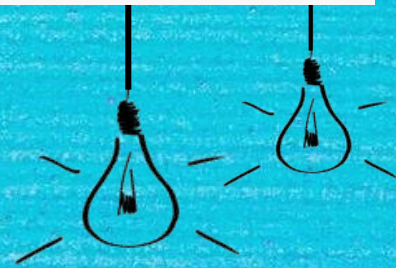




CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE • INDIA

A
Marketing Club Initiative



Moment Marketing

A MOMENT FUELING
CURIOSITY

Volume 11 Issue 1
July 2021



School of Business and Management
CHRIST (Deemed to be University) Bangalore

CHRIST (Deemed to be University)

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Excellence and Service

MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

SCHOOL OF BUSINESS AND MANAGEMENT

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Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

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PLG3	Communication	PO3	Ability to develop value-based leadership ability
PLG4	Critical Thinking	PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG5	Global Awareness	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
		PO6	Identify business opportunities, design and implement innovations in the work environment
		PO7	Enhance capabilities for generating research ideas in respective management domains
		PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

From the Head of Specialization's Desk

Moment Marketing - A Foreword



Covid-19 has taken a toll on us all. India has battled its first two waves of Covid-19. Preparations are on to handle the third wave. Government imposed lockdown rules and social distancing norms has had its impact on our society at many levels - exponentially . It seems like we are back to Darwin's theory of "The survival of the fittest".

Job losses, pay cuts, freeze in salaries (as in the case of Government employees), loss of health and life has not been easy. Companies and brands too have been battling for survival, given the economic slowdown. In these trying times, its important to pause, step back, reflect and move ahead meaningfully. Moment of truth marketing is one such technique that has gained momentum off-late. Brands like Unilever, Nestle, Nandu, Amul, Paytm and others have picked up moment marketing techniques to be a part of their customers' journey in real time. Luminous technologies for example urged customers to re-build the world consciously using the voice of Sachin Tendulkar. Burger king India has communicated the concept of doing away with food colors during Holi which is a festival of colors while the world went colorless during the pandemic. With a focus on sales, brand engagement with customers is mindful of the present difficult circumstances. Light, peppy and humorous communication are being used to make the most of any customer occasion (environmental day, international women's day & father's day to name a few) presented. Come, let's explore this edition of the marketing newsletter 'M-Ask' themed around the concept of 'Moment Marketing'.

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This issue of M-ask is presented by Team Pharoah'S



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Faculty Corner

Moment Marketing



As Peter Drucker says – the ultimate goal of marketing is to make selling superfluous. This is achieved when the marketers engage in creating excellent value propositions so exciting and distinct that the customers feel inspired to consume them without any deliberate persuasion. If we, the marketers, have to offer such relevant, current and unique value propositions, we must be agile and hyper-responsive to the dynamics of ever-changing value definitions of our customers. Of many new trends that are emerging in the area of marketing to help us decode the way marketers can keep up with the needs of their customers, moment-marketing has gained quite momentum. For starters, moment marketing is the ability to capitalize on a current trend and build a remarkable marketing campaign around it. We often see brands such as Amul do this very frequently. However, the current discussion on moment marketing is albeit done in the digital space. With google ad-words and the likes constantly engaging in tracking expressions of interest of people, moment marketing allows marketers to present themselves in front of the right customer at the right time to increase the propensity of conversion significantly. With the rise in social media usage and the over-exposure to news and trends round the clock, marketers can now think of developing meaningful and attractive campaigns that piggyback on the current trend that people, in general, are interested in getting a piece of. Seth Godin, in his book – the purple cow, argues the importance of developing attractive and remarkable marketing and branding campaigns as one of the most important functions of marketing. In the era of information overload and growing apathy towards persuasive marketing messages, marketers are often on the lookout for interesting and creative ways of engaging with customers for better conversion and long-term brand building. Moment marketing, in this pursuit, proves not only efficient but also effective in presenting the value propositions in front of the prospects right on time when the need is most clearly pronounced.

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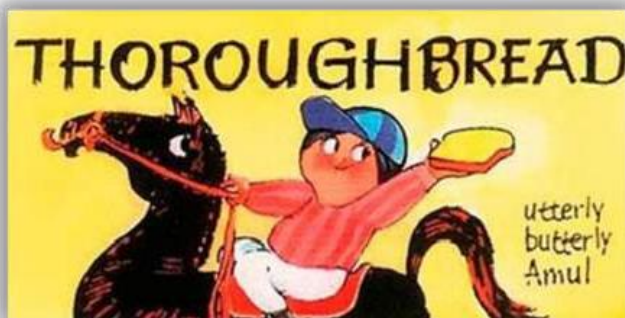
Alumni Corner

Moment Marketing: How it Began and How it's Going

According to Deloitte's 2016 digital trend report, moment marketing is "the ability to take advantage of an event to deliver relevant and related, seemingly spontaneous, and often fleeting interactions with customers in real-time." While that is a reasonably comprehensive definition, we can all simply understand it as brands posting memes on the most topical events.

Moment marketing has taken center stage in the age of social media. The concept has been popular in India since 1966, when Sylvester daCunha, who was then in charge of Amul's advertising, decided to change the dull brand image associated with Amul and created the campaign that has reflected the mood of the nation ever since.

The first topical advertisement ran in March 1966, when horse racing was becoming popular. The ad, titled "Thoroughbred," depicted the Amul girl as a jockey holding a slice of bread, followed by the famous slogan, "Utterly Butterly Delicious."



The ad received a positive response from the public. Amul has since tackled everything from movies to sports to politics and even religion, cementing Amul's position as a social observer

Moment marketing has since evolved from a regular snippet to "whatever is trending." For the most part, it is simply an attempt to capture more eyeballs rather than making a statement. However, even in its current form, it works as intended. It captures the public's mood just as the first Amul topical did 55 years ago.

For brands, moment marketing helps in establishing a connection with consumers and creates a high recall. And apart from that, we get a shining example every now and then, such as this Fevicol ad following the Ronaldo and Coca Cola debacle.



Sri Rakesh J K
Batch 2019-2021

A marketer's guide to moment marketing

In the age where cell phones have taken over and rule our mind spaces, the best we could aim for as marketers is to make our audience pause for a bit from the incessant scrolling and actually make them "READ." The likes, share, comments, and subscribes that we hear off often these days are a bonus (but very likely with the moment marketing route)! While all of us enjoy memes and brands at our creative best to participate in current trends, here's what we could do to master the art of moment marketing.

Know the trends

Stating the obvious here, the most essential step to start with being the moment marketing guru is to keep all eyes and ears open to know the next big trend. You could do this the traditional way by scrolling through Facebook/ Instagram to know what everyone is talking about or use tools like Free Tools Trendis (www.trendis.com) to identify what people are talking about. Another free yet effective way to check the trending section on Twitter. Like the sound of free tools? Here are a few more - YouTube Trending section (under Explore), Google Trends Like it or not, it is imperative for brands (and marketers likewise) to be proactive, in sync with the trends, and be relevant.

Be Ready

Probably we as 'MBA students' have heard this enough, but read the news! Be aware of the latest marketing campaigns, TVC launches, new upcoming OTT series, significant sports events, or topical developments that could trigger conversations. Pro Tip: you could pre-plan reactions for the most predictable things. Hold your horses and keep them on standby to ensure any last-minute tweak to the messaging to incorporate any last-minute changes. For example, in a Cricket World cup match, you could route your India winning but have a plan B post-ready.

Work on Your Copy and Be witty

Copy is the magic potion in Moment Marketing! Once you have shortlisted the topic after your research, the next and possibly the most challenging part of Moment Marketing is the copywriting process. It could be funny/ relatable/ informative, keeping the brand image, audience & values in mind.

A treat to the eyes!

The creative or the final design with the imagery and your star 'copy' is the ultimate game-changer. And the good news is that there are free tools for designing too! Canva, Crello, Adobe Spark, etc. - So planning doesn't come in the way of your post becoming viral!

The good old memes

You can never go wrong with some funny memes (Keeping in mind the company values, of course) Memes are a powerful format that can boost the 'sharable' quotient of your post. Again, you have free tools like Meme Generator to the rescue. You could use images from their library or add your own, add the text of your choice, and voila! The meme is ready to be shared.

Last but definitely not least, be quick and use the relevant hashtags Social media trends. Like Bangalore rains, they don't last for long. So churn out those creative posts real quick before the direction passes, and be sure of using the trending hashtags!

Conclusion

Moment marketing could be as complicated as you make it. Just keep your eyes open for the next big social media trend and hop on the bandwagon!



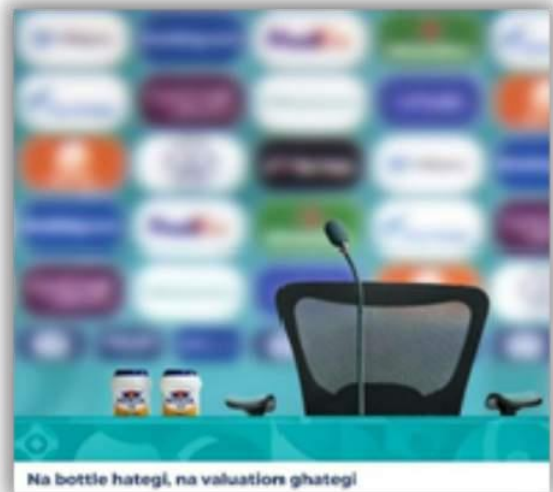
Nair Revathi Bose
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FEVICOL's Seize the Moments

Fevicol is one among the list of brands that have mastered the concept of "Moment Marketing." The strength in their ads is that they highlight their USP in whatever trend they find. Their USP is that once you use Fevicol, it will stay fixed. For almost three decades, Ogilvy has been the creative agency of choice for Fevicol manufacturer Pidilite Industries. The majority of their brand team's ideas are rather spontaneous. Their mission is simple: to bring out 'Mazboot Jod' in the most bizarre ways imaginable, which can be accomplished in various ways. Any concept that makes you smile is a winner! As a result, their teams produce a lot of topical material and excel at Fevicol's Moment Marketing game. Here are some genius marketing moments by Fevicol:

The Ronaldo Effect

In the recently conducted football competition EURO 2020, Cristiano Ronaldo, one of the world's best footballers, engaged in some rather unusual behavior. Coca-Cola was one of the sponsors of Euro 2020. As part of the sponsorship, there would be Coca-Cola pet bottles placed on the table at every press conference. Ronaldo, a fitness freak, grabbed the bottles, put them out of the cameras' view, and then showed a water bottle indicating that water is the best drink. This incident caused Coca-Cola's market valuation to plummet by around 2.8 billion dollars. Fevicol used this opportunity of Ronaldo's antics with this clever ad.



The curious case of the missing monoliths

Right around the time of late 2020, there appeared to be a mysterious monolith in a desert in the USA, which later disappeared, and nobody knows the reason how it appeared and disappeared. A couple of weeks later, another monolith was spotted in Romania and again disappeared mysteriously. Netizens demanded to know what was happening and started their own theories. Meanwhile, many companies took this moment to market their brand, and one such brand was fevicol. They highlighted their USP that once an object is stuck, it will stay fixed at its place, which is indicated in the caption "This Monolith will not disappear."



Cont..

Yuvstrong forever

Yuvraj Singh was one of India's finest cricketers, and his contribution to the 2011 World Cup glory is unquestionable. On June 10, 2019, Yuvraj Singh announced his retirement from all forms of cricket. While this decision shocked fans, brands were busy taking the most of the opportunity. Fevicol played with its name in this particular ad to pay tribute to the man who hit six 6s in an over- "FE VI VI VI VI VI VI COL" and with the caption "Your memories will stay strong forever."



Please maintain social distance

With the whole country fighting against the pandemic, Fevicol created an impactful message to maintain social distancing through an exciting and entertaining social experiment. The experiment's premise was to attach chairs to tables in a mall's food court, with labels indicating which tables were left vacant due to social distancing. Many people loitered around these tables, disregarding the necessary social separation standards. They had confused faces when they tried to do so since the chairs were attached to the table and couldn't be moved. Fevicol taught the mall-goers the importance of social separation and provided an example for them to fight this virus.



Nipun Dinesh
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The persistent moment marketer: Amul

What is the first thing that strikes your mind when you hear the name "**Amul**" Of course, it is the Amul girl. Haven't you ever wondered why she showed up in your mind? It is because her posters were creatively portrayed with the current political and non-political opinions. This is part of Amul's marketing strategy and what we call "moment marketing."

Moment Marketing is when the company tries to impress its customers through creative advertising campaigns based on contemporary and relevant events that are trending on social media. The advertisement campaigns that adopt "moment marketing" tend to be the ones that receive instant reactions from their target audience. The most challenging task for the companies would be to identify the right choice of their content and how quickly they can imply the content so that it reaches their potential target audience, where at Amul, it would be the age group of 16 to 25. Amul took its first step into moment marketing in the early 1960s, and as time passed, its frequency of posters increased. It started off as once a month, scaled up to per week, then a fortnight, and finally, five times per week. The evolution shows us how well moment marketing seemed to have worked for the firm that they increased its frequency and to add value to this strategic marketing technique, researchers have discovered that only 0.4% of total marketing expenditure is invested in moment marketing which is practically 0.8% of the total sales made by the firm. Hence, it has turned out to be a successful initiative as Amul has never backed down in sharing its opinions about matters but its approach to state its views in the form of humor. Although this has worked for Amul, does this mean a similar approach may work for other firms? The answer cannot be definite because it has taken years to engrave the Amul girl into people's minds.

There are chances that the moment marketing done by the firm may end up being unnoticed, which would mean that the firm has wasted its resources. There are many occasions where due to the lack of cautiousness and in the flow of things, the situation may be misinterpreted and may face a backlash with the target audience leading to the soiling of the brand name.

The persistence and cautiousness of Amul have made them a successful moment marketer, but that does not mean that it is a foolproof strategy that will continue to prosper always without a strong brand. Good moments with "moment marketing"- Take the marketing world in your own stride!



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P.O.P. in the Moment: An analysis of pop culture references in Moment marketing

Amul can be considered as the mother of moment marketing. The brand is quick on its feet to comment on all things relevant in the socio-cultural-political scenario. Although moment marketing depends on apt timing, it is also pertinent to get on board with the right trend. Some trends restrict the reach of churned-out content to certain boundaries of language and political climate. 28% of the most successful businesses have pop culture featured somewhere in their marketing campaign.

Moment marketing is a tool through which brands utilize cultural elements and events for interactive self-promotion—hopping onto the proper trend grants the brand exposure and visibility. While aiming at the generation who spends most of their time in or around social media, moment marketing is a much-needed creative journey from interruptive marketing and advertisements that appear on our feed without context. The trend that complemented this marketing is Hashtagging behavior and social media engagement. Through this, customers feel more connected with the brand and grant exposure to a newer audience that is massive.

Engaging in moment marketing gives the edge of acquiring new customers and shows that the brand is responsive and proactive. Being a brand that is centered in the current environment and is self-aware is a key attraction point. A brand post around a top trend acts as a trigger word for higher exposure. The population who are inquisitive about the movement leads to an exploration of brands, which can be further converted to leads.

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Leveraging nostalgic pop culture in advertising to Millennials is an ingenious ploy by brands. Pop culture forms a part of your social identity, and utilizing that for moment marketing makes the promotions more personalized. Psychological theories as a part of social identity become a way to connect with all. Therefore, momentary marketing integrated with pop culture references has a proven base to establish a connection with people. In this complex web of connections that the audience is trying to develop relationships with the world and identity, brands subtly slide their promotions into a picture.

Here, the virality of the content is a mutual exchange. For a middle-class Indian, Amul's moment marketing content is the daily dose. The brand's stake on it further elevates the phenomenon.

However, pop culture and its larger-than-life elements have often turned out to be the bandwagon of moment marketing. Even after the disappointing "winter that came," there is an excellent recall for brands who utilized "the winter is coming."

Right target audience

Customers are the catalysts for moment marketing, and pop culture is the bandwagon pushed by many customers. Brand interaction and exposure happen much before the customer decides to visit the website. Pop culture has an audience worldwide, thanks to the streaming platforms and their interactive social media communications. However, the ideal audience lies in this junction:

Cont..

Humour and pop

Just like in Twitter, there is a scope for utilizing humor. Brands have subtly integrated their positions onto public critique, joining in friendly banter. A great example being the multiple memes that arose around the dialogue "My business is my business and none of your business." Zomato is always a reference point for blending pop culture with moment marketing. They aim to maintain a point of relatability with the customers, and pop culture is their go-to tool. Even though it is not precisely pop, Rasode main Kaun Tha? It was an explosion of brand marketing and memes. One significant point to note here is that pop culture or any entertainment-based moment marketing follows memes. Humour is the easiest strategy to adapt.

Know what trend to jump in

All pop culture references are not to meddle. There are two situations where the trend has to be left its way. One; when several competitors are sporting the same direction. Two; When the reference has to be modified to suit the audience may seem like a forced integration.

Micro and macro moments

As Titan's fast track launched limited Game of Thrones Edition Merchandise, it was an apt example of how the moment can be utilized in communications and the products. This turned out to be a macro moment marketing. Even Oreo launched a video using the biscuits to recreate the opening sequence of GoT. TheToyZone recreated scenes from popular Netflix series. It was another strategy where the brand showed its ability to integrate seamlessly with any trend.

Proactive or reactive

As the "F.R.I.E.N.D.S." reunion was about to come close, many brands proactively launched ads and campaigns relating to it.

A furniture company came up with a tag designed in Friends typeface, reminding us of an iconic dialogue of the show. "Don't Pivot, we Deliver."

Most pop culture releases have extensive pre and post-promotions, ensuring high social media engagement. Turning to these events provide insight and, potentially predictions, for the next big culture trend. By monitoring these trends – think blockbuster film releases, global sporting events, even celebrity product endorsements can turn out for a pop.

If the brand is reacting to the trend, it should be swift. Proactive requires planning and apt timing of the launch. It is difficult to tweak a brand to jump on the pop-culture bandwagon. If the personality does not suit, then a forceful integration can do more harm than good.

Pop culture references in moment marketing give the momentum required for boosting brand exposure. Research has proved the brand recall associated with pop culture references is high. Moment marketing has turbo charged promotions disguised as entertainment, increasing the number of participants- both active and passive- and the speed and quality. It is a challenge to establish a brand as relevant to potential customers and moment marketing with pop culture does this at a glance.



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The upsurging momentum for moment marketing

Advertisements by companies are being done to persuade the consumers or inform the consumers or remind them about the brand, service, or product. One cannot say that if a company advertises, it will reach its sole purpose because many factors reduce an advertisement's effectiveness. Of all the elements, customer engagement and customer attention will be crucial. This decides whether the marketing or advertising campaign is successful. In this digital era, getting customer attention through informative or creative advertisements is a tedious task as advertisement viewers experience Advertisement Blindness. This is not necessarily due to a conscious choice, but rather due to consistent usage trained their eyes to look and where to avoid.

Hence contents of the advertisement needed to be in such a way that utilizes time and space. One cannot advertise about a sweater in hot summer or use content that became obsolete. Some of the marketing techniques that best use time and space are Ambush marketing and Parasitic marketing.

The Ambush marketing technique is the practice of hijacking another advertiser's campaign to raise awareness of another company or brand, often in the context of event sponsorships. This technique effectively creates customer engagement, Consumer memory/Brand recall, and Brand awareness by creating a situation that attracts viewers. The parasitic marketing technique best utilizes time and space. For example, when a company opens a premium products showroom, another company with cheaper products advertises near that showroom to attract bargain hunters. Apart from all these marketing techniques, a marketing technique named "moment marketing" is becoming popular.

Moment marketing utilizes the current trends, and marketing content is created to grab the viewers' eyes towards the advertisement. Hence, this technique provides high customer engagement and brand recall by customers as customers associate with the brand whenever they see or think about that trend, leading to increased brand awareness.

In Moment marketing, the utilization of time is crucial. Once the trend becomes obsolete, creating marketing content with that trend will be useless. Also, the company must be vigilant of the society to know about the trends being created, going on, or ended to increase the efficiency of the moment marketing.

Nowadays, consumers are experiencing Ad Blindness as their exposure to social media grows; brands may use Moment marketing to combat this issue and interact with their customer base. While businesses such as Amul have pioneered and refined this technique over the last 53 years, moment marketing is more important than ever in this fast-paced, digital era to ride the wave and viral promotions.



Vigneshwaran K
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Marketing in a Sea of Noise: Psychology Behind Moment Marketing

The success behind any organization lies in their strength of understanding their consumers with the changing consumer behavior and how well organizations can adopt various techniques to overcome the posed challenges. Companies have started looking to develop deeper connections with their consumers, which leaves an enduring impression about their brands. Providing the correct information at the right time has become even more crucial to stand out from the competitors, where moment marketing comes into play. Understanding human psychology brings in more valuable insights to capitalize on these micro-moments.

Marketers are constantly looking for happenings and the consequences around the consumers and take it to their advantage to utilize the potential that it can bring to businesses. According to the cognitive appraisal theory, exposure to a stimulus is followed by a series of events involving thoughts, physiological responses, and emotions. Emotion is a mental state of readiness that births from various events and are a marker and moderator for cognitive processes leading to goal-directed behavior and consumer decisions. Leveraging these insights from consumer behavior helps in the metamorphosis of passive observers to active consumers.

In this era of incessant information through social and entertainment streams, seasoned brand communications have become all the more essential. Every touch, when it reaches the human brain, is stored in the memory.

Marketing and advertising communications cues are stored in the episodic memory-related to time and space, which is a form of short-term memory and later translates into semantic memory that is a record of concepts, meanings, etc., responsible for triggering unconscious associations.

Short-term memory permits a consumer to recall a piece of information only for 30 seconds, hence requires repeated reinforcement for the information string to be a part of long-term memory.

Repeated advertisements and moment marketing play a significant role in increasing the attention span, creating a lightbulb moment and thereby influencing the emotions and memory of consumers. To tap the distracted brains of the consumers through information overload during various events, marketers look for situation-specific messages that are appropriate and relevant to their brand campaigns. Moment marketing is game-changing as it rightly targets how the human brain responds and leveraging these powerful insights to create lightbulb moments that directly influence the consumer attitude and behavior towards brands. With the help of information technology and its offspring, this new era marketing technique promises to influence consumer behavior and decisions essentially, thereby creating a marketing revolution.

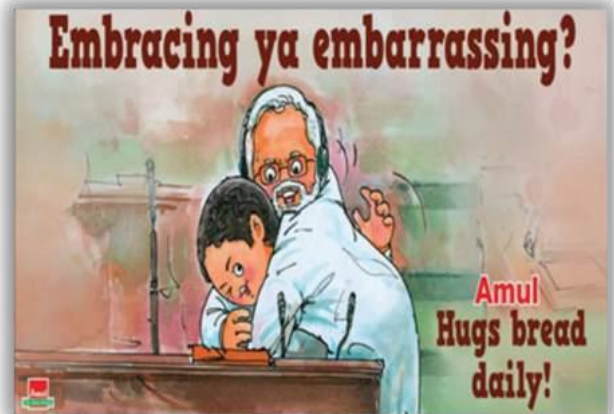


K Jayalaxmi
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Tongue-in-cheek advertisement

Srikant Tiwari, Ganesh Gaitonde, or Professor from Money Heist, be it any character, there is a special place for them in our mind if not the heart. Where few fingers away, information is available in abundance, we tend to sit in the center of the hushed chaos of events and enjoy it. Marketers go a step ahead and use this chaos to create a sense of linkage between the company and you as a customer through moment marketing. Amul is renowned for its tongue-in-cheek advertisement. It manages to capture every important event and use it as a marketing strategy to create buzz among the audience. This strategy is also used by its rival company Mother Dairy, and the ad makes the netizens appreciate it. In this ever-changing world of unlimited options where we are passive victims of FOMO, marketers use the moment to maximize their brand presence. Recently, the world witnessed the importance of the Suez Canal and waterways after Evergreen got stuck, and the media went gaga over the incident with the longevity of not more than 10 days. During this period, companies used moment marketing to emphasize the event regarding their products and services. These ads might not add instant value to the company; however, it helps connect with the consumers, which is one of the benefits of moment marketing. Surfacing in TOMA is one of the primary focus points for most of the organization, where the consumers have the privilege to get confused among thousands of brands to recall or choose from.

As the name says, "moment," a brand has to be extremely swift and attentive to the time; it would create zero interest among the consumers if the campaign is delivered at the wrong time. Thanks to Zuckerberg, the digital space is free for everyone. The organizations use this cost-effective technique to make the content viral within a short amount of time, engaging customers worldwide. With the empowerment of technology, the marketing strategy is shifting rapidly. Newer advancements are being embraced by the firms, where moment marketing might be obsolete one day, and the rise of other marketing tactics will start, anyways let's wait for the moment.



Jyotirmoy Ghosh
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Moment marketing - The Ice Breaker

Marketers are constantly looking for new innovative ideas to break the ice of the consumers by forming a link and grabbing their attention. The strategy that came into the picture helped many top companies, including FMCG, government institutions, and online payment companies. The big brands are taking the jibe on the current events happening around to gain the consumers' attraction. Those events include trends in the market, online sports events, or even a response to television advertisements.

Many companies are leveraging the benefits with the help of moment marketing which can only be implemented in the company's creatives are proactive, and there is a flat structure hierarchy where the process of approvals is not tedious. The message that the company is trying to portray to the audience through memes and videos influences their perception of the brands. Customers' association with the brand has been a crucial key aspect, as a consumer is central to the business, so to engage them better, relationship building is significant, which is possible by delivering the right message at the right time.

Gen Z is very active on social media and is aware of the news, which is advantageous for the brands to bring on witty content with which people can link directly. Recently a controversy took place during the sports conference, due to one action of Ronaldo, putting coca-cola bottles aside which were placed in front of him got viral and, it influenced people, who recognize themselves with Ronaldo, many brands came into the show to take jibe by creating memes, which included Fevicol and Amul, taking advantage of the event.

Moment Marketing is a win-win situation for the brand as it is very cost-effective and reaches the customers more quickly compared to other marketing channels. Amul has been using this strategy for the past 53 years and has been successful in it.

Zomato, Uber eats, Fevicol, Ola, and swiggy are also adopting this style of marketing. Companies constantly strive for the "mind-space" from the consumers. Lots and lots of creativeness and attentiveness are required to cut through the ice of the consumers and position themselves in the right way in the market, which in turn helps them have a competitive advantage over many. Two points that should be considered while doing moment marketing are brand relevance. The other is the speed of execution; if it is not relevant to the brand and event, it might negatively impact. Moment marketing works in selected categories; it is not for all the brands, like the pharma sector, where impulse buying does not happen. Moment marketing is a traction-gaining technique for many as it is tactical in nature; if it hits the right point of the consumer, then it increases brand salience, traction and helps in driving sales.



Yagyanshi Anand
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A Paradigm shift in enhancing the content

Every time something happens around the country or world that hits people's minds, companies use content and ads for promotion. This is all about moment marketing. It is about identifying the key events, changes, or incidents happening around the wider public either in the business arena, government, a more extensive section of society, etc., and using the exact moment to target the audience by creating the content around it. Social media plays an essential medium for moment marketing because brands can send the message through content instantly and in real-time. The significant advantage of this type of marketing it doesn't cost much. Still, a creative mind is needed to create content around the moment to align with the brand.

Brands face a challenge in creating and increasing the engagement for their content. Moment marketing acts as a savior because the audience can relate the content since there is a buzz about their environment. It also induces them to consume more content about the same. Hence creating the content around the moment is the marketing approach companies following in recent years. Amul is the pioneer brand in moment marketing. They literally use every opportunity by coming up with creative posts and relating them to their brand. For example, it relates to sports events and comes up with a post for the victory of the Indian team. One such ad is Indian cricket players celebrating the victory with stumps in their left hand and bread in the other. Amul also used the tagline "Put down under in bread!" promoting its product 'butter.' A few years back, the buzz was around data privacy surrounding mobile communication apps, and Amul came up with a creative ad with the tagline "under wraps always!". There are numerous such ads when looking at the trajectory of Amul. OTT giant Netflix used moment marketing in recent times on New year 2021 and during heavy rains lashed Mumbai city. It created Instagram posts and stories to celebrate the new year with unique content promoting their trending and upcoming shows. The content was also about taking a new year resolution to release the most requested shows in 2021. Its primary competitor, Amazon prime, also countered with a similar strategy. During heavy rains in Mumbai, it alerted people to stay at home and promoted binge-watching.

Chandrayaan 2 launch is the pride of the entire nation, and brands are no exception to it. Popular brands came up with creative content by taking Chandrayaan 2 to the moon. Companies used Twitter to celebrate the event and simultaneously promote their brands with hashtags. Few such promotions were KFC and Ola. KFC announced one of its products, fried chicken taking off similar to Chandrayaan with the tagline "That was finger-lickin' lift-off!". Ola created video content that showcasing drop location as moon and GPS navigation signal towards the moon.

Brands take advantage of popular events or moments in society and individuals' social media posts to take on other brands and giant companies. One such event is Rahul Bose creating a video on JW Marriott after being charged with Rs 442.50 for just two bananas. Other brands took this moment and built humorous and creative content around it. Bigbasket came up with GIF content where a bunch of bananas falling for 442 rupees. Companies used "#rahulbosemoment" with these ads. More than the video posted by Rahul Bose, the post and creative content by brands around it became viral, and consumers found fun while scrolling through these posts and stories. Hence, there is a paradigm shift in how brands create engagement through content creation and moment marketing paves the way for such creative content by brands.



K B Sasikumar
2027028

All about timing the stroke

Moment marketing is an act of taking leverage on current occurring. To what degree the quote 'live the moment' and moment marketing being similar? Let's belittle the philosopher's angle and build on the marketer's

Selecting the moment

There are several ways to pick the right moment and most common among them is the wait and bounce. Irrespective of the kind of moment, if at all the moment creates rustle among people, the company capitalizes on the issue and the best one to do so is Amul. The second way is wait, choose and bounce. Company come across many moments but it is certain to select the moment that is in line with the company's narrative. Lay's launching 'Smile Deke Dekho' campaign on the universal smile day is a better example of this kind.



The last way is the choose, anticipate, wait and bounce. Choose the moment that is yet to occur. Anticipate and work on the possibilities of how the moment would be. Wait till the moment happens and if at all the moment is the same as anticipated, be the first one to react. Let's take an example, till 2004 no Asian had ever won an Olympic medal at short distance hurdle. It was Liu Xiang who rewrote history. Meanwhile Nike came up with ads for all the 4 possibilities of the game and eventually aired one of the possibility's ad after Liu won gold which was considered as a possibility by Nike.



Metrics of Moment marketing

After the content creation and content showcasing there are some metrics to know on the result of the same

Reach: Reach can be in both positive and negative ways. Reach gives the company insights on brand visibility.

Sentiments: Getting a look at the sentiments of the people on the post. If at all the hatred is being more the companies can avoid considering similar sort of moments

Handling backfires: Not every content created for moment marketing is received well by the audience. At that time the company is forced to make decisions.

Understanding the viewers: The first thing is to see what kind of viewers are against the content. If company's own customers are against it then it is better to strategise something different as the company might experience customer churning. If some other groups are opposing the content and that to in a not widespread manner, then the reaction can be given later or not given at all

Taking Responsibility: If the opposition is strong, though it is not from the company's customer the best way to nullify the situation is to apologize.

Future of Moment marketing

Creating a moment: Let's take a brand, Zara for instance. If they are the clothing sponsor for a T.V. show. When the model appears on the show with Zara's outfit it might interest audience of the show to know more on that outfit and there a moment is created. At that time if Zara responds through a L-shaped ad with the same costume projected on it. People will know that the product is from Zara and this in turn might increase Zara's ROI.



Maadesh K. 2027930

"Pain is nothing but the darkness that leads to the dawn of gain."

But what if the pain is yours and gain is for others. Yes!!! A 25 seconds video of Cristiano Ronaldo where he removed two bottles of Coca-Cola aside during a press conference for Euro 2020, which Coca-Cola sponsors and requests to have water, has led Coca Cola to lose a valuation of \$4bn. But the Hindustani Companies utilized this moment to promote their business. The first player to jump into the Coca-Cola – Ronaldo Controversy ground to leverage itself is Fevicol. They released a campaign on social media with a creative caption "Na bottle hategi, a valuation Gathegi" which means "Neither the bottles will move, nor the valuation will decrease," expressing its commitment to exceptional bonding.



This is a classic example of "Moment Marketing."

WHAT IS MOMENT MARKETING?

It can take advantage of an event to deliver relevant and spontaneous interaction with the audience.

Brands nowadays are vying for audience mind-space and cannot afford to be sluggish. Consumers wield power, and they reject anything that is out of date. Moment marketing has become essential for businesses looking to build deeper relationships since it feeds on the present and generates many two-way conversations.

Other brands pun on Ronaldo's Coca Cola move:

- Amul: "Not Bottling One's Feelings!"



But is this Moment Marketing a new thing?

My answer is one of Dhoni's statements, i.e., "DEFINITELY NOT!!!"

Amul has been doing this for the last 53 years. Amul got associated with uncountable events through Amul Butter in India. The increase in social media usage has increased the frequency of moment marketing, where now they are rolling out three or four creatives on an average in a week on their social media platform.

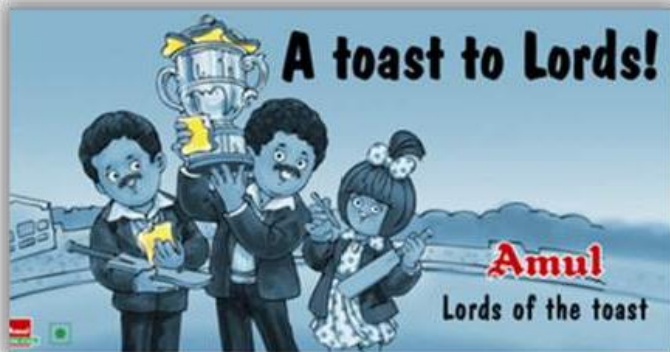
What we need to learn:

Moment marketing is a low-cost approach for increasing sales by virtualizing information and encouraging spontaneous connection with the audience. Its main benefit is that its contextual material captures the audience's attention for a brief period, resulting in high brand memory. It is up to the marketer's adaptability to make the most of this beautiful and cutting-edge method.

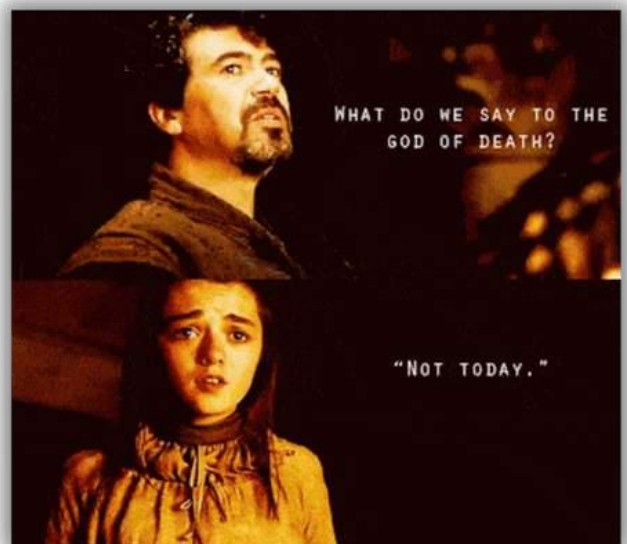
Cont..



Hare Rama, Hare Krishna Movement



25 years of the 1983 World Cup



Paidi Ravikiran
2027135

Mememes on Moment Marketing

Brands wishing Zomato on its IPO like:



Brands taking notes of latest trends for moment marketing like:

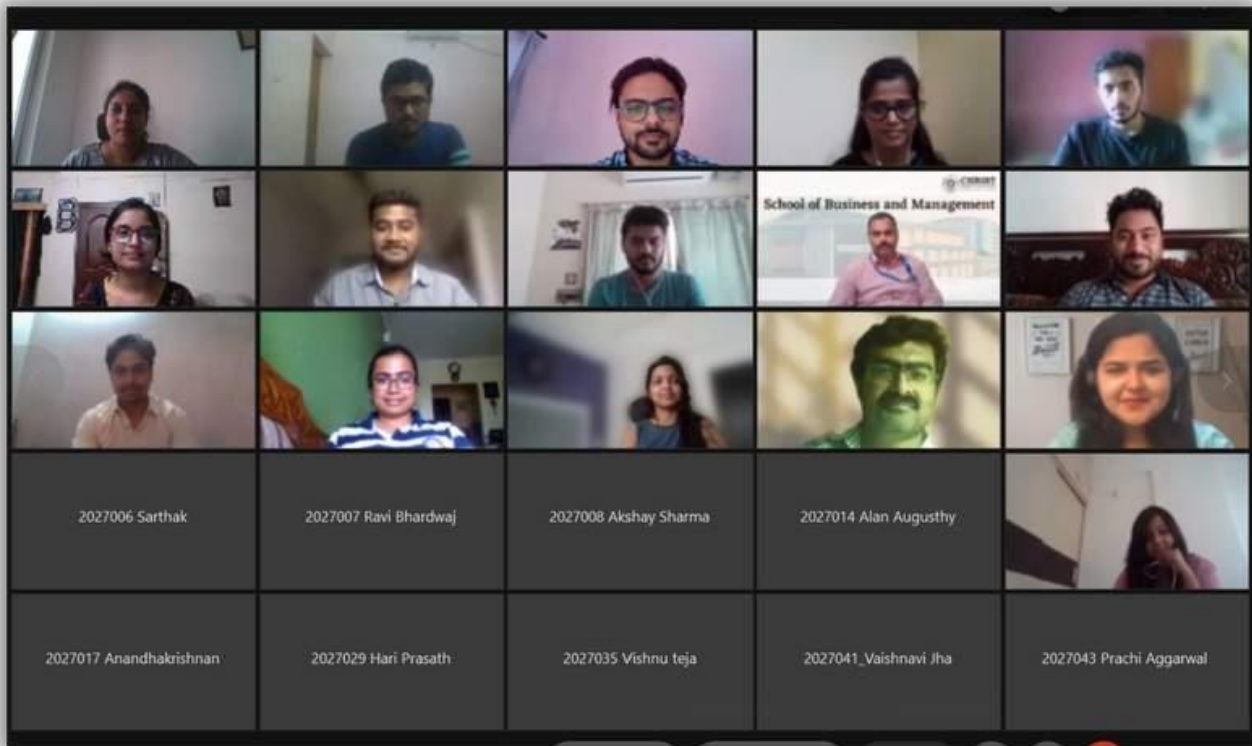


Netflix, Zomato with their moment marketing as soon as a trend starts:



Rashi Aneja
2027455

Marketing Club Activity




CHRIST
UNIVERSITY

SCHOOL OF BUSINESS AND MANAGEMENT
MBA MARKETING CLUB
 Presents

Alumni Panel Discussion



Akhilesh
 121Connects
 Ambassador
 Sales and
 Marketing



Pooja NK
 HPE(Hewlett Packard
 Enterprises)
 Inside sales account
 manager



Saransh Pandya
 Hafele India Pvt Ltd
 Management Trainee
 sales OEM vertical



Shreya Mishra
 Deloitte USI
 Analyst
 Client and
 Market Growth

Date 17 JULY 2021

Time 12:15-1:45^{PM}

Platform Cisco Webex

Scan here to join ➡

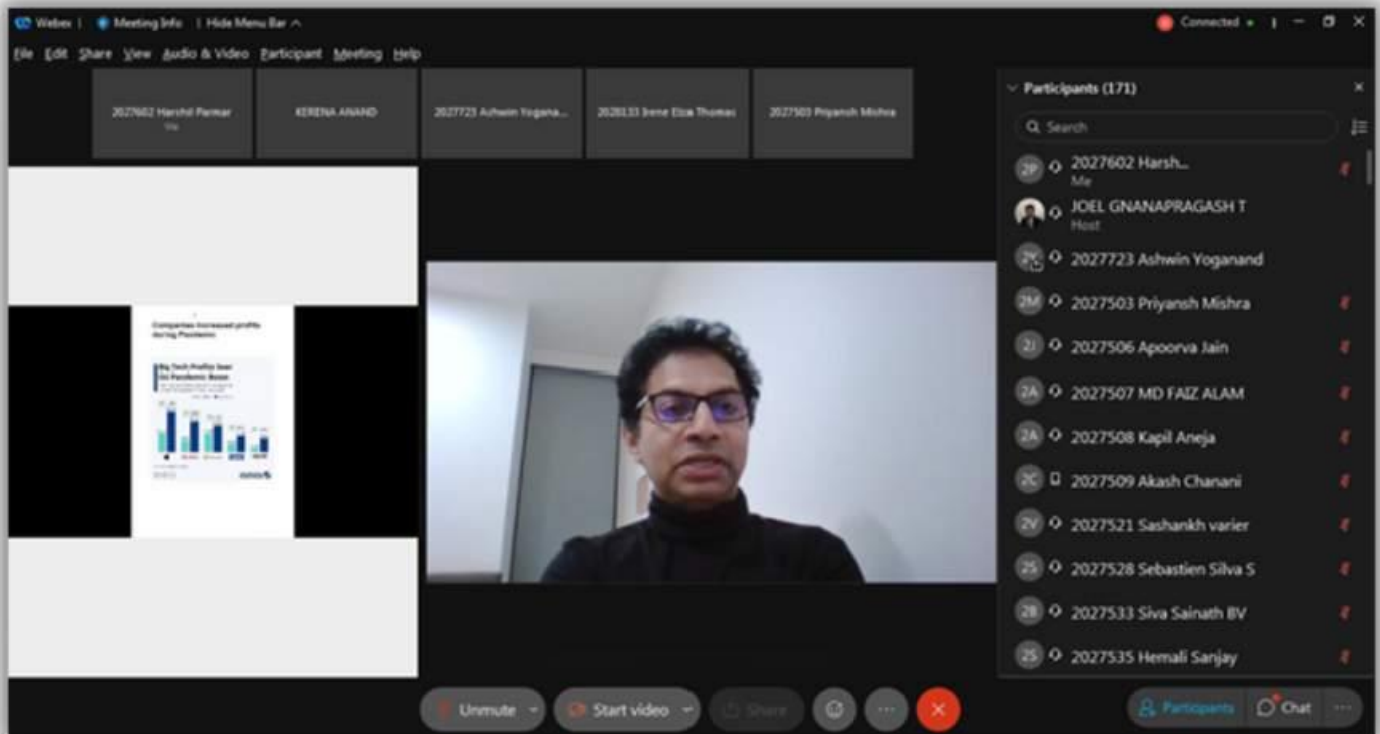


Every other students is driven by the question of the next step after your Master's course. Not everybody have a clear idea about what is to be done next and how.

In order to answer these questions and to give an idea about future prediction, this week's Marketing club activity included an interaction with Alumni of the college that are now in the corporate world.

The event took place yesterday under the supervision of **Dr. Jayanta Banerjee** and **Prof. Krishna Kishore**. Many students participated in the event with high level of enthusiasm in order to get a grasp on how to shape your future and what steps should we take today.

Marketing Club Activity



CHRIST
DEEMED TO BE UNIVERSITY
BENGALURU - INDIA

SCHOOL OF BUSINESS AND MANAGEMENT

MBA MARKETING CLUB

PRESENTS

Guest Speaker Series

On

**Business Landscape and Transformation:
Before and After Covid**

By

Prof. Rajeev Sunu
Business Advisor

Date: 16 July 2021
Time: 2:30 PM
Platform: Cisco Webex

<https://christuniversity.webex.com/christuniversity/j.php?MTID=m86d7e9030af47bb4b199575c5152e1fd>

The world was experiencing COVID for the first time and many did not had a clue.

The speaker of the event Prof. Rajeev Sunnu talked about about the businesses can be shaped in order to continue after the pandemic just like they were before it.

Marketing Club Activity

Systematic Literature Review

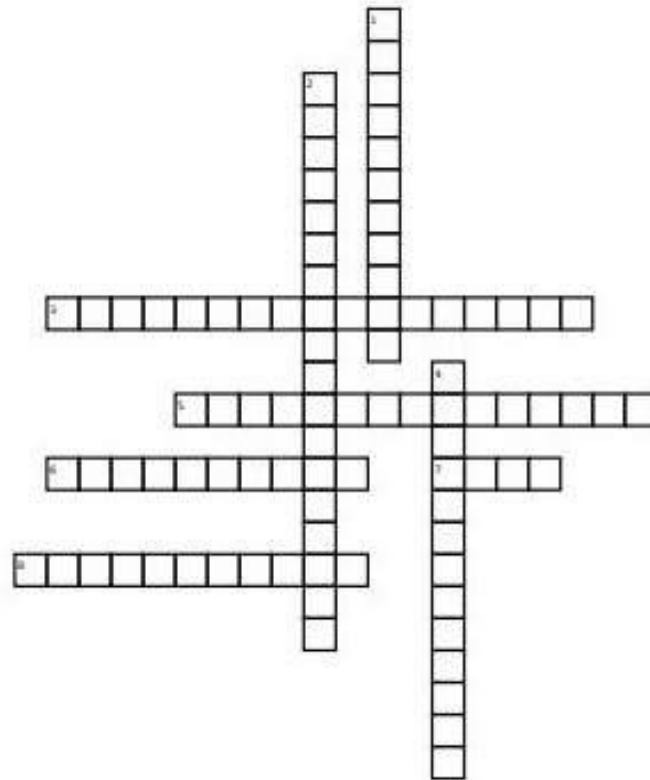


Dr. P. Madhan Kumar, Assistant professor from NSB Academy, Bangalore discussed systematic literature review and meta-analysis on 9th July, 2021, 2.45PM. He also discussed practical showcase of how to get required journal article results from a database and introduced the usage of the software VOSviewer, Instant scraper, Rstudio.



Marketing Crossword

MOMENT MARKETING CROSSWORD



Down:

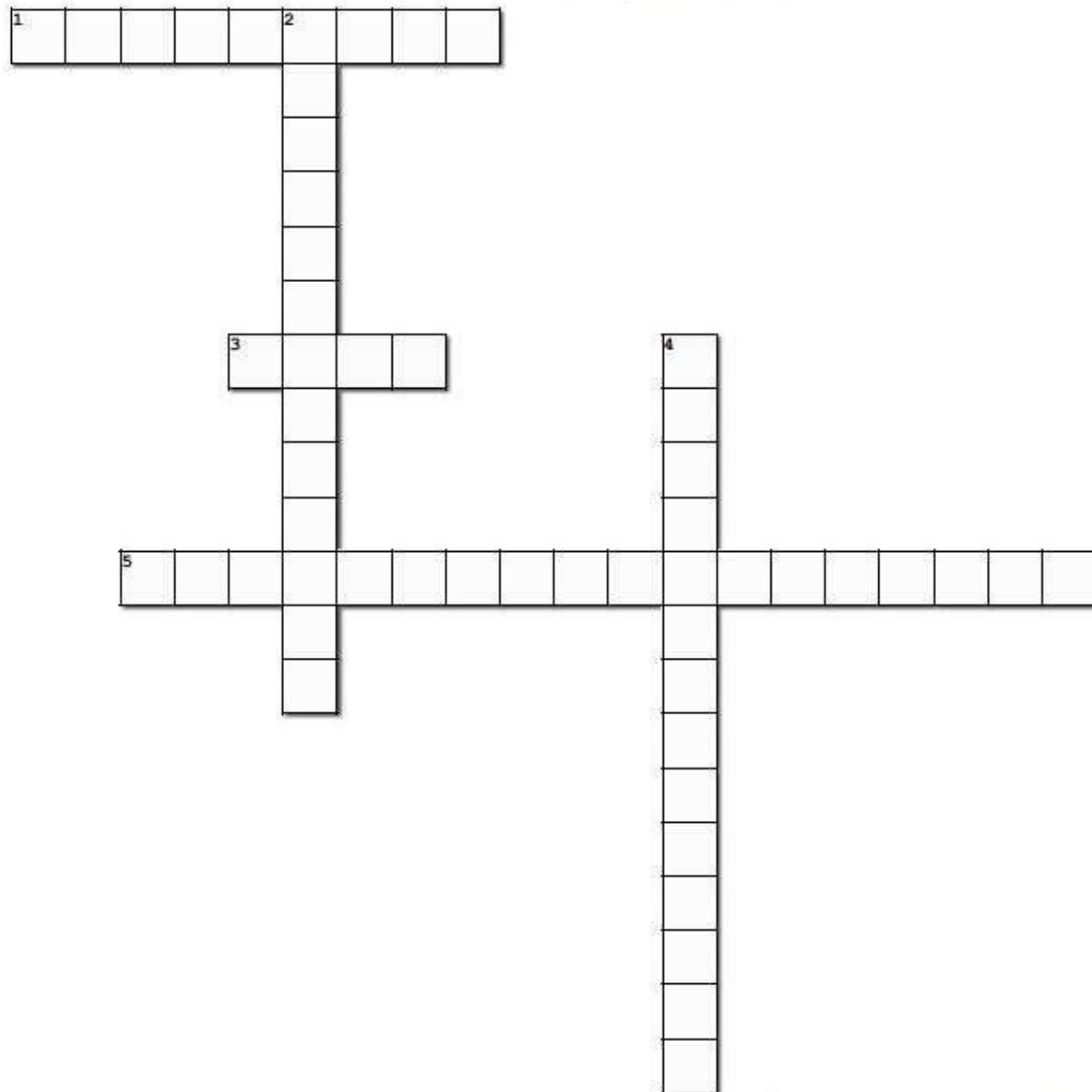
1. When social media users broadcast web material on a social network to their connections, groups, or particular persons.
2. The combination of actions that affect customers' views of a firm and its goods.
4. When a firm expands internally by increasing output and growing revenues.

Across:

3. The conventional form of product promotion that requires individuals to stop what they're doing to pay attention to the marketing message.
5. The skill to seize ongoing events and create communications and marketing collaterals around them.
6. The particular personality that a brand adopts in its communications.
7. Indian brand who is a pioneer in moment marketing since 1996
8. Platform used for moment marketing



Marketing Trivia



Created using the Crossword Maker on TheTeachersCorner.net

Across

1. Who is the man behind anti-ad and also built An Epic Brand Without Advertising?
3. Who pioneered the phenomenon of moment marketing in India?
5. Meme marketing has gained momentum with the industry professionals so companies are now hiring which position ?

Down

2. What revolves around intent-rich moments ?
4. Which is a great way to reach millennials who spend a daily average of 211 minutes online?



Sujitha & Vinisha
2027255 2027140

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Faculty Coordinators



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Dr. Barkathunissa A

The Design Team



Akshay Sharma



Rishab Jain



Yagyanshi Anand



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Vishal Kumaran

The Editing Team



Aastha Sharma



K Jayalaxmi



Prajwal K R



Tanisha Roy

The Coordinators



Aaishwarya Raj



Anagha Menon



Vaishnavi Jha



Yadu Krishna