

# VIPANAN



*Where News & Management Meet*

## KELLOGG, RECKITT BENCKISER JOIN QUEUE FOR A GLASS OF HORLICKS

Breakfast cereal maker Kellogg and UK healthcare giant Reckitt Benckiser Plc are the latest entrants in the race to acquire the consumer nutrition business of GlaxoSmithKline, joining Nestle, Unilever, Mondelez and Coca-Cola in the near \$4.5-billion takeover pursuit, according to industry expert.

**"You can't just ask customers what they want and then try to give that to them, by the time you get it built, they'll want something new."** - Steve Jobs

## WHY FACEBOOK AND INSTAGRAM ARE A PERFECT DUO FOR HINDI FILM MARKETING?

Launched recently, a report by Ormax Media and Facebook titled "Media Effectiveness in Hindi Film Marketing", study and correlate the actual box office collections using marketing mix for a movie. As per the findings of the report, Facebook is one of the top 3 mediums in driving buzz & appeal for a film campaign, achieving it through organic methods like link shares and conversations, apart from initiatives like Facebook Live. Interestingly, Facebook and Instagram, combined, proved to have delivered the highest impact with 21% contribution to a Hindi film's first day box office sales. Facebook can help in building a community and interest, generate real-time conversation and feedback, and create a fan base even before the movie is released, which in-turn drives word of mouth and buzz.

## HOW EICHER IS CHANGING NORMS IN THE TRUCK INDUSTRY WITH ITS 'NAYI SOCH' MARKETING PHILOSOPHY

Eicher aims to champion new thinking and inventiveness with its innovations and campaigns.

Their new philosophy #EicherNayiSoch is aimed at building a strong emotional connect and strengthen Eicher's image as a premium and modern brand in the commercial vehicle segment. In keeping with the brand promise of 'Partnering Prosperity' and developing a strong connect with the next generation fleet owners and stakeholders; Eicher Trucks & Buses has conceptualized #EicherNayiSoch 360 degree brand initiative. Through this philosophy, the company aims at forging a long-term relationships with not just its customers, but also all the relevant stakeholders of the transport community.

## AD FIRMS SUFFER AS GOOGLE, FACEBOOK DOMINATE DIGITAL DOLLARS: REPORT

According to a report in The New York Times on Sunday, venture capital money going into ad-tech start-ups is falling sharply. While spending for online ads was more than \$88 billion last year, over 90 per cent of that went to Google or Facebook. "Amazon is also making inroads into advertising, with a new advertising arm, raising the possibility of becoming a top competitor," said the report. The company generated \$2.2 billion in revenue from its advertising business in the second quarter this year. While Facebook had been predicting its ad revenue to decelerate in 2017, it actually saw a strong growth of 48.8 per cent.



## Marketing



## INTERESTING STORY BEHIND FAMOUS BRAND LOGO

**Apple:** Apple's first logo, designed by Ron Wayne, depicted Sir Isaac Newton sitting under an apple tree. This logo was immediately replaced by a rainbow apple, designed by Rob Janoff. The motive behind a bitten apple was so that people don't confuse it with a cherry. And the coloured stripes were there to make the logo more accessible, and to make it known that Apple II could generate graphics in colour. Later the company adopted the monochromatic styled logo, as it allows greater flexibility while branding its products



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## EMOJI IN WEB ADDRESSES

Does domain name look a little bland? If so, it might be time to add an emoji. Universally understandable, companies including Budweiser and Phoenix Rising Football Club are turning to emoji to add a fun, and visually appealing, aspect to an otherwise boring domain. If looking to snag an emoji for a website's URL, get out a checkbook. The highest known sale price for an emoji domain was the cloud emoji, ☁️.com, for \$13,600. Just like a typical domain name, the single emoji is very expensive.

## HIDDEN MEANING BEHIND COMPANY BRAND NAME

**Pepsi:** The inventor of Pepsi, Caleb Davis Bradham, originally wanted to be a doctor, but a family crisis forced him to leave medical school and become a pharmacist instead, according to the company website. His original invention, known as "Brad's Drink," was made from a mix of sugar, water, caramel, lemon oil, and nutmeg. Three years later, Bradham renamed his drink, which he believed aided digestion, to "Pepsi-Cola," taken from the word dyspepsia, meaning indigestion.

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