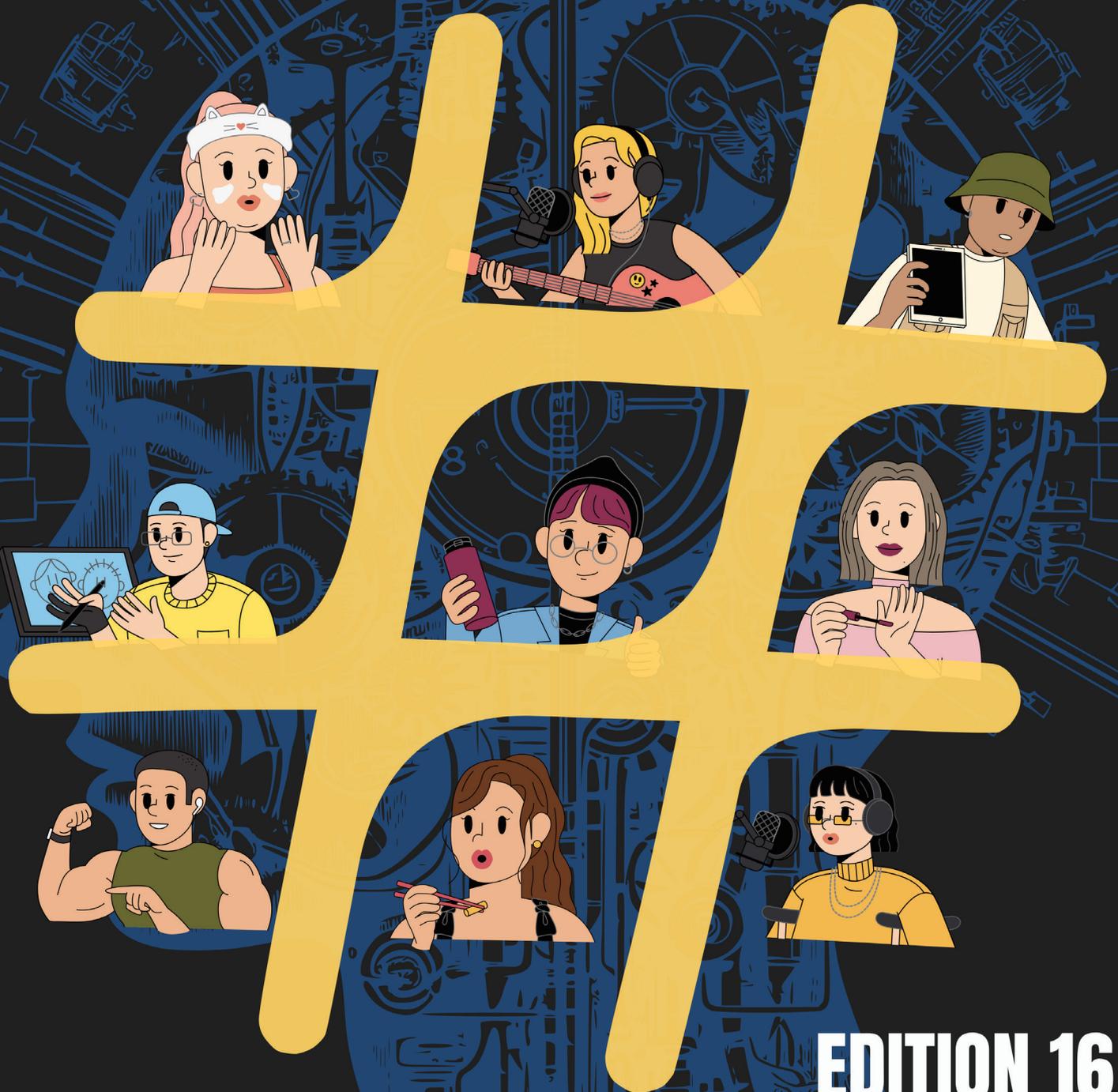


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VIGYAP
think. believe. create.



THE FOLLOWER FORMULA: DECODING THE SCIENCE OF INFLUENCE



EDITION 16

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We thank the students and faculty members of SCMC for participating and contributing to Vigyap and making it a successful edition.

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FROM THE EDITORIAL'S DESK

In sync with tradition, the Advertising batch of 2024 is here with its third edition of our beloved magazine, Vigyap. With several articles, guest lectures, a podcast, and a whole entertainment section, you're bound to have a thrilling journey with the theme:

“The Follower Formula: Decoding the Science of Influence”

In today's digital world, advertisers must adapt to new marketing tools and techniques. To do so, they need to be aware of the functioning of one of the most primary marketing tools: influencers.

Now, the world of influencers is a complicated one, with the different facets forming the sub-themes of this edition.

Have you ever wondered about the possibilities of AI-generated influencers? Do you think about the power that micro-influencers hold for a brand? With the guidance of Dr. Kavitha Iyer, the answer to that, and many such questions wait for you. So dive into the world of followers, likes, and shares. We promise you won't be disappointed!

By Damita Chowdhry and Sanya Singh



MEASURING SUCCESS

The Metrics of Influencer Marketing

By Manas Butalia

When we think of influencer marketing, what's the first thing that pops to mind? How many followers do they have? How many likes do they get? Essentially, how famous are they?

However, is fame a measure of how successful an influencer is? These are vital questions that need to be answered.

Let's navigate through the metrics of success beyond the superficial.

1. Reach and Impressions: These are the basic metrics that help you identify the amount of people who saw your content. You can also understand how they integrated with this content. Did they scroll past it, did they like it, did they

comment on it, did they share it? All these are basic, yet essential questions.

2. Website Traffic and Conversions: These help you understand the direct impact of the content. It measures the number of people who went to the brand's website after seeing the content. It also tells you how many of these visitors then converted into customers by purchasing something.

3. Return on Investment: Monetary returns are always an important metric. Calculating the ROI helps you get clarity on whether you got a positive return. You can calculate the cost per lead and compare it to traditional marketing channels.

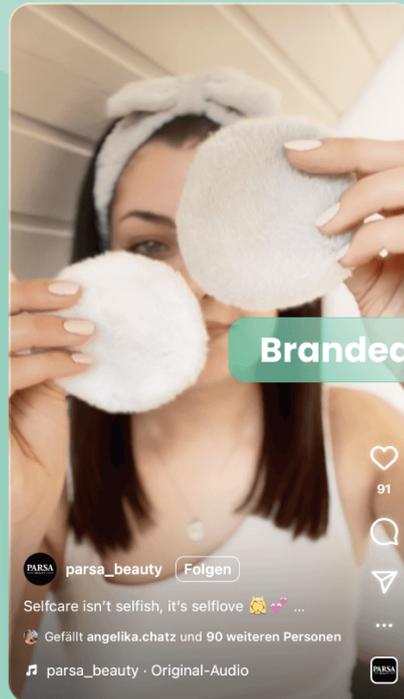


Source: Online Marketing Institute

Influencer



Branded



INSIDE THE ARENA

Exploring the Synergy Between Influencer Marketing & Branded Content

By Grisha Juneja

In today's digital world, companies need to pay attention to two big methods: influencer marketing and branded content. These tools help them reach out and connect with consumers in the best way possible.

Influencer marketing uses the power of social media influencers to advertise

businesses. These creators are trusted in their own fields and have a loyal fanbase. Brands use this to form real connections with the people who follow them closely.

According to a recent study, 74% of viewers find sponsored posts and ads on Instagram to be relevant.

On the other hand, branded content is when companies create personalised stories that subtly include their products or messages. This allows brands to fully control their creativity, this also helps for stories to be built that are always in line with the brand. But it's hard to be noticed among the digital mess and put brand features into content without being pressured.



Source: Instagram @mynykaa

Branded content is all about stories that the company tells. On the other hand, influencer marketing works really well because it feels real and connects with its audience. Choosing between the two depends on factors like: who you want to reach, how much control you need and future plans for your brand. Influencer marketing is good for Brands wanting to make real connections in niche markets. In contrast, businesses that care about brand matching and story control might choose content with their name on it.



Source: Instagram @mynykaa

AGENCY IN FOCUS

By Aneesh Amita & Rasika Sardana

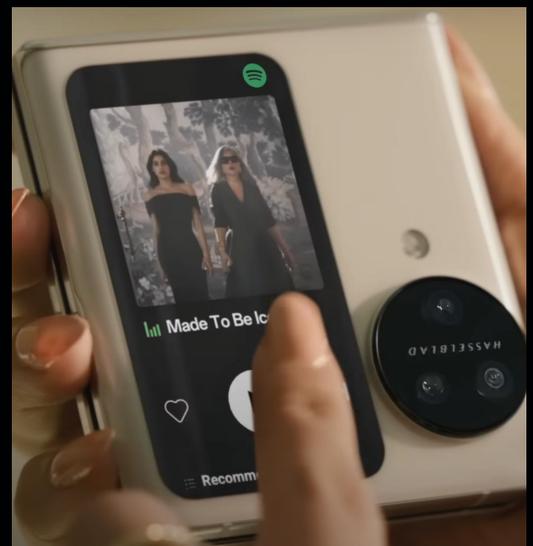


ONLY MUCH LOUDER

Co-founded in Mumbai by Vijay Nair, Girish "Bobby" Talwar, Arjun S. Ravi, and others, Only Much Louder (OML) is an Indian artist management, event management, and content creation organisation. It was legally formed by Talwar and Nair in 2006, having started informally in 2002 as an independent artist management endeavor by Nair. With the backing of two of the most well-known artist management organizations in the world, UTA (United Talent Agency) and WME (William Morris Agency, merged with Endeavour), OML has developed and expanded artists' global presence through live bookings, content projects and literary works. As we say goodbye to 2023, many businesses are thinking about how they did this year. Amongst them, OML Entertainment stands tall, not just as one of the market leaders but as a profitable entity with a turnover exceeding 300 crores. OML's 20-year journey has been full of world fame for talents like Zakir Khan, Janice Sequeria, and Trinetra Haldar Gummaraju due

to their expert marketing skills in influencer campaigns.

Zakir Khan became the first Asian comedian in the world to have his show 'Mannpasand' at the Royal Albert Hall, London. The innovative #MadeToBeIconic campaign introduced the OPPO N3 Flip. With incomparable style, this extraordinary partnership brings together the iconic actress Zeenat Aman and the fashion-forward Jhanvi Kapoor, who are sharing screen time for the first time. An innovative, industry-leading media and entertainment company that influences pop culture through various media and experiential formats, that's OML for you.



Source: Oppo India YouTube

BEYOND THE HYPE

Ethics In The World Of Influencer Marketing

By Mihika Arora

Influencers possess perks, but they also have ethical obligations. Sustaining real audience relationships requires striking a balance between corporate objectives and honesty. To maintain ethical standards, brands need to prioritize social responsibility first and then be certain that their collaborations meet certain guiding principles.

Transparency acts as the foundation of ethical influencer marketing, with regulatory bodies imposing clear disclosures of paid collaborations. The inability to do so jeopardizes the fundamental confidence between influencers and their followers. Responsible content creation is vital to demand influencers to cope with cultural sensitivities, shun hurtful stereotypes, and advocate inclusivity.

Influencers and brands need to realize their responsibilities as cultural spokespersons and the wider social implications of their beliefs. The absence of transparency, recommending inferior products, manipulating algorithms, and other unethical practices diminish authenticity, destroying confidence and casting doubt on

the validity of influencer marketing.

To conclude, ethical influencer marketing is when genuine relationships are built with the audience. Consequently, these foster enhanced brand loyalty, increased sales, and a larger market share. Brands have to manage possible hazards by making sure partnerships reflect their beliefs, guiding principles and influencers maintain their credibility by endorsing genuine and moral products.



Source: *Contra*

Apple WATCH



Because Your **Heart**
Deserves Precision

Apple Watch Advertorial by
Karia Lerina

THE POWER OF MICRO-INFLUENCERS

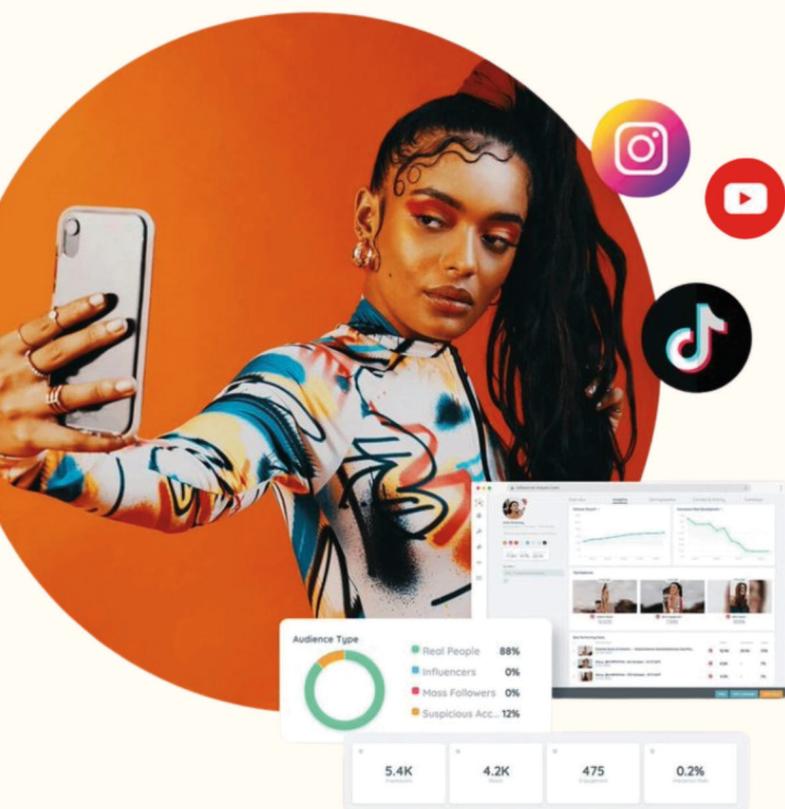
Small Audiences, Big Impact

By Harshita Goyal

Micro-influencers are individuals with a smaller social media following, commonly between 10,000 and 100,000 followers.

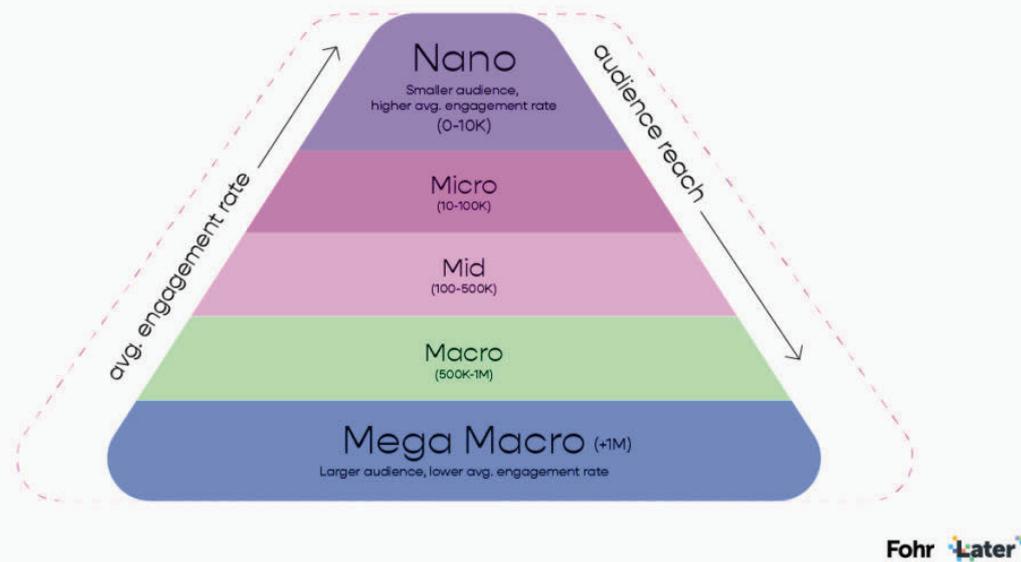
What distinguishes them is their strong connection with their audience. Micro-influencers, as opposed to macro-influencers, primarily cater to niche communities, allowing them to develop authentic relationships with their followers. This authenticity is the cornerstone of their influence, making recommendations and endorsements feel more genuine and trustworthy. Research has shown that when micro-influencers are known to their followers on a personal level, they wield more persuasive power.

This becomes the key benefit of partnering with micro-influencers- their ability to provide targeted reach. Micro-influencers have niche audiences, allowing them to talk directly to those interested in a specific product or service. This is in contrast to broadcasting a message to a vast audience where only a fraction might be interested. For example, a shoe brand that specializes in athletic wear could partner with a micro-influencer who is an avid runner. By doing so, the brand can reach a highly engaged audience that is interested in their product.



Source: Brick Marketing

Influencer Audience Reach vs Engagement Rate



Source: LinkedIn

Another advantage of working with micro-influencers is the cost-effectiveness of their partnerships. With smaller audiences, they frequently charge substantially less than their larger counterparts. This accessibility opens up new opportunities for brands with minimal resources, allowing them to use the power of influencer marketing without breaking the bank.

Furthermore, micro-influencers are more approachable and willing to work with brands that align with their values. This alignment results in a seamless integration of products or services into the content of the influencer, making it appear more natural and less like traditional advertising. The impact of micro-influencers goes beyond mere engagement metrics. Studies have shown that campaigns featuring micro-influencers tend to generate higher conversion rates than those with macro-influencers. This is because of the trust established between micro-influencers and their audience. Followers are more likely to take action based on a recommendation from someone they perceive as a peer rather than a distant celebrity.

In conclusion, the power of micro-influencers lies in their ability to forge genuine connections with smaller, more targeted audiences. With the marketing landscape constantly changing, brands are recognizing that bigger isn't always better, and the influence of these smaller voices can profoundly impact consumer behaviour. The future of influencer marketing might just be in the hands of those who speak to the heart of their community, one micro-influencer at a time.

THE NEW AGE OF AI

Artificial Influencers

By Manas Butalia

There's a new set of influencers in town, and they're not even human. The rapid evolution of Artificial Intelligence has led to the rise of a new form of AI - Artificial Influencers. Let's dive into a few of them, and what they could mean for the influencer scene.

The first is Billie. Billie is one of the many AI-powered bots that Meta manages. The AI has the face and voice of one of the most famous influencers, Kendall Jenner. With 225 thousand followers on Instagram, Billie can have a huge impact as an influencer. The AI has also posted a few travel photos and reels related to the essentials needed for traveling.



Source: TooFab





Source: AJ Marketing



Another such AI is Naina. Naina is a fashion, fitness, and entertainment influencer with around 165 thousand followers. She is a brand ambassador for an app and regularly posts herself in different outfits.



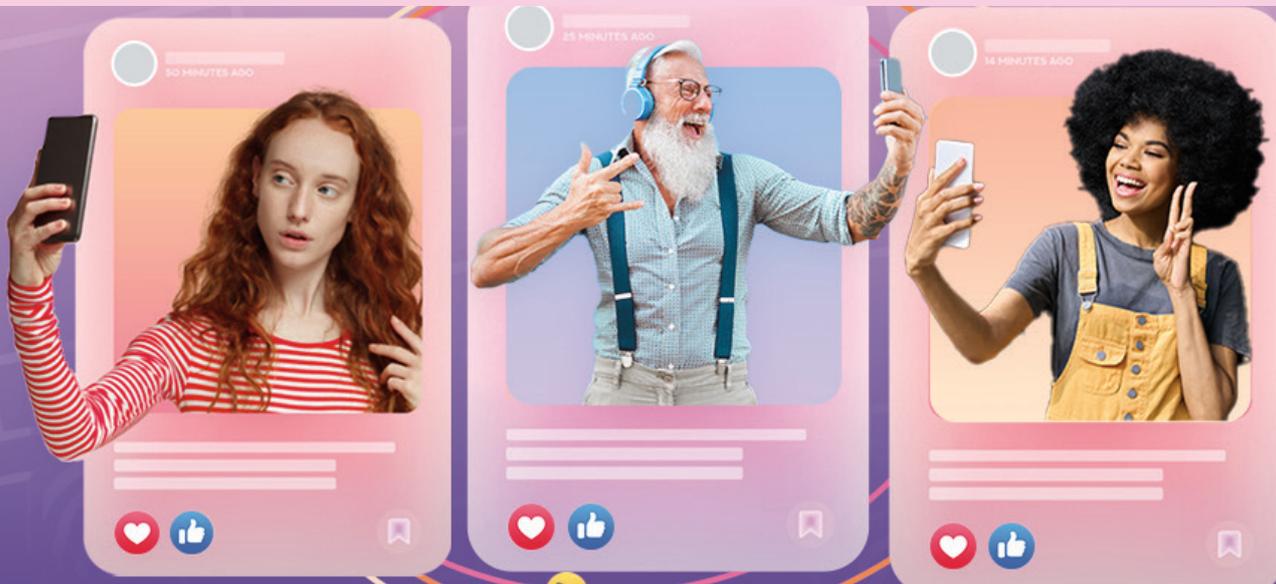
Source: Popxo

So what do these influencers mean for the industry? They provide brands with a degree of consistency and control that human influencers simply cannot match, to start. Every post they make is painstakingly planned, guaranteeing flawless on-brand messaging and lowering the possibility of scandal or controversy. Furthermore, marketers may precisely target audiences with AI influencers, giving them the ability to maximize the effectiveness of their marketing campaigns.

BALANCING ACT

Authenticity Vs Promotion

By Grisha Juneja



Source: ThumbStopper

An integral part of good social media content is being real. This means honesty, clarity and transparency. By showing the real beliefs, character and stories of a company it makes the content feel more human. This helps to make a deeper connection with the audience. People feel more connected when they see real stories, which helps them stay loyal and trusting.

But, when it comes to promotions usually the main focus is on messages that come from sales. Often these are clear ads or selling directly or content about products themselves. Even though it's important for getting people to buy, sales messages that aren't real can make viewers feel like they are just being sold to, instead of having a true exchange.

Finding the right balance between promotion and authenticity needs clear planning and strategy. Learning what people like, want and do is important to find the right balance.

Telling stories makes promotional stuff more human and helps us connect by putting brand messages into interesting tales. Moreover, using influencers' trustworthiness and fan faith can make ad campaigns more genuine by teaming up with them. Today, people in our world care about real connections rather than sales tricks.

Aqualogica

A Honasa Consumer Brand



Detan+ Dewy Sunscreen

- SPF 50 PA++++ for UVA/B & Blue Light Protection
- Removes Tanning
- Prevents Sun Damage
- Lightweight & Non-Sticky



Shaping Tomorrow

Unveiling The Future Trends In Influencer Marketing

By Mihika Arora

Influencer marketing is a great method for firms to connect with their followers and achieve what they need in the dynamic realm of Internet advertising.

Even if currently, mega-influencers are the most prominent on social media, micro-influencers appear to be the wave of the future. Companies are realising the benefits of collaborating with micro-influencers, who have smaller but more active, specialized, and niche fan bases and produce content that is more relatable and authentic.

A greater focus on authenticity and transparency has surfaced amid criticism of influencer marketing. Astute customers demand personal interactions, pushing influencers and businesses to give genuine relationships and significant value top priority. Although YouTube and Instagram still rule the digital space, platforms such as TikTok are

Emerging Trends in Influencer Marketing



Source: LinkedIn

forcing marketers to stay relevant and modify their influencer marketing tactics.

In addition to the realms of technology, fashion, and beauty, non-traditional influencers have emerged as a result of social media's expansion. These influencers dismantle boundaries and increase public knowledge by providing distinctive viewpoints on their respective industry. Influencers that don't fit the typical mould, such as common people, nano-influencers, and niche influencers, offer a more cost-effective option, opening up influencer marketing to companies with tight resources.



Source: Entrepreneur

AGENCY IN FOCUS

By Armaan Misra & Priyasha Bhowmik

**Doyle
Dane
Bernbach**

DOYLE, DANE & BERNBACH

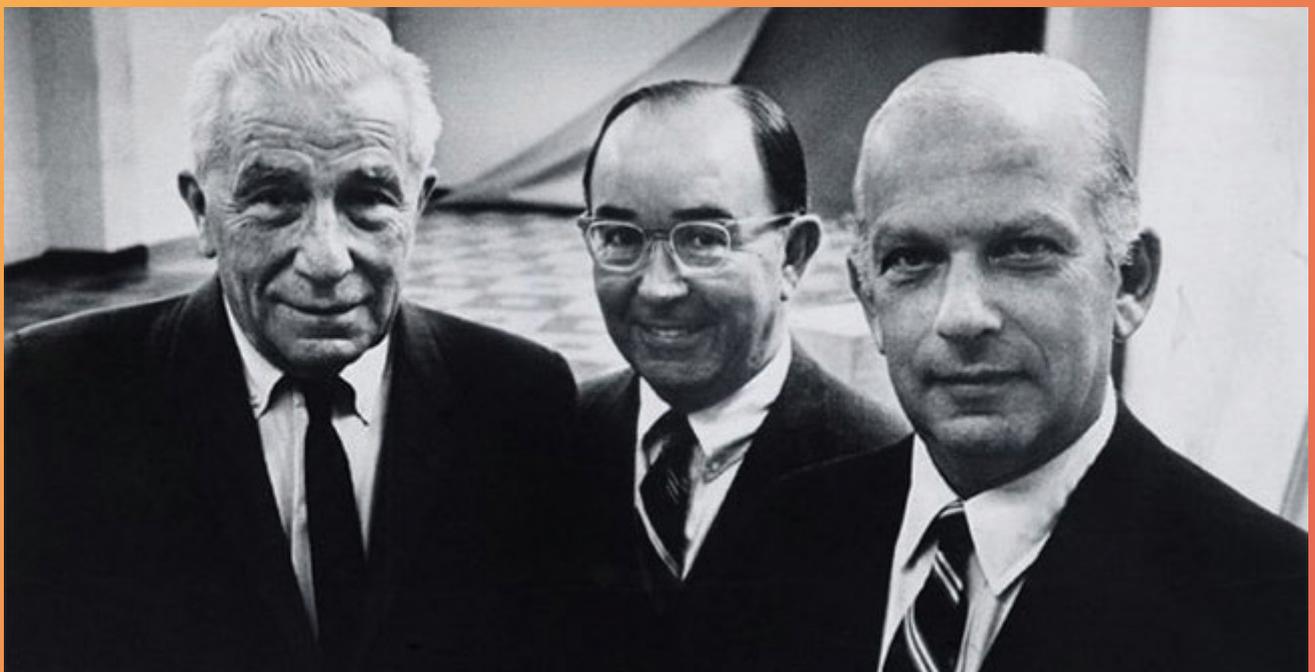
Doyle, Dane & Bernbach (DDB) Worldwide, headquartered in New York City, USA, is an international marketing communications network initially founded in 1925 as Needham, Harper & Steers and later reformed to its current name in 1949. In 1986, the agency shook hands with Needham and BBDO to form its parent company, Omnicom Group.

Founders Bill Bernbach and Ned Doyle, met while working in Grey Advertising in New York, where the former was Creative Director, while third founder Mac Dane was operating a small-scale agency in the same city. The three joined hands to form Doyle Dane Bernbach in Manhattan in 1949, with Dane in charge of administration and promotion of the agency, Doyle busying himself with client servicing, and Bernbach taking over the agency's creative output.

Among the agency's first business were the ads they created for Ohrbach's department store, introducing a new "soft selling" way of advertising, which is basically using humorous and clever copy to market products, setting the ball rolling for decades of success.

DDB believes in the 'power to move', i.e. emotionally charged creativity that influences people, brands, and markets. With this idea leading its thinking, the agency has produced a plethora of iconic campaigns like Volkswagen's Think Small, Budlight's Wazzup, and Avis's No. 2, among others.

This year DDB was awarded the Network of the Year at the Cannes Lions Festival, amassing 89 trophies.



Source: David Airey

GUEST LECTURE

Campaign Planning

By Prasang Agarwal



On 23rd December 2023, Mr. Anmol Das was invited to SCMC to deliver a guest lecture to third year advertising students on the various aspects of campaign planning.

Anmol Das is an advertising and marketing professional with 2-3 years of experience in sales and marketing. He has worked with Unilever, Dentsu and Welspun.

He mentioned that any strategy for a campaign consists of four key components - problem, insight, solution, and execution. Through a case study on a Dove Masterbrand awareness campaign (Men plus Care), he spoke about relevant topics like crafting brand guidelines, creative guidelines, media vehicle choices.

Concept testing – Mr. Das spoke about the importance of concept testing and how initially 40-50 concepts are created, to have a host of options to choose from. Eventually, after testing the concepts through intensive research such as surveys, around four concepts are shortlisted. He also mentioned that the ‘concept’ consists of three components, a problem a solution and an RTB (reason to believe).

Quality of briefs = quality of output – Mr. Das mentioned that the information covered in the brief by the client is extremely important and it must provide a specific direction to the marketing/advertising agency so that the creatives are in line with the objectives of the campaign.

Interpret the constraints, with care – He mentioned that a good client gives meaningful constraints to the agency, and that the constraints must be interpreted in a cautious manner, and should be used to their fullest potential.

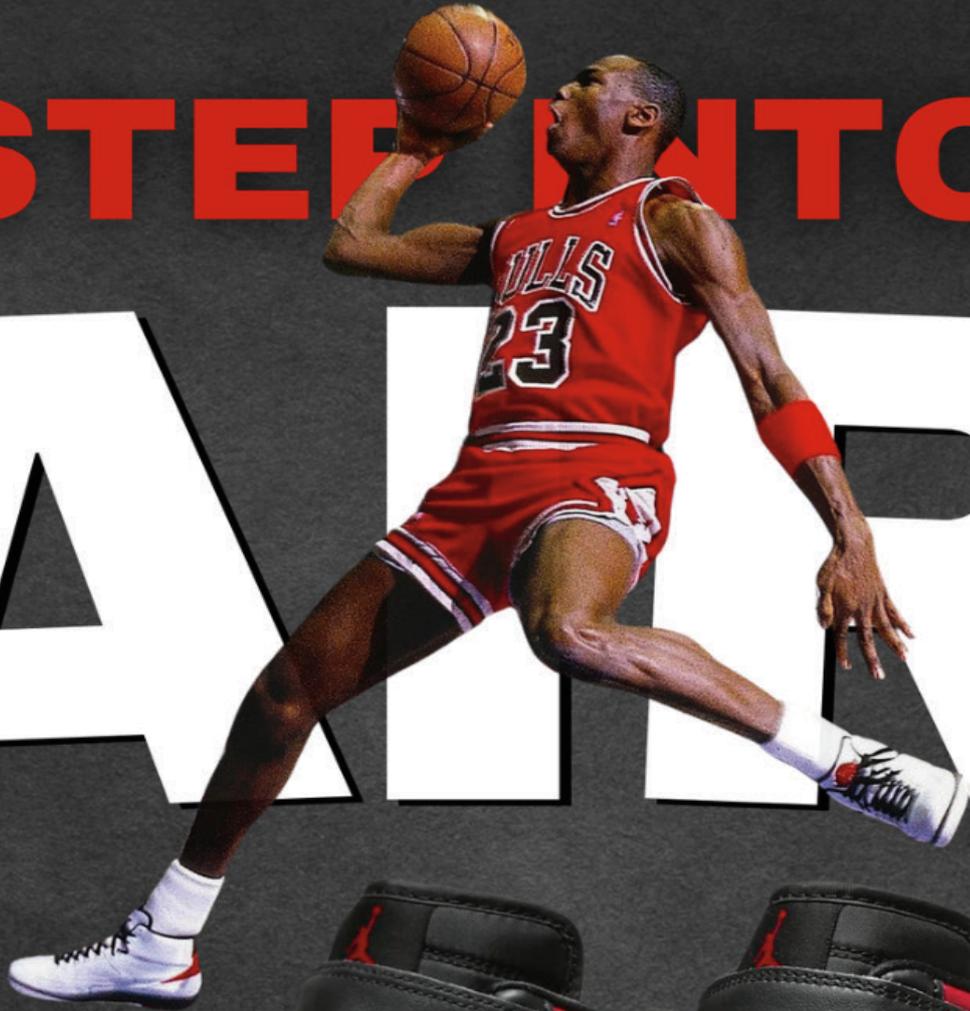
At the end of the lecture, he mentioned a useful resource named deck of brilliance which contained many useful ideas for advertising and could be used as a tool to assist during the brainstorming process.

JORDAN



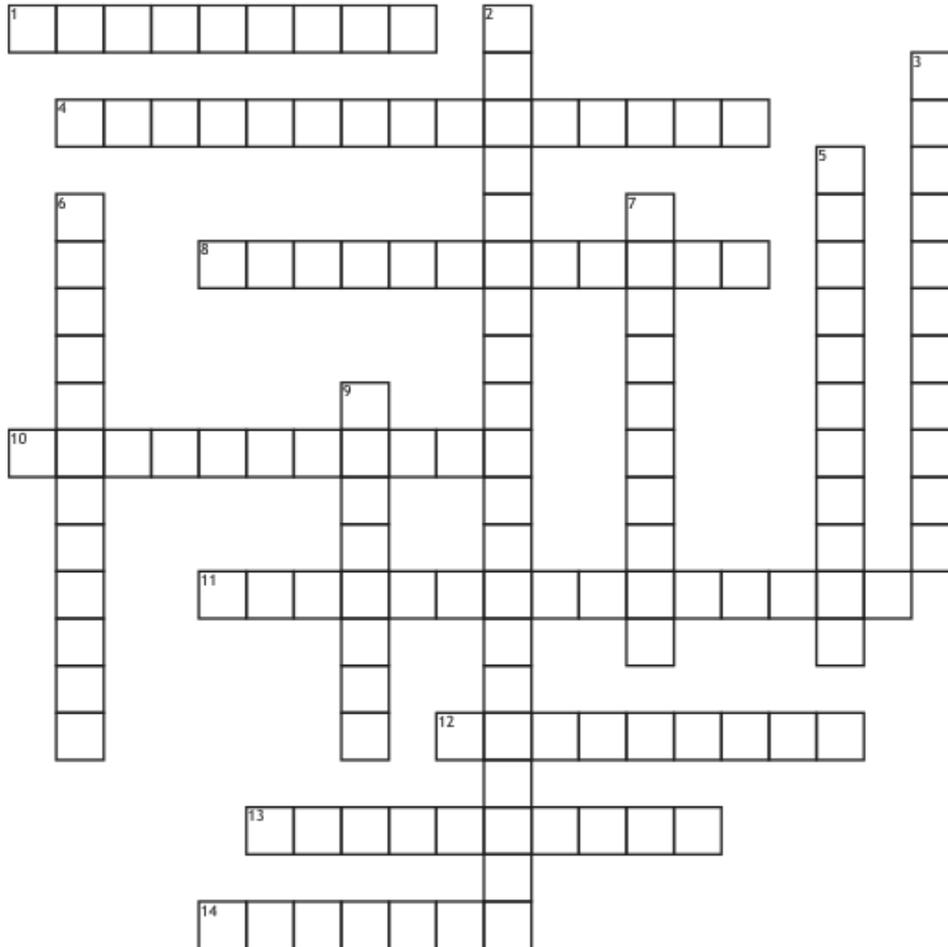
STEP INTO

AIR



NIKE.COM

Advertising techniques



Across

- 1. Ad implies that people just like you use this product
- 4. Use research, data, facts and figures to say a product is better than another
- 8. Associate positive words, images, and ideas with its product
- 10. Comparing one product to another saying their product is better
- 11. Use people's fears, joys, nostalgia to sell a product

- 12. Everyone else has this product you should too
- 13. Use a products name or catchphrase over and over to stick in people's minds
- 14. The advertiser makes you feel like you need the product right away

Down

- 2. Uses vague, positive and appealing words to get people to buy their product

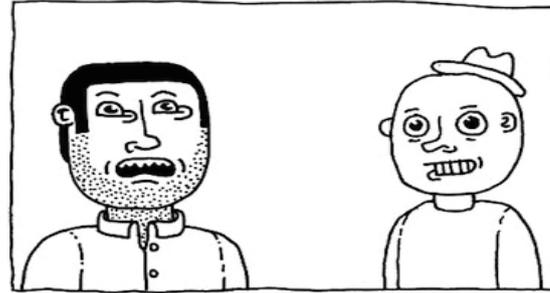
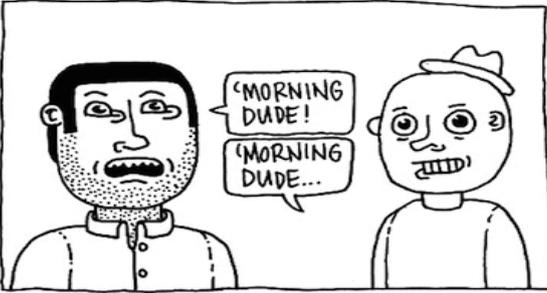
- 3. Words with strong associations such as "home" "family"
- 5. A celebrity is used to sell a product
- 6. Offer a discount, coupon, gift to entice buyers
- 7. Make customer think they are special, more important if they use their product
- 9. Advertiser tells buyer they are richer, smarter better than other people because they use a product

Word Bank

- | | | | |
|--------------|----------------------|-------------------|------------|
| Urgency | Loaded words | Transference | snobappeal |
| specialoffer | glitteringgenerality | Namecalling | Repetition |
| Testimonial | Flattery | Facts and Figures | Bandwagon |
| Bandwagon | Emotional Appeal | | |

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