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MARKETING SPARKLEZ BULLETIN

Volume 04: November 2021

Impact of 5G on Digital Advertising in India

“Power and speed be hands and feet” – this quote by Ralph Waldo Emerson, the great American essayist and philosopher, is the first thing that occurs to me when talking about the advent of 5G in India and how brands, marketers, and media and tech specialists should be preparing for it



To Read more, click on this link:

<https://brandequity.economictimes.indiatimes.com/news/advertising/impact-of-5g-on-digital-advertising-in-india/87830440>

Source: Exchange 4 Media on November 21, 2021

Contributed By Mr. Shreyash Ahir, Student MBA 2nd Year

Amitabh Bachchan sends notice to Kamla Pasand to stop broadcasting ad featuring the megastar

Megastar Amitabh Bachchan on his 79th birthday on Monday announced that he has terminated his contract with pan masala brand Kamla Pasand, saying that he wasn't aware that it 'falls under surrogate advertising'. Now it is learnt that the megastar has sent a legal notice to the pan masala brand after it aired the commercial even after the contract was terminated.



To Read more, click on this link:

<https://brandequity.economictimes.indiatimes.com/news/advertising/amitabh-bachchan-sends-notice-to-kamla-pasand-to-stop-broadcasting-ad-featuring-the-megastar/87830350>

Source: Brand Equity on November 21, 2021

Contributed By Mr. Piyush Pandey, Student MBA 2nd Year

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Twitter announces Live Shopping

Microblogging platform Twitter has announced its plans to roll out Live Shopping a feature that will support shopping while using the platform. According to an update on Twitter Blogs, the feature includes a live shopping stream which will allow people to take several actions.

To Read more, click on this link:

<https://brandequity.economicstimes.indiatimes.com/news/digital/twitter-announces-live-shopping/87870797>



Source: ET Brand Equity.com on November 23, 2021
Contributed By Miss. Kalpana Saini, Student MBA 2nd Year



“You have to be burning with an idea, or a problem, or a wrong that you want to right. If you're not passionate enough from the start, you'll never stick it out.”

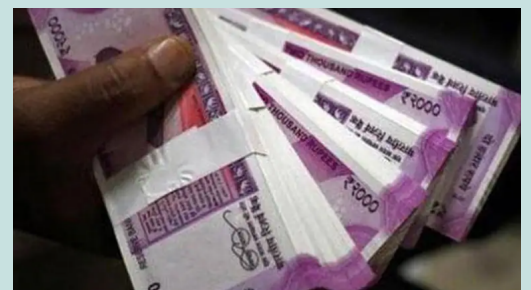
: Steve Jobs(Co-Founder of Apple)

This Indian businessman is India's and Asia's richest man

New Delhi: Chairman of Adani Group, Gautam Adani, has replaced Reliance Industries Limited (RIL) chairman Mukesh Ambani to become the richest man in India and Asia for the first time ever. Adani's wealth has swelled up recently, especially after the onset of the pandemic.

To Read more, click on this link:

<https://www.exchange4media.com/marketing-news/pizza-hut-launches-marketing-campaign-with-actor-comedian-anuradha-menon-116321.html>



Source: Zee Media Bureau on November 25, 2021
Contributed By Mr. Parth Bhanushali, Student MBA 2nd Year

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Tata Sky's latest campaign #Jingalala Land opens door to best TV memories

Tata Sky, one of India's leading content distribution and Pay TV platforms is known to celebrate World Television Day with a new punch every year. This year the brand opened the gates of #JingalalaLand—an exhibition of popular souvenirs that reminds us of our beloved TV shows.

To Read more, click on this link:

<https://www.exchange4media.com/marketing-news/tata-skys-latest-campaign-jingalalaland-opens-door-to-best-tv-memories-117056.html>



World Television Day celebrated on 21st November

Source: Exchange4media.com on November 27, 2021

Contributed By Mr. Karun Agrawal, Student MBA 2nd Year

Instant breakfast gets ITC's Aashirvaad

Missed the alarm. Late for work. Need quick breakfast solution before heading out. No time to order in. Late-night presentation. Morning chaos. School-bus honking. Need quick breakfast solution. Friday morning. Cook calls in sick. Never made breakfast before. Can't differentiate between suji and poha. Need quick breakfast solution.



To Read more, click on this link:

<https://www.afaqs.com/amp/story/news%2Fmktg%2Finstant-breakfast-gets-itcs-aashirvaad>

Source: afaqs.com on November 29, 2021

Contributed By Mr. Akash Mishra, Student MBA 2nd Year

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“And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom.”

– Anaïs Nin