



**MDI**  
MURSHIDABAD

Management  
Development  
Institute



# MARKONNECT

Mirror of Marketing



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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

- 
1. COLA WARS
  2. PAY-PER-VIEW
  3. FEVICOL & IT'S QUIRKY ADS
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  5. KONNECT QUIZ

## 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.

## COLA WARS

-HARSHITA VERMA (21PGDM067)

Coca-Cola and Pepsi have a long-standing rivalry. Although the battle erupted in 1975 with the Pepsi Challenge, which led to Coca-Cola's disastrous New Coke catastrophe, the two companies have been at odds for more than a century.

And just about product development, things get occasionally personal, which sometimes resonates in marketing

### So how did it begin and when?

The saga began in 1886 when John S. Pemberton created the first Coke recipe. Pepsi-Cola was created 13 years later by pharmacist Caleb Bradham. By the time Pepsi was born, Coca-Cola had already sold a million gallons per year. Coke developed its iconic contour bottle, got big-name endorsements, and expanded to Europe. Meanwhile, Pepsi went bankrupt because of WWI. Eight years later, Pepsi went bankrupt again, but this time it was able to recover. During WWII, Pepsi amped up its advertising and started selling its drink in cans. In the 50s, Coke ads started hitting TV, while Pepsi rebranded to try to keep up.

Following the advent of Sprite, one of Coke's most successful brands, the company chose to go public in 1962. Coke has a big lead in cola market share over Pepsi, but Pepsi's multiple business lines haul in more cash. Both these brands have had a brigade of celebrities by their sides since the beginning. Throughout their history, they have undergone numerous alterations to their logos. Neither of them appears to be the same as they did before. They've both embraced the digital world as social media gets bigger and bigger -- but Coke seems to be faring better thus far



### Difference in pricing strategy

Coca-Cola's pricing is determined by the value that its products provide to customers in various circumstances. Coca-Cola's strategy is known as "meet-the-competition pricing," which means that product prices are set around the same level as their competitors since Coca-Cola must be viewed as unique while being inexpensive.

With its "Hybrid Everyday Value" approach, Pepsi is taking its value-based pricing strategy a step further. This pricing strategy aims to get customers to buy Pepsi on a regular basis rather than just when it's on sale. They sell bottles in a variety of sizes and at varied prices. The cost is determined by the number of beverages provided. The promotion is also done with the target audience in mind.

### Difference in marketing strategy

Coca-Cola works on building customer relationships and making their production and distribution more efficient and cost-effective.

While Pepsi's marketing budget is heavily invested in digital marketing and advertising. A significant amount is also spent on television advertising and other traditional advertising strategies. Any leading brand will spend a significant amount of money on digital technologies for marketing and to provide a better customer experience.

### Where do Cola and Pepsi stand now?

According to Statista, Coca-Cola held 43.7 percent of the carbonated soft drink market in 2019, while PepsiCo held 24.1 percent. According to Investopedia, Coca-Cola had a market size of \$185.8 billion in 2020, while PepsiCo had a market cap of \$188.6 billion. (It's worth remembering that those figures include all of Coca-Cola and PepsiCo's brands, not just their sodas.)

# PAY-PER-CLICK

- REITU PARNA BHOWMIK (21PGDM158)

PPC is an online advertising model in which advertisers pay each time a user clicks on one of their online ads. In PPC or Pay-Per-Click advertising, businesses running ads are only charged when a user actually clicks on their ad, hence the name "pay-per-click."

Pay-per-click advertising can be an important part of a company's overall online marketing campaign. It is especially useful for specialised, time-sensitive campaigns, addressing competitors directly, or breaking into new geographic markets. However, if used as the sole approach for online marketing presence, PPC advertising can be far too expensive, time consuming, and temporary. Instead, it should be used as part of a comprehensive strategy that includes strong analytics, Search Engine Optimization (SEO), content and video development, and social media presence

## Facebook & Instagram Ads

There are a wide variety of ads available on Facebook and its associated platforms; these vary in format and in destination. You also have the option to define your audience based on basic demographics, location, interest, and more.

To get the most out of your Facebook Ads, you will need to install a Facebook Pixel, which allows the platform to collect data about visitors to your own site. The Lookalike Audience feature allows you to assess the commonalities of your current audience and target similar users with your Facebook Ads.

Another great use of the Pixel is Retargeting Ads. Retargeting allows you to follow users after they've visited your website with targeted ads related to your products or services.

Finally, Facebook also offers a simpler approach; you can Boost Posts with the click of a button. This process quickly transforms a basic Facebook post on your business page into an advertisement that can be shown to the audience of your choosing. As with other Facebook Ads, you can also customize your budget, placement, and timeline.

## Google PPC Ads

How does PPC work on Google Ads? In a PPC campaign, you pay Google however much you wish to have them list ads for your site at the top and right of the organic search listings. When someone clicks on your ad, you use your budget to pay the current Cost Per Click (CPC). When your entire budget is depleted, Google stops running your ads until you replenish it. Google Ads are classified into several types, including Search Ads, Local Search Ads, Display Ads, and Remarketing

## LinkedIn Ads

If business is aimed directly to consumers, Facebook is probably going to get the best return on Social Advertising investment. However, in the B2B camp, it's worth considering LinkedIn Advertising.

Although you have the option to use text-only advertisements on LinkedIn, ads with images drive 20% more clicks, so it makes the most sense to do both! From there, you can choose your audience, segmentation by company, job title, skills, demographics, and more. These pay-per-click ads can be placed at the side or bottom of a user's LinkedIn homepage, or in the user's inbox.

So, we can say that PPC should never be the whole of your digital marketing campaign. However, we do believe in comprehensive marketing systems, in which PPC can play an instrumental role. It offers significant value to the emerging brands and it has to be a core building block for any successful digital marketing campaign



## FEVICOL & IT'S QUIRKY ADS

- RAVI MISHRA (21PGDM081)

Remember the famous ad featuring an overcrowded bus being driven in the desert of Rajasthan? As a viewer one kept wondering how each passenger was glued to the bus and hadn't lost grip. The viewer is told at the end through the board stuck at the rear of the bus which read, 'Fevicol – ultimate adhesive India is the only market in the world where an adhesive product is among the top consumer brands.

The company has devised a comprehensive marketing strategy and has launched its campaign. The business believes that the marketing budget for the first phase will be around Rs 20 crore. The short film, which marks the brand's 60th anniversary, takes viewers on a journey through the growth of India and Fevicol through the perspective of a sofa that is passed down from one family generation to the next.

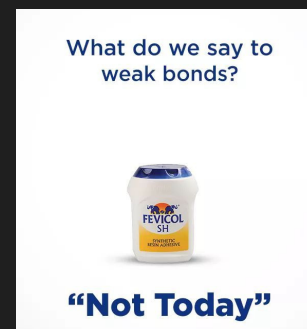
Fevicol's humorous marketing has struck a chord with customers throughout the years, helping to establish it as a category-defining brand. "It was unusual for non-glamorous goods to have FMCG-style communication back then." We needed guts to say we want to attach ourselves to the final buyer for such things, where the customer was secondary. They now look for Fevicol whenever they enter a room where furniture is being constructed. "It's about that final push from the consumer to the middleman," said Piyush Pandey, the global chief creative officer of Ogilvy and Pidlite, the adhesive brand's parent business. At the same, the company plans to grow the brand by entering new categories both unserved and underserved. "Household penetration is still less than 30%.

While Fevicol is the company's most well-known brand, other popular names include M-Seal, Fevikwik, Fevistik, Dr.Fixit, and Fevicryl. Pidlite currently earns two-thirds of its revenue from the adhesive segment, with the remaining one-third coming from other areas such as waterproofing, chemicals, industrial resins, and polymers.

In terms of creativity, the Fevicol-Ogilvy partnership is well-known. "Agencies are as good or horrible as the client," Puri says, starting with trust and progressing to ownership. We've accepted advertising over the phone before since we know the breadth of their ownership," he continued.

Not only that but Pidlite is recognized for experimenting as an advertiser: There have been a lot of creative executives who've worked on brand Fevicol from time to time.

Pidilite is assured that there are more firearms left, as its ads will continue to leave an imprint in the minds of consumers



# MARKETING'S FUTURE

-RISHABH RAJ (21PGDM082)

## Three Emerging Trends That Will Change How We Reach Customers

Consumer behaviour, evolution, and technological acceptance are all strong predictors of marketing trends in the future. When you work in digital, you're constantly searching for new ways to discover media consumption trends, changes in the landscape, and new ways to attract new clients. In this post, we'll look at some current trends, as well as the adoption of the Internet of Things (IOT) and the opportunities it opens up for marketing in the future.

Three growing trends will have an impact on the future of digital marketing as well as our daily life.

### 1. Augmented reality in search

Traditional search has changed over time. Quite a bit. However, when it comes to user experience, it still has flaws. Despite the fact that Google has added a number of features over the years, search results are still not highly engaging. The amount of information given to users can either overwhelm or underwhelm them. As a result, we require further assistance.

Searches are no longer limited to text. Consumers want information given in the most user-friendly manner possible, as well as the ability to personalise their selections.



### 2. Internet of things

People and their tastes are well-known to search engines. Our travel history, our places of employment, our gadgets, our browsing history, and much more.

Connecting the dots with what's going on at home is the next fight. The market for smart speakers is already dominated by Google Home and Amazon Echo. Nest has partnered with ADT, which has the largest market share in the home security industry.

Targeting at the household device level is already possible. For exact digital ad targeting, IP algorithms may determine IP address based on physical address. This may be utilised to reach out to new movers, as well as for venue and web-to-home targeting.

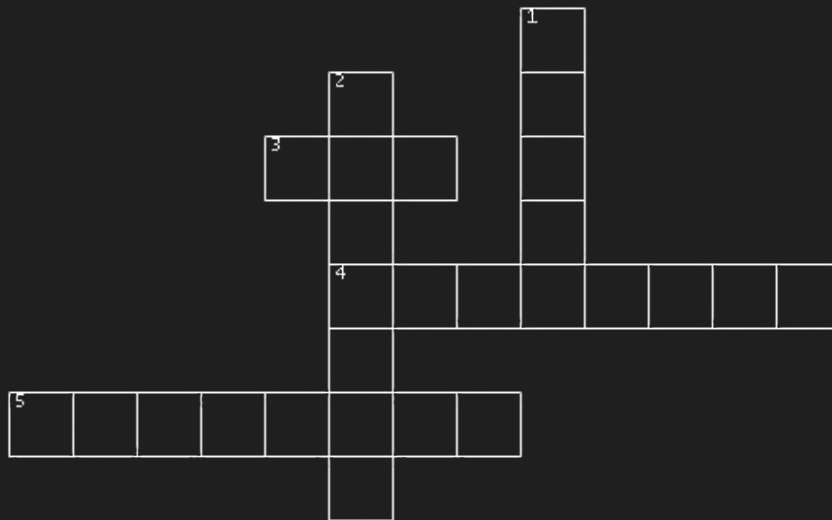
### 3. Search by thought

Search engines have improved their ability to decipher the purpose behind queries conducted on their platforms. The possibilities and experience have vastly increased from word vectors to thinking vectors. Looking back on Google's goals, Larry Page mentioned his concept of 'Search by thinking.' You don't need a laptop or a phone to write or voice what you want to look for. You can store all of that data in your brain, which is linked to billions of neurons on the cloud.

"With the information of the world, search will be integrated in people's brains." Google will enhance the brain - eventually, you'll have an implant that will just tell you the answer if you think about a fact."

People will have quick access to knowledge and resources through the construction of a human brain/cloud interface. Nanotechnology and artificial intelligence advancements will allow this to happen in real time

## Crossword



### ACROSS

3. Process of improving and increasing visibility when people search for products or services related to any brand in Google, Bing, and other search engines.

4. It is a more recent form of advertising appeals because it uses websites to promote the benefits of a product.

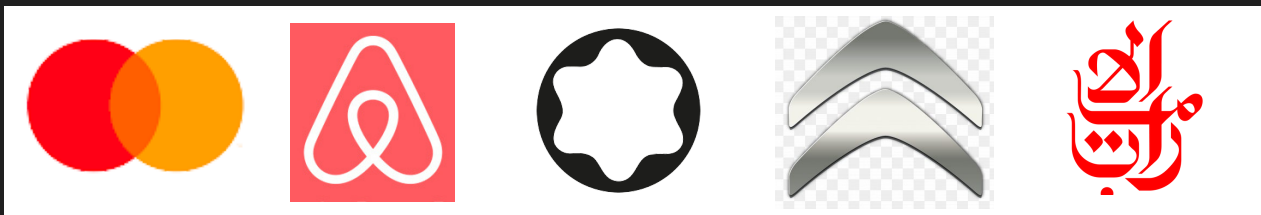
5. Collaborates with Tech Partners to Create Bottle Prototype Made from 100% Plant-Based Sources

### DOWN

1. Company allegedly Buying Google Ads for High-Value Apps to Collect the Subscription Revenue.

2. Sticking around for a lifetime and wooing customers with quirky ads.

## Guess The Logo



## Roll Of Honour for Konnect Quiz Edition 4

- Manish Kaushik 21PGDM123
- Dhaanya 20PGPM090

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 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.



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