



Management Newsletter

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MARKETING TRILOGY

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CHETAN SHARMA

Left Hand
(Top Order Batsman)

Left hand top order Batsman. He is known for his attacking approach at all type of bowlers irrespective of bowling speed. His style of batting mostly suits the short format of Cricket i.e. one days and Twenty Twenty. He has represented Haryana and Delhi State teams in numerous Ranji trophy Matches. Was recruited in Food Corporation of India on Sports basis and captained the FCI team in many Matches and won DDCA league and major Tournaments on many times for FCI. Highest scorer in T-20 Ranji in the year 2010-11.

Played for Chandigarh Lions in Indian Cricket league (ICL) which was later discontinued.

He was nominated Manager of Delhi under 19 team in recently concluded Coach Bihar trophy. The team stood runners up in the said tournament. Selector of under 14 Delhi team.

MARKETING TRILOGY : Bollywood, Sports & Politics

Upclose & Personal with Chetan Sharma

Q1. How has the trend in Marketing of sports changed over the years?

A. The trend in Marketing of sports has changed over the years immensely. Unlike yester years we can see that Marketing has found its way into sports in major way. I would say matches are scheduled in such a way that maximum Marketing can be benefited. From player's clothes to score Boards etc. are sponsored. Due to Marketing more and more money is flowed into sports which helps to improve the infrastructure of the game.

Q2. Do you think that Marketing is killing the passion for sports?

A. I would not agree with it. Rather, more and more money put in by the Sponsors has improved the quality of stadiums, facilities which make the environment right for watching the game with ease. Now, anybody can watch most of the games in the any part of the world, for which I thank the Marketing world.

Q3. Do getting big sponsors motivate a player to improve or do they bring stagnation in the performance?

A. Definitely it improves. For example if we look at names like MS Dhoni, Virat Kohli, Chris Gayle etc., we can see how much the contribution of sponsors have motivated these players to perform better and better, and upcoming youngsters also get motivated to follow in their footsteps and try to enhance their performance.

Q4. Are marketing strategies of sports in India any different from the European countries?

A. The marketing strategies of sports in India are more or less same like European countries. I feel that as far as Cricket in India is concerned the marketing is better in India than European countries. In last two decades marketing strategies in India has taken the game of Cricket to great heights. Previously only handful of countries played cricket but now the number has increased a lot. The game of cricket in many countries like Scotland, Ireland, Holland, Bangladesh, etc. has become famous just due to involvement of sponsors. More money in the game means more fees for players which means more motivation.



Interviewed By
Clifford Lawrence

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Student Editorial Team
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LIGHTS, CAMERA, PROMOTE!!!!!!!

Nowadays, thousands of movies release in India and every movie faces a tough competition. In order to increase sales of movie tickets critics play a major role as the audience today is well aware about content reviews & star cast of the movie. But, still promotions of movies at large scale influence the audience and make them aware regarding movie, star cast and content to some extent. Marketing has a great effect on the success or failure of a movie at the box office. Marketing in Bollywood is not new but strategies gets change with time. Bollywood is the backbone of entertainment industry in India. Bollywood movies are now getting a global exposure as few movies are getting entry into Oscars and release in several countries at a time. With its global exposure pressure, promotions are increasingly persuading Indians as well as foreigners. Success of movies is derived from box office collections. Many movies have successfully crossed the 100 crore collection benchmark. Top collection movies include Sultan, Airlift, Rustom and many more. Promotions of movies are not new at all but what has changed is the prospective of audience. Earlier promotions were not considered that much big. First Bollywood movie Raja Harishchandra used newspaper advertisements, handbills and publicity booklets to market the movie.

Early years after Raja Harishchandra saw the emergence of posters as the main source of marketing a movie. The emergence of television, transformation of urban space, expansion of internet and arrival of newer technologies have made their mark on Bollywood determining both its aesthetics impulse as well as the marketing strategies. Now almost cast of every movie visits in many cities to promote their movie. Reality shows are becoming very famous for promoting movies because with this, cast tries to connect to audience with their movie. Now almost in every reality show episode movie cast comes to either judge the show or to make audience laugh with the help of comedy shows.

Other promotion strategies like websites, games, social sites, etc. are also used by movies. For instance, Jaane Tu Ya Jane Na, a small budget musical romantic comedy targeted the youth online by creating homepage www.jaanetu.com which was very appealing in appearance with youthful graphics. It was a great success and every youth got attached with this movie. Some movies like Ra.One, Krrish3 launched games as well as toys to influence kids and teens. Many popular social networking sites connected the audience with the movie as the producers, directors and actors informed their

fans by launching trailers and movie song online through Twitter Facebook etc. Movies like Shandaar, Humshakals3, etc. too did opt for various promotion techniques but could not make it good at the box office. They were flop movies but earned a bit because of promotion techniques. In short it can be said that flop movies earned because of their promotional strategies.



By Ishika Gupta

MARKETING STRATEGY FOR POLITICS

The secret of getting ahead is getting started.. The story of getting ahead starts with the two words -Advertising and marketing. Advertising and marketing are two faces of a same coin. At first glance, marketing and advertising seem to be different terms but it describes the same thing getting a product or service sold. Marketing refers to the process of preparing your product for the marketplace. Whereas advertising is the process of making the product and service known to the marketplace. Making the content appealing and interesting can do wonders. The best marketing doesn't look like marketing, it is communicating what the audience wants. The best marketing strategy is to care about the choice, about the taste and about the demands. When you care about the choice and demand, you add to the value in relationship with a customer. Basic need of the company is to never stop building audience as building links will sustain for a very less time but building relationships with audience can be a stepping stone for any advertising company. Marketing has an impact on every field so does POLITICS. Politics is the process of making decisions applying to all members of each group. It refers to achieving and exercising positions of governance. Being in a position calls for the support of the audience that makes you a leader.

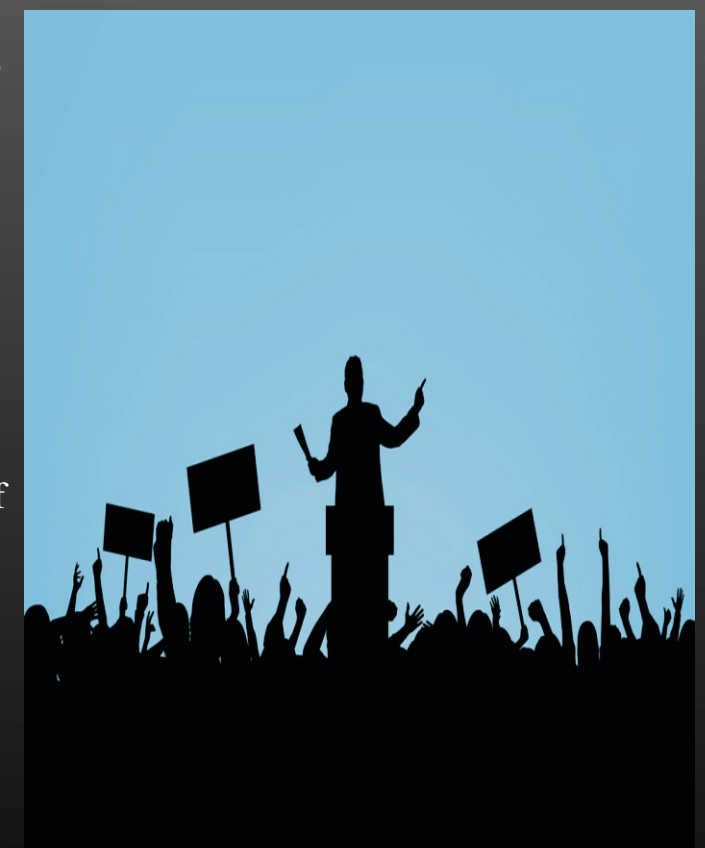
Some of the techniques which are involved in the marketing of politics are:

The most important aspect of any political campaign is the narrative. The narrative is the story behind a candidate: their history, their beliefs, their personality and all of the traits and characteristics that make them worth voting for. Crafting a narrative, can be a very important element from a user's point of view. A good narrative is one which can make the audience believe about his beliefs. The story should be what makes people excited to give vote to the candidate.

In today's era, the demand for social media has been increased drastically. Social media is one of the most effective platforms for raising awareness of political issues, encouraging people to vote, and promoting political candidates. By the medium of social media there is no way of stopping one from making an audience. It doesn't look like marketing but it some what looks like communicating with the audience. This allows a political marketer to reach thousands – or, in the case of a large party – millions of potential voters using status updates, messages and event. Media such as television and radios attract massive audiences, making them valuable tools in any political marketing platform. Being able to organize radio and TV appearances is one of the most important tasks of any political marketer. By this way of

marketing a contestant can attract more viewers to their side. A leader can attract, engage and convert the audience by the words communicated by them

Marketing – in a political perspective – can be a process of communicating the value of policies, agenda and leader to customers or entire population, for selling of the service. Marketing is not an expense, it is an investment of building the audience.



By : Asmita Grover