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Institute



MARKONNECT

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A WORD FROM OUR MENTOR

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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.

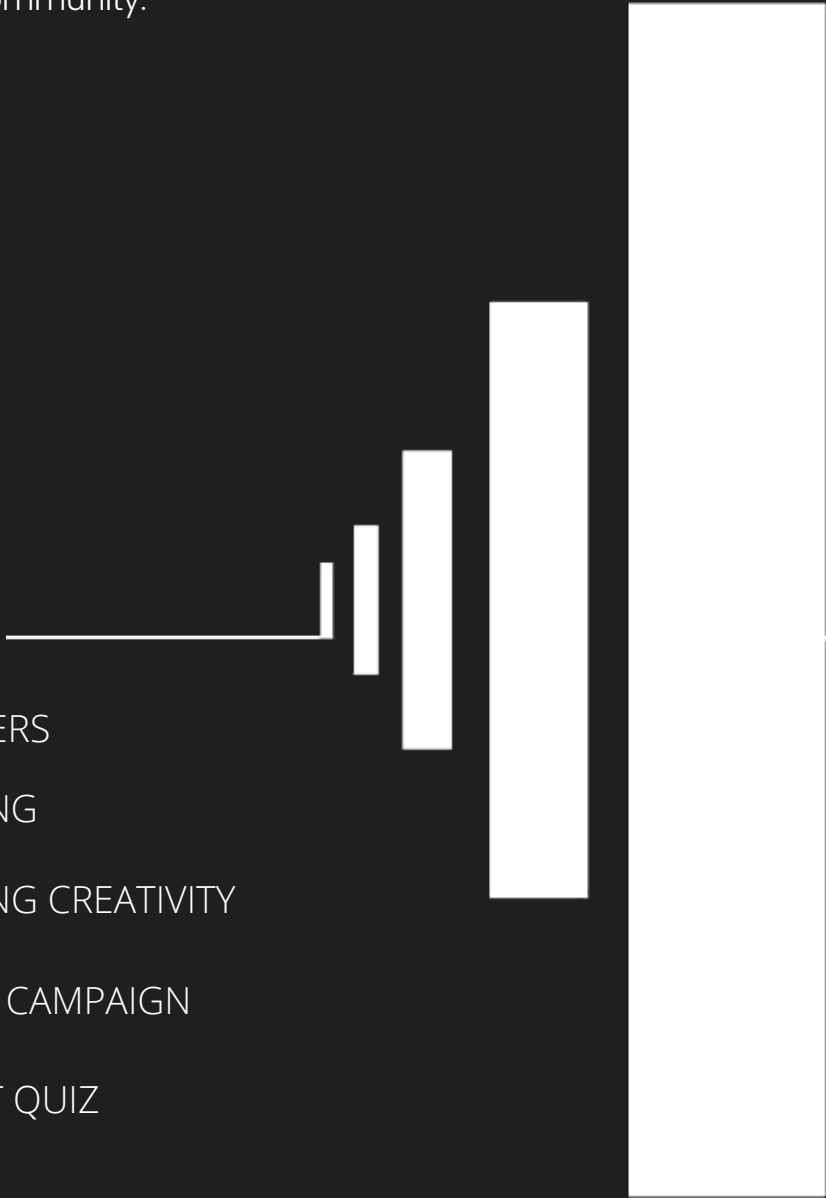
Markrone

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 . INFLUNCERS
 - 2 . PACKAGING
 - 3 . MARKETING CREATIVITY
 4. ABSOLUT CAMPAIGN
 5. KONNECT QUIZ

A LIVING BASED ON LIKES

- REITU PARNA BHOWMIK (21PGDM158)

Nothing else explains the urge to spend more than six hours a day developing content in the hopes of making significant money from it except influencer culture. Those who succeed, however, cannot be certain that they will remain there. With the internet now available in every corner of India, social media has grown in popularity, with nearly two-thirds of the Indian population following an influencer. Influencers and creative storytelling are likely to connect with brand distinctiveness, which is a critical benefit as attention spans shorten.

Influencer marketing used to be all about celebrities and well-known personalities who people could easily recognise. However, the premise is no longer the same now. As you go through your social media page, you'll notice a number of influencers. Many dedicated bloggers are pursuing this professional path in order to become recognised as influencers. Fortunately for them, the influencer marketing industry has exploded in popularity. And it's grown into a \$5-10 billion-dollar business

The TikTok ban spawned a slew of new short-video services, including MX TakaTak, Roposo, and Moj, as well as Instagram and YouTube. It has paved the way for people to take influencer marketing seriously, with some earning as much as Rs 4 lakh each month. A survey found that nearly 70% of people don't have time for a full-time work, therefore a side hustle is their only option. By 2025, the industry is expected to develop at a CAGR of 25%, but with that growth comes the need to continually provide more high-quality content

The influencer industry today is possibly the best example of 'survival of the fittest.' In India's cutthroat marketing industry, which is currently valued at Rs 900 crore (\$120 million), only a small percentage of companies succeed in blustering, charming, and entertaining their way into people's social media feeds. Even after one has earned success, there is no guarantee of continued success. The surge has coincided with the COVID-19 pandemic, with people using the internet as a source of distraction. India had 400 million people on social media prior to the outbreak, but that figure has apparently skyrocketed.

Influencer marketing trends have exploded in popularity in 2021, assisting companies and influencers in achieving high levels of reach and engagement. However, in the coming years, the industry will see many more interesting trends.



THE APPROPRIATE PACKAGING

-RISHABH RAJ (21PGDM082)

Budget

Glass and natural fibres are beautiful and visually enticing to customers, but they are not inexpensive to create or ship. Glass is heavy and breakable, posing shipping and storage issues as well as the possibility of higher consumer pricing.

There are also a lot of budget-friendly solutions. Food-grade cardboard is a low-cost material that provides good crush resistance and unique design possibilities.

Plastic is not the most environmentally friendly material, however it is typically recyclable, may be created from recycled materials, or can be made from both. Including such information on the box might help the customer feel good about purchasing your goods.

Transportation

It's time to think about function when you've settled on a package design. No matter how beautiful the design is, if the product doesn't work correctly, it won't help you.

A great design that convinces customers it was designed for them but can't get from your facilities to the stores without being destroyed is a useless product.

It's critical to examine materials that are built for strength if your product is big, fragile, or has an odd form.

Long-lasting products that need to stand out even after a long time on the shelf require special attention. A better print finish, such as a UV-treated high-gloss, liquid-based coating, could be the answer.

Size

If your product comes in four various sizes, you might be able to save money by creating two different sized packaging instead of four unique ones.

Being innovative and integrating cost-cutting strategies like these might help ensure that the product you distribute is of high quality. You'll save time and money as well as assure uniformity across all of your items as a bonus.

Materials And Sustainability

Shrink films, like many other flexible films, are lightweight and produce great printing results in the majority of cases. When compared to heavier, bulkier choices, the freight and delivery costs are also quite attractive for enterprises. There are other video choices available to assist your business in promoting sustainability.

Flexible films are great for protecting, extending shelf life, and providing an appealing package on and off the shelf for food, dairy, cosmetics, medicines, hardware, and retail products.

Carded alternatives are versatile and suitable for produce, fragile products, or items that need to be seen to be sold. In the retail setting, they're also a great choice for hang-tab displays.

Design And Branding

While it's critical to think about money, transportation, materials, and package design, and to include each of these components into your overall package design, it's also critical to keep your target audience in mind.

Keeping your target audience at the centre of your design throughout the process can help you achieve overall package design success.



WHAT DOES MARKETING CREATIVITY LOOK LIKE?

-HARSHITA VERMA (21PGDM067)

What distinguishes marketing as creative? Is it more about creativity or ingenuity? Is a creative marketer more of an artist or a businessperson? The phrase "marketing creative" has traditionally been associated with the words and images used in advertising campaigns. However, marketing, like other business tasks, has grown in complexity and rigour. Data analytics, customer experience, and product design are all skills that marketers must grasp.

1. Make things with the customer, not simply for them.

Everyone loves to brag about how "customer-centric" they are. However, all too frequently, this entails a more precise approach to targeted ads. Customers are no longer just consumers; they are also creators, producing content and ideas — as well as overcoming difficulties — alongside you. Working with customers from the start to weave their experiences into your efforts to broaden your company's reach needs creativity in marketing.

2. Make an investment in the entire experience.

The customer experience is vital to any marketer. However, most marketers are primarily concerned with the aspects of the experience that are within their direct control. Creative marketers adopt a big picture approach and consider the full customer journey from beginning to end. This includes the product, the purchasing process, the ability to provide support, and the development of long-term customer relationships. That costs time and money, and it also necessitates applying innovative thinking to new issues



3. Turn everyone into an advocate

Marketers can no longer achieve their awareness and reputation goals just through paid advertising and public relations in today's fragmented media and social world. The new channel is for people. Inspiring others' creativity is a great way to increase your impact. Employees, partners, and even consumers should all be treated as extensions of your marketing team.

Plum Organics provides each employee with a business card that includes a coupon. All personnel are encouraged to observe customers in the infant section while shopping. When it's suitable, they ask a few questions about the baby food preferences of customers and hand out business cards with complimentary product coupons as a token of thanks.

4. Measurement can be made more creative.

We can now know exactly what is working and what isn't because digital interaction can now be quantified. As a result, marketing can review and manage itself in new ways. Marketing used to be rated on its ability to stay within budget and earn awards for creativity. Because of the ability to assess data and change strategies in real time, marketing can now demonstrate its value to the business in entirely new ways.

Cisco has established an online dashboard that displays performance in real time for the entire marketing organisation. The leadership team assesses "Is what we're doing working?" on a weekly basis. This research can be performed on a variety of digital efforts, locations, media, or even single pieces of content. As a result, you'll be able to adapt and re-allocate resources more quickly.

5. Think like a startup

Marketers used to have to be good managers, defining goals far in advance and then working within a budget to attain them. Today's creative marketers must think like entrepreneurs, making constant adjustments to maintain "product/market fit."

ABSOLUT VODKA: THE CAMPAIGN

- RAVI MISHRA (21PGDM081)

The brand represents a one-of-a-kind combination of innovation and goal-oriented execution, all while taking into account the target audience's culture and social standards. The concept is to entice customers with a variety of basic but effective techniques.

Absolut vodka has made a brilliant series of ads that have masterfully played with the worlds of art and design at times being incredibly funny and at other times being pure fantasy, but in every theme, the bottle is the dominant protagonist.

1. The first ad from the campaign 1980
2. Absolut Tradition
3. Absolut Sports
4. Absolut Cities:
5. Absolut Artist:
6. Absolut Stories

At first, the advertisements were simply symbols of a person living in his world. But now the ad is focused on the world and the people who live in it. This transition is fantastic. Absolut is no longer about America or Sweden; it has reached a point where people all over the world can relate to it. The larger images are included in the current advertising. It is the world as it is today, and what we imagine it to be.

Absolut's ad campaign tackles several common concerns, and in that way, it's attempting to create a worldwide campaign – a vision of what the Absolut world would look like.

The first challenge in finishing this project was to choose a few commercials from thousands that could be interpreted globally. Second, randomly selected ads would have aided in neither the analysis nor the determination of the campaign's universality

With localised variations but the same premise, the company has successfully brought its product to the forefront. Their desire to globalise the product has reached a pinnacle in order to profit from the business, but there is no effort or desire to apply their creative abilities in any other way. Absolut seeks to infuse alcohol into every aspect of social life; they take natural materials, push them into the shape of a bottle, and brand it with the goal of selling a drug-like beverage.

Absolut has used clever advertising strategies to get producers and receivers to participate in meaning-making and meaning-finding. The bottle is treated as a cult object rather than an alcoholic beverage since the focus is on creativity, culture, and society. The visual components shown in the advertisements have a significant impact.

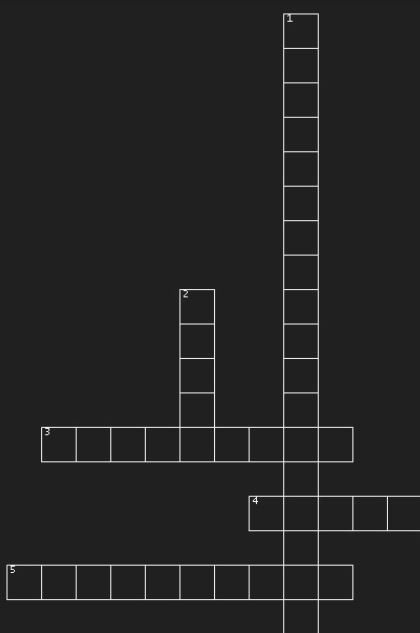
Because they can relate to or connect with the product, the audience. Certain advertisements send them to a specific location.

Some memories evoke joy, while others elicit longing. As a result, we can simply conclude that the message has been delivered.

These commercials are successful in conveying how alcoholic beverages have become a part of celebrations rather than the source of addiction.



Crossword



HINTS:

ACROSS

- 3. The rainbow-themed icon that represents the diverse community.
- 4. An American multinational technology conglomerate corporation headquartered in San Jose, California.
- 5. A person with the power to affect the purchasing decisions of others.

DOWN

- 1. Traditionally been associated with the words and images used in advertising campaigns.
- 2. Potatoes have been used in more recent times, and some modern brands use fruits, honey, or maple sap as the base.

Guess The Logo



Roll Of Honour for Konnect Quiz Edition 6

- 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.



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