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Brandscape

Marketing Newsletter

Perspectives on brands, markets, consumers and the changing face of marketing.

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INSIGNIA MARKETING CLUB
INSIGHT | INNOVATION | INFLUENCE

"The best way to predict the future is to understand the present."

— Peter Drucker

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ABOUT INSIGNIA

INSIGNIA – The Marketing Club of JK Business School nurtures creativity, innovation and strategic thinking. Through campaigns, competitions and engaging activities, it helps students develop practical skills in branding, advertising, digital marketing, consumer behaviour, teamwork and leadership.

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FROM THE EDITORIAL PATRON

Message from the Editorial Patron

Dr. Charu Naveen Bansal | Director, JK Business School

My heartiest congratulations to the students of JK Business School on this wonderful initiative of creating a platform for sharing knowledge, ideas, and perspectives. In a world that is constantly evolving, staying curious, informed, and open to new ideas is one of the greatest strengths you can develop. Student-led newsletters provide an opportunity to explore diverse fields such as Marketing, Human Resources, Finance, and Information Technology, connect classroom concepts with real-world developments, and learn from one another's experiences.

I encourage each of you to make reading, writing, and learning new concepts a regular habit. Stay updated with current affairs, industry trends, emerging technologies, and practical business insights. More importantly, learn to connect what you study in the classroom with what happens in the real world. A concept truly comes alive when you can apply it to analyse a market movement, understand a business decision, or solve a practical problem.

These habits will help you build a strong foundation, develop critical thinking, and become confident individuals, ready to embrace the exciting careers that lie ahead. Remember, your learning does not end with a textbook or a classroom; every new idea you explore and every perspective you share adds to your growth.

> "
>
> **Knowledge gives you a foundation, but the ability to apply it gives you an edge.**
>
> *Stay curious, keep learning, and let your ideas make a difference.*

Dr. Charu Naveen Bansal
Ph.D., M.B.A., M.Com., C.A., B.Sc.
Director, J K Business School

01

BRAND IN FOCUS

Brand Spotlight

Reliance Industries — where large-scale investment, renewable energy and rural development meet.

Reliance in Andhra Pradesh — at a glance

SOURCE: BUSINESS STANDARD

₹1 lakh cr	3 lakh+	₹60,000 cr	CBG
Planned investment in Andhra Pradesh	Jobs the project is expected to create	Revenue for the state over the coming decades	Compressed Biogas plants

RELIANCE

Reliance Industries' Andhra Pradesh Investment

- **Reliance Industries** plans to invest around **₹1 lakh crore** in Andhra Pradesh.
- The money will be used to set up **Compressed Biogas (CBG) plants**.
- The project is expected to create **more than 3 lakh jobs**.
- It could generate around **₹60,000 crore revenue** for Andhra Pradesh over the coming decades.



- The project will also create new opportunities for farmers by using agricultural waste to produce energy.
- Reliance says this will help India move towards **cleaner energy** and reduce dependence on traditional fuels.
- The initiative connects food security with energy security: farmers who produce food can also contribute to producing energy.

Growth + SUSTAINABILITY

This is an example of large-scale investment + renewable energy + rural development, where a company supports both business growth and sustainability.

02

INDUSTRY & CAMPAIGNS

Market Pulse

How FMCG makers, financial brands and consumer companies are rethinking pricing, identity and storytelling.

FMCG firms to hold prices despite rise in commodity costs

> **FMCG companies are facing higher costs for raw materials** such as sugar, edible oils, coffee, cocoa and packaging. Normally, companies may increase product prices when their costs go up. However, in this case, many FMCG companies are choosing to keep their prices stable so that customers continue buying their products.

The companies are focusing more on increasing sales volume than on increasing their profit margin. They had already increased prices by around 2–5%, so they are now being careful about putting another burden on consumers.

SALES STRATEGY

Companies are focusing on selling more products rather than simply increasing their profit per product.

Bandhan Group launches Bandhan Kaamyabi Ka Campaign, unveiling the next chapter of its growth journey

Bandhan Group launched a new brand campaign to mark its 25-year journey. The campaign brings its different financial businesses under one common brand identity and presents Bandhan as a long-term financial partner.

MARKETING LEARNING

A common brand message can help different businesses create one strong brand identity.

From ads to storylines: how brands are embracing microdramas

> **Tata Motors to JK Super Cement have backed microdrama series** built around narratives that integrate their products into the story, eyeing sustained viewer engagement.

Brands including Tata Motors Commercial Vehicles and JK Super Cement are experimenting with microdrama series. Instead of showing only a normal advertisement, the product is included naturally inside a story.

MARKETING LEARNING

Storytelling can keep viewers engaged for longer and make brand messages feel more natural.

Philips launches ‘Airfryer matlab Philips’ campaign

Philips launched a new Airfryer campaign featuring Sushmita Sen. The campaign aims to strengthen Philips’ association with the airfryer category and position the product as a convenient part of modern Indian cooking.

MARKETING LEARNING

Strong category positioning can help consumers quickly connect a product category with one brand.

03

ADVERTISING & MEDIA

Now Trending

Comparative ads and moment marketing — the campaigns and channels getting attention right now.

Myntra brings Alia Bhatt and Ranbir Kapoor together for BFF campaign

> **A campaign built squarely on advertising and marketing.** It can be understood through celebrity endorsements, brand image, consumer attention and festive-season marketing.

ChatGPT is coming for a bite of Google-Meta's ad pie

> **AI is becoming a new place for consumers to discover products and brands.** Several Indian brands, including SuperYou, Sirona, BellaVita, Sebamed and Mamaearth, have started testing ChatGPT as a possible marketing channel.

The idea is that consumers are increasingly using AI tools while researching products, so brands want to understand whether they can reach customers at this stage of the buying journey.



Flipkart launches hyper-local campaign 'Kothaye Jaabe Dada?' in Kolkata ahead of Big Billion Days

> **Flipkart has launched an experiential marketing campaign titled 'Kothaye Jaabe Dada?'** in Kolkata ahead of its Big Billion Days sale.

The campaign uses wordplay linking the BBD acronym with Kolkata's BBD Bagh transit network, integrating branded buses, promotional tickets and a dedicated digital ad film.

BRANDS TESTING CHATGPT AS A MARKETING CHANNEL

SuperYou	Sirona	BellaVita	Sebamed	Mamaearth

BBD
BIG BILLION DAYS

Moment marketing in action: Flipkart turned a sale acronym into a local reference that Kolkata commuters see every day.

04 VOICES
Perspectives

Three voices. Three lenses. One conversation about how consumers and brands are changing.



FACULTY CORNER

Dr. Asmita Mahapatra
Assistant Professor | JK Business School

What if the most responsible fashion purchase is the one we decide not to make?

> **In a world where trends travel from Instagram feeds to shopping carts within hours,** our relationship with fashion is becoming increasingly complex. Consumers want novelty, self-expression and social relevance, while simultaneously becoming more conscious of waste, resources and the consequences of excessive consumption. This tension raises an important question: are consumers really buying less, or are they simply becoming more selective about what they buy and how they use it?

A recent *Economic Times* headline, "Gen Z's festive shopping playbook: From Instagram trends and Reddit reviews to upcycling and bargain hunting," offers an interesting window into this changing behaviour. The emerging consumer is not necessarily withdrawing from fashion; rather, the criteria for value are expanding.

Consumer behaviour research has long established that purchasing is shaped by more than just functional utility. Identity, social influence, perceived value and emotional gratification play important roles in fashion consumption. What appears different today is the coexistence of two seemingly contradictory behaviours: the desire to participate in fast-moving trends and the willingness to explore thrift, resale, upcycling and reuse.

The meaning of "new" is changing.

An old sari can become a contemporary outfit, a pre-loved jacket can acquire renewed cultural value, and customised clothing can offer greater individuality than mass-produced fashion. From a consumer-behaviour perspective, this reflects a movement from ownership as status towards experience, identity and personal meaning.

However, the well-established attitude–behaviour gap remains significant. Consumers may express concern about environmental issues yet choose products based on price, convenience, quality or fashion appeal at the point of purchase. Research on ethical consumption repeatedly suggests that positive attitudes alone rarely guarantee responsible buying behaviour. The challenge, therefore, is not simply creating awareness but converting favourable attitudes into consistent action.

This makes the growing emphasis on Digital Product Passports and supply-chain transparency, highlighted recently by *ET BrandEquity*, particularly relevant. Consumers are increasingly exposed to claims about ethical sourcing, recycled materials and responsible production. Yet claims without credible information can create scepticism rather than trust.

The next competitive advantage may therefore lie in proof rather than promises. Traceability, material information and product histories can reduce information asymmetry and strengthen consumer confidence. For brands, transparency is consequently moving beyond compliance to become a potential source of differentiation and long-term brand equity.

There is also an important Indian dimension to this transformation. Repairing clothes, reusing garments, passing them between generations and repurposing fabrics are longstanding practices. What is changing is the vocabulary surrounding them. **Circular fashion** gives contemporary meaning to behaviours that Indian households have practised for decades.

For marketers, this suggests a shift from selling fashion as a disposable seasonal purchase towards creating greater value over the product's entire life cycle — through durability, versatility, repair, resale and emotional attachment.

In my view, the future will not necessarily belong to consumers who buy the least, but to those who buy more thoughtfully and derive more value from what they already own. The brands that understand this shift will be better positioned to align profitability with changing consumer expectations.

Ultimately, fashion's future may depend not on persuading consumers to stop loving fashion, but on making responsible consumption equally desirable, credible and aspirational.



ALUMNI CORNER

Mr. Pranav Raj

Alumnus, Batch 2012–14 | JK Business School

"How do we make people want to be part of our brand?"

Marketing has changed a lot over the last few years. Earlier, the main goal of marketing was simple: sell the product. Brands focused on advertisements, discounts and reaching as many customers as possible. Today, marketing is much more about building relationships and communities.

Customers no longer want to feel like they are just being sold something. They want to connect with brands that understand their needs, values and lifestyle. Social media has made this change even stronger. Brands can now directly interact with customers, listen to their opinions and involve them in conversations.

For example, brands like **Nike, Apple and Zomato** have built strong communities around their products and brand identity. Their customers often become followers, supporters and even promoters of the brand.

As marketers, we need to understand that a loyal customer is more valuable than a one-time buyer. The focus should be on creating experiences, trust and meaningful connections.

For today's marketing professionals, the question is no longer just **"How do we sell more?"** It is **"How do we make people want to be part of our brand?"** That, in my opinion, is the real future of marketing.



STUDENT CORNER

Mr. Utkarsh Singh
Batch 2026–29 | JK Business School

Marketing in the Trending Era

Marketing has transformed through social media, artificial intelligence and digital technology. Brands now reach customers creatively on Instagram, YouTube and other digital channels instead of relying only on newspapers, television or billboards.

Social media marketing, using reels, memes and influencer collaborations, attracts younger audiences. Influencer marketing feels relatable because popular creators promote products naturally.

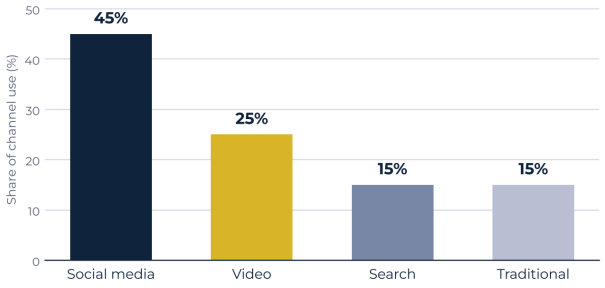


Figure 1: Marketing channel usage (illustrative data). Social media leads at 45%, followed by video at 25%, search at 15% and traditional media at 15%, showing brands prioritise digital platforms.

AI analyses data, creates content and recommends products, saving time. Personalised marketing works because customers respond to offers matching their interests.

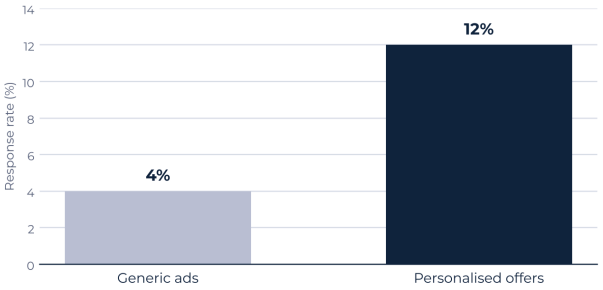


Figure 2: Personalisation impact (illustrative data). Personalised offers achieve a 12% response versus only 4% for generic ads, tripling engagement and strengthening customer relationships.

Modern marketing is digital, creative, personalised and interactive. Businesses adapting to trends build stronger customer relationships.

Source: **Influencer Marketing Benchmark Report 2026**, Influencer Marketing Hub (4 May 2026)

12% vs 4%
PERSONALISED VS GENERIC

Personalised offers achieve a 12% response versus only 4% for generic ads (illustrative data) — tripling engagement and strengthening customer relationships.

05

INSIGNIA IN ACTION

Club Chronicles

Two hands-on sessions where classroom marketing concepts met real brands and real business decisions.



EVENT 01

Marketing Club Brand Presentation

Our Marketing Club organised a presentation where we selected different brands and studied their marketing strategies. Each student worked on a different brand, such as Coca-Cola, Amul, Netflix, Nike, McDonald's and Apple, and explained how these brands attract customers and maintain their position in the market.

We used marketing concepts like STP, AIDA, Ansoff Matrix and Product Life Cycle to understand how brands identify their target customers, promote their products and plan their growth. We presented these concepts through posters, which made the activity more creative and interesting.

This activity helped us understand how the marketing concepts we study in class are used by real companies. It also gave us a chance to share ideas, work together and improve our presentation skills. Overall, it was a good learning experience that helped us understand marketing in a more practical way. It showed us that behind every successful brand, there is a clear strategy and a good understanding of customers.

CONCEPTS APPLIED

STP	**AIDA**	**Ansoff Matrix**	**Product Life Cycle**



EVENT 02

Pizza Store Design: Learning the 4Ps of Marketing

Our marketing activity, "Pizza Store Design," was a fun and practical way to understand the 4Ps of marketing: Product, Price, Place and Promotion. In this activity, we designed a pizza store and explored how these four elements help a business attract customers and stand out in the market.

We focused on creating a pizza menu with different varieties and toppings, deciding suitable prices for our target customers, choosing the right location for the store, and planning promotional ideas to attract more people. The activity helped us understand that running a successful business is not just about having a good product. Pricing, location and promotion are equally important in reaching the right customers.

Overall, the activity connected classroom learning with real-life business decisions and gave us a better understanding of how marketing strategies work together to build a successful brand.

LEARN • INNOVATE • EXCEL

Brandscape is published by Insignia – The Marketing Club of JK Business School, Gurugram.