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HORIZON TIMES



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HELPING HANDS



Philanthropic Wunderkind



HIV/AIDS ORPHANS

Confronting the HIV/AIDS Crisis

EARTHQUAKES,





HT

CONTENTS

01 MARKET FLASH

The latest marketing news bits from around the world

02 LAUNCH PAD

The new products in the market that you should watch out for.

03 PAGE 3

Chill your eyes

04 BIG IDEAS

Short stories of great people

05 SENIOR SPEAKS

Fighter Brands

About Horizon- The Marketing Club ...Where two thoughts meet

HORIZON- The marketing club was started by CUIM batch 2008-10. The major objective of the club is to carry out various marketing related activities that can add more value in the practical life of students. The faculty incharge of the club is Prof. Kshetragna.CN

06 BUDDING VOICE

Marketing Grows Younger

07 AD REVIEW

Dissecting the Ad

08 MARKET ANALYSIS

Knowing specific markets

09 MARKETING MANTRAS

10 MARKETING HUMOR

11 QUIZ

12 CARTOON SCAPE

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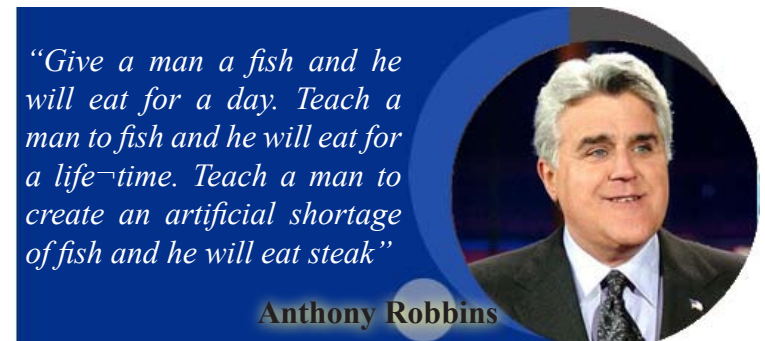
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"A market is never saturated with a good product, but it is very quickly saturated with a bad one"

Edwin Louis Cole



"Give a man a fish and he will eat for a day. Teach a man to fish and he will eat for a life-time. Teach a man to create an artificial shortage of fish and he will eat steak"

Anthony Robbins



"If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language in which they think."

Malcolm Forbes

WHAT'S COOKING?

What's cooking!!! ! Now a day, this is the major concern of the kitchen appliances brand

KENWOOD

Listen to the Future

Kenwood. The brand from the UK has entered the Indian market with a range of 65 models across product categories such as food processors, hand blenders, choppers, blenders, juicers and mixers. The company has tied up with a Coimbatore based manufacturer to make mixer grinder attachments. They are planning to serve the Indian market in a unique way. As cooking is a part of daily life of every Indian house, so with a proper strategy Kenwood appliances can be a part of every Indian kitchen. All set for the Kitchen revolution!!!!

PEPSI LAUNCHES 'NO SUGAR' COLA MAX

The optimist Pepsi-co has launched 'Pepsi Max' with a determination to re-invent itself in the diet cola category. It is already present in the category with the brand 'diet Pepsi', but had failed to capture the market as expected. Still it didn't held the company backing off from the category, instead the company has come up with the new brand to compete against the protagonist coca-cola. The diet cola category has a relative small share of the Rs 10,000-crore branded beverage market. PepsiCo hopes to expand the category in order to gain a stronger foothold in the diet cola segment.



Pepsi Max launched initially in Delhi is planning for a pan India roll out soon. It will be available in a 250 ml can priced at Rs 15, the 330ml can is priced at Rs 25 and the 500ml has been priced at Rs 25.

TAKE THE MIDDLE SEAT; YOU MAY FLY CHEAPER ON AIR INDIA

This is the new mantra adapted by Air India to grab the air traveler's attention.



In the competitive world, Airlines are pulling all stops to woo air travelers this season, including Air India. While Air India is coming up with proposals including offering the middle seat in economy class at a discounted rate it has also allowed travel agents to issue the tickets under the companion free scheme where on a full fare economy ticket, a passenger can take a companion along for free. Tickets under the scheme is available for sale and is valid till December 31. The airline will also allow travel agents to issue tickets under the scheme whereby full fare economy ticket holders are upgraded to business class if seats are available on the particular flight. Sky war is gaining momentum!!!!



is countless, but to overcome this situation, future group's 'ektaa' brand has come up with the solution. Aimed at customizing its brand and prod-

'EKTA' LABEL TO BRING ALL INDIA TASTES UNDER 1 BANNER.

How many of us miss our traditional food!!!! Well the number

uct offering to the diverse communities of India, future group has introduced products that offer culture-specific staples and food items under the label, ektaa. The idea of creating 'ektaa' as a brand is to bring all communities together and celebrate the diverse culinary taste of India. The company plans to launch products such as wheat, regional spices, pickles, papads under the same label. The products will be available across all Big Bazaar and Food Bazaar across the country. It's interesting to note that Future group's private label contributes 20 percent to the total turnover; and it also has private brands in toothpaste, diapers, cereals and soups among others.

GODREJ HOUSEHOLDS TARGETS RURAL MARKETS WITH BANISH

GHPL (Godrej Household products Ltd) is giving a new lease of life to its regional brand Banish by targeting it at the rural markets. The acquired brand has

been restricted to the Southern States but now there are plans to scale up its presence with its value proposition and pricing to cater to rural India. The company has planned to scale up Banish in a phased manner with low unit packs to penetrate the rural markets. While the more premium brand of Goodknight is already present in the rural markets, Banish would serve as the volume driver with a significantly differentiated proposition to cater to such markets. GHPL is expected to work on a new innovative format to cater to the rural markets with products which could be targeted towards out of home consumption. Hope the innovation turns out to be successful. Good Luck GHPL





KNIGHT THAT FLASHES

The pioneer in optical storage media, Moser Baer has added a new USB flash drive named Knight to its portfolio. On a cap based model, Knight comes with a bright red LED at the rear end. The USB flash drive is also equipped with advanced features like MyZone. While currently the USB comes with a memory space of 2 GB and 4 GB, soon it will also be available in 8, 16 and 32 GB capacity.

Technical Specifications: Knight USB drive

- 2 GB and 4 GB
- Price: Rs 525 and Rs 700



THE ART OF FLYING LOW

The Japanese two-wheeler major, Honda has recently added another milestone to its India journey by launching the VFR 1200F. While the product is often termed as a fun bike, it can possibly make you ride on air at a speed of 300km/hr. The bike sports a 1237cc engine

coupled with a fuel injected, liquid cooled technology. Besides its sporty and macho looks, the product comes with Honda's revolutionary dual clutch transmission technology

Technical Specifications: Honda VFR1200F

- 1237cc engine
- DCT technology
- Price: 17,50,000(ex-show-room Delhi)



I'M BACK

Motorola is back in to action and this time it is playing on the Android platform. In fact, the recently launched Milestone XT720 is not only the world's slimmest 8 megapixel smart phone but is also the first one to sport a Xenon flash in India. The handset offers a reverse-flip design and is targeted at workaholics.

Technical Specifications: Milestone XT720

- 8 megapixel on Android platform
- Price: Rs 34,990

THE KING STRIKES BACK

If you have a loyal following for the Maruti brand, the new variant of Alto is a baggage full of surprises for you. The recently launched version of the much popular small cars is not only equipped with a K-series, 998cc engine but also offers stylish looks. The new Alto K10 scores high among the mileage obsessed consumers too with a mileage of 20.2km/litre which is highest among petrol cars in A2 segment. Moreover, it also offers a superior brake system, more knee room to make it a hot property to own for the Indian consumers.

Technical Specifications: Alto K10

- K10 B engine
- Price: Rs 3,03,000 onwards





KATRINA READY TO FLY!!!

Bollywood's heartthrob Katrina Kaif has been chosen as the brand ambassador of the United Arab Emirates' Etihad Airways. The 27-year-old Katrina feels honoured for endorsing the UAE's national airline. However, it has not been officially announced yet. The association with Katrina Kaif is in sync with the vision to be a truly 21st century global airline and further symbolize Etihad Airways brand attributes, showcasing young, premium and fresh approach to service in the air and on the ground.



IN THE NAME OF GOD AND CAUSE..



It is indeed, not the first time, when a Bollywood actor/actress has been seen attached to a social cause, but it is no regular cause as Priyanka Chopra has been named the brand ambassador for the UNICEF child and adolescent rights. UNICEF representative to India, Karin Hulshof, expressed hope that the new ambassador will demonstrate a commitment to improving the lives of children, bringing children's issues to attention, to galvanise support from the public and lead decision makers and to raise urgently needed funds for vital UNICEF programmes.

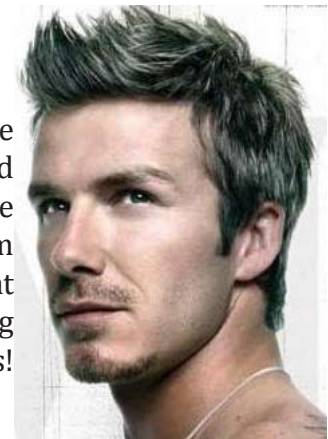
SUPERSTAR CONTINUES...

David Beckham, the former England football captain, is to become the brand

ambassador for the global sports entertainment brand EA Sports as he bids to further enhance his superstar status. EA Sports Active 2 will be released in November this year on Xbox 360, PlayStation3, Nintendo Wii, iPhone and iPod Touch in Europe. The commercial tie-up will involve Beckham acting as a spokesperson for the brand, involvement in its advertising, as well as acting in an advisory capacity.

NERVOUS FOR THE FIRST TIME!!

Sharukh Khan features with his wife, Gauri Khan for the first time in a television commercial for D decor brand furnishings. Ajay Arora, MD of D Decor explains the logic behind taking the start couple as they are a dream couple and it is the dream of millions of couples that their homes should be fashionable. But does this acting for the first time with his wife makes SRK nervous? Yes! Indeed, as he tweeted on a social networking site.



AMITABH BATS FOR T20

ESPN Star Sports, the official broadcaster and commercial partner of the Airtel Champions League Twenty20, has signed on Amitabh Bachchan as brand ambassador for the series along with Sourav Ganguly and Andrew Symonds as expert analysts. Being an affable cricket lover Big B was very excited about this new alliance.



Philanthropic Wunderkind

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PAGE - 4

BIG IDEAS

While attending lectures on CSR during OB sessions, one might have observed the corporate activities being carried out for the society by large conglomerates and business houses. How often do we come across a single person's endeavor towards the upliftment of the poor, the destitute and the society at large? Very rarely, and one could easily count them. However, there are some people whose humanitarian deeds have touched millions of hearts and found space on the internet for column writers. Such is the story of Bilaal Rajan, a Canadian Child activist. Bilaal is a pint-sized marvel but has remarkable achievements and has people of all ages kicking off their shoes and going barefoot. The 13-yr-old Canadian, whose ancestors were Indians, raised millions of dollars for children's causes and attracted worldwide media attention, most recently when he walked barefoot for an entire week in solidarity with poor children around the globe.

Ask him why does he give so much of his time to helping others? He instantly assumes a matured attitude and says "Giving is the greatest reward, it's simple. That's how it feels to me. I've never felt better than when I made a difference. He first learnt the value of helping others when he was only four. He saw the photos of thousands killed in the earthquake in Bhuj, Gujarat. He decided he would do his bit in collecting and saving money so as to help the affected children. For several weeks, he sold fruits and vegetables raising \$332, which the family donated to UNICEF. Bilaal's mom, Shamim, and his father, Aman, barely gave a thought to the donation. As Ismaili Muslims they already put a major emphasis on philanthropy in family life. But even the most generous of souls rarely raises \$5 million at such a young age. He had raised \$1100 to help HIV/AIDS orphans in Africa. Sold cookies to help Haitians affected by a hurricane and the Tsunami victims in 2004.



Since 2001, Bilaal has been instrumental in raising millions of dollars for various causes. Three years ago, he was chosen as an official Youth Ambassador for UNICEF Canada. Bilaal has even started his own foundation called Hands for Help. His latest idea- the barefoot challenge, launched in 2009 catapulted him onto the international stage. For a week, he went barefoot everywhere; to school, the mall, speaking engagements in Toronto, to the park, and he challenged other children to do the same so they could experience what poor children endure everyday. Bilaal is asking Barefoot Challenge participants to have friends, family and neighbours sponsor them and donate the proceeds to UNICEF Canada or any other worthwhile children's charity or cause.

His belief that his example would focus attention on child poverty was spot-on. He gradually started doing over 50 interviews in more than a dozen countries. In every interview, his key message was that the children in poverty deserve help and that everyone, by following his or her passion, can make a positive change in the world. Naturally, it struck a chord with kids around the world who took up the challenge in countries like Australia, Switzerland, Afghanistan, England, Thailand, Sweden and the United States, to name a few. Bilaal is currently promoting his book, 'Making Change: Tips from an Underage Overachiever' and continues to visit places where he can learn from children living in poverty. He is also the recipient of the 2008 Top Under20 Award and the 2009 Huggable Hero Award.

FIGHTER BRANDS

- Narsi Reddy D, Sr.Sec-K



Consider a situation, where, your once loyal customers are shifting towards low cost alternatives, due to bad economy or may be a new brand that recently forayed into the market is eating up your pie, by attracting customers with low priced products. What should you do now? Tackle the threat head on by reducing prices or hope for better times to return.



Ingenuous companies have tackled this conundrum with a carefully planned strategy, launching a fighter brand.

Consider the classic example of how P&G tackled the threat posed by private label diapers to its premium brands 'Pampers' and 'Luvs'. During 1980s due to proliferation of private label brands in the diapers market, P&G's margins were severely affected. It reacted by repositioning Luvs as a fighter brand by cutting its price by 16%, reducing the spending on R&D, product innovation etc. Even packaging features like handles, etc were removed. Advertising on TV was reduced.



The result was, P&G successfully made sure that the value equation between the two brands were registered distinctly in the minds of the customers. Pampers retained its premium positioning, at the same time Luvs competed with the private label brands and thus P&G regained its lost market share.

But introducing a fighter brand is a costly experiment for companies. If the strategy is not carefully devised, the fighter brand can cannibalize the market share of our premium brand. Care should be taken that the fighter brand performance lies between the premium brand and underperforming brand in the market. Hence better formulated strategies will lead to better results!!!

The following 5 questions are to be asked by the marketer before introducing a fighter brand:

- Will it cannibalize our premium offering?
- Will it fail to bury the competition?
- Will it lose money?
- Will it miss the mark with customers? (i.e trimming too many features will kill the product)
- Will it consume too much management attention?



THE DELICIOUS DELIGHT!!

- Aparna Raj C



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PAGE - 6

BUDDING VOICE



It is just a bite that it takes... A relish that drives the innumerable appetites back to taste... This might not be a rare phenomenon anymore. It was proved with facts and figures. The time that took for this transformation was not less either. There was intense experimenting required, it was important to understand how each spice savored the

senses...

Fulfilling the want of about 50 million customers daily, McDonalds was the fore runner of fast food restaurants. With a beginning as "Speedee Service System" by the McDonald Brothers, the present day McDonalds was a concept of Raymond Albert Kroc who initiated the burger system. He had marketing skills which were incomprehensible. He wanted to confirm McDonalds as a global brand. It was extensive expansion, drastic and mesmerizing. From the country of its birth, the US, McDonalds spread worldwide. It captured the attention of the masses alike...

If McDonalds is having flooding sales in more than 119 countries, it is the best example of fine Marketing strategies. It is the result of being able to foresee the market that was available in every nation. Much time had to be spent to diagnose the flavors that each population needed. It was this widespread research that led to the great fame and customer network that McDonalds enjoy today. With more than 50,000 employees, care is taken to cater to each taste.

The tastes are discovered and worked upon in every country. Same happened during the penetration of McDonalds into the Indian soil occurred in 1996. It transformed the food concept of the population giant! A land which was alien to 'burger culture' found new tang in every dish that was served. "That

of course was something novel!!" Burgers and associated variants were given a 'desi' touch. The outcome was astounding. People flocked to McDonalds. A fresh market emerged. McDonalds grew from few franchisees to many, spread to cities than the metros Indian fast food system had changed 'Forever Young' was the tagline used by McDonalds India. The strategy to market was straightforward capture the attention of youngsters, adults were sure to follow! Initial advertising of McDonalds is significant in explaining it. The first ads emphasized a great deal on kids and there was a transition of the scenario where the products came to adults. Even now McDonalds is famous for the toys range they provide.

McDonalds soon found that it was not just in effective ads. There was more stuff. Prices had effect on the movement. It was not just in the service that was given, economic factors and a feeling of individual was important to Indian customers. A new tactic evolved and this was "Happy Price Menu". Burgers of different varieties started at a cost of Rs 20/-. Next step for attraction was to change the infrastructure, settings and interiors. Every McDonalds counter was given a cozy touch with wall hangings and wooden furniture.

Just on look back, the markets thrived and sales increased manifold. McDonalds had its own share in the Indian Market. The homely trace in the burgers, the fast moving counters, affordable prices, an absolute smack and the international touch Certainly, **I'm lovin' it!!**



Isko laga dala to studies bhi jinga la la



A classroom where you call the shots, most of us would say in dreams but now it's a reality. Tata Sky is promoting its interactive educational services with a similar thought in its 'Badalte India ke badalte classrooms' campaign. Popularizing interactive services on television, Tata Sky has covered a gamut of areas, with special focus on educational services through applications such as Active Wiz kids, Active Stories, Active Learning and Active English. Tata sky has launched a set of new TV commercials to promote these packages and the new ad features Mr. perfectionist Aamir Khan who preaches about how classrooms are changing in the country and that now there's no need for benches, desks, classrooms, pin-drop silences, etc and people can now learn sitting at home with the help of the Educational Services available on Tata Sky's interactive platform.

Idea behind the ad i.e. home education is noble but the way it has been presented doesn't strike a chord with viewers who are used to see some excellent ads by Tata sky featuring Aamir n Gul panag having sizzling chemistry along with sweet tiff concept, Aamir as ventriloquist etc. In all these ads, message was clear and the way it was delivered was also good but this latest ad is too serious, accepted that education is a serious issue but hello you are talking about fun filled education so why so serious??



Aamir is in 3 idiot's mode in the ad but innovation is always expected from him and Tata sky ads but this ad fails here. Who knows the ad could have worked wonder if this time along with Aamir, Gul panag they could have their kid who enjoys learning on Tata sky...what say ??????

Ad agency- O&M

Rating-





ROTI KAPDA AND MAKAAAN

- Shejo Joseph

Continuing with the theme of basic essentials of “ROTI KAPDA AND MAKAAAN” we move on to roti, and by roti I mean the delicious Egg rolls, Chicken rolls and Paneer rolls of the generation now. At least for Gen-Y who spend most of their time in McD's or the yumilicious KFC it is nice to know the fast foods better. Eating at home remains very much inbuilt in Indian culture and changes in eating habits are very slow moving with barriers to eating out, in certain sectors of Indian society. The growth in nuclear families, particularly in urban India, exposure to global media and Western cuisine and an increasing number of women joining the workforce have had an impact on eating out trends which has led us to a new era of eating- 'fast food'. The name itself says the meaning of the food that can be prepared and served very quickly. While any meal with low preparation time can be considered to be fast food, typically the term refers to food sold in a restaurant or store with low quality preparation and served to the customer in a packaged form for take-out/take-away.



Market size and major players

- Dominated by McDonalds having as many as 123 outlets.
- Domino's pizza is present in around 274 locations.
- Pizza hut is also catching up and it has planned to establish 147 outlets at the end of 2009.
- Subways have established around 145 outlets.
- Nirula's is established in Delhi and Northern India. However, it claims to cater 50,000 guests

every day. It has future expansion plans for more than 50 outlets every year, for next three years.

Major players in fast food

- McDonalds 132 outlets
- KFC 72 outlets
- Pizza hut 147 outlets
- Dominos Pizza 274 outlets
- Café Coffee Day 833 outlets
- Barista 200 outlets



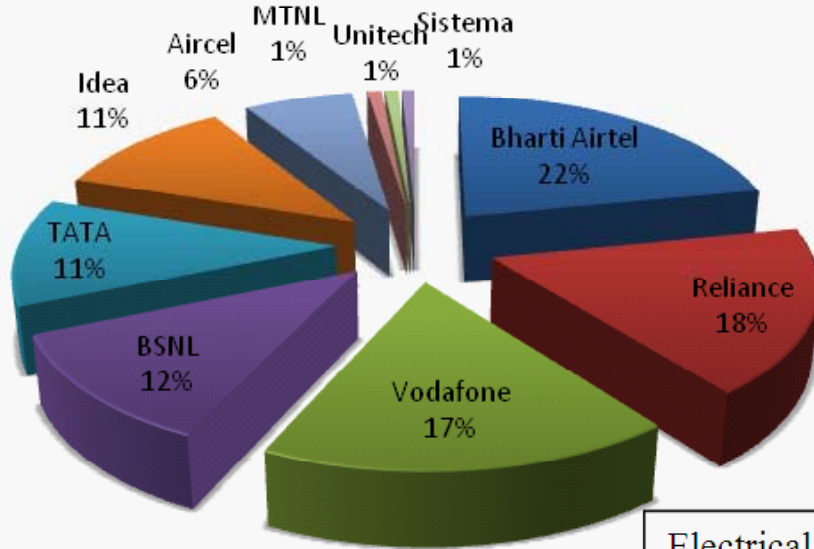
The main reason behind the success of the multinational chains is their expertise in product development, sourcing practices, quality standards, service levels and standardised operating procedures in their restaurants, a strength that they have developed over years of experience around the world. The home-grown chains have in the past few years of competition with the MNCs, learnt a few things and have made us proud, for example, today, you might not find McDonald's burger everywhere but one can have a sip of Café Coffee Day coffee.

Are you ready for the delicious journey????????????????

KNOW THE MARKET



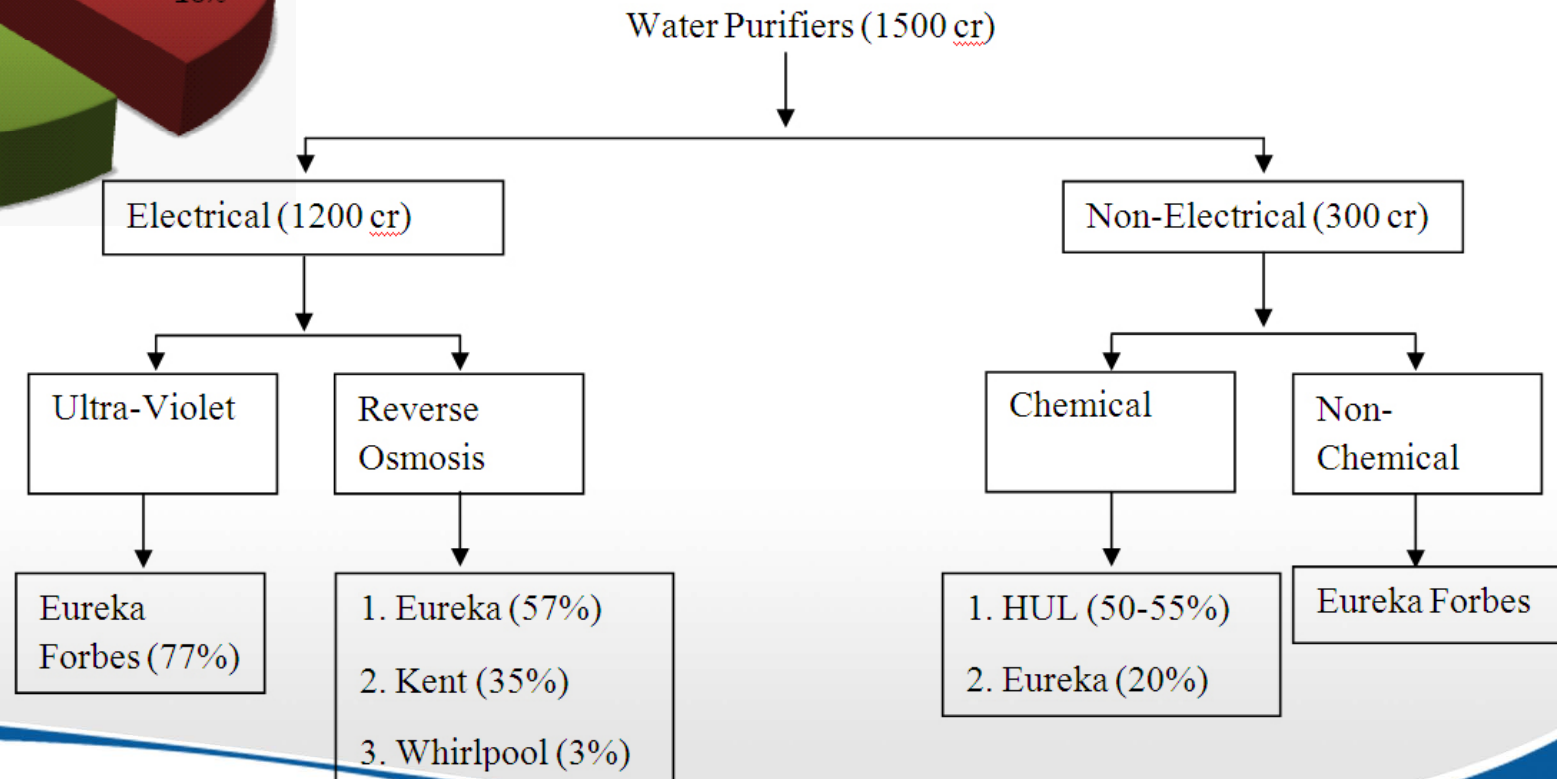
Service Provider wise market share



>>> Indian Service Providers Market:

Note: Loop, S Tel, Videocon and HFCL together contribute 1% of the Market share

Water Purification Market >>>





Eye tracking: A research method that determines what part of an advertisement consumers look at, by tracking the pattern of their eye movements

Potential market: A set of consumers who profess some level of interest in a designed market offer

Minority Marketing: Marketing that specifically addresses minority groups (not necessarily visible minorities) within larger proportion

Shelf Talker: A small promotional sign or card that sits on the shelf where a product is displayed

Mouse Trapping: The use of browser ticks in an effort to keep a visitor captive at a site, often by disabling the Back button or generated repeated pop-up windows.

MARKETING HUMOUR

- Aravind.D.Kulkarni

A salesman was demonstrating unbreakable combs in a department store. He was trying to impress the people who stopped by to look by putting the comb through all sorts of torture and stress.

Finally to impress even the sceptics in the crowd, he bent the comb completely in half, and it snapped with a loud crack. Without missing a beat, he bravely held up both halves of the 'unbreakable' comb for everyone to see and said, "And this, ladies and gentlemen, is what an unbreakable comb looks like on the inside."

Moral: Marketing with outmost presence of mind

QUIZ

HT



1. Which global fast food chain plans to serve porridge in its outlet from next year? Mcd
2. In the Indian context, what is common to GE, P&G, Pillsbury, Sara lee and now Hershey's?
3. This company in 1936 held a public contest to rename itself in order to shed its founding family name. It received 27000 responses, but finally chose to use a name which has no meaning. Name the company
4. Which brand runs advertisements with these lines "We are all workers" and "Everybody's work is equally important"?
5. Which company owns these brands: Camelia, Aromatic, Fiancee?
6. Who has a series of its product branded as Tiger, Turtle, Rhino, Whale, Dolphin and Red panda?
7. Which company is known to be the first to have promoted its brand by introducing the concept of coupons?
8. What was founded as one of the world's first e-mail newsletters in the beginning of the Internet era and before the dotcom bust?
9. 'X' was originally founded in 1948 when Pandit Jawarharlal Nehru persuaded Mr. Raghunandan Saran to enter the sector in which it operates till date. The company got its current name in 1955 and its current owners in 1987. Name 'X'
10. Identify the logo



- | | |
|-----|------------------------|
| 1. | McDonalds |
| 2. | JV with Godrej group |
| 3. | Toyota |
| 4. | Levi's |
| 5. | Marico |
| 6. | Titan WWF watch series |
| 7. | Coca-Cola |
| 8. | The Daily Reckoning |
| 9. | Ashok Leyland |
| 10. | SKS Microfinance |

ANSWERS:



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"What's that Snedley? Focus on cross selling, customer service and marketing? Nah, that'll never work."

- Source: Internet