



**MARK IN MIND**  
*The Marketing Community*

**SEPTEMBER 2025**

MARK IN MIND'S MONTHLY  
**MARKBUZZ**

Sri Guru Gobind Singh College of Commerce, University of Delhi

Exploring campaigns, creativity  
and conversations in marketing

Curated by  
The MarkInMind Team

**FIRST EDITION**

Convenor - Ms. Saakshi Bhandari



2025-26

# PREFACE

We are pleased to present the inaugural edition of the Marketing Bulletin by MarkInMind. This publication aims to capture the dynamism of the marketing world while offering students a platform to explore and engage with ideas beyond the classroom. It seeks to cultivate curiosity, critical analysis, and a deeper appreciation of marketing as both a discipline and a practice shaping society.

Through researched articles, insights on emerging trends, and creative perspectives, this bulletin reflects our commitment to providing content that is relevant and enlightening. Each contribution has been crafted to encourage readers to connect theory with practice, while fostering a culture of inquiry and innovation. In essence, this publication serves as a source of knowledge and a stimulus for dialogue, reflection, and fresh thinking.

Our vision for the Marketing Bulletin extends beyond its role as a resource. It underscores the enduring relevance of marketing as storytelling, strategic problem-solving, and value creation. By framing complex ideas in accessible yet thought-provoking ways, this initiative encourages readers to approach marketing not merely as an academic subject, but as a force shaping businesses, cultures, and societies.

As we launch this first edition, we look forward to establishing the Marketing Bulletin as a credible and lasting source of learning. We hope it engages readers meaningfully and provides inspiration to those seeking to understand marketing's impact through theoretical and practical lenses.

2025-26

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# PRINCIPAL'S NOTE



**Dr. Jatinder Bir Singh**  
Principal

**Sri Guru Gobind Singh College of Commerce**

It gives me immense pride to witness the launch of the first ever edition of MarkBuzz, the Marketing Bulletin by MarkInMind - The Marketing Society Sri Guru Gobind Singh College of Commerce. This initiative reflects the creativity, critical thinking, and dedication of our students as they explore the evolving landscape of marketing.

In a world where consumer preferences and business practices are changing rapidly, marketing stands as both an art and a science; requiring innovation, strategy, and adaptability. This bulletin captures that very essence, offering students a platform to share insights, analyze trends, and showcase their perspectives on real-world marketing challenges.

I encourage readers to engage with each article with curiosity and an open mind, for within these pages lie ideas that can inspire, challenge, and transform.

My heartfelt congratulations to the Convenor, faculty mentors, and the talented team of Mark In Mind for curating such a meaningful initiative.

I am confident this bulletin will serve as both a source of learning and a testament to the spirit of our institution.

# CONVENOR'S NOTE



**Ms. Saakshi Bhandari**

**Convenor, MarkInMind**

**Assistant Professor Department of Commerce**

I am delighted to introduce the first ever edition of MarkBuzz, the Marketing Bulletin by Mark In Mind - The Marketing Society of Sri Guru Gobind Singh College of Commerce.

This bulletin is a platform created to capture the dynamism of the marketing world while giving students an opportunity to explore, express, and engage with ideas beyond the classroom.

Through thought-provoking articles, insights on emerging trends, and creative perspectives, the bulletin reflects the curiosity and passion of our team. It is designed not just to inform, but to inspire readers to think critically, innovate boldly, and connect theory with practice.

I hope this initiative becomes a valuable source of learning and inspiration for all those who wish to understand marketing as more than a discipline—as a way of storytelling, problem-solving, and creating impact.

My heartfelt appreciation goes to the entire Mark In Mind team for their vision, creativity, and dedication in bringing this bulletin to life.

# PRESIDENT'S NOTE



**Nimit Garg**  
**President, MarkInMind**  
**BBE, 3<sup>rd</sup> year student**

I am proud to introduce the first-ever edition of MarkBuzz, the Marketing Bulletin by MarkInMind. Marketing here is more than a term; it is an avenue of expression, innovation, and exploration. It means challenging conventions, experimenting with ideas, and showcasing the impact of student creativity fueled by passion. Within these pages, you'll find strategic insights, campaign perspectives, and learnings shaped by dedication and curiosity.

This bulletin is for everyone, whether just beginning to explore marketing or already familiar with strategies shaping today's digital landscape. Every contribution and feedback sustains our society's growth. I encourage you to read, reflect, and share your ideas in this dialogue.

I sincerely appreciate the MarkInMind team whose creativity and commitment made this edition possible. As we present it, we invite you to learn, experiment, and explore marketing as both a subject and a dynamic practice. Together, let's embrace challenges, learn from experience, and make marketing a rewarding journey.

# Rajasthan Tourism Hits the Road with FlixBus

TAKING HERITAGE GLOBAL

Rajasthan has partnered with FlixBus to promote “Culture on Wheels,” turning buses into moving billboards wrapped in vibrant visuals of its palaces, deserts, and festivals.

Rajasthan flipped the format, it turned a moving bus into a moving campaign. The coach becomes a cultural ambassador for Rajasthan abroad promoting Indian tourism, sparking curiosity among audiences on roads in and out of the country.

The campaign kicked off with a launch in London, with the Indian High Commission officials and FlixBus leaders in attendance. They have created interactive buses with QR codes linked directly to Rajasthan Tourism’s portal, inviting commuters to explore more. This fusion of tech and tradition makes Rajasthan’s story accessible with just a scan.

**Global Spotlight:** By tapping into FlixBus’s international routes, Rajasthan gets Global spotlight, Everyday reach and Interactive touch all wrapped in one. Instead of static ads, moving buses create repeated visibility across cities.



**Rajasthan turned buses into cultural ambassadors, blending mobility with heritage to give its tourism global, everyday, and interactive visibility.**

In the crowded world of tourism marketing, this campaign shows how mobility and heritage can merge. Instead of just telling people to visit Rajasthan, the state quite literally drives its culture into the everyday lives of travelers.

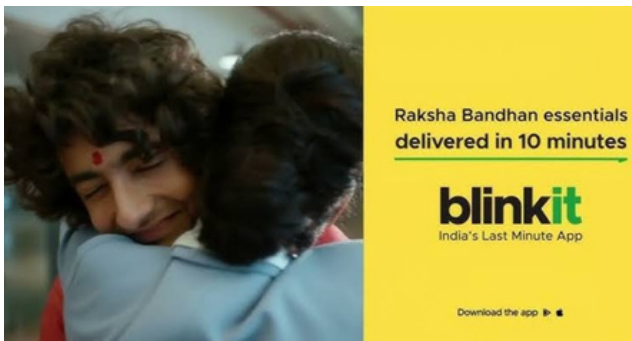
**-Saksham Handa, B.Com (Hons)**

# Blinkit Delivers Raksha Bandhan in 10 Minutes

## A MARKETING MASTERSTROKE

Festivals in India aren't just about rituals, they're moments when emotions, family, and commerce intersect. Blinkit finds the exact intersection of panic and love, and parks a 10-minute delivery bike there.

Blinkit spotted this sweet spot during Raksha Bandhan 2025. The result? #RakhiIn10Minutes became both a laugh-out-loud cultural moment and a sales driver.



this sweet spot during Raksha Bandhan 2025. The result? #RakhiIn10Minutes became both a laugh-out-loud cultural moment and a sales driver.

Blinkit cleverly tied this cultural insight to its core promise: delivery in 10 minutes. With cheeky taglines like "Faster than your brother's excuse", the brand instantly struck a chord

Blinkit created a 360° digital experience: Social Media: Witty creatives and sibling memes turned into shareable content. User Interaction: Customers posting funny sibling stories with Blinkit tags stood a chance to win hampers. Brand Banter: Rival Zepto jumped in with counter posts, sparking a mini quick-commerce showdown.

Blinkit saw a 40% spike in rakhi orders, from sweets to rakhis, dry fruits, chocolates, and gifts. Smart cultural positioning transformed Blinkit from just a grocery app into a true festival savior.

Tapping into sibling chaos gave the campaign instant relatability and emotional pull. It had playful messaging that quickly turned into viral memes across platforms. Blinkit's 10-minute promise was highlighted seamlessly and naturally throughout the festival narrative.

By turning last-minute forgetfulness into an opportunity, Blinkit didn't just sell rakhis and sweets, it sold peace of mind, joy, and emotional rescue, all delivered right to your doorstep in under 10 minutes.

-Ananya Jain, B.Com (Hons)

# Amazon's Winning Formula of Product Placement

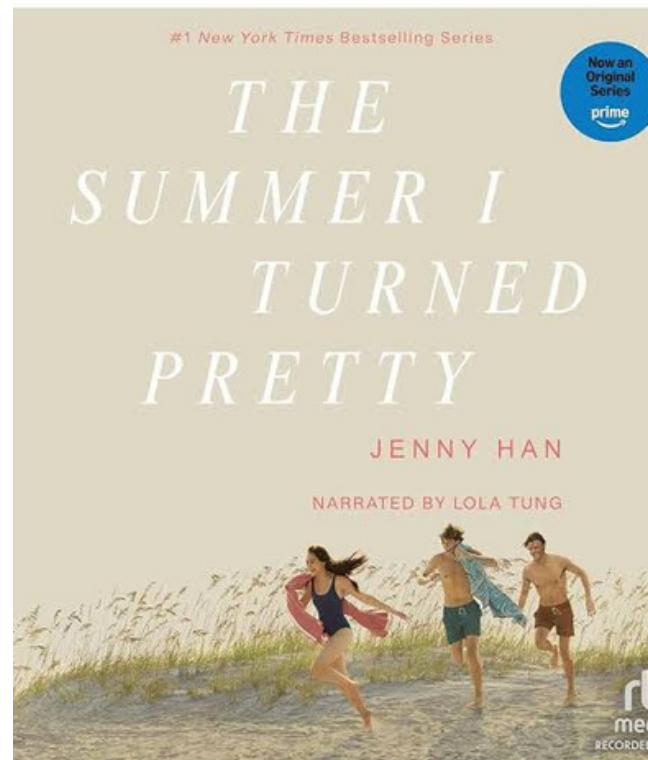
UNPACKING A MARKETING MASTERSTROKE

**Amazon didn't just stream a teen drama—it turned "The Summer I Turned Pretty" into a shoppable, cultural obsession.**

Amazon has masterfully transformed "The Summer I Turned Pretty" (TSITP) from a coming-of-age series into a cultural phenomenon and retail powerhouse. Its innovative marketing campaign seamlessly weaves content, commerce, and community into an immersive experience that has everyone talking

At the heart of this strategy is Amazon's shopping tab, letting viewers instantly shop products featured in the show. From beachwear to tech gadgets, every scene becomes a branding moment, turning passive viewing into active participation.

But it's not just about what's on screen. Amazon capitalized on the intense fan debate of "Team Jeremiah" versus "Team Conrad," the two romantic leads in the show's love triangle. This rivalry sparked lively discussions on social media and became a shared experience and conversation starter. "Everyone is talking: Team Jeremiah or Team Conrad, which side are you on?"



Complementing this, in-real-life (IRL) product collaborations with brands like Stanley Cup, Olly Sleep Gummies, and Coca-Cola were smartly positioned in various scenes, embedding everyday products into the show's narrative in an organic and relatable way.

Fans don't just watch TSITP; they live it, shop it, and debate it. Amazon's TSITP campaign exemplifies the future of marketing where emotional storytelling meets seamless shopping and community engagement, forging a lasting cultural movement.

**-Kawaljeet Kaur, B.Com (Hons.)**

# When Scandal Accidentally Became Strategy

ASTRONOMER'S COLDPLAY KISS-CAM

**In July 2025, \$1.3B DataOps startup Astronomer went viral when a kiss-cam caught its CEO and HR head in an awkward moment at a Coldplay concert, racking up 130M+ TikTok views and global media buzz.**



Instead of a defensive stance, Astronomer fully embraced the internet's playful tone with witty, engaging messaging. A surprise Gwyneth Paltrow cameo (Chris Martin's ex) quickly made headlines, instantly turning Astronomer into a mainstream cultural conversation far beyond traditional enterprise tech

What seemed like a scandal quickly became a smart marketing recovery. Andy Byron resigned on July 19, Kristin Cabot followed, and co-founder Pete DeJoy stepped in as interim CEO. This leadership reset showed accountability while restoring stability, shifting the narrative from gossip to resilience.

What seemed like a scandal quickly became a top marketing recovery: Andy Byron and Kristin Cabot resigned, co-founder Pete DeJoy stepped in, and the company turned gossip into resilience.

## From Scandal to Strategy: How Astronomer Turned Crisis into a Cultural Win

If momentum continues, Astronomer's scandal-turned-strategy may be remembered less as a misstep and more as a powerful industry playbook. By acting quickly, communicating openly, and embracing humor with authenticity, the company proved that even in today's fast-paced, meme-driven world, a crisis can be successfully transformed into a cultural win.

**-Meha Singhal, B.Com (Prog.)**

# When Walking Became Marketing Gold!

# SAMSUNG'S WALK-A-THON

**Samsung turned everyday walking into a nationwide movement with the Walk-a-thon India Challenge: log 200,000 steps in 30 days via Samsung Health for discounts up to ₹15,000 and a chance to win a Galaxy Watch 8.**

Under this fitness challenge lay a sharp strategy. Instead of shouting “buy this smartwatch,” Samsung cleverly positioned the Galaxy Watch 8 as an enabler of healthier habits, a trusted lifestyle companion, and a subtle driver of brand loyalty.

Its game-like design, with a live leaderboard, added a fun social twist sparking competition, bragging rights, and peer motivation among participants. Even the criticism (some users faking absurd step counts) only added more fuel to the overall buzz.

Most campaigns crown just a handful of winners. Samsung broke that mold. Every participant who completed the challenge walked away with something meaningful and rewarding. This broadened participation, encouraged consistency, built stronger engagement, and turned the campaign from a contest into a genuine community movement.



## Why It Worked ?

**Lifestyle Marketing:** The watch was framed as part of self-improvement, not a purchase.

**Gamification:** Competition and rewards kept people hooked.

**Inclusivity:** Everyone had a shot at winning, creating goodwill.

**Cultural Fit:** Wellness and step challenges resonate with health-conscious Indians.

Walking, something we all do daily,  
was turned into a badge of  
achievement powered by Samsung.

**-Sukriti Mittal, BMS**

# MARKINMIND IN FOCUS

FUELING MARKETING THAT LEAVES A MARK



MarkinMind is Sri Guru Gobind Singh College of Commerce's marketing society, bridging academic theory and real-world practice. Striving to inspire future marketers, it provides enriching opportunities through projects, industry collaborations, and academic innovation. MarkinMind executed two impactful live projects, establishing collaborations with India's first heavy equipment rental company Yellow Rentals and AIESEC, the world's largest youth-run non-profit organization.



## Marketing Case Book: MARK-IT

MarkinMind cemented its reputation by launching the first marketing casebook in the University of Delhi circuit, a landmark achievement. The annual "Mark-it" Casebook offers in-depth analyses, campaign breakdowns, and marketing frameworks (SWOT, PESTEL, Ansoff Matrix), becoming an indispensable tool for budding marketers and affirming MarkinMind's leadership in academic innovation.

## Session on Trends in Modern Marketing

MarkinMind hosted a prominent session on "Innovative Strategies and Trends in Modern Marketing," headlined by **Mr. Puneet Dang, Strategy & Growth Leader, Author, and Founder of EDZER**. The event was doubly significant, marking the launch of our flagship casebook. MarkinMind remains committed to expanding horizons, fostering cutting-edge leadership, and shaping future marketing excellence across the DU circuit and beyond.



# GLIMPSES OF THE MONTH



# ADS AND CLUES

ANALYZING TIMELESS CAMPAIGNS WITH A TWIST



Decoding Airtel's **14 year old** campaign in the Honor of the shine that Friendship Day brings to August!

Airtel's "Har Ek Friend Zaroori Hota Hai" campaign smartly moved beyond tariffs, to emotionally connect with youth, positioning Airtel as the trusted enabler of relationships

## WORD SEARCH

|   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|
| M | A | R | K | E | T | I | N | G | H |
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### RULES

1. Find words related to marketing and finish the word search
2. Check your answer using the code
3. Upload your finished word search on Instagram and tag @markinmind\_sggsc

### SOLUTION

SCAN ME



SOLUTION



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**Santpreet Kaur**  
**TECHNICAL HEAD**



**Saksham Handa**  
**TECHNICAL HEAD**



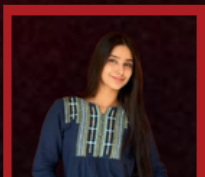
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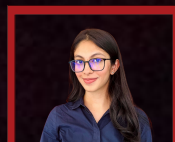
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**Diya Arora**  
**ADVISORY**



**Shailla Kumar**  
**ADVISORY**



**Saumya Garg**  
**ADVISORY**



**Bisman Singh**  
**ADVISORY**

CORE TEAM 2025-2026