



NORTHPOINT
CENTRE OF LEARNING

THE FOURTH ESTATE

VOLUME III
ISSUE II





FOREWORD

Welcome readers, to the second issue of The Fourth Estate! A lot has happened since the last time you turned the pages of this newsletter. The campus is a bit deserted as of now, with all the Northpointers off to complete their internships. The Brand Management and Marketing Communications batch is thriving in their sales and urban internship, while the Market Research batch is soaking up all they can at Nielsen. We finally have the opportunity to put the knowledge we have amassed in the last few months to practical use. For many, it is their first brush with the corporate world we will all be setting foot in soon. It has been a wonderfully steep learning curve for us all, and we can't wait for what the future has in store for us.

The last time we were all together on campus was during the 15th Annual Convocation held for the PGP batch of 2017-18. We spent the days leading up to the convocation in a complete frenzy to ensure a celebration befitting the occasion. We were thrilled to watch the students don their graduation robes and celebrate the start of a new era. Interacting with the alumni was undoubtedly a highlight. It was a pleasure to listen to them

recount their stories- a dozen different perspectives blending together to paint a vibrant picture of their life within these walls.

The one thing they had in common was that NCL had incontrovertibly changed them all. Every day had been an opportunity to learn something new, to become someone better, and we endeavour to keep up this tradition. This issue is a culmination of insights we have gained in the past few months, written and compiled by the students themselves. We hope you enjoy this issue as much as you did the previous one!

-Janhavi Mishra
President , NorComm

THE NORCONNECT COUNCIL

This council acts as a direct interface between companies seeking young talent, promotes industry institution partnerships and shares knowledge for innovation and development.

Meet the members of NorConnect here as you read along!



RITIKA PRIYADARSHANI, PRESIDENT
PGDRM
(Institute of Rural Management Anand)

- Trained Kathak dancer
- Lived in almost every state in India
- With the right music, she can make any spot the dance floor



SARANSH NAGAR, VICE-PRESIDENT
B.Com. Honors
(University of Calcutta, Kolkata)

- A part of the 1st division Bengal Cricket team
- Professional scuba diver
- A one-hit pranking wonder
- Probably has a Ronaldo shrine hidden in his dorm



SUPER BOWL SUNDAY

"Nobody counts the number of ads you run; they just remember the impression you make."

-Bill Berbach

The realm of advertising is so enticing that it grabs a hold of us hook, line & sinker and lures us to the purchase table. The day television ads came into being, the advertisers and companies knew they held immense power. The impact of a TV commercial is far more than a print or a radio ad. It appeals to our sense of sight and sound, which encourages most of our decision making. Every major study states that the effectiveness of television advertising outperforms all. According to a recent study, we can say that on an average, TV accounts for 90% of a viewer's video time.

During major televised events like the Super Bowl, the advertisements also play a major role in the process for the viewers. The championship game of the National Football League (NFL) held in the U.S – features many high-profile television commercials, colloquially known as Super Bowl ads. One such advertisement was 'Alexa loses her voice'. This ad was everywhere; it took the world by storm since its first viewing during the Super Bowl.

It appealed to the audience by having famous individuals as a part of their video. It featured outstanding people like the chef Gordon Ramsey, actress Rebel Wilson, Cardi B the singer, etc. It brought the humour factor to the table which people devoured.

Another Super Bowl ad which tickled our funny bone was the one Snickers came up with in 2016. A film crew is shown shooting the infamous scene where Marilyn Monroe is seen standing over a breezy subway grate, re-enacting the shot from The Seven Year Itch; except the person in the white dress is William Dafoe! He seems to be cranky and frustrated until someone hands him a Snickers bar and voila; a bite later, it was Marilyn Monroe again!

Advertisers use humour as an infallible way to grab



The 'Alexa loses her voice' ad



The 2016 Snickers ad

the attention of the viewers. That is deemed the first step to creating a successful advertisement. Moreover, these ads don't just have to grab the attention but also maintain it. The ad needs to engage the audience and entertain them rather than pitch to them. Psychologically, people are far more interested in advertisements that are humorous instead of the serious and factual ones.

On the other hand, we have ads that inflict an emotional response from the people viewing it. Budweiser's 'Puppy Love' advertisement struck an emotional chord with its viewers. This brand has always aced the Super Bowl ads and this 2014 advertisement did just that. They talked about two

best buds and that that's what Budweiser stands for. It showed the love between a golden retriever and a horse; this friendship racked up tens of millions of views online and instantaneously became memorable, especially among all animal lovers.

The 'Like a girl' ad by Always touched the hearts of millions of people across the globe. It embraced an issue our world is currently trying to tackle; gender equality. In today's day and age, running or fighting like a girl comes off as an insult. This ad shows us how the youth perceives this statement as compared to children; how those kids are unaware of the restrictions on women in our society. Procter & Gamble hit bullseye with this campaign that launched during the 2015 Super Bowl.



P&G's 'Like A Girl' Campaign



Invoking sentiments in the audience by using audio and visuals is an art that the advertisers have mastered over the years upon seeing its effect on people. It gives a certain liberty to the advertisers to showcase a story through the ad. You make a more solid personal relationship when you're storytelling through sight and sound, connecting a viewer's emotions to your brand. These ads don't use logic or reason to provoke action; they target feelings and perceptions

Television advertisements allow the creator to have a free-flowing thinking process and bring their ideas to life on the silver screen. It is the most trusted form of advertising that is most likely to make viewers laugh, bring them to tears or trigger emotions. So now that we know how essential these advertisements are, we also know that companies use The Super Bowl event as a medium to promote their brand or product. It is a mass event that takes place and without the commercials, it loses half the excitement. It has been a platform for brands to bring out their creative side and showcase some of the best tv commercials to the world.

-Natasha Bhatia

BEHIND THE VEIL (PART 1)

What's the first thing that comes to your mind when you see a woman in a hijab? Chances are you feel bad for her. You might even think she's oppressed and forced to confine herself behind the veil. In all probability, you could be right about this for a large section of such Muslim women. But is that the only way to look at veiling as a practice?



A Muslim woman doing the namaz prayers

The all-male Islamic clergy generally prescribes veiling as a custom in which "good" Muslim women should engage; a proposition most men within the community agree with. The clergy often defends this cultural practice by arguing that men are particularly vulnerable to corruption through

unregulated sexual contact with women. They contend that the purpose of the hijab is the regulation of such contact. Hijab is a general term for modest dress code but there are differences in the form of veiling depending on your location. Therefore some women cover only their hair with a headscarf or hijab, while others cover the whole face with just a slit for their eyes which is called a niqab.

Similarly, there are other forms of the veil such as burqa, chador, khimar, shayla, abaya etc. Some countries like Iran and Saudi Arabia have therefore enforced the veil by law, in some form or the other, due to the belief in the regulation of contact between men and women

In fact, Saudi Arabia is among the strictest countries when it comes to Islamic laws and women. Whether or not these rules are true to what was meant in the Quran is another matter altogether; however, they believe that what they are enforcing on the citizens is what is required of them as good followers of Islam. Therefore women have had a number of restrictions on their freedom and up until this year, they were not even allowed to drive. The only way for them to travel was to be accompanied and driven by another man or to take a taxi with at least one other woman.

This, of course, in addition to all women being veiled at all points of time outside their home. In order to deal with this situation, women have



SIDDHI CHAVAN, MEMBER

BMS (Marketing)

(Bhavan's Hazarimal Somani College of Arts & Science, Mumbai)

- Plays the dhol
- Has wanderlust
- Connoisseur of Bollywood and Marathi music
- Foodie



A woman in Saudi Arabia with her driving license

begun to start using designer niqabs in order to still be stylish while being restricted to veiling. In this manner, they are adhering to the laws of the country but are also taking control of their freedom in some way by making their own personal decisions in terms of fashion. They are left with no choice but to do this since they could be fined, imprisoned or killed if they tried to defy the law and do away with the veil altogether.

In such cases, the feminist movement has brought to light the backwardness of the veil. Some Muslim feminists across the world have highlighted the historical fact that veiling as a practice was evident

long before the rise of Islam in parts of Arabia and the ancient Near East. Others have pointed out the verses in the Quran that refer to “men who guard their modesty and women who guard their modesty” (S. 33: 35). They have also pointed out that although the veil is enforced in certain countries, the Quran clearly states that there is no compulsion in religion (2:256).

For many, the veil is a mechanism for patriarchal control. They often cite the discourse of how it did not originate with Islam and is thus not a religious symbol, but rather a political one. For them, it’s a tool used by men to keep the women from living life on their own terms. However, it is important to note that the same piece of clothing may actually be a symbol of faith for others. For a large number of Muslim women, the veil is not really a backward practice at all.

(to be continued in the next issue)

-Zoe Vandrewala



ROSHAN MARAR, MEMBER

B.M.M. Advertising
(B.K. Birla College Of Arts, Science & Commerce, Mumbai)

- District level football and table tennis player
- Plays the mridangam
- Class Clown
- Bearer of Mallu snacks

PARACHUTE ADVANSED BODY LOTION

The body lotion segment of the Indian skin care market was an underpenetrated segment in 2011 when Marico decided to come up with its new product. By leveraging the legacy of the parent

brand *Parachute*, Marico came up with Parachute Advansed Body Lotion. Since the penetration of this segment was only 16% and was growing at a fast pace, it was the ideal decision to enter this market with their differentiated product proposition. There was an exciting legroom for new developments in this market as manufacturers continue trying to convince consumers to adopt skin care routines through various product

launches and aggressive marketing strategies.

Following the same path, PABL came up with a product that had the unique characteristic of having coconut milk as its primary ingredient; a first of its kind within this category. However, despite the product standing out amongst its competitors due to its distinguishing qualities and bottle shape, it soon began losing its market share.

To get a picture of why PABL has been losing its market share, the first step was to understand the brand’s awareness and the consumer’s perception of the brand, based on the parent brand’s attributes (Parachute hair oil). Since the competitor brands had a good footing in the market, it was important to understand where those brands lie in



Parachute Advanced Body Lotion

the eyes of the consumer. Amongst the two parts of the research, the quantitative study focused on the consumers' preferences and the aspects they considered while buying the product. On the other hand, the qualitative part of the study brought to light the consumers' view on the positioning of the product and gave an idea of the perceived functional and emotional aspects of the product.

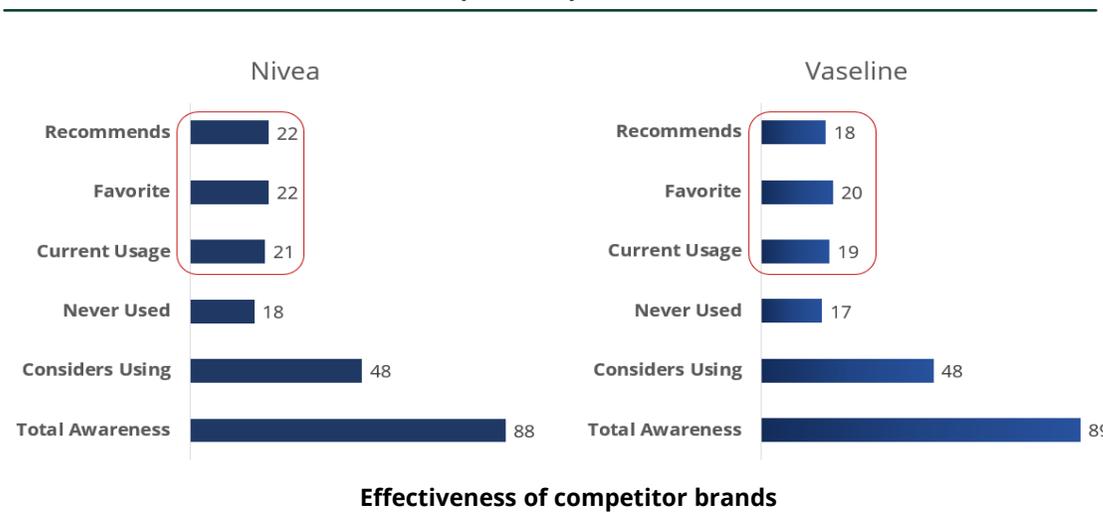
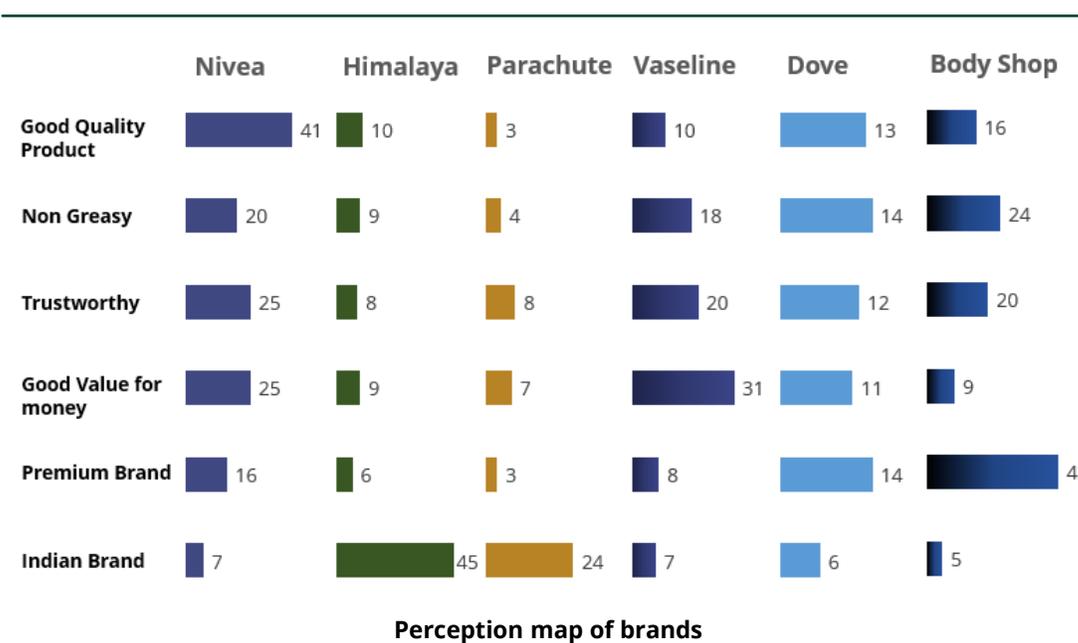
At the start of my research, I remember one respondent saying, "I have used this product before but now I don't even remember how the bottle looked like". That was a big revelation but I soon began receiving similar responses from the rest of the people as well. While all the other competitor brands were recalled spontaneously, PABL

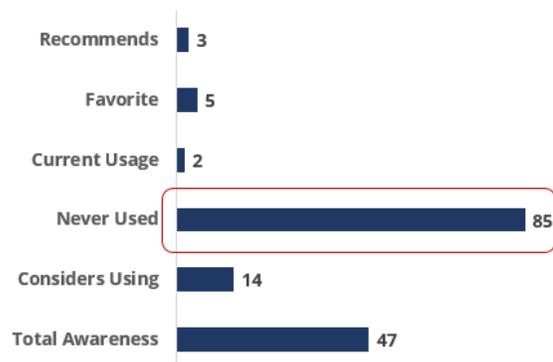
garnered the least recall from the respondents. Apart from that, I wanted to understand the perception about the brands that are available in the market along with what the consumers think and feel about PABL. This led to the plotting of the Perception Map of all the brands in this category. The pointers while creating the perception map were the factors that were considered after my interaction with consumers in the qualitative part of study.

From this map, we can derive that customers only recognise PABL as an Indian brand; nothing else comes to their mind. Thus, the effectiveness of the competitor brands in the category of moisturizing lotions are very different as compared to PABL. Competitor brands such as Nivea and Vaseline also had a much higher conversion rate from current usage to favourite brand to recommenders as compared to PABL.

The major reason why PABL has low effectiveness is because there are still a large chunk of people who have never tried PABL before.

Despite the large number of non-triers of PABL, there could still be some consideration to buy the product. This is based on influencing factors like





Effectiveness of PABL

recommendations from family and friends. But it was found that majority of them have not actually tried the product and hence rules out the possibility of even considering it. This also comes in tandem with the brand loyalty of the product.

When I tried to probe into other reasons for non-consideration and lack of loyalty towards the product, to my surprise, I found that majority didn't consider it as they weren't aware about this particular brand of lotion. They were oblivious to the fact that Parachute had more products than just hair oil. Some of the other insights found were that consumers are getting more and more inclined towards herbal and ayurvedic products, but are also still willing to try PABL because of the

legacy of the brand

Thus in conclusion, according to the study conducted, Marico should come up with ways to encourage more trial and usage of the product. This can be accomplished by first providing free trial packs of the product on the purchase of Parachute hair oil so that a trust for PABL can be built as well. A more effective communication strategy is also of utmost priority in order to create a brand pull. In addition to this, the distribution system must be fixed since there is a lack of availability of the product in malls and supermarkets, which is where the maximum purchases occur. Lastly, as there is a trend of moving towards ayurvedic or natural ingredients,

Marico should consider introducing a new variant with these ingredients. Implementing these little changes could help Parachute Advanced Body Lotion to come back on track and regain its market share.

-Oshin Zachariah



AAYUSHI SHARMA, MEMBER
BBA
(Guru Gobind Indraprastha University, Delhi)

- Listening to her commentary during horror movies will have you in stitches
- Loves dancing to Bollywood music
- Nonchalant 24/7

THE PERFECT CATALYST

Northpoint has served as a great milestone — a rare moment which closed one chapter and opened a new one. Rarely in our lives do we get such opportunities which allow us to make impactful turns toward the things we want and away from those things we may not.

More than any academic study could have done, my time at Northpoint enlightened me about the prejudices I held despite myself. While we were being immersed in the ocean of research, I learned that it was extremely important to be well read so that I can back up my opinions with logic, facts and numbers. I learned more than I could imagine while I was immersed in the diversity of my batch.

After spending 11 months with the same people, I was illuminated by the power of unity and diversity. I got a chance to learn something from each individual of my batch, may be it sports, philosophy, academics or human behaviour.

There are some unforgettable moments which will bring back the sense of petrichor on some rainy day (when I'll become aware of barrenness of busy life) while enjoying snacks around Lonavala and it will definitely make me want to relive this entire 11 months all over again.

Northpoint has also been an incredible experience because of the mentor we had, Mr Indranil Ray, who fostered values, meaning and strength and saw where I needed to improve where I often could



THE FOURTH ESTATE

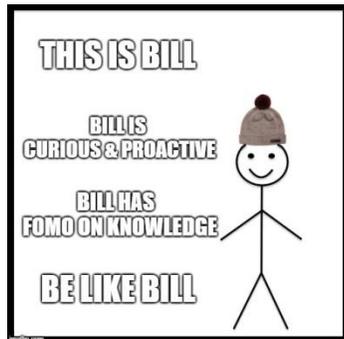


not. His expertise in media & education management helped me in moulding my proficiencies which later made me feel empowered and poised. It emanated true mettle by the end of this journey

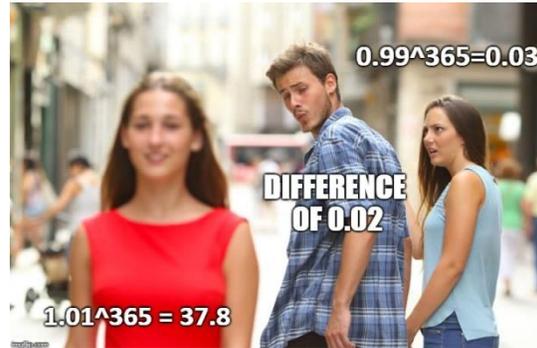
Northpoint has been a tryst with destiny, which I think is the best choice I could have ever made for myself. This journey has not only taught marketing, consumer behaviour and market research but also equipped me with the vital tools to keep in my arsenal. I could not imagine a better place to have studied. It will always be the cynosure of my life.

Amidst the alluring scenic of Northpoint, I've had immense learnings which helped me grow to become a better researcher and human being. Sharing a few of my learnings below:-

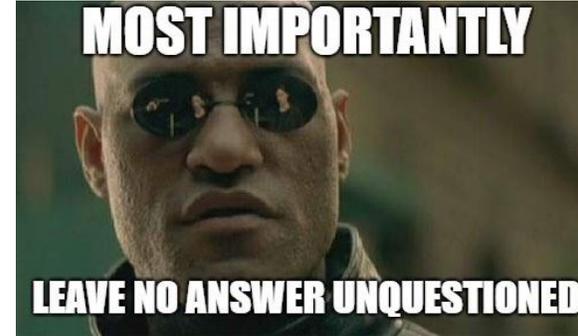
1. Be Like Bill: Have FOMO on knowledge. Read a lot & stay updated.



2. Knowledge compounds: The difference your 0.02 can make



3. Take challenges: Don't avoid the big wave, face them. Facing the wave causes the least turbulence



(The views expressed here are my own and do not necessarily reflect those of my current or past employers)

**-Aniket Shah
(PGPMR Batch of 2016-17)**



EDITOR'S NOTE



This month's issue of The Fourth Estate is presented to you by the 2018-19 batch of Northpoint Centre of Learning. In this issue, we have included riveting articles that we hope you enjoyed reading as much as the students enjoyed writing them!

For those of you who love quirky and emotional advertisements with a greater meaning, the Super Bowl Sunday article is a wonderful culmination of just that.

I hope you didn't miss the article written by one of our very own alumnus, a heartfelt commentary about the lovely time he had studying at this institute.

Another engaging student article that would have caught your eye is about the significance of wearing a hijab in women's lives, and society's perception of this practice. Watch out for the second part of it in the next issue!

The insightful article about the rise and fall of Parachute Advanced Body Lotion and its current scenario in the market was a pleasure to publish in this issue. The research was independently conducted by our batchmate herself!

And last but not the least, our NorConnect council has been introduced to you in the offbeat way we like doing it!

I hope this issue of The Fourth Estate has left an imprint on you the way it has on the students at Northpoint. This is, after all, what we do and why we do it!

For any suggestions or queries, you may reach us at:

newsletter@northpointindia.com

Natasha Bhatia
Editor,
The Fourth Estate,
Northpoint Centre of Learning.

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