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FACEBOOK GIVES GAME DEVELOPERS NEW AD OPTIONS WITHIN AUDIENCE NETWORK

Facebook is introducing new ad options for mobile gaming advertisers, now making rewarded video and playable ads for game apps available via its Audience Network. Advertisers are also getting new metrics to see how their playable ads are performing and a new way to create playable ads that simplifies the process.

" Marketing is no longer about the stuff that you make, but about the stories you tell"

- Seth Godin

WHAT MARKETERS CAN LEARN FROM THIS YEAR'S LOK SABHA ELECTIONS?

A democratic exercise, unparalleled in human experience, has concluded. What has emerged is the key to the flood gates of power. A government has been elected with an unambiguous verdict. It will be responsible for the most populous and youngest human population on the planet. It will be endowed with awesome force and majestic powers. Its sweep will be deep and wide.

BLINK DIGITAL WINS SOCIAL MEDIA MANDATE FOR DREAM11

Independent digital agency, Blink Digital has won the social media mandate for fantasy sports platform Dream11 following a multi-agency pitch. Blink's mandate for Dream11 includes driving high ticket social media and influencer marketing campaigns, and data-driven media activities. Currently, the brand enjoys a significant fanbase of over six crore subscribers spread over sports like cricket, basketball, kabaddi, football and hockey. The game brings fans together to showcase their knowledge, skill and passion for their favourite sport.

NOW LIVE: GOOGLE 3D IMAGES AND AR INTEGRATION IN MOBILE SEARCH

Google announced at Google I/O a few weeks ago support for 3D images and AR within search – that feature is now live. Many searchers are able to search for objects such as [shark], [lion], [panda], [alligator] and so on and see those 3D objects in search and then project them into their environments with AR. **How it works** - Open your mobile browser on Android or iPhone and search for those types of terms. If you scroll down and see an option for "View in 3D" then you can click on that to load the object. Then you can click on the AR option to see the object in your location through your mobile phone's camera.



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SHORT AND ACCURATE! MOBILE MARKETING IS ALL ABOUT THE ONE SECOND STRATEGY

In the old days some people would flip telly channels during commercial breaks. Today smartphone users just skip or block online ads entirely. It's becoming increasingly harder to capture viewers' attention online given the overwhelming volume of information and content. Says Moneka Khurana, country manager, Mobile Marketing Association India, "Ever since video became the preferred mode of marketing a product, there has been a deluge of ads. On the flip side, owing to excessive screen time, the viewer's attention spans have been reducing."

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



Adidas is one of the world's best sports brands. Many believe 'ADIDAS' stands for 'All Day I Dream about Sports'. But this isn't true. It's actually taken from the name of the founder, Adolf Dassler. The logo has a three-stripped mountain on top of the word Adidas, to inspire athletes to achieve great heights.

HIDDEN MEANING BEHIND COMPANY BRAND NAME

BEATS : The logo for Beats by Dre is pretty simple. The 'b' is enclosed in a circle followed by the brand name. The circle, though, isn't just a circle. It actually represents a human's head, and the 'b' letterform represents the brand's headphones. This gives the brand a personal element, allowing a customer to see themselves in the headphones.



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