



Where News & Management Meet

IN THIS CRICKET WORLD CUP HERE'S HOW INFLUENCER MARKETING SCORING A PIQUE AGAINST CELEBRITY ENDORSEMENT

The new India Influence Report 2019 by Zefmo, a influencer marketing platform, has highlighted how social media influencers are becoming a critical marketing tools who are helping the brands convey their message with more creativity and authenticity. The report mentions that 56% marketers believe that influencer marketing effectively helps in connecting with both millennials and centennial while 45% see it as a better alternative to traditional advertising. The report further indicates that 76% marketers/strategists are looking to increase their budget allocation on influencer marketing campaigns this year compared to 62% last year.

"The future of publishing is about having connections to readers and the knowledge of what those readers want"

- Seth Godin

CANNES LIONS 2019: HOW AN AD FESTIVAL TURNED INTO A MARKETING GROUND

In, on and around the Palais des Festivals in Cannes this year, expensive space has been occupied by companies like Accenture Interactive, IBM, Deloitte, Nielsen and Verizon Media (owners of brands like yahoo and AOL). It was clear who won the battle of the billboards, as creative agency chiefs found shade under these giant hoardings. Deloitte sort of took over the delegates swag bag too as it was the Lions' sustainability partner. It sponsored, among other things, Closca glass water bottles for all delegates, to reduce plastic waste. Inside the Palais, sessions by Bain, Mckinsey, Adobe and the rest were generously sprinkled on the agenda across the fest's five days.

KOTAK SECURITIES IN PARTNERSHIP WITH DAN DATA SCIENCES AND DENTSU WEBCHUTNEY REINVENTS CUSTOMER ACQUISITION

Dentsu Aegis Network's (DAN) data sciences division has collaborated with Dentsu Webchutney to reinvent 'customer acquisition' for Kotak Securities. The teams have developed MarTech solutions to reach out to potential consumers with DAN Sync. For the record, DAN Sync is a proprietary custom solution built to link CRM with online marketing endeavours.

TO STRENGTHEN PRESENCE IN ONLINE RETAIL, CERAMIC BRAND MOZIO PARTNERS WITH STAUNCH

Mozio Ceramic India has announced its entry in to the online ceramic industry by partnering with Staunch, a omni- channel distribution player. According to the company, it aims to capture significant market share in the online space leveraging Staunch's expertise. Launched in 2009, Mozio has an extensive product portfolio that includes designer sanitary ware, high end tiles and exquisite bathroom vanities.

'YOUR SIGN, YOUR DESIGN!': KALYAN JEWELLERS' CANDERE ENCOURAGES YOUNG TALENT BY A DESIGNING CONTEST

Candere by Kalyan Jewellers, one of India's online fine jewellery boutiques, has taken a step with 'Envisage-Your sign. Your design!' designing contest. Through this design the brand judged the creative talents of young jewellery designers, offering internships to those who shined through.



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HIDDEN MEANING BEHIND COMPANY BRAND NAME

GAP, INC. : In 1969, Donald and Doris F. Fisher opened the first Gap retail store in San Francisco, California. The store mainly sold Levi's jeans and vinyl records that were targeted to teenagers and young adults, so the Fishers named their store after the generation gap between younger and older people.



HOW TO BUILD A MARKET FOR THE BRAND 'EDUCATION'

Marketing of educational institutions is still in its infancy in India. Product positioning is not a common practice and branding is not a conscious decision for most institutions. New entrants jostle for elbow space in a quasi-commodity market. The market is even more complex for early childhood education centres like the preschools that are mushrooming in every locality. Considering that many of these are entrepreneurial outfits with small budgets, branding is a serious challenge. They not only face competition from each other, but are also under pressure from the expanding and more established national and international franchisee chains including Aptech, Kidzee, Eurokids, Kanagroo Kids amongst others.

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



The Kolner Zoo in Germany's logo has a number of hidden symbols. In the contours of the elephant is a giraffe and a rhino, for starters. Hidden in the back legs of the elephant is the Cologne Cathedral, a famous local landmark.

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