



MDI
MURSHIDABAD

Management
Development
Institute



MARKONNECT

Mirror of Marketing



November, 2021

Vol. 1 | Issue no. 6

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.

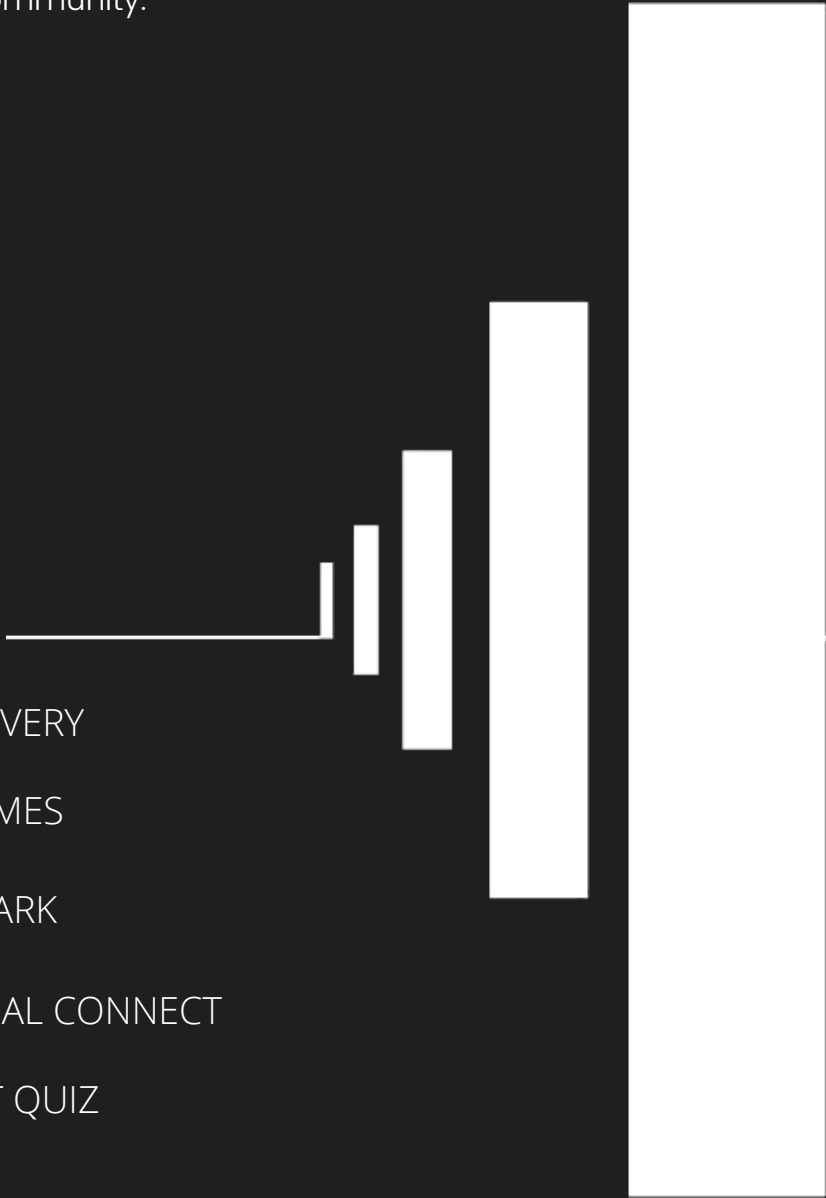
Markrone

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

- 
1. FAST DELIVERY
 2. AD VOLUMES
 3. GOING DARK
 4. EMOTIONAL CONNECT
 5. KONNECT QUIZ

THE SUPER-FAST DELIVERY MARKET

-RISHABH RAJ (21PGDM082)

Nearly two years after the COVID-19 outbreak began, a new trend has changed the way many people shop for groceries.

A rising number of businesses have carved out a new super-fast delivery market in addition to the main weekly errand. It's frequently utilised for last-minute necessities or wants, like buying popcorn for a movie, ice for an impromptu cocktail hour, or diapers for when parents run out and the kids finally fall asleep.

An internet order may be delivered in as little as 10 minutes, rather than taking a day or two. It's a booming market all throughout the world, but especially in the United Kingdom.

On a recent day in London, GoPuff, an 8-year-old startup with a strong foothold in the US market, overtook a coffee shop. While baristas brewed gourmet coffees and influencers posed for photos with swag bags, the brand's co-founder and co-CEO outlined why he believes his company will flourish in the extremely competitive British market.

"When you look at the density and population of the [city], we just think it's a terrific location to start," Yakir Gola said. "When we purchased Fancy and Dija, we liked the teams and believed their ideals were very similar. However, the genre is still in its infancy. The percentage of internet sales that are made for convenience and immediate requirements is quite low. So, although I believe the opportunity in Europe is significant, I believe the opportunity internationally is much greater. The United Kingdom is only the beginning, and London is only the beginning."

Investors have poured more than \$14 billion into speedy grocery-delivery apps since the outbreak began, according to Bain & Company data. And more venture capital investment poured into those services in the first three months of 2021 than in the entire year of 2020.

"Some of the major food-delivery companies are considering how to position themselves in this sector." The same may be said for grocery store chains. "They're considering how they may engage and are forming partnerships or recruiting partners to do so," said Ruth Lewis of Bain & Company.

"Right now, these organizations are concentrating their efforts on recruiting new clients to join up for the service," she explained. "In order to do so, they're providing substantial discounts on each order." And they'll have to go away from this in the long term if they want to remain profitable."

She believes that these businesses will need to execute 1,000 orders each day, each costing at least \$40, to break even. That's a significant increase over inadvertent deliveries.

An order for four big bags of chips, four pasta boxes, and a package of little plastic shot glasses cost roughly \$8 at one of GoPuff's London distribution sites. While customers may be thrilled to add another app to their e-commerce arsenal, can players in this hot market turn pandemic-driven demand into long-term profits?



FAST DELIVERY

AD VOLUMES ON TV JUMP IN AUGUST 2021

- RAVI MISHRA (21PGDM081)

With the start of the festival season, television advertising volumes increased by 23% in August 2021 compared to August 2019. This is larger than the 19 percent increase in ad volumes shown on television in August 2020 compared to August 2019. The findings are contained in a study named THINK, which was published by BARC India. The Broadcast Audience Research Council, or BARC report

August 2021 saw the largest advertising volumes on television since the second shutdown in April 2021, with 158 million seconds. The Reserve Bank of India noted in its monthly report that a severe covid 19 wave that swept the nation in April and May had impacted India's consumption, stating that the main impact had been on demand, with loss of mobility, discretionary expenditure, and employment

Consumption and advertising, on the other hand, have rebounded as the epidemic faded and states lifted prohibitions. On television in August 2021, there were 2803 active advertisers and 4415 active brands.

Not only that, but the top ten advertisers had a 29 percent increase in ad volume, while the next 40 saw a 19 percent increase. The rest witnessed a 22 percent increase in ad volume throughout the month compared to the same time last year.

Fast-moving consumer goods (FMCG) ads continued to dominate TV ad volume, accounting for 92.9 million seconds.

The corporate and brand image sector had a 570 percent increase in ad volumes in August 2021 compared to August 2019, when it recorded 0.7 million seconds of advertising. The E-commerce and BFSI sectors expanded by 109 percent and 110 percent, respectively, in August 2021 compared to August 2019.

In August 2021, ad volumes for Bhojपुरi language channels increased by 113 percent, the largest growth rate among languages, followed by Punjabi at 47 percent, Marathi at 32 percent, and Hindi and Tamil at 28 percent apiece.

"With Onam kicking off India's festive season, we've observed an increase in ad volumes across Malayalam networks for August 2021 compared to previous weeks and years." "The number of advertisers and companies going to television has continued to rise, with August 2021 marking the greatest number of active brands and advertisers for the year," according to Aadiya Pathak, BARC India's head of Client Partnership & Revenue.



'GOING DARK' ON SOCIAL MEDIA

- REITU PARNA BHOWMIK (21PGDM158)

For heritage brands, going dark works better. Bottega Veneta, for example, made a bold decision at the start of the year by totally abandoning social media. Daniel Lee, the brand's previous creative director, is a millennial, just like his customers. Early on, he stated his dislike for social media. Despite this, he is popular on social media. Bottega isn't going away; instead, it's delegating its job to others. "If you are a brand that people want more than you seek people," Niket continues, "getting off social media may have no effect at all."

This method, according to Pankhuri Harikrishnan, founder and head of Fetch Consulting, an influencer and social media marketing agency, only works with large numbers and strong engagement. "However, more than just a power move, anything they return with or launch must be as powerful, or the motion would fall flat."

The benefits include having more time to prepare an unified launch or rebrand. Meanwhile, it directs people to the company's website, where it may capture vital consumer information that might otherwise be lost on social media. You run the risk of losing revenue and alienating existing customers. "You don't slip off the grid just by withdrawing your assets or 'formal presence,'" Niket claims. People that love you will fight to keep you alive. They will keep you alive if they despise you. If they're uninterested, you could be dealing with something more serious than a social media plan."

5 arrows pointing to the evil side

- 1: It isn't appropriate for all brands. E-commerce sales are frequently driven by social media engagement for smaller firms.
- 2: Make sure it doesn't come off as a stunt to your viewers.
- 3: Maintain open lines of contact via DMs or your website.
- 4: There's no need to go completely black. Brands change with time, and not everything starts from scratch.
- 5: When you do return, give customers time to acclimate. Patience is required when weighing interaction on comeback postings.

Purge for the right reasons

Get noticed: In a world where people are always connected, going offline is one way to stand out. Pause for a moment: Allows brands to take a step back, shift gears, and come back with a revitalised sense of purpose.

Makes a statement: Going dark before a significant shift helps to create a buzz. DKNY did it in September 2015 as part of a significant rebranding effort.

Fosters connect: Taco Bell went black on social media in October 2014, allowing fans to show how much they appreciated the brand.

Return to the dialogue with confidence and clarity after going dark: Going dark allows marketers to react to audience insights and return to the conversation with confidence and clarity.



EMOTIONAL CONNECT AND HUMAN TOUCH

-HARSHITA VERMA (21PGDM067)

A business that doesn't connect with its customers emotionally isn't a business. In the modern-day communities have become a marketing buzzword and brand manager's everyday talk about how they want to build sustainable communities for their brands so that customers can emotionally connect with their business and find a safe space to engage and communicate with the brand

Every business exists and survives on the equity of trust that it creates with its various stakeholders along the way. A business that does not look to build a bridge of trust is a hollow business and one that is doomed to fail. While brands are turning to AI and machine learning for building greater efficiencies in the system, it is important to keep customer emotions at the heart and center of all decisions related to customer experience. One needs to understand that Digitization does not equal impersonalization.



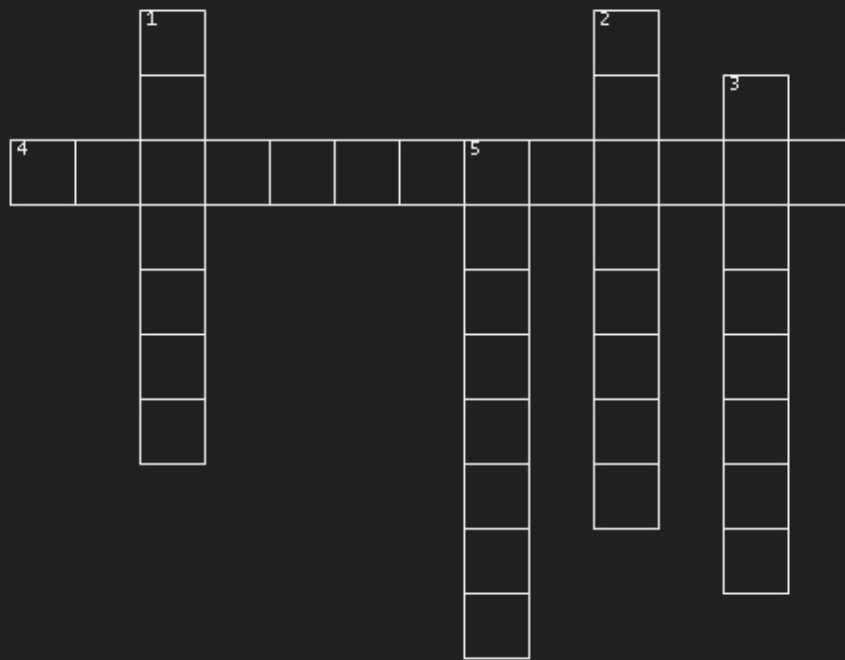
So, what are we talking about?

The new normal warrants that brands focus on being more empathetic to customer needs. This pandemic has showcased some great examples of organizations demonstrating commitment to customer needs while undergoing digital transformation. Personal safety which is a critical emotional need at the moment and a basic customer expectation has been aided by the explosion of digital payments across the country. QR codes at vendors like the bhelpuri wala and the Kirana store have helped digital payments gain massive traction. This has helped the local vendor showcase empathy towards his customer's need to stay safe during the pandemic. For customer loyalty, it is important that brands truly understand what motivates customers.

Brands go the extra mile trying to connect with its customers. They make it a point to make sure that the customer at no point feels he is being ignored or taken for granted. Amazon is the world's largest ecommerce store and it owes its position to putting the customer at the center of all, it does that by placing the customer at the center of all its communications. Amazon constantly strives to understand its customers better. It makes sure that customers have the right options to choose from (COD and returns) to making sure that it understands what the customer regularly shops for and communicates offers and availability regularly.

Eventually, digitization will take over, but in the interim brands need to continue engaging the customer and making sure that they remain at the center of everything they do. The emotional connect is the one thing that keeps customers with a brand for the longest. Just ask brands like TATA, LIC, Airtel, HDFC, LG & Samsung.

Crossword



ACROSS

4. - BARC India's head of Client Partnership & Revenue.

DOWN

1. - Initially developed for camera operating system.
2. - founded in 1868, Mumbai, International recognition.
3. - Went black on social media in October 2014.
5. Outbreak

Guess The Logo



Roll Of Honour for Konnect Quiz Edition 5

- Manish Kaushik -2IPGDM123
- Piyush Agarwal -2IPGDM076

For any suggestions or contributions regarding Markonnect, 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 Jammarh

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 Palliwal

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"?



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.



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.



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.



Mirror of Marketing

Follow Us On

