

# M360 PANORAMA

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## GAME OF DRONES

**Swiggy, Zomato & Dunzo Are Ready for Aerial Deliveries after DGCA's Approval**

Dunzo, Swiggy and Zomato are among the 13 consortia that have received approvals to test fly BVLOS drones. Zomato and Dunzo are expected to start the trials of their drone delivery services this month in Alwar, Rajasthan and Bengaluru respectively. Swiggy is soon expected to follow. Both Zomato and Dunzo have appointed AGI as their consulting partner to conduct these trials. A 100 hours of trial has been planned for both the companies.

While Zomato has its focus on food and medicine delivery, Dunzo has set its eyes on food, medicine and package delivery in both B2C and B2B models.

**TRENDING**



## NEW AD GUIDELINES, HOLDS CELEBRITIES AND ADVERTISERS LIABLE



Image credits: ACART

As per the new soon-to-be-released ad guidelines, the comparative adverts providing factual information that can't be sustained by the companies would be considered as an act of misleading customers.

These are the guidelines under the C.P. Act, for advertisements across all modes of communication, applicable to manufacturers, service providers, advertisement agencies, and endorsers.

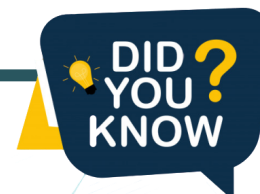
Thus all endorsers including celebrities will now need to be cautious about the claims and comparisons that they endorsing. The whole purpose behind this is to not only safeguard the interests of customers but also hold defaulters accountable.

## FACEBOOK RETURNS TO ITS ROOTS WITH 'FACEBOOK CAMPUS'

On September 10th FB announced the launch of Facebook Campus, a college-only space, designed for the students to connect with fellow classmates over shared interests. Facebook Campus is a dedicated section of the Facebook app, with a Campus profile that's different from their main Facebook profile. It's a private space i.e. when content is shared on Campus, only people within your campus can see it. As of now Campus is only available to 30 colleges and universities in U.S.

FB stated that Campus is more relevant than ever right now, as COVID-19 has forced students to stay away from their colleges. Campus offers a way to stay connected to college life, by connecting with classmates, joining groups, clubs, college events, etc.

However another reason for this launch can be seen from the 2018 report by Pew Research Centre, which shows that FB is losing its younger demographic to other social apps. Facebook Campus is built to bring these users back.



A survey indicated that during the coronavirus pandemic shoppers were more willing to try new brands and methods of purchase. The global trends uncovered that about 51% of consumers either bought a brand that was different than what they purchased before or bought a completely unfamiliar brand.

It was seen that younger consumers tended to be more experimenting and trying new brands. Moreover, the shift in behavior is majorly seen as a result of economic pressures, store closings, or changed priorities. Among those who tried new brands, 83% of consumers said they would keep buying like that which indicates that they have formed longer-lasting loyalties with those brands which might have a longer-term effect on the marketplace dynamics.

## AMAZON LAUNCHED "LUXURY STORES" WITH JUST ONE BRAND

Amazon has launched a "Luxury Stores" to persuade upscale brands to sell their wares on its platform. Oscar de la Renta is the first and only brand so far, though more are expected to join in the coming weeks. This will be available on Amazon's mobile application by invitation only to eligible Prime members. Though invites will be extended to others over time. Amazon has long struggled to attract high end labels as they generally prefer carefully curated selections and direct relationships with their customers, in contrast to Amazon's marketplace format.

amazon

Oscar de la Renta

Photo Illustration

### Changing consumer behavior during the pandemic WHAT'S THE NEXT-NORMAL?



Source: McKinsey & Company



### IS GOOGLE PLANNING TO REMOVE TEXT ADS?

Earlier, Google Ads announced that from September 1st, 2020 they will be limiting the amount of search query data available to advertisers.

Now only queries that generated a 'significant' number of clicks will be shown in search query reports. However, the number that Google considers 'significant' is unclear.

Many advertisers were already unhappy with this as they were being denied the information for all the clicks they're paying for. The lack of transparency on when their ads appear in the search results became an issue.

On top of this in the past week advertisers were no longer able to create new text ads, responsive search ads were the only search ad option available for new creation.

While many advertisers speculate that this is a precursor to a permanent change, Google is yet to confirm this.

## WHY IT'S SIGNIFICANT FOR BRANDS TO JOIN IN SOCIAL CONVERSATIONS



IMAGE SOURCE: GOOGLE IMAGES

With social media platforms becoming the primary source of engaging customers, topics like social issues, political matters, economic challenges, or even simple statements or viral trends can become a trending topic of discussion in a fraction of a second. Who doesn't know Rashi or Binod today?

Today, consumers are eager on picking up brands that they can relate to. Brands need to display sensitivity and be concerned towards the society. The customer choices have become ethical and questions are raised immediately on twitter and other platforms when they sense something faulty or inaccurate.

In this scenario, it is very important for brands to take part in the social conversations and give it a spin in the most constructive manner. It showcases that the brands are updated and care about bringing a meaningful change in society. It is also crucial to select a topic as only those must be used which compliments with the brands' vision and target audiences. Jumping in irrelevant topics lead to results that are quite opposite to the expected response.

A detailed blog on this will be out soon!

Moment marketing has been a defining portion of brand communications for some time now. While, Amul has been using this kind of messaging for decades through their pictorial representation, but with the growth of social media we see a host of brands like Zomato, Netflix, Dunzo, have picked up this trend in the past few years.

Ikea launched a campaign encouraging people to reappraise the role of sleep as it looks to position its bedroom furniture and bedding as the answer to sleepless nights.

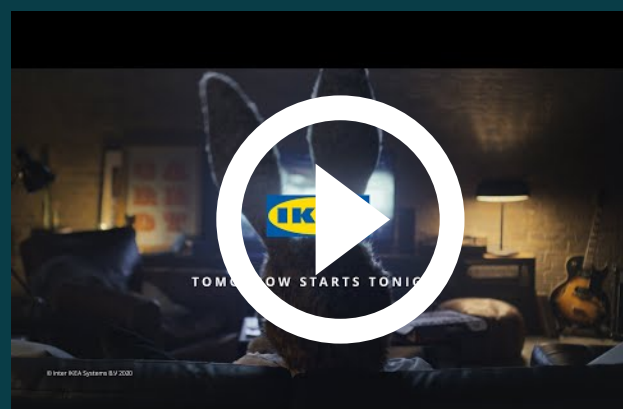
The campaign, created by Mother, aims to continue Ikea's efforts to position itself as a sleep expert, retells the story of the tortoise and the hare.

The TV ad is supported by a social media campaign that shows how a good night's sleep is key for a "brilliant tomorrow".

Outdoor ads will compare the benefits of sleep with the promise of products that claim to offer similar results, but don't deliver in the same way.

### HARE AND THE TORTOISE REIMAGINED BY IKEA

CLICK ON THE ICON TO VIEW THE VIDEO



## THE UNTAPPED OPPORTUNITIES OF OVER THE TOP MEDIA FOR ADVERTISERS

Nothing has displayed the centrality of video streaming more than the COVID-19 phase, as billions of people around the world are at home, glued to their screens. With revenue in the video streaming segment expected to grow to \$30.4 billion by 2024, and big players including Amazon, Disney, and HBO, placing huge bets in the space.

Over The Top media is fast converting a key vertical for both app developers and advertisers.



After ten years of almost complete dominance, Netflix now has sizable challengers. OTT is no longer a niche but a mass market.

A report examined the length of time each user spends streaming OTT content on their device, mobile makes up almost a quarter of total time spent viewing. Adding to this, mobile is usually a second screen for OTT users. Strategically, this is significant for marketers, because even users watching on connected TV can be prompted to install an app they noticed while watching a streaming service.

With growing competition comes increasing pressure, especially for marketers. In a more competitive ecosystem, measurement becomes vital. User acquisition managers for OTT services and advertisers looking to capitalize on the OTT boom will have to become more critical of which sources are driving customer lifetime value.

In the long run, we're going to see more ads in OTT, whether it's ads that are displayed on objects or banners within our streams or it's ads that play in our streaming window.

Demonstrating performance is the name of the game.

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