



*Where News & Management Meet*

## **AVON KICKSTARTS WOMEN'S DAY CAMPAIGN "LOOKS LIKE FREEDOM"**

AVON, the 130-year-old women's beauty brand has been always standing for women empowerment and giving them freedom to live their lives their way. This Women's Day, AVON is launching a campaign which will help them to celebrate womanhood throughout the year and not only just one day. The campaign is called 'Looks Like Freedom' will go live on AVON digital platforms on 8th March 2019. The main objective of this campaign is to promote women empowerment and break outdated social standards which can encourage women to live an unapologetic life. Through this campaign AVON celebrates the undying spirit of women.

*"If you're trying to create a company, it's like baking a cake. You have to have all the ingredients in the right proportion."*

**- Elon Musk**

## **FUTURE CONSUMER LIMITED AND SALAAM BOMBAY FOUNDATION COME TOGETHER TO EMPOWER WOMEN**

March 8 is a day that is dedicated to commemorating the selfless contribution, need of equal opportunities and sheer spirit of womanhood. Participating in this celebration 'TS' the all new beauty and grooming accessories brand by Future Consumer Limited joins forces with the Salaam Bombay Foundation with the objective of empowering women. Through the DreamLab initiative by Salaam Bombay Foundation, TS offers young girls an opportunity to shape their career. Girls in the age group of 14 to 18 years will have the chance to intern for 'TS' at Future Group's Big Bazaar stores in the country.

## **MOBILE PREMIER LEAGUE ANNOUNCES VIRAT KOHLI AS BRAND AMBASSADOR**

Mobile Premier League (MPL), India's fastest growing Mobile eSports platform, today announced its signing of Indian Skipper Virat Kohli as their brand ambassador. Virat will participate in a series of multi-channel marketing and promotional activities for the brand. Users can access several of India's most loved mobile games on the platform, which hosts both tournament and 1v1 style player formats.

## **OLA ROPES IN LEO BURNETT ORCHARD AND INDIGO CONSULTING TO LEAD MARKETING MANDATE**

Ola, a ride-hailing company, has roped in Leo Burnett Orchard and Indigo Consulting to lead the mobility brand's marketing mandate in the country which includes brand strategy, new launches, content strategy, and digital communications, and was awarded post a competitive multi-agency pitch. The account will be managed by the agency's Bengaluru office.

## **OPPO TEAMS UP WITH CAPTAIN MARVEL, ANNOUNCES A CO-BRANDED TVC FOR THE NEW F11 PRO**

OPPO, a leading global smartphone brand today announced the launch of its new TVC in conjunction with Marvel Studios' upcoming movie Captain Marvel. The TVC captures the heroic features of OPPO F11 Pro which ties-in with the heroic stature of Captain Marvel. It's latest model offers consumers the latest innovative technology in camera which captures brilliant portrait in lowlight just like a hero device should.



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## STAR FLOW - THE CHANGE FESTIVAL: TOP MARKETING MINDS COME UNDER ONE ROOF

Over two days in March, India's most celebrated marketers and global gurus will come together at the inaugural edition of Star FLOW - The Change Festival, an initiative by The Times of India. The first-ever marketing festival in the country, Star FLOW - The Change Festival will feature a freewheeling exchange of ideas. A cross-section of the very best minds from across the world are being invited to provide a stimulating platform that challenges conventional modes of thinking and acting.

## HIDDEN MEANING BEHIND COMPANY BRAND NAME

**LEGO** : In 1934, Danish carpenter Ole Kirk Christiansen established the name LEGO for his manufacturing company, which originally produced stepladders, ironing boards, stools, and wooden toys. The name comes from the Danish phrase "Leg Godt," which means "Play Well" in English and "I Put Together" or "I Assemble" in Latin. LEGO didn't create the colorful interlocking plastic bricks that the company is known for until 1949.

## INTERESTING STORY BEHIND FAMOUS BRAND LOGO



The FedEx logo is brilliantly designed. It is the winner of over 40 design awards and is considered one of the best logo designs for the clever use of negative space. The hidden arrow, connotes forwards direction, speed, and precision.



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