



MDI
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MARKONNECT

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Markrone

An adept communicator, the mind of a strategist, and intellect full of titillating ideas. Amalgamation of such virtues – One becomes an ace marketer. MarKrone, the Marketing Club of MDI Murshidabad, stands for all these virtues and more.

A club run by and for the students, created with the purpose of grooming marketing talent of fellow students in tandem with keeping them abreast with events across the marketing universe and providing a platform to the marketing enthusiasts to showcase their skills in every possible vertical.

We eagerly look to create opportunities for growth throughout the spectrum by collaborating with industry stalwarts and peers in the marketing community.

Inspire. Educate. Entertain

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A WORD FROM OUR MENTOR

Dr. Naveen Pol
Assistant Professor, Marketing.



The marketing ecosystem is fast evolving in recent years. The world has witnessed numerous instances where in organizations have postulated paradigm shift over the conventional business practices. The company's adoption of ongoing trends and developments in their micro and macro environment has become need of the hour. Management development Institute – Murshidabad (MDIM), is one of the leading business schools in India which strongly believes in sourcing intellects who will further be a part of such challenging business dynamics.

"Markrone" the student driven unique marketing club at MDIM, constantly strives itself in bridging the gap between, business environment and student thought process. The club has been floating attractive activities like the **Trivianni Tuesday**, **Logo Rhythm**, **Webinars** and the likes. It has been a rollercoaster ride so far, and as a mentor I feel extremely proud of the proactiveness and effort put in by each and every member of the club. I further have same sense of confidence with the newly joined members of the group. I wish the team a successful way ahead and would like to thank team Markrone to having me as their mentor.

I proudly present to you our newest addition, the newsletter "**Markonnect**". Hope this augments your acumen.

WHY CRED IS A GAME-CHANGER?

How many of you remember CRED's viral Rahul Dravid ad that went viral across India? Seeing Dravid in the role of an angry man is bound to catch anyone's attention, and this is what CRED advertisements are known for: portraying well-known Generation Y celebrities in advertisements that grab everyone's attention.

CRED understands that their target demographic is **Generation Y**, which is why we seldom see new generation Bollywood celebs in CRED advertisements. CRED has one of the most creative, eye-catching, and entertaining ad campaigns in the industry, which has resulted in positive word-of-mouth that people love to talk about and utilize as a social currency.

It's also a huge player in **Social Media Moment Marketing**, where businesses are latching on various trends and providing relatable content that correlates with their business models. CRED also tried a fun technique in 2019, sending Cakes to users as a gift for paying their bills on time. CRED launched Mega Jackpot in IPL 2021, giving fans the chance to win an iPhone

-DALJEET SINGH BHOGAL (21PGDM063)

CRED held a Mega Jackpot during IPL 2021, where fans could win iPhones, Bitcoin, a Tata Safari, a complete home makeover, and free flight tickets for five years. Along with this, during the IPL 2021, CRED launched the Power Play Campaign, in which consumers could receive 100% payback on their bill payments if they paid during powerplays.

CRED's main business strategy is to get people talking about their products through their advertising campaigns, and each of their strategies has two things in common:

- **Distinctiveness**
- **The ability to create brand awareness and recall.**

And how can we forget the man and founder Kunal Shah, whose vision is to make India a creditworthy country by paying its credit bills on time and improving its credit score. Today, people are familiar with CRED primarily because of Kunal Shah's personal brand, which he has developed through his Twitter accounts, webinars, podcasts, and other mediums.

Even though this startup is losing money, it is still receiving funding because the future is a goldmine for CRED as it identified three major pain points for credit cardholders: hidden charges, late fees, and extra interest, and it is now solving all of these pain points for credit card users in India & simultaneously changing human behavior so that customers will never return to traditional methods of their bill payment.

To summarise, CRED is known for its viral ad campaigns, aggressive marketing tactics, cash backs, lucrative discounts, and changing the behavioral design of paying credit card bills, and it is unquestionably a game-changer for the Indian startup ecosystem, as well as a great teacher for other startups to learn from.



I.T.C- A TIMELINE

- RAVI MISHRA (21PGDM081)

Established in 1910, ITC conglomerate that consists of various consumer goods including food, personal care, tobacco, and branded apparel. The group also has various other businesses such as hotels, paperboards, packaging and information technology. Imperial Tobacco Company of India was established on August 24, 1910. The name India Tobacco Company was first used in 1970. and then changed to I.T.C. Limited in 1974

In 1925, the Company's packaging & printing business was established as a strategic backward integration of its cigarette businesses. It is today regarded as the most sophisticated packaging house in India

The years following the launch of the Hotels business ushered in an era of significant changes in the Company's life. In 1975, with their first hotel in Chennai today they have over 100 owned and managed properties spread across India

In 1979, the Company entered the Paperboards business by marketing its products under the brand name ITC Bhadrachalam Papers

In 1990, the company's agri-sourcing expertise was leveraged to set up the Agri Business Division. This division is one of the largest exporters in India

In 2002, ITC launched the Paperkraft notebook brand. To cater to the needs of a wider student population, the Classmate range was launched in 2003

2000: Lifestyle Retailing

ITC entered the Lifestyle Retailing business with the Wills Sport quality relaxed wear for men and women. In 2000, the information technology business of ITC was spun off into a subsidiary, which became known as ITC Infotech India Limited.

2001: Packed Food Pack

Started with the launch of Indian Kitchen Ready to Eat Gourmet in August 2001. In 2002, ITC forayed into the confectionery and staples segment with the introduction of Mint-O and Candyman confectionery and Ashirwad Atta (wheat flour) brands. Sunfeast was established in 2003 when the company entered the biscuit segment. ITC enters the fastest-growing fast-food category with Bingo! in 2007. In 2010, ITC launched the Sunfeast Yippie! Entering the Indian fast-selling noodles market. In September 2014, ITC introduced GumOn Chewing Gum marking the entry in the gum segment. The company entered the fruit and beverage-based beverage market in January 2015 by launching B Natural Fruit Beverages.

ITC was shifted to the dairy category with the launch of Ashirwad Swasti Ghee in November 2015 with the launch of Sunbean Gourmet Coffee in July 2016. In February 2017, ITC introduced ITC MasterChef's Safest Spices - the first variety of spices introduced in India, offering high-quality export spices to the Indian homemaker. In 2018, ITC forayed into the dairy component with the launch of Ashirwad Swasti Bag Milk and Dairy Beverage along with Sunfeast Wonderz's range of milk.

Since then I.T.C has entered into various other sectors like Agarbattis & Safety Matches, Personal Care, floor cleaner, personal and home hygiene products and entered the fruit and vegetable wash

In more than a century I.T.Cs, business has grown to a significant size under many different brands, with attractive reach, rapidly growing market share, and a strong market position



THE JOURNEY - 4P's TO 7P's

-REITU PARNA BHOWMICK (21PGDM158)

Marketing is a continually evolving discipline and as such can be one that companies find themselves left very much behind the competition if they stand still for too long. Where once there were 4 Ps to explain the mix, nowadays it is more commonly accepted that a more developed 7 Ps adds a much-needed additional layer of depth to the Marketing Mix. The 4 Ps have been associated with the Marketing Mix since their creation by E. Jerome McCarthy in 1960.

The Marketing Mix 4 Ps:

- **Product:** The first of the Four Ps of marketing is product. A product can be either a tangible good or an intangible service that fulfills a need or want of consumers.
- **Price:** The Product should always be seen as representing good value for money. The amount which is paid to acquire the product.
- **Promotion:** We've got a product and a price now it's time to promote it. Promotion ranges from traditional advertising, via T.V, Radio, billboards to modern methods like pop-up ads, email marketing or push-notification.
- **Place:** It is the distribution channel for the product to reach to the customers. It could mean anything from a warehouse or a high-street store to an e-commerce shop or a cloud-based platform.

But there was a need to update the elements of the mix which was widely acknowledged by the Marketers and this led to the creation of an extended Marketing Mix in 1981 by Booms & Bitner which added 3 new elements to the 4 Ps Principle and it was soon recognised as 7P's of Marketing



The extended 7P's:

- **People:** People refers to individual and groups directly related to the business such as those who produce the goods, those who provide the services, and those who manage the daily operations.
- **Process:** Process involves the set of activities that facilitate the delivery of a product to the customer. The number, duration, and complexity of these activities vary depending on the industry, and these may be performed by one or more individuals. E.g., Payment procedures, distribution system, managing customer relationships, etc.
- **Physical Evidence:** Physical evidence means proof that purchases or services took place and confirmation that your brand actually exists.

Application: Starbucks.

As we all know that Starbucks is the biggest coffee chain in the world and its success is no accident. This company aims to address the 7P's and creates a fabulous framework for the marketing of the company. To know about how Starbucks actually uses its 7Ps click on this link : <https://bit.ly/38sTsDL>

The 7 Ps are still widely practiced due to their fundamental logic being sound in the marketing environment and marketers' abilities to adapt the Marketing Mix.

Are you interested in knowing more about the 7ps and how a service as well as product industry uses?

Click on the link here: <https://bit.ly/3mWlJuG>



BRAND WARS - ADIDAS VS PUMA

-HARSHITA VERMA(21PGDM067)

Whenever we think of sports footwear, two premium brands come to our minds, Adidas and Puma, but not everyone is aware that the founders of these two companies were brothers by blood.

The world of sports has witnessed many famous sibling rivalries, such as Venus and Serena Williams and John and Jim Harbaugh, but no other feud can match the rivalry that is almost a century old. It is the story of the Dassler brothers without whom neither Puma nor Adidas would have existed today.

Adolf, the younger brother, decided to take after his father and learn the skills of a cobbler as his older brother Rudolf was sent to war. He began shoemaking in the back of his mother's laundry room from used army debris. When Rudolf returned in 1923, he too joined Adolf's shoe business and together they launched Gebrüder Dassler, Sportschuhfabrik.

Adolf used his brother's alliance with the Nazi Party when Hitler rose to power, and their company became a household name in Germany.

See this link to know more

<https://youtu.be/-an1-izbXes>

The 1936 Olympic games which took place in Berlin was another great opportunity for the Dassler brothers. They approached American track star Jesse Owens and offered a pair of Dassler track shoes, specially designed by Adolf. As a result, their sales spiked to nearly 200,000 pairs a year and by then, Rudolf became power-hungry and wanted to take control. In 1946, Rudolf tried to seize power and devised false statements accusing Adolf as a mastermind behind weapon production in the factory. Angered by each other's actions, in 1948, the Dassler brothers divided their assets and employees.

To learn more about the family feud, check out the link below

<https://youtu.be/uPCMrIIefSQ>

Today, Adidas has become one of the largest sports manufacturers in Europe over Puma, and the second largest in the world. Adidas mainly targets sports participants and creates sponsorships for major competitions. Adidas chose advertisements through enormous sized shoeboxes on the street, turning the bus stops into reserve players' bases as their technique of guerilla marketing. Adidas' global campaign 'Here to create' features the most influential athletes, designers, musicians in sport culture and allows creativity and uniqueness.

On the other hand, Puma has positioned itself as a brand trying to advance and achieve the best. Puma focuses on a value-based strategy. They are the risk-takers, confident and determined. The brand has been associated with many great personalities like Usain Bolt, Tiger Woods. They have a broad product category such as footwear, eyewear, watches, sports accessories and clothing and target different strategies for each product. Puma also sponsors many national football and soccer teams.

The Dassler brothers' impact on the sports world as we now know is underrated, however their rivalry pushed them to produce the best sports equipments.

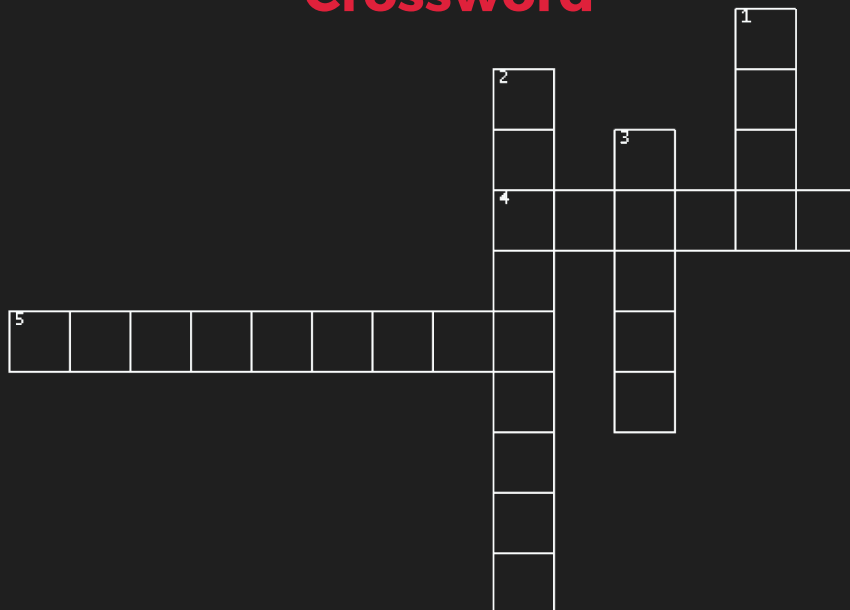


Adolf Dassler
Creator of adidas



Rudolf Dassler
Creator of Puma

Crossword



HINTS:

ACROSS

- 4.Sibling Rivalry
- 5.Failed in Australia

DOWN

- 1.Jumping Cat
- 2.Back to School
- 3.Mad Angles Masala Madness

Guess the Logo



For any suggestions or contributions regarding Markconnect, reach out to us
- Team Markrone

TEAM MARKRONE



Ankur Sengupta

An inquisitive individual with 3 years of work ex and has a keen interest in marketing and brands. Uses Music, TV shows and Advertisements as coping mechanisms. An Arsenal supporter for more than a decade, led to the need of the coping mechanisms. Hoping to find his "Dunder Mifflin" soon.



Harshita Verma

A multitasker by nature and a fresh Marketing enthusiast. She is often found sipping on coffee while drooling over Leslie Knope! Uses sarcasm as defence mechanism and has a keen interest in travelling, dogs and thrillers! And oh! A good conversation makes her happy.



Harsh Jammarrh

A minimalist ambivert in the world of extroverts. Believes Marketing is that modicum nudge towards success. References range from MCU to World Wars. Aiming to be Jim Halpert with Michael Gary Scott's confidence.



Reitu Parna Bhowmick

Currently saying yes to new adventures. Interested in brands and keen about logos. On the lookout for good chai, stories, wit & wisdom.



Rishabh Palliwai

A Mechanical engineer with a marketing appetite. Extroverted introvert. Love a bit of Comedy, Football and Wasseypur. Have you noticed that "Dogs are forever in the Pushup Position"?



Daljeet Singh Bhogal

An avid learner who keeps swinging between Marketing, psychology and technology. A tech savvy and a curious seeker of the future world who finds comfort in punctuality and order!



Vishal Dayma

An easy going person with a keen interest in marketing trends and brands. Enjoys playing video games and keeping up with what's going on in the world.



Ravi Mishra

A glutton, a casual gamer and an ambivert. Believer of the fact that we fall so that we can learn ourselves to pick back up. Trying to be the elaichi in chai and not the elaichi in biryani.



Rishabh Raj

An art is all he needs, interested in the existence of several knowledge systems. Aspire to learn and showcase all the abstract concepts of forces.



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