

# MarketINE....



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**SOB**

**“ TOGETHER IS BEAUTIFUL ”**

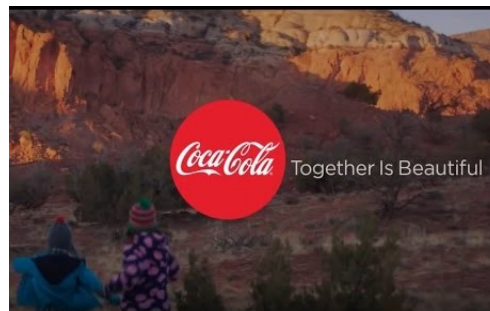


Coca-Cola ran a commercial shortly before kick-off of the Super Bowl between the Falcons and Patriots on Sunday night. The commercial’s soundtrack was “America the Beautiful,” the song written by Katharine Lee Bates well over 100 years ago. It wasn’t a new commercial, but a rerun of one that came out in 2014. “Today millions cheer together, because together is beautiful”

The song’s lyrics are sung, alternately, in English, Spanish, Keres, Tagalog, Hindi, Senegalese French, and Hebrew. They’re overlaid by videos of people who were not all white. Maybe the ad, now, is a quiet political stance in the age of Donald Trump, though the advertisement came out before his election. Maybe it was just advertising, geared with the most straightforward goal possible: selling Cokes. The company’s statement on the ad last year:

The premise of **‘It’s Beautiful’** can be simply stated: America is beautiful and Coca-Cola is for everyone. It celebrates Coca-Cola moments among all Americans and features snapshots of American families. We believe it’s a powerful ad that promotes optimism, inclusion and celebrates humanity – values that are core to Coca-Cola. **“It’s Beautiful”** shows just a few of the ways Americans enjoy our brand and how Coca-Cola brings families and friends together every day.

Since **“It’s Beautiful”** first aired in 2014, we have continued to run it during major TV events. “It’s Beautiful” has run across television and cinema broadcast – including national holidays of patriotism in



America, such as July 4th and Memorial Day, and major moments in national and international sport and entertainment, like the football playoffs, New Year’s Eve, and several Olympic Opening Ceremonies.

Anyway, lots of people on Twitter were upset, as happens on Twitter. The hash tag #Boycott Coke took off virtually immediately, with hundreds of messages rolling in before the commercial had even ended. They couldn’t stand for either a language other than English or a skin colour other than white being so prominently featured in the commercial .

- SAKSHAM HIMANSHU SHARMA



**Inside this issue:**

<b>Influencers don't need to be Humans</b>	<b>2</b>
<b>Latest News</b>	<b>3</b>
<b>Quiz &amp; Jokes</b>	<b>4</b>

# INFLUENCERS DON'T NEED TO BE HUMANS



Mercedes joined forces with an Instagram famous dog and VR technology to create their latest marketing campaign **#MBPhotoPass**. It involved creating cinematic video content for Mercedes' YouTube Channel and used professional photographers to produce photos for their Instagram.

Mercedes invited **Loki** the Wolf Dog and his owner Kelly Lund to drive a 2017 Mercedes GLS through the snowy mountains of Crested Butte Colorado. The car had 3D cameras attached to give viewers the experience of Loki the Wolf Dog running through the snowy terrain, while the other cameras give an inside look of the GLS.

The main strategy for the **#MBPhotoPass** campaign was to create videos that brought together a variety of different influencers to give fresh perspectives on Mercedes-Benz cars. They worked with world class chef Chris Coombs to Loki the Wolf Dog, targeting different customer segments. The second part of the strategy was letting the best Instagram photographers capture photos of the excitement and glamour associated with the Mercedes brand.

Their Instagram generated 173 million impressions, 2.3 million likes/comments and \$4 million worth of earned media. The campaign worked because Mercedes took advantage of the growing popularity of VR technology and of course, people's love of cute animals.

## LATEST NEWS

- ◆ **Private Equity Firms Eye Womenswear Brand 'Soch' :-**  
On January 23, 2017  
Ethnic wear brand Soch has held talks with private equity funds, including L Catterton, West bridge Capital and CX Partners.
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- ◆ **Tech Mahindra Launches New Brand Philosophy:-**  
On January 17,2017  
IT Firm Tech Mahindra BSE 0.02% said that it has refreshed its brand philosophy to align with the changing needs of the increasing connected and digital world.
- ◆ **Tata Company Voltas Eyes Videocon's Home Appliances Brand Kenstar:-**  
On April 07,2017  
If Voltas progresses with its interest in Kenstar, it would help the more than six decade-old company to boost its retail business in air coolers, besides expanding the home appliances portfolio.
- ◆ **SBI Unveils New Branding After Merger Of 6 Entities:-**  
On April 05,2017  
State Bank Of India unveiled its new brand identity, designed to position the bank as technology savvy, modern and ready to meet financial needs of all.
- ◆ **DIPP To Fund, Promote Home grown Leather Brands:-**  
On January 13,2017  
DIPP is also in talks with the global luxury brands to encourage them to set up manufacturing units in India.
- ◆ **Fynd Teams Up With Bata, To Offer Hush Puppies, Power Brands As Well:-**  
On April 04,2017  
Bata is only the first step in an array of shoemakers that Fynd hopes to engage with.
- ◆ **Gionee Signs Up Virat Kohli As Brand Ambassador:**  
On January 10,2017  
The company, which entered India in 2012 and competes with Chinese rivals, including Xiaomi and Lenovo, besides market leader Samsung Electronics, has signed on Indian cricket team captain Virat Kohli as a brand ambassador after bringing in Alia Bhatt last year.
- ◆ **Amazon- Flipkart Battle Now Moves To In-House Brands:-**  
On April 02,2017  
Three years ago, technology giant Amazon introduced Echo, its range of wireless speakers, into an already crowded market. Leaning on its in-house technology and market muscle, Amazon has sold over eight million units of Echo.



-TANIYA JAMWAL



# BUSINESS QUIZZZ!

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◆ **What is the first stages of a consumer in arriving at a decision to purchase or reject a new product ?**

1. Interest
2. Trial
3. Evaluation
4. Awareness
5. None of these

◆ **A basic and distinctive mode of expression is known as**

1. Fashion
2. Style
3. Trend
4. Fads
5. None of these

◆ **\_\_\_\_\_ refers to a craze that is unpredictable, short-lived, and without social, economic, and political significance.**

1. Fashion
2. Style
3. Fad
4. Brand
5. None of these

◆ **An exchange of goods between two parties is called as**

1. Exchange Purchase
2. Counter Purchase
3. Trade Purchase
4. Business Purchase
5. None of these

◆ **\_\_\_\_\_ is a currently accepted or popular style in a given field**

1. Fashion
2. Familiar
3. Famous
4. Trend
5. None of these

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-RISHAV SHARMA

## Reflections:

Brand sustainability is a continuous process. Brand is sustainable only if it can maintain the trust within the consumer that it has the consistency in delivering the benefits as promised. The brand sustainability is clubbed with ecology, social commitments and financial consistency. The balance between the three is the key to sustaining a brand. The competition however often provides challenge and demands creative solutions for brand to be stronger with time. Why and how? Needs reflections...

-Dr. SAURABH

For feedback and responses of quiz mail us at:  
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