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Brandscape

Marketing Newsletter

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

VOLUME 2 · NOVEMBER 2026

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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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Dr. Asmita Mahapatra
Assistant Professor
JK Business School



Prof. Rajiva Ranjan
Professor of Practice
JK Business School

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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01 BRAND IN FOCUS
Brand Spotlight

A much-loved campaign returns, and a festive sale opens at record scale.

Asian Paints' Har Ghar Kuch Kehta Hai campaign: A blend of nostalgia and contemporary relevance

> **Asian Paints has revived its iconic 2002 campaign, "Har Ghar Kuch Kehta Hai," bringing a wave of nostalgia and renewed emotional connection to its audience.** Originally crafted by Piyush Pandey of Ogilvy, it delves into the idea that every home tells a unique story, reflecting the personalities and lives of its inhabitants.

This revival comes at a time when people increasingly view homes as personal sanctuaries that celebrate individuality. Adding to its authenticity, the ad retains Pandey's original voiceover.



Despite plans to have Amitabh Bachchan re-record it, Bachchan himself felt Pandey's narration perfectly captured its essence. The campaign is a blend of nostalgia and contemporary relevance.

MARKETING LEARNING

A strong brand idea can be brought back years later and still feel current when the consumer insight behind it remains true.

Amazon Great Indian Festival 2026 claims 100% YoY growth in shopping volume

> Chennai: Amazon India has reported its biggest-ever opening for the Amazon Great Indian Festival 2026, with the number of products ordered growing 100% year-on-year.

Customers from every pin code in India have placed orders across categories, including smartphones, consumer electronics, fashion, beauty, home, kitchen and everyday essentials.

100% YoY **PRODUCTS ORDERED**	*Amazon India reports its biggest-ever festival opening, with orders coming in from every pin code in the country.*

02 INDUSTRY & CAMPAIGNS
Market Pulse

The rise of the 'Daycation': How travel brands are marketing shorter, more frequent getaways

> **The brands can promote short breaks and day trips instead of focusing only on long holidays.** It notes that consumers are increasingly interested in shorter and experience-focused trips.

AJIO makes Ahaan Panday its brand ambassador for the festive push

> **On 2 October, fashion platform AJIO named actor Ahaan Panday as its new brand ambassador.** He debuts as the face of AJIO's 2026 festive campaign, "Festival Is Festivalling", written by agency The Script Room.

The campaign covers the full run of celebrations, from Ganpati and Navratri to Pujo, Dussehra and Diwali, through a modern fashion lens. The tie-up carries into the AJIO All Stars Sale, which began on 7 October, with sale prices live in advance.

AJIO is also pushing service features alongside the star: AJIO RUSH (fast delivery), wider serviceability across India, and easy returns.

Dabur builds "The Dialogue Hub" to listen and respond in real time

> **On 22 October, Dabur India launched The Dialogue Hub, an AI-powered platform built with WPP (via its agency Grey 82.5).** It goes beyond traditional social listening and online reputation management.

The system combines AI video intelligence, conversational AI, sentiment mapping and trend forecasting, so Dabur's brands can spot what people are talking about and react quickly.

It also includes a "Strategy-to-Content Flywheel", meant to connect consumer insight directly to content creation. Dabur's marketing leadership says the aim is to move from listening to shaping conversations, and to jump on micro-trends and cultural moments faster.

upGrad turns its offline centres into "upGrad X", an employability engine

> **On 22 October, upGrad rebranded its network of Learning Support Centres as upGrad X – the offline Xperience.** The shift moves the centres away from academic support and toward practical skills, industry alignment and job outcomes.

The company says the network has helped place more than 500 people over the last three quarters, across e-commerce, data analytics, AI-native businesses, IT services and Global Capability Centres.

The centres offer in-person mentorship, proctored assessments and career preparation, backed by upGrad's digital platform. New programmes in Data, Tech, AI and Marketing are being added, along with a Certification in Global & Investment Banking Operations (CGIBO).

Urban India spends more, shops less often

> Urban India's fast-moving consumer goods (FMCG) market is growing, but consumers are not necessarily shopping more frequently.

Households spent 13% more on FMCG products in the second quarter of calendar year 2026, even as shopping occasions fell 1.8%, suggesting that the consumption recovery is being driven more by higher spending per trip than by an increase in purchase frequency.

Buoyant Q2 demand for consumer goods lifts festive sales outlook

> Consumer demand accelerated in the July-September quarter, with sales of air conditioners, refrigerators, washing machines, fast-moving consumer goods (FMCGs) and branded apparel growing at a double-digit pace or near it, setting the stage for a strong festive season.

03 ADVERTISING & MEDIA
Now Trending

Three campaigns getting attention right now, from state tourism to Gen Z shopping.

UP Tourism launches 'Visit My State' campaign with women entrepreneurs

> Uttar Pradesh Tourism brought women entrepreneurs, investors and digital creators together to showcase local food, crafts, heritage and destinations.

The campaign aims to connect tourism promotion with local businesses and artisans.

Pears puts the making of its iconic transparent bar at the centre of new campaign

> Pears launched a campaign that shows how its transparent amber soap bar is made.

The film highlights the production process and the product's recognisable appearance.

Flipkart launches new campaign titled 'Are You Really Gen Z?'

> Flipkart has introduced the 'Are You Really Gen Z?' campaign in collaboration with McCann India, leading up to its Big Billion Days sale.

This interactive initiative engages users with Gen Z-centric CAPTCHA tests, enabling them to unlock exclusive fashion and beauty offers. The campaign addresses the skepticism of Gen Z towards brands appropriating their culture.

04 NEW AD FRONTIERS
Ad-Venture

A new advertising channel opens up, and two e-commerce rivals fight for festive attention.

Razorpay partners with OpenAI to bring ChatGPT Ads to Indian brands: What it means for advertisers

> Razorpay has partnered with OpenAI to help Indian businesses launch and manage advertising campaigns on ChatGPT, as conversational AI becomes a new channel for product discovery.

This partnership will enable brands to leverage the power of Razorpay Engage for creating product catalogues, managing product feed, launching ChatGPT Ads campaigns and monitoring their performance.

From Great Khali to Samay Raina: Inside Amazon and Flipkart's festive ad battle

> Amazon is using celebrity humour, viral references and creators to push purchase decisions, while Flipkart is combining star power with pop-culture spoofs, interactive promotions and category-led campaigns.

ChatGPT Ads
A NEW DISCOVERY CHANNEL

Conversational AI is becoming a place where consumers discover products, and brands are starting to advertise there.

05 VOICES Perspectives

Faculty, alumni and student views on attention, quick commerce, AI-led discovery and festive marketing.



FACULTY CORNER

Dr. Asmita Mahapatra

Assistant Professor | JK Business School

The Attention Economy: Is Consumer Attention the New Currency?

In 1971, Nobel Prize winner Herbert A. Simon observed that "a wealth of information creates a poverty of attention." Five decades later, this insight has become central to digital marketing.

With information virtually unlimited, human cognitive bandwidth has emerged as a scarce economic resource. Consumer attention, measured through impressions, dwell time and engagement, is increasingly accumulated, exchanged and monetised like currency.

India provides a compelling illustration. Reliance Jio's entry in 2016 dramatically reduced mobile data costs, bringing millions of first-time users online, including consumers from Tier-2 and Tier-3 cities. Following TikTok's ban in 2020, platforms such as Instagram Reels, YouTube Shorts, Moj and Josh intensified their competition for users' screen time. Their business models convert attention into revenue through targeted advertising, algorithmic recommendations and social commerce.

For marketing managers, this signals a strategic shift: beyond reach and impressions, share of attention, engagement quality and customer lifetime value assume greater significance. However, attention is finite and its aggressive extraction risks consumer fatigue and regulatory scrutiny, particularly under India's Digital Personal Data Protection Act, 2023.

The enduring competitive advantage will therefore belong to brands and companies that do not merely capture attention, but earn it through relevance, trust and meaningful consumer value.



ALUMNI CORNER

Mr. Utkarsh Pandey

Batch PGDM 2022–2024 | JK Business School Alumnus

Blinkit's Quick Commerce Strategy: A Smart Marketing Move

Blinkit has transformed the way people shop for everyday essentials by making quick commerce a part of their daily lives. The company has focused not only on fast deliveries but also on creating strong customer connections through innovative marketing campaigns.

Blinkit's marketing strategy revolves around convenience, speed and customer engagement. Its creative advertisements, catchy brand communication and relatable social media campaigns have helped the company connect with young consumers and working professionals.

The brand has also used humour and trending topics to increase its visibility and build a strong identity in the competitive quick-commerce market.



STUDENT CORNER

Mr. Tanmay Raj Thakur
Batch BBA 2025–2028 | JK Business School

GEO: Generative Engine Optimization

Consumer discovery is currently undergoing its most profound transformation since the birth of the web. As users abandon traditional keyword queries in favor of conversational AI engines—such as Perplexity, ChatGPT, and Gemini—the standard "ten blue links" are rapidly disappearing.

In their place stands Generative Engine Optimization (GEO), the modern discipline of positioning brands to be cited, synthesized, and recommended by artificial intelligence.

While traditional SEO prioritized keywords, backlinks, and click-through rates, GEO targets how Large Language Models (LLMs) interpret authority, context, and trust. Because generative engines construct direct, synthesized answers rather than redirecting users to external websites, brands must optimize for inclusion directly within the model's recommendation layer.

A comprehensive GEO strategy rests on three foundational pillars to build model confidence:

- **Entity Authority:** Implementing structured schema markup (JSON-LD) and knowledge graph profiles so AI models ingest verified brand facts without hallucination.
- **Consensus Engineering:** Cultivating authentic third-party validation across digital PR, peer reviews, and high-trust community forums like Reddit, which engines treat as objective consumer consensus.
- **Information Gain:** Publishing proprietary research, industry benchmarks, and original frameworks that AI systems must cite as authoritative primary sources.

Consequently, primary marketing metrics have shifted from pageviews and organic sessions to "Share of Model"—the frequency, accuracy, and sentiment with which an AI recommends your brand during category queries.

In this post-search landscape, forward-thinking marketers cannot simply chase click-through traffic arbitrage; they must cement their brand as the undeniable, verified default answer when prospective buyers ask an AI whom to trust.

Share of Model
THE NEW MARKETING METRIC

The frequency, accuracy and sentiment with which an AI recommends your brand during category queries.



STUDENT CORNER

Mr. Saptarshi Jana
Batch PGDM 2025–2027 | JK Business School

Flipkart's Big Billion Days 2026: A Smart Marketing Move

Bengaluru, October 29: Flipkart's Big Billion Days 2026 has come to an end, attracting huge attention from shoppers across the country. This year, the company focused not just on offering discounts but also on connecting with customers through its marketing campaigns.

Its campaign, "Bade Sapno Ka Big Billion," featured Amitabh Bachchan along with several regional content creators. The idea was to reach customers in smaller cities and make online shopping more relatable.

Flipkart also used personalised notifications, app-based games and influencer promotions to keep customers interested. Early access for Plus members and live shopping sessions created excitement among buyers and encouraged them to shop early.

The campaign shows how marketing is changing with time. Instead of depending only on price cuts, Flipkart combined technology, entertainment and emotional connections to attract customers.

Its approach once again highlights the importance of understanding consumer behaviour during the festive shopping season.

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