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“Our jobs as marketers are to understand how the customer wants to buy and help them to do so.”

-Bryan Eisenberg



Post-it reusable adhesive was created by accident scientist Dr. Spencer Silver at 3M company in 1968.

## ONEPLUS PARTNERS WITH SNAPCHAT'S AR TECHNOLOGY TO INTRODUCE ITS EFFECTIVE DIWALI CAMPAIGN.

To celebrate with the Indian community all over the world, Chinese handset maker OnePlus, has launched a unique Diwali campaign in collaboration with photo sharing platform Snapchat. As part of the integration the two have created special lenses that will bring to life global landmarks like the Tower Bridge, the Taj Mahal and the Gateway of India on the occasion of Diwali.

## ONLINE LEATHER ACCESSORY BRAND BRUNE & BARESKIN SIGNS HARBHAJAN SINGH AS BRAND AMBASSADOR.

Indian online leather accessory brand Brune & Bareskin has roped in cricketer Harbhajan Singh as brand ambassador as the company forays into offline retail with its first store in Jalandhar. Voganow Fashion owned Brune & Bareskin sells leather jackets, footwear, bags and accessories for men on online platforms such as Myntra, Jabong and Snapdeal.

## CADBURY CELEBRATIONS #BADI FAMILYBADIDIWALI CAMPAIGN CAPTURES SPECIAL MOMENTS WITH FAMILY

Cadbury Celebrations adds a gleam of happiness to your festivities with the launch of its campaign #BadiFamilyBadiDiwali. This latest campaign throws lights on the joy of celebrating festivals with your family to create memories that will last you a lifetime. The campaign encouraged people to share portraits of those special moments spent with their big family on social media with the hashtag #BadiFamilyBadiDiwali.

## DISNEY JOINS THIS GIRL CAN FOR FIRST BRANDED CONTENT PUSH

Sport England is partnering with Disney as it begins working with brands to create content for its 'This Girl Can' campaign. This Girl Can has used Disney songs to create dance routines that mums and their children can use to get active at home. The campaign, created by FCB Inferno, enlisted real families to try out the work out videos after posting on Facebook families who love to dance together to send in videos of themselves.



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## LOTTE INDIA RELAUNCHES ITS ICONIC COFFEE TOFFEE BRAND

The Chennai-based Confectionary firm Lotte India Corporation is relaunching its flagship coffee toffee brand Coffy Bite 32 years after it established popularity with the Coffee vs Toffee advertising proposition. The brand has been refreshed with newly coined “Coffier or Toffier” campaign, the company said in a press statement.

## YAMAHA ANNOUNCES NEW CAMPAIGN FOR VEHICLE MAINTENANCE .

Two-wheeler manufacturer India Yamaha Motor (IYM) has announced new “Yamaha Lifetime Quality Care” program for the whole range of current two wheelers offered by the company in the domestic market from October 2019. Under the campaign, the company will offer three service commitment which will include time-based service that is, 90 min.

## ADITYA BIRLA'S #BLUR THEBOUNDARIES CAMPAIGN TO ATTRACT MILLENIALS.

This Diwali, Aditya Birla Group calls for millennials to celebrate #BlurTheBoundaries. Conceptualize and worked upon by Tonic Worldwide, Aditya Birla Group's latest Diwali campaign tells the story of celebration and inclusion through Facebook Thumbstoppers. The theme of inclusion and encompassing all was brought keeping in mind Aditya Birla Group's lineage, present in more than 34 countries.

## ISOBAR LAUNCHES ACCELERATE, AN IN-HOUSING SOLUTION FOR MARKETERS

Isobar, a global digital agency, has launched an in-housing solution to help businesses remodel their marketing approach on their digital transformation journeys. Isobar's In-housing solution, 'Accelerate' specifically enables clients to fast track their in-house capabilities, offering them a partnership that can quickly respond to business challenges and deliver custom solutions rooted in a business's insights and culture.



Around 25 million sellers and 157 million buyers are signed up to for online platform EBAY.



Candy Crush brings in a reported \$633, 000 a day in revenue.



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Ben & Jerry's was originally planned to be a bagel company.

MANYAVAR ROPES IN AMITABH BACHCHAN AS BRAND AMBASSADOR.

Bollywood legend Amitabh Bachchan has been roped in as the brand ambassador of clothing line Manyavar. As a part of the association, Big B is being seen donning the brand's latest Diwali collection through a slew of commercials spread across TV, digital and social media

D'DECOR RUGS LAUNCHES 'RUGNOVATE' CAMPAIGN

The campaign allows the versatility of rugs to transform homes and set the tone for any space without breaking the bank. The latest collection of rugs includes a pet friendly collection and also an in and outdoor collection. The themes of Spectrum, Golds, Black & White, Red Earth, Naturals, Into the Blue, Yellow Glow, The Greenhouse, Plains and Teens are combined with alluring textural details and sophisticated movement of colours.

## SUCCESS STORY OF THE FAMOUS APPLICATION "AIRBNB"



The FedEx founder once saved the company by gambling in Vegas



Two people who were struggling to pay their rent after moving to a different city, saw an opportunity of offering bed and breakfast on a minimal price and bam! got their first Airbnb customer, a 30-year-old Indian man. The company didn't take off immediately, the founders had to sell cereal boxes for at least six months to get the company afloat. After several rejections, it received its first funding of USD 112 million, and the rest is history.



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HIDDEN MEANING BEHIND COMPANY BRAND NAME

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



**NIVEA:** Niveus is the latin for Snow White , the purity of which is reflected in the color of the company's skin cream .

French for “crossroads”,the Carrefour logo features two arrows on both the left and right sides.Hidden between the two in the negative space is the letter ‘C’,standing for the brand name.



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