

MARQUES

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EDITOR'S NOTE

I studied VisCom and had advertising as a subject. I've been mesmerized by the field ever since. This magazine is a compilation of some of my favorite ads and what I think about them. If you are as interested in advertising as I am, you can go listen to my podcast - AdTalks.

Special Thanks to Saunack Punyaslok for his valuable feedback.

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BRANDS

WHAT ARE THEY?

WHAT IS THEIR PURPOSE?

WHY DO WE NEED THEM?

Well, the main reason brands exist is for people to be able to identify products, services, or even individuals. It's an identity. Brands often use creative and identifiable markers to establish their place in the market. People often confuse things like logos, slogans etc. to be the brand, when in reality, those are just marketing tools. It's used to promote the product or service. When used in a combination, it makes a brand identity.

A brand is one of the most valuable assets that a company owns. That's why companies protect their brands legally by trademarking them. This prevents people from copying or using their brand without permission.

Let's say you walk into a store and you're looking for soap. You walk to the aisle that has the soaps but the shelves are stacked from top to bottom with so many different kinds. Dove, Himalaya, Biotique...you get the picture, it's a long list. You'd probably look for the brand you want to single out one soap out of the various ones available. One brand could have multiple products and variations of the same product as well. Some people experiment with brands by buying different soaps every time they need one. Others may have brand loyalty and buy the same brand (or a variation of the same brand) every time. Sometimes, the way a company markets and advertises its brand could affect customer purchase behavior.



Photo by Dollar Gill on Unsplash

Another example could be why people buy Starbucks coffee. You could make some instant coffee at home or go to any coffee shop for that matter. So why is Starbucks so hyped up? It's because of the brand. Sure it tastes good and offers a lot of caffeinated and decaf options, but people buy Starbucks because it's a well-known and world-famous brand (and totally not just to post a picture of the cup on Instagram, no that would be ridiculous).



Photo by Angelica Reyes on Unsplash

In this magazine, we'll be taking a look at some famous brands and some new ones that are gaining popularity. We'll also be looking at some brand ambassadors and certain advertising strategies companies have used to promote their products.

LET'S TALK GUCCI

GUCCI IS AN ITALIAN BRAND, SPECIALIZING IN HANDBAGS, READY-TO-WEAR, FOOTWEAR, AND ACCESSORIES, MAKEUP, FRAGRANCES, AND HOME DECORATION. IT WAS FOUNDED IN 1921, BY GUCCIO GUCCI IN FLORENCE, TUSCANY. IT'S ONE OF THE BIGGEST LUXURY BRANDS IN THE WORLD. SOME PEOPLE SAY THAT'S GUCCI'S STYLE IS, LET'S SAY, UNIQUE. BUT LET'S FACE IT, BEAUTY LIES IN THE EYE OF THE BEHOLDER. SOME PEOPLE CALL GUCCI'S CLOTHES WEIRD, BUT MY THOUGHTS DIFFER. GUCCI DESIGNS CLOTHES NOT FOR WEARABILITY BUT FOR ART. IT SHOWS OFF THE DESIGNERS RATHER THAN THE WEARER. IT MAKES A STATEMENT.



Photo by Julien Tondou on Unsplash



Photo by James Ree on Unsplash



Photo by Max Anderson on Unsplash

Gucci is one of the world's most beloved brands, known for its designs that are both innovative and timeless. Gen z is said to be less concerned with luxury names and is reportedly more concerned with style and quality that displays their uniqueness and what defines them as a person. Gucci managed to get through to millennials though. They incorporate quality materials with unique distinguishable signatures. Their signature insect, reptile, and animal motifs are what seems to appeal most to millennials.

Fans of the Gucci brand buy their clothing. Other wealthy people buy Gucci simply because it's a famous and iconic brand, so they'll buy their products for the label. Some people buy Gucci clothing when it's on sale. Gucci clothing can also be found in second hand shops, which can be an affordable option for people who aren't rich.

Their logo is also iconic and you're definitely living under a rock if you've never seen it. The word "Gucci" represents, Excellence, Greatness, Fashionable, and Fine. The logo is often in gold to represent the aforementioned qualities.

Another reason people like Gucci is because of their brand ambassadors, which I'll be writing about in more detail in the next article.

GUCCI MUSE: HARRY STYLES

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ONE OF THE BEST COLLABORATIONS BETWEEN STAR AND FASHION LABEL



Source: Instagram- @gucci



Source: Getty Images

The One direction member was a muse for Gucci, and here's how it happened. A-list stars and Lauded designers collaborations isn't a new concept.

When 20 - year- old, long-haired Harry was nearing the end of his touring days, Designer, Michele, was picking up speed. Gucci had reported a five percent increase in sales during the last three months of 2015.

Harry Lambert, Style's stylist, had been working with him for quite some time and decided that it was time to try something new. The band would usually coordinate their outfits or wear something similar. So imagine how much of a surprise the fans got when Harry showed in a floral Gucci suit which we now consider one of his most iconic looks.

Harry's solo music is nothing like what we knew him for in 1D. It was like he was a completely new person; he chopped off his long hair and left his old self in One Direction. The only thing that he seems to have carried from his 1D days into his solo career seems to be Gucci.

I think it's safe to say that Harry fell in love with Gucci. He's worn Gucci in several of his music videos. In "Sign of the times," a navy tailored coat floats through the sky, and he wore floral tailoring in "Kiwi."

Paparazzi have spotted him walking out of Gucci stores many times, and he has worn many Gucci suits on stage while performing as well. Most of them were floral brocade with flared trousers. At this point, one can assume that his closet is filled with Gucci.

By 2018, the relationship was formalized. Styles was revealed as the face of Gucci's tailoring campaign in a series of photos taken by Glen Luchford in a suitable English setting of a chip shop.

Harry's work with Gucci proved to be very popular with his dedicated fanbase. They were the critical component in the success of the collaboration.

There have been many stars that have collaborated with Gucci, but Harry has been the most evident. His own love for Gucci being one of the main reasons.



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Source: Photo by Emil Huang on Unsplash

Mickey D's And their Celebrity meals

McDonald's first set up shop in 1954 and now has more than 36,000 branches in over 100 countries. If you've never had a happy meal growing up, I'd say your childhood was incomplete. McDonald's logo can be recognized from a mile away, and it's inevitable for someone in the car to go "hey, can we stop at McDonald's?" during a road trip. Their logo is highly known for their 'Golden Arches.'

All successful brands have put their backs into making sure their brand has a position in the market. McDonald's is one of those brands. They have secured their rightful throne in the consumer's mind. Whenever you see the golden arches, you know what it is. That's the power of brand positioning. The food isn't the only thing that helps McD's. Their brand positioning strategies have played an enormous role. There have been strategies that they have used and many that they improvised.

The one strategy that caught my eye was their 'Celebrity Meals,' or what they like to call "Famous Orders." I'm sure you've heard about the Travis Scott meal.

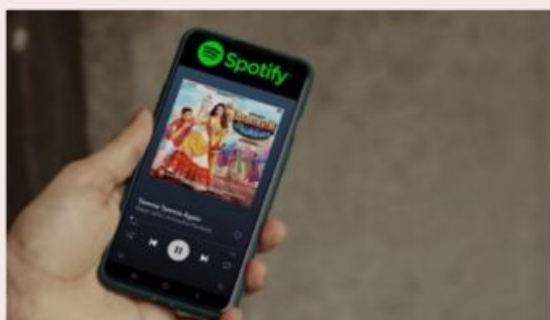
It included a Quarter pounder with cheese, bacon, lettuce, bbq sauce, fries, and a Sprite. The Travis Scott meal started a craze and was so popular that McDonald's faced a shortage of Quarter Pounders.

Scott's meal gained popularity with customers, American drive-throughs were filled with people blasting "Sicko Mode," Scott's song, to indicate what they wanted. It turned into its Tiktok trend. But the Travis Scott meal wasn't something that took off all over the world. So let's look at a "Celebrity Meal" that took over the world. Let's talk about BTS! Ever since BTS debuted in 2013, they have been capturing hearts all over the world. Fans are always looking for what the K-pop group will do next.

When McDonald's announced the BTS featuring the "go-to orders" of the musical Idols, the fans went wild. It was a massive hit in South Korea, India, and the United States. Fans started repurposing the food wrappers and packaging them as keepsakes. By endorsing celebrities, McDonald's was able to harness the excitement and curiosity of the consumers without altering the menu. Brands are always on the lookout for strategies that appeal to younger audiences, and this strategy worked like a charm.

SPOTIFY: DIL FILMY TOH SUNO FILMY

Spotify listeners know that if they don't have a premium account, an ad is sure to pop up just as they're anticipating their favorite song on the playlist to start. Spotify ads can be a bit annoying when you're in the middle of a jam session, and you don't pay much attention to it, hoping it will end and your favorite song will play. But, have you seen the Spotify ads that have taken over the T.V.?



Source: adgully.com

Look at the picture and tell me you don't know what happens next. Please go on; I dare you. I bet we can never listen to "Tamma Tamma Again" without going "Phir kya daddy, kya amma." The campaign features not just Bollywood songs but Bollywood, Kollywood, and Tollywood as well. Music is difficult to forget. We get songs stuck in our heads all the time, but film music? That's something that gets deeply rooted in our minds.

Spotify can be considered to be an app that's used mainly by the younger generation.



The Spotify ads, however, feature older Bollywood music. This tactic gets the more youthful generation listening to older music and the older generation asking the young what Spotify is and how to use it.

The ads have made parents walk in on their kids singing songs from their generation. "Where did you hear that song?" they'd ask, leading to them discovering Spotify. It's a fantastic ad strategy. The other thing about the ads is that they're hilarious. A professor accidentally blurting out song lyrics during class is something no one would expect, and the awkward silence the class responds with is even funnier. The other ads in this campaign follow a similar format - Someone playing filmy music on Spotify, followed by someone else completing the lyrics. Most of the time, the one completing the lyrics is in the middle of an activity where blurting out song lyrics is the last thing you'd expect.



Source: YouTube

The ads on the app may still be annoying, but I'd willingly watch the T.V. ads repeatedly.



Source: : Advertising and Media Insider

Cadbury Dairy Milk's latest Ad took Netizens by storm.

So why did the new Cadbury ad take Netizens by storm? Most of the people from my generation may have been confused. The new ad is a remake of the ad released in the '90s.

Mondelez India and Ogilvy India reimagined one of their popular ads and reversed the gender roles to celebrate female athletes.

The old ad featured a woman eating the famous chocolate and then running onto the field, dancing to celebrate while security tried to get a hold of her. The crowd starts giving a standing ovation while the cricketer laughs at all the drama that unfolds.

In a world where women have to sit in a certain way, talk in a certain way, behave in a certain way, it was liberating to a woman break all the rules and take to the stadium to celebrate her friend/partner's victory. The new ad features the same plot but with the gender roles reversed.

The ad still helped uplift women as the woman was now the cricketer. Most Netizens were reminded of their childhood and loved the remake as it empowered women even more. The internet loved the plot twist as the man ran onto the stadium to perform the adorable celebratory dance.

Almost all the scenes of the two ads are the same. Even the original song, Kuch Khaas Hai, sung by Shankar in 1994, has been retained. Did you ever think you would willingly try to watch an ad? The new ad made people want to go and look up the original. The campaign featured the hashtag #GoodLuckGirls, "to all those hitting outside the park." This ad made their brand presence stronger and improved their brand identity as well

INTERVIEW WITH FAE BEAUTY

How did you get the idea to create brash?

We saw makeup artists and influencers using two separate products for mascara and brows and decided to combine the two for easier application.

How did you choose what colors to make your lipsticks?

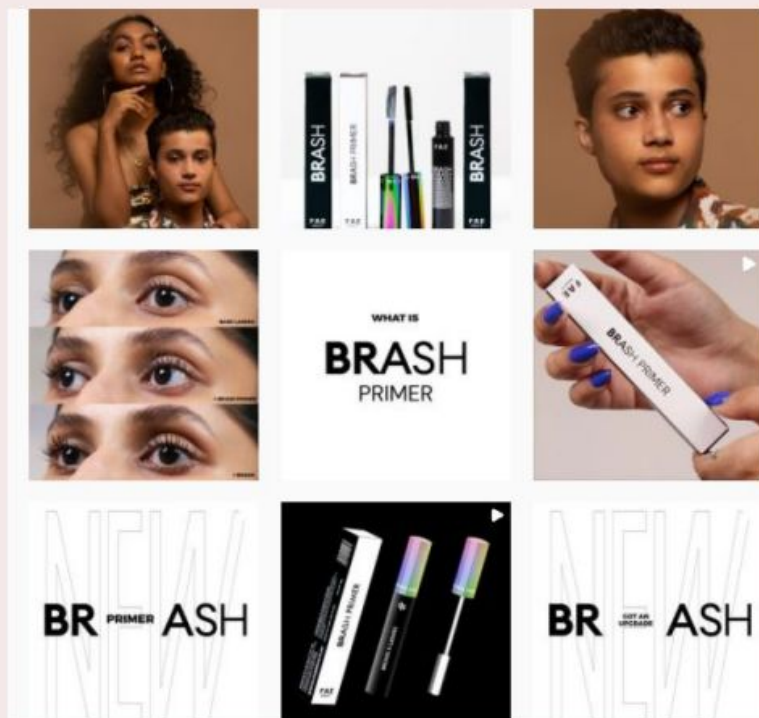
We choose our lipsticks colors according to market research and feedback rounds with our consumers. We also choose shades that are likely to suit almost all Indian skin tones.

Your models are unique and motivate insecure girls to try makeup as well? Could you tell us something about them?

At FAE Beauty, we focus on real, authentic, and unfiltered beauty- what you see is always what you get. We try and focus on representation and inclusivity through our models, and try and continue that theme as much as possible on our Instagram page.

I am in love with your Instagram page. What made you choose that particular theme?

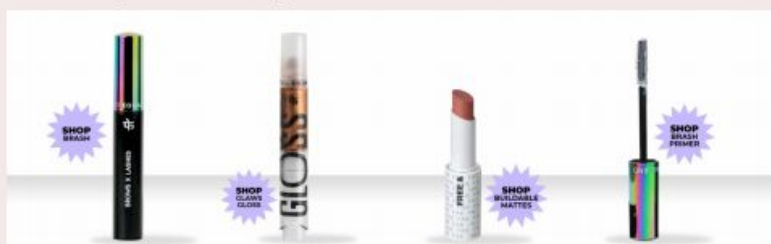
Our Instagram page is of utmost importance to our aesthetic, and we would hope that when people visit our page, they can find themselves and are comfortable enough to ask questions.



Source: Instagram @faebeautyofficial

FREE AND EQUAL BEAUTY – FAE BEAUTY

Fae is an Indian brand based in Mumbai. They are a brand that dreams of making makeup products for everyone. They currently sell Brash (a mascara and brow gel), Matt lipsticks, lip gloss, and a newly launched product – lash primer.



Source: faebeauty.in

They gathered a big Instagram following pretty quickly with their excellent posts and models. Fae created its products for everyone and marketed them with genuine, authentic, and unfiltered models. Their products have fantastic product designs, and every product is multipurpose. Brash can be used as both mascara and brow gel, lipstick can be used as blush and contour, and lip-gloss can be used as eye shadow and highlighter. They are very proud of a full face of makeup with just three products.

Continue reading at next page >



Source: faebeauty.in

They hope to change the way the world views beauty and tear down the “traditional” beauty standards, honestly? We should applaud that.

They started the conversation that many have been putting off for years. Their relatable content has motivated even the insecure people to break out of their shells and explore the world of makeup.

Every product you order comes with exciting freebies. Their merchandise is to die for. Their stickers are adorable, the tote bag is fantastic quality and can replace your purse, and their locket is the prettiest thing I've seen. They have recently added scrunchies to their freebie list.

They also put out limited-edition merch. Till now, they have put out a water bottle and a fantastic t-shirt. They sold out in hours.

Overall, Fae beauty is a unique and empowering brand. Their Vision and Mission are something every brand should have. Their excellent products do stand out



Source: Instagram @faebeautyofficial



Source: Instagram @faebeautyofficial



Source: faebeauty.in

Urvasi, Urvasi take it cheesy Urvasi

love things extraaaa cheesy?
get food the way you like it

order food online on **zomato**

One of the methods of advertising is push notifications. They are steadily increasing in popularity. Push notification ad network helps affiliates to connect to their target audiences efficiently and quickly.

What are push notifications? In simple terms, push notification advertising is nothing but delivering an ad in a specific format using a web push notification. These ads are delivered directly to the user's device and don't necessarily compete to occupy space on the publisher's website.

There are so many different methods of advertising. Brands have started thinking outside the box and begun coming up with ideas that capture their audience's attention.

Notifications are something that a lot of people find irritating. Zomato's push notifications, however, make people laugh every time they pop on a consumer's phone. They have understood what entertains users and what doesn't.

They have all the qualities that sound push notifications should contain.

They use rich elements like images to create visual appeal amongst customers and nudge them to relaunch the app.

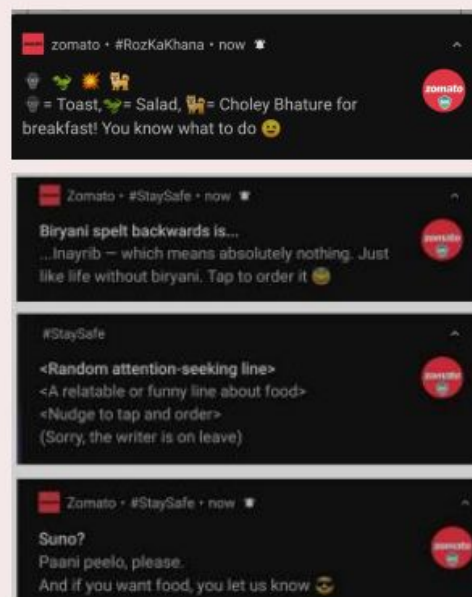
Their personalization of messages is something everyone enjoys as the notifications use their customers' names while addressing them in the notifications.

Zomato also enhances their textual copy by adding a fun element like emojis. They even use emoji language to get the audience to interact with the content.

Another thing that users may have noticed is that the notifications pop up when users are more likely to transact. i.e., Timed notifications or targeting based on time. This adds another level of personalization to the notifications. These methods nudge users to use the app more and make repeat purchases.

Push notifications are an intelligent mobile marketing strategy, and mobile marketers love using them as an outlet to share their puns with the consumers.

Zomato Notifications "Aaj order kiya kya?"



Advertising is a fantastic field that gives a lot of creative freedom. It allows people to be innovative and even break the rules to figure out different ways in which customers can be drawn towards a product. I think advertising is a field that will never die. As long as new products enter the market, new forms of advertising will follow.

Advertising is a marketing tool that helps in branding. Branding promotes recognition and helps a brand stand out from their competition. A strong brand tells customers what to expect and helps connect with customers. Therefore if you ever plan on getting into the field of branding and advertising, know that it is a field that will keep progressing and developing. It will never die.

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