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MARKETING SPARKLEZ BULLETIN BUZZ MARK

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June, 2026 / Vol 59

★ **Headline#01**



A viral image. A wave of curiosity. And the launch of a new energy drink Brand

Adrenaline Rush created excitement before its launch by posting a mysterious image on social media. People became curious and started discussing it online. Later, the brand revealed that it was promoting its new energy drink. This is an example of Curiosity Marketing, where a brand creates interest before revealing its product.

Marketing Strategy Used: Curiosity Marketing & Teaser Campaign.



News source:

<https://timesofindia.indiatimes.com>

News by: Anjali Singh

M.B.A 2nd Year

.....**To read more click here**

<https://timesofindia.indiatimes.com/business/a-viral-image-a-wave-of-curiosity-and-the-launch-of-a-new-energy-drink-brand-heres-how-adrenaline-rush-entered-india-/articleshow/131506709.cms>

★ **Headline #02**



CRED founder Kunal Shah to become global CEO of WhatsApp

Meta has appointed Kunal Shah, the founder of CRED, as the new global head of WhatsApp. This is a major move because WhatsApp has over 3 billion users worldwide, and India is its largest market. By choosing Kunal Shah, who successfully built CRED into a popular fintech brand, Meta is aiming to strengthen WhatsApp's growth in areas like digital payments, business messaging, and online shopping. This move is also a marketing strategy because Meta is bringing in a leader known for strong customer engagement and innovative business ideas to help make WhatsApp more useful for businesses and consumers.

(click on the link to know more)



News source:

<https://www.indiatoday.in>

News by : Atul Tiwari

M.B. A 2nd Year

<https://www.indiatoday.in/technology/story/cred-founder-kunal-shah-to-become-global-ceo-of-whatsapp-2931909-2026-06-22>

★ **Headline #03** ★

Tanishq turns old gold into new currency

Tanishq launched a campaign encouraging customers to exchange their old and unused gold jewellery for new jewellery. By showing a transparent process of weighing and testing gold in front of customers and using the trust associated with Sachin Tendulkar, Tanishq made people feel confident about exchanging their old gold. This marketing move helped the brand increase store visits and sales while promoting the idea that old gold can be used like a valuable currency instead of lying unused in lockers.

.....(click on the link to know more)



News source:

<https://www.campaignindia.in/>

News by : Atul Tiwari

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<https://www.campaignindia.in/article/tanishq-turns-old-gold-into-new-currency/4nhtpa9ycwt3qr6afarb9j7aw4>

Add: Sayli -Silvassa Road, Silvassa - 396230,UT of DNH & DD

Quote

**"People do not buy goods and services.
They buy relations, stories, and magic."
- Seth Godin**

★ **Headline#04** ★

ixigo launches free Delhi Metro ticket campaign: Beat the heat, save fuel, travel free

ixigo launched a campaign that gives users two free Delhi Metro tickets every month through its app. The campaign encourages people to use public transport during the summer, helping them avoid traffic, save fuel costs, and travel comfortably. It also helps ixigo attract more users and increase engagement with its app.

Marketing: ixigo is using free rewards to attract customers, increase app usage, and build brand loyalty. This is a promotional strategy to encourage more people to use its services.



News source:

<https://timesofindia.indiatimes.com/>

News by: Anjali Singh

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.....(click on the link to know more)

<https://timesofindia.indiatimes.com/business/india-business/ixigo-launches-free-delhi-metro-ticket-campaign-beat-the-heat-save-fuel-travel-free/articleshow/131932701.cms>



Hyundai's Campaign Shows Inspiring Journey of 4 Indian Women Cricketers

Hyundai launched a campaign to support women's cricket and celebrate female cricketers. The campaign aimed to encourage more people to watch and support women's sports while creating a positive and empowering image for the brand. This was a smart marketing move because Hyundai connected itself with women's empowerment and reached cricket fans at the same time.

.....(Click on the link to read more)

<https://indianautosblog.com/hyundais-campaign-shows-inspiring-journey-of-4-indian-women-cricketers-p324732>



News source :-

<https://bestmediainfo.com/>

News By:- Anjali Singh

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MARKETING SPARKLEZ BULLETIN

MARKETING TRENDS OF THE MONTH - JUNE, 2026

- 1 AI-Powered Personalization
- 2 Curiosity & Teaser Marketing
- 3 Creator & Influencer-Led Marketing
- 4 Experience-Based Marketing
- 5 Gen Z & Tier-2 Focus

Brand of the month ~ June, 2026



During the 2026 FIFA World Cup, FIFA required all non-sponsor brand logos to be covered in stadiums. As a result, the Levi's logo at Levi's Stadium was hidden with a large white cover. Instead of seeing this as a problem, Levi's turned it into a viral marketing opportunity by using the covered logo in its social media posts and profile pictures. The campaign gained massive attention online and showed how creativity can transform a restriction into a branding success.

Marketing Trivia & fun facts

- Brands used "teaser" posts to create curiosity before launches, often revealing the product only after several days.
- User-generated content outperformed many polished ads, because audiences trusted real customer experiences more.
- Influencer collaborations shifted toward micro-creators, who often delivered better engagement at lower cost.
- Subscription brands used limited-time bundles, creating urgency without relying only on discounts.
- International Yoga Day campaigns were used by wellness brands to position themselves around health and lifestyle rather than just products.
- Father's Day ads increasingly focused on experiences and emotions instead of only gifting products.
- Search marketing expanded beyond Google, as more users began discovering products through AI chat tools and assistants

Marketing Sparklez Bulletin

June Special



World Environment Day



Vat Purnima



Jagannath Rath Yatra



Tulsidas Jayanti



Nirjala Ekadashi



Ganga Dussehra



Father's Day



International Yoga Day

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