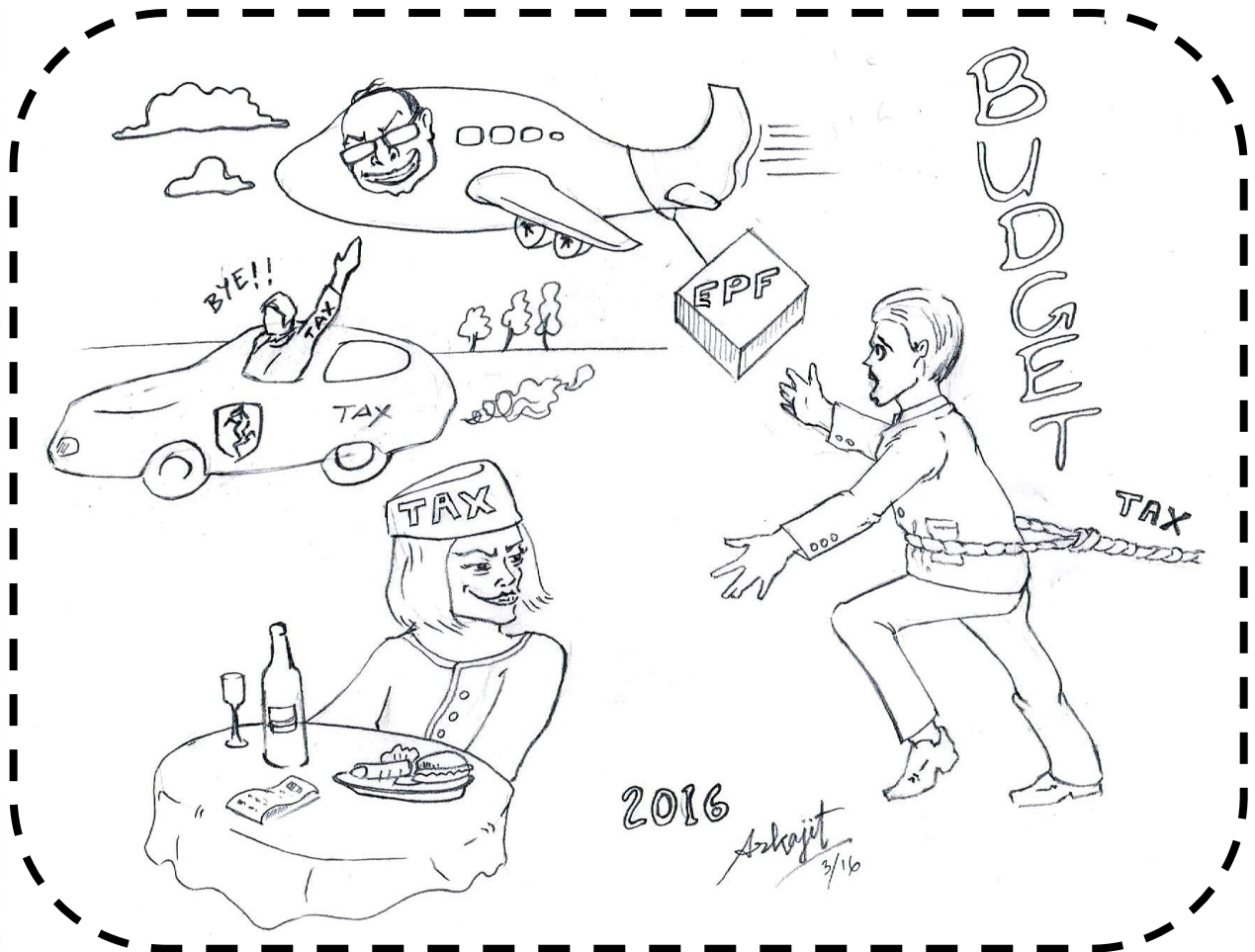
The Indian e-retail (excluding travel-related transactions) market is pegged at around \$17 billion at present, and is expected to grow to cross \$100 billion over the next five years, according to a Assocham Price waterhouse coopers study. After bookstores and electronic stores, neighborhood grocers have begun to face the heat as startups have perfected a hyperlocal delivery model. Mobile handset makers like Motorola and Xiaomi have chosen to launch products for the mass market only through select online portals. Food stores all of a sudden find themselves short of delivery boys because they have all been poached by e-retailers as couriers.

Funds do not appear to be a constraint for the e-retailers, although cutthroat discounts have made profits hard to come by. The discounts have somewhat abated in the last one year as they seek to preserve cash and drive towards profitability. Indian e-tailers which started with warehouses and fulfillment centers for a solid back-end and foolproof one-day delivery are shifting to a market place model to cut losses. With mobile apps being developed by most ecommerce websites, smartphones have increasingly replaced PC's for online shopping with most of the e-tailers reporting over 50% orders through mobile apps. Although convenient multichannel returns and delivery options need to be developed along with the provisions for touch and feel the product before buying.

Flipkart, pioneer in the Indian e-commerce space has been able to maintain market share at 45% whereas Snapdeal and Amazon have lost their share to category specialists in the last one year, which is reflected in the drop in the valuations of e-commerce companies.

Social media, the other big rage of the 21st century has caught the attention and imagination of Indians in a big way. Indians are very active on different social networks like Facebook, Twitter, LinkedIn, Instagram and Youtube. Several Messaging Applications or apps, and Whatsapp in particular, are already beginning to change the look of social media landscape.

It is the amount of time that people are spending on social platforms that makes them an irresistible lure for marketers. Advertisers are splurging billions of dollars on these platforms to reach out to their target clientele. In fact, marketing bucks are increasingly shifting away from old media like newspapers and television to social media. Digital is touching 21 per cent of global media spends, according to GroupM, with social accounting for a large chunk of the digital pie. 50% of customer acquisition by e-commerce companies is from social media and they have started including buy buttons in their services.



- By Arkajit Medya of M1 (1527205)





Slang-a-thon!

Susan Pinto (1527253) of M1 shares her tryst with social media slangs and gives us a cheat sheet to easily de-code the abbreviations of the digital world!

For those of us who are newly exploring social media, one of the greatest challenges is to simply digest the colloquialisms that this form of media has so openly embraced. New users to a social media site are promptly presented with a myriad of unfamiliar phrases or baffled by a series of recognizable words that have been repurposed and redefined. And as each channel emerges, so do new slang, new culture, and redefinitions of space.

With an ever-evolving array of new social media terms, how can a newbie jump in and stay on top? While new media lingo can be intimidating at first glance, there is a simple way to internalize a large majority of social media idioms. The majority of new media buzzwords get their roots from the social networks themselves. Twitter gave birth to the words “at reply,” (@reply) “direct message,” and “retweet” (RT) amongst others. Facebook invented the “fan page” and the “status update.” But the most common thing across all the platforms are the newest and the most trending entry in the ever changing dictionary of social media slangs *drumrolls* - The Hashtags! (#)

Most of the social media platforms provide a 140 characters word limit which obviously makes summarizing a thousand words a herculean task! There’s no second thought that the SMS language came to the rescue of such word limits, remember – “Wat u up2? Match 2nyt @ 8”, which simply put in normal english means – “What you upto? Match tonight at 8!” But somehow this didn’t suffice and voila! We have the super savior of all – Hashtags! Okay I confess, initially I had a tough time understanding these abbreviations, but well yeah you do get used to it eventually!

Why the hue and cry? What exactly is a Hashtag? Well according to Wikipedia, A “hashtag” is a type of label or metadata tag used on social network and micro-blogging services which make it easier for users to find messages with a specific theme or content. But I would warn you; nowadays these slangs have found presence beyond social media and micro-blogging platforms to status updates in messaging applications too! Ever felt completely out of loop when it came to social media slangs, acronyms and hashtags? Well, ICYMI (In Case You Missed It), you aren’t alone on this one!

Let’s start with Twitter. Here, most of the slangs are comparatively easy to comprehend. For example: b4 – before, b/c – because, btw-by the way, idk – I dont know, cre8 – create. Phew! that was easy, right? But just as easy it may look there are words that you wouldn’t be able to decode. For example: TL;DR- Too Long; Didn’t Read or FOMO- Fear of Missing Out!

Then there’s Instagram where it’s less about summarizing and more to do with Flashback Friday (#FBF) and Throwback Thursday (#TBT) which gives you two days to post a blast from the past! Oh and how can we forget #WCW (Woman Crush Wednesday) and #MCM (Man Crush Monday) where one can shoutout to anyone you happen to fancy that week!

Wondering what’s the most trending thing on FACEBOOK? Well, most of these acronyms, slangs and hashtags feature vehemently on facebook too, but it does have a little army of its own! For example, #YAAAAAAS, because a simple ‘Yes’ is too mainstream and mind you, it has to be written in caps with as many A’s possible to show the level of excitement! Other examples are #IKWYM (I Know What You Mean); OMG (Oh My God) and TGIF (Thank God It’s Friday) to name a few!

If you didn’t know, well you do know now! You can love it or you can hate it. But you just cannot ignore it! Go #treatyoself with a #selfie or something. Why? Because YOLO (You Only Live Once)!





Marketing gone wrong

Who said marketing and promotional activities always work in your favor? In spite of all the clear cut and fool-proof plans and strategies, they can still backfire! Edwin Shelly of M1 (1527212) has shared few instances of marketing gone wrong!

1. The Kentucky Fried Chicken slogan finger-lickin' good came out in KFC's first Chinese campaign as eat your fingers off.
2. An American tee-shirt maker in Miami printed shirts for the Spanish market, promoting the Pope's visit. Instead of the desired "I saw the Pope! (el Papa)", thousands of shirts proudly proclaimed in Spanish "I saw the Potato! (la Papa)".
3. When Parker Pen marketed a ballpoint pen in Mexico, its ads were supposed to say, "It won't leak in your pocket and embarrass you". However, the company mistakenly thought the Spanish word embarazar meant embarrass and the ad said, "It won't leak in your pocket and make you pregnant".
4. Rolls Royce changed the name of its car the Silver Mist to the Silver Shadow before entering Germany. In German, "Mist" means manure (to put it nicely).
5. Nissan's minivan Moco doesn't do so well in Spanish-speaking markets, especially green ones. Distributors in Santiago, Chile asked that the vehicle be renamed since Moco is the Spanish word for mucous.





Chai pe Charcha with Anant Bengani - Alumni Speak

It is rightly said “The journey of a thousand miles begins with a single step”. Chai, charcha and change has been one of the pioneers in providing good quality, hygienic vegetarian food in the area of kanmanike , opposite Christ University. It was in the year 2011 when this food venture started and ever since, there has been no looking back. Following are the details of conversation with the proprietor of chai, charcha and change **Mr Anant Bengani**, an alumni from Institute of management, Christ University.

What was the idea behind the concept of chai, charcha and change?

It was the “lack of options” in the availability of good and hygienic food in the area near Kanmanike that triggered the idea of starting a food venture that would provide people quality food with variety and reduce the burden of travelling distances in the quench to satisfy the hunger of a good meal. After working for a considerable period of time in the corporate world, sales field, I felt the need of eliminating the mechanical life and work in the direction of passion and thus from mid 2015, i devoted myself to my food venture.

What are the various challenges that you keep facing?

Initially when chai, charcha and change was started in the year of 2011, building a good customer base was a challenge. Furthermore the issue of HR is very critical in food sector. It is quite difficult to get trained staff and chefs and it requires considerable effort to keep them motivated to stay in my organization.

What are your future plans about chai, charcha and change?

I do have plans about expanding in the Bangalore city mostly kormangala side where I have purchased a land for this purpose. Again considering the impact of food delivered to home / offices in today’s time, I approached a lot of delivery services like swig, deliver but they are reluctant to travel on the mysore road. So I do have plans of setting up my own delivery team. Even there are thoughts of expanding chai, charcha and change but government authorities’ decision of mysore road expansion is preventing me. But again according to me “No decision is better than a Bad decision”. So I am not hurrying and considering all the options.

How would you rate your current performance?

If you would have asked me this question, a year ago I would have rated myself 1 out of 5. But today looking from the point of view of customer satisfaction and the options provided to them, I would rate myself 2.5 out of 5. But again there is huge scope of improvement possible. If you look from the profits perspective, I am hardly making any profits, so this needs to be addressed in the coming years. For me the most critical factor will be to reduce the dependability of the sales from Christites and increase the ratio of non christites to christies at CCC.

What would be your advice to young budding future entrepreneurs?

If you have a good idea, an idea that can impact people, which can bring change, I definitely urge you to conquer your fear and go for your dream. Yes initially it will be difficult but the fruits derived in the journey will overshadow the initial hurdles. For me, the area of kanmanike has a lot of future prospects and I would advice people to kick start their journey from this place where opportunities are in abundance and competition very scarce. It gives you the advantage of first mover.

-As interviewed by Pooja A(1527153), Antaraa V(1527139) and Krishanu B(1527116).

CAMP
BRAND STRETCHING

by Tom Fishburne



\$1.98

IF YOU LIKE OUR RELISH,
TRY OUR **NEW**
DESSERT TOPPINGS,
ALL PURPOSE CLEANERS,
AND EASY FIT JEANS



25% OFF ANY MISGUIDED
BRAND EXTENSION

BRAND CAMP

by Tom Fishburne



WE JUST TWEETED
THAT WE FACEBOOKED
THAT WE GOOGLEPLUSED
THAT WE BLOGGED
THAT WE'VE
SENT YOU AN
EMAIL NEWSLETTER
WITH AN UPDATE

GOOD FOR YOU,
YOGURT BRAND





Get creative; get more leads - All about acquiring new customers

Shreya Kohli of M1 (1527259) shares her thoughts on how creativity is an important element in marketing to connect to the current as well as potential customers.

“Creativity is intelligence having fun”, said Albert Einstein. The desire to create is one of the deepest yearnings of the human soul. Creativity is more than just being different. It is all about inventing, experimenting, growing, taking risks, breaking rules, making mistakes and having fun at the end of the day. It involves breaking out of the established patterns in order to do things in a different way. It follows its own rules.

Creativity is not a child's luxury; it's a smart business strategy. We've often heard the phrase 'think out of the box or be out of business.' Well, it's cent per cent true! You need to drive your business with creativity or be ready to be driven out of business. It is the secret potion of every successful business. Creative insights can help improve a business- its internal system, the quality of customer outreach and much more. It appears to be easiest to gain in fields where we have considerable prior knowledge and experience.

Nevertheless, there is a paradox here; we often tend to not think about what we already know. Existing ideas tend to make us myopic about new possibilities. The paradox reveals in itself- 'it appears that creative ideas do not come to us unless we spend much effort engaged in the very activity which makes their emergence most difficult.'

Over the past few decades' creativity has become a highly fashionable topic everywhere, be it academics or business. With consumers spending less and shift in brand loyalty, there is always an element of uncertainty about sales. Organizations are uncertain whether the so called loyal customers will continue to buy from them or not; and even if they do, whether they'll continue buying as much. This risk and uncertainty, however, doesn't have to be a negative influence. CREATIVITY, which if used more effectively can ensure more people notice and purchase the products, thereby ensuring all the marketing spend has more impact. Good huh?!

We need to stir the emotions in order to create lasting memories of the brand which can be easily retrieved in relevant buying situations. More emotionally powerful communications have greater consumer involvement and are more memorable. It also isn't a specific type of emotion which we need to illicit - instead the communication needs to trigger any emotion that is relevant for that particular brand and positioning.

People don't buy rational arguments. Decisions are driven by emotions, not facts – even during recession. Instead, when we focus on the lighter consumer, those that aren't listening to us we're forced to be more creative and more interesting to get noticed and be memorable. In short, rather than forcing ourselves to follow the crowd and get lost in the melee, the uncertainty and risk in which our business thrives, presents us with something that should make us more intolerant about mediocrity, and instead drive us to develop genuinely outstanding creative ideas which will capture the attention of all potential buyers.

thinking

THE BOX



SAY YES TO DIFFERENTIATION!!

Richard Branson rightly says *"If you aren't making a difference in other people's life you shouldn't be in business-It's that simple."* Varsha Daga of M1(1527061) writes on how a company's differentiation strategy goes a longway in making or breaking a brand.

A firm can only rise in the market if its products are appealing to the customer as well as different from the competitors. Some of the differentiation strategies of companies are offering products at competitive prices, designing innovative products by spending more on research and development and concentrating on focused differentiation. A company should realize that its differentiation strategy is an essential tool in propelling a company to grow further and stay in the competition. A few examples of strategic brand differentiation are:

Starbucks: This Company offers coffee at premium price. The strategy of the company was never to be a cost leader but to be a product differentiator. Their major focus was to offer quality coffee products and create an environment where the customers could relax and enjoy their product.

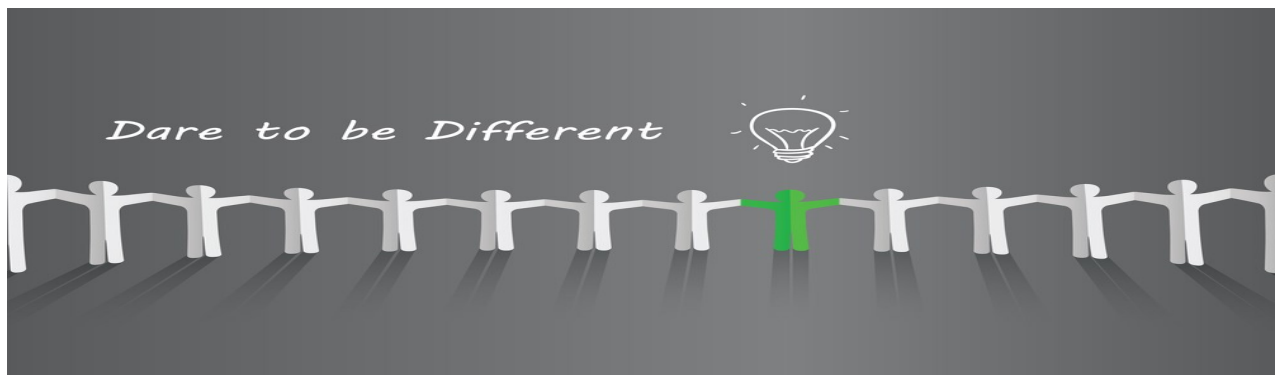
Wal-mart: The Company is a retail giant and they follow roll back pricing strategy. They monitor the prices set by the competitors and undersell their products compared to the competitors. Apart from this they maintain technological superiority and focus on building loyalty among associates and suppliers.

Indigo: The airline managed to scale to the top despite being the youngest airline in India. It strategized to meet the basic needs of the customer and provide on time journey. It maintains a young fleet by selling and leasing back its planes. The company boost of its turnaround time which is lesser than 30 minutes.

Nike: The athletic wear company follows focused differentiation strategy. It also invests a lot in research and development to remain the leader in industry. The company offers high quality products at premium prices.

Apple: The Company has a multi-faceted differentiation strategy. It introduced the concept of its "own" ecosystem. (Wherein integration can take place between various apple products). It has always managed to maintain its position as the leader of technology market.

Each of the companies above managed to stand out of the crowd by adopting a unique differentiation strategy. Their competitors found it almost hard or impossible to copy their strategy. The strategies helped them to achieve a high brand recall value. Though the implementation of such strategy comes with a high cost attached to it but it is necessary for the companies to implement them to survive the cut throat competition prevailing in the market.



CASE IN QUESTION

Suzanne Drolet is manager of a McDonald's restaurant in a city with many "seniors". She noticed that some senior citizens have become not just regular patrons- but patrons who come for breakfast and stay on until about 3pm. Many of these older customers were attracted initially by a monthly breakfast special for people aged 55 and older. The meal costs \$1.99, and re-fills of coffee are free. Every fourth Monday, between 100 and 150 seniors jam Suzanne's McDonald's for the special offer. But now almost as many of them are coming everyday-turning the fast food restaurant into a meeting place. They sit for hours with a cup of coffee, chatting with friends. On most days, as many as 100 will stay from one to four hours.

Suzanne's employees have been very friendly to the seniors, calling them by their first names and visiting them each day. In fact, Suzanne's McDonald is a happy place- with her employees developing close relationships with the seniors. Some employees have even visited customers who have been hospitalized. "You know," Suzanne says, "I really get attached to the customers. They're like my family. I really care about these people." They are all "friends" and it's part of McDonald's corporate philosophy (as reflected in its website, www.mcdonalds.com) to be friendly with its customers and to give back to the customers it serves.

These older customers are an orderly group and very friendly to anyone who comes in. Further, they are neater than most customers and carefully clean up their tables before they leave. Nevertheless, Suzanne is beginning to wonder if anything should be done about her growing "non fast-food" clientele. There's no crowding problem yet, during the time when the seniors like to come. But if the size of the senior citizen group continues to grow, crowding could become a problem. Further, Suzanne is concerned that her restaurant might come to be known as an "old people's" restaurant- which might discourage some younger customers. And if customers felt the restaurant was crowded, some might feel that they wouldn't get fast service. On the other hand, a place that seems busy might be seen as "a good place to go" and a "friendly place."

Suzanne also worries about the image she is projecting. McDonald's is a fast-food restaurant (there are over 30,000 of them in 119 countries), and normally customers are expected to eat and run. Will allowing people to stay and visit change the whole concept? In the extreme, Suzanne's McDonald's might become more like a European-style restaurant where the customers are never rushed and feel very comfortable about lingering over coffee for an hour or two! Suzanne knows that the amount her senior customers spend is similar to the average customer's purchase- but the seniors do use the facilities for a much longer time. However, most of the older customers leave McDonald's by 11.30, before the noon crowd comes in.

Suzanne is also concerned about another possibility. If catering to seniors is OK, then should she do even more with this age group? In particular, she is considering offering bingo games during the slow morning hours- 9 am to 11 am. Bingo is popular with some seniors, and this could be a new revenue source- beyond the extra food and drink purchases that probably would result. She figures she could charge 45 per person for the two-hour period and run it with two under-utilized employees. The prizes would be coupons for purchases at her store (to keep it legal) and would amount to about two-thirds of the bingo receipts (at retail prices). The party room area of her McDonald's would be perfect for this use and could hold up to 150 persons.

Evaluate Suzanne Drolet's current strategy regarding senior citizens. Does this strategy improve this McDonald's image? What should she do about the senior citizen market- that is, should she encourage, ignore or discourage her seniors? What should she do about the bingo idea? Explain

QUIZ!!!

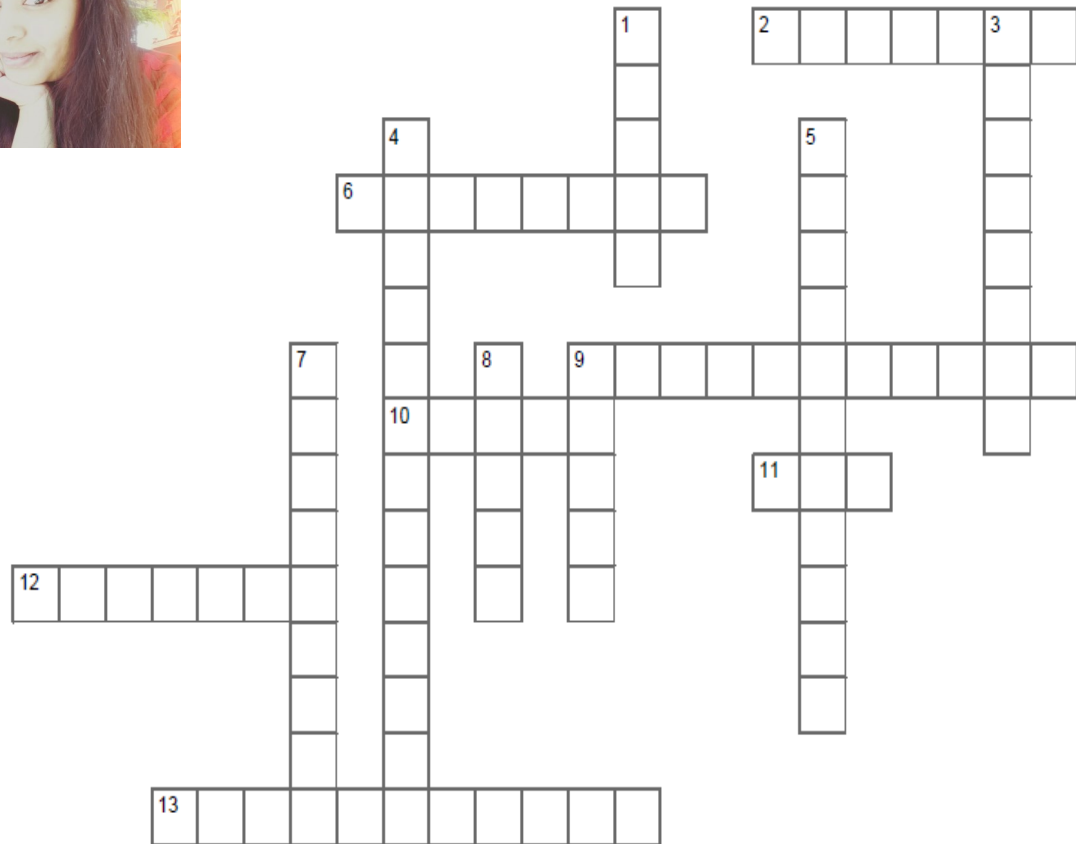
By Rohan Singh of M1 (1527025)

- Q1. Which beer brand is promoting responsible drinking by using lines like “Moderate drinkers wanted “and “Drink less, dance more “?
- Q2. Name this industrialist and dog lover who has invested in the online pet supplies chain Dogspot.in
- Q3. With which online retailer would you associate the hashtag #Kyapehnu ?
- Q4. Which fast food delivery company’s name was inspired by Burkina Faso, the land of the incorruptible, in African language ?
- Q5. Which company has acquired the appliances division of GE for over 5 Billion \$?
- Q6. Where has Tinder set up its first overseas office outside of US ?
- Q7.Name the entrepreneur billionaire behind Billions in change project that claims to produce electricity from human effort
- Q8. Where is Amazon opening its first brick and mortar bookstore ?
- Q9. Under what brand name has the Tata group reentered the cosmetics business after 18 years ?
- Q10. At what price point do the Netflix services start in India ?
- Q11. Which Indian co has the largest number of followers in Facebook as well as LinkedIn making it No 1 in terms of its social media appeal ?
- Q12. Most logos carry one icon, but which company’s logo has as many as 25 icons with symbols such as sun, DNA, bee, flower and heart?
- Q13. The name of the company literally translates to “three-water chestnut”, and the Japanese have used the word for a long time to denote a rhombus or diamond shape
- Q14. MTS India merged with which company recently?
- Q15. Who designed the logo for IBM, ENRON, ABC, UPS?
-



CROSS WORD

By G.D.Parimala of M1 (1527245)



ACROSS

2. Goods or services produced by a business
6. Surveying a small group of a population to gain research insights
9. _____ pricing. Setting a low price to gain a higher share of a market
10. Product _____. Getting customers to buy a product for the first time
11. The marketing combination of product, price, promotion and place
12. Distribution _____. How a business gets its products to the end
13. Research designed to provide information about opinions, attitudes and behaviours

DOWN

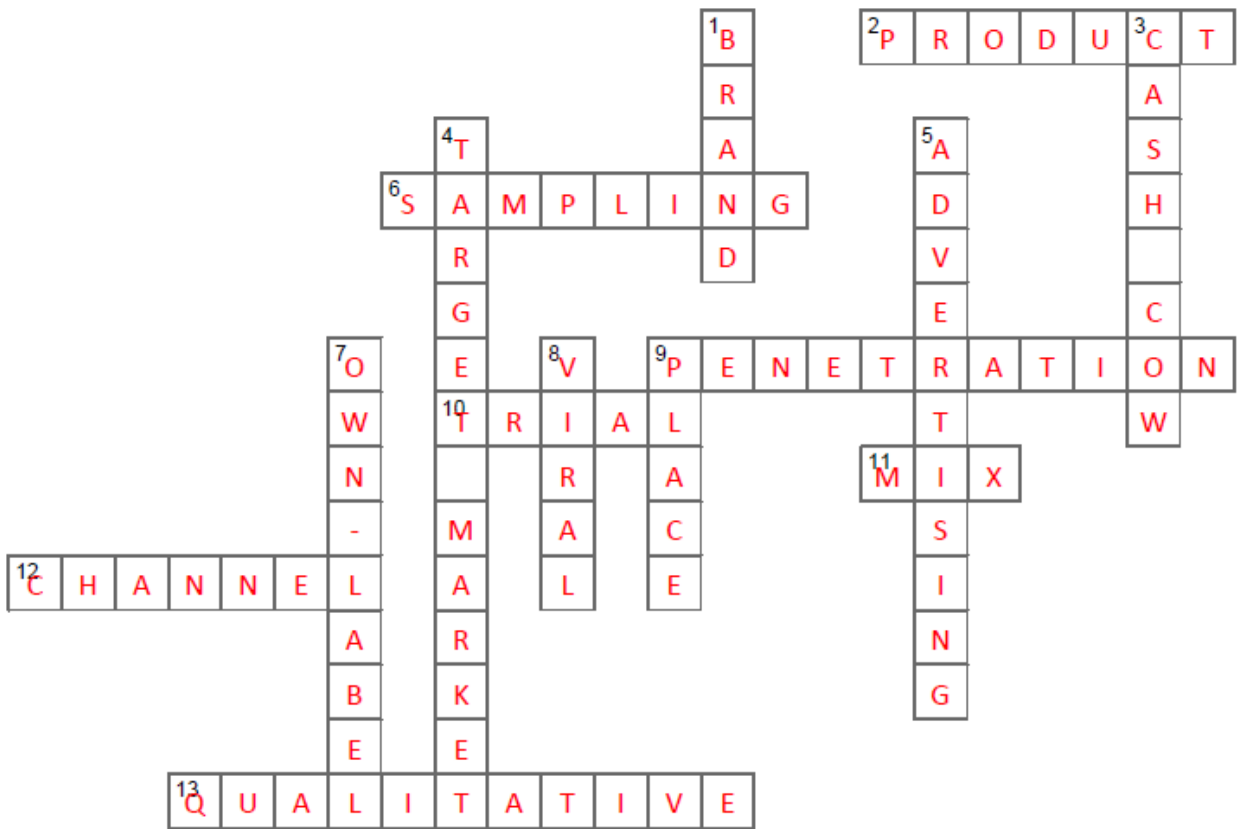
1. Any recognizable name, logo or symbol that identifies a product
3. Product or brand with a high share of a mature or declining market (4,3)
4. The group of consumers or customers aimed at by a business (6,6)
5. Paid-for communication, aimed at informing or persuading
7. A brand that is owned and promoted by retailers rather than manufacturers (3-5)
8. Marketing promotion that relies on word-of-mouth or online networks to spread the message
9. The part of the marketing mix that focuses on where a firm's products are sold

ANSWERS

Quiz:

1. Heineken 2. Ratan Tata 3. Amazon.in 4. Faasos 5. Haier Group 6. Delhi in India 7. Manoj
Bhargava 8. Seattle 9. Studiowest, a private label by Westside 10. Rs 500 per month 11. Nestle
India 12. Unilever 13. Mitsubishi 14. Reliance communications 15. Paul Rand

Cross word:



Team M-Ask

The minds behind M-Ask have worked for months together to bring out the latest issue. From discussions regarding article topics, sourcing them and designing, it has been a great learning experience for each one of us. This issue has turned out to be a perfect blend of endeavour, enthusiasm, excitement and variety. The students have expressed their feelings and thoughts on myriad topics in marketing. While juggling classes, assignments, and a plethora of extra-curriculars, Team M-ask has strived to do better and raise the benchmark. We've tried our best to put before you the most smartly conveyed and conceived ideas in an unbridled manner.

M-Ask has become the canvas where we've painted our thoughts and opinions into reality. We sincerely believe that it's not just a Newsletter, it's an experience!



(Left to right: First Row: Christo Simon, Cecil Mathew, Prof. Rahul Gupta, Arkajit Medya, Rohan Singh
Second row: Pavithra Iyer, Karnica P, Chesna John, Parimala G, Khushboo, Susan Pinto, Florence Joyee, Alokita R., Preeti Sharma, Anurag singh)

Hark! That time of the year is upon us
Litanies of creation, albeit ephemeral, surround us
Times we have tarried on this inventive quest
In humble hope, dear reader, of offering you only our best
May these pages deliver their design
Enlighten, enliven, illuminate those unoccupied minds
Signing off, fare thee well, until next time

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