



Where News & Management Meet

OMD MUDRAMAX WINS MEDIA MANDATE FOR GRB DAIRY FOODS

GRB Dairy Foods, one of the prominent FMCG brands in Southern India has selected OMD Mudramax as their media agency-on-record (AOR). Under this mandate, the agency will be responsible for the brand's media strategy, planning, buying and execution for the Tamil Nadu market. The account will be led by Thulasi Krishnan, senior partner - client lead, OMD Mudramax and will be managed out of the agency's Bengaluru office.

"Don't worry about being successful but work toward being significant and the success will naturally follow."

- Oprah Winfrey

SYSKA LED PARTNERS ZEE MARATHI AND STAR VIJAY

Syska LED, the LED lighting solutions on Thursday announced its partnership with Zee Marathi's most popular Marathi comedy entertainment show 'Chala Hawa Yeu Dya' and Star Vijay's show 'Kalakka Povathu Yaaru'. As a part of the company's marketing and branding strategy, Syska is focused on reaching out to consumers across Indian geographies. Through partnership with these popular shows, Syska aims to deepen its relationship with its customer base.

AIRTEL TO SPONSOR AIRTEL HYDERABAD MARATHON FOR ANOTHER THREE YEARS

Bharti Airtel (Airtel) on Wednesday announced that it has extended its association with the Hyderabad Runners Society for three years as the title sponsor for the Airtel Hyderabad Marathon, starting 2019. The revised engagement ensures Airtel continues its association with one of India's largest marathons held annually in the 'City of Pearls'. Bharti Airtel and the government of Telangana support the annual Airtel Hyderabad Marathon, organised by the Hyderabad Runners, a twelve year old not for profit society that has been actively promoting running, healthy lifestyle choices and running as a preferred form of fitness activity as well as a sport.

MARKETING GAME PLAN ON POLITICAL PITCH

The Centre of Media Studies estimates that Rs 50,000 crore (Rs 500 billion/US\$7 billion) will be spent on India's Lok Sabha Elections in 2019, a 40% jump from the Rs 35,000 crore (Rs 350 billion/US \$5 billion) spent during the polls in 2014. This is more expensive than the US presidential elections of 2016, which is estimated to have cost US \$6.5 billion. Spending on paid media by political parties is expected to surge up to 73% over the 2014 Lok Sabha polls to about Rs2,500 crore (Rs25 billion/US \$350 million) this time, according to media buying agencies, with digital advertising spend rising to Rs500 crore (Rs 5 billion).



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BE EXCLUSIVE: CASTROL'S SPORTS DRIVE TO REACH OUT TO CONSUMERS

The upcoming ICC World Cup 2019 has already got brands' attention, with industrial and automotive lubricant brand, Castrol too joining the bandwagon. The company which is now a regular advertiser in sports tournaments such as the Indian Premier League (IPL), claims that this marketing tactic has worked in its favour. "Castrol lacks the quality of being a touch-and-feel product. Hence, it does not enjoy the benefit of appealing to the consumers aesthetically. As the audience base has expanded we believe sports gives us a bigger platform to appeal to both our male as well as female consumers," Kedar Apte, VP, marketing, Castrol, said.

HIDDEN MEANING BEHIND COMPANY BRAND NAME

IKEA : Seventeen-year-old businessman Ingvar Kamprad founded IKEA in 1943. The furniture company's name is actually an acronym for Ingvar Kamprad's name and his childhood farm and hometown in Sweden, Elmtaryd, Agunnaryd.

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



The Museum of London has an interesting, organic look. The shapes of color actually represent something, though, and aren't just abstracted blobs of color. They show the geography of London and how it has changed over time, representing the constant change of London and its people in the past, the present, and looking towards the future.



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