



Where News & Management Meet

SWIGGY'S EMAIL MARKETING CAMPAIGN SETS A NEW RECORD WITH 7% CLICK THROUGH RATE ON A USER BASE OF MILLIONS

Swiggy, a food ordering and delivery platform created a new record in Email Marketing by achieving a Click Through Rate (CTR) of 7%, Open Rate of 25% on a user base of millions. With the average industry standard being 1-1.5%, Swiggy's campaign has set a new benchmark in Email Marketing. Swiggy's Email campaign is predominantly aimed to build a sense of curiosity amongst its users. The Email embedded with a CTA (Call to Action) directs the users to the Swiggy app where they could access their unused coupons. The details of the offer/coupon were not revealed in the Email subject line or content - thus creating a sense of curiosity among the users. The users had to open the Swiggy app to check the offers, bringing them one step closer to conversion.

"Good management consists in showing average people how to do the work of superior people."

- John D. Rockefeller

RAJASTHAN ROYALS ENTERS INTO COBRANDING WITH ALCIS SPORTS AS OFFICIAL PARTNER

Rajasthan Royals on Tuesday announced its partnership with Indian sportswear brand Alcis Sports as the official multi-year Kitting & Merchandise partner. This announcement was made soon after the revelation of the season where Royals announced Pink as their official colour which was created with the help of Alcis Sports. The apparel range for Rajasthan Royals players consists of match jerseys, training wear, gym wear and everyday wear; and features some of the most advanced garment technology.

COLGATE-PALMOLIVE INDIA SHARES THE CHECK-LIST WHICH HAS HELPED THE ORAL CARE BRAND CONTINUE ITS WINNING STREAK

India's largest selling toothpaste continues to be firmly rooted in the Top 3 Most Trusted Brand. Isaam Bachaalani, MD, Colgate-Palmolive India shares the check-list which has helped the oral care brand continue its winning streak. It includes: "making a real impact in peoples' lives, speaking in an authentic voice and providing the best quality products." At a brand level, the oral care company has been busy recalibrating its portfolio, a long process that started a couple of years ago to stave off increasing competition, in particular emerging brands like Patanjali's Dant Kanti.

I PROSPECT INDIA TO HANDLE SEO DUTIES OF GODREJ INTERIO

Mobile Premier League (MPL), India's fastest growing Mobile eSports platform, today announced its signing of Indian Skipper Virat Kohli as their brand ambassador. Virat will participate in a series of multi-channel marketing and promotional activities for the brand. Users can access several of India's most loved mobile games on the platform, which hosts both tournament and 1v1 style player formats.

L'ORÉAL'S OFFLINE-TO-ONLINE AD CAMPAIGN PROVIDES WOMEN WITH CUSTOM HAIR COLOUR SUGGESTIONS

mCanvas, the experiential storytelling ad platform for small screens, has created an interactive ad campaign for L'Oréal to launch its new hair colour trend Parisian Cool by L'Oréal Professionnel. Users can also access this campaign offline, which is connected to a unique QR code that is printed on table-top announcers at 3,000 L'Oréal Professionnel salons in India. Using their mobile phones to scan the QR code, users are then directed to the digital experience.



Where News & Management Meet



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.

CADBURY'S 'SWEET' STRATEGY WINS

Over the decades, seventy to be precise, the brand has firmly rooted itself into Indian consumers' minds and hearts through timely product innovations, expansions and campaigns. For instance, in the 1990s the brand changed up its strategy with the now-iconic 'Real Taste of Life' campaign by ad agency Ogilvy (still the brand's creative partner). It made the already ubiquitous chocolate not just a child's treat but an adult's delight. Those who have watched the famous 90s Cadbury commercials will never quite forget the joyous images of a spirited young woman, chocolate bar in hand, dancing on a cricket pitch.

INTERESTING STORY BEHIND FAMOUS BRAND LOGO



LG is recognized worldwide, and most people recognize the 'L' and 'G' in the logo mark. What most people don't realize, though, is that those letters actually help to create a face. The 'L' makes the nose and the 'G' makes up the rest of the face. This gives the brand a human element, and makes it more inviting and approachable.

Contact Address:
NEWSLETTER TEAM,
CALCUTTA BUSINESS SCHOOL
DIAMOND HARBOUR ROAD, PIN 743503
Phone: (033) 24205200
Email: vipanan@cbsk.ac.in

