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“Your brand is what people say about you when you’re not in the room.”

— Jeff Bezos,
Founder & CEO,
Amazon

LENSKART ROLLS OUT, #HALKARAKHYAAR CAMPAIGN WITH BHUVAN BAM

Peyush Bensal, founder and CEO, Lenskart.com has unveiled its first TVC with brand ambassador Bhuvan Bam to launch its one of a kind range AIR. The #HalkaRakhYaar campaign, features the launch of AIR range which showcases modern and halke phulke rendition of classic eyewear unifying functionality and style. The new campaign is born out of a key consumer insight the increasing need to keep things light and easy going and the Halke Phulke frames of Lenskart Air are the trustworthy partner in this endeavor.

TATA STEEL PARTNERS WITH STRATBEANS TO ENHANCE EMPLOYEE PRODUCTIVITY WITH DIGITAL LEARNING

Tata Steel has partnered with Stratbeans, to digitally train its employees. Stratbeans has empowered the former’s employees through advanced digital learning and performance support solutions in order to boost productivity. Sameer Nigam, CEO & co-founder, Stratbeans said, “The project included the development of custom content creation, interactive learning videos and 3D content creation as an information source for learning and a reference guide for employees to perform in the best manner.”

PHONEPE, THE FAMOUS ONLINE PAYMENT PLATFORM EXERCISING #NOPLASTICCAMPAIN

Phonepe has announced that it has banned the use of all plastics across its 40+ offices in India. According to the company, as part of a national cleanup conducted during the Diwali season, PhonePe removed all disposable plastic cups, plates and cutlery from all its office cafeterias, replaced dustbin liners with fully biodegradable paper-based garbage bags. Over the next six months, PhonePe aims to replace any plastic-based marketing collateral with eco-friendlier alternatives.

COCA-COLA LAUNCHES BIGGEST EVER CHRISTMAS CAMPAIGN AS IT PREPARES FOR GLOBAL AD LAUNCH

Coca-Cola is launching its biggest Christmas campaign with its largest media spend to date as it pushes both its traditional focus on the Christmas truck but also a new global ad. In the UK, Coca-Cola will be running its ‘Holidays Are Coming’ TV ad featuring the same music and visuals it has used in previous years, alongside a few new scenes. While Coca-Cola is doing a lot of UK-focused activity, it is also launching a global advert this year that the company says will “remind us that there is more that unites us than divides us”.



Amazon alone commands 10% of America’s E-Commerce market.



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AUSTRALIAN NUTRITION BRAND MUSASHI LAUNCHED IN INDIA

Musashi Craig Kearney- CEO of Australian Nutrition forayed into the Indian market through their exclusive Indian partners Smart Brands. Musashi holds a 32 year legacy in sports nutrition solutions, which are all informed sports tested for athletes, sportspersons and fitness enthusiasts. They have a vast range of tested for athletes' high-end quality products from their 100% Whey protein to their newly added plant protein.

VIJAY SHEKHAR SHARMA CAUTIONS PAYTM CUSTOMERS OF SCAM MESSAGES AND EMAILS

Paytm founder Vijay Shekhar Sharma has taken to social media to plead with customers to maintain caution and not fall for scam messages/emails from fraudsters pretending to be company officials. Satish Kumar Gupta, MD, Paytm Payments Bank, told ET "Our cyber cell department is in constant touch with police crime branches and we are also informing our customers via blog posts, app notifications, social media, etc. to safeguard themselves from such incidents."



Every iPhone Ad ever published has the time set to 9:41, the time Steve Jobs actually officially launched the iPhone!

GOOGLE, BCG STUDY: HERE'S HOW INDIA HAS FARED ON THE PATH TO DIGITAL MARKETING MATURITY

At the annual edition of Google's Think Platforms, Google shared insights on how India has fared on the path to digital marketing maturity by unveiling insights from the Digital Marketing Maturity framework. In a global study compiled by BCG and Google, the report provides a direction for brands to measure themselves objectively on the effectiveness of their digital marketing campaigns and attain digital maturity.

RAYMOND LAUNCHES NEW CAMPAIGN CONCEPTUALISED BY GREY INDIA

Tailor your style - a campaign by Raymond, presents a narrative of the art of fine tailoring, reviving the rich legacy of aesthetic perfection. According to the company, Raymond presents the age old craft of tailoring with a refreshed perspective, targeting not only the connoisseurs of tailoring but the gentlemen/customers who have never opted for a tailored wardrobe.



The famous "Just Do It" tagline of Nike was inspired by serial killer Gary Gilmore, who said it just before execution.



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UPS(United Parcel Service) was founded by 2 kids with a cycle and \$100.

LIVA PARTNERS WITH BEAUTY PAGEANT MISS DIVA AS TITLE SPONSOR

Liva, an ingredient brand from the house of Aditya Birla Group, has announced their partnership with the Miss Diva pageant as title sponsor. Srishti Sahwney, president and global brand director, pulp and fibre business, Aditya Birla group said, "Liva celebrates the philosophy of living your flow, of being in sync with the universe so that nothing comes in your way of achieving your dreams. Miss diva embodies

ITC ENGAGE ROPES IN KARTIK AARYAN AND TARA SUTARIA

FMCG major ITC's fragrance brand, Engage, has announced the launch of its new range of fragrances through a new campaign that features its new brand ambassadors - Bollywood actors Kartik Aaryan and Tara Sutaria. The company said that the choice of brand ambassadors was based on the notion that both Aaryan, and Sutaria embody the brand persona of Engage and its positioning of playful romance.

FAILURE STORY OF BLOCKBUSTER (1985 - 2010)



Unable to transit towards a digital model, Blockbuster ,movie and video game rental services was filed for bankruptcy in 2010.In 2000, Netflix approached Blockbuster with an offer to sell their company to Blockbuster for US\$50 million. The Blockbuster CEO, was not interested because he thought it to be a small niche business. As of July 2017, Netflix had 103.95 million subscribers worldwide and a revenue of US\$8.8bn.



Gmail.com was once owned by Garfield and was being offered as a free email service.



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HIDDEN MEANING BEHIND COMPANY BRAND NAME

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



FANTA- At a brainstorming session the head of coca cola Deutschland told his team to use their Fantasie, which is the German word for imagination. It didn't take much time to come up with Fanta!

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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