

# M360 PANORAMA

*Marketing Insights Newsletter of Marketing360.in*

**INDIA'S HABITS ARE CHANGING,  
SO IS THE MARKETING STRATEGY.**



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## IS KFC NO LONGER "FINGER LICKIN' GOOD"?

KFC TEMPORARILY DROPS  
ITS ICONIC TAGLINE "FINGER LICKIN' GOOD"

KFC has temporarily dropped its 64 years old iconic slogan 'It's Finger Lickin' Good' in its first global campaign in response to the pandemic. Earlier this year KFC's new ad campaign depicting diners licking their fingers sparked protest because of its inappropriate nature in the current time. KFC has always allowed markets to run their own marketing campaigns to ensure relevant advertising based on local insights.

However, for the first time KFC got the same insights from all of its markets, prompting its first global campaign. KFC is currently hunting a temporary replacement for its slogan.

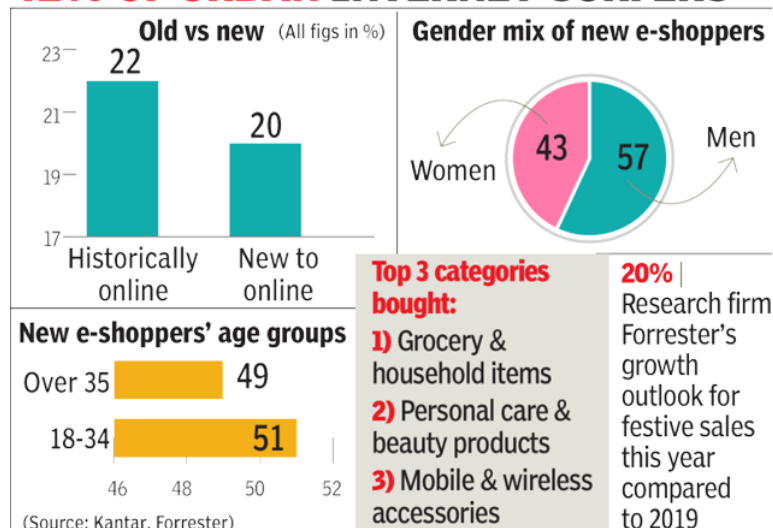
[Click here to check the video](#)

**TRENDING**



## COVID-19 IMPACT ON E-COMMERCE SHOPPERS

### 42% OF URBAN INTERNET SURFERS



As per the research by Kantar, the consumer base of e-commerce shoppers has increased from 22% to 42% of urban active internet users in India over the last three months. This increase can be attributed to how pandemic has forced people to order their requirements online from their homes.

Moreover, the lockdown also left fewer avenues for consumers to spend money on. The research also highlighted that almost 50% of these new users are from tier-1 and -2 cities. Amazon and Google turned up to be the most preferred discovery platforms by shoppers before making purchases.

## COCA-COLA IS SET TO CUT OUT ITS 'ZOMBIE BRANDS'

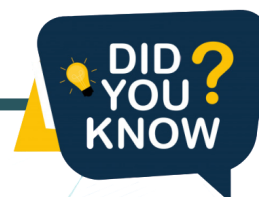
Coca-Cola has announced that it will weed out its 'Zombie Brands' i.e. the brands that are not working and will streamline its innovation pipeline.

This move was decided in order to recover from the pandemic faster than its competitors and the global economy.

Coca-Cola currently has around 400 master brands, but out of which more than half are country brands of little to no scale.

These brands also account for just 2% of the company's total revenue. Despite their small size they still require resources and thus are pulling time and money away for bigger, more profitable brands of Coca-Cola.

There are chances that this move can likely be seen as a sign of weakness for Coca-Cola, as the company will have no smaller brands in their portfolio, nurturing the future.



According to a report published by Kantar, after India banned 59 Chinese including TikTok, WeChat and Helo, the time spent per day on Instagram more than doubled while Facebook saw an increase of 35%. This additional engagement mostly came from small towns and young users. Platforms like Sharechat, Youtube and OTT platforms like Hotstar also saw an increase in per day viewership.



Moreover, the ban led to no significant impact on the overall engagement as the average time spent just dropped by 6%. This indicates that consumers were switching over to rival platforms much faster than earlier anticipated.

## Rolls-Royce has rolled out refreshed branding for appealing young digital-first customers.

Pentagram has redesigned Rolls-Royce's new visual identity by updating the iconic Spirit of Ecstasy emblem as the main logo. The well-known double-R monogram has been retained as a nod to the brand's history.

Rolls-Royce no longer sees itself as an automaker but instead as a house of luxury and this rebranding is to help them position itself as such. The new signature colour Purple Spirit often used with metallic shade of rose gold represents royalty and longevity respectively.



## THE BRAND DHONI

After the announcement of the retirement of MS Dhoni from international cricket, many speculated that his brand value will significantly decrease. But as per experts this is likely not going to be the case here.

Dhoni has built a strong brand equity over the years because of his splendid career graph. He has been associated with multiple brands like Mastercard, Netmeds, Cars24, redBus, Panerai, Snickers, Dream11, etc. His retirement will not immediately impact his appeal. Although his brand value can see a decline over time but is not going to diminish any soon.



The reason being, first, many contracts with various brands are still in force. Second, he will still play in the IPL. Third, Dhoni charges softer rates, almost half of what Virat Kohli does, and thus he will attract the brands who want a saleable celebrity in a lower budget. Forth and the most important reason is that people like Dhoni go beyond on-field performances for their brand value.



## FIVE KEY DIGITAL MARKETING STRATEGIES DURING COVID-19

While nobody can predict what a post-coronavirus reality would look like, one thing is certain for marketers: digital channels are more important than ever.

Responding to customer needs in a personalised manner, while respecting new personal restrictions and circumstances, is crucial. Following strategies will be worth reviewing and implementing for every marketer to ensure they strive to communicate properly and reach their goals:

1. Redefine your business goals
2. Effective use of outbound marketing for critical communications
3. Using Omni-channels at the full capacity.
4. Test-drive Inbound marketing including websites, chatbots.
5. Analysing and measuring data analytics

## 2020 GOOGLE PAID SEARCH TRENDS: NOT A RESULT OF PANDEMIC



IMAGE SOURCE: GOOGLE IMAGES

It is certain that the pandemic has impacted performance and advertisers' ability to spend on paid search marketing, leading to shifts in the Google paid search performance graphs. But there are some underlining trends that have been taking shape for years and aren't very much the results of the current events.

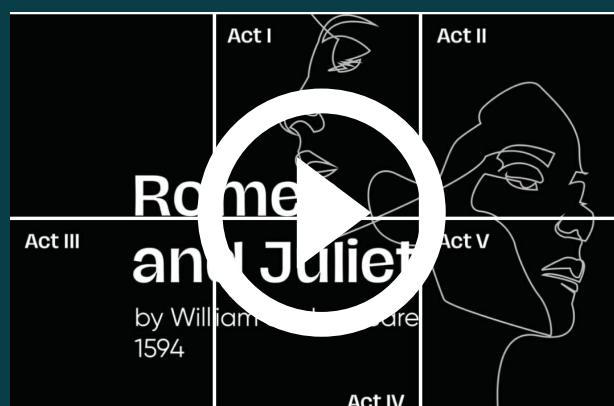
- Tablets are practically dead in the market. The volume of searches happening on tablets have drastically decreased and thus paid search advertisers have pulled out from it.
- In March 2019 Google announced that shopping ads featured would be grouped with the Core Search Network as opposed to the Search Partner Network. This led to a steep decline in the click share coming from search partners, which has over the years been a divisive source of paid search traffic.
- Broad Matches' click rate has significantly declined in the last four years. This was because of Google's ever-changing definition of close variants. Currently Google defines 'close variant' as anything that deems to have the same meaning as the keyword, the scope can hardly get any broader from here.
- The inclusion of such huge traffic that was formerly considered broad match into close variants forced advertisers to stay vigilant while evaluating search query reports identifying key keywords that actually drives performance.

Due to Quarantine, all theaters in Russia were forced to close and cancel all their plays and premieres. Actors and spectators ended up locked at home. Instead of canceling the play, the "Masterskaya" theater decided to play it, no matter what. For this purpose, they created a special account on Instagram, and published the poster for the canceled premiere there. And then the actors and characters of the play started a conversation right in the comments under the poster.

They all posted the lines of their characters in turns. And as a result, they played the entire Shakespeare's play, so that everyone could read it by simply scrolling the comments on Instagram.

## HOW THE THEATER SERVED THEIR AUDIENCE AMIDST PANDEMIC

CLICK ON THE ICON TO VIEW THE VIDEO





## SO WHAT EXACTLY IS BRANDING?

To get customers' attention and make waves, marketing is an absolute must. But once having customer's attention, something needs to be done to keep that attention, branding steps in at that point. Marketing is a great way to get customers' attention while branding is something which is a significant way to build customer loyalty.



For example, For McDonald's Big Mac, branding is the 'special sauce' and marketing is everything they do to excite customers to take a bite of it like commercials, social media ads, and other campaigns.

Branding always comes first before marketing as it is defining the core values that the company is going to communicate with the target audiences.

The sole purpose of branding is to know the target audience, their wishes, and desires of the company and make them understand why this particular company is better instead of the competitors. It is the fulfillment of promises made by the brand to its customers.

Branding often takes the form of a recognizable symbol, such as logos, in which consumers easily identify and relate to a certain brand. For instance, the golden arches of McDonald's or the apple used by Apple Inc.

Branding in marketing tends to take a long-term and constant approach while marketing shifts on a regular basis as what a brand stands for needs to be consistent so that it builds credibility with its customer base but how it communicates about what it stands for needs to keep up with market trends to be effective.

[To read, what differentiates Branding from Marketing, Click Here.](#)

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