

Saint Gobain Ads

- Iconic Ads: Saint Gobain – The Future of Glass
- St Gobain wanted to communicate the international credentials and convert the commodity into a brand which people will ask for.
- Glass was seen as a commodity in 2000. The technology used in India was old and the glass inferior quality.
- Saint Gobain, one of the largest multinationals in float glass manufacturing, had the best technology and quality. It wanted to popularize the brand.
- Lintas was handling their advertising.
- <https://youtu.be/UGADT8zCrOQ> - sample video of Saint Gobain Ads.
- Example of Saint Gobain Ads.



IBM Tagline :

- "THINK" is a slogan associated with the American multinational technology company IBM.
- The "THINK" slogan was first used by [Thomas J. Watson](#) in December 1911, while managing the sales and advertising departments at the [National Cash Register Company](#).
- **THINK** is also an IBM trademark; IBM named its laptop computers [ThinkPads](#) and named a line of business-oriented desktop computers [ThinkCentre](#).

Evolution of KIA cars

- Kia was founded on June 9, 1944, as Kyungsoong Precision Industry, a manufacturer of steel tubing and bicycle parts, eventually producing Korea's first domestic bicycle, the Samchully, in 1951.
- Kia built the small Mazda-based Brisa range of cars until 1981, when production came to an end after the new military dictator Chun Doo-hwan enforced industry consolidation.
- From humble origins making bicycles and motorcycles, **Kia** has grown – as part of the dynamic, global Hyundai-**Kia Automotive** Group.

Top 10 digitally running business

1. Porsche
2. Starbucks
3. Unilever
4. Keller Williams
5. IKEA
6. LEGO
7. DHL
8. Nike
9. McDonald's
10. Walmart

Six sigma concepts :

Six Sigma is a set of methodologies and tools used to improve business processes by reducing defects and errors, minimizing variation, and increasing quality and efficiency. The goal of Six Sigma is to achieve a level of quality that is nearly perfect, with only 3.4 defects per million opportunities.



Finland Education System :

- Implementation of a holistic teaching and learning environment that aims to emphasise equity over excellence. No standardized testing system as students is graded individually with a grading system created by their teacher.
- Finland is leading the way because of common-sense practices and a holistic teaching environment that strives for equity over excellence.

Ads developed by web chutney :

- Dove's Courage Is Beautiful. ...
- Facebook's More Together — Pooja Didi. ...
- Nike's You Can't Stop Us. ...
- CRED's Not Everyone Gets It. ...
- Libresse's #WombStories. ...
- Oreo's Oreo Vault. ...
- Axis Bank's #ReverseTheKhata. ...
- IKEA's Halloween Horror story — GHOST.

Marketing strategy of birken stocks

- As for its current marketing strategy, Birkenstock puts the consumer at its core. Reichert said it's “to listen to our markets and to deliver what the consumer is asking for. Sounds simple, but Birkenstock has been a product centric and production driven company in the past.
- Produced by T Brand, the content studio of New York Times Advertising, the paid content campaign will be published on nytimes.com, BIRKENSTOCK.com and all other online channels of the global lifestyle brand and inventor of the footbed.

Zomato Quiz :

- Participation on behalf of another participant will not be accepted and joint submissions are not allowed.
- The participant acknowledges that the window for participating in the Quiz shall open one (1) hour prior to the Quiz and shall close one (1) minute before the Quiz starts.
- Example Question :
 - What year was Zomato founded? ...
 - What is the primary business of Zomato? ...
 - What was the name of Zomato when founded? ...

Doodle used in google search engine

- Doodles are the fun, surprising, and sometimes spontaneous changes that are made to the Google logo to celebrate holidays, anniversaries, and the lives of famous artists, pioneers, and scientists.
- A Google Doodle is a special, temporary alteration of the logo on Google's homepages intended to commemorate holidays, events, achievements, and notable historical figures.

Reason behind pricing at rs.99.999 rupees :

Keeping the price of products ending with 999, 99, 9 is a pricing strategy known as psychological pricing. It is based on a theory that people read from left to right, and a consumer purchases the goods which tends to be cheaper.

Which social media platform has large number of followers :

Facebook — 2.96 billion MAUs. Facebook is the largest social networking site, with nearly 3 billion people using it monthly. This means roughly 37% of the world's population are Facebook users.

Who is nigel short ?

Nigel David Short MBE (born 1 June 1965) is an English chess grandmaster, columnist, coach and commentator who has been the FIDE Director for Chess Development since September 2022. Short earned the title of grandmaster at the age of 19 and was ranked third in the world by FIDE from July 1988 to July 1989.

Average screen time of youth in india

As per a study, the average screen time for an Indian is up to six hours. On average, kids between the ages of 8 to 18 spend 4.5 hours per day watching TV.

Age group	Average TV screen time
8-10 years	4 hours
11-14 years	5 hours
15-18 years	4.5 hours
8-18 years	4.5 hours

What is mental diarrhea ?

Attaching oneself with a “continuous loop” of thoughts, as i would like to call it "Mental Diarrhea" (a state of mind, where we get trapped in a loop, thinking about the same irritating string of thoughts).

TVS Product :

TVS Motor manufactures the largest range of two-wheelers, starting from mopeds, to scooters, commuter motorcycles, to racing inspired bikes like the TVS Apache series and the TVS Apache RR310.

Number one digital marketing concern :

- iProspect India of the Dentsu Aegis Network (DAN) group, is the top Digital Marketing agency in India. This Digital Marketing company assists businesses in staying ahead and helps brands in grabbing an edge over the whole thing.
- The top digital marketing companies in India include RankZ, Growthhackers, Webchutney, WATConsult, iProspect India, Social Beat, Interactive Avenues, Pinstorm, Resultrix, and Mirum India.

Biggest source of strength :

Mind	Body
<ul style="list-style-type: none"> • Beliefs • Focus • Mental Models • Self-Talk 	<ul style="list-style-type: none"> • Cycles • Exercise • Nutrition • Rest
Emotions	Spirit
<ul style="list-style-type: none"> • Compassion • Physiology • Self-Confidence • Thoughts 	<ul style="list-style-type: none"> • Meaning • Purpose • Service • Values

Percapita Income for Past Ten years :

The per capita income at current prices during 2011-12 is estimated to have attained a level of Rs. 60,603 as compared to the Quick Estimates for the year 2010-11 of Rs. 53,331, showing a rise of 13.6 per cent.

Employment Ratio for Past ten years :

India had an employment rate of 46.3% in 2021. The indicator recorded a growth of 5.2% in 2021 as compared to the previous year. Between 2010-2021, the indicator decreased by 13.3%.

GDP for Past ten years :

From 2006 to 2023, India averaged 6.15 per cent, with a high of 8.7 per cent in 2022 and a low of -6.6 per cent in 2021. India surpassed the United Kingdom to become the world's fifth-largest economy.