



RSET's
Deviprasad Goenka
management college of media studies
INDIA'S PREMIER MEDIA SCHOOL



THE BUZZZ

ABC's MAGAZINE
2023-24

WHO IS SYLVESTER DACUNHA ?

Sylvester da Cunha was an Indian advertising professional and theatre personality. He was most famously known for creating the Utterly Butterly advertising campaign and the Amul girl mascot for the Indian dairy cooperative Amul.

**SYLVESTER
DACUNHA**

AD MAN

**UNCONVENTIONAL
MARKETING**

DOVE & CADBURY 5 STAR

BRAND WALL

AMUL TIMELINE TRAVEL



AMAZING FACTS

- Coca-Cola's iconic red and white logo is recognized by 94% of the world's population, making it one of the most recognizable symbols globally.
 - Nike's swoosh logo, designed for just \$35 by Carolyn Davidson in 1971, has become synonymous with athleticism and excellence.
 - The golden arches of McDonald's are more widely recognized than the Christian cross.
 - The bite taken out of the Apple logo was originally included to ensure people didn't mistake it for a cherry.
 - The Intel jingle, composed by Walter Werzowa, is one of the most recognized sound logos in the world.
 - Red Bull doesn't just sell energy drinks; it markets a lifestyle of adventure and extreme sports, sponsoring events like the Red Bull Stratos space jump.
 - Lego is not just a toy company; it has expanded into movies, video games, theme parks, and even clothing lines.
 - Harley-Davidson has a fiercely loyal customer base known as "HOGs" (Harley Owners Group), which fosters a sense of community and belonging.
 - Disney's strategic acquisition of brands like Marvel, Pixar, and Star Wars has allowed it to create vast interconnected universes, expanding its brand appeal across demographics.
 - Burberry successfully reinvented its brand image from being associated with gang culture to becoming a symbol of British luxury and sophistication.
 - Google's minimalist homepage design reflects its brand ethos of simplicity and accessibility.
 - Amazon's focus on customer service and satisfaction has built a strong brand trust, making it one of the most trusted companies globally.
 - Netflix's algorithm-driven content recommendations and personalized user interfaces enhance customer engagement and loyalty.
 - IKEA's store layout, designed to encourage exploration and discovery, has become a blueprint for retail success.
 - The rivalry between Adidas and Puma originated from a family feud between the Dassler brothers, who founded the respective companies.
 - Pepsi has a history of bold marketing stunts, including the infamous Pepsi Challenge, which challenged consumers to blind taste tests against Coca-Cola.
 - Gucci's turnaround from near bankruptcy in the 1990s to becoming a fashion powerhouse was led by creative director Tom Ford, who injected a sense of sensuality and glamour into the brand.
 - Dove's Real Beauty campaign challenged traditional beauty standards, promoting body positivity and self-acceptance.
 - GoPro leverages user-generated content to showcase the extreme capabilities of its cameras, fostering a community of brand advocates.
 - Airbnb's "Belong Anywhere" campaign emphasizes the emotional connection and sense of belonging that its platform provides to travelers, transcending mere accommodation booking.
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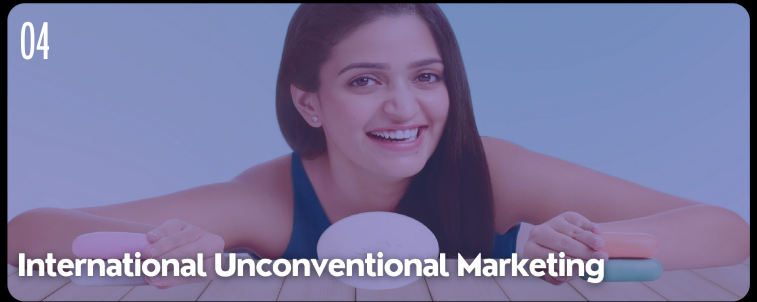
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Principal's Desk

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International Unconventional Marketing

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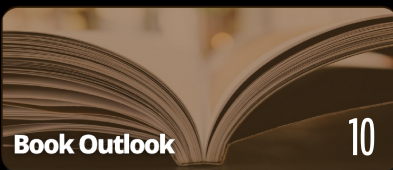


Domestic Unconventional Marketing

06-07



Brand Wall



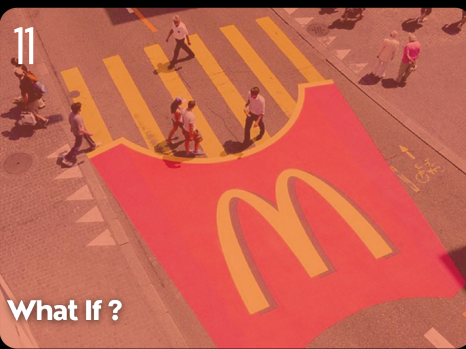
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Artistry Of Ambient Marketing

PRINCIPAL'S DESK

A black and white portrait of Dr. Amee Vora, a woman with dark hair, wearing a bindi, a nose ring, and large ornate earrings. She is looking directly at the camera with a slight smile. The background is a solid red color with a black diagonal stripe.

DR. AMEE VORA

"When I write an advertisement, I don't want you to tell me that you find it 'creative.' I want you to find it so interesting that you buy the product."

"Consumers still buy products whose advertising promises them value for money, beauty, nutrition, relief from suffering, social status and so on. All over the world."

Above are the words by the Guru of Advertising, **David Ogilvy**.

The Advertising and Branding club (ABC) of DGMCL launches its first in-house Magazine, Ad Buzzz.

As students of advertising it is important for you to understand what works in an advertisement. To prepare good advertisements it is extremely essential to do a lot of homework. At the same time every advertisement maker tries to work hard to strike with a big idea. Sometimes the biggest ideas could be to present the product with utmost simplicity.

This magazine is an attempt to explore the aspects of advertising and also share knowledge about lesser known facts of about advertisements, their success or failures with the readers. An attempt is also made to introduce students to the well known Gurus, Admakers, Copywriters in the field of Advertising.

Every advertiser needs to be aware of his surroundings and society to make path breaking and memorable advertisements. According to Ogilvy, **"whenever you can, make the product itself the hero of your advertisement"**.

My best wishes to the team of students and teacher-in-charge of this initiative.

ENTREPRENEURIAL ODYSSEY

In a world where creativity and design are at the heart of digital communication, **Melanie Perkins** emerged as a visionary, reshaping the landscape of graphic design with **Canva**. Her journey started as a 19-year-old student in university and led to being the co-founder and CEO of one of the most valued **female-led** startups in the world and this journey is nothing but exceptional. She has not only redefined design accessibility but also become an inspiring figure in the tech and entrepreneurship world. Melanie Perkins' journey began with her first venture, Fusion Books, an initiative that aimed to help schools in creating their yearbooks. This helped her recognize the potential for a platform that allowed users to modify designs for various needs.



Melanie and her co-founder, **Cliff Obrecht**, saw the great potential of a user-friendly, Web-based design tool. The idea that ignited Canva was born during these years.

Canva has revolutionized the world of graphic design. The platform is designed to make graphic design accessible to everyone, regardless of their technical proficiency.

With its interface and an extensive library of templates, fonts, and design elements, **Canva** empowers individuals and businesses to create professional-quality designs with ease.

Gone are the days of struggling with complex design software like Adobe Photoshop; Canva's success lies in its simplicity and its inclusivity.

Canva's rapid rise stands as a proof of Melanie Perkins' consistency and forward thinking. The company's success goes beyond its wide support but it also reflected in its financial milestones.

In September 2021, Canva secured **\$200 million** in funding, pushing the company's valuation to an impressive **\$40 billion**. This accomplishment firmly establishes Canva as one of the most highly valued startups worldwide, highlighting how Melanie Perkins and her team have greatly impacted the design industry.

Melanie Perkins success story isn't just about financial achievements. She is a source of inspiration for aspiring entrepreneurs and those in the design or tech industry. In 2020 Forbes recognized her as one of the **"top under 30 of the decade,"** highlighting her influence and long-lasting impact she has made in a short time period. Melanie's journey from selling handmade scarves to founding a tech giant is a story of passion, perseverance, and a commitment to making a difference.

Her success with **Canva** grew. She debuted on The Australian Financial Review's wealthy list in 2020, with a net worth of A\$3.43 billion.

She and her co-founder, Cliff Obrecht, were listed as the 10th wealthiest Australians in May 2021, with a combined net worth of A\$7.98 billion.



Melanie Perkins incredible success showcases the impact of having a clear vision, being innovative and persistent. With Canva, she has opened up the world of design to people of all backgrounds. Her inspiring journey from a student to a billionaire entrepreneur sets a shining example for those who dream big and work hard.

Melanie has not only changed the design industry but has also become a role model in the tech and business world.

Canva

is more than just a design tool; it represents her commitment to making creativity accessible to everyone. Her story proves that remarkable achievements are possible when passion and vision meet opportunity.

~ **Melanie Perkins**
COFOUNDER & CEO, CANVA

Canva

UNCONVENTIONAL MARKETING IN THE INTERNATIONAL MARKET

DOVE – THE REAL BEAUTY CAMPAIGN

Changing stereotypes and people's views can seem like a difficult task. Dove decided to make a change to impact people's self-esteem and how society perceives beauty.

People often feel unhappy about their appearance because they compare themselves to the **unrealistic beauty standards** portrayed by supermodels in the beauty industry.

The **Dove beauty campaign** is a long-term marketing initiative that challenges traditional beauty stereotypes and to promote a more inclusive and realistic definition of beauty.



This campaign was launched in 2004 by Dove, it was inspired by a global study conducted by Dove, they published a study from Strategy-One, a research firm based in New York: “The real truth about beauty: a global report.”

With this study, Dove wanted to explore what beauty means to women and its reasons. The study interviewed 3,200 women aged 18 to 64 across 10 countries. Through this study, Dove found that:

Only 2% of women call themselves “**beautiful**”

72% find their **beauty** “**average**”

68% **strongly** feel that social media platforms set an **unrealistic** standard of **beauty**.

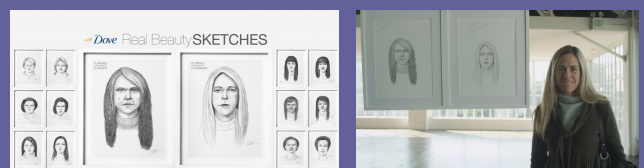
75% **wished** that “the media did a better job portraying women of **diverse physical attractiveness**”

The first stage of the campaign was based on a series of billboard advertisements, initially put up in Germany and United Kingdom, and later worldwide. These spots showcased photographs of regular women instead of professional models. by-passers were asked to vote on whether a particular model was for example, “fat or fab” or “wrinkled or wonderful”, and these results were displayed on the billboard itself.



In 2013 Dove launched the real beauty sketches campaign. The video starts with a woman sitting on the couch; next to her is an FBI artist specializing in sketching people's faces. They couldn't see each other, the woman had to describe how she looked to the artist and the artist would draw her based on her description. Then, the model would go and another person would come and describe to the artist how the same girl looked. The artist would make another drawing based on the new description.

Once the artist finished both the drawings, the model would see both of the sketches kept next to each other. The result was that the first sketch was harsher and was based on how a person views themselves and the second sketch showed how people view you.



These campaigns by Dove broke **beauty taboos** and were discussed everywhere. They were picked up by talk shows and radios, which gave Dove free marketing coverage valued at **150 million USD** and increased its brand awareness. Dove helped people identify themselves by promoting the beauty of regular people or showing how beauty ads distort reality. Through these ads, Dove improved people's self-esteem.

UNCONVENTIONAL MARKETING IN THE DOMESTIC MARKET

Cadbury 5 Star encourages people to “do nothing” and they have done it well...

Cadbury 5 Star, a leading chocolate brand known for promoting a laid-back attitude, has made a significant change to their logo.

But how does this benefit the brand?

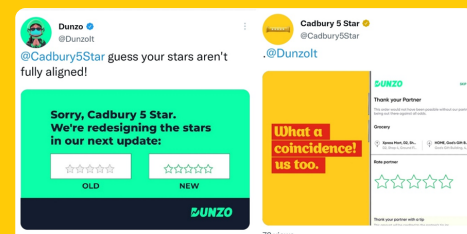
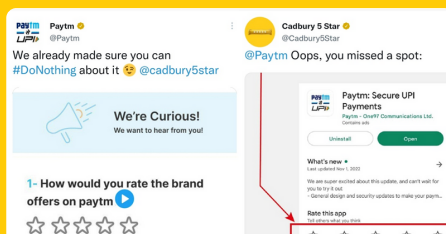
Well, it's all about brand recall. Cadbury 5 Star believes that the next time you rate a product or services on any mobile app, you'll come across its 5 Star logo. It is a subtle yet effective way of advertising, it ensures a way to keep the brand at the top of your mind. When consumers engage with review and rating platforms they will recall the 5 Star brand. And here is the best part, the cost of this campaign is minimal, close to 0. It is a brilliant example of how a brand can make a memorable impact in a creative way without doing much. In the year 2022, while many brands were spending lavishly to enhance their advertising strategies, Cadbury 5 Star took a different approach – they did nothing. This turned into a winning move that helped them reach the top of the market.

This alteration opened the doors for virtually every mobile app worldwide to unintentionally promote Cadbury 5 Star for free! Exactly; The brand sat back and let the entire mobile app industry do the advertising on their behalf.

This is why the #5StarsEverywhere campaign has earned its place as one of the most successful campaigns in the history of advertising. The audience reaction to “5 Stars everywhere” was overwhelmingly positive. People embraced the concept. It didn't take long for the ad to go viral, with countless individuals actively searching for it online. It quickly became a trending topic; “5 Star ‘does nothing’ in their recent ad?”

This ad campaign creating an impact on the people's perceptions of the brand, creating a strong positive association with Cadbury 5 Star and eventually leading to success. To playfully respond to Cadbury 5 Star's clever move, mobile apps also began poking fun at the brand in amusing ways.

However, Cadbury 5 Star didn't shy away from offering witty comebacks of their own. The light-hearted banter between the apps and the well-known chocolate brand on social media captured the attention of everyone.



Eventually, Cadbury 5 Star had the upper hand when it persuaded all these apps to promote it through their rating pages, leaving them powerless to counteract it.

These tweets between various apps generated humorous reactions from social media users and completely dominated the internet. Whether you find it funny or not, there is no denying that they've undeniably captured the internet's attention with this clever and entertaining campaign!

Amul

TIMELINE TRAVEL →

Amul is an acronym (**Anand Milk Union Limited**) of the Indian cooperative society named Gujarat Milk Marketing Federation based in Anand, Gujarat. It is under the ownership of Gujarat Cooperative Milk Marketing Federation Limited, Department of Cooperation, Government of Gujarat. It is controlled by 3.6 million milk producers.

1946

It was founded by Tribhuvandas Patel under leadership of Sardar Vallabhbhai Patel against the main dairy at the time, the Polson Dairy.



1948

KDCMPUL had begun pasteurizing milk for the 'Bombay Milk Scheme'.



1949

Vergheze Kurien joined the cooperative as general manager and later became chairman, and is credited with its success in marketing.



1966

Amul launched an Ad campaign, 'The Amul Girl' which was the largest advertising campaign and was earned The Guinness Book of World Records for the same.



1940

1950

1960

1970

1973

Gujarat Cooperative Milk Marketing Federation Ltd. was formed. Under leadership of Patel, Amul celebrated its 25th Anniversary with Morarji Desai, Maniben Patel and Vergheze Kurien.



The Taste

WALL



2024

Amul forays into US market with fresh milk range.

2024



2018

Amul inaugurated the new chocolate plant in Anand near their headquarters in presence of Prime Minister Narendra Modi.

2000

2007

Gujarat Milk Marketing Federation Ltd. reached \$1 billion in sales turnover and entered the elite club of food companies having this distinction in India.



1999

Amul was awarded the 'Best of All' Rajiv Gandhi National Quality Award.

1990

1980

of India

1980s

Cartoon artist Kumar Morey and scriptwriter Bharat Dabholkar were hired, who rejected the trend of involving celebrities for advertising campaigns and went ahead with artistic sketch designs for Amul ads.



BRANDING BLUNDERS

Bisleri POP or FLOP ?

In an evolving landscape of the beverage industry, the rise and fall of brands is a common occurrence. One such case we can talk about is **Bisleri Pop**, a product that promised to be refreshing and innovative but fizzled out!

Bisleri, a well-known brand in the India known for its **bottled mineral water**, ventured into the soft drinks market with Bisleri Pop in 2018.

The company aimed to diversify its product portfolio and capitalise on the growing demand for non-alcoholic, flavoured beverages.

Bisleri Pop were positioned as a healthier alternative to carbonated soft drinks. The product promised zero artificial flavour, colours, and preservatives, trying to get into the growing consumer trend for a healthier beverage option.

The brand offered a range of fruity flavours, targeting consumers looking for a refreshing and natural taste experience.

Bisleri entered a fiercely competitive market dominated by established giant companies like Coca-Cola and PepsiCo. These companies had deep pockets and an extensive and vast distribution networks. Bisleri faced an uphill battle trying to carve an ideal position for itself.

While Bisleri has a well-known name in the packaged drinking water sector, its brand recognition didn't automatically translate to success into the soft drinks segment. The company had to invest heavily in marketing and promotions to create brand awareness, a costly venture in a crowded market.

Effective distribution is critical in the beverage industry, while Bisleri Pop struggled to secure availability on a widespread. This limited its reach and accessibility to consumers. This limited distribution led to missed opportunities and reduced sales.

Consumer preferences were changing with concern regarded health and wellness. While Bisleri Pop attempted to position its self as an healthier choice, consumer perceptions of what constitute a healthy beverage also shifted.

Many consumers were opting for other alternatives instead, such as fruit juice and sparkling water over flavoured soft drinks.

In a rapidly evolving market, innovation is key to a sustainable brand. Bisleri failed to keep up with changing consumer demands and lacked new product offerings that could have reignited interest in the brand.

The story of Bisleri Pop serves as an inspiring experience in a highly competitive beverage industry. Despite the brands reputation, its venture into soft drinks faced multiple challenges, including intense competition, limited brand awareness, distribution issues, and lack of innovation. These factors ultimately contributed to the brands failures.

The failure of Bisleri Pop highlights the importance of thorough market research, effective distribution strategies and continuous innovation. It also serves as a reminder that even well-known brands must navigate numerous hurdles when entering any new market segments.



ARTISTRY OF AMBIENT MARKETING

The subtle force shaping our world,
one surprise at a time...

In a world where advertising carries such importance, companies and marketers are constantly finding new ways to capture our attention. Enter the world of ambient marketing, where brands create experiences that seemingly blend along with our daily lives.



Ambient marketing, also known as ambient advertising or ambient media which challenges the traditional boundaries of advertising.

It's about advertising seamlessly and subtly, advertising in a way of merging with the our surroundings, creating a connection between brand and audience that feels real.

One of the main principles of ambient marketing is the element of surprise. When executed properly, these campaigns catch us off guard and in a very fun way. They create a sense of curiosity and surprise which makes it more memorable than traditional ads. These kinds of ads often take place in non-traditional locations or settings where people are not expecting to see advertisements. This can include public transports, streets, parks, sidewalks, restrooms, etc.



Successful ambient marketing advertisements blend in or interact with their surroundings to create an element of surprise or intrigue, it's also deeply connected with the digital world, especially social media.

Brands encourage sharing by creating campaign specific hashtags or including interactive elements. For example, a coffee shop might design its cups with quirky messages that customers can't resist sharing on Instagram. Such relatable content could turn every coffee break to a mini advertisement. Executing ambient marketing requires a proper balance between creativity and strategy.

Compared to traditional advertising, it is a cost-effective strategy. While initial setup and creative design may require an investment, the long-term visibility and impact can outweigh the costs.

Ambient marketing changes the way we interact with brands in our daily lives. Brands are crafting experiences that not only capture our attention but also foster genuine engagement.

In a world where less can often be more, ambient marketing is proving that subtlety can speak volumes.



MOVIE RECOMMENDATION & BOOK OUTLOOK

AIR COURTING A LEGEND

is an interesting and well-made biographical sports drama film about Nike's appealing to rookie basketball player **Michael Jordan**. The cast of the film includes Matt Damon, Ben Affleck, Viola Davis, and Jason Bateman.

Courting a Legend is a branding case study on Nike's relationship with **Michael Jordan**. The film demonstrates the significance of authenticity, narrative, and long-term relationships in the development of great companies.

In a nutshell, Nike embraced **Jordan's** own personality and style, crafted a story about a teenage athlete on the verge of greatness, and committed to a long-term partnership. These branding lessons are useful for companies of all sizes.

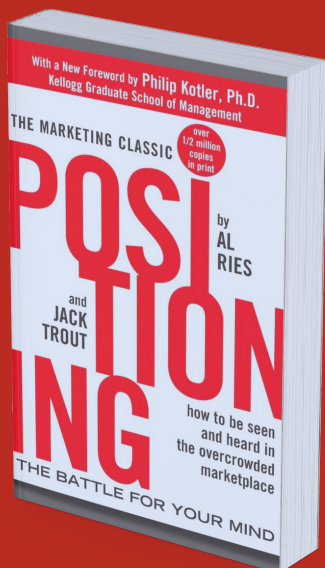
Fans of sports flicks, biographical dramas, and Ben Affleck and Matt Damon films should see this.

-BY PROF. PRASOON PRABHAKAR



BOOK OUTLOOK

"**Positioning: The Battle for Your Mind**," authored by **Al Ries** and **Jack Trout** in **1981**, holds a pivotal place in marketing literature, significantly shaping contemporary branding strategies. For me and many others, it serves as a guiding influence, playing a key role in directing my journey into marketing and advertising. The enduring relevance of the book underscores the timeless principles it advocates.



At its essence, the book champions the concept of positioning, stressing the vital need for businesses to carve out a unique niche in the minds of their target audience. Ries and Trout assert that occupying the foremost place in consumers' minds is more crucial than being the initial market entrant. They emphasize the power of simplicity in communication, urging for a focused, memorable position that can cut through market clutter.

A hallmark of the book is its use of tangible examples and case studies, demonstrating how successful brands effectively established positions in consumers' minds, offering a comprehensive spectrum of lessons from triumphs to cautionary tales. Despite critics noting the evolution of the marketing landscape, the foundational principles of positioning—differentiation, simplicity, and a distinct brand image—remain pertinent. "**Positioning**" stands resilient, providing enduring wisdom for marketers, strategists, and students in brand establishment and maintenance. Its continued popularity attests to the timeless nature of its concepts, safeguarding against fleeting marketing trends.

-BY PROF. ZIEGLER COLACO

WHAT IF WAS AN INDIAN BRAND ?

मैक Desi

IF McDonald's were an Indian brand, it would undoubtedly have a unique identity that resonates with the diverse and culturally rich landscape of India. In this hypothetical scenario, we'll explore the brand identity, branding and advertising strategies, locations, and menu of this Indian version of the world-famous fast-food giant.

मैक Desi, as it might be called, would strive to connect with the Indian ethos.

The logo could incorporate elements like a stylized 'M' with vibrant, earthy colors or traditional Indian motifs. The brand would aim to portray itself as a celebration of Indian flavors while maintaining a global appeal.

मैक Desi's branding and advertising would be a marriage of tradition and modernity. Advertisements would likely showcase the diversity of India, with clips of bustling streets, diverse cuisines, and various cultural festivals. The messaging might emphasize the idea of 'Global Taste, Desi Heart.'

To tap into the extensive youth market, McDesi might engage in social media campaigns, featuring young, dynamic influencers promoting the fusion of global and Indian flavors.

मैक Desi



McDesi outlets would be strategically located across the country, catering to urban and rural areas alike. You'd find them in bustling city centers, at busy railway stations, and even on highways. To create a welcoming and distinctly Indian ambience, the decor might include traditional artwork, wooden furnishings, and comfortable seating for families and groups.

The menu would be the heart of McDesi's success. It would offer a tantalizing mix of classic McDonald's items with a Desi twist. Here are some menu highlights:

 **मैक Desi**

menu:

McStuff:

McPaneer Burger:
A vegetarian delight featuring a spiced paneer patty with Indian-style sauces.

Tandoori McNuggets:
Crispy chicken nuggets marinated in tandoori spices.

Masala Fries:
Classic McDonald's fries dusted with aromatic Indian spices.

Chai McRoast:
A fusion of ice-cold cola and traditional Indian chai.

Biryani Wrap:
A wrap filled with biryani rice, chicken or vegetable options, and flavorful condiments.

Mango Lassi Shake:
A refreshing blend of mango lassi and a creamy shake.

Regular Meals

Medium Meals

149

249

199

299

119

180

59

105

189

259

99

199



CONCLUSION: In a hypothetical world where McDonald's is an Indian brand, McDesi would embrace the culture and flavors of the country. It would strive to be an iconic brand that balances global recognition with local traditions, offering a menu that appeals to a diverse set of taste buds. McDesi would be more than just a fast-food chain; it would be a celebration of India's culinary heritage and a testament to the country's love for delicious, convenient meals.

CONTRIBUTORS

Omkar Keilshekar

TY-BAMMC



EDITOR

EDITOR.

Yuvraaj Rajput

SY-BAFTNMP



DESIGNER

DESIGNER.

Riya Bolia

FY-MACJ



ORTHOGRAPHER

ORTHOGRAPHER.

Krishna Dave

FY-BAMMC



CONTENT

CONTENT.

Archie Parmar

FY-BAMMC



CONTENT

CONTENT.

Iqra Raees

FY-BAMMC



RESEARCH

RESEARCH.

Emlyn Fynn

FY-BAMMC



RESEARCH

RESEARCH.

Prasoon Prabhakar

FACULTY



ADVISOR

ADVISOR.

Ziegler Colaco

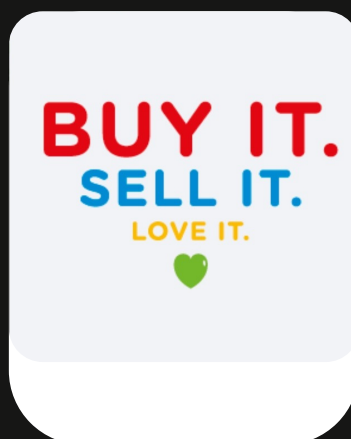
FACULTY



ADVISOR

ADVISOR.

GUESS THE BRAND





ADVERTISING & BRANDING CLUB