METrix
Futuristic Marketing

10%

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MET
Bhujbal Knowledge City
MET INSTITUTE OF
POST GRADUATE DIPLOMA IN MANAGEMENT

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Vision:

To produce global management professionals & entrepreneurs embedded with strong value system & conscience who create wealth for the society at large.

Mission:

To impart value-based quality management education that nurtures global competencies, entrepreneurial acumen, and a strong commitment to social responsibility.

Mission statements:

1. Empower aspiring management professionals with contemporary global management concepts, skills, and theories through experiential learning.

2. Develop leadership and entrepreneurial capabilities by fostering innovation, providing support systems to create sustainable and socially responsible businesses.

3. Nurture social responsibility and sustainability through value based, community-focused, and environmentally conscious management education.
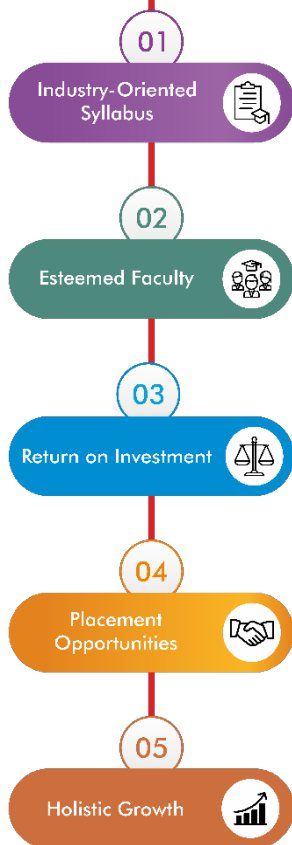
MUMBAI EDUCATIONAL TRUST

Mumbai Educational Trust (MET) is a conglomerate of premiere educational institutions, driven by a single-minded focus on imparting quality education, to make students sharp. Training is imparted round - the-clock, seven days a week. Projects and assignments are given utmost importance and students learn on the job. Application-oriented knowledge, garnered in the lecture halls, is applied to industry assignments. The faculty spares no effort to make the students razor sharp, so that they make their mark in the corporate world. No effort has been spared, to create an environment that encourages students, to push the limits of their minds. All this, to help young professionals face the challenges of life and make their mark in the corporate world.

- **Bhujbal Knowledge City, Mumbai**
- **Institute of Management**
- **Institute of Post Graduate Diploma in Management**
- **Institute of Mass Media**
- **Asian Management Development Centre**
- **Centre for Insurance Training, Research & Development**
- **Institute of Pharmacy**
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- **Bhujbal Knowledge City, Govardhan, Nashik**
- **School of Architecture & Interior Designing**
- **Bhujbal Knowledge City, Adgaon, Nashik**
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- **Institute of D. Pharmacy**
- **Bhujbal Academy of Science & Commerce (Jr College)**
- **Meena Bhujbal School of Excellence (CBSE Board)**

WHY PGDM COURSE

01 Industry-Oriented Syllabus

02 Esteemed Faculty

03 Return on Investment

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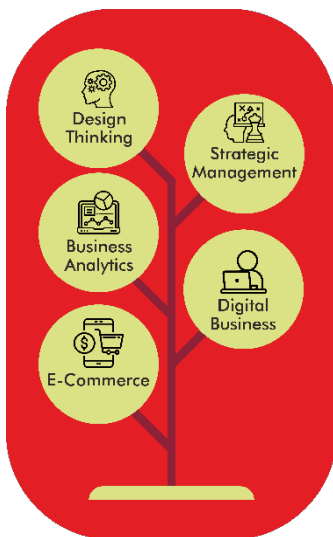
05 Holistic Growth

Mumbai Educational Trust (MET) had launched a multidimensional approach in providing professional education in the field of management and had set up both the MMS and autonomous Management Programmes way back in the 1990s. However, in order to offer the structured learning systems under the aegis of AICTE it set up the autonomous PGDM programme which was primarily styled on the lines of the prestigious IIMs and other best B-Schools in India and overseas. Recently the AICTE in its wisdom decided to promote higher educational institutions of eminence under the stand-alone programme in management, and thus, was born the MET Institute of Post Graduate Diploma in Management (MET Institute of PGDM) under the direct affiliation of AICTE.

PGDM program at MET, ranked as a top PGDM course in Mumbai was launched in the year 2007. Since then, desire to get into one of the best B-school in India has been driving Engineering, BBA, BMS, BCom, BMM & Pharma graduates alike from all over the country to MET. PGDM at MET is more than an MBA since its content and pedagogy empower budding managers with technological tools and understanding besides honing their managerial prowess. It is evident by the fact that a few thousand MET PGDM alumni are gainfully employed in senior positions in leading corporate Houses, making their presence felt, many being successful entrepreneurs too.

Since the world and Indian environment are continuously changing; business and society is changing along. The pandemic has changed the way of life and business practices. A new world order has emerged post pandemic. Hence PGDM at MET is being continuously updated to meet its original purpose of providing trained managers well versed with latest management techniques to the Corporate World.

Unique Specializations

Along with Conventional Specifications offered in Trimester III & IV in Marketing, Finance, HR, Operation and Systems PGDM at MET has also introduced following additional NEW AGE specializations in Trimester V.

Design Thinking

Strategic Management

Business Analytics

Digital Business

E-Commerce

| FinTech | MarTech | Business Analytics | Media & Entertainment | Start-ups and New Enterprise Management |

Dear Readers,

It gives me immense pleasure to pen this address for an inaugural edition magazine that stands as a testament to the vision, intellect, and creativity of our student community. As we unveil this edition centred on Futuristic Marketing, we are not merely presenting a collection of articles, but a forward-looking narrative crafted by the bright minds who will soon lead this dynamic domain.

We live in an era defined by rapid transformation. The business landscape is being reshaped by technology, globalization, and evolving human values. In such times, the ability to anticipate the future, not just adapt to it, becomes the hallmark of true leadership. This magazine embodies that spirit of anticipation.

METrix delves into how artificial intelligence, immersive technologies, and hyper-personalization are rewriting the rules of engagement. Our students have explored how brands can become storytellers, data scientists, and ethical navigators, all at once. This reflects the agility and creativity that will define the marketers of tomorrow.

This magazine is not only a platform for academic and creative expression but also a mirror to the future-ready mindset that we encourage in our institution. I applaud every student, faculty mentor, and editorial team member who contributed to this exceptional endeavour. Your passion and dedication remind us all that the future is not something we enter, it is something we create.

Let us continue to question, imagine, and lead. The future is bright, and it starts with each one of you.

With best wishes,

Shri Chhagan Bhujbal
Hon. Founder Chairman – MET

Dear Readers,

The inaugural edition of METrix, the magazine of our specialization clubs, offers a visionary perspective on the evolving business landscape. Focusing on Marketing, this student-curated publication highlights the necessity of foresight and adaptability in an ever-changing world.

The Futuristic Marketing section delves into how innovation and technology, including AI and hyper-targeted advertising, are revolutionizing consumer engagement. It emphasizes how tomorrow's marketers must blend creativity with data-driven insights to connect with audiences in meaningful ways.

METrix exemplifies the curiosity, creativity, and forward-thinking mindset of its contributors, aiming to inspire critical thinking and innovative ideas for the future of this vital domain.

With best wishes,

Shri Pankaj Bhujbal
Hon. Trustee

Dear Readers,

The inaugural edition of METrix, the specialization club magazine, presents a forward-focused narrative built around its central theme: Futuristic Marketing. It underscores the importance of not only adapting to the rapid pace of global and technological change but also proactively shaping the future.

This magazine serves as a dynamic platform for students to share their insights into the evolution of this core business domain. The Futuristic Marketing section explores how brands are poised to harness AI, data, and immersive experiences to create deeper and smarter consumer connections. It reflects how future marketers must blend creativity with technology to engage meaningfully with audiences.

This edition stands as a beacon of innovation and foresight.

With best wishes,

Shri Samir Bhujbal
Hon. Trustee

Dear Readers,

It brings me great pleasure to introduce this inaugural edition of our student magazine, a remarkable showcase of ideas, insights, and innovation from our dynamic student community. With the central theme of Futuristic Marketing, this magazine captures the essence of what it means to be future-ready in today's ever-evolving business landscape.

The world of business is undergoing rapid transformation. Emerging technologies, shifting consumer expectations, and global disruptions have made it clear that traditional approaches must evolve. In this context, I am proud to see our students engaging deeply with the challenges and opportunities of tomorrow.

METrix explores how digitalization, data science, and personalization are redefining how brands interact with their audiences. These articles offer a glimpse into a future where marketing is not just persuasive but predictive, immersive, and ethically grounded.

This magazine is a testament to the academic rigor, creative thinking, and collaborative spirit that define our institution. I commend every student who contributed, as well as the faculty and editorial team who guided this endeavour with dedication and vision.

As you turn these pages, I encourage you to reflect not only on what the future holds but on the role you will play in shaping it. The insights within this magazine serve as a powerful reminder: the future is not just something to predict; it is something to create.

With best wishes,

CA Dr Das, Director
MET Institute of PGDM

DEAN'S ADDRESS

Dear Readers,

It is with immense pride and joy that I present this inaugural edition of our student magazine, an initiative that reflects not only academic excellence but also the bold imagination and forward-thinking mindset of our students.

This year's theme, focusing on Futuristic Marketing, is both timely and visionary. As the business world continues to evolve at an unprecedented pace, driven by technology, global trends, and shifting societal values, our students have taken a commendable step in exploring what the future holds for this dynamic domain.

METrix presents insights into how marketing is transforming into an intelligent, data-driven, and immersive discipline. From artificial intelligence and augmented reality to ethical consumer engagement, this section reflects a clear understanding of how brands will need to evolve in order to stay relevant.

This magazine is more than a collection of articles, it is a reflection of the values we aim to instill in our students: curiosity, innovation, and a deep sense of responsibility toward the future. I commend the editorial team, faculty mentors, and every contributor for bringing this vision to life with such clarity and creativity.

May this magazine inspire you to not only understand the future but to become an active participant in building it..

With best wishes,

Dr. Vaishali Kulkarni
Dean - MET Institute of PGDM

ABOUT MET PGDM MARKETING CLUB

MET PGDM Marketing club is typically a student-run or professional organization dedicated to promoting knowledge, skills, and interest in marketing. These clubs serve as platforms for networking, learning, and professional development in the field of marketing. Here's a general overview of what a marketing club might focus on:

Key Activities of Marketing Club

- **Workshops and Webinars**: Topics like digital marketing, branding, market research, and consumer behaviour.
- **Competitions**: Case study challenges, ad-making contests, or business simulations.
- **Guest Lectures**: Sessions by industry experts to share insights and experiences.
- **Live Projects**: Collaborations with companies to solve real-world marketing challenges.
- **Networking Events**: Career fairs, alumni meetups, and industry tours.
- **Content Creation**: Blogs, newsletters, or social media campaigns to share marketing knowledge.
- **Internal Events**: Icebreaker sessions, team-building activities, and brainstorming sessions.

Benefits to students

1. **Exposure to the Industry**: Gain firsthand knowledge of marketing practices.
2. **Skill Building**: Learn tools and strategies that are directly applicable to the workplace.
3. **Leadership Opportunities**: Take on roles in the club to develop management and organizational skills.
4. **Portfolio Enhancement**: Build a strong resume through involvement in impactful projects and activities.
5. **Community**: Be part of a group that shares a passion for marketing and creativity.

Message from the Editor

Dear Readers,

It is my great pleasure to present before you the inaugural issue of "*METrix*" an initiative by the Marketing Club of MET Institute of PGDM. The magazine is a culmination of a lot of passion, imagination, and hard work put in by our dedicated Editorial Committee.

It is our privilege to publish this magazine, as we set out on our quest to learn about the exciting marketing world and add new perspectives on what is shaping its future.

I would like to express my heartfelt gratitude to our Director, CA Dr. Das, Dr. Harshada Mulay and Prof. Getaksha Marwaha for the timely guidance and motivation along the way. Shout-out to my wonderful team for all the work that went into perfecting the design and content, your tireless efforts and attention to detail really brought life to this magazine.

We look forward to doing this again and delivering more editions packed with ideas, insight, and marketing creativity. I truly hope you will enjoy reading this as much as we have enjoyed creating it and that it generates interest, inspiration, and value for all of our readers.

With Warm
Regards

Hrutik Patil
Editor-in-Chief, METrix

Message from the Committee:

Dear Readers,

We are excited to bring you this edition of MET's Marketing Magazine, themed **"Futuristic Marketing Bulletin."** This issue explores how marketing is evolving to connect with Gen Z and Gen Alpha through innovation, technology, and purpose-driven strategies.

A big thank you to all the contributors who shared their insights and made this edition possible. We hope it inspires fresh ideas and sparks meaningful conversations.

With Warm
Regards

The Editorial Committee, METrix

Revolutionizing Customer Experience with Emerging Tech

BY ADITYA REDDY

New technologies such as artificial intelligence (AI), augmented and virtual reality (AR/VR), and automation are transforming marketing strategies and allowing brands to offer hyper-personalized, immersive, and seamless customer experiences. AI is revolutionizing marketing by using predictive analytics, chatbots, and dynamic pricing, which enable brands to predict customer needs and automate communications. For example, chatbots powered by AI offer 24/7 customer support, and machine learning algorithms streamline ad targeting and pricing strategies in real time. Meanwhile, AR/VR is reshaping engagement by blending digital and physical worlds, as seen in virtual try-ons by beauty brands like L'Oréal or interactive ad campaigns like Pepsi's AR-enabled bus shelter. Automation, on the other hand, streamlines repetitive tasks such as email campaigns, social media scheduling, and programmatic advertising, ensuring efficiency and scalability. Such technologies have particularly far-reaching impacts on new market players, such as shown through digital insurance business SureClaim that is utilizing AI and automation in disrupting the age-old slow and labor-intensive process of claims.

SureClaim fixes the huddles associated with traditional insurance using AI that supports immediate processing of claims clients just snap and upload damage images, while AI estimates repairs while also scanning for possible fraud. SureClaim's ClaimBot walks customers through submitting claims on WhatsApp or by voice, minimizing paperwork and delay. Smart contracts based on blockchain technology also auto-approve claims when certain conditions are fulfilled, increasing transparency and trust. The outcome is testament: SureClaim has settled claims 90% quicker, gained 30% more customer retention, and trimmed operational expenses by 40% testimony to how future tech can recast industry standards.

In the future, marketing will be fueled by AI content, AR shopping, and hyper-automation. AI applications such as ChatGPT can generate customized ad copy, while sentiment analysis dynamically adjusts campaigns in real time according to social media trends. AR will make virtual policy simulators and interactive brand storytelling possible, rendering financial products more tangible. Automation will further optimize customer journeys through self-service portals and AI-optimized ad expenditure. For brands, the formula for success is about embracing these innovations early on to provide frictionless, customer focused experiences.

Companies such as SureClaim are a great example of how technologies that disrupt can transform industry shortcomings into strengths, raising the bar for efficiency and engagement. As technologies further develop, marketers need to remain nimble, bringing AI, AR/VR, and automation together to satisfy escalating consumer demands and beat competitors in a more digital world.

The revolutionary power of these technologies goes beyond advertising these are changing business models themselves. AI predictive power enables brands to foresee changes in the market, while AR/VR is building immersive brand experiences that promote stronger emotional connections. Automation not only saves costs but also allows for scalable personalization, so every customer touch point feels individualized and meaningful. For new players such as Sure Claim, these technologies bring the playing field level, enabling them to compete with incumbents on speed, transparency, and convenience. The marketing lesson is simple: adopting emerging tech is no longer a choice but a necessity for relevance. Whether by AI-powered personalization, AR-driven engagement, or automated productivity, the brands leveraging these technologies will shape the future of customer-centric marketing, translating technological innovation into real business success.

Ultimately, the intersection of AI, AR/VR, and automation is driving a paradigm shift in marketing, enabling brands to create value for consumers like never before. From startups such as SureClaim redefining insurance claims to international brands employing AR for engaging ads, these technologies are raising the bar for customer experience. The future is for those who innovate using data, interactivity, and automation to establish trust, loyalty, and sustainable competitive advantage. With ever-changing consumer demands, the brands that invest in the latest technology integration will not just make it through but also thrive, redefining marketing in a changing digital world.

AUTHOR'S BIO: ADITYA REDDY

I am a confident and hardworking individual with strong communication skills and a quick learning ability, seeking a marketing role to apply project-based and practical learning. Eager to explore new strategies, enhance brand value, and contribute to impactful campaigns that drive engagement and business growth.

From Static to Interactive: How Gamification is Reinventing Outdoor Ads

BY DRASHTI SHAH

The Shift from Passive Viewing to Active Engagement in Outdoor Ads

As consumers demand more engaging experiences, traditional outdoor advertising like static billboards and posters is losing impact. Studies show that traditional billboards have seen declining engagement, with ad fatigue reducing their effectiveness. In response, brands are integrating gamification into public spaces, transforming them into interactive advertising platforms that encourage participation rather than passive viewing.

According to a Nielsen study, interactive ads generate 60% higher brand recall than static ads. PwC also reports that gamified marketing increases engagement rates by up to 47%, making it a key tool for brands looking to capture attention in public spaces.

The Rise of Interactive Advertising: What's Driving this Shift?

Several factors have contributed to the rise of interactive, gamified advertising, including:

1. Shorter Attention Spans & Digital Overload

With consumers constantly scrolling on their phones, brands must create experiences that are immersive enough to hold attention. Gamified advertising achieves this by turning ads into activities, making engagement effortless and entertaining rather than disruptive.

2. Social Media & Shareability

Gamified ads thrive in the social era, where people enjoy sharing experiences. Features like challenges, competitions, and exclusive rewards encourage users to post about their participation. This amplifies brand exposure organically, turning consumers into brand advocates.

3. Advancements in Technology

With the rise of AR, AI, and interactive displays, outdoor advertising has evolved from static posters to dynamic, real-time experiences. Brands can now create billboards that respond to movement, and AR-powered brand. interactions all of which make ads more engaging.

4. Increased Demand for Personalization & Engagement

Consumers want ads that speak to them not generic messaging. Gamified ads offer personalized engagement, allowing users to interact with brands on their own terms, fostering stronger emotional connections and increasing recall.

Why Gamification Works: The Psychology Behind It

Gamification in outdoor ads taps into key psychological principles to boost consumer engagement and brand interaction:

1. **Competition & Achievement (McClelland's Human Motivation Theory) –** People seek achievement, affiliation, and power. Leaderboards and rewards motivate engagement by triggering the need to compete and succeed.

2. **Reinforcement & Rewards (Skinner's Operant Conditioning) –** Behaviour reinforced by rewards is repeated. Discounts, loyalty points, and exclusive perks encourage consumer participation and brand recall.

3. **Immersion & Engagement (Csikszentmihalyi's Flow Theory) –** Challenging yet rewarding experiences create deep focus and emotional connections, making the brand more memorable.

Supporting Evidence:

- 47% of consumers engage more with gamified ads than traditional ones.
- 60% of people recall brands better after an interactive experience.

- Gamified campaigns drive 30% higher purchase intent compared to static ads.

By incorporating playfulness and competition, brands create deeper emotional connections, leading to increased brand loyalty and higher conversions.

Success Stories: Brands Embracing Gamification

1. McDonald's Pick n' Play Billboard (Sweden)
McDonald's introduced an interactive billboard where users could play a Pong-style game on their smartphones. Winners received a QR code for free food, creating a challenge-and-reward cycle a key feature of gamification.
Why it works:
- Ads that trigger emotions lead to higher recall and brand affinity.
- Excitement and competition keep users engaged for longer periods.
- Watch the McDonald's Pick n' Play billboard.

2. Nike's Reactland: Run in a Virtual Game World
Nike transformed try-ons into a real-world game by letting customers run on a treadmill while their in-game avatar moved through a virtual world. Participants who completed the game unlocked exclusive rewards, blending fitness and gamification seamlessly.

Why it works:
- Incentives drive participation and increase dwell time.
- Makes users feel valued and special, leading to stronger brand loyalty. Watch the Nike Reactland Campaign.

3. Burger King's "Burn That Ad" Campaign
Burger King leveraged AR by encouraging users to scan rival fast-food ads with their phones. As users "burned" the ads using AR flames, they earned free Whoppers a prime example of competition and rewards-based engagement.
Why it works:
-User-generated content extends campaign reach.
-Creates a fear of missing out (FOMO) that drives more participation. Watch the Burger King's "Burn That Ad" campaign.

4. Pepsi Max's AR Bus Stop Ads
Pepsi Max installed AR-powered bus stop billboards, creating interactive digital illusions that amazed passersby. By blending real-world environments with gamified experiences, the campaign generated massive social engagement.
Why it works:
- Creates a multi-channel experience that deepens brand interaction
- Increases user engagement beyond the initial ad exposure
- Watch the Pepsi Max's AR Bus Stop

India's Adoption of Interactive Outdoor Campaigns
India is beginning to embrace interactive and experiential outdoor advertising, but large-scale gamified campaigns are still in their early stages. Brands are experimenting with engaging outdoor

activations, though most focus on immersive experiences rather than true gamification.

One example is KIRO's pop-up van, which traveled across cities, allowing consumers to experience beauty products on the go. While this created a **hands-on brand** experience, it lacked core game mechanics like challenges, rewards, or competition that define gamified marketing.

India's Potential for Gamified Outdoor Advertising

India, with its high mobile penetration, dense urban foot traffic, and digitally savvy consumers, presents a massive opportunity for gamified outdoor campaigns. While large-scale interactive outdoor activations are still emerging, brands are beginning to experiment with experiential advertising to engage audiences in new ways.

Why India is Ready for Gamified Outdoor Ads:

- **Rising Digital Engagement –** India has over **700 million smartphone users,** making QR code-based and AR-driven activations highly accessible.

- **High Footfall in Public Spaces –** Metro stations, shopping malls, and festivals offer prime locations for interactive outdoor experiences.

- **Growing Interest in Experiential Marketing –** Indian consumers respond well to interactive brand engagements, as seen in events, influencer-driven activations, and social media challenges.

What's Next for Interactive Outdoor Advertising in India?

Though large-scale gamified campaigns are still gaining traction, the future looks promising with AR-powered billboards, smart transit ads, and AI-driven interactive experiences expected to shape the next wave of marketing. As brands compete for attention, integrating gamification into public spaces will be key to capturing audience interest.

Looking Ahead: The Future of Outdoor Engagement

With advancing technology, outdoor advertising is becoming increasingly interactive. Trends to watch:

- **Gamified Smart Billboards –** Interactive displays that challenge users to complete tasks in exchange for rewards.

- **Augmented Reality Zones –** Public spaces where users unlock digital brand experiences via AR.

- **QR-Based Outdoor Challenges –** Location-based scavenger hunts or rewards unlocked by scanning codes.
- **Gesture-Based Interactive Ads –** Billboards that respond to user movements, creating engaging brand experiences. While challenges like privacy concerns and tech adoption exist, brands that innovate early will gain a competitive edge in customer engagement and loyalty.

Final Thoughts: The Power of Play in Outdoor Advertising

Gamified outdoor advertising isn't just a trend it's the future. As consumers crave experiences over advertisements, brands that embrace interactivity and game mechanics will dominate the marketing landscape.

Key Takeaway for Marketers:

Now is the time to experiment with interactive advertising. Whether through AR, QR codes, or experiential activations, brands that integrate gamification into their outdoor campaigns will lead the way in customer engagement, loyalty, and conversion.

The question isn't whether gamification will redefine advertising it's how fast brands will adapt to this new era of play-driven marketing.

AUTHOR'S BIO: DRASHTI SHAH

Fueled by curiosity and driven by insight, I navigate the evolving marketing landscape to uncover what truly connects. With 2 years of hands-on experience in digital campaigns, strategy, and research, I decode trends and craft impactful brand strategies combining passion and practice to drive change and offer fresh prospect.

BY HRUTIK PATIL

Picture walking into a store, met by a sales assistant who already knows your likes, courtesy of your shopping history online. Now picture that same effortless experience spreading to your mobile app, social media, and even WhatsApp. This is the alchemy of Omni channel marketing, a model that brings all customer touch points together for a seamless and personalized brand experience.

In the fast-paced world of today, where Gen Alpha and Gen Z control the consumer market, Omni channel marketing is not a choice but a necessity. These natives to the digital age want brands to catch up with them, no matter where they are Instagram, a retail store, or smart devices like Alexa. Let's see how this works and why it is the marketing of the future.
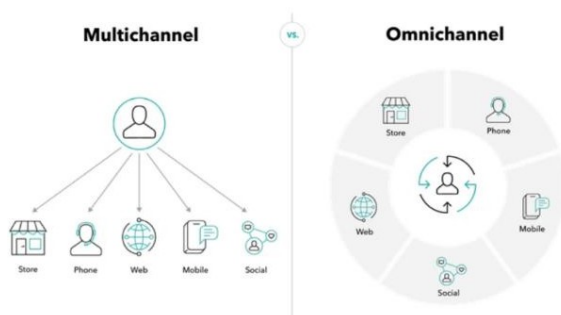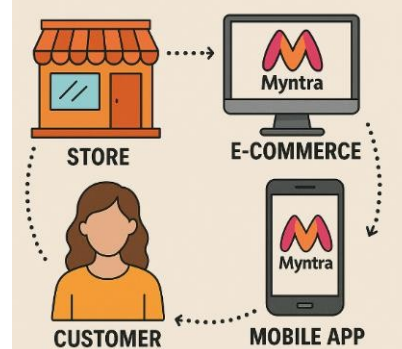

The Power of Omni channel Marketing

Omni channel marketing is a matter of constructing a single, cohesive customer journey across channels. It guarantees that no matter what platform a customer uses to communicate with your company, they are delivered the same kind of service and personalization. New technologies such as AI, AR/VR, and automation are at the centre of such change:

- AI makes hyper-personalized experiences possible by taking customer data to forecast preferences.
- AR/VR enables customers to try products virtually before buying, building confidence.
- Automation provides uniform communication across channels, from push notifications to email campaigns.

Myntra's Omni channel Brilliance

One of the best examples of Omni channel marketing in India is Myntra, the fashion e-commerce leader. Myntra has perfected the art of integrating online and offline experiences through its Myntra Insider program and innovative features such as Virtual Try-On.

1. **Virtual Try-On:** With AR technology, Myntra enables customers to virtually try clothes and accessories. This not only decreases return rates but also enhances online shopping trust.

2. **Myntra Insider:** The loyalty program rewards customers for online and offline purchases, closing the gap between digital and physical retail.

3. **Personalized Recommendations:** Myntra utilizes AI to recommend products based on browsing history and previous purchases.

This smooth amalgamation guarantees that whether customers make purchases through the app or by going to a physical location, their experience will be consistent and pleasant.

Why It Matters to Gen Z and Gen Alpha

Younger consumers appreciate brands that know their requirements and share their values. They anticipate:

- Sustainability in the products.
- Customized suggestions.
- Instant satisfaction via quick service.

Omni channel marketing serves these purposes through the use of data to form significant interactions along all touch points.

Conclusion: The Future of Engagement

Omni channel is not merely a matter of having a presence on several platforms; it's about telling a coherent story that engages your audience. By embracing such strategies as Myntra spearheaded in India, companies can establish genuine relationships with younger generations while keeping up with their continuously evolving expectations.

As we move forward, the successful brands will be the ones that are innovative yet hold on to the values of their customers because in the era of Omni channel marketing, every touch point matters.

AUTHOR'S BIO: HRUTIK PATIL

I am a very resilient individual with more than 3 years of sales experience. I am motivated by curiosity, integrity, development and I look for challenging opportunities to apply my skills to leave a mark in the marketing world.

Unboxing the Future: Why Packaging is the Next-Gen Marketing Playbook

BY PALAK SHAH

Introduction: When Packaging Becomes the Product

Imagine this you have just received a luxury skincare set you have been eagerly waiting for. The box is soft to the touch, with an embossed gold logo. As you slide it open, the packaging reveals a perfectly arranged set of products wrapped in sustainable, delicate tissue paper. A subtle floral fragrance escapes, and inside, there is a personalized note with your name and a skincare routine guide. Before even using the product, you already feel connected to the brand.

This is no coincidence it is a strategic marketing approach designed to create an emotional bond with consumers. In today's competitive marketplace, traditional advertising is no longer enough. Brands are leveraging packaging as a powerful marketing tool that captures attention, triggers emotions, and builds loyalty. For Gen Z and Gen Alpha, who value aesthetics, personalization, and share ability, the unboxing experience has become just as important as the product itself.

This marks the evolution of marketing, where the first real interaction with a brand happens not in a store, but through its packaging.

The Psychology Behind the Unboxing Obsession

The unboxing experience taps into fundamental aspects of consumer psychology.

The Halo Effect: When Packaging Sells the Product

Apple is a prime example of how packaging influences perception. Their sleek, minimalist packaging is designed to create a premium, high-tech feel, reinforcing the idea that Apple products are superior. Studies show that premium packaging can increase perceived product value by up to 45 percent.

The Unboxing High: How Anticipation Drives Excitement

Psychologist's link unboxing to the "reward anticipation" system in the brain, similar to opening a gift.

The more layers and unique elements in the packaging, the greater the sense of excitement and satisfaction. Luxury brands such as Chanel and Dior use multi-layered packaging with ribbons, scented elements, and surprise samples to extend this anticipation and create an unforgettable moment of delight.

•Social Media and the Power of Viral Branding

The unboxing experience is no longer just a personal moment it is a content-driven marketing strategy. With the rise of influencer culture, aesthetically pleasing packaging can generate organic brand exposure. Glossier, for example, designed Instagramable pink packaging with custom stickers, encouraging customers to share their unboxing experiences. As a result, Glossier receives over 200,000 unboxing-related social media posts annually, creating free marketing momentum.

Next-Gen Marketing Trends: How Unboxing Aligns with the Future

1. Experience-Driven Marketing: Beyond the Product

Consumers today are not just buying products they are buying experiences. Brands that create interactive and immersive packaging foster stronger emotional connections with their customers.

EG: Tiffany & Co. has successfully leveraged this strategy with its signature Tiffany Blue Box. The packaging has become a status symbol in itself, with many customers keeping the box long after the jewellery has been removed.

1. Social Commerce and the TikTok Effect

TikTok and Instagram have transformed packaging into a content strategy. Visually appealing and interactive packaging can generate millions of views and extensive user-generated content.

EG: Many brands, including Fenty Beauty and Rare Beauty, send influencers customized PR packages, which are then showcased to millions of followers, amplifying their reach without requiring paid advertisements.

2. Sustainability and Eco-Friendly Packaging

Modern consumers are increasingly eco-conscious and prefer brands that align with their values. Sustainable packaging is no longer just an ethical choice; it is a competitive advantage.

EG: Lush Cosmetics introduced "Naked Packaging," eliminating traditional packaging by using reusable tins and biodegradable wraps. This initiative positioned Lush as a leader in eco-friendly branding.

3. Hyper-Personalization: The Future of Customer Loyalty

Advancements in artificial intelligence have enabled brands to create personalized unboxing experiences with customized messages, exclusive offers, and unique surprises.

EG: Nike By You allows customers to design their own sneakers, with the packaging itself personalized to feature the buyer's name and design details. This creates a unique and memorable experience, reinforcing brand loyalty.

Conclusion: More Than Just a Box, It's a Brand Statement

In the fast-paced world of Futuristic marketing, attention spans are shrinking while consumer expectations continue to rise. To differentiate themselves, brands must craft experiences that are memorable, shareable, and emotionally engaging. The unboxing experience is no longer a luxury it is an essential marketing strategy. Brands that recognize its importance are not only increasing sales but also fostering long-term customer loyalty, creating viral moments, and ensuring their brand remains relevant in an increasingly competitive landscape. As the unboxing experience continues to evolve, one thing remains clear: in the marketing of tomorrow, what is outside the box matters just as much as what is inside.

AUTHOR'S BIO: PALAK SHAH

I am a highly organized person with a knack for creativity. I aim to contribute positively to a collaborative work environment while enhancing my own knowledge and skills. With great communication skills and a relationship-oriented mind set, I aspire to be a valuable team member in an organization and simultaneously learn, unlearn and relearn.

The Role of AI in the B2B Market: Evolution, Impact, and Future Trends

BY RAHUL YADAV

Introduction

Artificial Intelligence (AI) has significantly transformed the Business-to-Business (B2B) landscape, driving efficiency, enhancing decision-making, and fostering innovation. The integration of AI in B2B markets has not only automated repetitive tasks but also revolutionized customer engagement, supply chain management, and predictive analytics. This article delves into the role of AI in the B2B market, examining major past transformations, the current impact, and potential future trends that will shape the industry.

The Evolution of AI in the B2B Market

AI has evolved from a niche technology into a core driver of digital transformation in B2B industries. Historically, businesses relied on traditional processes, manual analysis, and human-driven decision-making. However, AI's emergence has accelerated automation and data-driven strategies, leading to significant changes.

1. **Early Stages (Pre-2000s) –** AI was primarily used in research and development, with limited real-world applications in B2B markets. Data processing and business analytics were largely manual or relied on rudimentary computing models.

2. **Rise of Machine Learning (2000-2010) –** Companies began leveraging machine learning (ML) to analyze large datasets, optimize supply chains, and improve customer relationship management (CRM). Early AI applications in B2B focused on automating back-end processes and enhancing productivity.

3. **AI-powered Digital Transformation (2010-2020) –** With the advent of big data, cloud computing, and advanced analytics, AI applications became more sophisticated. Businesses utilized AI for predictive analytics, sales forecasting, and automated customer interactions via chatbots and virtual assistants.

4. **AI Maturity and Widespread Adoption (2020-Present) –** AI has become deeply embedded in business processes, driving strategic decision-making, enhancing cybersecurity, and improving overall operational efficiency.

Current Impact of AI in the B2B Market

AI has permeated various aspects of the B2B ecosystem, transforming core business functions. Some of its most notable applications include:

1. Enhanced Customer Experience and Personalization

AI-driven customer relationship management (CRM) systems analyze customer interactions to provide insights that help businesses tailor their offerings. By utilizing AI-powered chatbots, recommendation engines, and predictive analytics, B2B companies can deliver personalized experiences and improve client satisfaction.

2. Supply Chain Optimization

AI enhances supply chain management by predicting demand, identifying bottlenecks, and optimizing logistics. Machine learning algorithms analyze historical data to improve inventory management, minimize waste, and ensure timely deliveries.

3. Automated Marketing and Sales Processes

AI-driven tools assist in lead generation, customer segmentation, and targeted marketing campaigns. AI automates email marketing, content, and social media engagement, helping to reach audience effectively.

4. Predictive Analytics and Data-driven Decision Making

AI-driven analytics platforms analyze large datasets to uncover trends, forecast sales, and optimize pricing strategies. B2B firms leverage AI to make informed decisions, reducing risks and increasing profitability.

5. Fraud Detection and Cybersecurity

AI-powered algorithms enhance cybersecurity by detecting anomalies in financial transactions, identifying potential fraud risks, and strengthening data protection protocols. This ensures a secure business environment, especially in financial and e-commerce sectors.

6. AI in Human Resource Management

AI simplifies recruitment processes by screening resumes, analyzing candidate profiles, and predicting employee performance. AI-driven tools assist HR teams in workforce planning, training, and employee engagement.

Major Changes in the Past Due to AI

The integration of AI into the B2B market has led to several transformative changes, including:

1. **Automation of Repetitive Tasks –** AI-driven robotic process automation (RPA) has eliminated manual, repetitive tasks, allowing employees to focus on higher-value activities.

2. **Rise of Data-driven Decision Making–** AI has shifted decision-making from intuition-based to data-driven, enhancing accuracy and efficiency.

3. **Improved Customer Engagement –** AI-powered chatbots and virtual assistants have enabled real-time customer interactions, reduced response times and improving client satisfaction.

4. **AI-powered Predictive Analytics –** Businesses have moved from reactive strategies to proactive decision-making, thanks to AI-driven insights.

5. **Shift to AI-driven Marketing –** AI has revolutionized digital marketing, enabling hyper-personalization and targeted advertising, leading to higher conversion rates

Future Trends in AI and the B2B Market

As AI continues to evolve, its role in B2B markets will expand further. The following trends are expected to shape the future of AI in the B2B space:

1. Hyper-Personalization with AI

AI will enable even greater personalization by leveraging deep learning and advanced analytics. Businesses will use AI to create customized experiences based on real-time data, improving client relationships and loyalty.

2. AI-driven Autonomous Systems

AI-powered autonomous systems, such as self-optimizing supply chains and AI-driven procurement platforms, will become more common. These systems will reduce human intervention while enhancing efficiency and cost savings.

3. Generative AI in Content Creation

AI-generated content will play a significant role in B2B marketing and communication. From automated report generation to AI-written emails and presentations, businesses will leverage AI to streamline content production.

4. AI-enhanced Cybersecurity Measures

With rising cyber threats, AI will play a crucial role in enhancing cybersecurity through predictive threat analysis, automated risk assessments, and real-time monitoring.

5. Expansion of AI-powered Predictive Analytics

Predictive analytics will become more sophisticated, providing businesses with actionable insights on market trends, customer behaviour, and competitive landscapes.

6. Integration of AI with IoT and Blockchain

AI will work in synergy with the Internet of Things (IoT) and blockchain to enhance transparency, security, and operational efficiency across various industries.

7. AI-driven Decision Augmentation

AI will not only automate processes but also augment human decision-making by providing deep insights and recommendations, enabling businesses to make more strategic choices.

Challenges and Considerations

Despite its transformative potential, AI adoption in the B2B market comes with challenges:

1. **Data Privacy and Security–** Companies must ensure robust data protection measures to prevent breaches and maintain trust.

2. **AI Bias and Ethical Concerns–** AI models must be trained to eliminate bias and ensure fair decision-making.

3. **Integration with Legacy Systems–** Many businesses struggle to integrate AI with existing IT infrastructure, requiring significant investment in digital transformation.

4. **Workforce Disruption and Skill Gaps–** AI adoption may lead to job displacement, necessitating upskilling initiatives to help employees adapt to AI-driven environments.

Conclusion

AI has revolutionized the B2B market by enhancing efficiency, driving innovation, and enabling data-driven decision-making. From customer experience to supply chain management, AI's impact is undeniable.

As AI continues to evolve, businesses must embrace emerging trends to stay competitive while addressing ethical and operational challenges. The future of AI in the B2B sector promises even greater advancements, positioning AI as an indispensable tool for business growth and transformation.

AUTHOR'S BIO: RAHUL YADAV

A passionate marketing professional with hands-on experience in procurement and digital campaigns. Known for creative thinking, consumer engagement, and storytelling, I bring a strategic yet adaptable approach to brand growth and thrives in dynamic environments, eager to contribute insights, drive impact, and continuously learn.

Marketing in the Age of AI: How Artificial Intelligence is Redefining the Future of Marketing

BY VIDHI SANGHAVI

The marketing space is experiencing a seismic change with the fast-evolving developments in Artificial Intelligence (AI). With predictive analytics and hyper-personalization, AI is revolutionizing the way brands interact with customers, optimize their campaigns, and make informed data-driven decisions. As we move into the future, marketers embracing AI-driven strategies will have an edge in the increasingly digital-first world.

The Rise of AI in Marketing

AI transformed marketing by improving effectiveness and accuracy. Machine learning algorithms process large volumes of data to forecast customer actions, optimize ad placements, and tailor content in real-time. Brands that use AI-powered insights are able to create highly specific campaigns, ensuring they reach the desired audience at the desired time.

For instance, chatbots powered by AI have become a standard in customer support, providing 24/7 support and enhancing response times. Moreover, AI-based recommendation engines, such as those employed by Amazon and Netflix, enrich user experiences by recommending products and content based on individual tastes.

Personalization at Scale

Perhaps the most valuable contribution of AI to marketing is that it makes it possible to deliver hyper-personalization. Customers nowadays anticipate brands providing relevant information and individualized experiences. AI-enabled applications review customer data, surfing patterns, and purchasing history to construct personalized marketing communications.

Email marketing, for example, has moved from bulk newsletters to AI-based campaigns that personalize subject lines, content, and product offers based on users' interests. AI makes the marketing effort seem personal and not intrusive, and this, in turn, builds customer engagement and brand loyalty.

Automating Campaign Management

Marketing functions are being optimized by AI with automation of the time-consuming steps of ad placements, budget allocations, and campaign performance analysis. AI-driven programmatic advertising ensures digital advertising spending is maximized by analyzing actual-time data and dynamically modifying campaigns. This optimization enables marketers to concentrate on creativity and strategy, not manual campaign tweaks.

Furthermore, AI-powered sentiment analysis allows brands to gauge public perception by analyzing social media conversations, reviews, and comments. This allows marketers to respond to issues beforehand and customize their messaging as a result.

Challenges of AI in Marketing

While there are many opportunities that AI brings, it also has challenges that marketers need to overcome:

1. **Data Privacy and Ethical Issues:** As AI is dependent on large volumes of consumer data, brands need to be transparent and adhere to data protection laws such as GDPR and CCPA. It is essential to balance personalization with privacy to ensure consumer trust.

2. **Over-Dependence on Automation:** Automation improves efficiency, but over-reliance on AI can result in impersonal interactions. Brands need to find a balance between automated solutions and authentic human interaction.

3. **Integration and Implementation Expenses:** Implementation of AI marketing methods entails substantial technological investment and training. Small and medium-sized enterprises might experience difficulty integrating AI tools into current operations.

The Road Ahead

AI is no longer something of the future it is a core catalyst of marketing innovation. While AI technology will keep on developing, companies

embracing AI-based approaches will have an immense competitive edge. Through the use of AI for personalization, automation, and predictive analytics, marketers can craft more meaningful and meaningful brand experiences.

The future of marketing is based on leveraging the potential of AI while upholding ethical.

practices and human relationships. Companies that will learn to transform with this AI-driven environment will not only remain but flourish in a world where data-driven decisions and personalization are the indicators of success.

AUTHOR'S BIO: VIDHI SANGHAVI

A passionate marketing aspirant currently pursuing PGDM, I bring hands-on experience in sales, social media, and live industry projects. Known for my quick learning, creativity, and teamwork, I aim to blend academic knowledge with real-world impact, contributing to meaningful brand growth and continuous personal and professional development.

BY ARYA TARE

Introduction:

In a world where certain apps, websites, and products seem almost impossible to put down, I found myself wondering what makes them so habit-forming. Why do we instinctively check social media, scroll endlessly, or return to the same platforms daily?

Hooked: How to Build Habit-Forming Products by Nir Eyal aims to answer these questions by breaking down the psychological and behavioural patterns that drive user engagement. The book introduces the **Hook Model**, a four-step framework that explains how products create lasting habits in users.

I chose to review Hooked out of curiosity to understand the mechanisms behind them. As someone interested in consumer behaviour, I wanted to explore how companies design experiences that subtly integrate into our daily lives. Do these techniques work on everyone? Are we as in control of our product choices as we think? In this review, I will summarize the key concepts introduced in the book also discuss the key lessons learnt by the book.

About the book:

Hooked by Nir Eyal explores how companies create habit-forming products using the Hook Model a four-step process of triggers, actions, variable rewards, and investment. Through research and case studies from companies like Facebook and Instagram, Eyal explains the psychology behind user engagement. The book provides actionable insights for marketers, entrepreneurs, and designers while also addressing ethical concerns. Written in an engaging and accessible style, Hooked is a must-read for those interested in understanding how technology influences consumer behaviour and how products seamlessly integrate into daily life.

Key Concepts Introduced by the Book:

1. The Hook Model: The Foundation of Habit Formation

Eyal introduces the Hook Model, a four-step process that habit-forming products follow to engage users:

- Trigger — External (ads, notifications) or internal (emotions like boredom or anxiety) cues that prompt user action.
- Action — A simple behaviour taken in response to a trigger, made easier by reducing friction.
- Variable Reward — Unpredictable incentives (social validation, material gains, or personal achievement) that keep users engaged.
- Investment — Effort, time, or data contributed by users, increasing their attachment to the product.

2. The Power of Triggers: Initiating Engagement

- External Triggers (notifications, emails, ads) drive initial engagement.
- Internal Triggers (emotions, habits, or thoughts) make a product deeply ingrained in users' behaviour.

The most habit-forming products are those that tap into internal triggers, reducing reliance on external ones over time.

3. Variable Rewards: Sustaining User Interest

Unpredictability enhances engagement by creating anticipation. Three types of variable rewards:

- Rewards of the Tribe — Social validation (likes, comments, followers).
- Rewards of the Hunt — Material rewards (money, discounts, information).
- Rewards of the Self — Personal achievements (leveling up, completing tasks).

4. The Role of Investment in Habit Formation

Users commit time, effort, or data, increasing their likelihood of returning. Examples: Creating playlists on Spotify, saving preferences on an app, or building a social network on LinkedIn. Investments personalize the experience, making users more attached.

5. Ethical Considerations in Habit Formation

Eyal discusses the Manipulation Matrix to assess whether a product is genuinely beneficial or exploitative. Author encourages creators to build

habits ethically, ensuring their products add real value to users.

Key Lessons from Hooked:

1. Triggers Are the Foundation of Habit Formation

Successful products start by using external triggers (notifications, ads, emails) to grab attention but eventually become habits through internal triggers (emotions, boredom, anxiety). Products that tap into users' emotions become part of their daily routines.

2. Simplicity Drives Action

The easier it is for users to take action, the more likely they are to engage. Reducing friction such as one-click purchases on Amazon or seamless scrolling on Instagram ensures users act without hesitation.

3. Unpredictability Increases Engagement

People are drawn to variable rewards unpredictable outcomes that keep them engaged. Social media, gaming apps, and content platforms use this technique by providing surprises, whether it's likes, comments, or new recommendations.

4. Users Stay When They Invest in a Product

When users invest time, effort, or data into a product (e.g., building a playlist on Spotify, adding connections on LinkedIn), they are more likely to return. The more personalized a product becomes, the harder it is to leave.

5. Ethical Responsibility Matters

Habit-forming products can improve lives (e.g., learning apps, fitness trackers) or become addictive (e.g., excessive social media use). Companies must design responsibly and ensure their products provide real value rather than exploiting users' psychology.

6. Building Habits Creates a Competitive Edge

Companies that successfully integrate into users' habits don't just attract customers they retain them. Products that solve real problems and form daily habits create long-term business success.

Conclusion:

Hooked: How to Build Habit-Forming Products by Nir Eyal provides a deep understanding of how products create habits using psychological principles. The Hook Model comprising triggers, actions, variable rewards, and investments explains how successful products engage users and seamlessly integrate into their routines. By leveraging internal triggers, simplifying user actions, and incorporating variable rewards, companies can design experiences that keep users coming back.

The book also highlights the importance of user investment, showing how effort and personalization increase long-term retention. Additionally, Eyal emphasizes the ethical responsibility of product creators, urging them to build habits that genuinely benefit users rather than exploit their behaviours. Ultimately, Hooked is a valuable guide for understanding the science behind engagement and designing products that not only capture attention but also create lasting value for users.

AUTHOR'S BIO: ARYA TARE

I am a determined and curious PGDM marketing student with a background in psychology and business. My journey from self-transformation to hands-on experience in sales and market research reflects my passion for understanding consumer behaviour and applying insights to solve real-world challenges with strategic thinking and continuous learning.

BY DISHA SAKPAL

From Inside Jokes to Marketing Gold

There was a time when memes were just silly internet jokes shared among friends. Today, they are a marketing powerhouse worth $10 billion, shaping the way people interact with brands, consume content, and even invest money (GameStop and Dogecoin, anyone?).

In India, memes have become more than just entertainment they drive political narratives, influence movie promotions, and even shape consumer habits. Whether it's the Pawri Ho Rahi Hai trend or Amul's witty social media posts, brands that understand meme culture are winning over audiences effortlessly.

But despite this, many brands still don't know how to use memes without embarrassing themselves. Some jump on trends too late, while others try so hard that their posts come off as cringe worthy. So how can brands ride the Meme Economy wave without wiping out?

Memes Are the Currency of the Internet

Memes are more than just jokes they are a form of social currency. They spread because people want to be "in on the joke," making them one of the most powerful ways to connect with an audience.

For Gen Z and Gen Alpha, memes are a language of their own. They use them to express emotions, opinions, and cultural moments. In India, meme pages like RVCJ, Troll Bollywood, and The Indian Memes drive daily conversations, blending humor with pop culture references.

What This Means for Brands:

If your brand is part of meme culture, you're relevant. If not, you're invisible.

Don't just share memes create them. Brands like Netflix India and Zomato excel at repurposing viral memes with their own twist.

Regional humor works best. Swiggy and Fevicol have mastered this by blending desi pop culture with their brand messaging.

Netflix India's use of Sacred Games memes kept audiences engaged for months after the show's release, proving that a well-placed meme can keep a brand alive in people's minds.

Why Traditional Ads Are Struggling & Meme Marketing Is Winning

Let's be honest most people hate traditional ads.

- Over 50% of Gen Z uses ad blockers to avoid intrusive marketing.
- YouTube's unskippable ads annoy more than they engage.
- Instagram and Facebook ads are often ignored or swiped past.

Memes, on the other hand, don't feel like ads they feel like culture. They blend seamlessly into conversations, making them one of the most effective ways to reach audiences.

The Science Behind It:

Humor makes content more memorable. Studies show that jokes activate the brain's reward system, making people more likely to recall a brand.

Memes spread organically. A viral meme can reach millions without any paid promotion something traditional ads struggle to do.

Memes invite interaction. People remix, comment, and share them, boosting engagement effortlessly.

Take the Cred ad featuring Rahul Dravid as "Indiranagar ka Gunda" a meme that went viral and made the brand instantly recognizable among young audiences. Meanwhile, Elon Musk's meme-laden tweets about Dogecoin literally moved financial markets.

Brands That Have Cracked the Meme Code

Some brands have figured out how to use memes without looking desperate. They understand internet culture and speak the language of their audience.

- **Zomato & Swiggy –** The kings of food-related meme marketing, blending Bollywood, cricket, and relatable desi humor to drive engagement.

- **Fevicol –** Their "Majboot Jod" memes reinforce the product's message while making people laugh. Their post about Mumbai's local train grips being stronger than Fevicol? Genius.
- **Amul –** The original meme marketer, Amul's topical ads have been nailing humor and relevance for decades.
- **Ryanair & Duolingo (Global) –** Ryanair's sassy airline memes and Duolingo's chaotic, unhinged TikTok content turned them into social media favorites.
- **Wendy's (Global) –** Built an entire brand personality around snarky Twitter roasts, proving that a bold voice can set a brand apart.

How to Use Memes without Ruining the Joke

The biggest mistake brands make? Forcing memes into ads instead of making ads feel like memes.

How to Do It Right:

Work with meme creators. Indian meme pages like Tanmay Bhat, Dank Rishu, and ScoopWhoop already know what works collaborate with them.

Subtle product placement works better than in-your-face advertising. Durex India's Twitter page is a masterclass in using smart, cheeky humor without being explicit.

Speed is everything. The internet moves fast. If a brand takes too long to approve a meme campaign, the trend is already dead.

Netflix India's Wednesday Addams meme campaign is a perfect example. By quickly adapting viral templates, they turned a show release into a meme trend, keeping audiences engaged beyond just watching the series.

The Rise of NFT Memes & The Future of the Meme Economy

Memes aren't just going viral they're becoming digital assets.
- The "Disaster Girl" meme was sold as an NFT for $500,000.
- Pepe the Frog NFTs have generated millions of dollars in transactions.
- Bollywood and cricket-themed NFTs are slowly gaining traction in India.

Final Thoughts: The Brands That Make Us Laugh, Win The future of marketing isn't just digital it's cultural. Brands that embrace humor, understand internet culture, and participate in the conversation will stay ahead. The rest? Well, they'll just be part of the joke.

AUTHOR'S BIO: DISHA SAKPAL

A creative marketer driven by intuition, bold thinking, and a passion for meaningful storytelling, I bring a fresh yet strategic approach to building brands and content that connect. I'm committed to both personal and organizational growth, with a strong focus on creating meaningful impact in society.

Cracking the Gen Z Code: AI, Personalization & the Future of Marketing

BY AMEY KADAM

Today there are roughly two billion Gen Zers in the world. That's 30% of the global population that will soon be responsible for 27% of the labor force. With Gen Z emerging as a core demographic with disposable income, companies need to get to know this massive audience if they wish to remain competitive. But marketing to Gen Z is not like marketing to previous generations. Today's young people have new habits, priorities, and needs, so certain tactics just won't cut it anymore. But whereas some might view that as a negative, it can also be a massive opportunity. If executed well, marketing to Gen Z can get your brand noticed, creating new opportunities for growth even in the most saturated markets.

WHY GEN Z MARKETING IS NOT LIKE TRADITIONAL MARKETING

Gen Z marketing is not like traditional marketing because they like digital-first, bite-sized content on TikTok and Instagram. They love authenticity, influencer marketing, and user-generated content more than slick ads. Social commerce and interactive content encourage engagement, and brand values and omni channel experiences are the driving force for loyalty. Brands need to implement dynamic, digital, and values-driven strategies.

The Future of Marketing: AI, Hyper-Personalization, and Biometric Innovations
Artificial Intelligence (AI) is transforming marketing with the provision of hyper-personalized experiences that are derived from the unique needs of individual customers in real time. This revolution is particularly relevant to Gen Z, whose cultural principles include authenticity, velocity, and frictionless digital experiences. Dynamic pricing is among the largest game-changers in marketing by AI, where intelligent algorithms track demand, competitor prices, and consumer behavior to instantaneously adjust prices. This keeps companies competitive while presenting Gen Z with the best value at the optimal moment.

Another innovation is predictive shopping, a more advanced level of personalization. Through observing shopping behavior, AI can recommend or even pre-purchase products prior to customers being aware that they need them. With Gen Z's appreciation for convenience and instant satisfaction, this degree of automation makes it easy to shop while minimizing decision fatigue.

AI is also revolutionizing advertising with personalized AR (Augmented Reality) ads, giving brands the power to craft interactive, immersive experiences. Gone are the days of static promotions, Gen Z consumers can engage with products in real time, test-driving different versions or learning how a product fits into their life. Using data like location, preferences, and browsing history brands can create highly targeted ads that are organic and not intrusive. This experiential strategy enhances brand loyalty and creates more profound emotional relationships with young shoppers.

Aside from AI, neuro-marketing and biometric are transforming the way brands engage with consumers. Facial recognition loyalty programs will soon automate checkout by instantly recognizing customers and rewarding them in line with their buying history cutting the need for physical loyalty cards. Meanwhile, brainwave-driven surfing may enable Gen Z consumers to browse through goods by just imagining them, eliminating the requirement for manual queries. Emotion analytics powered by AI will continue to optimize marketing efforts by reading actual emotional feedback, enabling brands to develop content that actually resonates with the people. A good instance of this is Chaayos, a popular Indian tea café chain, has introduced facial recognition technology at some of its outlets to recognize customers and simplify the ordering process. It increases personalization by recognizing regular customers and recommending their preferred drinks, enhancing loyalty and engagement. The system also enhances operational efficiency by cutting down on errors and saving staff time.

The future of marketing is prediction, immersion, and emotionality, which hand in hand exactly matches Gen Z's expectations. By combining the use of AI, biometrics, and neuro-marketing, companies can offer intuitive, highly personalized experiences exceeding the act of selling to the building of trusting, long-lasting relationships with consumers. As businesses adopt these newest technologies, they're not simply keeping pace; they're crafting the future of customer engagement.

AUTHOR'S BIO: AMEY KADAM

A creative and determined individual with a strong passion for marketing. Known for a resilient mind set and commitment to excellence, I thrive in dynamic environments that challenge ideas and spark innovation. My interest in fitness reflects my disciplined approach to personal and professional growth.

Checkout-Free Stores: A Leap Towards Retail Innovation in India?

BY ASHISH SOUN

In the last few years, checkout-free stores have become a major innovation in retail, changing the way people shop in big ways. Advanced technologies like machine vision and AI are used by these stores to make shopping easier and eliminate the need for traditional checkout lines. Amazon's Amazon Go stores made the idea popular because customers can just walk in, pick up the things they want, and leave without having to wait in line to pay. As this business model expands around the world, it raises the question of whether it is a good or bad idea to open stores without checkouts in India.

The first checkout-free store in India was Watasale, which opened in Kochi, Kerala, in 2018. This firm started the first automated, cashier less retail establishment in India, taking inspiration from Amazon's Go store. Computer vision, artificial intelligence, and sensor fusion technologies are all used in Watasale's business. Consumers enter the store using a smartphone app, select the things they want, and then leave. The system charges the customer's connected payment method automatically after detecting the products that were taken. Similar stores were founded in other Indian cities after Watasale's. The farm-to-fork supermarket chain SunnyBee opened its own checkout-free store in Chennai.

There are many advantages to stores without checkout. Above all, they give consumers unmatched comfort by allowing them to skip queues and complete their purchases quickly. This decrease in overhead could lead to a rise in profitability for companies that are prepared to invest in such technology. Additionally, stores without checkout counters can modify their layout to accommodate higher transaction volumes, making the shopping experience more efficient. The entire customer experience is also enhanced, tech-savvy clients are drawn to the smooth process since it satisfies their needs for speed and ease.

However, there are certain challenges that come with the introduction of checkout-free stores in India. Many retailers may be pushed off due to the complicated technology's high initial cost, particularly in a market where consumers are price conscious like India. Given the widespread use of cameras and sensors to monitor consumer movements and purchases, concerns regarding data security and privacy also exist. Another problem for checkout-free stores is the possibility of theft. Both intentional theft and accidental mistakes by customers who forget to pay for items they unintentionally take out of the store can cause inventory loss for autonomous systems. To reduce these risks, retailers need to create strong loss prevention plans that work well with their technology.

Despite these challenges, the potential for growth is significant. As Watasale's Chief Marketing Officer, Rajesh Malamal, noted, they plan to expand to other major cities like Bengaluru and Delhi, and even set up micro-stores in corporate offices and apartment complexes. This indicates a belief in the viability and scalability of the checkout-free model in India.

As of 2025, while checkout-free stores are still a novelty in India, they represent a growing trend in retail innovation. Their success will depend on how well they can adapt to the unique challenges and preferences of the Indian market.

As technology becomes more affordable and consumers more comfortable with digital solutions, we may see an acceleration in the adoption of these futuristic stores across India's diverse retail landscape.

AUTHOR'S BIO: ASHISH SOUN

I am an ambitious person possessing good team management, hardworking and coordination skills. Systematic and well — organized with strong attention to detail and a fast learner. I complete my tasks with efficiency and strive hard to achieve my goals.

Visual Impact: The Hidden Influence of Color in Branding and Marketing

BY SHREY SHAH

When we think of our favourite brands, we often associate them with a particular colour Coca-Cola's bold red, Starbucks' calming green, or Tiffany & Co.'s iconic blue. These colours aren't just aesthetic choices; they're strategic decisions rooted in the science of colour psychology. In the world of marketing and branding, colours have the power to influence how we feel, behave, and make decisions. For businesses, this means that choosing the right colour palette is more than just picking what looks good it's about tapping into the subconscious of their audience.

Why Colour Matters in Marketing

As consumers, we process visual information much faster than text. In fact, research shows that people make a subconscious judgment about a product within 90 seconds of initial viewing and up to 90% of that judgment is based on colour alone. That's huge. Colours evoke emotion. They tell stories. They build connections. A brand's colours can determine how trustworthy, exciting, luxurious, or approachable it seems. For example:

- **Red** stimulates urgency, appetite, and passion. It's often used in fast food (McDonald's, KFC) or clearance sales.
- **Blue** builds trust and calm. It's commonly used in tech and finance (Facebook, LinkedIn, PayPal).
- **Yellow** is associated with happiness and optimism. Brands like IKEA and Snapchat leverage this to feel fun and energetic.
- **Green** connects with nature, health, and growth. Think Whole Foods or Spotify.
- **Black** oozes sophistication and luxury used often by high-end fashion brands like Chanel or Prada.
- **Purple** combines stability and energy, giving a feeling of creativity and royalty Cadbury and Yahoo have used this effectively. But colour psychology isn't one-size-fits-all. Cultural backgrounds, personal experiences, and even age can influence how colours are perceived.

For example, while white symbolizes purity in Western cultures, it's associated with mourning in parts of Asia

The Rise of Next-Gen Colours

While traditional colours still hold their ground, there's a noticeable shift in branding with the rise of next-gen colour shades that are bolder, more expressive, and digitally native. These are the colours that feel at home on Instagram, TikTok, and modern websites. They cater to younger, more visually driven audiences and are often used by brands that want to be seen as innovative, inclusive, and forward-thinking. Here are a few next-gen colour trends shaping today's branding:

- **Millennial Pink**: A soft, dusty pink that exploded in popularity in the late 2010s. Brands like Glossier and Airbnb used it to feel modern, fresh, and slightly rebellious against traditional gender norms.
- **Neo-Mint & Digital Lavender**: These pastel-neon hybrids feel futuristic and calming at the same time. Often seen in fashion and wellness brands, they convey freshness and creativity without being overwhelming.
- **Y2K Chromes & Holographic**: Inspired by early 2000s tech and nostalgia, these metallic, iridescent colours are making a comeback, especially in beauty, gaming, and Gen-Z fashion.
- **Cyber Lime & Electric Aqua**: These vibrant, almost glowing shades are attention-grabbing and perfect for brands wanting to stand out on a screen.
- **Earthy Neutrals with a Twist**: Think muted terracotta, olive greens, and sand tones with a slightly digital hue. These colours blend sustainability, authenticity, and modernity, used often by eco-conscious D2C brands.
- These next-gen colours don't just look good on a feed they create an emotional connection with an audience that's fluent in visual language. They reflect values like individuality, fluidity, and being "in the know."

How Brands Use Colour Psychology Strategically

Successful brands don't just pick a colour they build a whole personality around it. They ensure it's consistent across platforms, packaging, advertising, and even their office spaces Take Spotify, for instance. Its vibrant green logo stands out in a sea of digital content. It reflects energy, movement, and a connection to the pulse of culture. Pair that with bold gradients and dark UI themes, and you get a brand that feels both sleek and lively. Or look at the rebranding of Instagram from a simple brown camera to a gradient of pink, purple, and orange. This move wasn't just cosmetic it repositioned Instagram as a creative, youthful space for expression. Even small start-ups today understand that having a distinct colour palette can make them instantly recognizable, whether in an app store or on social media.

What This Means for Marketers

As someone who's worked across content and digital marketing, I've seen first-hand how colour choices can make or break engagement. A YouTube thumbnail with the right contrast gets more clicks. A brand's Instagram feed with a cohesive palette feels more professional. Even a sales deck with good colour coordination is more convincing.

For marketers, the key is to understand the emotional goal of a campaign and align the colours accordingly. Are you trying to build trust? Go with blues and whites. Want to excite and energize? Use reds and oranges. Hoping to look premium? Black, gold, or deep purples could do the trick.

And most importantly test and learn. What works for one audience might not work for another. A/B testing different colours on ads or social posts can offer surprising insights into what your audience resonates with.

Final Thoughts

Colour psychology isn't just an art it's a science that blends creativity with strategy. As we move into a digital-first world, colours carry even more weight. They're not just design choices; they're emotional cues, brand signals, and strategic tools.

So, whether you're a marketer, designer, or entrepreneur, remember this: the next time you choose a colour for your brand or project, you're not just picking a shade you're shaping perception.

AUTHOR'S BIO: SHREY SHAH

A highly motivated and hardworking student, aiming to leverage my academic knowledge and problem-solving skills to contribute effectively in a dynamic learning environment. I seek to further develop my abilities through continuous learning and hands-on experience, with the goal of growing both personally and professionally.

BY TANYA MAKWANA

What is Sports Marketing?

The art of using sports as a platform to market businesses while simultaneously promoting sporting events, teams, and athletes is known as sports marketing. A great example is the Indian Premier League (IPL), where brands like Dream11 and Cred leverage cricket's massive fan base to engage millions through sponsorships, ads, and digital campaigns. Businesses and sports flourish together in this dynamic environment that is created by the combination of marketing and sports.

Introduction: The Evolution of Sports Marketing

Sports marketing is a relatively new field that has gained tremendous momentum in recent years, with brands increasingly leveraging its power to engage audiences, build loyalty, and drive sales, especially through digital platforms as that is what works in today's world. Sports and marketing share a symbiotic relationship, evolving alongside advancements in technology, consumer behaviour, and digital engagement. From the early days of billboard advertisements in stadiums to AI-driven personalized fan experiences, sports marketing has undergone a revolutionary transformation.

The question now is: what does the future hold?

Sports marketing is set to become more predictive, interactive, and fan-focused than ever before thanks to the development of artificial intelligence, immersive technologies, and data-driven tactics. With sports enthusiasts, brands are fostering lasting relationships as well as experiences and feelings in addition to selling goods. With this article, I wish to shed light on this emerging area which happens to integrate my interests in marketing and sports.

The IPL Effect: How India Redefined Sports Marketing

India's biggest sporting extravaganza, the Indian Premier League (IPL), has become a case study in marketing success. Since its inception in 2008, IPL has transformed cricket into a global entertainment spectacle, blending sports with Bollywood, music, and business. Its innovative marketing strategies have set new benchmarks for sports leagues worldwide.

"The Indian Premier League (IPL) generates between ₹6,000 and ₹7,000 crore in advertising revenue annually, driven by massive viewership and strong brand engagement. Big brands fight for prime advertising spots to capitalize on the tournament's extensive reach. As the competition for advertising intensifies, IPL continues to be a prime platform for brands to maximize exposure and connect with millions of fans." - ET

Dream11 & Fantasy Sports Revolution

The emergence of fantasy sports websites like Dream11 has been one of the IPL's biggest advancements in recent years. By allowing fans to create their virtual teams and compete based on real match performances, Dream11 has increased engagement and viewership. The brand's title sponsorship deal with IPL in 2020 (worth ₹222 crores) further highlighted how digital platforms are reshaping sports marketing in India.

Fan Engagement Through Social Media & Digital Platforms:

Sports marketing was once limited to TV ads, sponsorship banners, and newspaper headlines. Today, it's a digitally powered ecosystem where engagement happens in real-time across multiple platforms. IPL has mastered the art of digital engagement. Teams and franchises use platforms like Instagram, YouTube, and Twitter to connect with fans through behind-the-scenes content, player interactions, and real-time match highlights

The AI Revolution in Sports Marketing: Optimizing Fan Engagement and Sponsorships

AI is revolutionizing sports marketing by changing how companies evaluate fan behaviour, forecast trends, and provide highly customized content. AI-driven sponsorship optimization is among its most important uses. AI-driven analytics now analyze the impact of sponsorships in real time,

so brands don't have to rely on guessing to get the most exposure and return on investment. The emergence of immersive technologies like AR and VR, which are transforming fan interaction, is another innovation in sports marketing. Sports marketing will be characterized by immersive experiences that give spectators a sense of being a part of the action as attention spans get shorter. By providing fans with unmatched access and interactive experiences, these technologies help them develop stronger emotional bonds with teams and companies.

Nike's AI-Powered Personalization

Nike has redefined sports marketing by leveraging AI and big data to create hyper-personalized experiences. One of its most innovative campaigns, "Nike By You," allows customers to customize their shoes based on their preferences, playing style, and even biometric data. Through AI-driven insights, Nike tailors marketing messages, ensuring that fans receive relevant product recommendations based on their engagement history.

Manchester City's Virtual Stadium

Manchester City became the first football club to launch a virtual stadium in the Metaverse, allowing fans worldwide to experience live matches in a fully immersive digital environment. This bold move is a glimpse into the future, where sports marketing will extend beyond physical spaces, creating limitless engagement opportunities.

Conclusion: The Bold Future of Sports Marketing

Sports marketing is shifting from traditional sponsorships and TV ads to AI-driven insights, immersive fan experiences, and athlete-led branding. As fans demand more personalized interactions, brands that embrace these innovative strategies will lead the way in next-gen sports marketing. The future of sports marketing will continue to be defined by technology, with even more dynamic and engaging experiences for fans.

The future is bright, and the game has only just begun. Are brands ready to play?

AUTHOR'S BIO: TANAYA MAKWANA

Motivated marketing graduate, who wants to build a strong foundation in digital marketing, eager to apply academic knowledge and get hands-on experience to support marketing campaigns and drive brand growth. Skilled in communication with a passion for learning and staying current with industry trends. Strong attention to detail, creative thinking, and ability to work effectively in team environments.

Podcasts as a Marketing tool

BY TWISHA CHANDARIA

What is a podcast?

A podcast is a collection of audio or video episodes that you can download a or stream from the internet. Podcasts are like radio shows, but you can subscribe to them and listen to them whenever you want.

Within the constantly changing online world, the podcast has become something to be taken seriously. With a powerful mix of information and entertainment, they've captured global audiences and provided businesses with a new means to tell their tale. Consider this, you are traveling to work, it is a lengthy one-hour journey and the traffic simply does not make it any more enjoyable to be stuck on the roads. What do you do? Listen to your favorite podcast! Listen to the newest money changes and investments and how to invest your hard-earned cash or simply relax and have some fun listening to top industry leaders offer advice on how to keep work-life in balance. Listening to all of this you catch several brand placements and commercials and you don't even know you are hearing them. This is the magic of podcasting!

Why podcasts are a marketing game-changer
Accessibility and Reach

Podcasts are readily available you just require a mobile with internet connectivity and you are set. You can listen to them on Spotify, Apple music and YouTube. As mobile technology improves, so does the convenience with which we can listen to a wide variety of podcasts. Whether you're passionate about entrepreneurship, cooking, health and fitness, or even astrophysics, there's a podcast out there for you. This versatility makes podcasts a powerful marketing tool, capable of reaching various demographics and psychographics. Captive Audience and Intimate Connection. As opposed to passive content consumption, listeners of podcasts are actively choosing to listen. This suggests more interest and interaction, offering an engaged audience to receive your message. The format of audio generates intimacy and relationship between the listener and the host. This helps in building trust and brand affinity.

Improved Brand Storytelling

Podcasts provide a platform to tell stories deeply, and you can explore more about your brand's story, values and purpose. This facilitates a deeper emotional connection with the audience. People are becoming wary of conventional advertising, and instead, they would like to spend money on those brands that bring real value to the table and showcase industry acumen. Brands can turn narratives in their favour by manfully arguing and bringing good storytelling skills through the medium of podcasts. They enable brands to participate in far-reaching discussions, share insights and work with sector experts. Target Reach With an increasing number of specialty podcasts, you're able to specifically target niches and interest groups, making your message heard by the right people. Podcasting offers an unusual sense of community. Regular listeners feel as if they belong to a special club. Community-driven interaction is a treasure trove for brands because not only does it build a listener base that will be loyal to your brand, but it also builds a collection of brand advocates.

Cost-Effective Marketing

Compared to video production, podcast creation can be slightly more affordable, making it an accessible marketing option for all business sizes. It is a cost-effective means of promoting your brand. It provides access everywhere making is reach out to a larger audience. The audio and video format of the podcasts have a comparatively lesser cost of production. The editing needed for podcasts can be accomplished quicker which again saves costs. All these elements are interrelated making podcasts cost effective and offering a greater ROI. Content Repurposing One of the greatest strengths of podcasts is that you can repurpose content. You can take your podcasts and break them down into bite sized reel content and social media posts. The podcast transcripts can be repurposed into blog posts, infographics, and so much more. This enables you to appeal to a broader audience preference and increase the reach of your content.

Leverage Podcasts for Marketing:

Create Your Own Podcast: Make your company a thought leader by having your own podcast that delivers useful content pertinent to your business. Keep your focus on offering value to listeners, not directly selling them your products or services.

Guest Appearances: Appearing as a guest on pertinent podcasts introduces your brand to a new audience and enables you to impart your knowledge. This can be an excellent method of network building and increasing your reach.

Podcast Advertising: Advertise to specific audiences by advertising on podcasts that are pertinent to your brand. This can be an extremely effective means of reaching a niche audience.

Repurpose Content: Get the most out of your content creation effort by repurposing podcast episodes into blog posts, social media clips, and other forms. This lets you share with more people and prolong that content lifespan.

Cross-Promotion: Cross-promote your podcast in your website, social media, and email list. Make them subscribe and share the podcasts with their networks.

Conclusion

Podcasts are no flash in the pan; they are a permanent revolution in information and entertainment consumption. By injecting podcasts into your marketing mix intelligently, you can access highly engaged listeners, establish stronger rand connections, and realize substantial marketing outcomes. So, crank it up and bring the power of audio to launch your marketing on a higher platform.

AUTHOR'S BIO: TWISHA CHANDARIA

As a motivated marketing graduate, I am eager to deepen my expertise in digital marketing and apply my academic insights to real-world campaigns that drive brand growth. With hands-on experience in social media marketing, content creation, and basic analytics, I've honed strong communication skills, creative problem-solving, and meticulous attention to detail. I thrive in collaborative team environments and am committed to continuous learning whether mastering SEO best practices, exploring emerging industry trends, or leveraging data to optimize ROI. I look forward to contributing fresh ideas and delivering measurable impact for a forward-thinking organization.

BY VAIBHAVI THAKKAR

Advertising in the Age of Attention Deficit How Short-Form Content, Meme Marketing, Influencer Marketing, and Interactive Ads Keep Up with Shrinking Attention Spans

The Attention Economy and the New Rules of Advertising

We live in an era where time is currency and attention is a limited resource. With consumers constantly bombarded by notifications, ads, and content on multiple screens, marketers face a new reality: the average human attention span is just 8 seconds. Traditional advertising methods, like long-form TV commercials and static banner ads, are losing effectiveness.

So, how do brands break through the noise? The answer lies in short-form content, meme marketing, influencer collaborations, and interactive advertising. These strategies align with modern consumption habits, fostering engagement, brand recall, and conversions. Let's explore how leading Indian brands are leveraging these tactics.

1. Short-Form Content: The Rise of Bite-Sized Advertising

Short-form content consists of videos and posts under 30 seconds, using trends, humor, or quick storytelling. It works because it creates instant impact, is mobile-friendly, and social media platforms prioritize such content due to high engagement.

Minimalist's Skincare Tips: The science-driven skincare brand creates quick, informative videos on ingredient science in under 15 seconds, simplifying learning for consumers.

Dunzo's Quirky Reels: The hyperlocal delivery app uses snappy, humorous Instagram reels to showcase its fast service. A viral video highlighted a late-night snack craving, perfectly timed with trending audio.

2. Meme Marketing: Turning Humor into Brand Engagement

Meme marketing uses viral images, pop culture, and humor to make brand messages relatable and shareable. Memes feel organic, are highly viral, and are cost-effective compared to traditional ads.

Zomato's Food Memes: Zomato frequently posts witty, culturally relevant memes about food cravings and ordering habits. Their "Hi, Zomato?" meme humorously played on users mistakenly texting the brand as if it were a contact.

CRED's Sarcastic Campaigns: CRED built a marketing persona around sarcasm. Their "Indiranagar ka Gunda" ad featuring Rahul Dravid became an internet sensation, inspiring a wave of memes and user-generated content.

3. Influencer Marketing: The Power of Authenticity in a Distracted World

Brands partner with social media influencers to promote products in an organic way. This strategy is effective because influencers are seen as authentic, have a built-in audience, and seamlessly integrate product recommendations.

82°E's Collaboration with Malvika Sitlani: Deepika Padukone's skincare brand partnered with Malvika Sitlani to create content around its product line. Her reviews and tutorials established credibility in the premium skincare market.

Freakins' Influencer Collabs: Freakins, a denim brand, partners with Gen Z influencers like Sakshi Sindwani and Aashna Shroff, who showcase collections through Instagram reels and styling challenges.

4. Interactive Ads: Engaging Users Beyond Passive Viewing

Interactive ads encourage participation, making brand experiences more memorable. They drive high engagement, use AI-driven quizzes and AR for personalized experiences, and improve brand recall.

Lenskart's AR Try-On Feature: Lenskart allows customers to try glasses virtually using AR technology, increasing purchase confidence and reducing return rates.

Cadbury Celebrations' AI-Powered Festive Ads: Cadbury's Diwali campaign with Shah Rukh Khan used AI to let small businesses personalize ads with their own shop names, creating a hyper-local engagement boost.

Companies that leverage short-form videos, memes, influencers, and interactive experiences will capture fleeting attention and build real connections. As digital habits evolve, brands must innovate or risk being left behind.

Conclusion

In an era of fast-scrolling consumers, brands that don't adapt to engagement trends risk being ignored. The future of advertising isn't about longer or louder ads it's about smarter, more interactive content.

AUTHOR'S BIO: VAIBHAVI THAKKAR

An innovative mind with creative strategy and consumer engagement. Seeking to contribute fresh ideas & understand emerging trends. Always ready to learn - relearn new things. Keen to leverage my creative, adaptability and communication skills for building successful career in the industry.

AR/VR and Bollywood Transforming Movie Marketing for the Next Generation

BY VAISHNAVI KARNIK

Bollywood has always been larger than life, known for its grand storytelling, star power, and breath taking visuals. But as audiences change, so do marketing strategies. Gen Z and Gen Alpha the digital-first generations aren't easily impressed by traditional methods like posters, TV commercials, or press conferences. They crave immersive, tech-driven experiences, and that's exactly where Augmented Reality (AR) and Virtual Reality (VR) come into play.

Today, Bollywood is using VR-based trailers, AR-powered merchandise, and interactive promotions to engage fans like never before. These technologies don't just market a movie they pull audiences inside the story, making them part of the experience even before they step into a theatre.

Virtual Reality: Bringing Fans Inside the Movie

Imagine watching a horror movie trailer where you're not just a spectator you're inside the haunted house, hearing whispers behind you and feeling the tension rise. Or picture yourself standing right next to your favourite action star in the middle of a fight sequence. That's the magic of VR.

One of Bollywood's early experiments with VR was during the promotion of "2.0" (2018) starring Rajinikanth and Akshay Kumar. Instead of just showing a trailer, the makers launched a VR teaser experience, letting fans step into the futuristic world of the film. It wasn't just a movie promotion it was an event that got fans talking.

Going forward, VR is set to play a bigger role in Bollywood's marketing strategies, especially for fantasy, mythological, and sci-fi films. Whether it's exploring the magical universe of a period drama or experiencing the intensity of a war sequence firsthand, VR lets fans live the story rather than just watch it.

Augmented Reality: Making Promotions More Interactive

Unlike VR, which requires special headsets, AR is more accessible all you need is a smartphone. That's why Bollywood has started integrating AR into movie promotions, allowing fans to interact with their favourite films in a fun, engaging way.

Take "Brahmāstra" (2022), for example. The makers launched an AR Instagram filter that let users summon the movie's mystical weapons in real life. Fans didn't just watch the movie; they became part of its world, sharing their AR experiences online and generating buzz for the film.

Another example is "Ra.One" (2011), which introduced an interactive AR feature where fans could scan posters to unlock behind-the-scenes content, animated clips, and exclusive character moments. These kinds of promotions don't just sell a movie they create memorable experiences that keep audiences engaged long after they leave the theatre.

AR is also changing how Bollywood approaches merchandise. Imagine buying a movie poster, scanning it with your phone, and seeing a special message from the lead actor or an exclusive deleted scene. From T-shirts that unlock digital content to movie tickets that provide access to hidden features, AR is turning everyday movie memorabilia into something more exciting and valuable.

The Future of AR and VR in Bollywood

As technology keeps evolving, Bollywood is set to push the boundaries even further. Here's what we might see in the near future:

1. **Metaverse Movie Promotions –** Imagine stepping into a virtual world where you can meet your favourite actors' avatars, attend a digital premiere, and even interact with other fans all from your phone or VR headset.

2. AI-Generated Personalized Trailers – With AI and AR, fans might soon be able to insert their own faces into scenes, making the movie experience even more personal.

3. VR-Enabled Movie Theatres – What if, instead of watching a movie on a flat screen, you could step inside it? Future theatres could provide VR headsets that allow you to experience films in 360 degrees.

Conclusion: The Future of Bollywood Marketing

For Bollywood to stay ahead in a fast-changing digital world, it needs to adapt to how young audiences consume content. AR and VR aren't just trends they're the future of movie marketing. By making promotions more interactive, immersive, and engaging, these technologies are bringing fans closer to their favourite films in exciting new ways.

As Bollywood continues to explore AR and VR, movie marketing will go beyond just trailers and posters. Instead, it will become an experience one where fans don't just watch the magic happen, but live it themselves.

AUTHOR'S BIO: VAISHNAVI KARNIK

Passionate and dedicated marketing professional with strong communication and public speaking skills. A determined team player who thrives in dynamic environments, I aim to contribute meaningfully, tackle challenges, and grow continuously. I seek a fulfilling career that leverages my strengths and creates a positive impact in the organization.

THE EDITORIAL TEAM

Marketing Magazine Editorial Committee

Hrutik Patil
pgdm24_015@met.edu

Shubham Shetty
pgdm24_047@met.edu

Drashti Shah
pgdm24_011@met.edu

Perin Gala
pgdm24_147@met.edu

Vaishnavi Karnik
pgdm24_170@met.edu

Disha Sakpal
pgdm24_071@met.edu

Esha Surve
pgdm24_177@met.edu

Twisha Chandaria
pgdm24_168@met.edu

Vaibhavi Thakkar
pgdm24_169@met.edu

Rahul Yadav
pgdm24_036@met.edu

Tanya Makwana
pgdm24_167@met.edu

Adhiraj Kakde
pgdm24_002@met.edu

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