



N. L. Dalmia®

Institute of Management Studies and Research

(A School of Excellence of N. L. Dalmia Educational Society)

ISO 9001 : 2008

GRADE "A" ACCREDITED - NAAC



MARK

Marketing Redefined

FIRST EDITION

markx@nldalmia.in

TABLE OF

1	Editor's Note	1
2	About The Institute	2
3	Sustainability: Brands Connect Through Social Media	3
4	Advertising in New Era – A Difference or Complement	7
5	Prime CRM Initiative at Amazon India	10
6	International Marketing Conclave	11
7	Power of Ambush Marketing	15
8	Influencer Marketing – Becoming a New Digital Trend	18
9	Marketing Strategies in Industry Saturation Scenarios	20
10	Drip Marketing: Utilising It To Ease Enrolments	24
11	Relationship Marketing in the New Economic World.	26
12	Troll Marketing – New Age Strategy	28
13	ACE: The Marketing Club of NLDIMSR	31
14	My Social Responsibility	32

CONTENTS....

Student Team - Mark X



Aditi Sawant
(Editor)



The cliché, “Change is the only constant in life”, still holds true in the 21st Century. However, the fundamental differentiator that separates the men from the boys; the brands from the products, is their desire to change. In this era of disruptive innovations, led by a convergence of technological advancements and market gaps, the methodology of the response to change remains the driving factor.

Marketing is the exorbitant force, a measure of brand communication that has become the basic need for survival in these volatile markets. This conventional force has taken a contemporary vein to reach its full glory. The focus has shifted from consumers to customers, from satisfaction to delight, from generalization to specialization!

Mark X, the Marketing Magazine of N.L. Dalmia Institute of Management Studies and Research, sensitizes its readers with the changing market scenarios and marketing strategies. It also allows aspiring marketers from B-schools across the country to showcase their knowledge in the form of informative articles and research papers.

On this euphoric note, I introduce the commencement of Mark X, Edition I.

Alok Navalkar
Editor-In-Chief



Munmun Chakraborty
(Head Designer)



Shefali Gaglani
(Designer)



Neelotpal Gadre
(Designer)



Avrodeep Dutta
(Copy Editor)



Abhishek Gandhi
(Sourcing)



Rupen Chawla
(Sourcing)



N. L. Dalmia Institute of Management Studies and Research (NLDIMSR) is a business school situated in Mira Road, Mumbai, Maharashtra. It was formed under the aegis of the N. L. Dalmia Educational Society, founded by late Shri Niranjanlal Dalmia. Established in 1995, N. L. Dalmia commenced its academic programme in July 1997, offering specialisation courses in areas such of Finance, Marketing, Human Resources, and Business Systems, and special extra credit courses including FMI, Wealth Management, ERP, and Software Engineering approved by AICTE.

We at N. L. Dalmia Institute of Management Studies & Research are committed to nurture, empower and enhance skills of future business leaders by providing value based quality education.

ACCREDITATIONS, AFFILIATIONS, MEMBERSHIPS AND CERTIFICATIONS

NLDIMSR is **ISO 9001:2008** certified by UKAS, United Kingdom Accredited Services & SGS.

With a mission to advance Quality Management Education through Accreditation, Memberships and Value Added Services; the Institute has been awarded "Premier College Status" by Accreditation Service for International Schools, Colleges & Universities (ASIC).

The Institute has also been awarded "A" Grade by National Assessment and Accreditation Council (NAAC).

The Institute has prestigious memberships with Professional bodies like:

Indian Merchants Chamber (IMC)

Association of Indian Management Schools (AIMS)

All India Management Association (AIMA)

The Institute has associations and prestigious memberships with Professional bodies like:

Advance Collegiate School of Business (AACSB), USA, European Foundation for Management Development (EFMD), Belgium and

European Foundation for Management Development Global Network (EFMDGN), Belgium.

Bombay Management Association (BMA), Confederation of Indian Industry (CII)

GLOBAL TIE-UPS

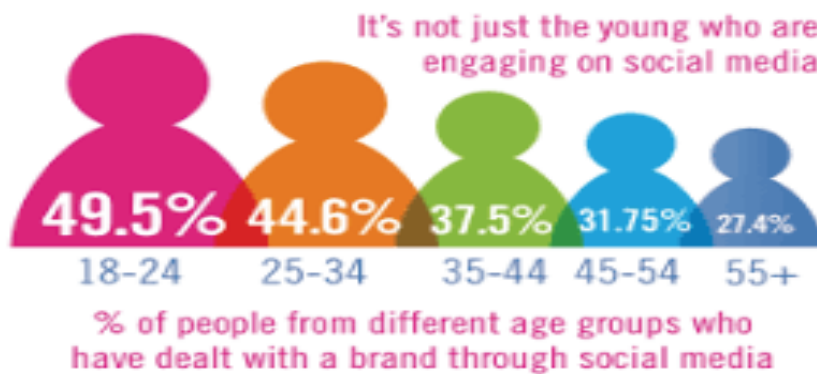
Wisconsin University

This is a one plus one MBA program where a student completes 1st year (11 months) at NLDIMSR and the 2nd year at University of Wisconsin Parkside (UW-Parkside), USA.

Virginia Tech University

The Virginia Tech Postgraduate Program in Business Analytics is an 11-month program, organised into six sequential units of approximately two months each.

Sustainability: Brands Connect Through Social Media



Dr. Joyeeta Chatterjee
Professor and HoD Marketing
N.L. Dalmia Institute of Management
Studies and Research, Mumbai.

Introduction

The emergence of social media has brought in a paradigm shift worldwide as a tool of communication, enabling users to observe, interact, and exchange information. Although the internet has long been flaunted as an effective, inexpensive and a global corridor for any business to grow, but with the wave among the web surfers, known popularly as “social networking sites” (SNS), there has been a “gold rush” like response from organizations.

Several researchers have recommended in the recent past that social media technology such as blogs, SNS, mobile applications and many more will change the organizational communication practices from traditional computer technologies like emails, instant messaging, video conferencing and intranet. Goal of organizations in the current era is not to make profits only, but to create a lasting relationship with the environment and society.

Corporate Social Responsibility (CSR) has become mandatory for organizations these days and business houses are marching ahead with social sustainability projects. Sustainability is a non-financial goal that seeks to intertwine the relationship between meeting economic, social and environment needs with the future in mind. The efforts need to be practical and the information has to be relayed to the stakeholders. Changing times and increased consumer awareness are among the few reasons that have led to the increased use of sustainability practices. Since past, organizations have used formal written reports as a means of communicating their sustainability strategies and projects. However, the demerits of this mode of communication contains inefficiency in distribution, wastage of materials and resources, time consumption and a non-interactive audience.

Researchers have pointed out that social media could provide consumers and other stakeholders real-time information and serves the growth of sustainability as a powerful communication tool and as a persuasive means of pushing for a social change. In addition to its tremendous reach, the new media is largely about collaboration and community, which is totally consistent with the values in-built in sustainability.

Purpose

The amount of time spent by internet users on social media platform has significantly increased. The purpose of this study was to carry out an analysis of the use of social media as a communication tool and understand the role, the new media plays in connecting brands with sustainability projects across different sectors. The author has cited real time case studies which encompasses the analysis of the cases that will determine the role and influence of social media in encouraging and implementing sustainable practices.

Findings

(a) Social Good

Brand initiatives like Intel's One Girl Rising is part of a global movement for improving education for the girl child, reduce poverty and improve the wellbeing of communities. Intel's campaign on 'Intel for Change' was an initiative to partner Girl Rising's programme, precisely Girl Rising Journeys, which created news waves on social media. This association helped Intel raise \$2.1m as funds for the education programme. This was a powerful collaboration with HP, Intel and O&M as media partners, which saw a strong social media leverage and awareness drive.

(b) FMCG brand Tide of P&G promoted their #TurnToCold campaign globally on social media as a challenge to people to switch from hot to cold water washing for a week to celebrate Earth Day, thereby promoting sustainability through substantial energy saving.

FMCG brands in India are also increasingly using social media for sustainability initiatives. Kissanpur, by Kissan from Unilever India, used social media through digital films and messaging on #RealTogetherness, a value which is missing in urban life, by encouraging children to grow tomatoes with their special cap and seeds that can be used as a plant growing pot. The changing world is making families insular. This programme aimed at getting families social, bringing them together. Dabur India, one of the leading FMCG companies in the country, promoted their campaign '*Glucose D Ab Daudega Hindustan,*' on the social web to identify capable sporting talent at the grassroots who do not have the resources to get the right training facilities and coaches, and provides them with opportunities so they can realise their dream of becoming professional athletes. Prior to this, Dabur India has been associated with cancer awareness campaign "*Brave and Beautiful*" by Dabur Vatika and "*#AmPrettyTough,*" by Dabur Gulabari.

Such a move was taken with an intention to motivate girls to break stereotypes based on looks and gender biases and achieve their aspirations. Lifebuoy of HUL has a popular campaign known as “*Handwash Program*” under the banner “*Swasth Chetna*”. This was intended to make the masses aware of maintaining basic hygiene and personal cleanliness. Several hashtags and videos on handwashing was promoted by Lifebuoy on the social networking platforms including the YouTube channels.

The call to action that social media allows, makes campaigns and programmes highly interactive and engaging, driving participation and conversation.

(c) Fashion and Sustainability have also been leveraged through social media. The #LabourBehindTheLabel campaign on Twitter, with hashtags like #tailoredwages raised awareness about improved working conditions and empowerment of labour in the global garment industry. Fashion journalist, Steven Greenhouse, @greenhousenyt tweets on his NY Times articles on labour in the fashion industry. The garment disaster incident in Bangladesh found global awareness and activation through social media explosion.

In the domestic front, Being Human, a popular clothing line with a heart and supports the twin causes of education and health care initiatives of Being Human – The Salman Khan Foundation. Each store of Being Human carries the six elements of the brand, i.e. love, care, share, help, hope and joy.

Benetton India started a campaign on twitter #UnitedByDonts party, aimed at safety and empowerment of women, which promotes gender equality and safety as the top priority. India is known for imposing ‘don’ts’ on women in an attempt to keep them safe.

Benetton has initiated this first of its kind campaign in India, to fight these ‘don’ts’. Benetton is also executing key elements of its global sustainability roadmap, the Women Empowerment Program, a long-term sustainability program aimed at supporting the empowerment of women worldwide eventually.

(d) Mahindra Lifespaces, a real estate and infrastructure development arm of the Mahindra Group started a campaign on twitter “#IAMGreenArmy” with an intention to create sustainable communities. In fact this is India’s first Green Homes developer, deeply engrained in Green Design and Healthy Living as the foundations of all their projects. Resting on pillars of sustainability, the brand reached out to more than 1 million people online and at the same time engage them with the brands vision. The campaign was planned around Christmas of 2016, keeping children in mind who were one of the core audiences for this campaign. “*Catch the Green Santa Claus Live*” at Marine Drive, Colaba and CST was popularised on the digital platforms and the participants of the event shared their pictures on social media, dressed in green attires or surrounded by green background. This attracted heavy traffic on facebook and twitter and the brand was trending for more than three hours with tweets and re-tweets in thousands.

(e) Food Apps on sustainability are gaining ground through social media. These Apps provide engaging content on fresh produce, farming, origin of produce, natural harvesting and balancing the ecosystem in the food we eat.

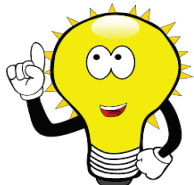
Nosh Planet is an App that lists cafes and restaurants with high sustainability credentials; has partners like Fair Trade USA, Food Alliance, Green Seal and Seafood Watch, who build trust in the App by certifying the listings by meeting the “Trust Partner” standards.

With an engaging communication strategy leading towards a feel of community, and shared beliefs such as *“If you eat sustainable food, you’re a Nosher.”* The Love Food Hate Waste App was popular by the #LFHW campaign on twitter which is about innovation and fun ways of using leftovers for meals.

In India Mumbai Dabbawala started the ‘Roti Bank’ initiative in December 2015 to prevent wastage of food at social gatherings and feed the needy and poor by accumulating all the left-over food from birthday parties and weddings. To make this initiative successful, Dabbawalas have tied up with wedding planners and caterers across the Mumbai city. They have connected more than 400 Dabbawalas through social media who through their round the clock efforts made this noble initiative a grand success. Within the span of 10th day of its launch, the response they received was overwhelming.

Conclusion

In a rapidly-changing business world, communicating sustainability policies and strategies are vital to any establishment concerned with moving forward a strategic agenda that includes sustainable projects and operations. Social Media plays an extremely critical role as a channel for inspiring and activating sustainability initiatives. The nature of the medium makes it participatory and engaging, rather than a transactional brand proposition. Brands and organisations that use social media effectively for sustainability will be able to reap the benefits that come with connectivity, conversations and active participation.



Did you know?

In 2016, smartphones represented only 45% of total mobile devices and connections, but represented 81% of total mobile data traffic.

Advertising in New Era – A Difference or Complement



Prof. Amit Srivastava
Assistant Professor - Marketing
N.L. Dalmia Institute of Management
Studies and Research

Introduction

Numerous independent companies battle with choosing which sort of advertising to do, in light of the fact that their spending will just stretch to either, not both. The choices that must be made are difficult: which strategy for marketing will give me the most value for my money? How would I know whether my advertising is working? Who would it be advisable for me to trust with my advertising? Would it be a good idea for me to do it without anyone's help? The appropriate responses may astonish you.

To differentiate the terms, the utilization of print advertisements on news papers and magazines is a straightforward case of customary marketing. To illustrate the difference, incorporate flyers that are place in newspapers, ads both on TV, radio and out-of-home hoardings. Then again, when a business contributes on building a site, marketing the brand name through various internet-based life, for example, Facebook, Twitter and YouTube, this kind methodology is called modern advertising.

Advantages of Traditional Marketing

You can without much of a stretch achieve your objective by gathering of people nearby. For instance, a radio promotion may play in one area: your city or locale. Or on the other hand flyers will go to family units in a select number of rural areas. You may also reach places by using either static or transient communication piece.

The materials can be kept. The group of onlookers can have a printed copy of materials of which they can read or peruse through again and again.

It's straightforward. It can be effectively comprehended by the vast majority since they are as of now presented to this sort of technique.

Neuroscience appears bolster the advantages of traditional advertising. An investigation supported by American Marketing Association on the comparison between traditional advertising with social media.

The innovations utilized as a part of this investigation were eye-following and high determination EEG cerebrum wave estimation. The three key measurements assessed in the examination were psychological load (simplicity of comprehension), inspiration (influence), and consideration (to what extent subjects took a glance at the substance).

Straight communication piece was simpler to process rationally and tried better for recalling the brand. As indicated by the report,

Regular print requires 21% less psychological push to process than social media, proposing that it is both less demanding to comprehend and more noteworthy. Post-presentation memory tests approved what the psychological load test uncovered about standard memory encoding abilities. At the point when requested to refer to the brand (organization name) of an ad they had quite recently observed, review was 70% higher among members who were presented to a regular print ad (75%) than an new-age advertisement (44%).

The other-side to Traditional Marketing

There is no collaboration between the medium utilized and the clients. It is a medium, which provides greater amount of data to the general population that the brand exists with the expectation of these individuals disparaging the brand.

Print or radio notices can be expensive. Printing materials can be costly and you have to deploy individuals to convey these.

Results on this advertising procedure can't be estimated. Whether the campaign was fruitful?

Advantages of Digital Marketing

You can focus on a people from specific geography, yet in addition a global one. Further, you can design a communication to particular crowd socio-economics data, for example, sexual orientation, area, age and interests. This implies your communication will be more relevant and greater virality can be achieved. Your target subjects can choose as to how they need to get your content. While one individual like to follow a blog, someone else likes to watch a YouTube video. Conventional advertising doesn't give this control to target audience. The vast majority prefer to stop accepting deals in or telephone calls at awkward circumstances on stuff that they have little enthusiasm for. Online individuals get the decision to select in or out of interactions regularly. It is important on the grounds that they were the ones looking for it in any case. Yet do not estimate the potential of effective segmentation of markets and customer-centric advertising.

The internet-based advertising system provides leverage to be able to interact with your subject target as well as involve them in this interaction. The interaction is empowered. Traditional advertising techniques don't consider crowd association. You can support your prospects, customers and devotees to make a move, visit your site, read about your items and administrations, rate them, get them and give input which is noticeable by your market.

In spite of the fact that some invest on paid advertisements on the social media; the cost is as yet less expensive contrasted with traditional advertising. Internet advertising is certainly cost friendly proposition.

With Google Analytics and the flurry of knowledge devices offered by most web-based media channels, you can keep an eye on your marketing program real-time. Which is unlikely in case of conventional marketing plans, you can find continuously what is or isn't working for your business on the web and you can adjust rapidly to enhance your outcomes since information and results are effectively recorded.

Any business can challenge any player in the market without considering their might with a strong advanced advertising technique in the web-based communication campaign. A smaller player would be able to contest a well-designed artfull marketing program. On the web, a fresh well thoroughly considered webpage with a smooth client experience and incredible content is above all else – not the market power of the firm.

The feed-back waiting time for results of your marketing program is available in no time. You can measure the quantities of guests to your site and its endorsers increment. It can also be measured by amount of time spent in consuming your content and prospect to consumer rates etc.

A well-etched and updated web-site with quality substance focusing on the necessities and enhancing proposition to your intended interest group can give strong visibility and avenues. It is common in case of online media and individualized content communication mode.

How many firms can think, their brochures will be shared among their customers and prospects in traditional marketing. Well in case of digital era, it happens in a split second by your clients and prospects?

Web based campaign have potential to be shared extraordinarily rapidly. In case, if an average face book contact has approximately 200 friends and 15% of their contacts appreciate their post, you content will in fact touch 25-30 more prospects. This creates a cascading effect and imagine how an excellent communication can reach millions.

Let's understand the one better;

I understand that contemporary practices in marketing do give results, but traditional marketing campaigns have their merits too and therefore both should be optimally recommended.

Physical material is all the more "genuine" to the mind. It has an importance, and a place. It is better associated with memory since it connects with its spatial memory systems. Physical material includes more passionate handling, which is critical for memory and brand affiliations. Physical materials delivered more cerebrum reactions associated with inside sentiments, recommending more prominent "adoptions" of the promotions.

Our customary marketing techniques in-fact compliment new era of marketing programs. The two don't work in prohibition from each other rather in-tandem. As opposed to adopting a win big or bust strategy, it creates the impression that a multi-prong approach that use the exceptional advantages of paper with the comfort and openness of advanced age marketing will perform the best.

Prime CRM Initiative at Amazon India

CRM is an enterprise approach to improve customer acquisition, customer retention, customer loyalty and customer profitability. One of the methods used by B2C organizations to retain customers is Loyalty Programs.

Amazon unveiled its subscription based loyalty program “Prime” in India in July 2016. “We want Indians to love Prime the way world does” said Amit Agarwal-India Head Amazon. Amazon offered free 60 days trial after which it could be purchased for annual fee of Rs 499 as inaugural offer as against the regular price of Rs 999. Prime customer get 1-2 days delivery for free (irrespective of value) on 1.4 million products in 100 cities. Members get to access deals 30 minutes before others. (TOI 27/7/2016).

Amazon organised its first prime day in India on July 2017 on the same day as in USA. It was a 30 hours sales event exclusively for Prime members. By this time 30% of the sales value on Amazon was generated by Prime members.

Amazon maintained the subscription price still at Rs 499 as it expected its adoption in many smaller cities. (TOI, Monday, July 10, 2017, p 15). By this time the Prime memberships touched 10 million as against 70 million worldwide (Business Standard, Friday, 14 July 2017, p 2).

In October 2017 Amazon raised the Prime subscription to Rs 999. However it was still significantly cheaper than in the US, where it is equivalent of about Rs 6,000 a year.

The subscribers also started getting access to Prime Video, Amazon’s movies & TV show offerings. One out of three orders placed on Amazon was from Prime subscribers (TOI, October 4, 2017, Wednesday, p 23).



Prof Dr M R Koshti
Associate Professor – Marketing
N L Dalmia Institute of
Management Studies & Research

To attract new users who are reluctant to commit bigger sum for a year-long subscription, and to attract tier 2 n 3 cities Amazon started Rs 129 monthly plan for Prime in June 2018. (TOI, 27/6/2018, Wednesday, p 21).

Amazon maintained the subscription price still at Rs 499 as it expected its adoption in many smaller cities. (TOI, Monday, July 10, 2017, p 15). By this time the Prime memberships touched 10 million as against 70 million worldwide (Business Standard, Friday, 14 July 2017, p 2).

In October 2017 Amazon raised the Prime subscription to Rs 999. However it was still significantly cheaper than in the US, where it is equivalent of about Rs 6,000 a year.

Design Thinking

A new perspective towards enriching customer experience.



Event: International Marketing Conclave 2018.

DESIGN THINKING: THE KEY TO HAPPY CUSTOMERS

1 day | 12 Speakers | Infinite Insights



Ajay Aggarwal
Design Thinking Practice Lead
KPMG India



Namrita Mahindro
Sr. GM
Mahindra & Mahindra



Shrutin Shetty
Design Strategist
A-Team Business Consulting



Avinash Jhangiani
CEO
Play2Transform



Margaret Osborne
Seneca College
Canada



Milind Shahane
CEO
Tata ClassEdge



Dr. Kaustubh Dhargalkar
Founder
Potentials & Possibilities



Meenal Sinha
Founder & CEO
Meetings & Offices



Babita Baruah
Managing Partner
GTB India, WPP



Anurag Yadav
Country Sales Director
British Telecom



Y. Vikram Kumar
Country Manager
HPE India



Milind Acharya
Head of Marketing
Bunge India

International Marketing Conclave



Recognizing this rising need of applying Design thinking to business processes to acquire and retain customers, N.L. Dalmia Institute of Management Studies and Research (NLDIMSR) organized The International Marketing Conclave 2018 on Design Thinking. The stage was a witness to 11 prominent industry stalwarts, heads and Design Thinking practitioners who discussed in depth the fine nuances, challenges and potential of this mammoth concept of Design Thinking.

After analysing the above examples it can be safely concluded that with social media marketing becoming a larger part of global brands' advertising strategy, troll marketing can prove to be especially effective or destructive. Brands need to take a long, hard look at themselves before engaging in this kind of approach, for those with a playful identity and whose audiences are used to this kind of tone, the risk is lower, and this approach can break through the clutter. For less playful brands, the risk of reputation damage increases.

Esteemed Speakers :

Mr. Ajay Aggarwal	Design Thinking Practice Lead, KPMG, India
Ms. Namrita Mahindro	Sr. General Manager, Digital Transformation, Mahindra Group
Mr. Shruti Shetty	Design Strategist, A-Team Business Consulting
Mr. Avinash Jhangiani	CEO, Play2Transform.gov.in
Prof. Margaret Osborne	Seneca College, Canada
Mr. Milind Shahane	CEO, Tata ClassEdge
Dr. Kaustubh Dhargalkar	Founder, Potentials and Possibilities
Ms. Babita Baruah	Managing Partner, GTB India, WPP
Mr. Anurag Yadav	Country Sales Director and Global Sales Lead, British Telecom
Mr. Y. Vikram Kumar	Country Manager, HP India
Mr. Milind Acharya	Head of Marketing, Bunge India Pvt. Ltd

'Design Thinking in the simplest form is defining the vision of your organization from a user's perspective.'

**– Dr. Kaustubh Dhargalkar,
Founder- Potentials and Possibilities**

What drives customers' purchase decision today? Satisfaction being the underlying motive, customers now desire and expect to derive seamless and enriching experiences from the products they use. Thus, crafting ingenious products and services which offer beautiful, value - laden and out of the box experiences to the customers is now imperative. Design Thinking thus, has to be ingrained in the DNA of businesses around the globe to offer the customers what they really want and thus to eventually develop a loyal customer base. After all, not just happy, but delighted customers add exceptional value to organizations.

'The future for businesses will be dependent on the following 4 Cs: Creativity, Criticality, Collaborative and Curiosity.'

-- Avinash Jhangiani, CEO, Play2Transform

Design Thinking is not just a way of thinking. It is the subconscious thought that goes behind Ideating, Designing, Creating and Delivering a product. And Empathy is the key to Design any product or a solution. Heart and Mind should work together. That is Design Thinking.

'Empathy is more felt than said. More imagined than viewed.'

**-- Mr. Ajay Aggarwal, Design Thinking
Practice Lead - KPMG, India**

Keynote Speaker

The International Marketing Conclave 2018 was curated by Dr. Joyeeta Chatterjee, HOD Marketing, NLDIMSR & Marketing Faculty, and Prof. Rashmi Jain. The thought process was led by our Dean Academics, Dr. Dinesh Hedge. NLDIMSR's International Marketing Conclave 2018 was an effort towards facilitating experiential and practical learning to future industry leaders by placing the onus of pulling off this Conclave on the second year students of PGDM Marketing: Abhishek Gandhi, Rupen Chawla and Prathamesh Surve who were supported by the first year and second year students of PGDM Marketing. The NLDIMSR Marketing team – Ashutosh Singh, Abhijeet Athavale, Sanket Kondlekar & Mahendra Pandey led by Amarkant Jain, Vice President – Marketing, NLDIMSR also supported in organizing the International Marketing Conclave 2018.

N.L. Dalmia Institute of Management Studies and Research is amongst the most preferred B-Schools in Mumbai. Accredited with 'A grade' by NAAC, it is a premier B-School recognized by A.S.I.C (U.K) and boasts of an alumni network of 6000 working professionals across 190 corporates internationally. The International Marketing Conclave 2018 is a big step towards materializing the Institute's Mission of Providing value based and quality management education with a global outlook and social conscience.

-Vaibhavi Mehta

1st Year PGDM Marketing

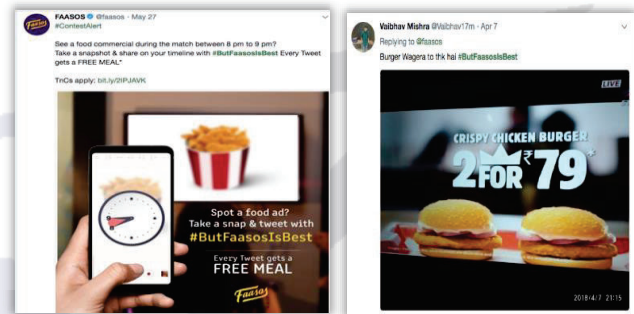
Power of Ambush Marketing



Sanket Boghani
PGDM - IB, 2nd Year
KJ Somaiya Institute of
Management Studies and Research

“It’s an ambush, run for cover.” We have often heard these words in war based movies’ dialogues. When it comes to marketing, the meaning is similar. An ambush marketing is a modern day competitive marketing strategy wherein a company tries to “ambush” an event or a property to gain exposure over competing advertisers. This tactical strategy aids marketing by associating to a popular event to capitalize on its goodwill, generally without authorisation.

IPL in India is one of the biggest sports event; and companies leave no stone unturned to tap on their target audiences in the best possible way during IPL. Remember ZooZoos? Well, IPL is every marketers hottest season to promote their brand. And if it’s the best event to market, it’s also the best event for ambushers. Let us understand with the following example.



Source: Twitter

In the recently concluded IPL, Faasos tried to ambush its competitors. They created an online challenge through which viewers of IPL were dared to click a photo of any food advertisement they saw on TV while watching IPL, post that on twitter with the hashtag #ButFaasosIsBest. Whoever did this, got a free meal from Faasos. Needless to say, it created a huge impact with thousands of viewers tweeting with the hashtag just like the above tweet of Burger King’s burger ad by a user Vaibhav Mishra.

Why companies use ambush marketing?

Clever Campaigns

Ambush marketing campaigns are often cheeky and offer creative flexibility to advertisers. Subtle references, sly jokes combined with witty wordplay and visual trickery leads to creation of some of the most appealingly creative advertising campaigns that have a high level of top of the mind recall. In the adjoining infographic, see how Pepsi takes a dig on Coke, the latter being the “official sponsor” of Cricket World Cup 1996.

Off-Script Campaigns

When it comes to creating advertising campaigns, universality across mediums is something very important. Ads across various platforms are built on the same underlying company theme. However, companies can go off-script in an ambush campaign. Like the way Audi went out of its regular theme to ambush BMW by writing: “Your move, BMW”.

Influence Perceptions

Ambush campaigns can be used to highly influence perceptions as ambush campaigns capitalize on comparative study.

Here, in the adjoining infographic, Kingfisher and Go Airlines tried to directly influence consumer’s perception of their respective brands by taking sly digs on Jet Airway’s “We’ve changed” campaign.

Mediums for Ambush marketing:

Online Ambushing: Online ambushing is a rather new concept of ambush marketing. A brilliant example, would be the one by Samsung during the launch event of iPhone 5S.

Some Ugly Spats
.....using.....
Ambush Marketing

1 1996 Cricket World Cup
Pepsi's "nothing official about it" against the official sponsors Coke

2 Flipkart's rivalry with snapdeal and amazon is well known. The adjoining was used by Snapdeal to ambush flipkart over its big billion day by saying: "For others, its a big day, for us, its no different"

3 Audi VS BMW
One of the oldest rivalries in the automobile industry. In the adjoining image, Audi had first put a hoarding introducing their new car with the line "Your Move, BMW". BMW replied with: "Checkmate"

4 Airlines have long fought their battles by ambushing each other. Kingfisher and Go Airlines very smartly ambushed Jet Airways in the adjoining outdoor advertisement.

Samsung had cleverly bought some key google ad-words, and whoever would type “5S launch”, would be returned by Samsung’s ad on top as “5S? Did you mean to search S5? Check out the new Galaxy S5”. Samsung very cleverly used the opportunity and created a furor with this successful campaign.

Outdoor Ambushing: Outdoor ambushing is one of the oldest form of ambush marketing. In the examples listed above, most of them are outdoor ambush campaigns. Advertisers see to it that the billboard or the hoarding they are targeting is in a close proximity to their own and thus create an impact by a surprise attack.

Print Ambushing: Ecommerce industry in India has been involved very highly in ambushing each other using newspapers. We all remember how Flipkart was trolled on Times of India and other major national newspapers on the day of its “Big Billion Day Sale” as shown in the second example in the image above.

Power of Ambush Marketing – Ethicality/Legality:

Ambush Marketing is an extremely powerful and influential tool used by marketers round the globe. Yet the major concern that lies in front of the marketing world is on the ethicality of ambush marketing. On one hand, the corporate sponsors hold their position against ambushing by claiming that it impairs the very integrity of the event and leads to losses too for the official sponsorship. court.



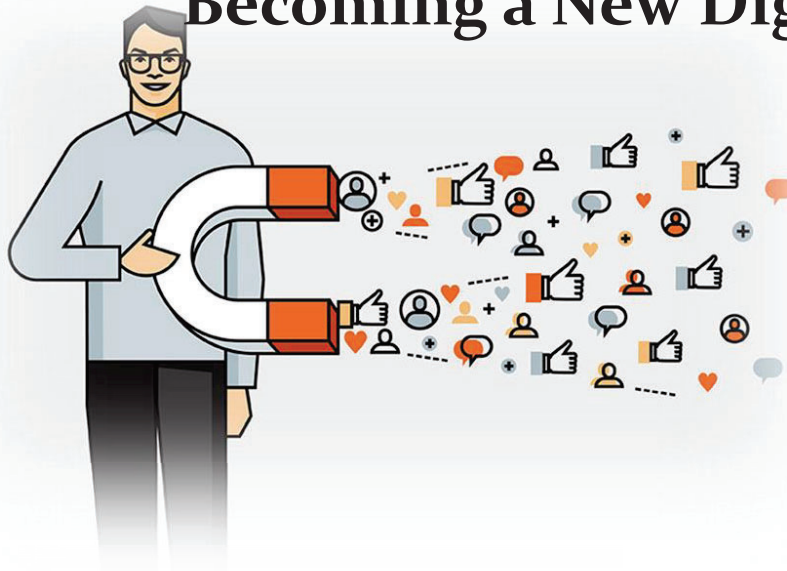
Power of Ambush Marketing – Ethicality/Legality:

Ambush Marketing is an extremely powerful and influential tool used by marketers round the globe. Yet the major concern that lies in front of the marketing world is on the ethicality of ambush marketing. On one hand, the corporate sponsors hold their position against ambushing by claiming that it impairs the very integrity of the event and leads to losses too for the official sponsorship. Yet on the other hand, the ambush marketers believe it's nothing wrong in claiming certain amount of creative liberty. In India, from a legal standpoint, we do not have strong laws protecting the official sponsors of an event from ambush marketing effectively, as indirect ambushing is very difficult to be proven guilty in the court.

Bottom-line:

It is a difficult task to draw a conclusion whether companies should engage into ambush marketing from an ethical standpoint. However, what is clear is that ambush marketing has been an itching point for advertisers and marketers and will continue to be so. Also if the harm done by ambushing is to be reduced, then strong laws of intellectual property rights, trademark laws and trade laws should be brought into practice. Until then, it is upon us, the consumers of these creative advertisements, whether to like them or not, whether pay heed to them and be influenced by them or not and upon the marketers to creatively unleash their ambushing on competing companies.

Influencer Marketing – Becoming a New Digital Trend



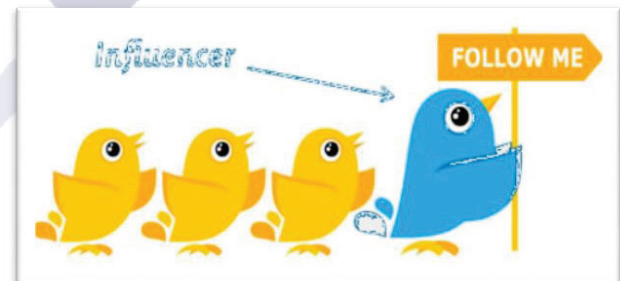
Jatin Panchal

**MMM - Marketing, 3rd Year
Jamnalal Bajaj Institute of
Management Studies**

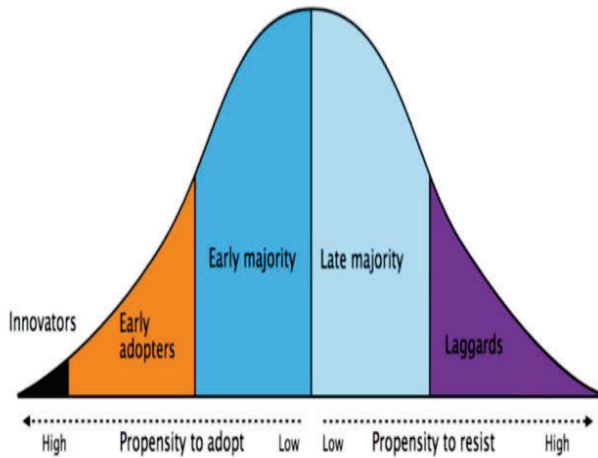
Change is the new constant. The confluence of people & technology has given rise to myriad possibilities of addressing the issues of mankind sustainability. There is a tectonic shift in technology that the world is experiencing today. Large or small organizations, rich or poor economies are witnessing the impact of a massive digital transformation. But how?

With the rise of digital technologies, be it video, content, websites, applications, there is an information explosion that has taken the brand consumer loyalty and relationship at a different level. It is more volatile now. The consumer is way too informed and makes logical decisions every time he makes a purchase using the vast pool of information that is there at their disposal. Well, approx. 30% of the purchase decisions are made under the influence of an idea that is sold by a trustworthy and an authoritative class of people. They are Influencers, people who drive you to a particular point in the purchase cycle where you just have to check out the cart and make a payment.

So, who are these influencers and why does marketing products and services matter to them? Celebrities, Bloggers, Technical Consultants, reviewers etc. who are popular amongst the masses are approached by companies to talk about their products and sell their idea. In the IT and engineering space, consultants like Gartner, McKinsey, PwC, ARC Advisory, IDC, Roland Berger etc. are ruling this space.



I recall a famous Ted talk by Seth Godin where he spoke about how the TV commercial market has lost its ground and how influence marketing has taken grounds and is creating a difference. We are living in a century of idea diffusion and it is all about how you can make your ideas spread.



Let me share a food for thought. Have you ever wondered why there is a long queue outside Apple stores before any product launch? Who are the people who attend the two hours Apple product launch hosted by Jobs or Cook? They are like you and me! They are termed as early adopters, innovators, influencers and are the ones who want to spread awareness about any new product by reviewing it. These are the people who run blog sites, analysts who are in search of first-hand information so that they can voice their opinion which eventually forms a belief in the minds of the consumers. Marketers are now targeting the early adopters (by not spending too much) and trying to infuse the idea that they want their customers to see.

Businesses make \$6.50 for every dollar invested in influencer marketing. Now that is huge returns on marketing compared to the conventional way. Just to get a gist of where influence marketing is headed, here are some stats for you. **76% of marketers consider influencer engagement effective in garnering customer loyalty and 84% of marketers and PR professionals globally plan to leverage influencers in 2016**

Bike manufacturer **Royal Enfield** saw exponential sales hike after bikers and travel bloggers posted about the bikes performance in the terrain regions of Leh Ladakh, Himalayas etc. In the past, we have seen government vaccination campaigns run by **Amitabh Bachchan on polio** where the tagline “*Do boond zindagi ki*” caught people’s attention, which successfully led to eradication of polio.

In today’s marketing era, influencers are like trump cards and are used strategically to sell ideas and drive sales. It is important for marketers to realize the hidden value that influencers carry and encash them periodically. Today, most of our decisions are influenced by what others have to say, and in such scenarios, companies turn to influencers who diffuse their ideas in the masses, thereby creating a win-win situation for both.

References

Image source: Ted Talk by Seth Godin - How to get your ideas to spread

Image source: <http://staffeventos.com> , www.TED.com

Blog by Iliyana Stareva - Principal I Channel Consultant at HubSpot

Marketing Strategies in Industry Saturation Scenarios



Paras Goel
MBA- IB, 2nd Year
Indian Institute of Foreign Trade, Kolkata

The way Marketers do it!

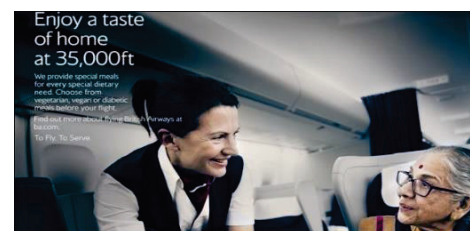
It is an all-time accepted fact that though business strategies have changed significantly over the years, the one move that has always been the key to success is marketing. It is a process that promotes products and services to potential consumers.

With over 1.3 billion population, India is a highly lucrative market for all the developed and developing economies. Today, in the market, a substitute is available for almost every product. The industry is getting saturated at an exponential rate, and it increases the competition among the brands. The only way out is marketing.

To stand out among several brands, companies have now incorporated different marketing strategies. While the brands like Coca-Cola, ICICI Prudential and Tata-Tea connect people emotionally, Other brands like Classmate and Nestle rely more on Cause Related Marketing. Let's take a look at the most successful examples of marketing strategies adopted by Indian brands in this era of saturation.

Control their Emotions

When we talk about the technologies, there is a concept of the Unique Selling Proposition (USP). In marketing, often, marketers say that having an Emotional Selling Proposition (ESP) is way better than having a USP. The good part is, if we are able to connect with the public emotionally, everything else follows. In this 'Emotional marketing', marketers generally draw out a story which connects with the audience at a personal level. Because of this, consumers make buying decisions driven by feelings rather than logic. Customers feel great when they purchase the brand with which they are emotionally connected. It not only increases the direct sales of a brand but also makes that customer a brand loyal one. Also, emotional marketing creates meaningful relationships that result in positive PR and long-term connections.



Emotional Marketing by British Airways

The famous old 90's *Jalebi* advertisement of the brand Dhara connects everybody and gives a nostalgic feeling. If we talk about the latest marketing trends, '*meri maa ki recipe*' advertisements of Maggi (after its resurrection) are based on the same concept. Whether it's P&G brands or Good Day, all are incorporating emotional marketing strategies to get the ball in their court in times of industry saturation. Also, in the famous '*Daag Acche Hain!*' commercials of the brand surf-excel, humor was clubbed with emotions which made it really successful. It all adds to the fact that the 'emotion-driven marketing' is a never-ending trend.

Fight for a 'Cause'

Right from our school time, we are learning to work for a cause. There are many people who want to work for the underprivileged children or the rural population, but, due to their tightly packed schedule, they aren't able to deliver anything substantial. After realizing this issue, several companies have strategized their marketing ways from it. It is now a famous way of advertisement adopted by the marketing firms, in which they work for a social cause and market it outrightly. They associate themselves with a cause and it benefits both the society as well as the company.



Every 90's kid would have remembered the famous ITC classmate's 1 Re. contribution in the purchase of any classmate notebook to the rural development. It is nothing but a marketing strategy adopted by the brand to target the people who want to work for the society. In the latest trends, Coca-Cola worked to defeat pollution and global warming and marketed themselves with the advertisement "Help us protecting polar bears' arctic homes". Also, 'The Falling Test' of the brand Surf-Excel under its commercial series '*Haar Ko Harao*' is one of the latest examples of CRM.

Guerrilla Warfare tactics

Traditional marketing has had enough till the 1990's. Consumers were unhappy with the way some firms used to force down their products on them through the push marketing ways. Marketers then came up with a brand-new idea of an unconventional way of marketing to break the saturation of the marketing industry. In this, the general public is exposed to the brand, product, logo or the tagline of it at the time when they could expect it the least. Due to this unexpected way, people tend to remember the product. Even after a long when they see it on the shelf in a retail shop, the tendency to purchase it goes high. It is generally a low budget method to indirectly increase the sales of a product. The only skillset required is creativity. For the 90's kids, the flash mobs were the best guerrilla marketing examples. In the latest trends, companies use daily used objects like wall clocks, park benches, cars or traffic lights for the same. The technique is more famous outside India, where marketers have the permission to use props or paints on some roads, tracks and walls..

Once Nestle Kit-Kat painted a park bench red and brown to market itself. Coca-Cola's 'the happiness machine' is also an example of this marketing technique. Also, once android painted the whole elevator of a metro station in the US with its phone's interface to market its option of downloading a vast number of applications from play store



Be ready to Ambush!

Marketers often say that if you are not able to think of some new marketing ideas, then save your energy till others market themselves. Then, put all your efforts to market your product by their ideas adopting Ambush Marketing. In this, marketers wait for either printed commercials or signboards or an event, and then they connect their product's campaign with that original one. Due to this it mostly becomes so humorous that people tend to remember it for long.



There is a famous Axe commercial in which the marketing of Axe deodorant is done with the help of a 'Female marathon event'. In India, the most famous example is the advertisement campaign of AMUL. 'daCunha Communications', the marketing team behind the success of AMUL, takes help of all the current events and trends to advertise it with some creative posters. They cover almost every event in them, whether it is on PM Modi's Siachen visit, Sachin's double century, the launch of Bahubali movie or the successful testing of Agni V missile. Also, the famous rivalry between Coca-Cola and Pepsi or the Times of India and The Hindu, in which they advertise themselves using their competitor's campaigns are all-time great examples of Ambush Marketing.

Let them Experience it!

Have you ever gone to purchase a car? No matter how much the showroom managers advertise it, we still ask for a test drive. The reason is simple. We want every investment to be tried and tested by ourself before putting our money into it. Once we are satisfied with its working, safety, price and comfort, we purchase it.

We all visit malls, roam around different streets, go to the super bazaars. Many a time, we encounter a salesperson giving small packets/sachets/amount of a product absolutely free. Ever wondered why they do so? These are nothing but their promotional activities in this era of saturation. In marketing terms, it is known as experiential marketing.



In the early 2000's the famous Act2 gave away free samples of their readymade popcorn in various malls of India to promote the brand at a faster rate. Talking about the latest scenarios, the Chinese smartphone producer, OnePlus recently gave new heights to experiential marketing at the launch of its flagship gadget, OnePlus

Also, Maggi, the 'cash cow' brand of nestle, approached an experiential marketing agency 'Vibgyor Brand Services' to introduce its new range of single-serve Maggi cup-a-licious soups in February 2017 in Kolkata. Starbucks also promote itself by giving free serves of its different chocolate shakes and cold coffees in small cups at various nearby streets of a Starbucks outlet.

So, we can conclude that in this era of industrial saturation, when several brands are coming up with similar products, there are some pre-existing traditional ways which marketers use to promote their products and services and thus, break the ice off of the saturated industry.

MARK



Did you know?

In 2016, smartphones represented only 45% of total mobile devices and connections, but represented 81% of total mobile data traffic.

Drip Marketing: Utilising It To Ease Enrolments



Neelotpal Gadre

PGDM - Marketing, 2nd Year
N.L. Dalmia Institute of Management Studies and Research

It's been quite a while that marketers are hearing about drip marketing, still a large majority are unaware of drip marketing & its benefits.

So let's dive in and learn about it.

Simply put, Drip marketing is a communication strategy that sends, or "drips," a pre-written set of messages to customers or prospects over time. These messages often take the form of email marketing, although other media can also be used.

Email newsletters are a great way to send out your team's latest announcements, but they have a major problem: new subscribers only see new emails, and never get the first emails you'd sent out to your list. All they'll see is the content you send after they sign up.

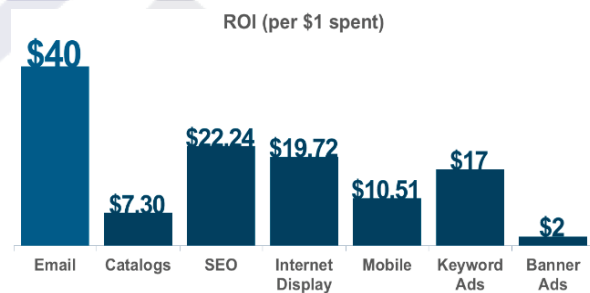
This is where Drip Marketing comes into place.

Often called drip campaigns but known by many other names—drip marketing, they're a set of marketing emails that will be sent out automatically on a schedule.

- Perhaps one email will go out as soon as someone signs up
- Another will go out 3 days later
- One more going out the next weekend.

The messages can be fluctuated in view of triggers, or activities that the individual has performed, like agreeing to sign up for your services or making a buy and so forth.

These are called behavioural emails.



Statistics of ROI per \$1 spent

How Does this help In Education Enrollment process?

When it comes to generating leads and nurturing student prospects for an educational institute, email remains one of the most effective and cost-efficient.

EMAIL MARKETING was the most effective channel for customer retention, leading social network marketing by almost **20%**

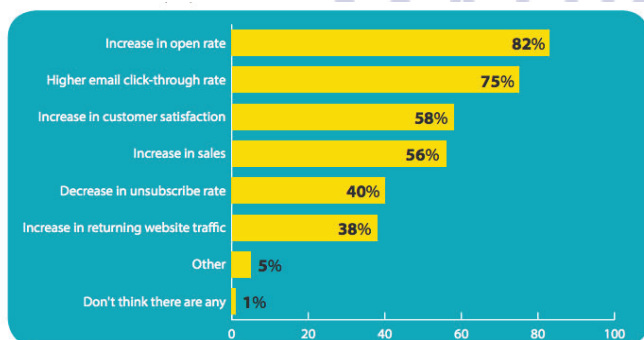
37% SOCIAL

56% EMAIL

marketing strategies for colleges and universities . The right mixture of emails sent to prospects can help you in reaping fruits.

Your leads need a bit of hand-holding, or nurturing to persuade them and this can be easily achieved using Drip Marketing. When a lead enquires about your institute you may send an email thanking them for showing interest in your institution and can provide them with the detailed information about the features that distinguish your institute from others. You can then nurture them by sending them engaging emails based on their interests just at the right times to keep them involved.

One must also keep in mind that you must not overdo drip email marketing. An overdose of anything could be harmful and similarly overdoing may lose your prospect. However a proper mix of emails can help you to convert these prospects. A recent study has shown that there are 54% chances that a prospect may get converted into an opportunity when they are nurtured with utmost care using the drip marketing.



Benefits of Drip Marketing

Major Benefits of Drip Marketing:

1.Relevant: Each lead is unique – they are individuals, with opinions, preferences, likes and dislikes. Drip marketing sends relevant emails to leads as per their preferences and choices.

2.Pre-written: The workflows are pre-defined and the emails pre-written. You aren't writing a new email every single time a new prospect is interested.

3.Automated and sent on schedule: They are automated emails using a particular conditions of workflows and/or triggered rules.

4.Personalised based on user behaviour: Drip marketing engages your leads in a highly-personalized manner rather than sending random mails to random leads. It takes into consideration the interests of your leads, and is triggered based on their activities, instead of sending the same generic message to everyone.

5.Build excitement: Are you launching a new program? Renovating your website? Promoting an upcoming event? A progression of messages informing prospects about what's in the store for them can be an incredible chance to enhance their general fulfilment and drive transformation, as well. A mystery email, followed by a formal declaration and a series of messages will help get prospects through the whole procedure with at least interruption.

6. Measure performance: You can measure the impact of an email campaign with respect to the metrics defining its success. These metrics typically include number of emails opened, number of emails clicked, number of emails bounced, number of emails delivered, number of emails dropped etc.

In the current market scenario, the focus of products and services has shifted from generalization to specialization. The market is dominated by specific products catering to their targeted set of people. With that being said, drip marketing serves as an effective tool to optimize profit, maintain customer engagement and promote growth.

Relationship Marketing in the New Economic World.



Munmun Chakraborty
PGDM - Marketing, 2nd Year
N.L. Dalmia Institute of Management
Studies and Research

“People do not buy Goods and Services. They buy Relations, Stories and Magic”
- Seth Godin

Marketing is defined as an organizational function which creates a set of processes through which a company creates, communicates, manages and delivers value to its customers. The portion of customer management forms the foundation of the relationship marketing. But why retain current customers when you can acquire new ones? Because the cost of obtaining new customers is 5-7 times more than retaining the existing ones. So, the effort in customer retention is, above all, is an investment that will ensure increased sales and reduced costs.

Relationships today are complex and unique. However, they have three things in common; chemistry, experience, and identity. These components can be found in customer and brand relationships as well. It is the chemistry and identity which attracts a customer to a brand, but the most important of all, it is an experience which can keep the relationship on track. The fresh challenge which marketers face is the new customer who expects them to understand the kind of relationship he wants and respond appropriately.

Building a Successful '1:1' Relationship Through a Steady Marketing Cycle



Consumers today are primarily driven by research. By the time they reach a brand, they have moved far ahead in their shopping journey. Hence, in order to succeed, businesses need to empower the customers with information, help them learn instead of focusing solely on selling. This can be achieved with the help of CRM feature like **Customer Modelling** which refers to the process of predicting and forecasting behavioural aspects of customers' future perspectives and

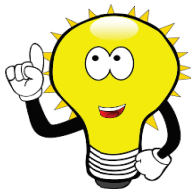
Customer Profiling which refers to identification of relevant information regarding all the satisfied existing customers and then try to target new prospects with matching profiles. The Scientific approach involves the following steps - Identifying visitors to sites who are not yet registered customers. Using cookies to identify when a visitor returns to the site. Storing all the **data of visitors** to find their **behavioural patterns** and create a single visitor view which is then carried over when the visitor becomes a customer into the customer view. Going forward, Artificial Intelligence will enable CRM applications to provide unified customer experience as per modern customer expectation.

In the New Economic World, Machine learning platforms are helping marketing teams to address the greatest challenges around marketing analytics that arise from tracking and using data. Recommendation engines are very powerful personalization tools because they are a great way to do “discovery” – showing people items they will like but are unlikely to discover by themselves. Machine learning and AI are further enabling digital businesses to stay ahead of the curve.

Relationship marketing has brought a shift on two dimensions: from “**share of wallet**” to “**share of heart**” as the objective and from “**managing relationships**” with customers to contractual or virtual “**joint venturing**”. As businesses become more global, they need to revise their relationship marketing strategies. Business owners need to understand the cultural and social aspects of building long-term customer loyalty. Business world continues to be more customer-focused, specialized skills related to relationship building should be considered as valuable organizational resources.

Relationship marketing can finally be attributed like- Brands that focus on product superiority will simply provide **enjoyment** to the customers. But those who push further will deliver compelling customer **experience**. Those participating at the highest level **engage** customers personally, enabling them to self-actualize and experience the **WOW** moments.

Enjoy, Experience, Engage – WOW !



Did you know?

The most popular form of online content is comedy. Enjoyment of video ads increase purchase intent by 97% and brand association by 139%

Troll Marketing – New Age Strategy




Aditi Agarwal
PGDM – Marketing, 1st Year
N.L. Dalmia Institute of
Management Studies and
Research

In the real world they say “What doesn’t kill you only makes you stronger” & in the AD-World they say “What makes you laugh may make you a buyer”. The advertising industry is bustling with examples of creations that tickle the funny bone of the consumer. In today’s fast paced, dead serious world it is very important for companies to create customer touch points which leave a long-lasting impact on the customers in form of any emotional quotient with preference to a Joyful end. Today’s Social Media which can be segregated into various platform like Facebook, twitter, Instagram and many more, form an essential ingredient of the overall marketing strategy of any organization. Firms have increased their spending on Digital Marketing to the tune of millions considering the recent trends in consumer buying behaviour. One of the most prominent features on anyone’s Facebook or twitter page these days is the presence of Troll. In Internet slang, a troll is someone who posts inflammatory,

extraneous, or off-topic messages in an online community with the primary intent of provoking readers. So why not use this excellent character to sell your products or services? Troll marketing is when companies put something controversial on their digital channels. The idea is that the controversial content will quickly strike-up conflict. When brands troll their younger audiences, people view the brand as a funny friend or the voice they just have to correct. And since these messages tend to go viral, it’s a good chance that new audiences can be reached. In some cases, these troll messages are intense roasts. For example to celebrate the end of 2017, Spotify created reflection videos and statistics that their users could review in the last few weeks of the year. But their New Year’s campaign didn’t end there. Spotify took the data they compiled and turned it into giant billboards.

The twist? The “2018 Goals” ad campaign made fun of their consumers’ music habits and took troll marketing beyond the internet. The campaign was a huge success, gaining mass consumer and media attention on publications like Ad week.



By balancing humour and data, Spotify broke through the noise and maintained a clear message Netflix followed a similar strategy that Spotify did, using the end of the year combined with statistics to poke fun at their customers. While Netflix chose to stay entirely online with this strategy with an infographic posted to twitter, they also singled out some of their favourite but weird stats.



But not everybody like Netflix’s use of data and humour. Some customers cited concerns about privacy and data specificity in response to the tweet, sparking a debate that gained more social media attention as well are think pieces in various publications.

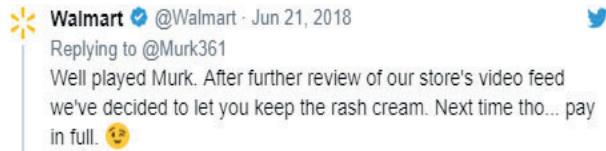
Netflix responded with a corporate statement that their data was not individually cherry-picked. Ultimately, the critics couldn’t overshadow the virility of the tweet. In this situation, Netflix was a strong example of how brands can still smooth over negative emotions even after cheeky comments. In the end, it’s up to each individual company to decide whether or not troll marketing is the right strategy for brand.

Oreo throws in some sass and gets a little flirtatious from time to time. Conversations like this create loyal customers, and are shared widely across the web. This kind of sassy attitude shows the brand playfulness and syncs with the rest of their strategy, three words; expanding brand loyalty.



A Walmart customer wanted to troll retail giant Walmart but the reply he got has proved that the Twitter account handlers of the company know how to make the most of such moments. Here’s how it all started:



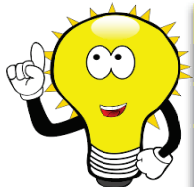


Walmart has made many new fans with this hilarious reply.

At times it can be tough to discern the difference between trolls and customers with legitimate concerns, as both types of users will likely adopt an angry tone in their posts. It's in the substance of their communications that you'll be able to determine the difference. Before you take any action on a possible troll post, you should listen to what the person is trying to say and think about their motivation

After analysing the above examples it can be safely concluded that with social media marketing becoming a larger part of global brands' advertising strategy, troll marketing can prove to be especially effective or destructive. Brands need to take a long, hard look at themselves before engaging in this kind of approach, for those with a playful identity and whose audiences are used to this kind of tone, the risk is lower, and this approach can break through the clutter. For less playful brands, the risk of reputation damage increases.

MARK



Did you know?

When you post a tweet, it's lifespan is around 18 minutes. This means that over 90% of the engagement you receive on your tweet happens in the first 18 minutes so understanding the best time to post is crucial



“We are not a team because we work together; we are a team because we respect, trust and care for each other”

- Ace Club

ACE – the marketing club of N L Dalmia Institute of Management Studies and Research is an association of students of the marketing discipline of the school.

The club is involved in organising various guest sessions, marketing quizzes, online case studies to widen the horizon of the students. We organize Mirage – a marketing conclave, where honchos of the marketing domain deliberate around a theme and contribute in building perspectives. The other annual event

Maadhyam – A national level paper presentation competition participated by the peer students from across the top b-schools in India offering a view of the contemporary views on latest marketing issues.

We intend to introduce a new edition of Mirage in 2018 which will be far more inclusive and exciting. We also have ambition to launch book club and other interesting and informative initiative. We welcome you to the exciting journey full of thrill and learning in the year 2018.

Urvi Porwal
President, Ace Club

My Social Responsibility is the brainchild of N. L. Dalmia Educational Trust, which is keen that every student who walks through the portals of NLDIMSR should imbibe the values of service and contribute to the society at every level. From 2011 to 2016 this program has engaged students in various Programs like –

- Blood Donation Camps
- Joy of Giving week
- Distribution of Educational Kits to Various NGOs and support staff of own Institute.
- Partnership With Café Coffee Day for Cookie Campaign
- Fund Raising Activities such as NGO Mela, DIMSR Jalsa etc.
- Recognition of Contribution done by the pillars of the society, through Labor's Day Celebration and Women's Day Celebration.



Cookie Campaign

In January 2017, N. L. Dalmia Educational trust Adopted Kondgaon Village in Vikramgadh Taluka of Palghar District, a 100% tribal village of over 3500 people, The objective of the same was to bring a change we all desire in the society. We have been working on the following 4 verticals:



Joy of Giving

Health & Hygiene – We started with Awareness Drive where in a batch 120 students interacted with villagers, and spread the awareness regarding the use of toilets. MSR also organizes Bi-annual Medical Camp in the village with the help of Zilla Parishad Hospital.



Medical Camp

Education – Due to Lack Of space, Students from 1st to 5th std. were taught in the same classroom at the same time. Currently we are planning to construct two additional classrooms in each Zilla Parishad school. These classrooms will also have separate shelf for all kind kinds of books, which a student needs.

Income Generation – Team MSR has initiated a program for providing the women with a sustainable source of income.

“A hearty thank you to all who have contributed to the Mark-X magazine. We would like to pay gratitude to our Institute for giving us the opportunity to be a part of this Magazine, our faculty members who supported us. We would also like to thank all the students who participated from the esteemed B-schools all over India and our fellow students who have shared their valuable insights in contributing to the success of the magazine.”

- Team Mark X

MARK

markx@nldalmia.in



N. L. Dalmia®

Institute of Management Studies and Research

(A School of Excellence of N. L. Dalmia Educational Society)

ISO 9001 : 2005

GRADE "A" ACCREDITED - NAAC

Address:

Srishti, Sector I,

Mira Road (East), Mumbai 401104

Phone: + 91-22-42990033

Fax: +91-22-42990088

info@nldalmia.edu.in