



CHRIST
UNIVERSITY
BENGALURU, INDIA

SCHOOL OF BUSINESS AND MANAGEMENT

BUZZ MARKETING

MARKETING THAT GET'S YOU TALKING

VOLUME 11 ISSUE 3

AUGUST 2021

MARKETING NEWSLETTER

Wait!! What are
you doing?



Chill!
Just creating
some buzz!



Follow The Honey!

We have lot's of buzz stored for you



**Foreword -
Dr.Vedha Balaji**



**Faculty Corner -
Dr.Krishna Kishore**



**Alumni Corner -
Buzz Marketing:
Beauty with Brain
Mayank Nigam**



Rethink Beauty: Dove

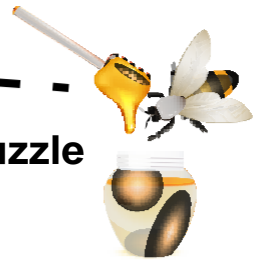


There is more
come on!



Buzz Marketing : India

Crossword and Puzzle



Marketing Club Activity



The Buzz at TDM



Buzz through digital guide



Simply Buzz or not?



What's the Fuss in Buzz



What's the buzz in Town



The Buzz around Apple



This issue of M-ask is presented by Team Maverick's



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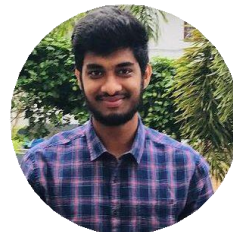
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CHRIST
(DEEMED TO BE UNIVERSITY)
BANGALORE · INDIA

CHRIST (Deemed to be University)

VISION

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

VISION

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

MISSION

Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

Programme Educational Objectives (PEOs)

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

Master of Business Administration

Program Learning Goals (PLGs)

- | PLG | Goal |
|------|---|
| PLG1 | Social Responsibility and Ethical Sensitivity |
| PLG2 | Functional Knowledge and Application |
| PLG3 | Communication |
| PLG4 | Critical Thinking |
| PLG5 | Global Awareness |

Program Outcomes (POs)

- | PO | Outcome |
|-----|--|
| PO1 | Apply knowledge of Management and Practices to solve business problems |
| PO2 | Foster Analytical and Critical abilities for data-based decision making |
| PO3 | Ability to develop value-based leadership ability |
| PO4 | Ability to understand, analyse, communicate global economic, legal and ethical aspects of business |
| 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 |

FOREWORD

Bhasha Utsav, Blossoms, Street- Theatre, to name a few are some of the most loved and awaited events for every Christite. Careful planning and execution of various events culminates into a rich, vibrant and colorful campus on these different occasions. Unexpectedly and much to the delight of on-lookers, amidst regular working days; we have students break into a flash dance for instance that gets all our attention! Generating buzz is easier said than done.

Marketers are quick to realize this to be an activity that gets people talking. Brands are cashing on this not just in Urban India but also in rural segments. Asian paints, Birla Cements, Mahindra farm equipment have all used buzz marketing strategies to successfully create brand interaction.

Buzz is all about betting on unusual content to get everyone talking! Many companies worldwide use the technique of buzz marketing. Although the span of buzz marketing is not long term, it is quite inexpensive! Ideas that are considered to be a taboo, hilarious, remarkable, outrageous, etc. are the ones that gets remarkable audience attention. Brands such as Facebook, Apple, Pepsi and others have teased us all at times!

Let's explore this edition of our marketing newsletter and gain refreshing insights on buzz marketing!!



Dr. Vedha Balaji
Head of Specialization– Marketing
School of Business and Management

FACULTY CORNER

Buzz marketing is an appreciated and commonly relied upon marketing method by many companies in recent times. To effectively perform in customer acquisition and retention, generating healthy revenue streams requires creating a FOMO mindset among customers. Buzz marketing campaign demands rigorous homework in terms of environmental studies. The foundation to building hype must be a solid one. The cause with which the brand would like to revolve in association should be relevant to the target market. Then a hype generation around a brand can be successful.

Traditional approaches and evaluations of promotions were conservatively rooted in hit rates and targeted message frequencies. Companies' practised ad dumping and preferred mostly broadcasting media unaware of the returns on ad expenses. In recent times, Buzz marketing has delivered more results compared to advertisement bombarding methods for many companies. Some of them reaping benefits are Coca-cola, Sony and many more.

Social media proliferation led to the creation of more user engagement strategies. Talented influencers attract fans or followers towards their partner brands. Companies and influencers are an excellent combination to target the segments. Most of these messages are targeted at 16-40-year-old individuals. Brands facing problems of market saturation, sluggish sales without expanding customer base gained promising share in the market through influencers. Some of the examples are Godrej expert with Karan Johar, Peter England with Ayushmann Khurana.

Another common way of creating a buzz is to partner with talented vloggers. Vloggers are skilled in crafting a message and delivering it interesting perspectives using visual techniques and oratory skills. Some of the famous vloggers are Ajey Nagar, Ashish Chanchlani and Amit Bhadana. The content created engages the followers. Humorous wavelength is carefully matched with followers involving the individuals.

There are two types of Buzz marketing. One is pre-launch, and posts launch Buzz. Both are used to gain an advantage in the market. Pre-launch Buzzes are made to give slingshots to a product or a service that are ready for launch. Pre-launch creates eagerness among prospects by challenging the stereotype mindset locked in their powerful subconscious mind. People are pulled out without their notice towards these strongly targeted buzzes, and this results in involvement. Either these involvers will generate sales, or they will spread the buzz to other flowers/friends. As the product is released, the eagerness drives people for purchase or consumption.

Post-launch buzzes help in giving a sales push to the product or a service after a release. Companies depend on the viral property of Buzz marketing to generate fast revenues for their product that is already released. In post-launch Buzz, either the company taps advantage or the environmental buzz supports the company. Moviemakers have successfully tapped into these opportunities. The Bollywood outputs like URI – the surgical strike, Airlift though based on a small story plot, rode to success in the box office on the nationalist wave.

The "Buzz" element in marketing, if not handled well, can destroy a product as well. As the process involves challenging stereotypes, a marketing strategist will be at risk. Buzz is a double-edged sword. Challenging the stereotypes, Biba and Tanishq won, but Royal Enfield and Breeze toilet soap brands lost. It's a complex success puzzle a brand architect approaches to solve in the market. The cultural stereotypes are very dangerous landmines in the path of success for a marketing manager.



Dr. Krishnakishore S V
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ALUMNI CORNER

BEAUTY AND BRAIN

First Lockdown of 2020, thanks to Money Heist for giving me some thrilling days. Though I don't watch web series, every WhatsApp group was talking about The Professor, Tokyo, Monica Gozttzz... sorry I still can't pronounce her name and some other characters of the series. It eventually pulled my interest. There was a buzz of this Spanish web series all across the platforms. The audience was promoting the content aggressively. Sometimes I feel people are so innocent that they don't realize that they are not even paid for the passive marketing which they do for brands, products, and services. This is the perfect example for Buzz Marketing. Buzz Marketing is certainly the best technique for companies to sell their product and services. It has a bi-directional reach of word-of-mouth strategy through social channels and in-person as well. The thumb rule is to fetch the customer's attention and increase the visibility of the offering. This technique triggers the brain of the customers and creates a desire, proving that emotions can even rule the rational buyers. Once the buzz captures your attention, its effect multiplies, this phenomenon is the crux of the Baader-Meinhof Principle. The concept is very simple and well experienced by many, wherein the tendency to notice something becomes quite often after noticing it for the first time. For example, if you notice the new Hyundai Creta for the first time on roads, the frequency of you noticing that again on the same day will be high. I feel this is the core principle of Buzz Marketing as well, which brands and companies are using to cover the maximum target market.

The idea of Buzz Marketing is to concentrate on the consumers, brand influencers, etc., more than the end product or service. Big brands sense the trend of the market and create the buzz in line with their branding and other marketing strategies. However, emerging brands generally focus on the influencers on different social platforms because their audience reach is very high. I am sure you have heard about paid promotions on social media. This way, brands are spending less on their marketing strategy and reaching out to a wider market; in short, their ROI is very high. This is one of the biggest advantages of the Buzz marketing technique. There are different types of buzz created by the companies like controversial, unique, hilarious, suspense, etc. This technique is widespread and is used by different companies in various sectors. Another advantage of this technique is that it helps the brands to have a deep and quick connection with the audience. Thus, companies can analyse the results quickly and can also make some changes in their marketing strategies going forward. But do these companies also think, "what if the buzz doesn't live up to reality" and their offerings are flop? The intensity of the negative buzz is no different in the market. When the buzz misfires, brands don't have much scope to redefine the product and strategies. Ideally, the homework should be right by these companies. The first and foremost step is to understand the market and its sentiments thoroughly. Strategies work well if well planned!! Next time you plan to buy a newly launched apple phone, get ready to sail in the boat of buzz marketing. And what about Starbucks? Just be honest with yourself and admit that our filter coffee tastes better than Starbucks' chocolate Cappuccino, and I don't have to tell you the price difference. Now, feel the beauty of Buzz marketing and understand the brains used by the brands. Welcome to the beautiful and creative world of marketing.



Mr. Mayank Nigam
Batch 2019–2021

RETHINK BEAUTY : DOVE

The personal care brand Dove by Unilever has always been a pioneer in releasing campaigns that redefine beauty as women perceive. Ever since 2004, they started their award-winning advertising strategy, they have always managed to create a buzz with their eye-opening messages.

The idea popped from a survey taken by Unilever, the parent company of around 3000 women from 10 different countries in 2004. Dove believes in shedding new light on the term beauty: 'a word that brings confidence, not anxiety.'

Source: <https://www.dove.com/in/stories/campaigns/stop-the-beauty-test.html>



By conducting a small survey on around 30 women in India, it was found that they felt the most buzzworthy advertisement by Dove is the recent #StopTheBeautyTest campaign. The video hits us with the harsh reality that Indian women undergo during the matchmaking process. Judging and rejecting women based on their features is something ubiquitous and ugly. This impacts a woman's self-esteem and the way she looks at herself. Dove brings out these situations that need to be focused on, using real-life women rather than actors enacting a scene. This helps them portray the powerful message of how to stop insulting women through the beauty test.

RETHINK BEAUTY : DOVE

In India, once a girl child is born, the world sees her through the lens of marriage. With every rejection in life due to her looks and personality, a woman loses her self-esteem and self-respect. Dove tries to focus on this aspect in its recent campaign to enhance the love for the brand by Indian women.

It's seen that Dove always tries to view beauty from various dimensions and try to make sure beauty is a positive experience to women than a word that creates anxiety. They always try to avoid celebrity endorsement and bring in real-life women to build trust among their consumers. Also, this helps create a buzz since a woman's beauty is something debatable all the time.

Through the survey, the second most popular buzzworthy advertisement by Dove was the #RealBeautySketch campaign. In 2013, in this six-minute film, Dove brought a few women to a warehouse where an FBI trained portrait artist sketches them without viewing them based on their description. Once he finishes, they leave and another person who watched them describe these ladies. Post which, these two portraits are hung side by side and are shown to the main protagonists, who then understand how the portrait described by a stranger makes them look much more beautiful than how they see themselves. It is a touching true story that rings with every woman who views this ad. A known fact, due to the traditional image that the word beauty has created, women tend to underestimate their physical features and think of themselves as ugly or not up to the mark. This thought impacts the way one behaves and the way one looks at others and themselves. Again, a video that created enough buzz to be shared around 3.74 million in the first month itself. Again, Dove managed to tackle a phenomenal issue that's usually not addressed by other companies. This advertisement has always been a reminder ever since its release that You are more beautiful than you think.

Though it's been around 16 years that Dove asked women to rethink beauty, they continue to retain this message and hover around it while building their brand image. They create a buzz using the realistic situation with non-celebrities, thus making one relate to the ad. Through the survey conducted, Indian women could relate to the #StopTheBeautyTest advertisement, since it's a very common issue which they face during the marital process. The other advertisements are made on a global basis, while tackling problems faced by women on a general basis.

Their advertisements are not just limited to television but also to interview series, interactive billboards, and print ads. Their method of remarkable buzz marketing has always been on point and catered in building their brand image across the world.

Anagha Menon
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BUZZ MARKETING : INDIA

Flipkart

Flipkart is a Bangalore based Indian e-commerce company that is incorporated in Singapore as a private limited company. The subsidiaries of Flipkart include Myntra, PhonePe, Ekart and Mallers, Inc. Currently, Flipkart is one of India's leading e-commerce platforms along with Amazon and other websites. In 2019, Flipkart wanted to create a campaign that appeals to India's audience while maintaining tradition and values. The campaign's main goal was to promote sales performance through 'The Big Billion Sale.' This time, they tried something different by using virtual reality to bring their ad to life. The e-commerce company launched its annual sale, The Big Billion Days Sale, with an interactive ad that used the magnificent moon to promote the theme **"Deals Ka Chand"**. The ad used virtual reality to encourage the customer to find the moon and clouds with their phones in order to explore the sale and offers. The customers can blow to their mobile devices to remove the clouds from the moon's front side and thus their offers become visible. This might also be shared on their social networking sites, broadening the reach and generating discussions.



Lays

Lays is one of the most popular potato chips brand in our country. It is a well-known brand that produces potato chips in a variety of flavours. However, most individuals buy their favourite flavoured potato chips without trying any of the company's other flavours. The purpose of this campaign was to get people to try a variety of potato chip flavours. So, they devised a brilliant marketing technique by adorning the Lays packaging with human smiles, each of which differed from the others. They also started a contest in which individuals may enter by clicking a photo with the type of smile they want by purchasing the flavoured chips packet with that smile. As a result, many consumers bought different flavoured chips packets based on the type of smile present on the packets and also encouraged their friends to buy Lays even if they were not regular buyers. This campaign by the company created a buzz in the market and helped the brand in getting people to try certain flavours.

BUZZ MARKETING : INDIA



Netflix

Netflix is an American company headquartered in Las Gatos, California. It is currently the most popular media streaming platform in the world. In India, Netflix was launched in the year 2016. For its launch in India, Netflix came up with a Desi themed plan. They created a series of short videos featuring stand-up comedian Abish Mathew of All India Bakchod, who is well-known among India's youth. Throughout the campaign, they emphasized the benefits of Netflix over traditional TV viewing, as well as their extensive selection of series and films. The company was successful in generating conversation among the Indian population, resulting in a buzz. On social media sites like Facebook and Twitter, the hashtags #LifeWithoutNetflix and #TheNetflixLife generated a lot of attention.



THE BUZZ AROUND APPLE

A brand whose product quality is beyond superior by definition and comes at premium prices, Apple sure knows how to drive promotions before it launches even. As Apple keeps launching the newest versions, the ideating and debating critical upgrades for the upcoming version starts when the product announcement is made. Apple leverages these assumptions in its marketing campaign; from their signature billboards without any caption and the enticing product photography, Apple makes sure that the visual aesthetic of the product is ingrained in the consumer's mind with a fair share of curiosity.

With the coinage of the term Buzz marketing, this creation of curiosity and anticipation in the customer's mind is popularly known as creating a buzz. Something that all creative marketing companies like Apple and Netflix excel in every time. The website ends up experiencing a threefold increase in traffic, and flagship stores see long queues of people waiting to see the latest addition in the tech-giant's launch; this indicates that "something" that Apple gets right every time through buzz marketing. Let us ponder on the "something" here for a while. Although the enthusiastic fans are half the reason for creating buzz without any conscious effort from the brand, the loyal Apple community is brimming with speculations and frenzied conversations about the product pre-launch that it is improbable that conscious efforts from the company go unnoticed. The original creator for the buzz is the way Apple closely guards its product and R&D strides. Time as a factor also aids Apple in creating this buzz. 6–8 months announcement before the launch with step-by-step periodical announcements and PR is another critical feature. Microsoft and Tesla have also tried and tested the perfect amount of time and step-by-step marketing communication strategy to ensure success; this does not jeopardize the existing sales due to the expected difference in pricing that all consumers may not seem favourable despite the features and upgrades.

If we look at it broadly, there are two target audiences in buzz marketing: early adopters and the brand community. Apple has successfully created the brand community of Apple with their clan of members fueled by brand loyalty—that directly serve the customer's esteem needs—and through building a succinct and interdependent ecosystem of products. They still have to target Early adopters actively; their campaigns around new product launches are designed to attract the attention of the early adopters and create a sense of urgency in them to know more. It is not surprising that people save up for buying the latest version of Apple products for months. It is considered an investment of high prestige and returns in terms of product quality and esteem needs.

THE BUZZ AROUND APPLE

The scope of the product is actively identified before the promotions. As AirPods Pro launched with a highly high-quality noise cancellation system that was not present in the previous versions, the scope of the product increased. The campaigns showed models with air pods refusing to pose for the camera as they are so lost in their world facilitated by the AirPods pro's exclusive noise cancellation feature. They identified the expansive scope of the product and leveraged it to create the buzz.

In contrast, the billboards and advertisements were placed three to four months before launch. They accurately identified the content that will resonate with the target audience—aiming at the Apple community, the avid listeners of music, and those who spend much time in high-priority calls and meetings. The features of the products were marketed to the target audience while understanding why it is peculiar and why it resonates. In the first weekend of the launch of the iPhone 6, ten million units were sold.

Apple also uses "unusual" as a trigger for buzz marketing; their Ipad was marketed as unusual and as never seen before. Apple pioneered its technology in tablets and used its superiority effectively in creating a buzz. Apple has never competed in reaching the bottom price. Steve Jobs himself believed in the power of a superior and simple product which has been their primary marketing focus.

Another aspect that Apple covers through its buzz marketing is how the product elevates the customer experience. Every product is visualized with its utility or the sheer experience of the same. Apple creates a buzz consciously around the experience that they provide while strategizing the product communication agenda. While it is easier for giants like Apple to create the buzz due to their established market reputé, leveraging Buzz marketing is a strategy to consider while the launch of new products seriously.



Apoorva Jain
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WHAT'S THE BUZZ IN TOWN

Remember the time when Spotify allowed us to share our most-listened-to songs over the past year on Instagram? That was such a huge hit; people were eager to relive their musical discoveries and know the artist they have listened to the most. The Wrapped Campaign helped the brand to increase their music app download by 21%. Well, this is the perfect example for Buzz Marketing. It is essentially spreading the news through Word-of-mouth, and Word of mouth includes not only our friends and relatives but also the social media platforms. We, as consumers, have been exposed to such marketing tactics knowingly or unknowingly for a long time.

Buzz marketing can happen in different ways. There is always a trigger for the buzz to happen. It can be a limited edition sale or a controversy, or a memorable hashtag campaign. Limited edition sales bring about an urgency in the minds of the consumers. The consumers would also feel they own something of a higher value and are not in many people's hands. The Unicorn Frappuccino introduced by Starbucks for a certain period or the Hermes bag, which has a waiting list of almost six years (most prolonged waiting period for any accessory), are great examples.

Bringing about controversies related to the brand can go both ways. It is a risk the company should be ready to take. Amul is the perfect example of a brand that brings about controversial messages in its promotional techniques and often faces backlashes from the public and political parties. (But hey, any publicity is good publicity!).

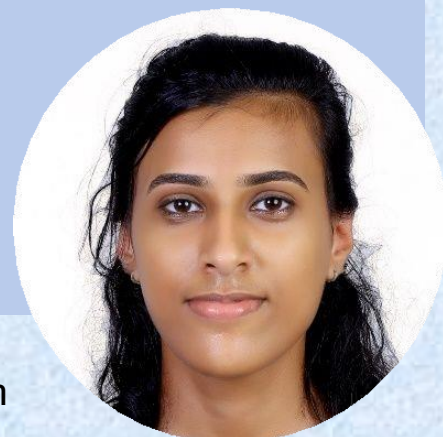
Brands can also create a buzz by bringing about hashtags or campaigns that break stereotypes, such as Dove's Real Beauty Campaign or Always's #LikeaGirl campaign. These campaigns start meaningful conversations. The Dove Real Beauty campaign brought women who purchase Dove products to talk about their Dove experiences; this was completely different from the usual cosmetic ads that set unrealistic beauty standards and objectified women.

The same is with the case of Always and its #LikeaGirl campaign, wherein they took away the original meaning of the term and showed young girls uninfluenced by societal expectations of how a girl should be. This campaign won several awards and has more than 60 million views. Influencers are another significant way to create buzz. They have thousands or millions of followers who trust their recommendations and accept them. So the marketers must try to capture the attention of the influencers.

WHAT'S THE BUZZ IN TOWN

Recently, fashion influencers have been promoting the H&M and Sabyasachi's collaboration, which will launch soon; this has caused much excitement among the consumers as an Indian designer collaborates with a global brand. Influencers promote the big and small Indian homegrown brands; this is a massive relief for the small brands as they will get more engagement and sales.

Buzz marketing can be a successful strategy as it can capture the attention of a large audience in a short period, but at the same time, the buzz of it is also short-lived. And, if the buzz or the hype is not up to the customer's expectations, they will not pay much attention to the brand's future campaigns .



Ashitha Benson
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SIMPLY BUZZ OR NOT?

In today's changing world, both the market and consumers are changing rapidly. There used to be a time when promotion of products or services were done with simple techniques, but in today's time as the competitions is escalating, various marketing techniques targets and attracts different consumer. One such is Buzz Marketing.

Buzz marketing is a technique of viral marketing that uses fresh, innovative content and a different community of influencers to promote their new products or services to catch the attention of consumers and influencers. The word 'buzz' is an activator of word-of-mouth marketing in terms of an advertisement, logo, poster, etc.

Buzz can be measured through:

- Volume
- Rating or level

Buzz marketing is different as it creates trigger which targets the masses as compared to traditional marketing.

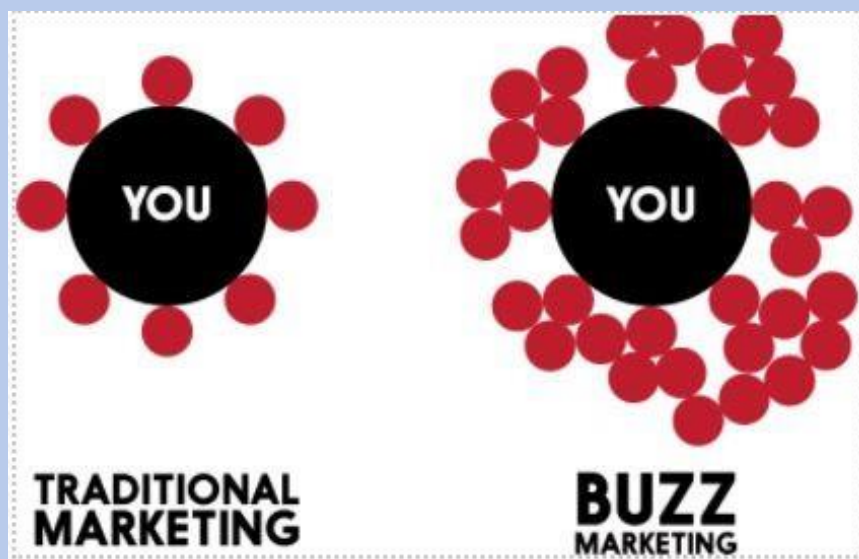
Positive vs Negative Buzz

Positive "buzz" is regularly an objective of viral promoting, advertising, and publicizing on Web 2.0 media. It happens when undeniable degrees of individual commitment via web-based media drive the buzz volume up for positive relationship with the item or brand. Instances of items with solid positive showcasing buzz upon presentation are Harry Potter, Volkswagen's New Beetle, Pokémon, Beanie Babies, and The Blair Witch Project. Negative buzz can result from occasions that create awful relationship with the item in the psyche of general society, for example, an item wellbeing review, or from unseen side-effects of stupid promoting methodologies. If not quickly neutralized, negative buzz can be unsafe to an item's prosperity. Instances of negative buzz incorporate the United Colors of Benetton's shock publicizing effort that created various blacklists and claims, and the 2014 General Motors review of vehicles numerous years after a known issue with a flawed start switch which they conceded had caused thirteen deaths.

SIMPLY BUZZ OR NOT?

Sony Ericsson mobile communications ran one of the earliest buzz marketing campaigns in 2002, and it gained a lot of attention. The corporation paid \$5 million on a two-month campaign in which professional actors pretended to be tourists visiting monuments such as the Empire State Building and the Seattle Space Needle. They planned to ask individuals to take pictures with Sony Ericsson phones and cameras. The actors were not allowed to identify themselves unless they were questioned, and they were required to act as if they were having fun with a new Sony product that had generated a lot of buzz.

To sum up, buzz marketing is a sales approach aimed at building a healthy degree of trust, hype, and loyalty among customers to broaden the reach, optimize lead generation, and increase conversions. Buzz marketing also seeks to generate conversations about a company, its products, or services within the target client segments. As a result, buzz marketing offers considerable benefits to firms preparing to introduce a new product. There's no denying that positive Buzz marketing may help brands, products, and services achieve tremendous success. This is largely due to the impact that word of mouth marketing may have in today's digitally driven society when one person shares information about a brand.



Kumar Rishab
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WHAT'S THE FUSS IN BUZZ?

Buzz marketing is a strategy for getting people to talk about your brand, promote it, and then spread the word to a bigger audience by creating a buzz or anything that generates widespread conversation. It's not about how well you sell your product; it's about how well you sell it to people who will potentially be spreading the word about it.

Buzz marketing content is original, unique, and emotionally appealing enough that people feel compelled to talk about it. The more individuals who engage with your advertisement, the more likely they will tell their friends about it and become your most effective marketer.

One way how marketers generate buzz is by creating a controversy. In marketing, controversy may be an efficient method to be noticed, which is why some companies seek ways to make a splash on purpose. A controversial campaign, if executed well, may take your brand further than almost anything else. You want to generate the correct type of buzz about your company, the kind that gets people interested in it. You must know when it is worthwhile to take a risk and have a thorough understanding of what "clicks" with your target audience. And, of course, it's all about timing. Here are three popular brands that engaged in a controversial campaign but succeeded in their marketing objectives.

1. Nike's "Believe in Something"



WHAT'S THE FUSS IN BUZZ?

Nike's ad starring ex-NFL quarterback Colin Kaepernick as the face of their "Believe in Something" campaign was arguably one of the most controversial campaigns in recent memory.

With New Kaepernick Ad, What Does Nike Believe In?

The commercial sparked much flak already raging around Kaepernick, who started a protest movement among players, which he did by kneeling when the national anthem was played during the games. It was a plan that had the potential to alienate a large number of customers. However, whether you think it was impressive or in poor taste, the campaign was a huge hit, especially among Millennial and Gen Z customers who want their brands to take a stand on social justice issues. Nike received at least \$43 million in free advertising due to the campaign, which Kaepernick revealed in a simple tweet. Following the campaign, sales increased by 31%, and the stock price reached an all-time high.

Nike has sent a strong message by supporting a man who believes in something he stands for, fighting racism. Nike's tagline "Just do it" is a message to leave it all on the court, but this ad shows that they are doing it to fight social causes of great concern.



BUZZ THROUGH DIGITAL GUIDE AND CO-CREATION

Buzz Marketing is an art to encourage your target audience to talk about your company, and it is something companies can leverage to achieve greatness.

So, how is buzz marketing different from traditional marketing?

The distinction is that buzz marketing aims to get people talking about your brand rather than just letting them know it exists. The core idea of buzz marketing is that you need to offer people something to speak about if you want to build buzz. Enterprises are preparing their marketing plans since most businesses and customers throughout the world have shifted online as a result of the COVID epidemic. The more your product is seen and heard about, the more your customers will believe it is their best product. Businesses desire to be at the top of Amazon's or Flipkart's Bestsellers lists, for example.

Since digital platforms such as TikTok, Twitter, and Facebook, having a social media presence has become more than just sharing photos with friends and expressing odd comments. It's a planned depiction of life in its finest light. Influencer marketing has grown into a multibillion-dollar industry, with a new class of millionaires emerging who charge fees in the hundreds of millions of dollars. In return for the millions of views on their channel, high-profile YouTubers can potentially earn over \$100,000 per month in advertising revenue.

Social media influencers and content creators develop digital guides on the social media platforms like Pinterest, Facebook, YouTube, Instagram and many more to highlight their favourite or recently found items. The publishers of these manuals heavily market them to their followers by publishing them on all of their social media platforms, and in some cases, even paying for paid advertising to enhance their placements. They have a large following, and many customers look to them for product suggestions. Product promotion in digital product guides can cost anywhere from nothing to several thousand dollars. In combination with digital advertising, public relations, and influencer marketing, this stamp of approval provides the perfect storm for online shopping excitement.

The charm and efficacy of digital recommendations come from the fact that influencers create them with big followings, and being on a list is considerably less expensive than a single post by the same influencer. Before the upcoming weekend or monthly sale, digital guide publishers usually start putting together the goods they'll present. Many of them send out a request for contributions via emails, influencer agents and other influencer networks. The idea is to get your product in front of these influencers as soon as possible. Companies may extend their reach by partnering with influencers by tapping into a relevant influencer's following, which is prepared to receive information on a specific issue.

BUZZ THROUGH DIGITAL GUIDE AND CO-CREATION

Seeing a product included in numerous Digital Guides across different social media platforms conveys a powerful message that it is the season's must-have item. Best of all, the return on investment is likely to be better than single influencer social postings or advertising expenditures on a significant third-party site for the business. Competitions among your audience are another method to include social media into your marketing strategy.

Competitions may be a fun and participatory approach to build good word-of-mouth about your company because most consumers utilize one or more social media platforms. People enjoy competing and winning prizes, and these pleasant sentiments are easily transferred to companies that can create competitions relevant to their target audiences. People will remember your company for a long time if they have had excellent encounters with it.

There are several methods for a firm to set itself apart from the competition and break through the clutter that surrounds its target customer. The goal is to determine what your target market cares about and what channels they use to acquire information. If you know your target well, creating buzz may be simple, so do your homework.



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2027304

THE BUZZ AT TDM!

Instagram and other social media platforms. Today we have with us Shreya Mishra, our senior and co-founder of the daily marketing. Let's hear from her the journey of TDM and the buzz they are creating.

1. Hi, Shreya. Can you tell us something about TDM?

We started working for TDM during the Lockdown 2020 when everyone was clueless about the future conditions concerning college reopening. We had the idea to create a page where we will generate content around Marketing and Sales-related concepts, Business Strategies, and many other things. We wanted to disseminate this concept knowledge to the marketing enthusiasts through the website and various social media handles.

We were appreciated by many corporate fellows who were associated with our page. Even Mr. Jagdish Sheth, the author of the Howard Sheth Model, followed our LinkedIn page. There was a time when TDM was ahead in terms of engagement rate compared to its competitors like Mad Over Marketing (M.O.M), Marketing Mind, etc., on LinkedIn. These were a few of our remarkable achievements.

Today, we have 14000+ followers on LinkedIn, 2600+ followers on Instagram, 1000+ on Facebook and other social media handles. Our website's SEO has been doing great. You will search for Byjus and Grofers' SWOT analysis on Google, and our website page will pop up first, that too organically. And all this was only possible because of the beautiful and dedicated team we had at TDM.

2. What are your thoughts on buzz marketing?

Buzz Marketing is a very creative and thought-provoking way of grabbing the attention of your target audience. It helped us in creating a state of excitement and curiousness among our audience.

3. Have you ever used buzz marketing? If yes, how did it affect you?

We didn't know about the future of TDM. We were a team of three: Abin, Aman, and I. In our condition, even our close friends didn't know that we were working on something like this. We decided 26th July 2020 as a day to go live and launch our thedailymarketing.in website. But before that, we wanted to create a buzz around TDM, so we started circulating a poster stating that "We are coming!" three days before launch. And to our surprise, almost all our batchmates put that poster on their status to show us their support. I am thankful to every one of them. This had pushed us to give our more than 100% to make our website even better. We knew that now everyone's eyes are on us, so no matter what, we have to go live on the 26th, and we did.

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4. As you have already used buzz marketing, what benefit can a company expect from utilizing a buzz marketing strategy?

If something new and innovative is being launched or some significant changes are happening, a company can very well leverage the buzz marketing strategy. For TDM, there was hardly any cost involved in creating a Buzz, so it was really very fruitful. The best benefit we had was that we were able to connect a good number of audiences for our website before it got live.

5. As you are the co-founder of TDM, which is your favorite activity done in buzz marketing?

After getting successful results on our website and social handles, we planned to launch our YouTube page. This was again something people hadn't anticipated. This time our team had become more extensive. We had around 30 members in our team who belonged from different B-schools like IIMs, SIBM, NMIMS, etc. This was undoubtedly an outstanding achievement of TDM. We also had few juniors from Christ University who helped TDM to grow better. Ravi Kiran Paidi, one of the juniors, created a fantastic video for our one-month anniversary. This was supposed to be our first YouTube video. Before the launch of this video, he had also created a short video as "Mark the Date!" for creating buzz. Yet again, we got excellent results. That was a really proud moment for the entire team. Apart from YouTube, we had also created a buzz before launching our Podcasts. So, eventually, buzz marketing kind of became our go-to marketing strategy.

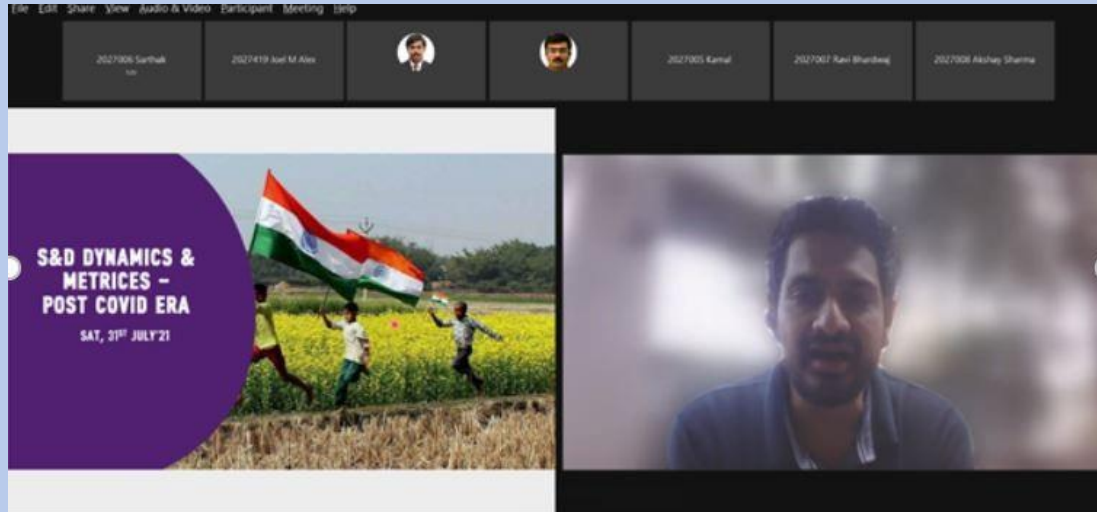
6. Can you share some negative impacts of buzz marketing?

Of course, just in case, if a negative buzz has been created before a launch of a product/service, it can create a problem. People might even hesitate in trying out the new product. I would recommend that before starting a buzz, make a proper plan. You should also be able to identify situations where buzz creation is needed or not. To conclude with, Buzz marketing has a lot of advantages, especially when combined with a direct mail marketing campaign. While many businesses have used these marketing strategies as part of their overall marketing strategy, others have failed to recognise the impact of online media and social networking on purchase behaviour. The discrepancy in market share acquisition, customer happiness, and overall business sales has been demonstrated to be the result of misinterpreting these patterns. Consumers may have their complaints heard and seen through social media, while businesses can gain insight into how they can better serve their target market and adjust their brand.



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Marketing Club Activity



The speaker, Tarun Agarwal started with an example of Henry Ford and how he presented his first car in 1900. After that different companies dealing in the FMCG sector is displayed.

He moved on to explain how covid not only impacted to manufacturers but the buying behaviour of consumers as well. Consumers are now more focusing on pantry loading and buying the essentials from the near by store rather than going to the favorite market place. Also we got to know how industries witnessed the resurgence of Omni channel.

Speaker demonstrated that why each medium is necessary for the growth of the company each middle person carries a revenue with them. 4P's closest to the moment of truth is found during the covid 19. Product, Place, Price and Promotion all the P's needed to be updated . Speaker also told us about the neilsen key matrices to ensure about the dynamics and matrices .

The retail environment influences the target shoppers, shopping mission, assortment and layout of the store these things were explained through GTM strategy.

Marketing Club Activity GD



Dr. Krishna Kishore addressed the meeting regarding the planning which went behind the ideas of the topics and discussions. He added the necessity and importance of GD for the placement process. 1. No need of addressing the teacher only discuss among the students. There was a need to develop a negative aspect as well in order to contradict. Contradict with valid points in order to develop discussion. No in-depth discussion was seen regarding the topic. Sephali was the leader in the overall discussion. Make sure to not turn of the camera. There is a need for more management and coordination. Joel L. K was unable to find an appropriate slot. 2. In terms of data collection and answers the group should focus more on individual knowledge as well. Depth of the knowledge was lacking and it is very important. Make your own perspectives for GD topics. Ravi Bhardwaj noted all the stages and phases of the PLC but others failed to do so. Everyone had participated but there was a need to communicate much better for Revathi Nair. 3. Top content should focus on interesting factors. Achieve in depth knowledge. Mica Francis needs to talk more and focus on in depth analysis. Riya Shaji and Nitin had provided examples and try to connect the topic with more in depth knowledge. 4. Contradict more and create a discussion. Find more evidence. Prachi Agarwal had brought it examples which were apt. Loveleen brought in great points with examples. There is a need for staying on topic and more diversion was seen in the discussion. There are aspects of growth and change but it can help in terms of placements. Work towards it and all can grow well and achieve success.

Buzz Marketing Crossword

Buzz Marketing Word Search Puzzle

I	O	A	I	N	I	L	E	N	V	D	A	E	L
E	E	R	N	R	E	N	I	O	I	Y	I	G	T
I	N	O	N	O	A	I	N	N	G	H	I	C	G
V	O	A	G	T	C	G	F	H	N	I	S	O	P
T	A	N	S	R	N	C	L	S	G	N	A	N	I
N	C	G	U	A	R	S	U	P	I	N	S	V	S
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E	E	P	S	F	E	F	N	I	P	V	O	R	O
G	T	R	N	I	R	V	C	C	M	A	N	S	I
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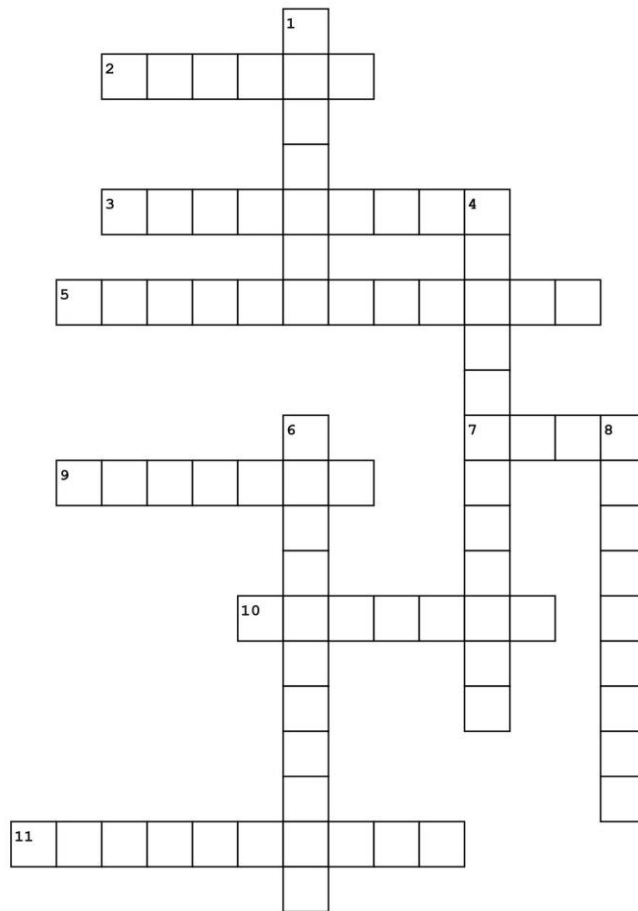
INFLUENCE
HYPE
TRAFFIC
CONVERSION
INNOVATIVE
SOCIAL
ENGAGEMENT
CAMPAIGN
SPONSORS
LEAD



Akshay Sharma
2027008

Buzz Marketing Crossword

Puzzle Time



Across

- 2. being the only one of its kind
- 3. something that is original
- 5. consistently achieving high standards
- 7. agreeing to do something
- 9. restricted by specific rules
- 10. To negotiate the terms of an agreement
- 11. the state of being cheap to be able to buy

Down

- 1. achieving the goals that matter the most
- 4. meant to be kept secret or private.
- 6. capture attention and generate interest
- 8. Something inessential but conducive pleasure



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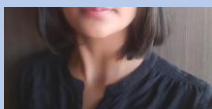


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