



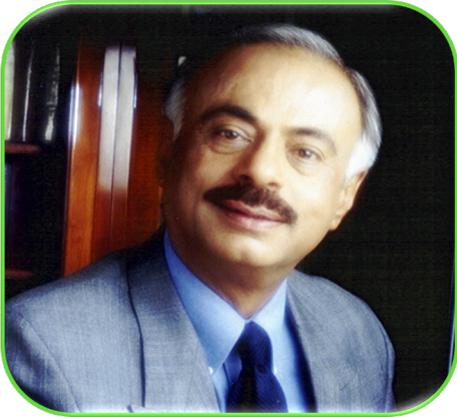
NORTHPOINT  
CENTRE OF LEARNING

# THE FOURTH ESTATE

VOLUME V  
ISSUE I



## CHAIRMAN'S FOREWORD



Class of 2020-21, alumni, visiting faculty, industry partners, and associates- welcome to the 1<sup>st</sup> edition of the newsletter, The Fourth Estate, edited and managed by the current batch.

It has been a little more than two months at the campus and the batch was settles into the learning process that we expect from a Northpointer. The central training model of the course is "Building Actionable Knowledge," and we have strived over the years to update the curriculum with the evolving times and deliver on the vision on which this institute is based.

In the quest for 'Building Actionable Knowledge,' Northpoint has defined and developed a UTM that ensures the student is 'Industry Ready' at the end

Chairman's foreword of the program. Key highlights of the Unique training Model are-

Curriculum designed by the industry to make all learning relevant and update.

- All learning is at the hands of practicing managers to bring real-life learning into the classroom.
- Practical learning through hands-on internships on live projects in Companies
- Mentoring program to support development. All training at Northpoint is designed to develop specialized skills in Brand Marketing & Advertising and Market Research.

Over 600+ graduates are currently contributing to large organisations or their own businesses and have built successful careers for themselves, Northpoint is not just another ordinary business school. The Northpoint Centre of Learning aims at promoting business success by empowering working executives and young professions with specialized knowledge and decision-making skills. Do enjoy this read and I wish the new batch the very best.

- Mr. Prem Mehta

## INTRODUCTION OF BATCH (2020-21)

The batch of 2021 started with a wave of excitement. Students from all walks of life and an array of experiences came together to be a part of the Market Research and Brand Marketing and Advertising course. Here are a few of our batchmates and what makes them stand out.



### SAKSHEE KALE

B.A. Journalism and Mass Communication  
(Vishwakarma University, Pune)

- Extrovert, and likes all things creative
- Diploma in Bharatanatyam
- Can be found baking cupcakes or cookies in her free time

### SREETHI DINESH

Bachelors in Business Management  
(St. Aloysius College, Mangalore)

- Quiet yet inquisitive
- Volunteered at various NGOs for social service
- Loves experimenting with food and has eaten a sting ray



### SARTHAK KAKKAR

Bachelors in Commerce  
(Delhi University, Delhi)

- The self-taught digital guy
- Has his own digital tech website
- Loves all things bright and colourful, just like his personality





## Out- of- Home Advertising

By Ashish Birajdar

People talk about multichannel or digital marketing these days but is advertising really impactful through these selected channels? As a brand they should focus on various mediums of advertising rather than sticking to one. Imagine a scenario where you were informed that out-of-home (OOH) publicizing can offer brands a 'speaker impact' over the other advanced and customary showcasing channels they currently use.

Outdoor advertising is one of the most underrated mediums of advertising. It is a good medium for driving brand awareness outdoor and has created a lot of impact on consumers. Outdoor advertising is cheaper as compared to other media, such as television and print media. It includes billboard advertising, point of sale advertising, retail advertising, vehicle advertising amongst others. Outdoor advertising is getting more and more creative and edgy through installations and interactive outdoor advertisements.

Digital media is shifted peoples mind from outdoor advertising it's important to remember that outdoor advertising is far bigger than other media. It is a common misconception that outdoor advertisements do not target any specific group.



Unibic Cookies Hoarding





## Ponds Curtain Campaign by Ogilvy

For example, an outdoor advertising placed near a college would be consumed more by the students and thus, is a good location to promote a youth-oriented brand. On the other hand, and advertisement placed near workspaces would appeal more to the working class. Similarly, the use of vernacular customization would help connect with the locals of a certain region while it will not work for someone who can't understand the language. In today's era, marketing has shifted to digital platforms and many advertisers

are shifting to these platforms to create and promote their brand content. In spite of the growth in digital, outdoor reaches those who may not be reached through digital, giving both these platforms different audiences. Out-of-home advertising is such that a consumer comes across it multiple times by passing by the said advertisement. This creates recall and has the power to build brand consciousness and affinity.

Outdoor advertisement initially comprised of print flex but has grown tremendously over time. Digital boards which have LED screens that allow digitally animated advertisements to be displayed





have created opportunities to showcase brand ethos to the audiences. The various methods of outdoor branding include station media, Bus shelter, Hoardings, Skywalks, Transit boards etc. At first, plastic print was used, however, now prints which are made on cloths are used as the advertisers have become environmentally conscious.

When looking to optimize a brand's reach and visibility, outdoor works wonders and is considered a trusted form of advertising by the audiences. Using a marketplace to procure outdoor media placement and collect data for campaigns saves time and money that can be used to promote a certain brand in other ways. Out-of-home can prolong a campaign's life, and any brand, big or small, should review the benefits of outdoor while creating a marketing plan.

## BUTTERFLY EFFECT IN BUSINESS

By Sreethi Dinesh

The term "butterfly effect" was coined by meteorologist Edward Lorenz, who discovered in the 1960's that tiny scale changes to the starting point of his computer weather models resulted in anything from sunny skies to violent storms—with no way to predict in advance what the outcome might be.

The Butterfly Effect means that simple and small actions leads to larger results or rewards. The concept referred to as the *butterfly effect* is often used to emphasize the significance of minute occurrences. The principle is explained usually this way - If a small butterfly flaps its wings, the changes that it makes to the air and environment around it could eventually cause a typhoon.





The Butterfly Effect is the phenomenon where a little shift in the first conditions may pile up as time passes, and finally create and cause a larger effect. When we look deeper into the Butterfly Effect, we understand that little, inconsequential activities can influence or advance into incredible outcomes. In short, butterfly effect can have both positive and negative outcomes so it always necessary to ensure that the results turn out to be positive.

The greater part of the worldwide firms are currently presenting little changes in their firm through

innovation, promoting blend techniques, and driving production on a huge size of greatness to determine a significant impact on business sectors. P&G, Kellogg's, Nestlé, Unilever, Apple, and Samsung have encountered this impact in their business development.

Most firms use such effect by making a small change in their strategy with regard to produce, price, place, promotion and posture (developing corporate image) to gain higher market share and profit in a short span of time.

The economic, social, cultural and political conditions in which a business sets up have vital influences on the success or failure of a business. Lorenz found that the smallest change in the preliminary conditions created a different





outcome in weather predictions, and we can consider the same to be true for businesses as well. The first few months and years of a business are a crucial time when rates of failure are highest and the basic brand identity gets formed. Any of the early decisions made, achievements, or mistakes made have the potential to be the wing flap that creates a storm.

Marketplaces are chaotic systems that are influenced by tiny changes. Businesses keep evolving and it is also necessary for them to continuously make changes to their positioning message and design along with time. So small changes like image style, new colour scheme for brand or even slight adjustments to logo, similar to butterfly flapping its wings, could result to massive impact on business. Always the small change

like image style, new colour scheme for brand or even slight adjustments to logo, similar to butterfly flapping its wings, could result to massive impact on business.

Always the small changes which haven't been checked or considered correctly has the tendency to create major negative impact.

In terms of business, treating people the right way adds to increasing the business than any amount which is spent heavily on advertising or marketing.

- Employees - If the employer deals fairly and positively with the employees, it can be observed that the employees in turn will do the same to their customers.
- Customers- A customer complaint or a problem raised by a customer must be considered immediately on receipt as the business





becomes liable for it. This positive experience will bring more trust in the company.

- Stockholders - Looking after their preferences and treating the stockholders as important resource helps to maintain a good relation with them and in turn it will help the business to prosper.

The above mentioned points shows the importance of valuing everyone and how it can help us in our growth. All these small and simple actions taken will help us in achieving greater success and good results.

The reality is that small changes in a business may or may not have a massive effect and it is also impossible actually to know how it will turn out until it is tested, analysed and repeated.

If we use the butterfly effect principle in businesses, that is, changing small elements in a considered manner, it becomes the best and most valuable way to power up the business brand by creating brand value and recognition.

## EVOLUTION OF BRANDING

**By Rutu Patil**

The word brand was derived from the Scandinavian word "brandr" which means to burn. It was first used to describe a piece of wood and then a torch. Roughly five thousand years back the Harappan and Mohenjo-Daro civilization came into existence in Asia and Egyptian civilization in the African continent. They all had their distinct and unique architectural and sculptural design which distinguished them





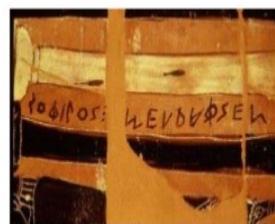
from the rest of the world. Still today an archaeologist can distinguish a Harappan civilization coin from an Egyptian civilization coin because they have distinctive features. So, it is safe to say that the meaning of the brand transformed with the evolution of human beings.

During the Iron Age (825-336 BCE), temples and palaces controlled the socio-economic activities of the community. There was a surge of entrepreneurial culture during this time. As competition increased, branding was required to distinguish their creation from others. Potters started branding their works as early as the seventh century BC and Sophilos was the first Athenian potter to identify his work. The Greek evolution around the 6th century had led to

an entrepreneurial culture, and a look at the pottery industry of that time reveals the fact that in Greece, potters were making wares targeted at specific markets. Some potters were designing artistic wares and branding them to guarantee the content and also to market an image of value, power, etc. The term brand became extended to branding as an act wherein humans were stamped with embers or hot iron rods (also known as pyroglyphics) to identify harlots or wrongdoers and also for the identification of animals.



Marking of pottery by craftsmen & painters



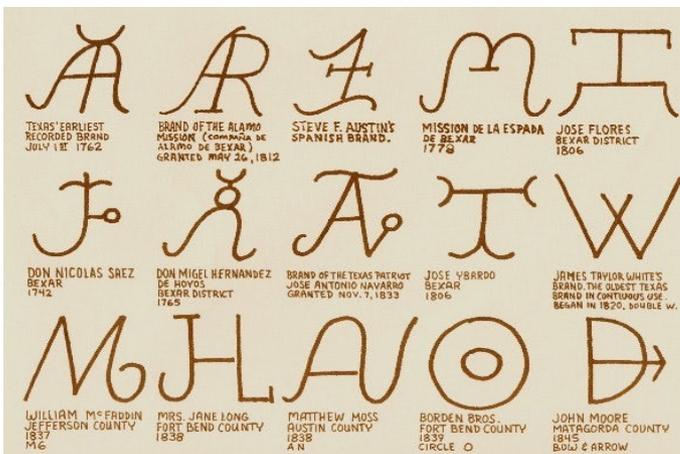
In the 1500s the sole purpose of





branding was to show ownership. People began to brand cattle ranch with distinctive and easily identifiable icons. Each cattle ranch was given a unique branding mark.

and colours legally registered or established by use as representing a company or product. These gained popularity in the 1870s and was the first occurrence of branding as intellectual property making it possible for companies to claim or declare a product as their own.



**Ancient cattle branding**

The 1750's industrial revolution led to mass production of goods which meant more variety for consumers to choose from. With increased competition, it became necessary for all the companies to stand out and take ownership. This led to the innovation of trademark. It consists of words, phrases, symbols, designs, shapes,

Int. Cl.: 22  
 Prior U.S. Cl.: 7  
 United States Patent and Trademark Office  
 10 Year Renewal

TRADEMARK  
 PRINCIPAL REGISTER  
**SAMSON**



SAMSON OCEAN SYSTEMS, INC. (DELAWARE CORPORATION)  
 200 THORNTON STREET  
 FERNDALE, WA 98248, BY ASSIGNMENT, CHANGE OF NAME AND ASSIGNMENT FROM TOLMAN, JAMES F. (UNITED STATES CITIZEN)  
 BOSTON, MA

SUCH FACSIMILE REPRESENTS PICTORIALY THE SCRIPTURAL CHARACTER SAMSON IN THE ACT OF SLAYING A LION.  
 FOR CORDS, LINES, [TWINES] AND ROPES, IN CLASS 7 (INT. CL. 23)  
 FIRST USE 1-1-1884; IN COMMERCE 1-1-1884.

SER. NO. 70-011,210, FILED 4-7-1884.

**Oldest US trademark**

1870s to 1920s can also be considered as the era of invention for the branding industry with the rise of technology, companies, and print media. The highlight of the era was the iconic Wright Brothers' flight which served as a perfect model for innovation and creativity. This era also saw the birth of several





companies such as Coca-Cola, Ford, Motor, Chanel that eventually became leading brands around the world. These brands were also first of their kind, which made them instant industry leaders. Brands also started using newspapers and magazines wherein they could use words, logos, and illustrations to make their mark and differentiate themselves from the rest.



1920s Coca-Cola advertisement

From the 1920s to the 1950s companies took advantage of different mediums such as radio and television by sponsoring.

shows and creating commercials. Branding came to life through radio jingles, catchphrases, targeted messaging, visuals, words, and sound. It became audible, memorable, and relatable.

The post-World War two era led to change in product manufacturing and consumer culture. The post-world war era saw the transformation in both mass production and consumer culture. Companies started using modern forms of branding such as billboards, packaging, subway signs. TV commercials became prominent with the introduction is coloured TV in 1953. Brand management eventually became a part of the marketing industry with increased competition solely to create a unique identity for a company or a product. During this era, brand managers understood the





importance of understanding and analysing consumers and their needs. This gave an emotional change to branding techniques and it moved from informational to intimate.

It was between the 1960's to 1990's that companies realized the importance of staying relevant and catering to changing trends. This was when brand repositioning and revamping came into place. This era even led to an evolution in the retail industry. They realized that they could curate their offerings and position themselves better. This led to better quality products and improved brand reputation.

Since the rise of the digital world, the branding industry has transformed. Today, branding has become more data-driven and



Evolution of Walmart logo

strategic. With new ways such as URLs, hashtags, keywords, etc there are numerous ways to increase your brand awareness. Also, brand reputation is not just word of mouth anymore it's a word of review as well as online reviews have power over a brand's perception. Every brand today is trying to form an emotional, "do-gooder" image by getting creative and trying to stand out through community involvement and engagement.

Today, brands have finally figured out how to break through the clutter and capture the attention of





consumers after decades of experimentation and advancements. Their only goal is to turn an indifferent audience into brand loyalists while maintaining a good brand reputation.

## THE CONSUMER PSYCHE

By Sakshee Kale

The term 'Brand' always takes us in the direction of a product or a service. Just the mention of it might have immediately brought to your mind one of the iconic logos that is associated with your favourite brand or probably the tagline that is waiting to roll off your tongue. A brand is an identity, a mark, a logo or a sentence that companies use to distinguish their product from the rest. We are all continuously

surrounded by brands- using them, wearing them, consuming them in every way possible. According to a report published by Agility PR Solutions, just 23 percent of today's consumers say they have a relationship with a brand which creates quite the conundrum for brand strategists, marketers, and PR professionals.

The experimental nature of the consumer creates more opportunity for new brands while it also keeps the established brands on the edge, pushing them to work and rework on their communication. No brand can get too comfortable in today's highly competitive market as they need to constantly appeal to the consumers while keeping themselves relevant. This is where psychoanalysis comes in.

Sigmund Freud, who was an





American neurologist and founder of psychoanalysis, coined three theories about the human psyche- Id, ego and Superego. An individual's feelings, thoughts and other complex behaviours are the result of interactions between these three and are developed at different stages of the human growth. Id determines our primitive drives and impulses; ego is developed from the id and it suppresses the id. Superego holds together our ideals and gives us the understanding to distinguish wrong from right.

Psychoanalysis theories are a part of the consumer behaviour and determine an individual's buying habits. Brands try to position themselves, in consumers' minds, in a way that the consumer desires a brand. All are planned and

calculated decisions are made by the superego. Buying something which is a requirement and rationalising it by pros and cons is what superego does. Id is responsible for impulse buying and marketers take good advantage of this through teleshopping as well as retail placements. Picking up chocolates while billing out is triggered by our id. In most situations, id, ego and superego work hand in hand and it's difficult to separate one from the other.

Buying a car is a process in which the consumer recognises the need for a car and understands why they should buy a certain car. Superego encourages the comparison of different brands while id pushes to go for the best. Ego suppresses the id and with the help of superego and ego, the customer makes a rational choice.





Dairy Milk Silk advertisement

Marketeers use appeals to connect with the consumer's deepest wishes, fantasies, fears and desires which are all born from the interactions between the id, ego and superego. Here are some examples to understand this

better. This ad, created by 'Children of the World (India) Trust', sends a clear message of adopting a child, appealing to the wish of those who cannot reproduce.

Dairy Milk has always played on the desire factor which makes the audience crave for chocolate after viewing the advertisement. This campaign by 'Courage India', vividly demonstrates the harm caused to the lungs due to smoking, appealing to the fears of smokers.

Consumer behaviour is a constantly evolving science. Earlier, the



Children of the World Trust- Adoption campaign





**Courage India -Anti-smoking campaign**

Consumers were considered passive where the marketers made decisions for the consumers in terms of brand preference. However, the consumers are now aware and active. This has resulted in the evolution of brand communication. Something which works for certain brands and its consumers might not work for others.

Anything used in immoderation could result in the communication losing its appeal and, in turn, not getting favourable results. For instance, the images on cigarette boxes are often ignored because

though they are trying to work with fear, it is used aggressively, causing people to overlook it. This is why brands need to be extremely careful about not overusing appeals and keeping it simple and as indirect as possible.

Psychoanalysis is a powerful tool for marketing, yet, it needs to be used after thorough understanding of the consumer to create an effective communication. Unless a brand does not appeal to a consumer in a way that the consumer feels a connect with the brand, there is little to no chance that the brand will stand out in today's extremely competitive market.





## EDITOR'S NOTE



From wide open skies to the small portable screens in our pockets, this month's issue of The Fourth Estate shall cover everything in between. Through the witty words of the students of 2021 batch, we shall present an attention-grabbing array of articles which are nothing less than food for thought.

Beginning with a journey from 2020-2021 is our first article talking about the impact of 'Out-Of-Home Advertising' and its evolution over the years. For an

interesting take on marketplaces, we have "Butterfly effect in Business" giving a brief description of the cause and effect in the intricacies of business.

To offer insights into one of the most crucial parts of any Marketing organization we have the article about the "Evolution of Branding". And finally, a thorough search into what goes on into the mind of a consumer, gives an eye-opening result about how the Brands utilize these features of psychoanalysis to manipulate the consumer psyche.

Hopefully, this month's article would awaken and quench the curiosity of your minds as much as it did for the students who wrote them.

For any suggestions or queries you may reach us at:

[newsletter@northpointindia.com](mailto:newsletter@northpointindia.com)

**- Sunanda Gautam  
(Editor, NorComm)**





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