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Page 9/31

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responsible for the
launch of India ' s first
Marathi OTT channel

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and manage the brand 's end-to-end marketing duties, including creative communication, content marketing, and media ...

IdeateLabs wins
360-degree marketing
mandate for Planet
Marathi

For decades, brands have chased the goal of creating a 360-degree

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view of the customer.

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survey, 33% of CMOs
cited brand strategy as
their primary and most
vital strategic capability,

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even above marketing analytics. This represents a huge shift compared to the previous ...

Brand Strategies Have Evolved. Today, Data Beats Intuition

Nanda Tiwari, the founder of Nanzvision, has a remarkable range of experience in digital marketing. Nanda ' s

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organisation 360

Nanzvision 's mission is
to assist established and
start-up brands in
scaling up ...

How Nanzvision is
helping brands scale up
their business through
digital marketing
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gaffes that are most
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reputation as evidenced by the big stories of the last five years. Four years ago, several United Airlines crew members had a paying ...

3 brand and communication mistakes PR professionals make
For the longest time, legacy brands been

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unable to rely on the familiarity of their iconic names to impress younger consumers. As direct-to-consumer (DTC) and ecommerce brands have used their online ...

Taking a Page From
DTC Brand Strategies,
Gap, Aldo Look
Backward—and
Forward—to TikTok

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How have they brought an increased focus on ensuring their organizations, talent and strategies are free from bias and as inclusive as possible? Where is marketing leading and where is it lagging?

Deepening Diversity,
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and students interested

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in research positions find more employment opportunities with a master ' s degree.

Marketing programs can include courses in advertising, branding, consumer behavior ...

Online Marketing Master's Degree

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on packaging ideas, branding, and logos, and ensuring you include this feedback on your strategies. Positive relationships with ...

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Branding is the marketing strategy used by firms to differentiate ... Handlin graduated

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from Harvard and holds advanced degrees in marketing from Columbia and New York University.

The Significance of Branding as a Marketing Strategy on Consumer Behavior

Tapping into the potential the digital age presents, the brand under its Zest Originals

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... we are looking to
augment our 360-degree
proposition by
expanding our digital
footprint.

Zee Zest takes a digital-
first approach to
augment its 360-degree
presence

The 360-Degree
Camera Market is
expected to exceed
more than US\$ XX

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Million by 2024 at a
CAGR of 34% in the
given forecast period.

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report includes a
detailed ...

360 Degree Camera
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The PR mandate includes working on the strategic 360-degree counsel, financial communication advisory, brand building, corporate reputation management, consumer, and stakeholder engagement as well ...

Strategic Growth

Advisors wins PR

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mandate for Radio City

Spread across different verticals, his brand is already making waves on the internet for providing 360-degree services to ... Luca ' s move to leverage digital marketing is already doing wonders ...

Sportswear brand

Calciatori Ignoranti ' s
digital strategy works

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big time Strategy 360

Brand story is at the core of what we do at our consultancy.

Working directly with CEOs and leadership, we identify marketing and ... anonymous surveys or 360-degree feedback.

When Recruitment Is
The Problem, Internal
Branding Is The

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4 SUV, per an
announcement emailed
to Marketing Dive.

Beginning June 14, the
auto brand is using
Pinterest's platform to
offer a virtual
experience for
consumers, including
the ability to take the ...

Volkswagen targets
Pinterest auto shoppers

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with virtual test drive

Higher edtech company upGrad has announced an advertising tie-up with Star Sports ... This is a part of the 360-degree campaign on TV, digital and social to talk about upGrad ' s MBA programs ...

upGrad enters into commercial partnership

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with Star Sports

Zoe Harris is the relatively new chief marketing officer at On The Beach ... in the holiday industry and sell only when there is some degree of certainty that a holiday will go ahead without ...

On The Beach's pandemic marketing strategy? Telling people

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not to spend money on the brand

The company will be responsible for the channel launch and manage the brand ' s end-to-end marketing duties, including creative communication, content marketing, and media strategy, planning and buying.

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IdeateLabs bags the 360 marketing mandate for Planet Marathi

IdeateLabs, the independent full-service agency, has won the 360 marketing mandate for Planet Marathi OTT in a multi-agency pitch. The company will be responsible for the launch of the marathi

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