

M Quotient

E-Newsletter of Mercatus - The CIMR Marketing Club

Launch of Marketing Club - Mercatus

Mercatus, the Marketing Club of CIMR was officially launched on the 6th of August 2022. The inauguration of the official name, the logo of the club and the tag line, was done by Dr. Madhumita Patil (CEO CRKIMR & CIMR), Dr. Nandita Mishra (Director CIMR), Dr. Nalini Krishnan (Program Chair PGDM) and Dr. Hufrish Majra (Program Chair, PGDM Marketing). Dr. Athar Qureshi (Area Chair Marketing), Dr. Anita Saxena (Coordinator Marketing Club) and other faculty of CIMR along with the students of PGDM and PGDM Marketing Programs were present for the launch.

The objectives of the Marketing Club: To drive and invigorate the marketing club as a facilitating body for the pursuit of student's individual interests, creative work, showcasing talent, networking and teamwork opportunities, social experience; organization and management skills, and exposure to professional ethics.

The name, the logo and the tag line were selected, after a competition was floated in the month of May 2022. The entries received were evaluated based on rubrics developed by the marketing faculty. To keep neutrality in the process the evaluation was done by Dr. Madhumita Patil (CEO, CRKIMR & CIMR), Dr. Mahesh Luthia (Area Chair HR), Dr. Tapish Panwar (Faculty CRKIMR) and Dr. Manasi Patil (Member BrandComm). The winners of the competition were announced and were awarded certificates for the contribution. The names of the members of the core committee of the club were also announced.



OTHER NEWS

MASTER CLASS ON DIGITAL ADVERTISING



A master class was organized on 29th August, 2022 on Digital Advertising. The class was conducted by Ms. Divyata Vasatkar, Manager West and South-Agency Development and Partnerships, Airtel, covering various aspects of digital advertising through caselets and live examples along with theoretical constructs to support them.

WORKSHOP ON MEDIA MANAGEMENT



A workshop on 'Media Management', is being conducted by Mr. Karan Chawla, Brand Consultant, Founder & CEO of Jokotta Discoveries in September 2022. Various aspects of the Media Industry are covered through blended pedagogy enabling the students to gain practical insights on the decision making process and best practices in the media sector.

September, 2022

ANNOUNCING VIPANAN 2022



WHY THEY DID, WHAT THEY DID?

"Lay's Iconic Restaurant"

Lay's recently launched a campaign that was a non-existent restaurant in partnership with Ad Agency Fitzroy Amsterdam. Open for two days only, people residing in Amsterdam were introduced to a menu consisting of three iconic Lay's flavored chips that bore names of fast-food giants KFC, Subway and Pizza Hut.



Picture courtesy- Ad of the world

Those who had not yet managed to try the tasty flavors were able to order the chip bags on Uber Eats. The goods were then delivered within the familiar and popular packaging of the original dishes; the KFC bucket, the Subway wrapper and the Pizza Hut box. After two days everything was sold out and the campaign blew up on social media – even Uber Eats could enjoy the fun. The Lay's' Iconic Restaurant became the first non-existent restaurant with a 5-star rating.

- Neha Wate



Google opens startup accelerator for Indian women founders:

According to a recent study, only 15% of 100 plus unicorns in India have one or more female leaders. Google had conversations with several female founders and discovered that several aspects of the entrepreneur's life, like pitching, tapping networks and seeking out mentors are notably more difficult for women than for men, due to cultural conditioning and a lack of role models. In order to assist women founders in addressing challenges such as fundraising and hiring, Google announced Startups Accelerator - India Women Founders from Jul-2022 to Sep-2022. This fully digital program focuses on areas that are challenging for female founders like access to networks, raising capital, and hiring challenges.

Google will accept up to 20 women-founded/ co-founded startups in India in the inaugural batch and support them for three months. Throughout this course, Google will provide special training in challenging areas. The company will assist female founders in overcoming the hurdles that may arise due to a variety of social reasons and low representation in the industry.

In addition, the curriculum will include workshops and support for Artificial intelligence/ Machine Learning (AI/ML), Cloud, User Experience (UX), Android, Web, Product Strategy and Growth, along with access to a global community of female entrepreneurs. This program will determine each startup's challenges and support required, then these startups will go through an intensive Bootcamp as well. The next two months will be allotted for executing these objectives.

-Nikhatparveen Gadiwale & Chaitanya Gupta

SOURCE REFERENCE -

<https://www.livemint.com/news/india/google-announces-startup-accelerator-program-for-women-founders-eligibility-criteria-other-details-11655280895220.html>

VIEWPOINTS

Deepak Gupta

Deputy General Manager - Sales Strategy & Marketing, Vserv

LinkedIn Profile- <https://www.linkedin.com/in/deepak-gupta-1687b298>

Question - How did you choose this career/sector?

Answer- I have always been a big admirer of good storytelling. Having spent nearly half a decade as a marketer, I have discovered that great marketing is good storytelling which is knowing what not to say or not to do. So as a career choice, I knew I like good stories because the ROI of a good story is acceptance, even if the context is new or never experienced before. The context of my career was that I was a journalism graduate looking to tell good stories. The ROI was stumbling upon the opportunity to execute marketing efforts for a leading data-driven marketing platform.

Question - What are the trends in the sector?

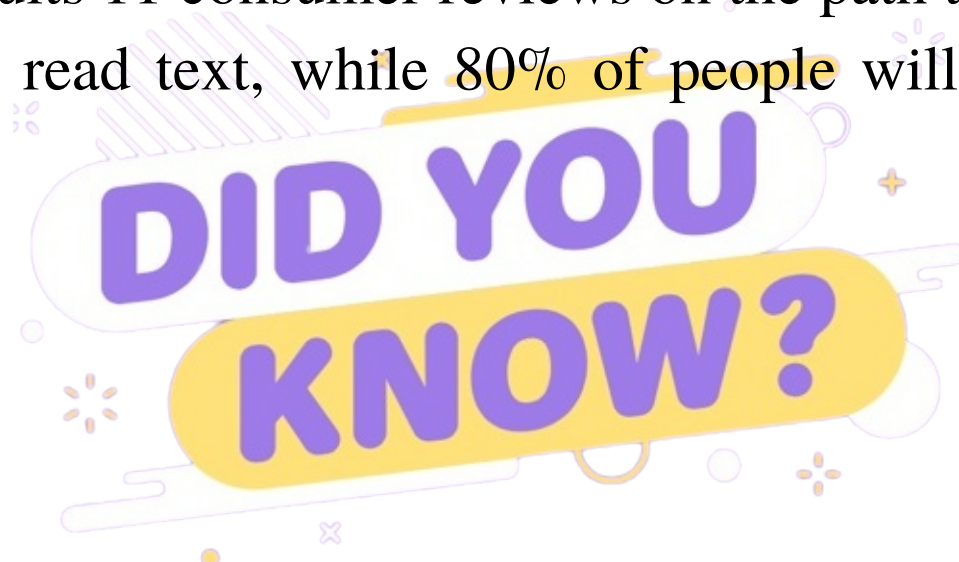
Answer - Marketing as a profession and as a sector is always buzzing with something new. Be it innovations or experimentation, the industry is dynamic and has no one particular definition. Currently across the industry there is a lot of attention directed towards the shaping of the Metaverse, and Web 3.0. Marketing is an ever-evolving space, and right now we are in an interesting space where marketing is taking unique turns with the rise of OTT platforms and gaming, drawing a lot of finger-falls.

Question - What is your suggestion for the aspirants (students who want to join this sector)?

Answer - Work on accumulating as many skill sets as you can. Especially the ones that help you sharpen your storytelling and creativity. The job of a marketer never ends with acquiring quality leads or impactful business outcomes. It is the job of people management, skills delegation, and maintaining harmony across different ecosystems in an organization. Marketing professionals drive business on the outside, and culture on the inside. Hence, work on skills that help you solve hard challenges and deal softly with people all around.

FUN FACTS AND GAMES

- Blogs are 63% more likely to influence purchase decisions than magazines.
- Companies that blog more than 15 times per month, get 5 times more traffic.
- The average content length for a page that ranks in the top 10 position is 2000 words.
- If a post is greater than 1,500 words, it receives 68.1% more tweets and 22.6% more Facebook likes.
- Articles with images get 94% more views.
- Using videos on landing pages can increase conversions.
- Average buyer consults 11 consumer reviews on the path to purchase.
- 20% of people will read text, while 80% of people will watch a video, with the same exact content.



-Nidhi Takarkhede, Sharvari Thete

PUZZLE

Find the marketing "terms" from the puzzle given:

First 3 winning entries will be announced in the next issue. Mail your answers to mercatus@cimr.in

A	C	V	N	N	Y	K	Q	F	A	S
P	E	R	S	O	N	A	N	M	U	Y
Q	W	E	R	Y	U	I	O	B	V	T
R	T	U	O	P	Z	V	B	N	M	V
M	C	O	N	T	E	N	T	M	A	R
A	R	W	W	F	G	J	I	T	Y	H
R	C	S	E	S	E	O	G	V	H	F
K	V	D	R	T	Y	I	T	O	P	L
E	B	C	F	R	X	S	W	A	Z	X
T	N	M	U	J	T	A	U	I	O	P
R	F	G	H	J	K	D	M	K	I	G
Q	R	U	V	B	U	V	T	R	E	Q
L	C	A	C	K	J	E	G	D	A	V
H	B	C	B	R	Y	R	A	W	R	T
O	P	A	K	T	H	T	S	H	S	H

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