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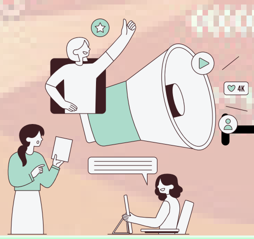
MARKETING SPARKLEZ BULLETIN

BUZZ MARK



November, 2024 / Vol 40

Headline #01

Xiaomi wants to be everywhere you are—but is the India market ready?

Xiaomi has the ambition to become the one brand that a consumer will ever buy for all things technology. Use the Xiaomi car to drive home from the office, turn on your air conditioning remotely to match the temperature in the car with the MiHome app, and by the time you are back home, the Xiaomi robot vacuum cleaner will have tidied up your home, the smart bulbs will have turned on as the sun sets, and the rice cooker will have heated your food. Oh, the smartphone, well, that's the one controlling all these devices.Xiaomi is synonymous with affordable smartphones and televisions in India. As of August 2024, the company had a 13.5% market share, second only to Vivo (16.5% market share). In the television sector, Xiaomi had a 12% market share in Q1FY25 (Samsung - 16%, LG - 15%), and Xiaomi does not feature in the top 5 brands that control the wearables segment (smartwatches, smart bands, and earwear)...(click on link to read more)

https://www.afaqs.com/marketing/xiaomi-wants-to-be-everywhere-you-arebut-is-the-india-market-ready-7382542

News Source: www.afaqs.com
News By: Parth Patel
M.B.A- 2nd Year

Headline #02

Farewell Vistara (2015-2024); India mourns a cherished airline brand

Parting can be a heartbreaking experience, and the discontinuation of Vistara Airlines certainly carries a significant emotional weight. It all came to a close on November 11, 2024, when the airline, which began operations in 2015 after being founded in 2013, gracefully took its last flight.As the plane ascends, so do our dreams; let's glide towards the future, where the sky isn't the limit but just the beginning," Vistara wrote in an emotional message to partners.
The emotional weight of the departure was amplified by the fact that the airline announced its merger with Air India. Passengers on the last flights experienced a profoundly moving moment when, after landing, the crew played the Bollywood classic Kal Ho Naa Ho—a heartfelt tribute to the conclusion of their journey and the dawn of a new chapter….(click on link to read more)

https://www.afaqs.com/news/brands/farewell-vistara-2015-2024-india-mourns-a-cherished-airline-brand-7572681

News Source: www.afaqs.com
News By: Kishan Marvaniya
M.B.A- 2nd Year

Headline #03

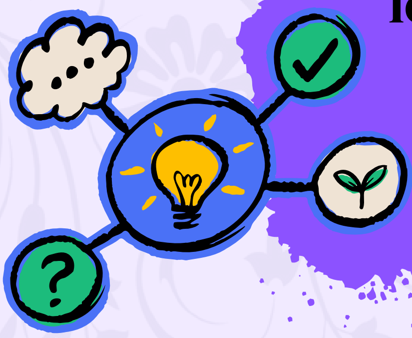
GenZ shoppers doubled on Myntra last year: CMO Sunder Balasubramanian

LATEST NEWS

Generation Z (GenZ), comprising individuals born between the mid-1990s and early 2010s, are a must-watch demographic for brands and marketers, owing to their distinct traits and substantial purchasing power. Having been immersed in a technology-driven environment from an early age, their experiences with social media have significantly influenced their expectations and interactions with brands. India's GenZ constitute 20% of the global demographic and approximately 27% of the country's populace. The shopping trends of GenZ in India reflect a unique blend of online and offline experiences, significantly shaped by social media, technological advancements, and evolving consumer preferences....(click on link to read more)

https://www.afaqs.com/marketing/genz-shoppers-doubled-on-myntra-last-year-cmo-sunder-balasubramanian-7590522?

News Source: www.afaqs.com
News By: Mohit Sharma
M.B.A- 2nd Year

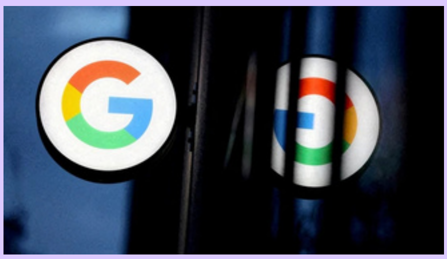


"Good marketing makes the company look smart. Great marketing makes the customer feel smart"
— Joe Chernov

Headline #04

Google asked employees to destroy evidence for years in bid to avoid antitrust scrutiny

NEWS UPDATE



Google avoided antitrust scrutiny for years by urging staff to delete texts, avoid incriminating terms, and involve the company's lawyer in communications. Search engine giant Google adopted various strategies over 15 years to avoid legal scrutiny over anti-trust issues, a New York Times report has claimed. shopping pattern to change this year on the back of online shopping, e-commerce penetration, and the rise of quick commerce.The company, facing legal anti-trust lawsuits in the United States, reportedly told employees to destroy evidence of their text messages, avoid using certain words in internal communication that could later serve as legal evidence and often copy lawyers as soon as possible… (click on the link to read more)

https://www.hindustantimes.com/business/google-asked-employees-to-destroy-evidence-for-years-in-bid-to-avoid-antitrust-scrutiny-report-101732113802697.html

News Source: www.hindustantimes.com
News By: Vishnu Kurup
M.B.A- 2nd Year

Headline #05

Moneycontrol print ad highlights 100 million monthly users milestone

Moneycontrol has launched an ad campaign to announce its 10 crore monthly users. Moneycontrol is part of the Network 18 group.In a front-page ad across all editions of The Economic Times, Moneycontrol reported that 10 crore (100 million) people used the platform in October 2024. The ad also highlighted Moneycontrol Pro's 10 lakh paying subscribers and emphasised that Moneycontrol's audience size is 30% larger than its nearest rival, according to Comscore MMX Multi-Platform data for September 2024. Additionally, Moneycontrol App has 70 lakh monthly active users...(click on the link to read more)

News Source: www.afaqs.com
News By: Ashwin Patil
M.B.A - 2nd Year

https://www.afaqs.com/news/advertising/moneycontrol-print-ad-highlights-10-million-monthly-users-milestone-7599784

Headline #06

Zepto introduces Jarvis its in-house advertising service

Zepto announced the launch of Jarvis — an advertising service intended for its in-house advertising solutions for brands and sellers on the platform. Jarvis helps small and large brands increase brand salience and platform sales by running optimised and focused campaigns to Zepto's users.Jarvis has served over 15 billion ad impressions, generating more than 4% of advertising income as a percentage of sales. The industry benchmark for ad revenues in quick commerce is around 3%-3.5%, according to Bofa Global Research, 2024..Jarvis represents the convergence of quick commerce agility and advertising sophistication. We've engineered a solution that addresses the full spectrum of marketing challenges, from upper-funnel brand saliency to lower-funnel conversions, all powered by real-time insight…(click on the link to read more)

News Source: www.afaqs.com
News By: Niraj Yadav
M.B.A- 2nd Year

https://www.afaqs.com/news/mktg/zepto-introduces-jarvis-its-in-house-advertising-service-7607189

Headline #07

Virat Kohli, MS Dhoni, Sachin Tendulkar top endorsers in 2024: Hansa Research

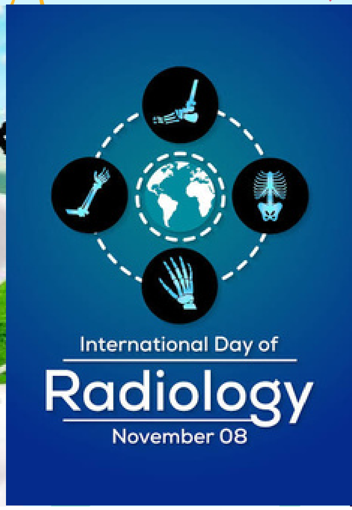
Cricketers from three different eras — Virat Kohli, MS Dhoni, and Sachin Tendulkar — continue to hold their popularity with audiences, ranking as top celebrities across age and gender categories in the Brand Endorser 2024 Report by Hansa Research. In 2023, brands spent nearly Rs 500 crore on celebrity endorsements, with choices largely driven by popularity and category fit.The Brand Endorser Report 2024 provides a strategic, data-driven approach to selecting the right celebrity partner. The report provides an in-depth analysis of the influence of around 400 celebrities across diverse domains, including films, sports, television, and social media, empowering brands to make more informed and impactful choices. Each celebrity is evaluated using a unique Brand Endorser Score, a composite number derived from seven key parameters: Likeability, Fan Following, Perception, Interest to See, Category Fit, and Recognition. ..(click on the link to read more)

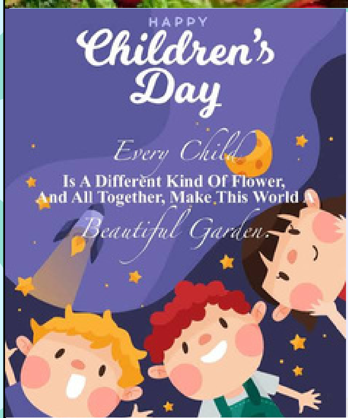
News Source: www.afaqs.com
News By: Mohsin Khan
M.B.A- 2nd Year

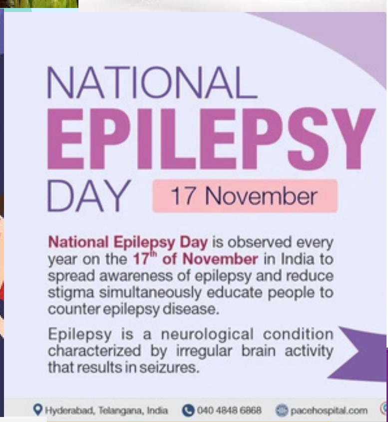
https://www.afaqs.com/news/advertising/hansa-research-ranks-virat-kohli-ms-dhoni-sachin-tendulkar-as-top-endorsers-in-2024-7609861

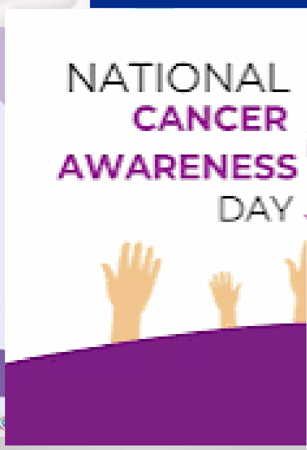
MARKETING SPARKLEZ BULLETIN

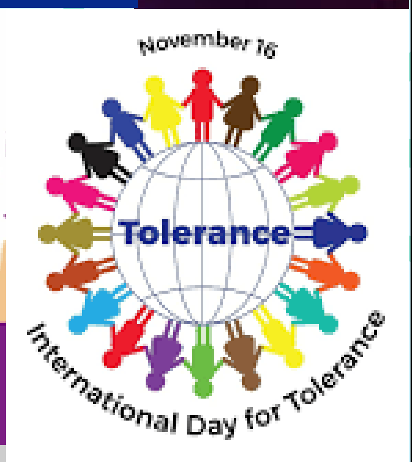
NOVEMBER SPECIAL

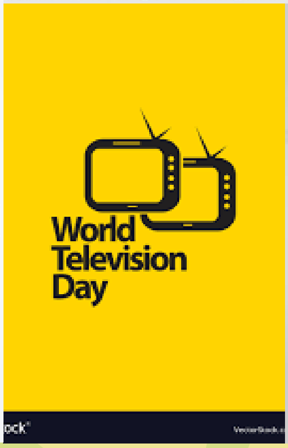












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