



CHRIST
(DEEMED TO BE UNIVERSITY)
BENGALURU, INDIA



MARKETING NEWSLETTER



Placement Special

Vol. 7 ISSUE 2

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FOREWORD

Hello Everyone!!

This season at IMCU is a colourful palette of activities. While we witnessed interesting events like leadership summit, we also were part of the most awaited event, the annual business fest, Chrizellenz.

This season is also looked forward as it heralds the beginning of placements. This issue of M-Ask is specifically dedicated for placements. This year marketing placements began with a very positive and encouraging start. FMCG majors, ITC, HUL, Reckitt-Benkiser were the early birds that offered interesting roles in sales and marketing. Several other companies from diverse industries such as DHL, HDFC, SBI life, Deloitte, Moonraft were few others that selected students from the marketing stream. So far 66 students (Mid-Dec 2017) in marketing have been placed.

This issue contains testimonials of alumni from 2015-17 batch and students who are placed. The issue also carries an interview and company profile of Salesforce, m Supply, Capillary, NTT Data. A new section titled faculty corner has also been introduced in this issue as a regular feature. We hope with this issue, the readers are better prepared for placements.

Wish you good luck!!

Merry Christmas and Happy New year!!

Prof. Bharathi S Gopal

Head of Specialization - Marketing,
Institute of Management,
Christ University



FACULTY CORNER

Another year of learning is coming to an end with the promise of a great career for final year students. The placement season has already turned out to be the one of the best with many big brands visiting our campus and offering placements. The JD which seems to be in vogue, is in Sales, Analytics, Business Development, Branding to name a few; and the industries joining in are diverse as FMCG, FMCD, IT, Banking, Real-estate, Retail etc.

Certain points to consider

- Resume is the first information document that prospective employers see. It is very crucial to make it perfect. Recruiters on an average go through 1000's of candidate profile in a month. There's no ideal resume length, but less is always good. Typically, employers take about 30 seconds to review a CV. CV's should include profile-specific relevant information.
- It's always better to research on the company and current market trends. Read up on the current market plans of the firm, their financial reports and other trends. Be attentive and ask relevant questions during the company pre placement talk/presentation.
- Many companies have an aptitude test round in the preliminary stages as a short listing process. The candidates should not undermine the importance of this stage.
- Interviewers assess the candidate's suitability to the role, so, stay confident and be calm during the interview. Don't show your desperation for the job. Also, let the interviewer speak and don't interrupt them unnecessarily.
- Go through some FAQ's such as weakness and strengths, profile suitability and so on. Be clear about your long term goals and answer accordingly.

Wishing all the best and a very happy new year!

Dr Jayanta Banerjee

Coordinator, Marketing (Kengeri Campus)
Institute of Management,
Christ University



INTERVIEW WITH MR. ANZAR.C.A



Saud Mohamed

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THE HINDU
BusinessLine

Olive Lifesciences: natural medicines, over the counter



VENKATESH GANESH
Olive Lifesciences sees a niche in nutraceuticals, a business that is fast catching on in the West and starting to find takers in India. Nutraceuticals involves using natural herbs to manage your health better. "Health supplements are a huge thing in developed markets and there are companies that specialise in nature-based health supplements," says CA Anzar, founder and Managing Director, Olive Lifesciences.

Health supplements

panies that make health supplements. This involves tying up with farmers for herbs. The active molecules that go into the making of a herbal tablet or pill are extracted from the herbs. Says Anzar, who worked with a US based start-up in Bangalore: "Natural medicine was my passion and in the decade and a half that I spent in the company, I got a better understanding of finance and both these factors helped me a lot when I started this venture."

Nadu and Karnataka and has around 20,000 acres under cultivation. Olive Lifesciences has 150 employees on its payroll. They extract the active ingredients from herbal plants and make the final products, in

"Natural medicine was my passion and in the decade and a half that I spent in the company, I got a better understanding of finance and both these factors helped me a lot when I started this venture."

"We continue to work with government agricultural universities and private research institutions in the biological assessment of safety and effectiveness up to clinical trials," explains Anzar. Some of the natural substances under contract farming are turmeric, coleus, marigold and sesamin.

Overseas plans
The company has a Department of Scientific and Industrial Research-approved research lab and two manufacturing facilities in Tumkur. Most of its

Olive Lifesciences has been funded by a mix of venture capital and by Axis Bank and HDFC Bank. It has garnered 50 per cent of the US market and plans to enter Europe and Japan. The company is confident that it can hit ₹500 crore in revenues in five years. The business model will also change, he says. "In the future, it will be one single food that will contain a majority of health-related supplements as compared to taking different kinds of pills," he says. As an example, he points to a beverage that will have calcium.

About the Company

Olive Lifesciences Pvt. Ltd. is a health care organization based out of Bangalore in India specializing in standardized herbal extracts, nutraceutical formulations and cosmeceutical products. The company's professional services adherence to International quality standards, competitive pricing and timely delivery of consignments have earned the respect and admiration from the worldwide customers.

Olive Lifesciences Pvt. Ltd. engaged in the entire spectrum of activity right from the cultivation of medicinal plants, their processing and extraction. It has developed most remarkable, innovative and superior herbal/nutraceutical ingredients. It has a strong marketing network in US, Europe and Japan.

Interview on Export-Import

The interview occurred at the residence of Mr. Anzar C.A. He was very welcoming & cooperative and we started off with the following question

To Begin with Sir, can you throw some light on the company and how it was formed?

Mr. ANZAR: *This Company Olive Lifesciences Pvt. Ltd. was formed in September 2007. This industry is called a nutraceutical industry or as a dietary supplement industry. India was never a market for this company. The major markets were US, JAPAN etc. Nutraceutical are basically herbal extracts. If we take regular turmeric, we isolate a component called curcumin. Similarly we isolate certain components from various items and we develop medicines out of it. This is majorly what the company does.*

Can you tell me about the products you manufacture?

Mr. ANZAR: *To start with the key item that we deal with is the KOLEOS CHOSPHOLI which is a weight loss product. The second item is KURKUMIN which has applications for anti-cancer, anti-inflammatory and various applications and then we have something called CENTRALA ASIATICA which is very good for the memory. We have BAKOPA which is again good for the memory, there are products used for joint pains, hair growth, skin etc basically we have lifestyle products which help you maintain yourself.*

Can you enumerate some of the challenges you faced while setting up the company?

Mr. ANZAR: *The major challenges in the industry is based on the raw materials supply, or maybe the quality of raw materials. The adulteration cannot be controlled. So we go in for contract farming which again is a big challenge. This type of cultivation for a particular period to get the required raw materials. The second challenge is mainly the process, which is more or less been perfected but then again things can go wrong then normal price variations etc.*

In a country like India the support from the Govt. is a must to sustain. Are the Govt. EXIM policies favorable for you?

Mr. ANZAR: *As far the EXIM policies are concerned a lot of favorable things are enjoyed. Then there are schemes like VKUY, where the exporter gets discounts or benefits for the items exported from India. But, recently is has been reduced to 3 % in some items. Which is not a good policy. Another would be the subsidies available which were taken away, in the present scenario some of the new schemes launched may turn out to be good, we are yet to hear on those things.*

GST is the in thing now, it has had positive as well as negative impacts on the people. How has it affected your business?

Mr. ANZAR: *That's a million dollar question. Many people have been trying to understand it. I would say GST definitely is a good system. Before GST we had to go through CENTRAL systems which a painful process and we found it difficult to move things in and out of it. But after GST the ease of doing business is there. The only issue is that we should pay the money beforehand but then again it's reimbursable. It might reduce the tax percent in the future. Right now its standing at around 18% it can come down to 12 %.*

Can you explain the procedure you follow for exports?

Mr. ANZAR: *This industry needs a permission from forest department regardless of whether you are cultivating it or extracting it. Going forward you need to setup a factory which needs an Explosive license as the industry uses a lot of solvents? For the export process you need to have an RCMC i.e., Registration Cum Membership Certificate. You need have an EXIM license. The products have to be approved by the regulatory body in our case it's AYUSH. Apart from that the procedure is quite simple, once the product comes*

to our premises it is made into the final product. In the customs there is a procedure wherein they take samples and tests it. Although it doesn't stop us from exporting the material. It is a procedure that they follow.

Apart from AYUSH are there any other govt. body that regulate you or you mentioned the factor that the business is mainly based out in US and JAPAN so any regulations from them ?

Mr. ANZAR: *Our export is mainly to US and Japan. When it comes to US it's the FDA license and getting it is a tough task. The material has to be free from contamination. As far as Japan is concerned it is much tougher than Japan. It has to be based on their culture and the products has to be registered. We have been in the industry for quite a long time, so, we know most of the procedures, and the toughest is definitely the Japanese market their parameters.*

What are the formalities you flow with customs issues?

Mr. ANZAR: *As far as customs is concerned, after getting the AYUSH license, the customs has only one role i.e., to ensure the products that are being shipped is the same. So, that is why they run tests on the item to check it. The procedures that we have to follow in India is simple.*

Do you enjoy certain discounts from the foreign companies or countries?

Mr. ANZAR: *As far as Japan is concerned if you cultivating a product, the Japanese allows you a percent as concession on your exports. Europe offers quite a lot of discounts for cultivated items. We are yet to tap those markets though.*

Thank you so much sir for spending you're valuable time with me and for patiently replying to all the questions I posed.

Mr. ANZAR: *My Pleasure!*

UPCOMING COMPANIES IN JANUARY



Vidhi Chandra



mSupply.com is India's largest B2B e-commerce company for construction, infrastructure, interiors, industrial, manufacturing, MRO related products and materials. Founded in 2015, and headquartered in Bangalore, they offer e-procurement solution for buyers (Builders, SMEs, Corporate, infra companies, people who are constructing homes, apartments, commercial complexes etc.) in Construction, Infrastructure, Industrial, Manufacturing, and SME segments by connecting them with wholesalers and manufacturers. mSupply.com is a technology driven platform with over 30 lacs products listed on the website. The company has over 18,000 suppliers catering to all the needs of the buyers. As a commercial marketplace, their core methodology is PTQQ (Right price, right time delivery, right quality materials, and right quantity of materials). mSupply.com helps buyers and suppliers transact by providing technology to enable requisition management, procurement, logistics & fulfillment, receivables & payables management, and analytics.

Additionally, mSupply.com partners with buyers and suppliers by helping them secure business financing options to procure materials, products, equipment, services and other project/ working capital related loans via its network of banks and NBFCs.

mSupply.com is founded and managed by industry professionals from Construction & Industrial domain with deep expertise in developing technologies in the enterprise commerce space. It has attracted world-class talent from global companies from the consumer internet and enterprise commerce space. Artiman Ventures, a well-known Palo Alto (US) based venture capital firm has funded mSupply.com and is assisting with their expansion and growth plans.

Salesforce is the world's #1 Customer Relationship Management (CRM) platform. Their cloud-based applications for sales, service, marketing, and more don't require IT experts to set up or manage — simply log in and start connecting to customers in a whole new way. The company creates deeper relationships with customers using the world's first CRM solution that's available with Einstein AI — This uses the Salesforce data to constantly get smarter, making its clients more productive and clients' customers happier.



The firm builds business on a single, secure, and scalable platform that's easy to customize and upgrade without anything breaking. They extend power to sell, service, and market with pre-integrated apps on AppExchange, the world's largest business app marketplace. They create the experience for employees need to sell faster and get more done with their Lightning platform. It has been proven to drive efficiency and growth. This suite of market-leading products both increases revenues and decreases costs.

They help employees move faster and be more productive with the Salesforce mobile app. This helps in closing deals, service customers, track marketing, and even collaborate and share files on any device — all from a single, integrated mobile app.

They share experiences and expertise with one of the largest, most passionate communities of people, partners, and developers, all brought together and driven by a common goal: blazing a trail for, and right alongside, their customers.

PRODUCTS



They give their sales team the power to close deals like never before with the world's #1 CRM solution. This increases productivity, keep pipeline filled with solid leads, and score more wins without software, hardware, or speed limits.

This enhances customer support — from call-center software to self-service portals — with more responsive, intuitive, and flexible service solutions that help you anticipate your customers' needs. They try and make the most of every customer interaction by creating personalized, cross-channel customer journeys that deliver exceptional experiences across e-mail, mobile, social, advertising, the web, and more. They inspire shoppers with seamless 1-to-1 shopping experiences that unify mobile, social, web, and store with built-in predictive intelligence, mobile-first design, and the agility of the cloud. They transform how their team works together with living documents. Today, every company is in the app business. Apps are where customers meet the brand, where one's employees connect with each other, and where business processes are streamlined, automated, and mobilized across the enterprise. Salesforce Platform is a one-stop shop for building, running, managing, and optimizing apps using the same technology and expertise that fuels our success.



Since 2008, Capillary has been at the forefront of the constant evolution in consumer experiences. At that time, the conversations that the Capillary co-founders Aneesh Reddy, Ajay Modani, and Krishna Mehra had with consumer brands, it was known that the biggest challenges they were facing was an inability to capture customer data, identify consumers visiting their stores and to communicate effectively with them.

Built on a big data platform, the Capillary CRM solution finally enabled brands to use their existing infrastructure to identify and understand each consumer, and directly communicate with them through mobile technology. Along with a revolutionary for the time, card-less, mobile first loyalty program, the SaaS solution closed the loop on customer acquisition, engagement and retention, finding takers across the world.

With the explosion of e-commerce in the following decade, Capillary addressed another major pain point brands were facing, which was being able to quickly, easily and reliably establish an online presence. With the acquisition of ecommerce platform provider, MartJack (Anywhere Commerce), Capillary helped brands deliver enriched online experiences with easeAs. These interaction channels continue to evolve and thus, providing a consistent consumer experience across all of them is becoming increasingly difficult for brands. As consumers expect a connected and seamless experience, Capillary has developed products that help brands get a 360° view of customer and inventory across all channels in a single glance.

In this era of Artificial Intelligence, they continue to innovate and find ways to help brands stay consumer ready and deliver newer, better experiences into the future.

LOCAL PRESENCE, GLOBAL SCALE

11 
Global
Offices

30+ 
Countries

300+ 
Brands

700 
Employees
Worldwide

25K 
Stores
Powered

300MN 
Consumers
On Platform

NTT DATA

NTT DATA is your Innovation Partner anywhere around the world. Headquartered in Tokyo, with business operations in 42 countries, they put emphasis on long-term commitment and combine global reach and local intimacy to provide premier professional services from consulting, system development to business IT outsourcing.

Since 1967, NTT DATA has played an instrumental role in establishing and advancing IT infrastructure. Originally part of Nippon Telegraph and Telephone Public Corporation, its heritage contributed to social benefits with a quality-first mindset. A public company since 1995, the company builds on this proven track record of innovation by providing novel IT solutions to bring results for providing greater quality of life for people, communities and societies around the world.

NTT Group consists of some major companies and many subsidiaries all over the world. Taking advantage of an opportunity of this scale, NTT DATA achieved a number of significant successes by collaborating with NTT Group and it provided enormous creative synergy.

Their goal has been to create a foundation for future business by incorporating a number of overseas companies in order to establish a framework through which they can provide their diverse services, as typical Japanese courteous service, worldwide to support their customers' needs.



ALUMNI TESTIMONIALS



KARTIK PRAKASH
COMPANY: **HAPPY MCGARRY BOWEN**

Post my internship, I was specific about my industry and profile of choice. Only few advertising agencies though, recruit from college as most of the hiring is done on the basis of employee referrals and contacts. This meant that I had to leverage my SIP and LinkedIn contacts to get the job of my choice.

However, I am grateful for the academic support which I received in plenty from the marketing faculty including Bharathi ma'am, Dilip sir and Mahadev sir. The DIY digital marketing project in the final trimester was also of immense help as it gave me enough subject matter to talk about in my job interview.



EDWIN SHELLY
COMPANY: **M-SUPPLY**

Studying again after working makes you a different person. I have attended several hiring processes and have learnt quite a few things from each one of them. But placements in Christ University was a journey of self-discovery for me.

I sat for few companies only, but with each company, I understood more about myself as a person. It's not all about getting a job. It's about becoming the right person for the job. Failures were God's blessings in disguise for me.

After a few failures, I found my true self and once I started being myself in the processes, nothing could stop me.



SASHANK KRISHNAN
COMPANY: CISCO

The placement season is quite a testing time. It's not just a test of skill and talent, but also of patience and level headed thinking. Keeping a clear focus is always the key as looking at multiple paths at the same time can make it all blurry. The best advice that I got from a close mentor which I would like to pass on is - "Choose the role, not a company".

Having aligned my internship to the career path I was looking at, I only targeted the role which really excited me and sat only for a few companies. To fight off stress and anxiety, playing Altius football matches definitely had a calming effect but also kept me competitive at the same time. So, keep doing something which you really like, it will be a great stress buster. Last but not the least, keep talking to your family, faculty and friends – you'll get all the help you need from them.

Keep calm and all the best!



SUSAN PINTO
COMPANY: OGLIVY & MATHER

IMCU - the best decision I've ever made has given me 2 best years of my life. From being someone who'd always be late to someone who now reaches on time, I've come a long way as an individual. Back then, we never knew what we're being taught would come in handy when we entered the corporate world. I'm grateful to IMCU and the faculty for teaching us to handle academics and co-curricular activities with aplomb. Submissions, deadlines, and work pressure are trivial matters that I no longer fret upon.

I got placed at Infiniti Research as Digital Marketing Associate, worked there for six months before moving on to my dream company - O&M, thanks to IMCU. In college, we've always been told to network with people who come for corporate interface and guest lectures, but most of us take it lightly. But I'll tell you one thing: I'd never have landed where I am, if it wasn't for a panel discussion organized at IMCU.

Thank you, is all that I can say to the Institute and the faculties.

INTERVIEW APPROACH OF PLACED STUDENTS



Damandeep Singh Vohra
COMPANY: HAFELE (FMCD)

Kudos..!! Everyone

Getting into one's dream sector is the foremost thing for which each and every one aspires, and so was the case with me. Getting into FMCG and FMCD was a dream profile for me.

So what helped me to crack HAFELE was

Online test – only God can let you pass through this phase (laughs!!)

Psychometric test – try to be at the extremes; don't be a moderator

Group discussions – this is the round in where I have seen most of the eliminations happen and most of the deserving candidates losing their seats. In this round you can't predict what sort of person or candidate companies are looking for, whether calm, aggressive one or with creative ideas or a moderator sort of personality or one who completely thinks out of the box. So, for this, you have to go through the profile the company is offering. It's a must for a candidate to ask during the PPT the type of candidate they are looking for like abilities and key areas where they will be focusing the key to success in GDs and always try to add relevant point in GDs rather than creating a fish market. Try to avoid long sentences as it's a discussion not an extempore. Use your gestures wisely, don't give the impression that you are so open and at the same time you are narrow minded. Your hand movements while putting your points henceforth will provide you with the required attention. And also try to engage and make eye contact with each fellow participants rather than judges.

Personal Interview - This round is what I personally believe the most relaxing or sort of recreational round but many of us take it as a blessing in disguise. One of the biggest mistakes we commit is that we always read so much about the company and its product. The interviewer wants to hire a progressive mind and not an encyclopedia. I could hardly imagine if in any of the company's they have asked for their product profile. Despite reading about the product profile one should read about the company history and its operations bit but more focus should have to be on reading about the industry - where is it heading, what are the recent trends and threats pertaining to that industry and how you can brainstorm in that situation for the good of the company. Try to find out about the unexplored areas where they can yield profit and always during the interview say what you have researched and your opinions. That shows your willingness to join and work. Always drive your interview, provide the interviewer the keywords so that he can catch them and whole focus is shifted where you want to be. Don't fumble and try to be confident on whatever you say as they are not checking your G.K. they are checking your confidence level and please always be well dressed and maintain the good bidding postures and ethics starting from the greetings and bidding adieu. Carry a smile throughout the process and mention only those things in CV on which you can speak for at least 15 minutes each and always try to answer by looking at each interviewee in case of a panel even though question is asked by any one of them.

PRO TIPS

- Be Confident
- Do a smart research.
- Bring something new.
- Try to write all possible questions that you think can be asked during the interview and ask your friends to do the same, for example, Class of 60 students, 5 questions per student comes to be 300 questions. And I can bet the whole interview would be around these questions only.

Keep one thing in mind that only you know what you have did in past 20-25 years. So in an interview you are the author so keep your readers ENTERTAINED.

Hope these insights would help you in coming processes. And bring more feathers to this institute.

Cheers...!!!



Merlin Eldhose
COMPANY: DELOITTE

INTERVIEW APPROACH

With the arrival of Placements season, here are few tips to keep your cool. First one being, Grooming. Be well groomed, as it shows how serious you are for the interview process. Keep it very professional yet simple.

Secondly, be well read about the company and the job Role. Being able to relate your introduction with the core values of the company will help creating a positive impression and will also show your keen interest towards the company. I had read in and out about the company before the interview happened and tried to mould every answer around the values of the company.

Third, get ready to talk about everything and anything that is mentioned in your resume in detail. I am a netball player, therefore during my 1st interview process I was asked to draw the netball court & also speak about the game. Tip- don't bluff about anything.

Fourth, my SIP was the key driver of the whole interview process, be well prepared with your SIP details and also about the industry it falls under, Look upon the market share of the company you worked in, current trends of that industry and the potential growth pattern of the industry and the company.

Fifth, Above all, just be yourself, be super confident about yourself and let the right company come to you. Don't give up!

All the best!!



Aditya Kaul
COMPANY: DHL GLOBAL FORWARDING

INTERVIEW APPROACH

Job interviewing never seems to get any easier - even when you have gone on more interviews than you can count. My advice to all would be:

First things first, start by conducting research on the employer, hiring manager, and the job opportunity. One should be aware about the mission and vision of the organization. The more research you conduct, the more you'll understand the employer, and the better you'll be able to answer interview questions.

Secondly, review common interview questions and prepare your responses. Proper preparation will allow you to exude confidence. Take a moment to regroup if you need it. Maintain eye contact with the interviewer. Listen to the entire question before you answer, and pay attention.

Third, be authentic, upbeat, focused, confident and concise. Once the interview starts, the key to success is the quality and delivery of your responses. Your goal should always be authenticity, responding truthfully to interview questions. At the same time you'll want to provide focused responses that showcase your skills, experience, and fit with the job and the employer. During the job interview, try to relax and stay as calm as possible. Provide solid examples of accomplishments and extracurricular activities and how did it help you learn and improve as an individual and match them to what the company is looking for. Try to relate what you know about the company when answering questions.

Lastly, the interview is about you and making your case that you are the ideal candidate for the job. So just sell yourself and then close the deal.



Saud Mohamed
COMPANY: ITC Ltd

Firstly, I thank the Lord Almighty for blessing me with such a great opportunity in life. Next I thank all my teachers who stood by me and helped me reach this height. I also, thank my family who always believed in me.

Getting into ITC was a tough task. We faced 5 rounds which were Aptitude, Psychometric, Group Discussions and two rounds of interviews.

Aptitude tests were always a nightmare for me, the materials sent out by the placements team helped a lot with it. Honestly, I would say I was lucky with my aptitude. But, I was able to analyse the questions and answer them in a structured way due to practicing I did with the use of the materials provided by the placements department.

Psychometric were always perceived to be easy, but the reality was something different. Personally, from my experience I would say the key to crack the test is to be consistent with your answers.

We were taught how to strategically approach **Group discussions** and I followed them. The key is to understand the topic and link it with the role and talk based on that. Although the right or the best way to approach Group discussion is still a mystery.

SIP was a lifesaver for me. My advice to my juniors is also to focus on their SIP's. SIP truly helps us to drive the interviews and get an edge over it. However, having done my SIP in ITC put a lot of pressure on me while facing the panel. The slightest mistake could cost me my job. Luckily, I was able to answer all the questions they shot at me based on the SIP.

The final round of interview was a Stress interview. The panel not only was furious but also talked as if they were least bothered with what I was telling them. The key towards this type of interviews is to keep your cool and maintain the same level of energy and confidence.

Ultimately, If it's your day, then nobody can stop you from getting it.

All the best Guys!

IMPORTANCE OF BIG DATA IN MARKETING (DATA DRIVEN MARKETING)



Akshay Goel

What is Big Data?

Today the volume of data on the internet is so huge that managing all data processes in a single computer has become difficult. The data that is generated is so quick (velocity) that the data we see today constitutes about 90% of the total data that has been generated in past two years. The diversification of variety of data has become so large that we find data in terms of everything, like in log files, audio/video data, geographical-location pictures, etc.

In a nutshell,

They are extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.

Marketers Dilemma

Today, we come across a lot of information which is generated by the customers and is growing exponentially with the advent of digitisation through Email; YouTube, Networking sites (Facebook, Whatsapp, Instagram, Twitter etc.), smart phones, GPS devices, networking sites, call centre logs, web logs, banking data swiped at ATMs, transponders recording highway tolls, security footage at events to Instagram and so on.

With so much of data, marketers are in dilemma to think how to make use of this Big Data, how to begin with so that it could be turned into useful information. Conventional ways of Data analytics does not have the capability to handle this high volume and unstructured data. It offers beyond what business intelligence and data warehousing used to offer.

To turn this data into useful information, the first step is gathering the data, and there are plenty of sources from which data can be gathered: sales transactions, customer interactions, social listening, surveys, and business-to-business tools and many more. Once gathered, it must be analysed and converted into usable information for marketers. In the process it must be taken care that 'Good' data must be separated from 'Bad' data; the right tools must be chosen when collecting, storing and analysing the data; corruption, hacking, misplacing of data etc. needs to be well managed.

How Big Data Analytics help marketers?

In this highly competitive environment, companies try to be ahead of their competition. By formulating strategies, taking numerous and crucial decisions for their businesses before the competition, they don't want to let their competitors take any sort of advantage whatsoever whether it is in terms of Pricing or Quality or Product Offerings etc. To be ahead of the competition, DATA plays a significant role by letting marketers know their business more in depth. Ideally, DATA is used for knowing customer insights, competitive insights to customers, internal/external activities, STP Analysis (segmentation, targeting, positioning), sales analysis, customer service and to formulate new strategies regarding product, marketing mix, automation of decisions, internal/external activities.

Knowing your customer insights help to know the members of target audience, what they want, where they are located and how they'll react to product promotions. Basically what it offers is much more what business intelligence and data warehouse were used to offer. So we can say that the reason behind the coining of the term Big DATA is solely based on all aspects of analysis.

Nowadays, customer interaction with a brand happens across marketing, sales & service and through various functional areas. The uniqueness of big data is to analyse every interaction with every customer collectively for better insights & patterns in real-time rather than considering a specific functional area for analysis.

When it comes to data in digital marketing bigger and structured data helps company's measure success along with customer engagement.

According to marketers, data adds great value to the brand when used correctly or analysed properly. According to recent research:

- 29% marketers believe that big data helps to understand customer insights and behaviour.
- 18% believe that bigger data improves supply chain
- 16% believe that bigger data can be used to power campaigns and promotions.

Not just this, bigger data also helps in predicting sales. If you have good data, you can easily achieve your targets and make your business flourish whether your business is small or big.

A recent study by Oracle suggests that companies are now investing more time and money on big data analytics to improve their position in the market. In recent years, better data has helped brands to treat their customers as individuals. Data and content has taken all over Social media (where we get unstructured data), as well with ever increasing number of tweets on Twitter, likes and shares on Facebook, 84% marketers have finally realized the importance of the above. With effective use and clear understanding of big data, companies can easily achieve economies of scale.

Big data techniques also complement business intelligence (BI) tools which help companies realize business value by handling reporting and drill-down analyses. BI tools do not have the capability to handle datasets which are unstructured & real-time in shorter period of time. Hence, data in warehouse could be filled to some extent of terabytes. In contrast, big data can handle more complex analysis which involves advanced statistical and mathematical models for predictive analytics. Unlike BI, the analysis does not limit itself to the business and extends in giving solution of what can be done.

Conclusion

Big data has created big hopes & big challenges among the marketers. The success requires an integrated approach across people, process and technology. With rise in the emerging field of data scientist, data analysis will be part of every business process and cannot be treated as a core IT project where data collection and analysis are streamlined and data analysis will no longer be confined only for specialist. Some of the challenges such as Information Security and Privacy concerns while using data have emerged and will continue to grow in future as well. To overcome these concerns initiatives have been taken by the company but have not been successful. However, organisations cannot tend to wait to lose something to rivals if not for big. To grow big and be big we have to race really big.

COMPARATIVE ADVERTISING: HORLICKS VS COMPLAN



Ikshvaku Rajgopal

Ever seen brands fighting explicitly over media to gain edge over rival brand and show their supremacy to tell the world that they are above all? Well here is a case of intense rivalry.

Comparative advertising is a form of advertising in which two or more named or recognizable brands of the same product class/category are compared and the comparison is made in terms of one or more product attributes.

The comparisons can be:

- implicit (brands implied but not named), or explicit (brands named)
- the comparisons can be vocal or visual
- The claims can be of complete advantage, of superiority on some attributes but not on others
- The advertised brand can have a market share smaller than, roughly equal to, or greater than the comparison brand.

There has been advertising war between two popular health drink brands Horlicks and Complan in India. The war for superiority between these two brands began in the early 1960s and has continued ever since. Over the years, the brands were involved in aggressive comparative advertising in print and television over attributes such as ingredients, protein content, growth, and flavors.

In late 2008, the makers of Horlicks, GlaxoSmithKline Consumer Healthcare, and the makers of Complan, Heinz India, came out with advertisements that directly compared the brands using the competitor brand's trademarks. Industry observers felt that in their bid to outdo each other, the two companies had ended up denigrating the competitor brand. Usually issues related to disparaging advertisements by rival companies were resolved by the *Advertising Standards Council of India*. But with continuous mud-slinging at each other, the two companies decided to solve the issue in court. In September 2008, Heinz approached the Bombay High Court objecting to the Horlicks advertisement, while in December 2008, GSK approached the Delhi High Court against the Complan advertisement. People felt that the fight between GSK and Heinz had brought to the front the issues and challenges involved in comparative advertising and the legal / ethical issues involved in such kinds of advertising.

A legal battle broke out between GlaxoSmithKline Consumer Healthcare (GSK) and HeinzIndia (Heinz) over the advertisements of their respective health drinks Horlicks and Complan. The advertisements talked about how their respective brand was better than the other and showed the competitor's product in bad light when compared to the company's products. In advertisements of Horlicks highlighted the **nutritional content** and **price gap** between the two brands, and showed Horlicks as a better and more **inexpensive health drink** than Complan. The advertisement showed the competitor brand clearly while making the comparison. Heinz later followed up with its own ad comparing Horlicks unfavorably with Complan. GSK claimed that the ad released by Heinz disparaged its brand by calling it **low priced**, and thereby **damaging its reputation**. The fight was intense as ad-war took a rather ugly turn with the competitors calling each other's product '**cheap**'.

These brands violated the principles of ethics and regulations and had a head on collision influencing consumers' minds. One should advertise their product in subtle manner, they can promote their product but should not tarnish image of competitor brand. Ethical, legal practices to be followed.

TV COMMERCIAL



PRINT ADVERTISEMENT



PROS AND CONS OF USING ETHICS IN ADVERTISEMENT

Ethics means a set of moral principles which govern a person's behavior or how the activity is conducted. In advertising it implies a mode of communication between a seller and a buyer.

Thus ethics in advertising means a set of well defined principles which govern the ways of communication taking place between the seller and the buyer. Ethics is the most important feature of the advertising industry.

PROS

- Generates Goodwill for company
- Instill belief, trust, and faith in customers.
- Enhanced customer loyalty
- Word of mouth: positive
- Creates good impact on consumers, stakeholders, government, regulatory bodies.
- Economic: useful tool for sustaining honest and ethically responsible competition by informing people of the availability of rationally desirable new products and services and improvements in existing ones
- Political: helps counteract tendencies toward the monopolization of power by informing people of the ideas and policy proposals of parties and candidates
- Cultural: can exert a positive influence on decisions about media content; contribute the betterment of society by uplifting and inspiring people and motivating them to act in ways that benefit themselves and others. Importance of witty, tasteful and entertaining advertising, even to the point of becoming art
- Moral and Religious: communicate messages of faith, patriotism, tolerance, compassion and neighborly service, charity, health, education

CONS

- May not create desired effect.
- To influence people some facts are changed and presented, as they want everything quickly, desire to see results as soon as possible. Thus purely relying on ethics may not benefit company
E.g. Fair and Lovely instant fairness cream, which would add beauty to your skin as well as personality. Over exaggeration
- Can result in slow profit earning /less sales. No rise in demand
- Economic: excess "consumerism" may be a little bit harmful in economically less developed countries.
- Cultural: corrupt culture and cultural values by contradicting sound traditional values; can create superficiality, tawdriness, and moral squalor, contributes to stereotyping of particular groups

THE ARENA OF NEUROMARKETING



Loknath Debnath

Neuromarketing is a new field discovered in the arena of Management. The Neuromarketing theories were first explored by Professor of Marketing, Gerald Zaltman in 1990s. In 2002, Coca Cola Ltd. employed Zaltman and his associates to instigate brain scans and observe neural activity of consumers. During this research project, Zaltman developed a technique called ZMET which used visual representations to uncover underlying and deep thoughts within a person. This technique aimed to make strong emotionally completing advertising.

Neuromarketing is designed on the foundation of neuroscience and is the most recent mechanical method used to understand consumers. It uses devices like Magnetic Resonance Imaging (MRI), Electroencephalography (EEG), biometrics, facial coding, eye tracking and other technologies to investigate and study how consumers feel and respond when given a product and/or related stimuli. According to research, human brains process over 90% of information non-consciously, under controlled awareness and this information influences the decision-making process to a large extent. Neuromarketing concept studies the non-conscious processing of information in consumers brains which the conventional market research methods, such as focus groups or surveys are unable to reach and investigate.

The focus of neuromarketing is on the MRI and EEG scans which produce brain electrical activity as blood flow and this information is used by market researchers to determine if products or advertisements stimulate responses linked with positive emotion in the brain. Therefore the concept of neuromarketing was introduced to study the behavioural patterns and human emotions related with new products, advertisements and decision-making. A better understanding of human cognition and behaviour has paved the way to the integration of biological and social sciences. The combination of marketing, psychology, and neuroscience has led to the establishment of theoretical learning about the concept of neuromarketing. It displays a true representation of reality, efficient than any traditional methods of research as it explores non-conscious information that was unobtainable. These tools can be used to gain understanding about the intentions and emotions towards market strategies and branding before applying them to the target consumers.

Neuroscience has played a key role in enhancing behavioral predictions and advancing the understanding of consumers. It also focuses into neural differences found in individuals when no behavioural differences are observed.

For example, one customer may go through many memories while making a choice whereas another customer may not think of any memories. With neuromarketing gaining increased popularity in recent years, the examples of companies using Neuromarketing are quite diverse. Whether you're going for sensory marketing techniques or a choice architectural approach, the possibilities are endless – with a bit of creativity.

1. The Importance of Eye Gaze

It is old news that ads that include people are much more effective than those that do not. In particular, images and videos that include babies tend to attract longer and more focused attention from potential customers. Advertisers have long attempted to boost sales for baby products using close ups of adorable baby faces – with the help of eye tracking technology they have identified that this alone is not enough.



2. Using Effective Packaging



5. Decision Paralysis

Sometimes, consumer behavior research goes against what we may have previously believed. A study by Columbia University revealed that too many choices may actually be a deterrent for potential customers. Using different types of setups, they found that displays containing a wide array of options were less likely to get customers to stop.



6. Evaluating Satisfaction

Emotion Response Analysis (ERA) uses EEG imaging to identify the emotional response an individual has to a product, advertisement etc.

7. The Need for Speed

Whilst it may seem like emphasizing the safety and security of a product will win customers over, you may instead want to get the message across that your product is fast and efficient. PayPal discovered this by conducting a study which found that the promise of convenience activated the brain more than security. They used this information to convert more shoppers to their online payment service by emphasizing their speedy payment system.

8. Setting the Right Price

How to price products in a way that tempts consumers is a long-running and contentious question. We are all aware that pricing something at \$9.99 instead of \$10 is an advertising tactic, but does it work?



9. Memorable Headlines

Headlines are one of the first things the viewer sees so obviously they need to stand out and be noticed.

Other than this, this advertising method also allows a decision maker to measure the emotional level of other people on the set of specific questions or product description. With the help of this response responsible people and decision makers can make better strategy and future planning for the better corporate direction, which is very important for growth of any organization. Other than this, this new marketing method can also cross check the traditional counterparts and after doing this they can keep those methods with them that are effective and they can discard those methods that are less effective or profitable to the organization in terms of profit generation.

VIRAL MARKETING: THE REASON BEHIND KOLAVERI DI SONG'S SUCCESS



Kundan Kumar

Why this Kolaveri di? is an Tamil song from the soundtrack of the Tamil film 3, which was released in 2012. Written and sung by actor Dhanush, The song was composed by music director Anirudh Ravichander.

Within three weeks of its release on YouTube, the Kolaveri Di video garnered 19 million views and was shared by 6.5 million Facebook users. It was drawing more than 10,000 tweets daily by the end of its first online week. Having garnered over 110 million views so far, it has proved with its success that viral marketing works in India too.

Now question arises what is Viral Marketing? And how it helped the song in becoming a big hit?

Viral marketing, Viral advertising or marketing buzz are buzzwords referring to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as Sales of a product) through self-replicating viral processes, analogous to the spread of computer viruses. It can be delivered by word of mouth or enhanced by the network effects of the Internet or even It may take the form of video clips, images, flash games, Brand able software, E-books or text messages.

Talking about how Viral marketing helped the song to popularize in smaller period of time is the successful implementation of the viral marketing, Sony music used all kind of social media and electronic media to promote the song in a positive manner. Song was officially released on 18 November. Then it spread like a wild fire through social networking sites. Within first week of release, it received 1.3 million views on YouTube, more than 1 million shares on facebook. This is the first Tamil song to be premiered on MTV India. After attaining the number of 10crores views on YouTube International Time magazine, Huffington and BBC published the report of the song stating the successful implementation of the marketing strategy.

What makes this song so popular? It happens to be because the song connects with the youth of the country. The song is about a guy who has been dumped by his girlfriend. The theme is interesting and so are the lyrics. The lyrics are written such that the words used are particularly irrational. Moreover the words and the slang with which the song has been sung is too typical for the tamilians. Those who have had any encounter with any Tamil friends will understand this. The slang used by them in speaking English is too different from others. That is what makes this song unique.

CHRIZELLENZ - MARKETING EVENT



Saket Kumar



CHASING ANGEL

MARKETING

24 teams 12 judges 6 rounds 36 volunteer and 26 hour long journey ended up with 1 final winner.

The most successful event of Chrizellenz 2K17 with maximum number of team registrations with most interesting rounds where every teams must have bagged up lots of learnings of marketing concepts as well as the practical application of marketing .

As it is said that “All road that leads to success have to pass through hard work boulevard at some point”.

Making this successful was not an easy task it was built with the endless efforts of senior as well as the junior in assisting them. Every rounds were made with ample discussions and mock drill.

First round was warming up for pinnacle. In this round there was two component one was solving the puzzle and second was identifying the location with the help of QR code and then going to that location getting a envelope containing Rs.500 the contestant have to multiply the money. Whereas the quiz was very tricky which cover many concepts of marketing. In this round one of the team came back with 2700 in their portfolio which was completely amazing in 30 min time period and shown the level of competition which was lined up in upcoming rounds. It must have been the tough time for the contenders as real marketing, real sales have to be done. Performing toughest job taking out money from client’s pocket.

Second round- Base camp. In this round auction was done for the industries and money was allocated to all the teams according to their performance in the first round applying some set formula.

In this round participants have to wisely choose the industry and also save the capital for further use in the purchased industry so decision making was the toughest part in this round.

Third round- Mission launch. In this round all the teams have to launch a product in their industry in 45 minutes and give one to one presentation in front of judge panel. The presentation containing 4Ps, STP, budget allocation and many more marketing concepts and theories. Lots of grilling was done by the judge which defiantly helped students to learn lots more new things.

Fourth round was the poster making round which was compulsory for all the events with theme "Leadership in digitally transforming India"

Fifth Round- The nightmarish. Going with the name this round was full night grilling round in which qualified teams have to do cold calling and sell the product what they have made. And as planned they did not able to sell any product due to which they have to re-launch their product overnight.

Final round- This was the stress round and the most difficult round. With the panel of 5 judges the final teams were literally grilled. The round was very interesting and helpful. Getting to know the real corporate world situation and knowing different perspectives from customer as well as management view from judge side.

This was all about the rounds but the most important thing what our take away was in this whole process. And I must say take away was uncountable, if I see back to summarize what I learn in the whole event from deciding names for all the Chrizellenz events, to working in a creative team and managing the marketing team lots of learning happened. Taking on spot decision, problem solving, knowing the loopholes, time management etc., listening to the presentation, the comments and question of the judge help in knowing lots of endless marketing concept. The practical application of the theories. Knowing the present situation of the industries and the problem they are facing.

As I have learned so much so are the other volunteers must have learned so indeed it was a great event and a very productive one.



Quiz

1.) Firms with strong ethical climates tend to:

- Make greater utilization of business development consultants.
- Offer more goods and services than firms without strong ethical climates.
- Invest more in sales training software.
- Be more socially responsible
- All of the above.

2.) During which phase of the strategic marketing plan would the firm address the question of, “Is the firm prepared to support the development of an ethical climate?”

- Implementation.
- Control.
- Evaluation.
- Planning
- Marketing mix

3.) The evolution of marketing progressed along the continuum:

- Production, sales, marketing, value-based marketing
- Sales, marketing, value-based marketing, production
- Marketing, value-based marketing, production, sales
- Value-based marketing, production, sales, marketing
- Sales, value-based marketing, marketing, production

4.) In _____ pricing, the firm first determines the perceived worth of the product from the customer’s point of view and then prices accordingly.

- Product-based
- Cost-based
- Competitor-based
- Management-based
- Value-based

5.) Many universities provide physical or electronic bulletin boards to facilitate ride-sharing and exchange of used books among students. These bulletin boards increase _____ marketing.

- B2C
- C2C
- B2B
- A2C
- Underground

6.) Based on the BCG portfolio analysis, products in low-growth markets that have received heavy investments and now have excess resources to spin off are:

- Stars
- Question marks
- Dogs
- None of the above
- Cash cows

7.) Franco uses a database software system to remind him when his customers should be ready to re-order his industrial cleaning products. With this reminder system, Franco contacts his customers when they are most likely to be “in the buying mode.” Franco’s system is part of:

- Customer relationship management
- C2C marketing
- A transactional marketing orientation.
- Supply chain retail simplification system.
- A value driven global positioning system.

8.) The firms that work along with the focal firm to provide goods and services to consumers are viewed as:

- Competitive intelligence
- Cultural monitors
- Corporate partners
- The macroeconomic environment
- Customers

9.) _____ is communication by a marketer that informs, persuades, and reminds potential customers.

- Promotion
- Pricing
- Placement
- Product value creation
- Pork barreling

10.) The four Ps comprise the marketing mix, which is the _____ set of activities that the firm uses to respond to the wants of its target markets.

- Reversible
- External
- Organic
- Global
- Controllable

11.) Marketers to _____ income groups attempt to create value by offering one-of-a-kind products and exclusive services

- Upper
- Middle
- Lower
- Lower-middle
- All

12.) Of the five steps to the strategic marketing planning process, which step usually comes in the MIDDLE of the process?

- Evaluate performance
- Define the business mission.
- Situation analysis
- Identifying and evaluating opportunities.
- Implement marketing mix and resources

13.) Jenny, the delivery and sales representative for a beer distributor is calling on a retailer and sees the shelves are almost empty. An unexpected sporting event held nearby resulted in a huge increase in sales. She calls her company's distribution manager and requests a special delivery for her customer. Jenny is providing the important marketing function of:

- Advising production on how much product to make.
- Engaging customers and developing long-term relationships.
- Identifying opportunities to expand.
- Synthesizing and interpreting sales, accounting, and customer-profile data.
- Alerting the logistics department when to ship products.

14.) A _____ is a group of products that consumers may use together or perceive as similar in some way.

- SBU
- STP
- Market segment
- Product line
- Promotional service

15.) Brian is struggling with the choice of publishing his new book, "How to cook Polish Barbeque" as an e-book or a paperback. Brian is addressing which core marketing aspect?

- Making product decisions
- Satisfying customer needs and wants.
- Exchange function of marketing.
- Decisions regarding in which setting marketing takes place.
- Making pricing decisions

16.) What data-collection method can be used to obtain product information during the point-of-purchase process?

- Volume-tracking scanner
- E-mail survey
- Photographic scanner
- Statistical survey

ANSWERS

1.) 4 2.) 4 3.) 1 4.) 5 5.) 2 6.) 5 7.) 1
8.) 3 9.) 1 10.) 5 11.) 1 12.) 4 13.) 5 14.) 4
15.) 1 16.) 1

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