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FROM MENTOR'S DESK:

The market has witnessed a radical change in the last few decades. The differentiation between a buyer, purchaser, user, customer and consumer which was much overlapping in the last century has now been clearly defined by the researchers, due to changes in customer mindset and varied offerings in terms of product or service variants from the manufacturers or service providers. The reasons attributed may be because of changes in consumer from a marginalised consumer to a multi-headed one. VIPANAN has been introduced at Calcutta Business School to create a platform where the students can attempt to bring forth the changes observed, analysed and reported by the marketers, in updating their concepts before they venture out in the corporate world. I hope VIPANAN will be successful in creating a feel-free knowledge sharing environment.

Happy Reading,

Dr Pinaki Ranjan
Bhattacharyya

MORTEIN MAKES THE SHIFT FROM 'KATOMATIC' TO SMART MACHINES

Mortein's global first initiative designed keeping Indian consumers in mind and combining the very best of global technology with a smart chip that automatically oscillates between high and low mode. Targeted at young working moms who are seeking uncompromising protection for their families, RB India, the owners of the Mortein brand plan to strengthen their foothold in the Rs 2200 crore liquid vaporiser segment in India.

SPICEJET ROPES IN LEO BURNETT FOR INTEGRATED MARKETING

Low-cost carrier SpiceJet has appointed Publicis Groupe-owned ad agency Leo Burnett India as its creative partner for integrated marketing communications. The account size is pegged at over Rs 4 crore, industry sources told Brand Equity, and was won after a pitch with 6-7 advertising agencies. The account was previously handled by Delhi-based Magic Circle.

BIG BAZAAR'S NEW CAMPAIGN URGES FASHION ENTHUSIASTS 'BE EVERYDAY READY'

Connecting with Gen Z and Y customers who are digitally savvy and keen fashion enthusiasts, Big Bazaar will engage with them on new age platforms. Hypermarket chain from Future Group has announced the launch of 'Be Everyday Ready' a phase wise holistic campaign that is promoted across all stores, social media platforms and print media. Reaching out to all beauty enthusiasts, youth and women across all age group, Big Bazaar presents India's Beauty Bazaar.

IDEA IS BACK WITH 'WHAT AN IDEA' THEMED CAMPAIGN

Telecom brand Idea through its iconic 'What an Idea' theme has always taken up issues of concern in the country and has re-imagined mobile telephony - as an enabler for societal change. The popular series is now back to rekindle brand engagement and affinity amongst audience. Keeping the intrinsic purpose of the brand, Idea has launched a new campaign under 'What an idea' theme to address the issues of unemployment and underemployment.



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TIKTOK CALLS FOR SAFER INTERNET WITH 'MERA INTERNET' CAMPAIGN

Tik Tok has launched an in-app safety campaign #MeraInternet to celebrate the Safer Internet Day (SID) 2020. In celebration of Safer Internet Day, which has become a landmark event in approximately 140 countries worldwide. The in-app hashtag challenge called #MeraInternet, invites users to share their ideas on how they can become responsible citizens and contribute to a positive online environment.

AS UBER FIGHTS IT OUT IN THE CITY, NOW LONDON TO SHARE OTP WITH OLA

Homegrown ride-hailing app Ola has launched operations in London with more than 25,000 registered drivers on its platform. The move comes on the back of rival Uber losing its licence to ply in London on safety concerns. For now, Uber continues to operate in London as it fights to stay on in the city. Ola had been working towards this launch for the last year. Uber and Ola, both, are backed by Japan's SoftBank and are locked in a battle for market leadership in India.

FOR CUSTOMER EXPERIENCE, KOTAK LIFE ANNOUNCES AI-BASED 'KAYA' SOLUTION DEVELOPED BY HAPTIK

Kotak Mahindra Life Insurance Company (Kotak Life) has announced the launch of its voice assistant KAYA - AI-driven conversational assistance to get instant solutions. Kotak Life At Your Assistance (KAYA) has been developed by Kotak Life and Haptik - conversational Artificial Intelligence (AI) platform developers. According to the company, KAYA provides 24X7 assistance and easy instant solutions to consumers thereby enhancing customer experience by resolving queries.

VIJAY DEVERAKONDA'S FASHION BRAND 'ROWDY WEAR' LAUNCHED ON MYNTRA

Online apparel marketplaces have become an important platform for fashion enthusiasts looking for seamless shopping. Leading e-commerce platforms have witnessed a surge of brands partnering with them to maximise visibility and sale. Celebrity brands are also not far behind, Rowdy Wear, a brand owned by actor Vijay Deverakonda, has announced its launch on Myntra.

“Most of us have experienced wow moments. We just haven't taken time to think deeply about them.”

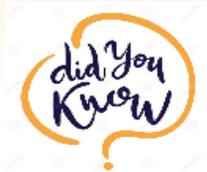
—Michael Hyatt



In iPhone ads, the time is always 9:42 a.m. or 9:41a.m, because apple events start at 9 a.m. and big product reveals generally happen 40 minutes into the presentation.



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Puma and Adidas were founded by brothers who originally ran a shoe company



Mountain Dew was made after hours so the workers/owners had something that mixed well with moonshine.

ADCOM INDIA LAUNCHES NATIONWIDE CAMPAIGN TO TACKLE E-WASTE IN INDIA

Tech-lifestyle accessory player Adcom India, in collaboration with producer responsibility organisation 'Karo Sambhav', has initiated their campaign 'Hum E-waste Le Jayenge'. The campaign has been launched with the goal to spread awareness about e-waste while making individuals more informed about the social implications of e-waste and the importance to efficiently manage e-waste in an organised manner.

GLANCE'S CAMPAIGN BRINGS THE LOCK SCREEN TO LIFE

The latest campaign for Glance Lockfeed - 'Lock It To Rock It', crafted by the DDB Mudra, was launched to communicate the exciting possibilities of a locked screen. The campaign typifies the 'locked door' metaphor to build the campaign narrative - 'A Lock Screen Isn't Dull Anymore. As a part of the campaign, the agency created a film showcasing a perspective around the world of lock screens in smart devices.

SUCCESS STORY OF PLAY-DOH



Play-Doh- The iconic Play-Doh substance wasn't originally meant to be a kids' toy. In fact, it was originally made by a company called Kutol as a wallpaper cleaning substance. At the time, coal was the most popular way to heat homes. And so homeowners needed a lot of wallpaper cleaner. But as the need for that product waned, the company needed another way to make money. The solution came from an unlikely source. The owner's sister-in-law ran a nursery school and was looking for a cheap way to make Christmas ornaments with the kids. She found out that the wallpaper cleaner worked for this purpose. And of course, it was fun to play with.

So Kutol took out the detergent from its wallpaper cleaner and added some almond scent and coloring, since the product was initially white. And thus Play-Doh was born.



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HIDDEN MEANING BEHIND COMPANY BRAND NAME

SPAR- DE SPAR is an acronym of Door Eendrachtig Samenwerken Profiteren Allen Regelmatig (Dutch for 'Through united co-operation everyone regularly profits'). Desparis Dutch for 'the spruce', which also explains the tee in the logo.

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



THE OUTSTANDING WEBSITE COMPANY - This logo is a trick with typography. Hidden inside the two circles are the initials of the company, each shown in a different color. This shows how playful and energetic the company is, and goes with their overall brand image.



Contact Address:
NEWSLETTER TEAM,
CALCUTTA BUSINESS SCHOOL
DIAMOND HARBOUR ROAD, PIN 743503
Phone: (033) 24205200
Email: vipanan@cbsk.ac.in

