



Where News & Management Meet

BAJAJ ALLIANZ LIFE UNVEILS DIGITAL CAMPAIGN #UnMissableMeeting THIS FATHER'S DAY

Over time, private life insurer- Bajaj Allianz Life has been leveraging topical trends and riding on these to create conversations around the brand. The brand this time has launched a digital campaign #UnMissableMeeting, for Father's Day. Earlier the brand was among the first to rope in the viral sensation, 'The Dancing Uncle' for their #LifeGoalsDone campaign and the 36-second Plank Challenge.

"Don't be afraid to get creative and experiment with your marketing."

- Mike Volpe

GO SPORT PARTNERS ADIDAS TO PROMOTE 'RUN FOR THE OCEAN' CAMPAIGN

GO Sport, a French global multi-brand, multi-discipline sports superstore has partnered with Adidas to support 'Run for the Ocean' campaign. GO Sport was recently introduced into the Indian market by Tablez, a retail arm, with two superstores in Mumbai and Bangalore. As part of the campaign GO Sport organised a 5 KM wellness run called GO Run on 9th June 2019 to provide a platform to Adidas in reaching out to over 3,000 runners to support the 'Run for the Ocean' campaign.

HOW BRANDS ARE USING ONLINE INFLUENCERS IN TV COMMERCIALS?

While there are heated debates on who qualifies as an "influencer" in a market where every Jaya and Jerry believes they are an influencer, many brands are taking web-born personalities to the telly. Marketers are deploying strategies that subtly indicate future influencer marketing trends. According to media reports, spends on influencers could go up by 70-100% this year, and interestingly it's not restricted to the internet world. Today, there is a good chance that a popular face from a viral video may also appear on your TV screen during a commercial break. And, it has nothing to do with any 'freaky' algorithm.

TVS MOTOR SPONSOR'S BANGLADESH FOOTBALL TEAM

TVS Motor Company on Saturday announced its sponsorship tie-up with the Bangladesh Football Federation for a period of two years. As a first step, the official FIFA World Cup Asian Qualifier jersey for the Bangladesh team featuring the company branding was handed over to the captain Jamal Bhuyan and the rest of the team, it said. "As per the association, TVS Auto Bangladesh, distribution partner for two wheelers of TVS Motor Company, will be sponsoring the National Team for the next two years through World Cup Qualifier, Asian Cup Qualifiers, International Friendlies and the BFF Intercontinental cup," the company said in a BSE filing.



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HIDDEN MEANING BEHIND COMPANY BRAND NAME

SAMSUNG : In 1938, founder Lee Byung-chull named his company Samsung because it means “Three Stars” or “Tristar” in Korean. He wanted his company to last forever like stars in the sky, while the number three represents something big, powerful, and bright in Korean culture.



ITS A TRANSACTION LEAD GAME FOR THE AVIATION SECTOR AND NOT 'BRAND' LOYALTY

According to the recently released global Meaningful Brands 2019 study by Havas, a staggering 77% of brands could disappear and nobody would care. A growing tribe of consumers are expecting companies to take stands, with “brand purpose” increasingly taking on a higher profile in their minds. The domestic aviation industry, for one, seems to be following its own code, far away from the new-age tropes of marketing that the better-oiled categories like soaps, beverages, cars, telecom and whatnot are following. Even as turbulence in the category continues to make news and headlines everyday.

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



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