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FMCG FIRMS TO GO AGGRESSIVE ON E-COMMERCE

As per Nielsen's 5th edition of COVID-19 - Evolving consumer trends report, most of the major FMCG companies in India are looking forward to ramping up their e-commerce operations in the wake of changing consumer shopping behavior amid pandemic.

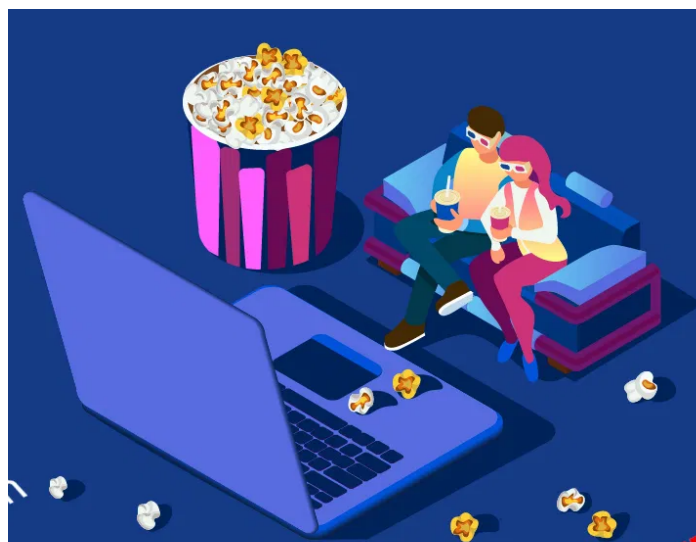
As now more and more consumers are shifting towards online platforms the main focus of the companies will be on improving last-mile delivery in the coming six-months.

In August, e-commerce sales beat the sales of both traditional and modern sales individually. The share of e-commerce is expected to go up further owing to the comfort and ease that online shopping brings.

TRENDING



CO-VIEWING AS AN OPPORTUNITY FOR BRANDS - IPL 2020



Though marketers have realized joint families may be the ideal audience for engagement purposes, they also say this IPL attracts more casual viewers who are hungry for fresh content. Brands that have been analyzing audience behavior, predicting viewership trends, and designing their communication strategies for the IPL, have concluded that this time around they may get more eyeballs than ever before.

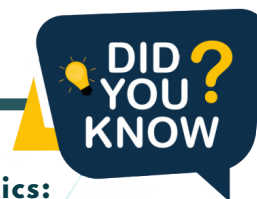
Live streaming parties and small-scale screenings are some of the new viewing arrangements that are looking at to be a big trend over the next two months.

LINKEDIN LAUNCHES UPDATED LOOK WITH LINKEDIN STORIES

LinkedIn has given its platform a new, fresh update, while it's also announced the global rollout of LinkedIn Stories after trying it out in selected nations over the past five months. The update is mostly aesthetic, but LinkedIn's also added a range of new features and tweaks to coincide with the new format.

The search updates, finally, are one more way that LinkedIn is trying to improve how people engage across the whole of its platform. Results now will include not just people and companies, but jobs, courses, events, and other content, "making it easier for members to find what they need, and also explore other aspects of LinkedIn they may not have known existed," in the words of new CEO Ryan Roslansky.

Keywords will still be king, but if you search on a word like "Java," he said, results will include not just people with that skill, but jobs, courses, groups, and yes, Stories, focused on it. Indeed as work and home life become one for many of us, so too is LinkedIn trying to cross that chasm itself.



SEO Statistics:

- As for May of 2020, Google was responsible for 67% of all smartphone search traffic, and 94% of total organic traffic.
- As for January, 2020, about 95.88% of all searches in Google are four words or more.
- Two seconds is all companies get when it comes to website load time. Anything longer increases bounce rates by 50%.
- 90% of searchers haven't made their mind up about a brand before starting their search.
- About ½ the websites on Google's front page are in HTTPS. Almost 85% of people will abandon a purchase if they're dealing with an unsecured website.
- The number one search result in Google's organic search results has an average CTR of 31.7%.
- Only 7% of searchers will ever see the third page of search results.
- 64% of online shoppers say that a video on social media helped them make their decision.

Source: diginights

HARLEY DAVIDSON DISCONTINUES OPERATIONS IN INDIA

On 24 September, Harley-Davidson announced that it is discontinuing its sales and manufacturing operations in India and is exploring the possibility of importing motorcycles from its unit in Thailand through a distributor that will handle sales and marketing across the country. This decision came on the heels of years of declining sales that drove losses for the company in India.

Harley has decided not to renew contracts with its dealers in India who will henceforth be handled by the distributor. Now the future of these dealers lies in the hands of the new distributor.



HOW RETAIL IS WHISKING THE SHOPPING EXPERIENCES

The COVID-19 pandemic coupled with the resulting national and state specific lock down have severely impacted economic activities in the country.

The retail industry, both organized and unorganized, lost Rs 15 lakhs crore in the first 100 days of the lock down. The organized retail sector, which constitutes nearly 15% of the retail sector, incurred losses of about Rs 90,000 crore by May 2020 end.

Retailers are accepting that the crisis will have a huge impact on their businesses, and they must go over their business strategies to reassure customers, manage constraints, and create contingency plans for disruption.

This has fast-paced the shift in mindsets of both retailers and customers – they are both realizing the need to broaden the experience beyond purely the physical and the traditional. Embracing technology is the only way out for the survival of the retail industry.

Brands are banking on cutting-edge innovations to perform crucial day-to-day operations and are fast-tracking phygital to boost sales.

The successful co-existence of online and offline businesses will decide the survival of the retail industry, going forward. The agility to recognize the changing consumer preferences and adapting to meet the altered needs would help companies survive.

SOURCE: LIVE MINT



MEDIA PLAYBOOK HELPING BRANDS GROW

WPP's Group M and Facebook have joined hands to launch a media playbook, titled 'Turn The Tide', for advertisers and marketers helping them adapt to dramatic changes in consumer behavior in the wake of COVID-19. The playbook offers a perspective on the evolving consumer and media shifts, and recommends media strategies. A recent study by Facebook and BCG identified key shifts in consumer behavior since the pandemic began:

1. Trend of bringing outside experiences in-home through digital
2. Increasing value-consciousness among people
3. Rising influence of mobile and digital in every aspect of life
4. Formation of new DIY habits
5. Increased focus on health and hygiene.

The Media Playbook is built to cater to such key consumer behaviour shifts, and help brands rethink efficient ways to connect and strengthen the relationship with customers in the new normal.

SOURCE: BRANDEQUITY

WHY OFFLINE REMAINS VIVO'S PRIORITY

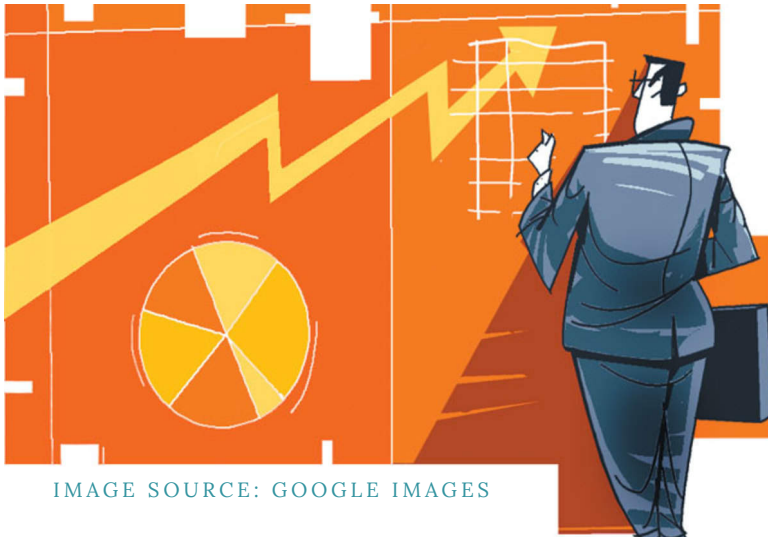


IMAGE SOURCE: GOOGLE IMAGES

Vivo has largely been an offline centric brand. Even now when more and more consumers are preferring to shop online Vivo's strategy will remain focused on offline, says Nipun Marya, Director – brand strategy, Vivo India.

As per Vivo's estimates, although some share of the smartphone business has moved online due to the pandemic, a larger share of it remains offline.

Before Covid-19, 35% of smartphone sales came from online; this has now increased to 40%. Thus Vivo will still like to focus on the offline channel, which still contributes 60% share.

Though its competitors are launching exclusive products online, Vivo has assured its retail partners that their pricing and product strategy are going to remain the same across channels. Vivo believes that the offline channel is the king, as consumers like to experience the product before making a purchase decision. Offline is where Vivo's strength lies, and it will remain as their priority.

Vivo's strategy is to be present at mass retail formats while adopting concept selling at high-end retail points. They have launched initiatives like Vivo Smart Retail for consumers who are unwilling to venture out. They can simply reach out to the brand through social media or website and then they are connected with Vivo retailers in their locality. Vivo's store sales are now back to last year's level.

SOURCE: FINANCIAL EXPRESS

THESE BRILLIANT IKEA POSTERS WILL MAKE YOU LOOK TWICE



To promote Ikea's sleep range, Mother London has created a clever visual poster campaign, titled "Tomorrow starts tonight" that heralds the benefits of sleep over any of the other faddy things we turn to make up for a lack of it – including energy drinks, expensive beauty creams, and supplements. an energy drink looks to have spilled its contents—an Ikea sheet—while the branding on the can says "sleep boosts your energy."

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MARKETS AND CONSUMERS ARE AT ODDS

CUSTOMERS LIKE ADS ON TIKTOK, BUT MARKETERS PREFER YOUTUBE

Kantar has announced the results of its survey of 4,000 consumers and over 700 senior marketers. TikTok took the top spot on Global Ad Equity rankings, closely followed by Instagram, Snapchat, Google, and Twitter. The study highlighted that marketers and consumers are at odds about ad placement. There exists a discrepancy between consumers, who favor advertising on fresher platforms such as TikTok, and marketers, who favor more established brands such as YouTube.



This divide extends to 'preferred channels', with consumers prioritizing cinema ads, sponsored events, magazine ads, digital out-of-home, and newspapers. While in stark contrast the marketing industry is prioritizing online video, TV, social media news feeds, streaming TV, and social media stories.

TV and video advertising still remains the big beasts of ad exposure. But consumers do have polarised views on specific formats with some regarding it as fun and relevant while others think that they are repetitive and saturated.

This suggests that marketers have become over-reliant on digital channels, falling out of step with consumers who still perceive offline mediums as being better quality, more trustworthy, less intrusive, and untargeted. This divergence between marketers and consumers indicates that marketers could be biased towards data that can help target ads, optimize campaigns, and demonstrate return on investment.

The rush to digital is understandable because of targeting and measurement capabilities, but it is to be noted that saturation, repetition, and over-targeting in some environments can make this counter-productive.

Advertisers and agencies need to develop a better, quantified understanding of different 'mediums' and the impact these different media channels and platform choices can have on their brand goals.

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