



Mark-o-Polo

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Marketing Society of SIBM Pune

ANNUAL REPORT

MARK-O-POLO

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MARKETING SOCIETY OF SIBM PUNE



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ABOUT US

Mark-O-Polo is the Marketing Society of SIBM Pune. It is our constant endeavour to keep the students updated of the latest happenings in the world of marketing. We do so by carefully curating content, transforming them into easily digestible forms, and adding aspects to help students retain better and connect with their real-life examples easily.



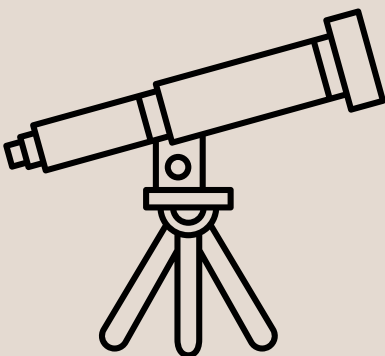
We aim to provide a platform for students to explore their creativity along with learning new strategies and techniques from industry experts. Mark-O-Polo encourages students of SIBM Pune to actively participate in various marketing competitions, both at the national and international levels. Through our various initiatives, we strive to significantly contribute to the marketing ecosystem and inspire the next generation of marketing professionals.

OUR MISSION



To provide a platform to students to enhance their marketing skills, creativity, and knowledge through various events, workshops, and activities and develop a community of marketing enthusiasts who are capable of analyzing market trends, identifying opportunities, and developing effective marketing strategies that drive growth and success for various businesses.

OUR VISION



Mark-O-Polo strives to make a significant contribution to the marketing ecosystem by inspiring and nurturing the next generation of marketing professionals. The society envisions creating a community of individuals who are passionate about marketing, capable of thinking creatively and analytically, and are equipped with the skills and knowledge necessary to succeed in the dynamic and ever-evolving marketing landscape.

Meet the SENIOR TEAM

01



PRIYAM SRIVASTAV
Admin (Coordinator)

02



AVISHI GUPTA
SM & Cinematography

03



POOJAN AGRAWAL
Creatives

04



SONAKSHI KUMAR
PR & Content

05



VARCHASVA KHULBE
Finance & Collaborations

ON-YOUR-MARKS



On Your Marks is the inaugural challenge for the budding MBAs, marking the beginning of their transformative journey. During the onboarding process, candidates are presented with a real-world-like marketing case study that demands both creativity and strategic thinking. Divided into teams, they must leverage their marketing acumen to develop the most effective solutions, fostering a spirit of collaboration and competition.

This initiative not only tests their individual knowledge but also their ability to work cohesively within a team, mirroring real-world business scenarios. The teams are tasked with creating comprehensive pitch decks, which they will present within a set timeframe, showcasing their innovative strategies and solutions. The most outstanding teams and their strategies are featured, highlighting their exceptional performance and creativity. "On Your Marks" is designed to ignite a passion for marketing, sharpen critical skills, and set the stage for a dynamic and integrative educational journey, ultimately preparing the students for the challenges of the business world.

CASE



CATALYST

Mark-O-Polo launched Case Catalyst, a treasure trove of winning case competition presentations from past years. This innovative program empowers MBA students to ace case competitions by providing real-world examples of success. Case Catalyst goes beyond just providing resources. It fosters a collaborative learning environment for MBA students. By exploring the work of successful teams from various institutions, students gain fresh perspectives and valuable ideas to elevate their own presentations.

The initiative aimed to provide the students with the necessary skills and knowledge to succeed in upcoming case competitions. For example, we invited last year's Reliance T.U.P. case competition winner to help students prepare for the upcoming competition.

The webinars were interactive, providing the students with an opportunity to ask questions and clarify their doubts.



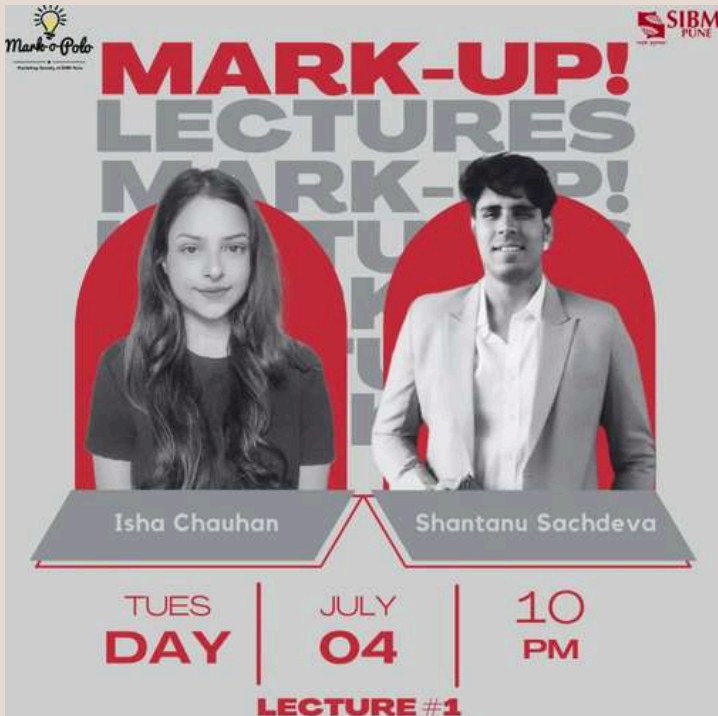
BRAND CHARADES



Brand Charades is a highly anticipated marketing competition conducted in the first semester of SIBM Pune. The competition tests the students' marketing knowledge, creativity, negotiation, and theatrical skills. The competition consists of two rounds. In the first round, students take an online quiz on marketing-related subjects. The quiz serves as a qualifying round for the final round.

In the final round, eight teams are given innovative products to market and sell. The teams have to perform an enactment on stage in front of the judges for about 5-7 minutes. The enactment is meant to showcase the team's marketing skills, creativity, and ability to sell a product effectively.

Brand Charades is an excellent opportunity for students to put their marketing knowledge and skills to good use. The competition challenges the students to think outside the box and also provides a platform for students to showcase their theatrical skills and creativity.



MARK-UP LECTURES

Mark-O-Polo also helped first-year students prepare for their summer internship interviews with MarkUp Lectures.

Second-year students led these sessions, sharing their knowledge on key marketing concepts which helped first-year students feel more confident going into their interviews.

The lectures covered a wide range of topics, including:

- Marketing principles (4Ps and 7Ps)
- Understanding competition (Porter's Five Forces)
- Targeting customers (STP, GTM)
- Selling in rural areas (Rural markets and distribution channels)
- Pricing strategies
- Business analysis tools (SWOT, BCG Matrix, Ansoff Matrix)

MARK INTERVIEWS



Mark Interviews are the preparatory mock interviews conducted for the juniors to familiarize them with the format of interviews encountered during Summer Internship Recruitment Programs. Following the sessions, seniors assist students in identifying their strengths and areas for improvement.

Experience Mock Interviews: Participate in simulated interview scenarios mirroring those encountered during summer internship recruitment programs. These sessions will replicate the real interview environment, allowing you to refine your communication skills and build confidence.

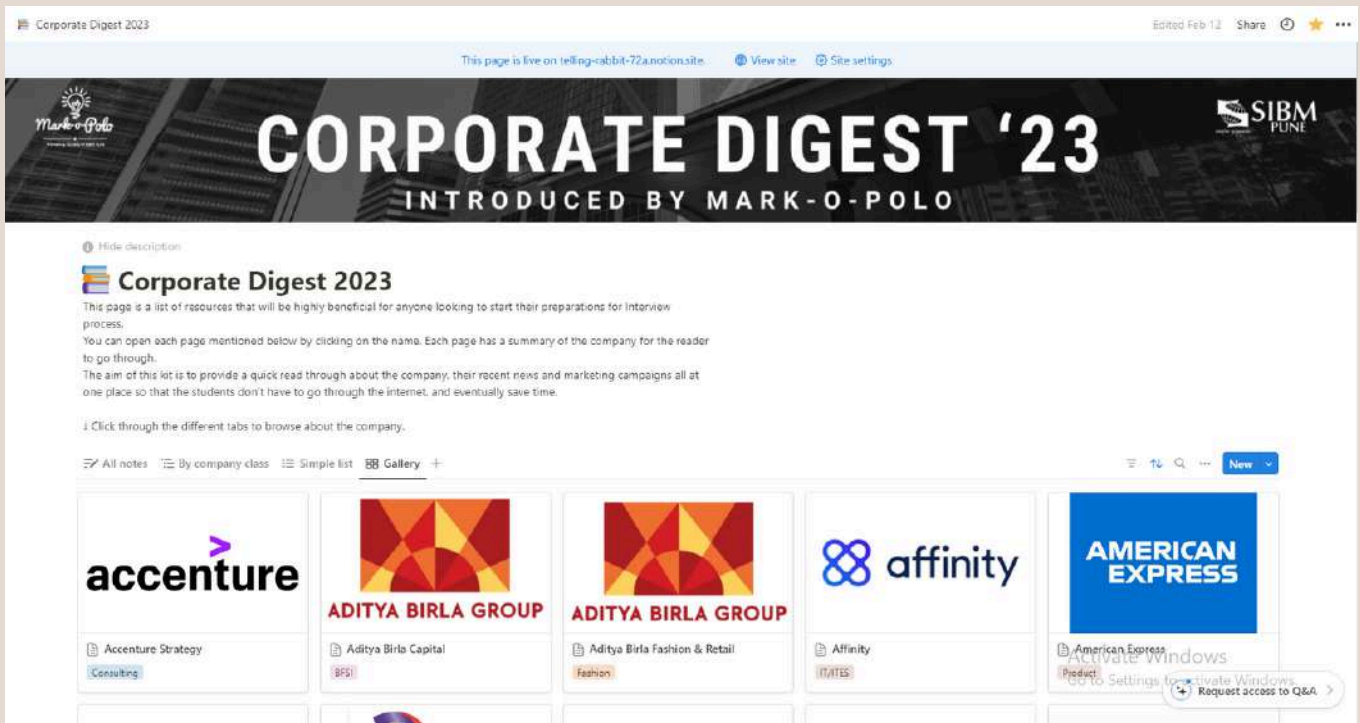
Benefit from Senior Mentorship: Gain valuable feedback from experienced seniors following each mock interview. They'll help you identify your strengths and areas for improvement, equipping you with targeted strategies to enhance your interview performance.

BREAKING BRAND

Breaking Brand is an exciting marketing event to extract and showcase the advertising and marketing talents hidden within these students. Through a series of challenging tasks in the competition, participants have the opportunity to demonstrate their marketing skills, creativity, and strategic thinking.



Breaking Brand unfolds in two riveting rounds – Firstly, an online Meme Challenge assessing creative thinking, and Secondly, an offline Final Showdown, featuring 3 sub-rounds on making on spot advertisements, strategies, promotional content and handling PR scandals. The aim is to prepare students for quick thinking and strategizing, finding white spaces and answering CEO level questions.



CRP KIT

The Mark-O-Polo team has developed the CRP Kit to gain insights into companies that participate in the campus recruitment program. This year, the team took the initiative to create a dashboard on Notion, enhancing the technical aspect of understanding company profiles.

The report was aimed at helping the MBA students prepare for the final placement process by giving them a clear understanding of the different companies and their operations. By presenting the information in a comprehensive and organized manner, we made it easier for the students to access and analyze the information.

The report also gave students a chance to explore different sectors and industries and gain insights into the latest trends and developments in the business world. The report provided them with the necessary information to make informed decisions during the placement process.

MARKETSHASTRA

MarketShastra takes place in January and is a multi-round marketing competition designed to challenge participants' marketing skills and creativity. It unfolds in three distinct phases:



Round 1: Fastest Finger First

The first round included participants demonstrate their quick thinking where the fastest and most accurate responses determined who advanced to the next stage.

Round 2: Marketing to the Moon and Back

In this submission round, participants were tasked with crafting a unique course centered on decoding extraterrestrial messages, transforming this concept into a professional skill. The goal was to develop and market this course effectively.



Round 3: The Final Frontier

The final round was an offline event held at SIBM Pune, where the winners from Round 2 competed in a series of final challenges designed to test their comprehensive marketing abilities.

SPEED



SELLING

Speed selling is a dynamic event by Mark-o-Polo where participants deliver a one minute pitch to sell a product to the judges. Speed selling simulates the fast-paced world of marketing, where marketers must communicate the value of their products quickly and effectively. The participants are judged on various parameters which are the traits that are crucial for the world of sales.

Effective Communication Skills: It provides an opportunity for participants to develop effective communication skills, which are essential in the fast-paced world of marketing.

Improved Marketing understanding: It can help participants improve their marketing understanding. By receiving feedback from judges, participants can gain insights into the strengths and weaknesses of their pitches.

Creativity: This event has creativity at its core. The products that the participants have to sell are challenging and quirky ones. The last thing you want is to deliver a dull and boring pitch to the judges.

SUIT -UP FOR SUMMER

Mark-O-Polo gave the junior batch a head start on their summer internships with "Suit Up for Summers." This program offered a series of workshops led by experienced second-year MBA students. These workshops provided practical advice on how to prepare for and thrive in summer internships within the corporate world.



Students from all specializations could attend these sessions, which ran for about 2-3 weeks.

Here's what students gained from "Suit Up for Summers" :

- Insights from seasoned peers
- Actionable tips for success
- Clear answers to your questions
- A glimpse into various industries
- Real-world knowledge



MARK-O-TIMES

Mark-O-Times is a newsletter series designed to provide weekly updates on the latest developments in the marketing industry like retail marketing, iconic marketing campaigns, brand ambassadors, and brand narratives.

Stay ahead of the curve with insights into the latest technological advancements and their implications for marketing. We'll explore how these innovations are shaping customer behavior and how you can leverage them to reach your target audience effectively.

Deconstruct iconic marketing campaigns, analyzing their impact and the key ingredients that made them legendary & delve into the art of brand storytelling, discovering how to craft compelling narratives that resonate with your target audience.

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WANT YOUR WRITING TO BE PUBLISHED AS WELL?
Send us your article at markopolo@sibmpune.edu.in

POOJAN AGRAWAL
Rapido launches its new brand campaign - "5 Nahi Toh 50" guarantee

AVISHI GUPTA
Spotify's Newest Marketing Move | Spotify Wrapped, Me in 2023 & Playlist in a Bottle

VARCHASVA KHULBE
Captivating your audience through humor - Old Spice's genius campaign

SONAKSHI KUMAR
Red Bull's Success with Dumping Bins

PRIYAM SRIVASTAV
How Bombay Shaving Company is making men's grooming experience smoother.

MARK-O-READS
THE WEEKLY MARKETING ARTICLES

ARTICLE BY: POOJAN AGRAWAL
INCOMING INTERN AT PROMIEE

SERVICE Page 11

RAPIDO LAUNCHES ITS NEW BRAND CAMPAIGN - "5 NAHI TOH 50" GUARANTEE

Guaranteed Auto

Click to see the video

Rapido, India's app-based commute service, is going to revolutionize commuting service with its innovative "5 Nahi Toh 50" guarantee auto campaign. This initiative promises users a confirmed auto allocation in five minutes of search time, and if the auto is not allocated, 50 Rapido coins would be rewarded. By offering the "5 Nahi Toh 50" incentive, Rapido directly addressed the challenge of finding autos promptly, especially for women who frequently face limited options and potential safety risks. This commitment to customer satisfaction is poised to revolutionize commuting in major Indian cities such as Delhi, Mumbai, Chennai, Pune, and Bengaluru, offering unparalleled convenience and greater user happiness.

Youtube Ad campaign
Rapido Auto = 5 Minute Auto

Rapido's auto solution or guaranteed auto campaign takes center stage in three humorous ads featuring female leads, accompanied by a catchy and memorable jingle. This "5 Nahi Toh 50" campaign signifies a significant shift and a transformative change in how commuters access auto services, making it a game-changer for the struggling citizens.

ARTICLE BY: VARCHASVA KHULBE
INCOMING INTERN AT ASIAN PAINTS

ICONIC CAMPAIGNS Page 13

OLD SPICE'S THE MAN YOUR MAN COULD SMELL LIKE

The campaign, launched in 2010, was driven by a key insight: 60% of body wash purchases are made by women. How could the company provoke a conversation between couples? "The Man Your Man Could Smell Like" was created to do just that. Developed by Wieden + Kennedy, the commercials featured actor Isiah Mustafa, speaking directly to the camera in a humorous and over-the-top manner. The ads were full of absurdity & hyperbole, showcasing Mustafa in a variety of humorous and outrageous situations. It was launched online in the Super Bowl weekend with buzz fueled by a media that targeted environments where couples would be watching together.

WHAT MADE IT SUCCESSFUL ?

Humorous Content: The humor was a key element in capturing audience attention and making the commercials memorable. The virality of the commercials was owed to the clever and witty scripts which helped Old Spice garner millions of views on YouTube. This strategy increased their reach and engagement, especially among younger, tech-savvy audience.

Interacting with Audience: Old Spice took interactivity to a new level by responding to individual users on social media platforms in real-time. This personalized approach bolstered the virality of commercials, all the while creating a sense of direct engagement and thus making the brand more relatable. *Here's an example.*

MARK-O-READS

Mark-O-Reads is a strategic marketing initiative aimed at exploring a multitude of brand stories and iconic campaigns from various companies. This effort enables students to gain invaluable insights into these companies' marketing strategies and methodologies, thereby enhancing their understanding of the industry landscape.

We handpick a variety of brand stories and iconic campaigns from diverse companies across industries. This allows you to explore a broad spectrum of marketing approaches and understand how they adapt to different markets and audiences.

We don't just present the stories; we delve into the details. Our team analyzes each campaign, unpacking its key components, target audience strategies, and the overall marketing methodology employed.

MARK-O-MANTRA



Mark-O-Polo has redefined digital engagement for marketing interest with our latest innovation, Mark-O-Mantra. This series breathes life into conventional marketing case studies by transforming them into captivating stories, narrated by our talented students. Each episode weaves theoretical marketing concepts with

practical, real-life scenarios, highlighting the ingenuity and analytical skills of our students. The goal of "Mark-O-Mantra" extends beyond simple engagement. We're building an active community of informed learners and future leaders, sparking their enthusiasm for marketing with content that educates and resonates deeply.

THANK YOU



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