



MarketINE

SMVDU

RACE AGAINST YOURSELF WITH A UNIQUE INSTALLATION FROM

NIKE

If you're obsessed with setting personal records, Nike's Unlimited Stadium gives you a new and unique way to race against yourself.

Every runner wants to beat their best time. So, who better to race against than yourself? Nike answers that question with its recently unveiled **Nike Unlimited Stadium** installation in Manila, Philippines, where runners race against a digital avatar of themselves that runs as fast as the regular human runner.

To race against your digital self, you place a radio frequency identification sensor on your sneaker and then run a lap on the track. After the initial lap time records, a digital avatar appears on several large LED screens placed around the track. Fortunately, the avatar doesn't speak to you, so don't worry about being berated by a digital copy of yourself for not keeping up. Only 30 runners are allowed on the track at any given time.

The 200-meter installation was built by global advertising agency Bartle Bogle Hegarty's (BBH) Singapore division and takes over an entire city block in Manila. The track was purposely designed to look like the sole of Nike's new Lunar Epic running shoe and illuminates a multitude of colours while featuring the drawings found at the bottom of the shoe. As of now, there's no

information regarding how long the installation plans to remain open or if Nike expects to bring it to more loca-

tions around the globe. BBH's Nike Unlimited Stadium isn't its first foray into the world of Nike as the agency's created a number of technologically impressive installations for the brand over the last few years. For a race in Jakarta, Indonesia, the agency hacked a building to display real-time data such as speed and place on the outside of the building. To promote the Nike Hyper venom shoe, BBH allowed people in Bangkok to participate in an interactive soccer match where they tried to avoid virtual defenders as they tested their agility and scoring ability.

The next time you are in Manila and want to run with someone as good as you, **Nike Unlimited Stadium** may have the right track.



-SHUBAM GUPTA

JUST DO IT.

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ADVERTISEMENT: ALL GLITTER, LESS GOLD

Advertisement can be defined as a notice or announcement in a public medium used to promote a product or service. Advertisements are all about conveying a message what actually customers like and what actually they require.

The Indian advertising industry that earlier was a small-scaled business has grown to be a full-fledged industry. It is projected to be the second fastest growing advertising market in Asia after China.

Advertising is all about promoting a product through various means which includes promotion through television, newspapers, radio etc. As the number of products is increasing, GLITTER is the way through which brand recalling is done. Advertising and promotional activities play an important role in helping the brands to continue their businesses.

Companies now-a-days invest lots of money in advertising their product with the intention of taking their products at the zenith and want people to remember their product.



At the same time this fact cannot be denied that, there are people and companies who use advertising as a medium to cheat people and to sell their products but there are advertisements which also generate true messages to the customers. The main idea behind advertising is to make one's product look better than its competitors to attract more consumers. Film stars are used as the brand ambassadors to influence the customers in a more appealing way.

It is not right to say that all people are so, and all **advertisements** convey false messages, you may find one or two that are so, but to say that every advertisement is so, will be wrong.

When companies or people go for advertising a particular product their reputation and companies' reputation is also at stake. And after spending so much of money for **advertising**, no one would want their company to earn a bad name.

LATEST NEWS

◆ **Yogi Adityanath Is New Chief Minister Of Uttar Pradesh:-**

On March 19, 2017 Yogi Adityanath is elected as the new Chief Minister of Uttar Pradesh.

◆ **Yatra Unveils New Brand Identity:-**

On January 20, 2017 ,Yatra, one of India's leading online travel portals has revealed its new brand identity and logo.

◆ **Global Brands Opting For Social Media Influencers:-**

On March 16,2017 Social media experts say there has been a phenomenal rise in such 'Influencer' accounts and channels in India over the past year.

◆ **Myntra To Foray Into Offline Retail Segment With Mango Brand:-**

On February 23,2017

Myntra, the country's top player in online fashion business, is entering offline retail space having bagged the rights to manage brick-and-mortar outlets of Spanish fashion label Mango in India along with exclusive online rights.

◆ **HDIL To Launch New Budget Home Brand:-**

On February 07, 2017

HDIL (Housing Development And Infrastructure Ltd) will provide affordable homes within price bracket of Rs 50 lakh inclusive of stamp duty and registration in Mumbai Suburbs.

◆ **Beer Companies To Collectively Launch New Brands In India To Reverse Sales Decline:-**

On April 17, 2017

UB will launch brands including Desperados, a pale lager beer, a wheat beer brand Edelweiss, Mexican brand Sol, and Dos Equis, a pale lager from Heineken's international portfolio.

◆ **Micromax Ropes In Anil Kapoor As Brand Ambassador For Its Consumer Electronics Company:-**

On April 11, 2017

Bollywood actor-producer Anil Kapoor has been roped in to endorse consumer electronics company Micromax Informatics to bolster its footprint.

◆ **Indian Hotels Set To Unveil New Brand Architecture Focused On The 'Taj' :-**

On February 08,2017

The new brand architecture of the Indian Hotels will likely leverage the 'Taj' identity to establish the premier positioning of company properties.

◆ **Tata JLR Leads Hike In Indian Demand For Luxury Car Brands:-**

On January 26,2017

India is now the eighth largest Asian market for UK car exports with JLR's Land Rover Discovery Sport, Range Rover Evoque, Jaguar XE and Jaguar F-Pace among



I'M THE BOSS

The boss was complaining in our staff meeting the other day that he wasn't getting any respect. The next day, he brought a small sign that read:

"I'M THE BOSS"

He then taped it to his office door.

Later that day when he returned from lunch, he found someone had taped a note to the sign that said:

"Your wife called , she wants her sign back."

-ANKITA ANAND

BUSINESS QUIZZZ!

- ◆ **A market created around some activity or probability is known as**
 1. Decision Market
 2. Prediction market
 3. Virtual Market
 4. Information Market
 5. All of these
- ◆ **A prediction market contract trades between _____% and _____%**
 1. 0, 100
 2. 10, 100
 3. 50, 100
 4. 0, 50
 5. None of these
- ◆ **Which of the following is primary cost elements ?**
 1. Material costs
 2. Personnel costs
 3. Energy costs
 4. All of these
 5. None of these
- ◆ **_____ is/are Secondary cost elements**
 1. Material overheads
 2. Production costs
 3. Production overheads
 4. All of these
 5. None of these
- ◆ **The service marketing related with**
 1. Promises
 2. Goods
 3. Products
 4. Customers
 5. None of these

-VARUN GUPTA



"Yes, I'm a real Genie... but you're asking me to understand your client's requirements and even I can't do that!"

Reflections:

An aware mind is the mind of a marketer. Keeping up with the dynamics of competitor, consumer and company require a mindful approach. The thinking can be analogous as well as vagrant. The understanding is the key to awareness. Creativity is the outcome of the aware and understanding mind. Marketing is an art of mastering the mind which requires dedication and practice. "Yoga-a-mark-a-mind" ...needs reflection....

-Dr. SAURABH

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JOB

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