



Annual Report 2017-18

Mark-O-Polo
The Marketing Society of SIBM Pune

Annual Report
2017-18
Term 1(July '17-October '17)

MindSpark

Mark-O-Polo, in association with SECC, successfully organised MindSpark 2.0 - National Level Inter B-School Case Study Competition. The event was sponsored by “Plan My Medical Trip”, which is a venture by Mr. Anurav Rane, an SIBM alumnus of Batch 2010. The case study challenged B-school graduates to use their business acumen and Entrepreneurship Fervour.

MINDSPARK

It was launched on Dare2Compete on 15th July 2017 and registration period spanned over a week. Once the registrations were done, a live case study was floated to be solved and submitted within 5 days. The case study was a real business challenge faced by “Plan My Medical Trip”.

The event saw participation from many premier B-schools and in total 300+ registrations for the first round, which was an elimination round. The top 15 teams were selected by “Plan My Medical Trip” team itself for the final round.

The final round was conducted on 5th August, 2017 where all the 15 teams were invited to present their solution in front of the CEO and founder of the company.

The jury was extremely impressed by the presentations and gave away prizes worth 40,000 in cash and kind.



There was a battle of titles in of addition to the declaration the top three teams.



SIRP Kit

Mark-O-Polo prepared reading material that covered most of the marketing concepts to help the 1st year students with their Summer Internship Recruitment Program preparations. The kit contained important marketing content well explained with the help of live industry examples.

The topics covered are as follows:



Contents

What is Marketing?	3
Marketing Vs Selling	4
Marketing Mix (4P's)	6
Product	6
Price	7
Place	7
Promotion	7
The Promotions Mix	9
Extended Marketing Mix	11
People	11
Process	11
Physical Evidence	11
Marketing Tools: Above the line and Below the line	13
STP	15
Porter's 5 Forces	17
The 4 Cs Marketing Model	19
Customer	19
Cost	20
Communication	21
Convenience	21
The 4S Web Marketing Mix	23
Net Promoter Score	27
AIDA Model	32
Product Life Cycle (PLC)	34
Types of Products	37
Types of Marketing	39
Intermediaries	45
Porter Value Chain	45
Common Intermediaries	45



Distribution	46
Retail	46
Ad Agencies	46
E-commerce and Web Development	46
Conclusion	46
Brand Positioning – Frame of Reference, POPs and PODs	48
Product Mix	51
Go-To-Market Strategy	53
Brand	55
Brand Equity	56
Brand Resonance Pyramid	58
Service Characteristics	60
Difference between Goods and Services	60
Ansoff Matrix	62
Customer Lifetime Value	65
Digital Marketing	66
Levels of a Product	68
Buyer Decision Process	70
Distribution Channel and Process	72
Sales Promotion	74
Trade Promotion	74
Consumer Promotion	75
Pricing Strategy	76
Rural Marketing	79

SEED Lectures and GDs

Mark-O-Polo facilitated a series of lectures in order to help the 1st year students with their Summer Internship Recruitment Program preparations.

A host of topics were covered in these lectures by the 2nd year students to ease the SIRP preparation process for the 1st year students.

A list of GD topics was also prepared based on the industry trends, current affairs and relevance to recruitment process.

BINGE!

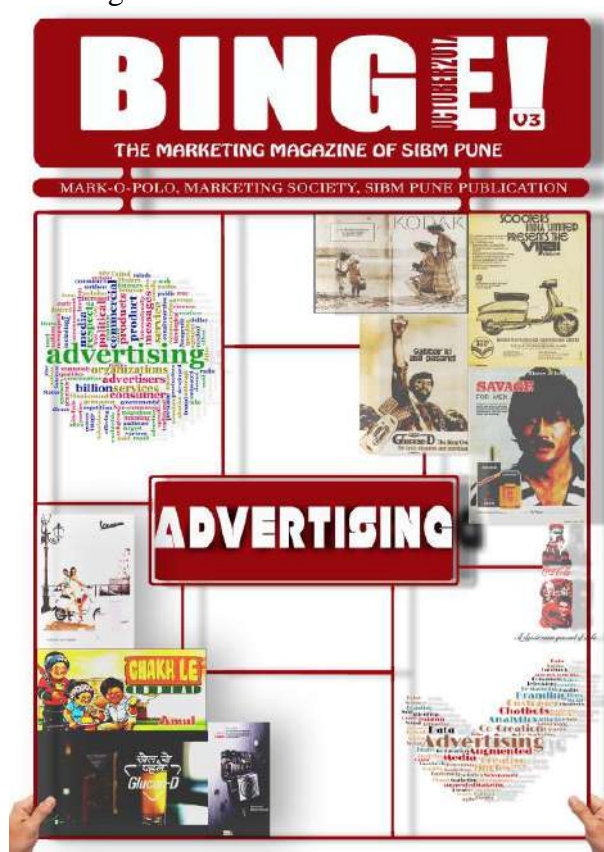
BINGE! is the annual marketing e-magazine by Mark-O-Polo. The third edition of Binge was released on 21st October 2017.

After exploring Digital and Retail Marketing in the previous two editions, Mark-O-Polo was all geared up to explore the exciting world of **ADVERTISING**.

The theme for this edition was **ADVERTISING** and the magazine had articles by students from various colleges. The best two articles were rewarded.

Students were free to choose to write on/illustrate one of the following topics:

1. Evolution of advertising.
2. Ultimate guide to re-marketing.
3. Native Advertisement Vs Content Advertisement.
4. The shift to Native Advertising.
5. How will Augmented Reality change the future of marketing?
6. Customer Co-Creation is the secret sauce to success.
7. Agile marketing: Reality or bubble.
8. Impact of social advertising on lifestyle
9. Data Science is revolutionizing digital marketing.
10. Benefits of Chat-Bots in advertising.



Awards and Recognition:

First Prize: Bhavya Rastogi, IIM Shillong- Rs.1500/-

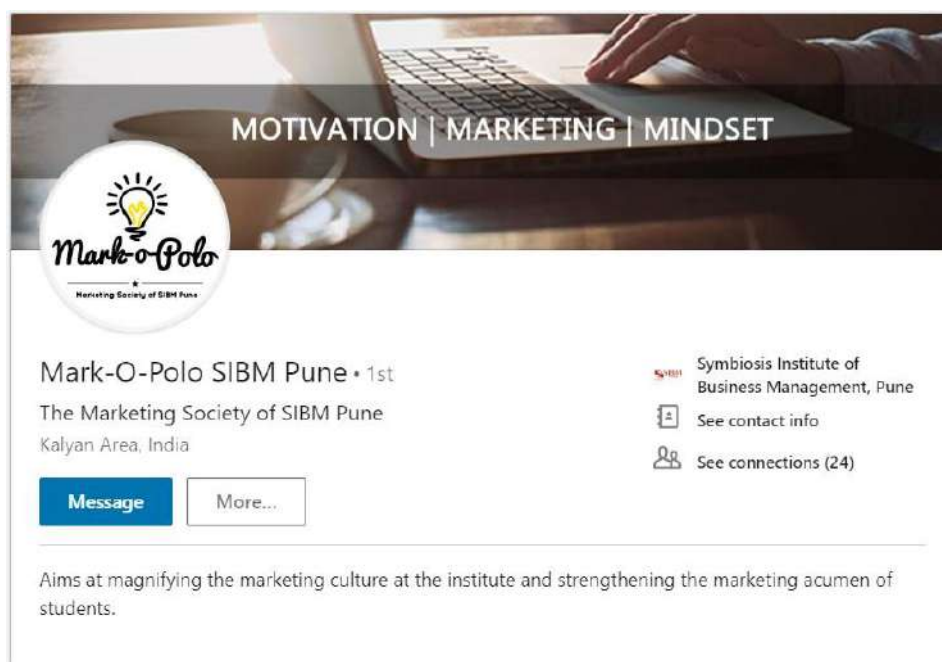
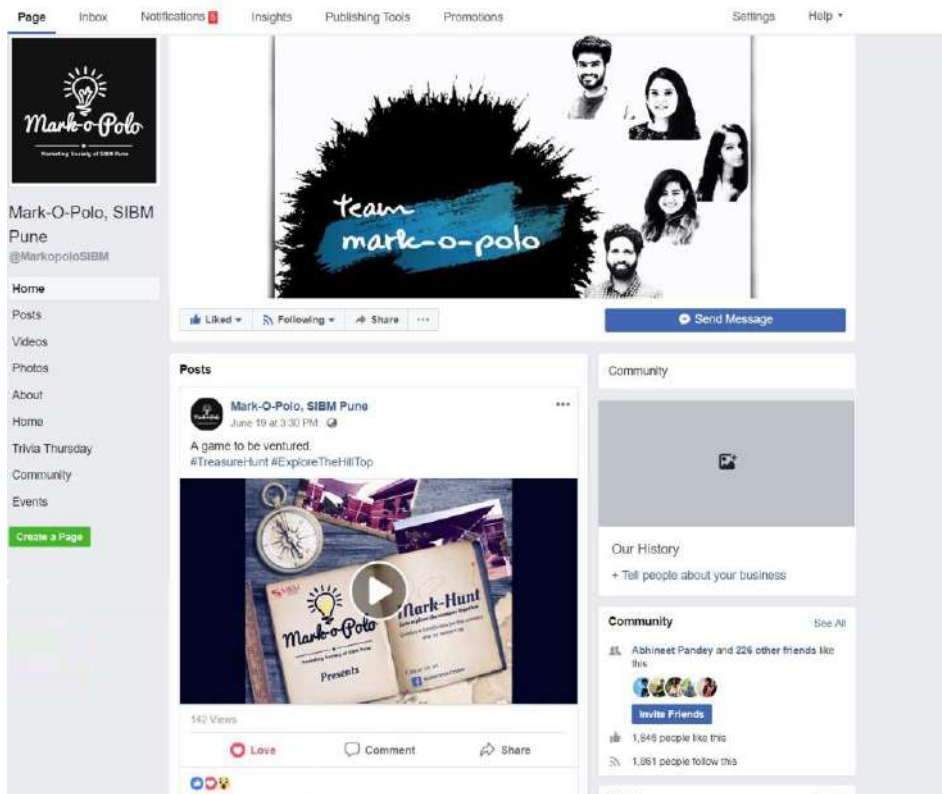
Second Prize: Akshay Sharma, IIFT Kolkata- Rs.1000/-

All the **selected entries** received a **certificate of appreciation**

Social Media Presence

With the idea of sharing knowledge and awareness about latest marketing trends and path breaking, innovative strategies and advertisements, Mark-O-Polo is active on various social media handles. Apart from its presence on Twitter and LinkedIn, Facebook is one of its most actively followed handle.

@markopolosibm (Facebook handle) hosts a variety of updates ranging from latest marketing trends and innovative marketing strategies employed by firms nationally and internationally to posting creative advertisement and TVC. In addition to this, it also updates its followers the details about all the college and national level events conducted by Mark-O-Polo at SIBM Pune.



Kotler Mantra Facebook Series

With a strong belief that every marketer should go through marketing guru Philip Kotler's Marketing Management, Mark-O-Polo has a unique online "Kotler Mantra" series where weekly posts depict a certain marketing concept, from Philip Kotler, and relates it to the present marketing industry in an infographic outline. This weekly Facebook series had sales and marketing concepts, live examples and case studies present in Philip Kotler represented in an info graphic manner which made the concept easy and precise to understand and comprehend.

The Kotler Mantra series was started initially stating basic concepts such as 4Ps, 4Cs, AIDA Model, Marketing and Management Philosophies, Live examples of Procter & Gamble; and Nike. Kotler Mantra garnered popularity within a short span of time. The series helped the junior batch capture concepts easier and provided a quick sneak- peak of Philip Kotler's Book.

A Marketing Series
**K.O.T.L.E.R
 MANTRA**
 WEEKLY DOSE OF
 KOTLER'S MARKETING GYAAN

Presented by - MARK-O-POLO

Mark-o-Polo
 Marketing Society of SIBM Pune

PHILIP KOTLER
 HOW TO CREATE, WIN, AND DOMINATE MARKETS

!!!STAY TUNED TO OUR FACEBOOK PAGE!!!

Vertical text on the right: @MARKOPOLOSIBM

The Invisible Link
 between 4Ps and 4Cs

4Ps: PRODUCT, PLACE, PRICE, PROMOTION

4Cs: CUSTOMER, CONVENIENCE, COST, COMMUNICATION

MARKETING PHILOSOPHIES

- 1. PRODUCTION CONCEPT: Consumers adjust products that are features and utility attributes.
- 2. PRODUCT CONCEPT: Consumer search products that deliver quality performance and technical attributes.
- 3. BELLWAVE CONCEPT: Consumers will buy products only if the category effectively demonstrates their benefits.
- 4. MARKETING CONCEPT: Focuses on the needs and values of target markets, including competitors, rather than transactions.
- 5. SOCIETAL MARKETING CONCEPT: Focuses on what's best for the societal and target customer, as well as on improving societal and customer well-being.

Unilever
 84 years & continuing

Kotler Mantra
 sub-branding

STRATEGIES FOR ENTERING MARKET HELD BY INCUMBENT FIRMS

1. LEADERSHIP
2. CHALLENGER
3. FOLLOWER
4. NEWCOMER

Annual Report
2017-18
Term 2 (November '17-March '18)

Brand Charades - Charades With a Twist

Mark-O-Polo organised “Brand Charades” on 22nd November 2017 for all colleges of SIU, Lavale Campus. The event assayed students’ knowledge of brands in a fun filled and exciting manner.

The event was a huge success with participation of 117 students from SIBM, SIMC and SITM. Students had to participate in team size of 3 and the event was divided into three rounds.

In the first round, teams were supposed to guess the brand and the tagline, enacted by their respective team members. Similarly, in the second round, teams were to guess enacted logos, followed by the final round, where they had to guess the brand ambassadors.

The event created great buzz in the campus and was officially covered by iSMART.

Winners were given Amazon gift cards worth Rs. 1500, Runners up and special title winners were given goodies.

Winners, runner up and special title winners:



CRP Kit

Mark-O-Polo designed the CRP kit to equip the marketing batch with the knowledge of latest trends, campaigns or marketing activities that organizations are adopting or following to survive in this highly competitive market.

Kit had the relevant content to update the students with the live industry examples, growth strategies, latest news and collaborations with private partners and government.

The kit was divided into various industries and the most relevant companies under each industry were selected for in-depth research.

Below is the list of industries and companies that were covered in CRP kit 2017.

<i>Contents</i>	
AUTOMOBILE	2
BAJAJ	3
TATA MOTORS	4
MAHINDRA & MAHINDRA	5
MARUTI SUZUKI	7
HERO MOTOCORP	8
HARLEY DAVIDSON INDIA	9
FMCG/FMCD SECTOR	11
GSK (GLAXOSMITHKLINE)	11
DABUR	12
LENOVO	13
MOTHER DIARY	14
DANONE	15
TITAN	16
LAVA	17
WHIRLPOOL	18
IT SECTOR	19
TECH MAHINDRA	25
ACCENTURE	28
CAPGEMINI	28
Capgemini reveals its new brand identity	28
WIPRO	30
L&T Infotech	31
PHARMACEUTICALS	32
SUN PHARMACEUTICALS	36
ABBOTT	38
PIRAMAL GROUP	39
TELECOM SECTOR	42
AIRTEL	42
VODAFONE INDIA	44
IDEA CELLULAR	46
BANKING	49
HDFC (Housing Development Financial Corporation)	50
ICICI BANK (Industrial Credit and Investment Corporation of India)	52

Case Study Workshop

Mark-O-Polo organized a case study workshop on 26 November 2017 for the first year Marketing students of SIBM Pune. Ms. Akriti Agarwal, MBA II Marketing, and campus round winner of L.I.M.E season 9 and Marico – Over the Wall, conducted the workshop.

It was an insightful session where students learnt the art of solving a Case Study. Idea generation, market research and making effective presentations were some of the topics that were covered during the workshop.

The main focus of the workshop was on decoding corporate competitions and understanding which facets of curriculum can the students implement while solving the case studies.

Below are the glimpses of the workshop.



HourGlass

Mark-O-Polo organised “HourGlass” on 15th January 2018. It is a national level case study competition in which the students get only one hour to wrack their brain and solve a case study. The event was sponsored by “Digitafly” which designs lean strategies for businesses that desire to build their digital presence. Competition was open for MBA students all across India.



It was launched on Dare2Compete on 8th January 2018 and registration period spanned over a week. Once the registrations were done, a live case study was floated to be solved and submitted within an hour. The case study was a real business challenge faced by “Digitafly” that tested Digital marketing and financial concepts of students.

The event saw participation from many premier B-schools and in total 350+ registrations. 60+ teams submitted their solution in form of PowerPoint presentation.

Digitafly, themselves evaluated all the submissions and announced the winners.

The sponsor was so impressed by the presentations that in addition to cash worth Rs. 10,000 to top two teams they gave Rs.1500 each to both the 2nd runners up.

Winning teams were:

1. *Winners:*
Aakanksha Joshi (SIBM Pune)
Akash Rughani (SIBM Pune)
2. *First runner up:*
Anurag Dang (MDI, Gurugram)
Madhur Vashist (MDI, Gurugram)
Akshaja Pal Singh (MDI, Gurugram)
3. *Second runner up:*
Om Prakash Jha (IIM Raipur)
Manali Chakrabarty (IIM Raipur)
4. *Second runner up:*
Abhishek Agarwal (IMI Delhi)
Akansha Mittal (IMI Delhi)

Suits Up for Summers

Summer Internship is a crucial part for the junior batch and to assist them in their preparations, Mark-o-Polo organised 'Suit Up for Summers' from the month of January.

Suit up for Summers is a knowledge enhancing and doubt clearing sessions where the students of MBA 2 guide and help out the junior batch before they head out for their summer internships.

There were 10 sessions conducted by the senior batch on the following topics:

1. Do's and Don'ts
2. PPT Tips and Tricks & Final Presentation
3. Effective Presentation Skills
4. Basic Microsoft Excel
5. Advanced Microsoft Excel
6. How to approach the Summer Internship project?
7. FMCG Sales
8. B2B Sales and Marketing
9. Sales Strategy
10. Digital Marketing



Competition PPTs

Students of SIBM Pune participate in many corporate competitions such as HUL Lime, Mahindra War Room, Vodafone Voyage, L'Oréal Brand storm, Nestles 4 Ps and many more.

The students not just participate but also win most of these competitions. This year Mark-o-Polo took an initiative to reach out to every 2016-2018 student who have won or qualified for the campus and national rounds to pass on their competitions' PPT to the junior batch so that they can understand and learn how to approach the corporate level competitions and leverage their seniors' experience.

Mark-O-Polo has worked dedicatedly towards this in order to be helpful in providing insights on the trends of the corporate case study competitions.

Following Corporate Case Study Competitions PPTs were collated:

1. Asian Paints
2. HUL (Lime and Carpedium)
3. Johnson & Johnson
4. Colgate Transcend
5. Yes Bank Transformation
6. Marico OTW
7. Cummins
8. Nestle
9. RB Mavericks
10. ITC
11. Vodafone Voyage
12. Samsung Edge
13. PepsiCo
14. Mahindra War Room
15. Tata Steel-a-thon
16. L'Oréal