



Inside This Issue

Marketing News

Retail Trends' 23

"Marketing is no longer about the stuff you make, but about the stories you tell."

- Seth Godin

Marketing News

Pepsico roped in Ranveer Singh as Brand Ambassador; Pips Virat Kohli

Bollywood actor Ranveer Singh has become the most valued celebrity for endorsements in 2022, According to a new 'Celebrity Brand Valuation' report by corporate investigation and risk consulting firm Kroll.. Singh's value has gone up to \$181.7 million, compared to former Indian skipper's \$179.6 million. Kohli's brand value has seen a decline for two consecutive years, especially after he left the captaincy of the men's cricket team. He was valued at \$237.7 million in 2020 and saw a steep fall of 21% in 2021 at \$185.7 million. Today he has about 40 brands which he endorses including some international names like NBA, Yas Island in Abu Dhabi and others. Recently, he was also roped in by PepsiCo as its brand ambassador.



IPL 16: 88 new brands, 17 new categories advertised in 63 matches



IPL 16 featured 17 new categories and 88 new brands during its TV advertisements in 63 matches, as compared to IPL 15. Two out of the top 5 new categories in IPL 16 belonged to the F&B Sector –Biscuits and Dry Fruit. Among the top 5 categories present in IPL 15 and not in IPL 16, three of them belonged to the e-commerce sector.

Among the 88 new brands, Airtel 5G Plus was the leading brand, followed by Thums Up Charged, Rupay Credit, Airtel 5G Plus-Apple Iphone 14 Pro, and Rajshree Silver Coated Elaichi. Matches 32 to 62 of IPL 16 witnessed an increase of 16% in the number of categories, 6% in the count of advertisers and 3% in the count of brands compared to matches 01 to 31. Throughout 63 matches of IPL 16, Pan Masala was the only category that managed to secure a place in the top 5 categories. K P Pan Foods was the only advertiser to maintain its position in the list of Top 10 Advertisers during IPL 16. The top 5 categories in IPL 16 accounted for 55% of the total ad volumes of the tournament. Ecom-Gaming and Pan Masala were the only categories among top 5 that appeared in both IPL 16 and IPL 15.

How Instagram Reels can help in your marketing strategy



Social platforms have evolved from just being pure network building where people keep up with their friends to a platform where a consumer engages the most. This led to a shift in how and why people are using social media.

Last year posed a situation which strengthened the cause of new-age marketing channels over the traditional mediums refusing to innovate. This pushed brands and companies to unexplored platforms as well as newer tools of promotion within the channel itself. No matter what industry you are, it is imperative for your company to have an online presence in this digital and mobile obsessed world.

Over the last decade, social media witnessed a shift in its approach, tools and offerings that are becoming important avenues of marketing today. Long gone are the days when people got their daily dose of news from TV or newspapers, now the internet has become a major source.

A notable feature to be added to one of the largest social media platforms in the world is Instagram Reels; a dedicated path to create, discover and share short form video content. Reels are an add-on to Instagram's array of video formats, along with the 15 second story videos, one-minute videos posted to the grid and the long duration videos accessed through IGTV. Reels allow you to record and edit 15 to 30 seconds videos with custom audio, filters and effects. Seeing the surge, popular perso.

Marketing News

Walmart will offer pet telehealth in latest bid to compete with Amazon



"Walmart has become a one stop destination for all needs of pet parents" a company spokesman told CNBC.

- Walmart WMT -0.6% is partnering with veterinary telehealth provider Pawp. They will offer Walmart+ (extra service subscribers) free access to virtual veterinarians for a year. It started this week. The program to go into telehealth is in direct competition with Amazon AMZN +0.9% .
- The retailer's foray into veterinary telehealth comes as the company looks to better compete with Amazon and hold on to higher-income customers by making its subscription service more valuable.
- The mega-retailer has inked a deal with veterinary telehealth provider Pawp to offer Walmart+ subscribers access to the startup's membership for a year, the companies confirmed to CNBC..



Top Retail Trends: Q1 2023



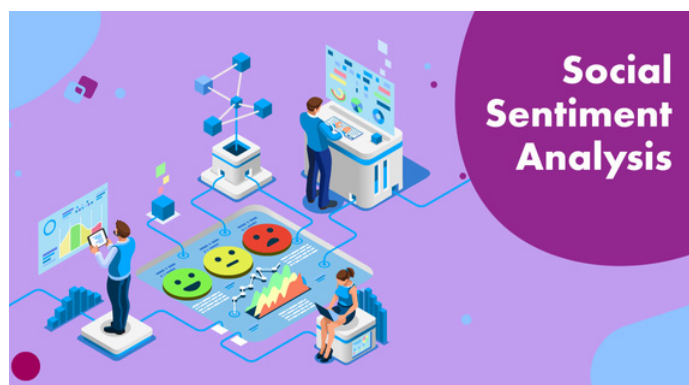
Source: Lisa Goller

Store design shifts and mixed-use spaces

- Retailers adjusting store sizes and dabble in experiential retailing.
- Larger format stores like Walmart and Target have tested smaller formats like the Target Campus stores or Walmart's Neighborhood Markets.
- Adding features to support new shopping initiatives such as curbside pick-up, fulfillment from stores, and pick-up in-store.
- Mall developers and community leaders are leaning into the concept of mixed-use space that offers shopping, living, dining, and other community spaces that serve a specified market.

Consumerism curtailment

- Repair, recycling, and reuse will grow.
- Consumers will buy less stuff and be more invested in understanding the product life cycle. Retailers have already started to add pre-owned items to their product assortments.
- Levi has worked with Thread-Up for many years, and Walmart has its pre-owned items for sale.
- Companies focusing on sustainability to win Gen Z. Pre-owned products, recycling, and reusing are becoming more mainstream and increasingly expected by consumers.

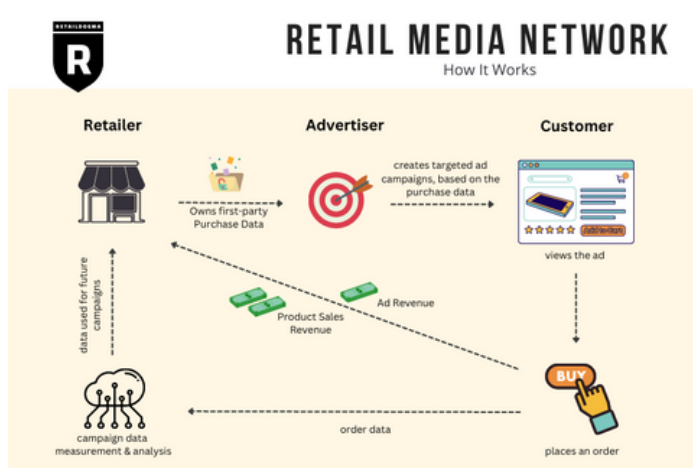


Social media sentiment monitoring

- Social media sentiment monitoring is collecting and analyzing information on how people talk about a retailer or brand on social media.
- Analyzing active engagements
- Actively engaged on social media, retailers can better understand
- Loyalty marketing

Retail Media Networks

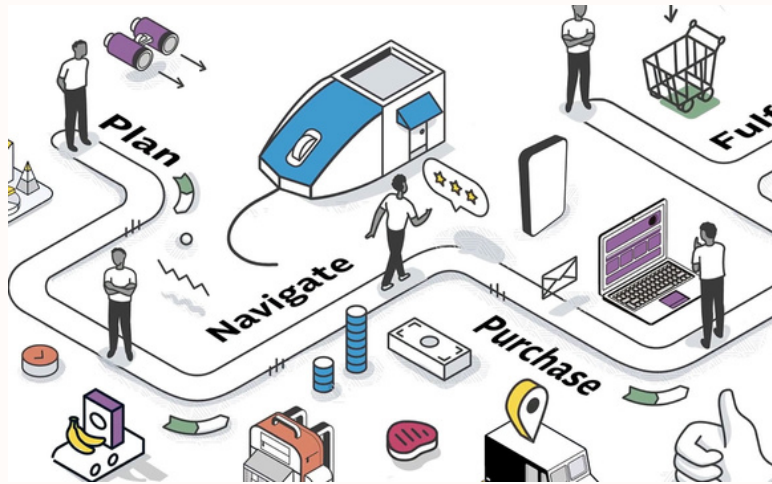
- Selling marketing space to vendors.
- Ad space sales on websites, in-store displays, mobile applications, and streaming services to grow across more retailers.
- Streaming via OTTs



Top Retail Trends : Q1 2023

Hybrid shopping and seamless shopper journey

- Seamless experience across all shopping methods, including online, in-store, mobile devices, social media, and live streaming.
- Merging the siloed data across every business function into a synchronized format that all groups can view within an organization, including merchants, marketing, store operations, digital teams, human resources, and finance.
- Synchronized data in near real-time for collaborations and building strategies build strategies relevant to the core market.
- Personalization for individuals and segmented groups of customers
- Hybrid shopping journey.



Source: forbes.com

Moving towards more sustainable solutions

Coca Cola is introducing bottles with caps attached to it.

Why?

To prevent
littering of caps,
And making it
easier to recycle
the whole bottle
together



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