



Where News & Management Meet

RELIANCE JIO OPTIMISES GO-TO-MARKET STRATEGY POST DEN AND HATHWAY ACQUISITION

Reliance Jio Infocomm (Jio) which completed the acquisition of multi-system operators (MSO) Den Network Limited and Hathway Cable and Datacom Ltd, in the fourth quarter of FY19, is now in the process of optimising the go-to-market strategy with successful test results from beta trials across the country, said the firm, in its annual report released on Thursday. Reliance Industries now own majority stake in both the companies.

"The men who have succeeded are men who have chosen one line and stuck to it."

- Andrew Carnegie

MINDSHARE AND GSK BRAND SENSODYNE DEVELOP TECH SOLUTION TO TREAT TOOTH SENSITIVITY

An alarming 34% of Indian adults suffer from tooth sensitivity, but only 12% take action, according to TNS Research 2018. A recent Twitter poll also suggested that 71% of audiences do not remember the last they visited a dentist. It was also found that visiting a dentist is not considered important because of pre-conceived notions about the costs involved, fear of pain related to tooth ailments and the belief that home remedies are good enough to maintain oral health. And to address these issues, Mindshare, a media agency from the GroupM umbrella, created a first of its kind technology driven chatbot exclusively for GSK brand Sensodyne toothpaste.

MTV INDIA LAUNCHES NEW - #VOTEBECAUSEYOU CAN

Viacom18's youth entertainment channel MTV India, has launched a new campaign #VoteBecauseYouCan urging the youth of India to vote in the on-going general elections. The ad has been conceptualised by Leo Burnett. Commenting on the campaign, Ferzad Palia, head - youth, music and English entertainment, Viacom18, said, "India's youth has an influential role to play in determining its future. Ahead of the General Elections 2019, MTV is proud to raise a strong voice, urging the young Indians to exercise their power to vote.

ZOMATO PREMIER LEAGUE: OVER FOUR MILLION PLAYED GAME

Adding the love for food to the love for cricket, Zomato has introduced Zomato Premier League (ZPL) – a unique in-app gamification, that allows users to be cricket maestros. Every time users decide to have their food delivered to their doorsteps, they can now also predict the winner of that day's match and win rewards if their prediction is right.

BOOKMYSHOW URGES THE NATION TO #CHOOSEWISELY

As polling for the much-awaited General Election 2019 gets underway, it is time for Indians to make an informed, responsible choice. With India at the forefront of development on various counts globally, the outcome of this election will anchor the next 5 years for the country. BookMyShow recognises the significance of this event and urges citizens to step out and cast their vote through its digital campaign #ChooseWisely.



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redBus SIGNS MS DHONI AS ITS BRAND AMBASSADOR

redBus, the world's largest bus ticketing platform, announces Indian cricket icon, MS Dhoni, as its brand ambassador. Dhoni will help all major campaigns for the brand, across media platforms and will soon appear in his first promotional concept for the brand. While redBus commands a strong foothold in the Indian online bus ticketing segment, it is looking at strengthening its relationship with its patrons, while also reaching out to a large group of potential customers. The company has found in Dhoni, one of the most popular sportsmen, the perfect personality, to engage with a national audience.

HIDDEN MEANING BEHIND COMPANY BRAND NAME

AUDI : Audi was formed when four companies decided to merge together to form Audi's predecessor company Auto Union; DKM, Horch, Wanderer and Audi. Interestingly, the name Audi is the latin form for "hear or listen" which is Audi founder August Horch's surname's meaning in German. Each of the rings, therefore, symbolize each of these founder companies.

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



Toyota's current logo has been around since 1990. The popular car manufacturer's three overlapping rings symbolize the unification of the hearts of Toyota customers and Toyota's products. The background space represents their technological advancement and the opportunities that lay ahead.



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