



*Where News & Management Meet*

## **BALAJI TELEFILMS PROVIDES LAUNCHPAD TO TALENTED GRADUATES**

Balaji Telefilms has continued its tradition of providing fresh and upcoming talent to the industry. With an aim to create new employment opportunities and introduce fresh talent, the company provides an efficient launchpad to budding artists through the Institute of Creative Excellence. According to the company, the institute provides world class quality education to the aspirants of the entertainment industry. Some of the popular placements include Chahat Pandey who is seen playing the main lead in ZEE TV's Hamari Bahu Silk, Kaveri Priyam portraying Kuhu in Star Plus' Yeh Rishtey Hai Pyar ke, Jatin Suri as Diamond in Star Bharat's Nimki Mukhiya, Sonu Kuntal who was a production manager for Ajay Devgn's starrer Raid.

**"Content marketing is more than a buzzword. It is the hottest trend in marketing because it is the biggest gap between what buyers want and brands produce."**

**- Michael Brenner**

## **REDSTONE GROUP GIVES ITS MARKETING MANDATE TO CHIMP&Z INC**

Creative agency Chimp&z Inc has bagged the integrated digital and creative mandate for Mumbai-based real estate firm, Red Stone Group. The agency, headquartered in Mumbai, will be responsible for handling the brand's 360° marketing solutions ranging from mainline to digital and will cover creative strategy and media planning, SEO, managing social channels, website, digital creatives, media spends and performance marketing.

## **ERICSSON TO TALK 5G ON SOCIAL MEDIA**

India may not have adopted 4G fully, but companies are looking forward to go one step ahead. However, this hasn't deterred some of the brands such as Ericsson from making consumers aware of the faster technology that will allow for a smarter and more connected world. Ericsson is taking the social media route to convey the technological transformation and power that comes with 5G. The Swedish networking and telecommunication company which used to rely heavily on its below-the-line (BTL) activities to build brand awareness is now diverting its attention by utilizing digital platforms to launch a global campaign. "We decided to launch a global campaign because we wanted to talk to the broader audience about Ericsson. Through this campaign, we're addressing markets across the globe," Cecilia Dahlstrom, brand head, management and activation, Ericsson said.

## **CARGILL PUT ITS HEART IN GROWING NATUREFRESH ACTI HEART; ALLOCATES ONE-THIRD OF MARKETING BUDGET TO HEALTH AND WELLNESS SEGMENT**

Given the impetus towards a healthy lifestyle, most consumer products are looking to create a niche market for health foods. Cargill too joined the bandwagon last year when it launched NatureFresh Acti Heart--an oil that focuses on heart care, to lay more emphasis on healthy living. "We aim for NatureFresh Acti Heart to grow by 3x over the next year, thereby targeting sales of 300 metric tonne (MT) per month in tier 2 and tier 3 cities," Subin Sivan, marketing head, Cargill's oils business in India, told ETBE.



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## HOW BRANDS ARE USING MUSIC TO DRAW CONSUMER ATTENTION

In a city like Mumbai, time and people never stop. However, over the last few months, a fashion trend has made people pause and smile. It is hard to miss people, young and old, wearing t-shirts and caps with the line 'Apna Time Ayega', borrowed from Zoya Akhtar's Hindi film 'Gully Boy'. The film showcased Mumbai's JB Nagar's hip-hop scene on the big screen and in the process, it seems, made 'Apna Time Ayega' the new tagline of India. Akhtar focused on the stories of popular Indian hip-hop artists Vivian Fernandes aka Divine and Naved Shaikh aka Naezy, and added the Bollywood flavour to make it household fare.

## HIDDEN MEANING BEHIND COMPANY BRAND NAME

**AMAZON** : Amazon is one of the prominent online retailers in India. The name Amazon denotes the vastness of the store directory. Also there is an arrow which moves in the direction from 'A' to 'Z', hinting that the store has everything from 'A' to 'Z'!

## INTERESTING STORY BEHIND FAMOUS BRAND LOGO



Greenlabs, a digital marketing and web solutions company, uses a tree as their logo. This accentuates the 'green' aspect of their brand, but what about the labs? The crown of the tree is actually a brain, which represents the intelligence of their staff.



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

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