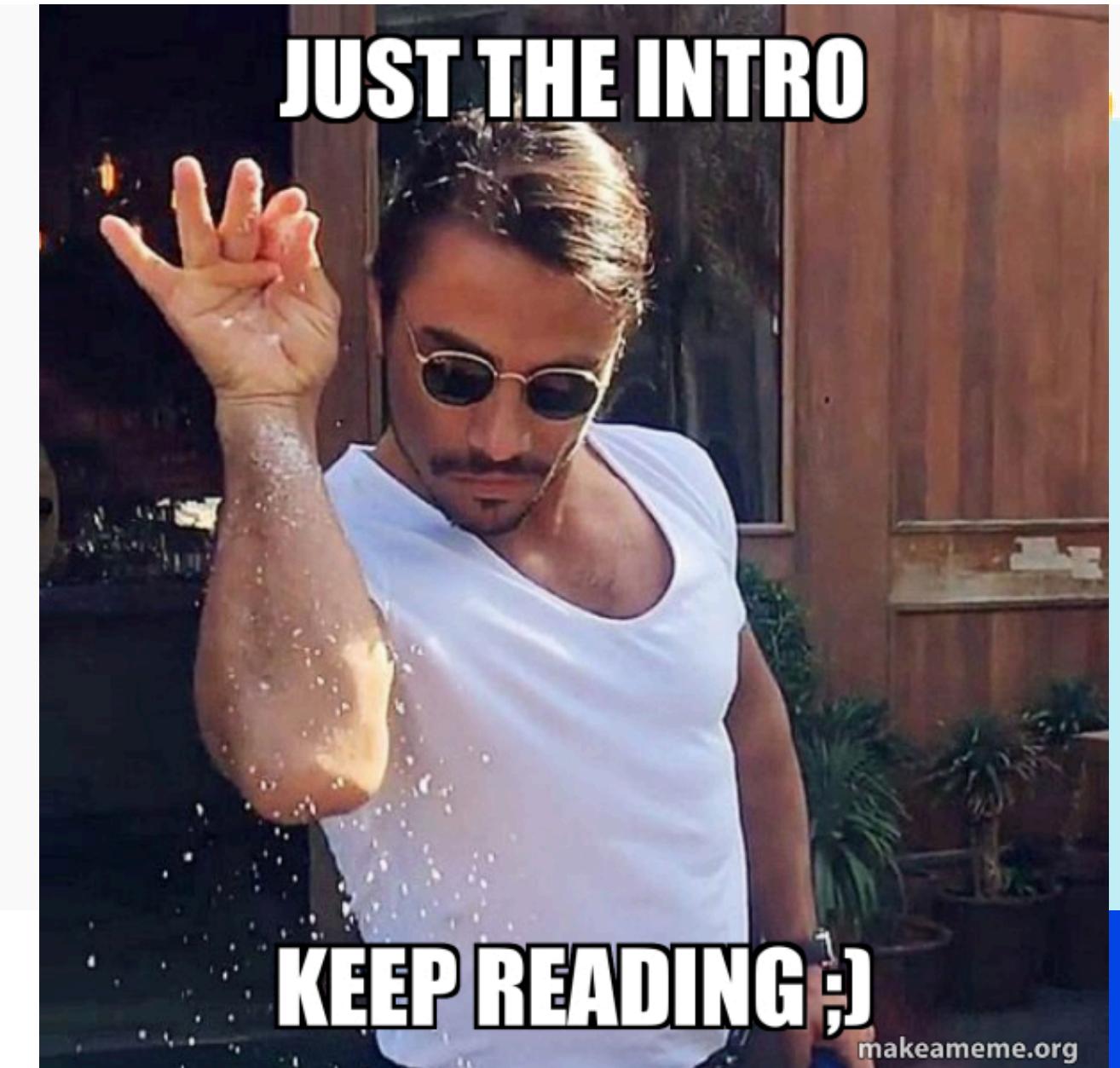
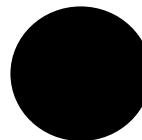


THE IMPACT OF MEMES ON BRAND PROMOTION



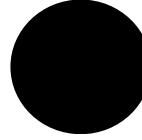
Group 1 - B



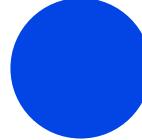
Ratnesh Singh



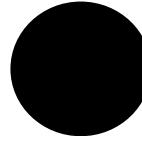
Kalpesh Patil



Zaid Surve

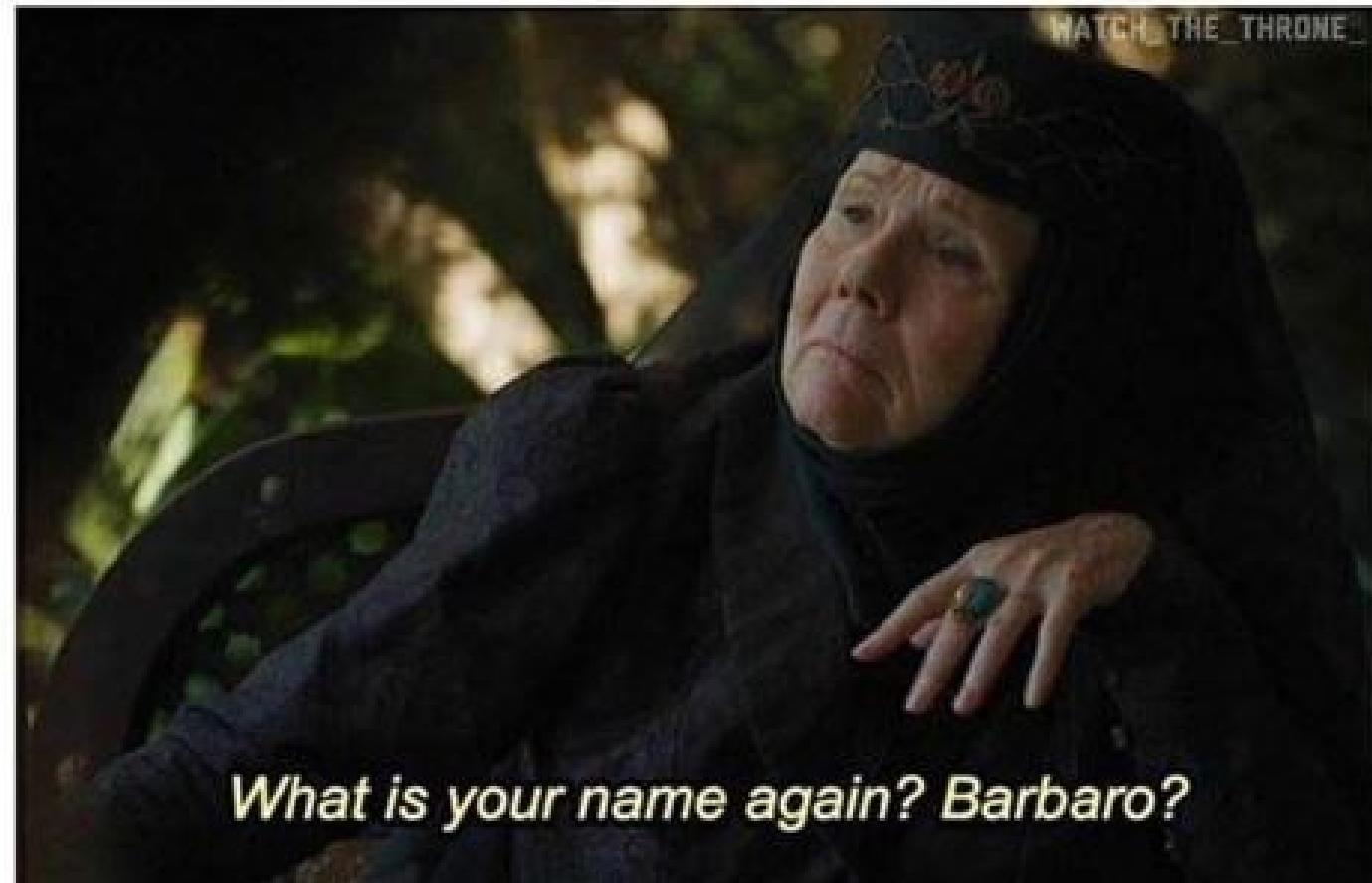


Avani Agarwal



Shruti Dabade

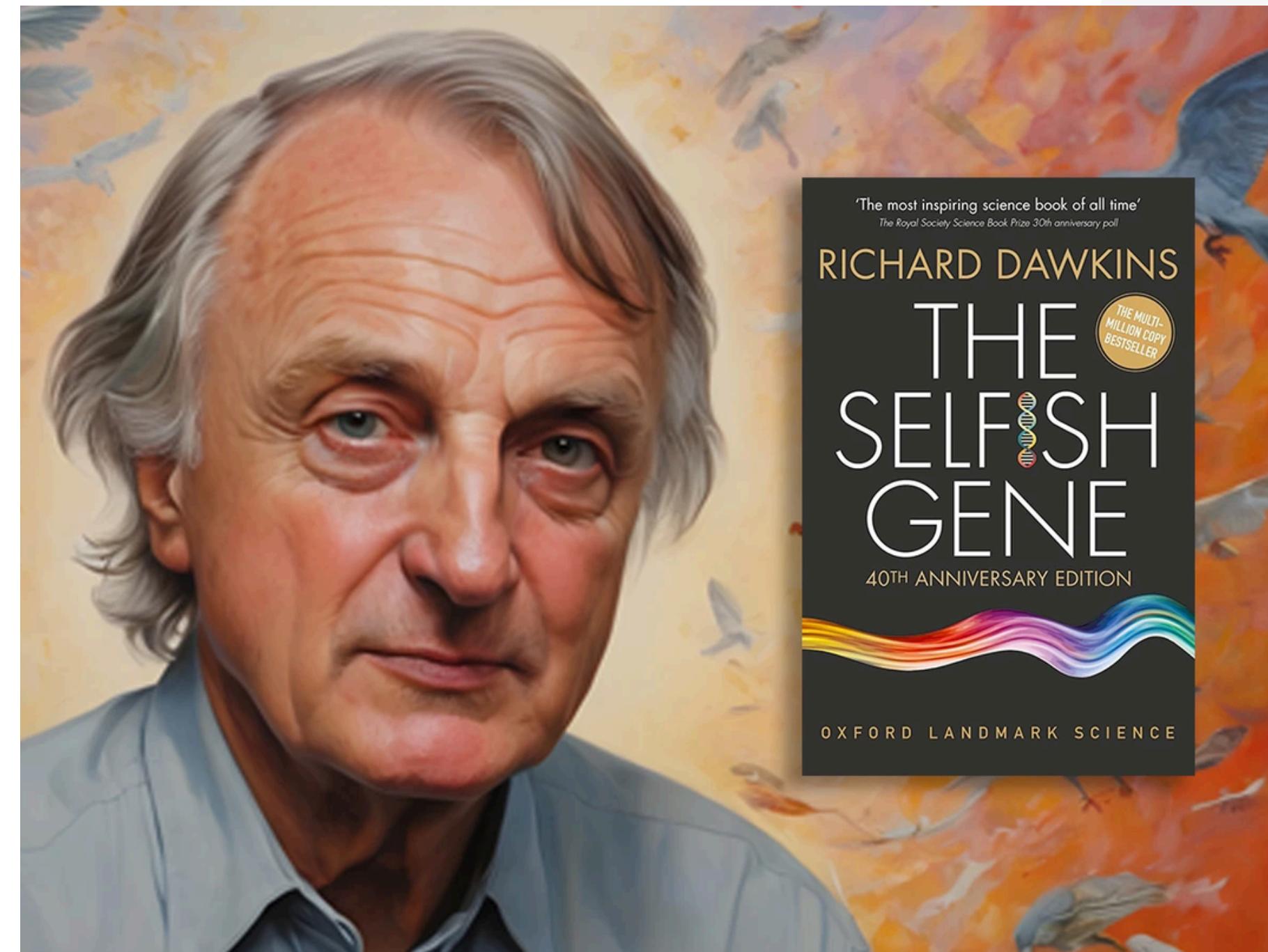
When you forget someone's name within
ten seconds of their introduction



MEMES: VIRAL LANGUAGE OF THE INTERNET

A meme is essentially a piece of cultural information that spreads rapidly online.

More and more, companies are using funny and relatable pictures and videos called memes to get people interested in their brands.



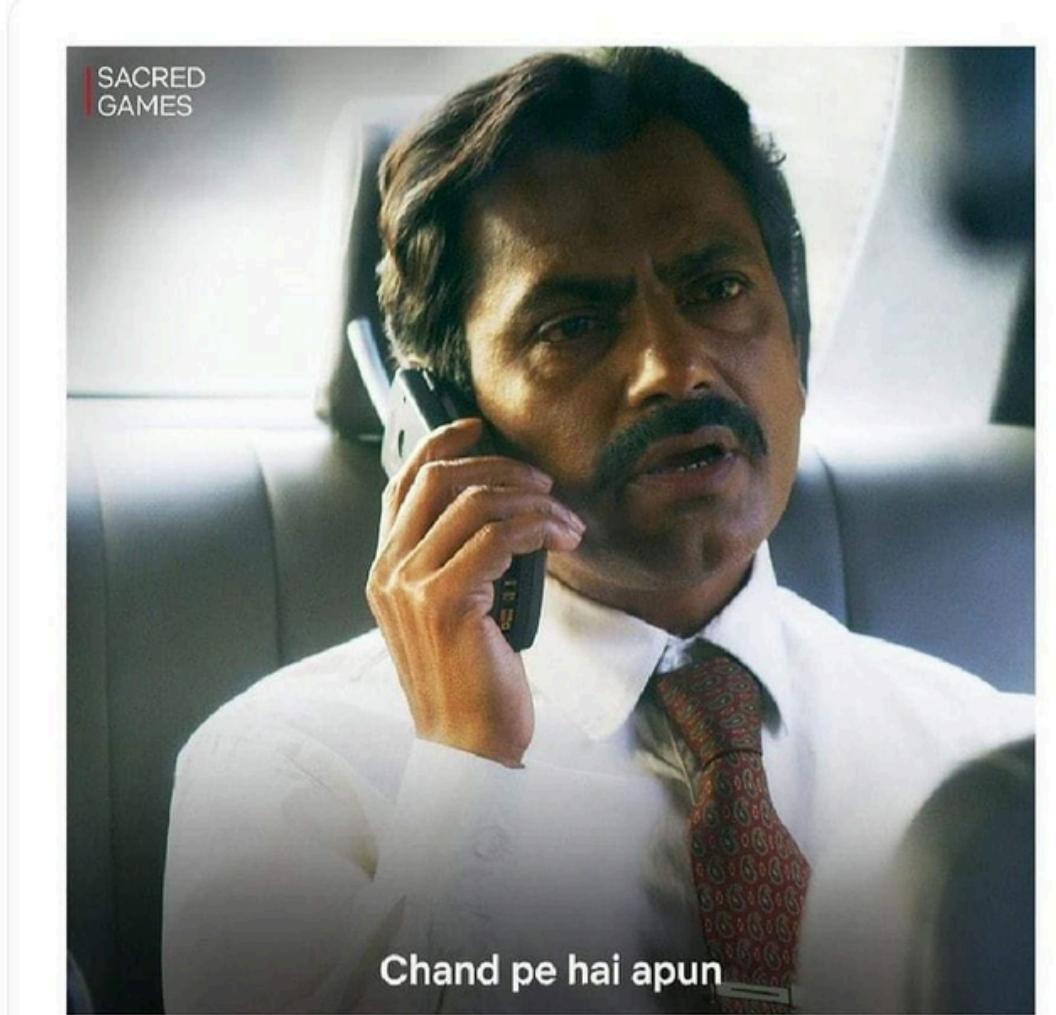
Netflix memes



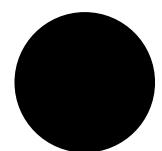
Netflix India ✅

@NetflixIndia

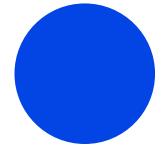
Gonna tell my kids this is Neil Armstrong.



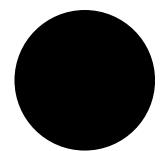
POSITIVE IMPACT



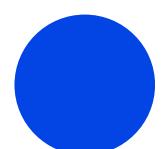
High Engagement



Relatability and Humour



Viral Potential



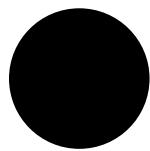
Cost-Effective



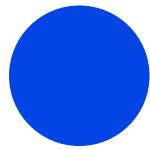
Examples



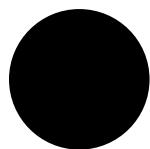
NEGATIVE IMPACT



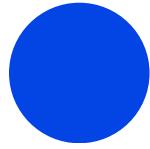
Misunderstanding



Short-Lived



Overuse



Offensive



Examples



FUTURE OF MEME-DRIVEN BRANDING



01/08/2024

Continued Importance

Augmented Reality Memes

Ethical Considerations

The impact of meme on brand promotion



CONCLUSION

In conclusion, memes can be a powerful tool in brand promotion, increasing brand awareness, engagement, and personality.

When used authentically and strategically, memes can drive viral marketing, social proof, and credibility.

By embracing meme culture, brands can connect with their audience and stay ahead in the digital landscape.

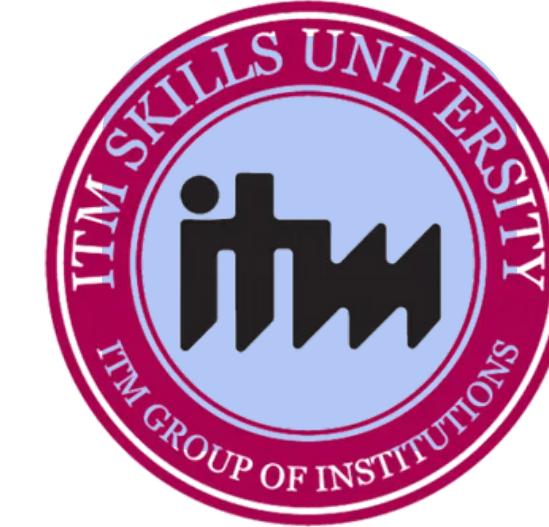


**Intro and
1st
paragraph**

**2nd and
3rd**

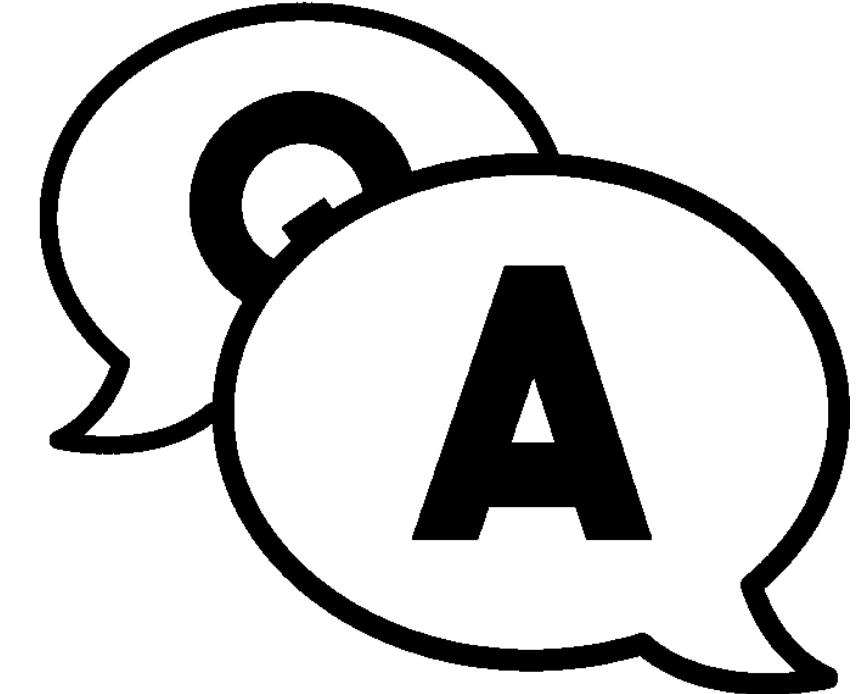
Paragraph

Conclusion



THANK YOU

FOR YOUR ATTENTION



Any Questions ?