

The Marrecus Line

Monthly Newsletter of I.T.S. MARKETING CLUB



NAAC 'A' GRADE Accredited
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**INSTITUTE OF TECHNOLOGY & SCIENCE
MOHAN NAGAR, GHAZIABAD**

Dec. 2013
Volume 2 Issue 09



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Shelf Space
Aptech
Unleash your potential

Next Generation Product
PRODUCTS

Samsung Galaxy Golden

Testimonials

A brand is no longer what we tell
the customer it is- it is what
customers tell each other it is.

Scott Cook, Founder of Intuit.

Big brands have realized this for a while and have been leveraging influencers across the web via blogs and social media to share authentic and relevant content about their product or service. From this has emerged a very important and effective means of marketing and communication- influencer marketing.

This innovative and effective marketing tactic is on the rise and the brands that have employed influencers are thrilled with the honest messaging their new brand ambassadors communicate to their loyal followings. Many of the bloggers create content that is incredibly engaging and unique and brands benefit from new ideas, slogans, recipes, images, videos and more!

Moms are incredibly engaged readers of mom blogs and have a trust relationship with the influencers they follow. They also account for over \$2.5 trillion in spending in the US each year, so it should be no surprise that influencer marketing is exploding in the Mom category. Brands like Disney, LEGO, Nintendo, and Britax are just a few who've successfully incorporated blogger promotions into their overall marketing plan.

Smaller brands can also incorporate influencer marketing into their overall marketing strategy. Partnering with key influencers to reach a specific targeted audience is effective whether you're using 250, 100, or even 25 bloggers.

In addition to reaching their target audience the brands are receiving high-quality content that has been created by the influencers. Marketers need to remember that each blog post is a one-of-a-kind piece of content that they own (if the campaign is executed correctly and the blogger is agrees to these terms). Photos, quotes, even blog comments can be used on brand collateral. It's content marketing at its most compelling.

How do marketers get started? It is important to work with a marketing team that understands the influencer space and how to identify the right bloggers for your brand and target audience. A well-managed and executed campaign will identify bloggers and/or social media influencers and manage the program from blogger solicitation to end-of-program reporting.

There is now technology in place that allows for marketers to track the Google Analytics on the blog post as well as connect to the Facebook and Twitter APIs for real social media analytics. This real-time data and tracking allows for a Total Media Value calculation. The reporting is incredibly robust- showing post engagement numbers, post page views, campaign comment totals, social media stats, and much more.

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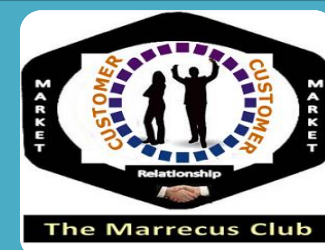
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Jagdish Khattar

(Former Managing Director of Maruti Udyog Limited)



Dr. Jagdish Khattar serves as the Managing Director of Carnation Auto India Pvt. Ltd. Dr. Khattar serves as President of the Society of Indian Automobile Manufacturers. He served as the Chief Executive Officer and Managing Director of Maruti Suzuki India Ltd. (Formerly Maruti Udyog Ltd.) from 1999 to December 18, 2007.

He served as an Officer of Indian Administrative Services of 1965 batch and has about 40 years of experience. Dr. Khattar joined Maruti Udyog Ltd. on July 1, 1993 as Director of Marketing and served as its Second Managing Director since July 1, 1999. Prior to Maruti Udyog Limited in 1993, he served as an Officer of the Uttar Pradesh State Government from 1965 to 1979, as Joint Secretary in the Ministry of Steel, Government of India from 1988 to 1993; Chairman and Managing Director of the Uttar Pradesh State Cement Corporation from 1984 to 1986; Chairman and Secretary of Uttar Pradesh Road Transport Corporation, Transport Department from 1986 to 1988, and Chairman of Tea Board, Ministry of Commerce from 1983 to 1984. He has been an Independent Director of Hindalco Industries Ltd. since May 9, 2011. Dr. Khattar has been a Director of Genpact Ltd., since June 2007.

He serves as a Director of J.J. Impex (Delhi) Pvt. Ltd., Maruti Countrywide Auto Finance Services Pvt. Ltd., Citicorp Maruti Finance Limited and Mark Auto Industries Limited. He served as an Executive Director of Maruti Suzuki India Ltd. until December 19, 2007. He served as a Non Official Director of Steel Authority of India Ltd., from August 21, 2010 to August 20, 2013. He served as a Director of Asahi India Glass Ltd. from April 19, 2005 to January 2, 2008. He served as Director of the Tea Board of India, London from 1979 to 1983, Tea Board, Ministry of Commerce, Uttar Pradesh State Cement Corporation, Uttar Pradesh Road Transport Corporation, Transport Department. He serves as Member of Environment Pollution (Prevention & Control) Authority. Dr. Khattar completed his Bachelor in Arts with Honors degree from St. Stephen's College, University of Delhi and also his LLB from Delhi University.

Recognition & Awards:-

- § Ernst and Young – Manager Entrepreneur of the Year 2003
- § National HRD Network - Pathfinder CEO of the Year 2006
- § Progress Harmony Development Chamber of commerce – Udyog Ratna (Gem of Indian Industry)
- § The London Metropolitan University, UK - Doctor of Business Administration (Honorary)
- § CNBC –Auto Car - Man of the Year 2008
- § NDTV Profit- Auto Man of the Year 2008
- § J.D Power & Associates- Founder's Award 2008 (The founder, in the last 50 years, has given only 20 such awards. Present was the 4th to a CEO of an automobile company.)

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“Every advertisement should be thought of as a contribution to the complex symbol which is the brand image”

-Leo Burnett

Newly Launched Products

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leadership
inclusiveness
caring
character
building

Fujifilm X-T1 interchangeable lens camera with the world's fastest real time viewfinder

Fujifilm has announced its latest X-T1, an award-winning XSeries range of camera.

A premium interchangeable lens camera, the X-T1 features evolved SLR-style handling, mechanical dials and weather-resistance (when paired with a weather resistant X mount lens), together with all the benefits of an X-Series camera, such as compact size, excellent mobility and high-speed performance.



Isuzu MU-7 SUV

The Indian arm of Japanese manufacturer Isuzu Motors on Thursday launched its MU-7 sports utility vehicle (SUV), which promises a great driving experience along with ample space and comfort.



Launched in Kochi, the longest-in-its-class MU-7 SUV is powered by four cylinder 2999cc intercooled VGS Turbo Diesel engine capable of producing power of 163 PS at rate of 3600 RPM and torque of 360NM at rate of 1800-2800 RPM. It may be noted here that the engines of Ambassador Cars are also manufactured by Isuzu.

ZTE voice-controlled Grand S II smartphone

Chinese smartphone company ZTE is bringing voice-assistant technology to its newest flagship device, the Grand S II. ZTE unveiled the new Android handset at the International CES show in Las Vegas.

The company will start rolling out the cell phones in its home market China in March or April, but will start selling them in the US later this year. According to TechHive, the phone will be priced between 327 dollars and 396 dollars without carrier subsidies. The phone comes with some high-end specs, including a 2.3 Ghz quad-core processor from Qualcomm and support for 4G LTE networks.



Nokia Lumia 1520

Finnish mobile phone handset-maker Nokia here Monday launched its Lumia 1520 model and Vipul Mehrotra, director and head of smart devices at Nokia India, Middle East and Africa, said the company will focus more on 'experiences'.

"This is the 10th Lumia device that we have launched in India. Going forward, we will focus more on services or experiences like mapping, imaging, music and many more," Mehrotra told reporters on the sidelines of the launch.



Classified Advertising:-

Print advertising that is limited to certain classes of goods and services, and usually limited in size and content.

C-Tag Line "There is a gypsy in everyone" related to Maruti Gypsy



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Marketing Quiz

A. Who heads McCann Erickson India –The advertising company which holds the account of some famous brands like MasterCard, Coca Cola, and Greenlam Laminates \$10.4 billion

- a) Parsoon joshi.
- b) Piyush pandey
- c) J.B.sahu
- d) Arvind Sharma

B. Retail giant Wal-Mart is known for its worldwide strategy of EDLP. Expand EDLP.

- a) Every Day Lower Prices
- b) Every Days Lowest Price
- c) Every Day Lots of Prizes
- d) Every Draws Lots of prizes

C. Which is the most viewed advertisement in you tube in 2013(India)?

- a) Dove Real Beauty Sketches
- b) Kitkat Dancing babies
- c) Old spice Mantastic Man
- d) Ramesh and Suresh ad campaign for Cadbury 5 star

D. Which clothing brand was the first to introduce the concept of fashion store by day and bar by night in India?

- a) Spykar
- b) Levis
- c) Provogue
- d) Flying Machine

E. Which groups heads the leading footwear brand “RED CHIEF”

- a) RSPL
- b) Amarpali group
- c) Kothari family
- d) Bata

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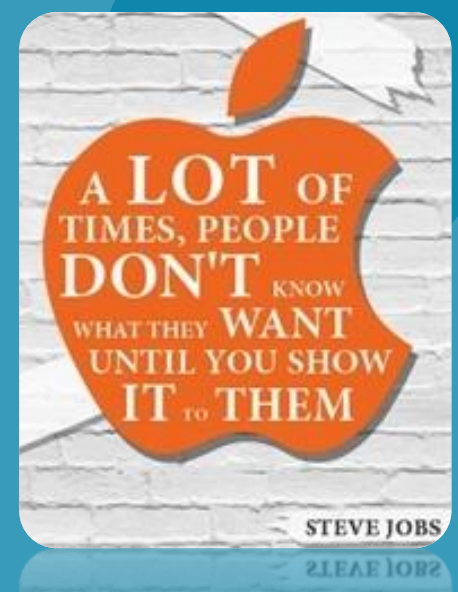
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leadership



STEVE JOBS

2LEAF IOB2

Answer of Marketing Quiz November, 2013

- A. \$15.4 billion
- B. Saboro
- C. D Shivakumar
- D. Ogilvy India
- E. 318 cr.



Congratulation!

Ayan Maiti
PGDM (2013- 15)



Complete the Marketing Quiz and mail us along with your photo at marrecusline@its.edu.in we will publish the Winner name with photo in next edition.

D-Tag Line “Life Namkeen Banaiye !” related to Parle Monaco



MARRECUS LINE



Korean mobile phone handset manufacturer Samsung Electronics Monday launched Galaxy Golden, a dual screen flip phone with a golden coloured accent. This new entrant in the Galaxy family is priced at ₹ 51,900.

"With its innovative dual display and premium golden finish, GALAXY Golden brings together the best of touch and type experience on a smartphone. This specially crafted device is aimed at consumers seeking seamless integration of stunning classic design and functionality to make their lives more efficient." Vineet Taneja, country head, Samsung Mobiles & IT said in a statement.

The phone is based on the Android 4.2 Jelly Bean operating system enabling faster multitasking and easier applications management, the statement said adding that it is powered by 1.7GHz dual-core processor coupled with 1.5GB RAM.

The phone is equipped with two 3.7 inches slim screens and sports a 1.9-megapixel front camera and comes with 16GB internal memory.

| | | |
|-------------------------------------|-----------------------------------|--------------------------------------|
| Display 3.70-inch | Processor 1.7GHz | Front Camera 1.9-megapixel |
| Resolution 480x800 pixels | RAM 1.5GB | OS Android 4.2 |
| Storage 16GB | Rear Camera 8-megapixel | Battery capacity 1820mAh |

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New Delhi, December 18, 2013- India's only dedicated event for LED lighting products & technology attracted thousands of potential and qualified buyers from the fields of Architecture, Hospitality, Real estate, Govt. Planning Departments, Municipal Corporations, Lighting Designers, LED & Lighting industry, Electronics and Automotive Industry etc., The pioneering event was inaugurated by Dr. Farooq Abdullah, Honb'le Minister, Ministry of New & Renewable Energy (MNRE), Government of India.

The 3-day event helded from 19th-21st December 2013. LED expo is attracted 250+ exhibitors from 14 countries and over 30,000 trade visitors from all over India. With a firm support from the Ministry of New & Renewable Energy, Department of Information Technology, Ministry of Communication & IT, Government of India, Electronic Industries Association of India (ELCINA), Solar Energy Society of India (SESI), Indian Building Congress (IBC), Bureau of Energy Efficiency (BEE)

LEADING BRANDS & COMPREHENSIVE EXHIBIT SEGMENTS

The niche event hosted the leading brands of the LED industry like Everlight Electronics Co; Ltd., Philips Lumileds, Nihon Garter Co. Ltd., Nichia Chemical (India) Pvt. Ltd., Moser Baer India Limited, Kwality Photonics Pvt. Ltd., Juki India Pvt. Ltd., Jona LED, Edison Opto Corporation, Dominant Opto Technologies, Andslite Pvt. Ltd., Agate & Agate Marketing Resources (I) Pvt. Ltd. and many more.

There was a comprehensive list of exhibit segment pertaining to the LED industry. A unique display of existing products and latest machinery from various segments of LED applications & lighting products, LED signage & displays, LED components/ accessories & raw materials, LED drivers & power supply, LED manufacturing equipment machinery & allied products at the show floor.

LED SUMMIT

Concurrent to the expo, LED Summit, an international conference on LED lighting products & technology was conducted. The 2-day conference which was chaired by the top industry players and policy makers; eminent speakers from government, lighting bureaus and organisations, they presented their viewpoints on various topics related to the current scenario in the LED Industry. Mr. Nikhil Aggarwal, Moserbaer India Ltd.; Speakers from DeitY Ministry of Communication & Information Technology; Dr. Ashok Kumar, BEE; Dr. Sandeep Garg, EESL; speakers from TERI, NSIC, NMCC etc.

TAIWAN PAVILLION

The highlight of the show, Taiwan Pavilion hosted the key decision makers from top Taiwan companies like LED Link, T & L Plastic Co. Ltd., Rich Sphere, Full Sun, Mean Well, Yun Chung, Easlite. The key players from these top companies reached easily at the Taiwan Pavilion.

LED expo significantly provided ample opportunities to maximize ROI and exchange business ideas in a big way.

About MEX Exhibitions Pvt. Ltd.

MEX, headquartered in New Delhi, India is an established and leading exhibition company which has been organizing successful trade shows for the past eleven years. It has conducted over 75 trade exhibitions till date all over India, Singapore and Thailand. Some of its benchmark exhibitions include LED expo, Media expo, Gifts World expo and Digital Signage expo.

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"The sole purpose of marketing is to sell more to more people, more often and at higher prices. There is no other reason to do it."

-Sergio Zyman



Aptech commenced its education and training business in 1986 and has globally trained over 6.8 million students. Aptech is an ISO 9001:2000 organization and the first IT Training and Education company to get this certification for Education Support Services in 1993.

Aptech has presence in more than 40+ emerging countries through its two main streams of businesses – Individual training and Enterprise Business. As a leader in career education, it has over 1300 centres of learning across the world.

Under Individual Training, Aptech offers career and professional training through its Aptech Computer Education, Arena Animation & Maya Academy of Advanced Cinematics (both in Animation & Multimedia), Aptech Hardware & Networking Academy, Aptech Aviation & Hospitality Academy and Aptech English Learning Academy brands.

Enterprise business includes Content Development (Aptech Learning Services), Training and Assessment Solutions for Corporates & Institutions (Aptech Training Solutions, Aptech Assessment & Testing Solutions).

Aptech's rapid growth has led the company to mark several milestones in India & overseas.

Among the top few are:-

- IT & Multimedia education pioneer. More than 2 decades of experience in training (since 1986). Trained over 6.8 million students.
- First IT education & training company in Asia to receive the ISO 9001: 2000 quality certification.
- Aptech Learning Services receives two 'Apex 2010 - Awards for Excellence'.
- Aptech Vietnam declared No. 1 IT training provider in Vietnam for 11 consecutive years.
- Among Brand Equity's Top 50 Most Trusted Service Brands.
- Among Forbes Global Best 300 Small Companies worldwide.

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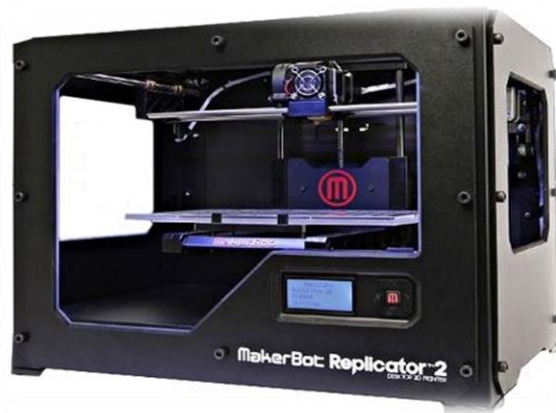
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MAKERBOT REPLICATOR 2 (3-D PRINTER)

If you're looking for a good PLA 3D printer, look no further than the Replicator 2. USB cable and SD card printing are both easy connection options for your home or office. MakerBot also has many different support options, including tutorial videos and FAQs for you to peruse.

*The size of the objects you can print with the Replicator 2 can reach up to **6 x 6 x 11 inches**. There are different **3D printing** speeds you can choose from, and the resolution, or layer height, is about 0.1 mm. So no matter what print speed you select, your prints will turn out great.*

When you buy a 3D printer, be sure you know beforehand what you'll be printing. The Replicator 2 only prints with PLA filament, which is better for the environment than its alternatives and doesn't require a heated platform. ABS is not supported by the Replicator 2, which is problematic if you want to use a higher-quality, more durable plastic. Only one print head also means you can only print with one color at a time.



The steel design of the Replicator 2 keeps it from shaking and vibrating while your 3D designs are printing. An LCD screen is also mounted on the front of the chassis so you can print from a SD card and quickly change settings or choose prints.

This home 3D printer connects to your Windows, Mac or Linux home computer via a USB cable. You'll need to have a dedicated computer, however, as you can't unplug your computer until the print is finished. For added connectivity, it also has an SD card slot that you can use to transfer files between the printing device and your computer.

If you have any problems with the Replicator 2, you can reach MakerBot via email, telephone or through the blog. There are also FAQs, tutorials and a manual you can reference for extra help. A warranty is missing from the Replicator 2; you can purchase one for an additional cost, but only a 14-day return period is included with your original purchase.

The Replicator 2 includes all of the mechanical components you need to start creating right away. It comes with a power supply, USB cable and the software you will need in order to print objects. To actually print, though, you'll need to purchase filament; the Replicator 2 does not come with a starter cartridge.

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Numeric Distribution – Prerna Chaudhary, PGDM (2012-2014)

Numeric distribution is based on the number of outlets that carry a product (that is, outlets that list at least one of the product's stock-keeping units, or SKUs). It is defined as the percentage of stores that stock a given brand or SKU, within the universe of stores in the relevant market.



Distribution metrics quantify the availability of products sold through retailers, usually as a percentage of all potential outlets.

Often, outlets are weighted by their share of category sales or “all commodity” sales. For marketers who sell through resellers, distribution metrics reveal a brand's percentage of market access. Balancing a firm's efforts in “push” (building and maintaining reseller and distribution support) and “pull” (generating customer demand) is an ongoing strategic concern for marketers.

Numeric distribution measures a firm's ability to convey a product to its customers in terms of total number of outlets carrying the brand. The main use of metric distribution is to understand how many physical locations stock a product or brand. This has implications for delivery systems and for the cost of servicing these outlets.

Testimonials:

Nothing beats an independent opinion of one's services. Below are the testimonials from just a few of our Happy Readers.

I Love to read newsletter, it provides the information about the new products and its articles are informative... Happy Reading



Abhisek Chatterjee
PGDM (2012-2014)

Send us your article not more than 400 words along with a photo at: marrecusline@its.edu.in

We will publish in next volume, winning articles will get prizes. We welcome your suggestions, feedback, stories etc.

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