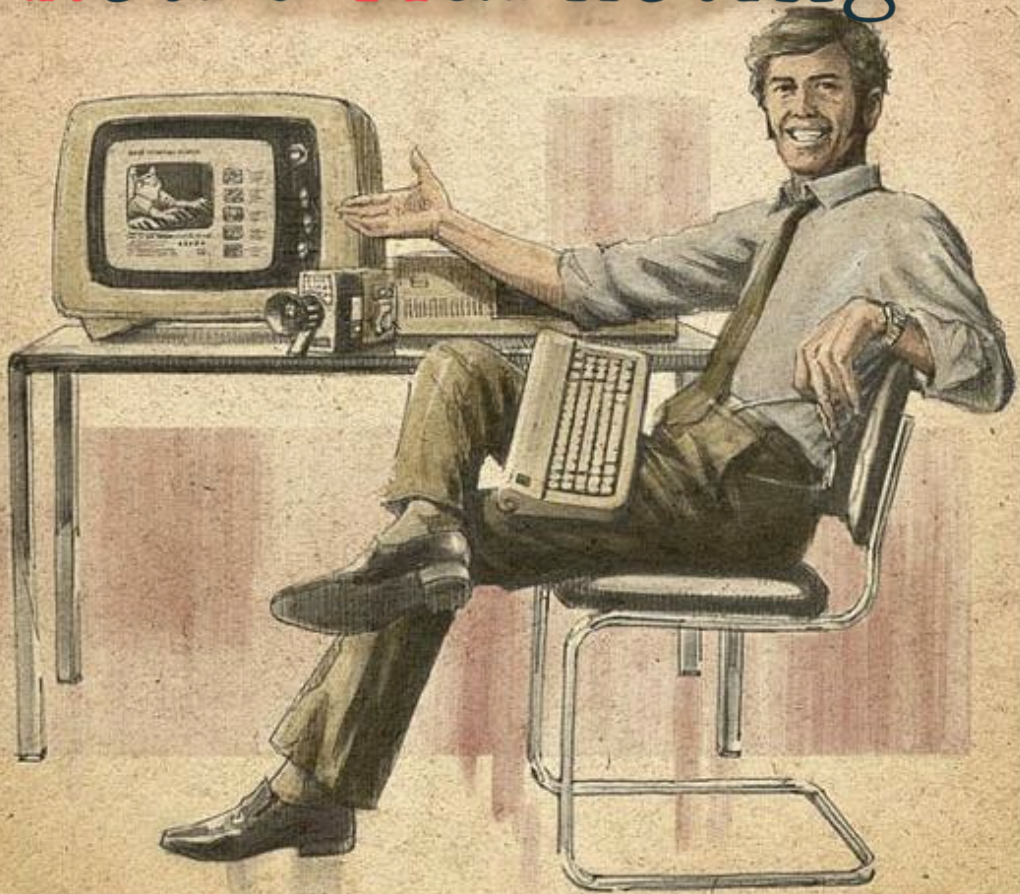


SCHOOL OF BUSINESS AND MANAGEMENT

Retro Marketing



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MARKETING NEWSLETTER



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)

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

Program Outcomes (POs)

| | |
|-----|--|
| 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 |

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Foreword

In a world that is fast evolving at an exponential speed, a break comes in as a welcome relief! This break may be used to rest, rejuvenate and spring back with more energy. One may have plans ranging from something simple such as paying a visit to family and friends or to stay back and get some work done at home. Caught up in the hustle of modern life and battling covid-19 along, its important to feel safe and have a certain reassurance.

Friends re-union! Brings in huge waves of Nostalgia!! Sometimes an aroma, product/brand, image, song, movie, jingle, fashion, make-up.... can take us back in time! Once in a while, discovering an old advertisement can do the same for us. Master Card reunion commercial of 2008 created fond waves. Ogilvy has recently re-created the Cadbury's classic advertisement "Asli Swad Zindagi Ka " from 1993. In this new commercial, gender roles are reversed with the brand wishing Indian women's cricket team "Good luck" and twitter is flooded with messages.

Nostalgia brings in a certain comfort and reassurance from the past. Saregama's Carvaan has become the new cool in an era of streaming and downloading music. Jawa's comeback story is based on nostalgia. One look around and we are bound to find a host of brands riding retro. Take Facebook memories or Google photos!. Levi's 'we all move' commercial gets our feet tapping to the 80's music from Bollywood. Paper Boat from Hector Beverage managed to compete amidst big soft drink giants in India. You're my Parle-G campaign talks to millennials in their 20's....

Retro marketing taps into fond memories of our growing up days. It's about heritage and vintage. Retro marketing relies on brands centered around nostalgia. The strategy here is to establish a human connect with brand users based on emotions. Nostalgia when used creatively...creates instant love for the brand.

Let's delve more on retro marketing in this edition of our marketing newsletter M-Ask!

Dr.Vedha Balaji
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FACULTY CORNER

Retro Brands and its Emotional Attachment: Can Nostalgic Marketing Be A New Strategy?

Consumer today is more knowledgeable and aware of alternatives available for each product. Marketers being aware of this fact are doing their level best to attract customers, sell their products/services and retain them. Despite all these alternatives and promotion strategies focused at customer, there are a few products or advertisements which has impacted us so much that we still remember. Some of the products have become extinct, while some are scarcely available.


Products like Nutrine Maha Lacto ,  and Parrys chocolate the most popular chocolates, Torino, Gold Spot (the zing thing), Tree Top Milk Shake, Chicklets, Old model of Radios(Carvaan is making us go nostalgic), these products and few more which were once preferred, are no longer available, while a few are available to maintain such segment in market but, no marketing. For example:

Image2



(Source: https://www.avarya.in/confectionery/mint/extra_strong_mint_candy.html)

Image 3



(source: <http://ritegroup.co.za/product/1kg-pink-white-candy-coated-peanuts/>)

Is it emotional attachment causing sales of these candies (image 2 and image 3) even now, or is it that there are no other better candies? There are mint candies or mouth fresheners available in the market as tic tac, orbit, etc., also, coated peanut offered by M&M/ Cadbury Nutties, etc., which despite having good demand could not totally wash away products shown in image 2 and 3.

FACULTY CORNER

Marketers must probably go back to understand what was sold and the concept earlier that is making a small segment still prefer it with hardly any marketing efforts in the current market. This calls for understanding the emotional values customer had, which could help markets to relaunch or recreate certain products.

Brands offering products for example: Vespa has marked its presence from 1946 and has retained the scooter (old looks), Carvaan reminds of old radio , Yezdi Bullets, are a few examples of efforts made by marketers to attract the customers.

One such way of understanding these products creating impact in the minds of the customers could be understood through brand recall. Brand recall is the ability of the consumers to remember a brand name. This could be identified by strategies like aided recall and unaided recall. These types of recalls can be used to understand customer's brand awareness of existing products as well analyzing the impact of advertising, has its own advantages in the existing market.

This article is about utilizing these brand recall strategies to discover the hidden favorite products/brands/advertising in the customer's mind, so that if greater percentage of customers like it still and if it works in concept testing stage of new product development process, would it attract millennials too!

They get two things from this:-

1. Buzz is created among customers and It helps them in marketing.
2. People are able to get improved similar looking product back which they loved earlier. (This is just a thought that I am sharing after having discussed with respondents from my close contact/network, may not be the best one!)

Dr.Kavitha R Gowda
Assistant Professor - Marketing
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Reinstating the ethos by Retro Marketing

In the era of lifestyle which is evolving at break-neck speed, experiencing the feeling of nostalgia can tickle the hippocampus and make one simpler. Human beings are gifted with the power of memory and imagination, both play a significant role in devising marketing strategies. Retro marketing is about bringing out the moments from the past that have rolled.

The truth is consumers have limited space in their minds for remembering associations. It would be prudent to identify who you are, what you want to say, and how you want to say it before finalizing the verdict. The human mind is a cocktail of emotions and nostalgia is one such potent force that can overpower the cognitive decision-making process, at least for a moment, power of emotions and associations. Primarily it's not the product we buy, it's the association with the product that triggers the purchase. Identifying such cues (retro) which trigger craving (experience nostalgia) and elicit a response (purchase) is at the crest of the agenda for a brand manager. Strong brand associations reduce the cognitive load and enable in embracing the inner identity of an individual. James Clear in his book, Atomic habits has clearly illustrated the process of habit loop which consists of 4 stages – Cue, Craving, Response, and Reward. Ultimately it's about the consumer behaviour and branding we are talking about, whose central dogma is psychology.

Let's understand retro marketing with a live example -

Veteran brands have the trump card to play retro marketing by re-introducing the brand of their own. However, this isn't possible with new-age brands because of no brand heritage. Why should only seniors have the fun?

In such cases, the brands tend to piggyback on the events, incidents, memories which have had a huge impact on the minds of consumers. The prowess lies in being prudent about the associations – emotional, psychological, and also geography relevant. The classic example of dovetailing between nostalgia and brand is Continental coffee and Malgudi days. CCL has launched the premium blend coffee under the brand Continental Malgudi.

Coffee is ubiquitous across south India accounting for 80% of total Indian coffee consumption. The rich aroma of filter coffee whirling during mornings in the homes of south Indians is an emotion and perfect kick start for the day. CCL has been astute enough in understanding the dominance of national-level players like Bru, Nescafe and regional players like Cothas, Bayar's, etc. In a bid to stand apart and create consumer pull in the highly competitive market, the brand adopted the retro style of marketing.

Malgudi Days is a collection of Indian television serials which began in 1986 based on the short stories written by the legendary R.K Narayan. The name Malgudi invokes a deep sense of nostalgia because of its very nature of simple and less complicated portrayal of lives. The plot had simple events, often the most common problems faced by Indian middle-class people – Love and caste issue, fight over ancestral property, etc. The simple and riveting plot with the foibles of all characters is the core essence of the series, its ability to connect with masses has developed a bone-deep association with many people.

So what's in it for Continental?

Malgudi days stories were written by R.K Narayan, a famous and highly respected Individual from South India. The television series was directed by celebrated Kannada director, Shankar Nag with a Kannada cast. The major part of the series was also shot in the areas of Karnataka (Shimoga, Bengaluru, and Devarayanadurga). It is a no-brainer that the South Indian market is always a key focus for coffee because of its high (almost 80%) total consumption. It was imperative to find such a strong association with significant cultural references and Malgudi was the perfect choice in doing so.



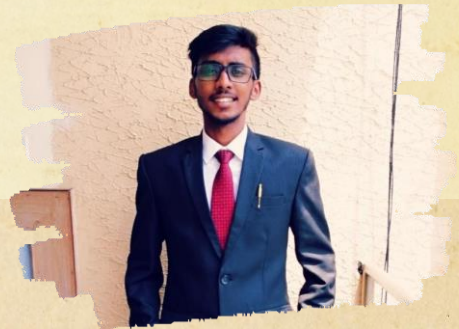
There is a stark contrast in the ATL nature of promotions between Continental and other brands like Bru, Nescafe. The latter is more oriented towards morning couple romance, a neo touch but the former has traditional set-up advertisements with strong cultural references like filter coffee dabara.

To create the pull and stay relevant for a wide spectrum of age groups, CCL also roped in prominent South Indian actors like Tulasi, Nithya Menon. Looks like the primary objective of positioning i.e. generating fewer but deeper associations with the brand has been fulfilled. Having a strong positioning that reverberates across the minds of consumers will not require any greasing of palms, viz. deep discounting.

Branding and positioning is not a one-day job, it requires strenuous exercise in ensuring that all touchpoints are resonating at the same wavelength and that's how dissonance can be avoided. It demands scrupulous attention towards - product, packaging, promotions (ATL & BTL) to ensure great associations.

Imagine if IPL becomes a thing of the past in the future and some brand in 2050 is selling Whistle with Lion symbol engraved and running promotions with the tagline "Whistle Podu", no doubt I will be the first person to stand in the queue or pre-book the whistle. There's a cult following for the Chennai Super Kings franchise in IPL because of many cultural factors and also M.S. Dhoni being the poster boy. While all this can be appealing and fancy to listen or narrate, it's imperative to identify and understand the depth and width of connection. When we talk about branding, the end goal is sales and loyalty. Having a theme that is widely experienced and recalled can provide scales to sustain and stay in the market.

Pydisetty Nitin Kumar



Blast from the past

Immersing yourself in nostalgia in a world that seems to be moving at breakneck pace is like enveloping yourself in a warm blanket of "the good ol' days," when things were easier and you didn't have to worry about embarrassing Instagram photographs. Nostalgia is viewed as a marketing trend that attracts customers by appealing to their prior feelings. Everything old becomes new again at some point.

We can say marketing is developing, according to Santayana, "those who cannot recall the past are bound to repeat it." If this is true, marketing practitioners must be professional amnesiacs, and marketing researchers must be academic Alzheimer's patients. As we've seen, the modern marketing landscape is flooded in re-enactments of the past.

Products and services that have been revived, resurrected, resuscitated, and reconfigured may be found everywhere. It is quite easy for big brands to fall in today's competitive world, which leads to a drop in sales and a loss of the power of brands to be spontaneously evoked in the minds of consumers, which can even lead to the market's exit. As a result of the scenario, brands are looking for less expensive and safer alternatives to launch and market their products. As a result, the term retro was coined to describe how various items, services, and brands from the past have returned to the present. The consumer appeal of these retro products and companies can be explained by their uniqueness, the evocation of the authentic, or a period when things were built to last,

Companies are now recognising the usefulness of nostalgia in advertising as a means of persuading customers to part with their hard-earned money. Consumers are enticed to spend money because nostalgia offers a quick return in the form of pleasant recollections and comfort. As organisations realise the value of connecting with their customers on a more in-depth, emotional level, nostalgia marketing initiatives have been increasingly popular in recent years. We all acquire great recollections of our childhood, from the food we ate to the activities we played to the music we listened to as we got older. After all, it is our past experiences that shape our personalities and identities in the present.

In today's highly competitive market, nostalgia in advertising may help both new and established firms connect emotionally with their target audiences. Even sometimes we as an individual post our old memories on different social connected platforms stating "GOOD OLD DAYS" "THROWBACK" and many other hashtags that tells that the photo or video is old but close to the heart.

Although any firm can utilise nostalgia in advertising to develop their brand, it's worth mentioning that getting the "feel" right without rigorous planning and attention to detail can be tough. If your nostalgia methods don't match your brand's values and personality, you'll just persuade your audience that you'll use any strategy to get them to buy from you, regardless of whether it works or not.

Finally, nostalgia marketing efforts succeed because they evoke pleasant emotions and ideas from the past. Customers can use these tactics to revisit their favourite memories while avoiding the burden of duties and the chaos that surrounds us in the present.

The more positive our feelings are when we encounter a new or old brand, the more open we are to the company's messages. At the same time, we're more likely to act because nostalgia helps us feel something. Brands that employ creativity to create a "blast from the past" for their audience are more likely to connect with them on an emotional level, which is crucial for effective marketing. In an age of impersonal digital relationships, nostalgia allows marketers to capitalise on the positive emotions associated with a trip down memory lane. References to the past serve to humanise brands by evoking the same sense of belonging that we all experience when we reflect on our past

Sarthak Srivastava
2027006



Retro marketing in crises management

#WeMissYouToo has stormed all over the social media and other mediums after maggi was banned due to the lead controversy. Maggi used this tactic to manage its crises with the campaign where it showed how customer was bonded with the product to the core of their life. Maggi had the market share of more than 75% of the Indian instant noodle market where it faced its worst nightmare when the Indian market banned it. Consumers have a strong preference for products that they utilized when they were younger. Because the past is no longer accessible, consumers' desire to return to it is unavoidable. Sweet memories, warmth, and familiarity are also brought back by the past. When there is a lot of volatility in the market or when there is a lot of economic instability, retro marketing is highly effective. Furthermore, there will always be a segment of the market that prefers nostalgia as a marketing subject. Nostalgia pulls us away from the rush, bustles of modern life, and allows us to romanticize. Nostalgia is not a new keyword, and its allure will increase for someone as time and space pass.

Maggi used the retro marketing technique to build a bridge between the customer and the product where they assured that the product is safe to use and have been with the customers since a long time. The brand used emotional ads where all shades of life was shown starting from kid to an old age loyal customer longing for maggi to come back.

The customer became the brand ambassador of the brand and by pulling the past strings; consumers targeted relating the brand with their lives, where they have shared a happy moment along with the brand. Five months the product was pulled out of the Indian market due to safety concern and it was said that the company had the worst hit in the last 104 years. In case of any incident like this, it has been seen that the brand secluded itself from the consumers and tries to explain the same. However the impact of the crises is not same for every company, some customers switch brands and bans the product from their personal preferences due to safety concern. This has been tackled by maggi by using the emotions and instead of throwing tweets and explanations; it used the nostalgia so that it is the customer who would want the brand to be back in the market.

It is the aim of any brand to attach a bond with the consumers and to be present in the daily life of the consumers. Some brands have been so popular in the past that the tone of the advertisement pulls us back to the moment, like normal. However, companies to associate it with family and relations also use this retro marketing. One example is fortune edible oil as it has projected itself to “Ghar ka Khana”. The advertisement has shown a happy family with grandmothers preparing food for her grandson.

This has an impact on every life and people tend to get emotional when they think of their family and the lost one. Retro marketing has been used by fortune to recapitulate the happy days and how by using the product the family members can come together. It has been seen that the nostalgic is very well established with the eateries and people tend to associate it with mother, grandmother. Here the person is taken back to the past without even thinking once about it. Researches have shown that the retro marketing has the power to arise the emotions related to the past and to evoke a relation with the brand. Retro marketing has been taken a step ahead by the modern marketers where they have managed to throw a jingle or logo that resonates quickly with the past event associated with the brand. With larger audience and a broader span to contact them, we can see that companies are coming up with ads that directly have a relation with the old products like 7UP. Most importantly, it can be an important tool for managing crisis or to bend the relation with the targeted consumers

Jyotirmoy Ghosh
2027201



The resurrection of the forgotten

The technique of appealing to people's nostalgia for the past in order to make a current product desirable is known as retro marketing. Retro marketing includes creating a brand identity based on the history or nostalgia of a company's previous products. Retro marketing can alter a product's perception to make it appear out of date. Retro has a major influence on nearly every facet of shopping today. Retro can take inspiration from any previous decade to give an old appearance a fresh spin. Retro products are divided into two categories. A genuine re-issue or duplicate of a previously available product is the first. The other is a modern product with vintage styling to set it apart in terms of appearance and feel from identical products.

According to studies, nostalgia encourages people to spend money by offering a quick return in the shape of joyful memories. Because it links the company and the buyer on a deeper, emotional level, retro marketing has risen in popularity in recent years. Brands, particularly those that served as milestones for a generation, construct a heart-warming nostalgia marketing approach to appeal to a target demographic. Retro marketing fulfills the individual's needs in the contemporary environment since it is built on consumer nostalgia and the emotional bonds that customers develop with classic brands over time. The focus of retro marketing is to resurrect the past and old products in order to create the demand for those products.

The retro approach is used by businesses in the area of marketing communication both locally and internationally. The attribution of history to the local market campaigns brings the local authenticity and tradition to the products. On the other hand, retro marketing in international brands emphasizes exclusive brand traits, eternal values, and history. The upshot is that retro marketing intends to improve brand value and strengthen brand image.

Retro marketing in the sports sector and how does it work

There are basically five practical areas of retro marketing in sports. These five ones are brought together to make a perfect balance and also the best outcome is hence derived.

1. Imagery: It's logical that retro marketing is utilized in imagery since brand imagery is one of the most significant parts of a customer's overall perception and impression of a business. The simplest and most widely used method is for teams and leagues to use throwback jerseys, names, or courts during games.

2. Merchandising: There have been organizations founded solely on the concept of retro branding as a result of the invasion of retro marketing in general business and sport. Companies thrive and flourish solely on the strength of their throwback brands, therefore it's no wonder that teams and leagues invest substantially in advertising and selling their retro items. Retro clothing is widely promoted by sports leagues and teams through their online sales departments.

3. Venue: The physical space that an organization provides may have a major influence on consumers in the service industry, and the physical space that sports teams give is limited within their venue. Many teams are utilizing aspects of their stadium or arena to promote their history and commemorate their accomplishments. In recent years, many NFL clubs have begun to add historical displays or memorials to their stadiums or arenas. Even their stadiums have their own halls of fame.

4. Gameday promotion: Retro marketing is used in a variety of ways by teams in their promotions. They use retro marketing in their game-day giveaways; the items given away can be very varied. During a specific game or games throughout the season, many teams choose to honor the past. Turn back the clock night, in which teams wear vintage uniforms, offer retro products to supporters, and encourage fans to dress up as the era being celebrated, is another promotional event that teams regularly engage in.

The resurrection of the forgotten

5. Advertising: The right advertising message can convey information about a team, help it develop or change its image, elicit emotional responses, and eventually influence consumer behavior. Retro marketing can be implemented in two ways by teams in their advertising campaigns. The first is when leagues or teams create an advertising campaign commemorating a milestone, and the second is when leagues or teams create an advertising campaign commemorating a milestone in their history. In general advertising campaigns, teams can draw on their past experience.

Siddhant Chauhan
2027305



Style of 60s

Retro marketing is concerned with using nostalgia for the past to make a cutting-edge product appealing. Retro advertising is the process of creating a brand identity based on an organization's prior offers' history or nostalgia. Retro promoting can change the actual item, to make it look antiquated. The new BMW Mini, and all the more as of late, the Fiat 500 are present-day vehicles styled to appear as though they came from the 60s. Once in a while, retro items can be a re-issue or imitation of an old item, for example, Cadbury's relaunch of the Wispa bar.

The wistfulness behind notable brands and patterns is certainly causing enormous ripple effects in the buyer market. With a smart thought, even the most present-day organization can take part in a retro upset. Studies recommend that wistfulness urges buyers to go through their cash by promising a prompt return as cheerful recollections.

Retro marketing is tied in with utilizing sentimentality for the past to make a cutting-edge item appealing. Retro showcasing includes making a brand personality dependent on legacy or sentimentality for an organization's precious items. Retro promoting can change the actual item, to make it look older style.

The reason why retro marketing has grown increasingly popular in recent years is that it allows the business and the customer to connect on a deeper, more passionate level. To make an item appeal to an objective market, brands, particularly those that filled in as accomplishments of a certain age, should design an inspirational wistfulness advertising process. Many organizations are reverting to retro marketing as a means of increasing sales, and they are rounding up advantages.

Retro Marketing in Sports

It has been over 15 years since Howard Smith, a Major League Baseball (MLB) Senior Vice President for Merchandising commented on retro marketing stating, "We haven't witnessed a trend this far-reaching in our business in a long time". Although the retro marketing "craze" in sports is far from new, it has gotten little attention in academia so far. Retro marketing may be used in a variety of ways in the world of sports. Furthermore, the amount to which teams examine retro marketing tactics varies. Teams have utilized aspects of their past in a redesign like the Toronto Maple Leafs of the National Hockey League (NHL), whereas other teams simply wear throwback uniforms as the Green Bay Packers and the Miami Dolphins of the National Football League (NFL) did throughout the 2015 season. Retro marketing is a prevalent practice among sports teams and leagues, although the understanding of the practice is limited. Understanding retro marketing in sport will add to the literature of not only sports marketing but traditional marketing as well since sport looks to be one of the sectors that most extensively utilizes retro and has a more passionate, devoted fan base than most traditional companies. There has been some examination of the impact of nostalgia and team history as they relate to sports fandom but little has been done to understand the effectiveness of these retro marketing practices.

Style of 60s

Retro Camera

The Olympus E-P1 is the newest gleaming vintage product. Olympus' new camera is based on the concept and design of the original Olympus Pen from the 1960s. It combines contemporary digital technology with the appearance and feel of the original Olympus Pen to produce a sophisticated modern camera. It looks like a great piece of retro packaging.

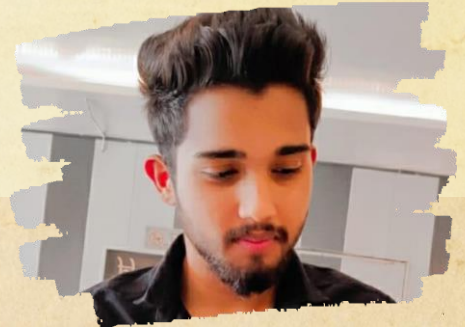
Retro Cars

Retro cars were not available until the late 1990s. In-car planning was continuously influenced by stylistic trends such as balancing and chrome, but there was no attempt to use the past as a styling approach.

One of the primary retro vehicles gained by the 70s love of the 30s. The Panther DeVille reproduced the appearance of the Bugatti Royale, from 1930. Be that as it may, similar to the first, the Panther was a select and costly item.

The primary retro vehicle by a volume maker was the Nissan Figaro, presented in 1989. The Nissan Figaro was a two-entryway sports car dependent on a Nissan Micra undercarriage, yet with styling straight out of the 50s.

The Nissan Figaro was a restricted creation run for the Japanese market as it were. Notwithstanding, the Nissan Figaro demonstrated there was a business opportunity for current retro styled vehicles. The following large jump in reverse came not long before the turn of the 21st century when Volkswagen declared the new VW Beetle and after a year BMW began making the new Mini.



Existing culture and retro marketing

Immersing yourself in nostalgia in a world that seems to be moving at a breakneck pace is like enveloping yourself in a warm blanket of "the good ol' days," when things were easier and you didn't have to worry about embarrassing Instagram photographs.

As we get older, research reveals that nostalgia offers our life a sense of continuity and meaning. That filthy Gameboy on your bookshelf, as well as your increasing vinyl record collection, brings back memories of your younger, more carefree days. Companies are now recognizing the usefulness of nostalgia in advertising as a means of persuading customers to part with their hard-earned money.

According to studies, nostalgia motivates people to spend money since it guarantees a quick return in the shape of pleasant memories and comfort. As organizations realize the value of connecting with their customers on a more in-depth, emotional level, nostalgia marketing initiatives have been increasingly popular in recent years.

What's the good news? You don't have to be a long-established company to benefit from nostalgia marketing. Any organization has the ability to connect with ancient thoughts and ideas. Even the most modern company may join the retro wave and create a heartwarming nostalgic marketing campaign with a little planning. Whether it's Pokémon fever, choker necklaces, or vinyl records, the power of nostalgic marketing has been underscored in recent years by a slew of new trends. Nostalgia has something special to offer all client groups, whether you're a teenager daydreaming about your childhood cartoons or a middle-aged executive yearning for simpler times – and that's what makes it such a great marketing tactic.

We all have vivid memories of our youth, from the foods we ate to the activities we participated in the music we listened to as we grew up. After all, our personalities and identities in the present are shaped by our prior experiences. To understand nostalgia marketing, consider it as a strategy for aligning advertising efforts with elements that trigger emotional responses from the past. We already know that emotional marketing is effective in persuading people to take action and advocate for their favourite brands. Using strong memories, on the other hand, can be one of the most effective methods to provoke emotion, especially if you're targeting a millennial audience.

According to studies, nostalgia relieves boredom, loneliness, and anxiety. In today's highly competitive industry, nostalgia in advertising may help both new and old firms connect emotionally with their audiences. Some of the world's most powerful corporations have already demonstrated how effective this strategy can be. There seems to be room for nostalgia in every sector vertical, from legendary fashion brands like Vivienne Westwood to well-known fast food outlets. Brands like Nike and Pepsi are already repurposing old designs and logos, referring to them as "throwback" or "retro" products. To tickle the nostalgic nerves of its viewers, shows and movies are repurposing classic design elements and methods.

How can you design your own nostalgia marketing efforts, then? When seeking solutions to topics such as "What is nostalgia marketing?" Many businesses anticipate receiving a response confirming that this type of promotion is only effective for brands with a well-established presence in the sector. However, you don't need any prior experience in your industry to discover your nostalgic marketing definition. The sci-fi programme "Stranger Things" is a good example of how fresh concepts can draw on ancient ideas. The show, which debuted as a Netflix original, includes references, music, and imagery from some of our favourite thrillers, like E.T., the X-Files, and others. This show, however, is neither a remake or a sequel; rather, it is an entirely new piece of content that blends nostalgia with fresh ideas, issues, and people.

Even the most forward-thinking start-up can uncover the potential of looking back by looking at ideas like Stranger Things and examples from other firms that have successfully employed nostalgia marketing strategy in the past. Some examples are Coca-Cola has long been portrayed as a nostalgic drink. Every year, we are treated to a dose of nostalgia in the shape of 1930s Christmas imagery. After Coca-Cola decided to discontinue its citrus-flavored drink "Surge" in 2014, three enthusiasts banded together to start a petition demanding that it be reintroduced to stores.

Coca-Cola was delighted to oblige their customers by bringing a limited supply of Surge back to the United States, where it was sold exclusively on Amazon for a time before being disseminated out across the country in convenience stores. Because Cola didn't utilize nostalgic marketing to force an old idea on a new audience, the Surge relaunch was a hit. Instead, it merely replied to client demands in order to foster goodwill and loyalty among its supporters.

Finally, nostalgia marketing efforts succeed because they evoke pleasant emotions and ideas from the past. Customers can use these tactics to revisit their favorite memories while avoiding the burden of duties and the chaos that surrounds us in the present.

The more positive our feelings are when we encounter a new or old brand, the more open we are to the company's messages. At the same time, we're more likely to act because nostalgia helps us feel something. Brands that use creativity to give their customers a "blast from the past" are more likely to connect with them on an emotional level, which is critical for effective marketing.

While nostalgia in advertising, like anything else in the realm of branding, may provide a lot of benefits to firms that use it appropriately, it also comes with some pitfalls to consider. If you use nostalgia without thinking about it and planning ahead of time, you risk ruining rather than improving your reputation.

Successful campaigns, whether nostalgic or not, require effort and honesty. The trick is to figure out how to find the most significant events in your customer's life and then leverage those memories to enhance your brand's identity. When corporations understand their consumers and have their finger on the pulse of the existing culture, nostalgic marketing works best.

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2027005



Jingles– Sing along for brand recall

Washing Powder Nirma, Washing Powder Nirma,
Dudh si safedi Nirma se aye, Rangeen kapda bhi khil khil jaye
Sabki pasand Nirma!

If you have heard the song, did you sing it instead of reading the words? That's how powerful jingles are. While jingles might not be the right move for every brand, yet in most cases, it is true that jingles are memorable brand assets that the consumers would recall for years. The primary goal of advertising is to make a connection with the intended audience. Jingles enable businesses in reaching a huge number of people in a more effective manner since they strengthen the brand image in our memories for years. Most of us grew up listening to and singing catchy jingles from brand ads on television.

Once upon a time, we lived in a golden age of ad jingles and nostalgia is really powerful. From the tiny Intel tune to the full fledged Amul song, music sticks to the mind. And if you are thinking, who watches ads in the present times? Well, wouldn't you stop for a second if you happen to hear the Ujala's iconic 'Chaar Boondo Wala' tune.

Nostalgia may appeal to a wide range of audiences, from younger customers who adore vintage ads to elderly consumers who fondly recall childhood experiences. Nostalgia helps people to escape the monotony of their daily lives. It creates a fantasy by transferring them to a time when they were young, or to a romanticized historical period, and allowing them to stay there for a brief period of time. This is exactly what effective marketing does: it transports its audience before encouraging them to purchase.

But there are five reasons that are beyond tapping into happy memories, why marketers shouldn't dismiss the modest jingle as useless in the digital world:

1. Audio is an Effective Marketing Tool

In addition to jingles, the use of songs in advertising like, Parachute's - Ae Dil e Nadaan or Raymond's - Samne ye kaun aya; also has a powerful impact in terms of leaving an impression in the minds of the consumers. That is because of the built-in familiarity and emotional connection. Today, it's much easier to take a well-known song and apply it to your product, translating the song's sentiments and emotions to the brand.

The tune or song is immediately associated with the brand - like the 'You and I in this beautiful world' song used in the Vodafone ad. The ad such a strong impact that the breed of the dog, ie pug was associated with the brand as well.

2. Jingles are Yet Another Recognizable Branding Element

That's because audio can also drive consumer recall. A jingle is a unique and recognizable audio clip that functions similarly to a brand's tagline or even logo.

The Vicco Vajradanti Ad jingle from the 90s is an excellent example as it listed out the entire product line that the brand offers and also highlighted the USP ie made of natural ingredients.

3. Jingles are Easy to Remember

Jingles, on the other hand, are probably the only branding element that has the ability to become stuck in our minds.

Jingles are still effective for the same reasons they were previously. People recall a catchy music with lyrics over and over again, whether it's a commercial or a song. Even if customers exited the living room during ad breaks, jingles helped businesses catch their attention.

Our objective as marketers is to get people to remember a brand when they reach for a product on a shop shelf. A jingle facilitates this in every way.

If you are from the 90s or were born anytime prior, You would have heard the Nima Sandal Girl ad and can probably even sing it out loud, even though the brand has almost disappeared from the market.

4. Jingles Cut Through Noise

Jingles may still be utilized to cut through the clutter of today's oversaturated, always-on, highly competitive environment while still providing a sense of familiarity and comfort to consumers. Given the fierce competition for a consumer's attention, everything that may help you stand out, attract attention, and boost brand memory is critical. With customers viewing — or more often just listening to — video advertisements, TV ads, Internet radio ads, and so on, it's more probable that a memorable hook will catch their attention than a plain phrase. Think McDonald's 'I'm Lovin' It' or Kit Kat's 'Break to banta hai' – in many ways you expect to hear it at the end of a spot. It creeps into our subconscious.

5. Jingles are Manipulative

When words are set to music, their meaning is enhanced, making them far more forceful and effective. Using this instrument has always had and always will have relevant marketing power. To take a recent example, even small tunes like Good night's Dhapak Dhapak ad or Surf Excel's Pour rub Pour demands customer attention. Ujala's Chaar Boondo wala ad is almost 3 decades old, but till date, we know that only 4 drops of Ujala can make a world of difference to you white clothes. Can you think of an alternative for Ujala – And here we rest our case!

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A glimpse into the past

Retro marketing is the practice of appealing to people's nostalgia for the past in order to make a modern product appealing. Retro marketing entails developing a brand identity based on a company's former products' legacy or nostalgia. Retro marketing can alter a product's appearance to make it appear out of date. The new BMW Mini and, more recently, the Fiat 500 is modern cars with a 1960s-inspired design. Cadbury's relaunch of the Wispa bar is an example of a retro product that is a re-issue or replica of an earlier product. Retro has a major influence on nearly every facet of shopping today. Retro can take inspiration from any previous decade to give an old appearance a fresh spin. We've rediscovered Art Deco, 1950s jukebox styling, 1960s flower power, modern furniture and design from the 1950s and 1960s, 1970s flared trousers and 1960s vehicles.

What distinguishes a retro item? What role does heritage play in marketing? Why is there nothing new about retro? What are some of the ways that the internet encourages you to go back in time? Is it safe to say that retro is here to stay? What exactly is a retro item?

Retro products are divided into two categories. The first is a genuine re-issue or replica of a previously released product. The other is a modern product with retro styling to set it apart in terms of appearance and feel from similar products. In the consumer industry, nostalgia for prior brands and trends is making quite a stir. With a clever idea, even the most modern firm may join the retro revolution. According to studies, nostalgia motivates consumers to spend money by promising a speedy payoff in the form of pleasant memories. One of the reasons why retro marketing has been increasingly popular in recent years is its capacity to link the firm and the client on a deeper, emotional level. The Morgan Sports Car is a relic from the past. It has been made in the same style and to the same high standards since the 1930s. Although the engines and interior elements have evolved, the autos are still constructed on a conventional ash wood frame.

'Since 1933' is inscribed on the Bialetti Moka Express Coffee Maker's base. It has been used to prepare the best Italian espresso for nearly seventy years. In the 1980s, the Mont Blanc Fountain Pen was a potent status symbol, but it is now a vintage item. It has an antique feel to it. General Douglas McArthur freed the Philippines while wearing a pair of Ray-Ban Aviator sunglasses, which date from 1937. Genuine vintage products are those that the producer has reintroduced after a long hiatus. The most recent high-profile 'bring it back' throwback product was Cadbury's Wispa. Wispa was developed in 1981. It was a "melt-in-your-mouth bubbles" chocolate bar. Cadbury intended to take market share from Nestle's Aero (excuse the pun). In the 1980s, Wispa was a huge hit. Cadbury's Wispa was phased out of their product line in 2003 due to a reorganisation of the company's product line. Cadbury was convinced to bring Wispa back for a brief test period after a significant internet campaign on Facebook, Bebo, and MySpace, which was so successful that the Wispa bar is now back permanently. Cadbury is also relaunching Wispa Gold, which was first launched in 1995; the gap between the original product's release and its nostalgic reincarnation is quite small.

retro items are more likely to be a rebirth of a long-defunct but not forgotten item. Items from the past with a modern twist

Despite the fact that the modern retro product is functionally current, it has an old look and feel about it. It's a win-win situation: an antique that works just as well as a contemporary. The nostalgic attraction is more about style than quality, with a healthy dose of fun thrown in for good measure.

Retro products provide us with a glimpse into the past that we either remember or don't recall, but without the negatives. Retro radios don't crackle, and vintage automobiles don't require meticulous upkeep or double declutching. The Roberts Revival 250 has the appearance and feel of a 1950s radio. It does, however, have modern electronics and digital versions are available. Roberts also creates amazing sixties-style versions with colourful rainbow patterns.

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2027240



Retro Advertising- The new Paradigm

Retro passes on the administrations and items utilized in the past to the present with regards to promoting. Retro advertising; While passing on the aching buyers to the items and spots they yearned for, it likewise passes on these sentiments to young ages who have not experienced it at that point. Retro Marketing was utilized first in France in the mid-1970s.

Retro Marketing, which arose as a fresh out of the box new advertising term today, was first presented by Stephen Brown. Brown characterized retro advertising as a re-start or restoration of items or administrations from an earlier time. Advertisers utilize the wonder of wistfulness to target postmodern purchasers explicitly. Retro showcasing; reuse of an application or symbol that helps us remember a brand or item's past. Retro promoting, restoration, reshaping, return, revival is about the resurrection or redundancy of old items. Retro brand and item are present-day in usefulness and convenience today, however old by all accounts and feel.

Advertising comprises deciding client needs and wants, choosing objective business sectors for progress, and the exercises identified with these business sectors' labor and products and projects. Marketing establish the gathering's outward exercises. Numerous outer elements influence promoting exercises, and choices should be made under vulnerability and hazard conditions. Advertising is an extension between the maker and the buyer and unites the services. This extension additionally empowers correspondence among organizations and all portions of an economy.

Retro advertising is by and large found in three types of industries.

- Repro is to replicate objects that were excellent before.
- Retro joins the old with the new in an alternate manner from repro.
- Repro-Retro; alludes to further developed items beginning from sentimentality.

Brands are progressively utilizing the idea of retro to arrive at customers. Be that as it may, utilizing the past is certifiably not a recent fad. There are significant likenesses between wistfulness, brand legacy, and brand restoration. Restored items or retro items exploit buyers' nostalgic propensities. For instance, natural mottos and bundles help remember the brand legacy and inspire the better long stretches of customers in both individual and social terms. The styles of retro brands ought to be joined with the furthest down-the-line innovation to give an upper hand.

Organizations utilize the retro style in the field of advertising correspondence both locally and all around the world. Referring to history in nearby promoting efforts, it underlines neighborhood realness, history, and custom. In worldwide brands, retro showcasing is primarily used to accentuate restrictive brand attributes, history, and lasting qualities. The targets of these retro showcasing are to zero in on further developing brand worth and reinforcing the brand picture.

According to the organization's perspective, there are four fundamental inspirations in carrying out the retro-advertising technique.

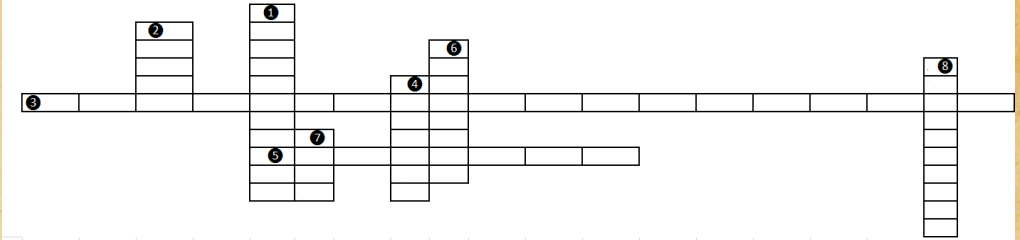
1. Retro promoting, a brand the board approach, can be considered an option in contrast to supporting brand legacy.
2. Since the first form of the current item substantiates itself against customers, it is best to limit dangers during another item dispatch.
3. There might be an approach to profit from existing encounters and assets.
4. A retro item can be delivered because of comparative assaults from contenders.

In the present quick-moving social and mechanical changes, purchasers are searching for and acquainted with what they previously knew. Many showcasing chiefs, particularly those confronting high media costs and the danger of making new brands, advantage from past brands and items by updating or repackaging them. The advantages of reusing old and non-existent brands and items in the past show that old is chic again and that development doesn't generally mean a genuinely new thing. As opposed to present-day advertising, retro showcasing has carried an alternate measurement to promoting writing. It has an impact that draws out item life periods or starts these periods once more. Notwithstanding a few reactions, retro items make a significant commitment to the item's maintenance by mirroring the compelling impact of sentimentality on purchasers.

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12. Crossword



1. Apple came up with an innovative advert by featuring, sweet-toothed Muppet, for iPhone 6s.
2. To generate loyalty among customers, Coca-Cola brought back limited supply of this nostalgic beverage in US whereas it was sold exclusively on Amazon.
3. People's favorite music streaming service Spotify released nostalgic marketing campaign in 2016, Falkor and Atreyu from the hit film have been introduced to the marketplace as a new spokesman.
4. Pepsi brought back discontinued drink from 90s in 2016 as limited time-run to capture audience.
5. Video game industry created mini version of NES complete with around 30 games, this was a big hit.
6. Adidas tried to bring this classic by pulling on nostalgia strings as well giving fresh appeal.
7. 7Up ran a campaign #TheOriginalChiller by bringing back 1985's show character and encouraged people to 'put the chill' back in their lives.
8. The company that re-branded its logo which resembles logo used by them in 1970s, 80s.

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