



Management Newsletter

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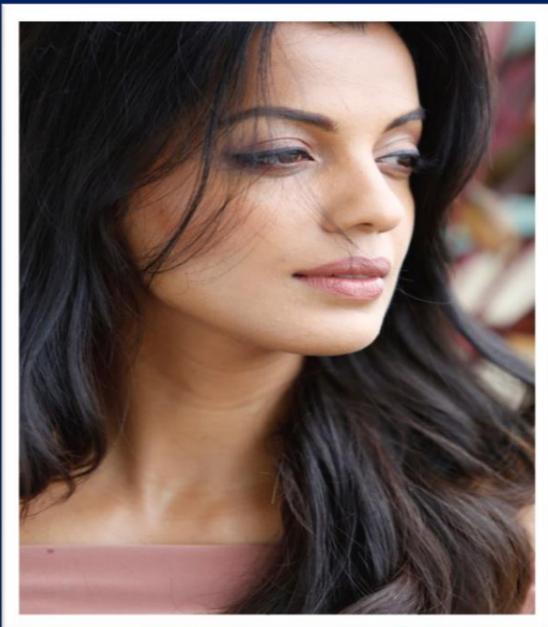
The Marketing Trilogy

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UP CLOSE & PERSONAL
With

MUGDHA GODSE

With films like Fashion, All the best, Jail, Heroine and many other films to her credit, **Mugdha Godse** has never left any stone unturned to stun the audience. And this time yet again, she stuns us with her words of wisdom and knowledge of how marketing influenced the B'town.



1) **Whom do you believe is the big player in Marketing and Promotion is it the Production Houses or the Actors?**

Ans: It's a blend of both. According to the popularity of actors the marketing strategies are shaped up. In some cases, it's just the production houses on their own which is mostly when there are newbies in the film or else if the cast includes big actors then the cast is able to pull the audience itself as they only work with big banner production houses.

2) **Do you think controversies and conflicts help in the promotion of the film in the right way? Are they done intentionally?**

Ans: Not always but it creates a havoc around the film. A film totally works on its own merit but in some cases it may work.

3) **Your take on reviews and critics do they affect the audience and promotions?**

Ans: They do give an overview of the film but as we humans only believe what we see with our own eyes, the reviews merely act as a word of mouth whether good or bad. A good film is like a diamond, it will shine no matter what. Thus, quality matters.

4) **Do you have your own PR and how he/she help in promoting you?**

Ans: No, I don't have a PR agent.

INTERVIEWD BY – ANUJ TREHAN

Marketing Trilogy:

Bollywood, Sports & Politics

RIO CONQUERS THE OLYMPICS MARKETING



The XXXI (31st) Olympic Games were held in Rio (BRAZIL) this year. This was the first time ever that a South American nation was hosting the Olympics. All the people from all around the world were very ecstatic and excited to watch the Olympics. The games began on 5th August 2016 and concluded on 21st August 2016.

As for the success of Rio Olympics 2016 there were some marketing strategies made by Brazil Olympic Committee. The **first** thing was to design an attractive logo. The Rio Olympics 2016 logo shows the 3 persons united joining their hands. The yellow colour signifies the sunshine of Rio; the green colour signifies the forests & greenery of Rio while the blue colour signifies the waters of Rio.

The **second** thing was to design the mascot of the game which will promote the games. Vinicius, a Brazilian monkey cartoon was set as the mascot of Rio Olympics 2016.

The **third** thing was to design a good Olympic torch which will not only be used for lighting the Olympic flame but which will also be used for the world tour relay to promote the games and a good spirit towards the sport.

★ Know it All ★

The first ancient Olympics was held in 776BC in Olympia, Greece. And it took 1503 years to Olympics to return. The first modern Olympics were held in Athens Greece 1896. Although India participated in 1900.

The **fourth** thing which was considered was to make an Official theme song for Rio Olympics 2016 which would really make people attached towards the games. The official theme song is 'Rise' which is sung by popular American singer Katy Perry.

The **fifth** thing and the **most important** thing which was done to promote games was, partnering with the influencers to reach at the top of TRP rating of games, as they wanted that the entire world should watch the Olympics. Paying money for cable television seems unnecessary when you have YouTube and Hotstar or Ditto TV application in your Smart phones. And with the today's generation opting for social media to make themselves stay in the touch or keep them updated, major networks like BBC are struggling to maintain viewership ratings among these demographics. That's why BBC took a new approach during this year's games and focused on a multi-pronged advertising campaign that included partnering with dozens of social influencers in music, comedy and lifestyle categories.

The **sixth** thing which was made for better outlook of the Rio Olympics games was to promote the games with the help of popular brands which were the sponsors of Rio Olympics 2016. The big brands like McDonalds, Adidas, Nike, Visa etc. were the sponsors of Rio Olympics 2016. The brands like McDonalds were out with a scheme like if someone wins a happy gift in the Meal box, will get a free ticket to Rio (Brazil) to watch the Olympics.

The **seventh** and the last thing which was done by the organizers of Rio Olympics 2016 was that they launched a Rio 2016 Official Olympic application for android and iOS smart phones, so that everyone in the world stays in touch with the Olympic games and are regularly updated with the games news. With this they also launched the Rio 2016 Official gaming application where one could select their own country and can also play any of their favourite sports and challenge to win Olympic Medal for their respective countries. These kinds of applications were a huge success for the organizers.

- Tushar Jaggi

★ Know it All ★

The 5 rings of the Olympic flag represent Africa, Asia, Australia, Europe, and the Americas, they are linked together in friendship. Every national flag of the world has at least one of the rings colours, blue, black, green, yellow, and red.

BRANDING THE LEADERS

Politics is something which is the most talked about topic in India along with Bollywood and Sports (Specifically cricket or Olympics that too only once in 4 years). The reason being even the most irrelevant and unqualified person doesn't refrain himself from commenting on the present scenario of Politics.

★ Know it All ★

Indian National Congress held the record for bagging most no. Seats in any Lok Sabha Election with 404 seats after the sudden death of then Prime Minister Smt. Indira Gandhi in 1984.

Over the years it has changed a way lot. Political Parties have become a brand and their leaders have become its products which are sold at the time of elections via advertising, promotion, publicity, etc. to the voters with the USP of their best CSR initiative towards the society. And the market booms at the time of elections when parties do their best to sell their products providing with its CSR initiative as in election manifesto.

When we talk of marketing in elections, there are some things which Political parties undertake like creation of some catchy slogans etc. The most common heard and popularized in the 2014 Lok Sabha Elections by BJP was "Abki baar Modi Sarkar" along with "Har Har Modi! Ghar Ghar Modi, and many others of such sort.

Although it's not new but the way its done now was never done before. Some slogans stated "Jab tak Suraj Chaand rahega, Indira tera Naam rahega" after the assassination of then Prime Minister Ms. Indira Gandhi in 1984, whereas in 1996 election BJP gave "Baari Baari sabki baari, Abki baari Atal Bihari" which helped BJP come to power for 13 days. But the way BJP marketed itself and its product Modi in 2014 General Elections is one of the best ways any political party has ever done. It was far differentiated from others. It concentrated on the modern way of

marketing. And they even hired, the Indian Politics Strategist, Prashant Kishore, who helped BJP in making layout for the promotion of the Modi in the right way.

One thing personally I felt what differentiates him from others was Relationship Marketing. Ground level workers are the ones who make difference. Sharing in my personal experience- Once I was on the Streets of Kolkata when a volunteer came and approached me asking whom I'm going to vote? They handed over a pamphlet to me which was more of a manifesto. How many of us get to know the manifesto of a political party! This made me realize that even political parties market themselves to a very high extent through distributing such pamphlets and manifesto.

It's not only BJP but now every Political party is coming with innovative ideas, Mr. Arvind Kejriwal,

asks for voting via messages before taking prior decisions which creates a faith in voters. Marketing has changed the way the Political System works and election campaigns run. Everyone wants to come with innovative ideas, new strategies, promotion schemes etc. in which media plays the key role.

Media is responsible for the corporate Business Marketing as well Political Marketing. The only difference found is that the corporate marketing distributes the messages in neutral manner, whereas the political media personalities can be found freely by providing passionate criticism on all the political candidates on both past and current actions. Biasness of media shouldn't exist. Marketing in the Elections of the right product and proper CSR initiated brand should be considered while no one should neither initiate nor fall in the trap of False Marketing.

- Aakarsh Abhishek



★ Know it All ★

The maximum strength of the House envisaged by the Constitution of India is 552, which is made up by election of up to 530 members to represent the states; up to 20 members to represent the Union Territories and not more than two members of the Anglo-Indian Community to be nominated by the President of India.

TRICKS OF B'TOWN

The Hindi film industry or as we know Bollywood is one of the largest industries in our country with a turnover of over 2.7 billion dollars. But still the industry does not take its success and market share for granted and undertakes exceptional marketing strategies to keep its audiences hooked to the turnout of every other thing it produces. And why not though, every movie in itself is a multimillion dollar project and if not marketed correctly could lead to huge losses that would end up affecting us indirectly.

The most common marketing strategy that they undertake is:

Casting of superstars and big celebrities: television and cinema is the easiest form of rejuvenation for people and they enjoy watching their favourite celebrities or superstars on screen. The casting of these people helps draw more crowd toward the big screen and results in better revenues.

Promotional stunts: every day we can see the stars of the industries are going places to promote their movie to create buzz about their movie and gain attention of the audiences which will in turn contribute to their turnover later on, once the movie finally hits the theatres.

Generating controversies: creating fake controversies like link up rumours among the lead actors and fights and misunderstandings among the makers of the film etc. to be in the headlines of the newspaper and gain lime light.

★ Know it All ★

Yash Raj Films is the India's largest production and distribution house in India and 27th in the world.

All these tricks that are undertaken by the makers to gain attention from the audiences are clearly marketing strategies that they carry out to basically sell their "product" in the market and gaining popularity among the masses. Just like any other industry it's not bad of the film industries to carry out marketing stunts like these to promote their output. Looking down upon the actions taken by the filmmakers for the choices they make to promote their movie is not right, simply because everyone wants to sell their product and all the very well reputed people in the public relations section of this company is well verse with the concept of "what will sell". Therefore, blaming the industry for carrying out these gimmicks is pointless because at the end of the day they're just trying to do their jobs.

- Vinati Kaushal

★ Know it All ★

Bollywood suffers a loss of \$100 million (approx.) due to piracy every year.