



# SSR INSTITUTE OF MANAGEMENT AND RESEARCH

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## MARKETING SPARKLEZ BULLETIN

Volume 01: August 2021

### After Samsung 'faux pas' OnePlus now bites an Apple

In what seems like a potential start to a brand war, OnePlus' Instagram post taking a dig at competitor brand, Apple has stirred quite a conversation on social media. OnePlus referred to its model OnePlus 9 Pro as the 'forbidden fruit', indicating that it is a limited-edition model and isn't available to all...



Read more click on this link:

[www.brandequity.economicstimes.indiatimes.com](http://www.brandequity.economicstimes.indiatimes.com)

Source: From Economics Times on August 08, 2021

Contributed By Miss. Khushi Pandey, Student MBA 1st Year

### Mahindra unveils brand new logo for SUV Portfolio

Mahindra & Mahindra has unveiled its new visual identity including a brand-new logo that will differentiate its SUV portfolio. The all-new visual identity is in tune with the company's focus to be makers of sophisticated and authentic SUVs. The new identity will be communicated through a digital and television campaign. Actor Naseeruddin Shah and music composers Ehsaan-Loy have...



Read more click on this link:

[www.brandequity.economicstimes.indiatimes.com](http://www.brandequity.economicstimes.indiatimes.com)

Source: Brand Equity.com on August 09, 2021

Contributed By Mr. Akash Mishra, Student MBA 1st Year

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## JK Tyre & Industries ropes in Narain Karthikeyan as brand ambassador

Industries has assigned Formula One driver Narain Karthikeyan as its brand ambassador. He will be the face of the brand to exemplify the company's quest of driving innovation and excellence in the industry. In alignment with its brand values and strategy, JK Tyre has found an embodiment of trust....

Read more click on this link:

[www.brandequity.economictimes.indiatimes.com](http://www.brandequity.economictimes.indiatimes.com)



Source: From Economic Times on August 10, 2021

Contributed By Mr. Karun Agrawal, Student MBA 1st Year



"Don't get distracted. Never tell yourself that you need to be the biggest brand in the whole world. Start by working on what you need at the present moment and then what you need to do tomorrow. So, set yourself manageable targets."

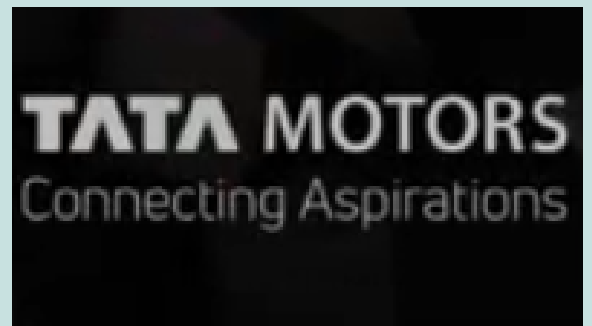
-Jas Bagniewski, Co-Founder of Eve Sleep

## Tata Motors urges India to support wrestlers competing in Tokyo Olympics with new campaign

Tata Motors rolls out a mobile-first ad encouraging Indians to cheer for wrestlers competing in Tokyo Olympics 2021. Conceptualized by Havas Media, the campaign was executed by Canvas to leverage the current sporting momentum....

Read more click on this link:

[www.exchange4media.com](http://www.exchange4media.com)



Source: exchange4mediastaff.com on August 11, 2021

Contributed By Mr. Parth Bhanushali, Student MBA 1st Year

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## Colgate-Palmolive launches the first-ever recyclable toothpaste tubes in India; aims to achieve 100% recyclability across its oral care portfolio

Colgate-Palmolive's recyclable toothpaste tubes to hit the shelves this month. The brand also commits to a 100% recyclable oral care portfolio in India in the coming year...

Read more click on this link:

[www.exchange4media.com](http://www.exchange4media.com)



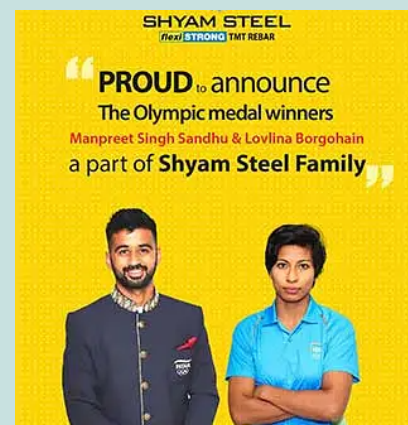
Source: From Exchange4media.com on August 24, 2021  
Contributed By Mr. Piyush Pandey, Student MBA 1st Year

## Shyam Steel ropes in Lovlina Borgohain & Manpreet Singh as brand ambassadors

Shyam Steel, a producer and manufacturer of TMT Bars has appointed Olympic medallists Lovlina Borgohain and Manpreet Singh as their brand ambassadors. Aligned with the mission of "Maksad Toh India Ko Banana Hai".....

Read more click on this link:

[www.exchange4media.com](http://www.exchange4media.com)



Source: exchange4mediamarketing.com on August 25, 2021  
Contributed By Mr. Muzamil, Student MBA 1st Year

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“Never doubt a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”  
– Margaret Mead