



MIDAS

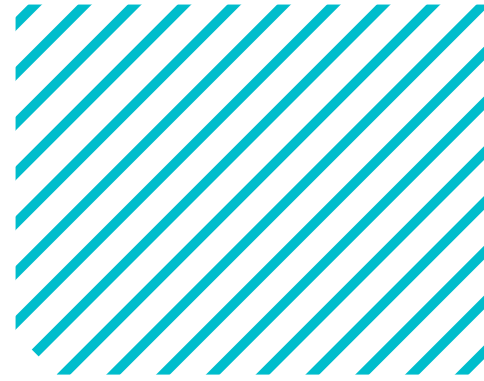
TOUCH

January 2018

A crusader of great ideas



CONTENT



MD's Voice



New Year optimism



Digging deep through





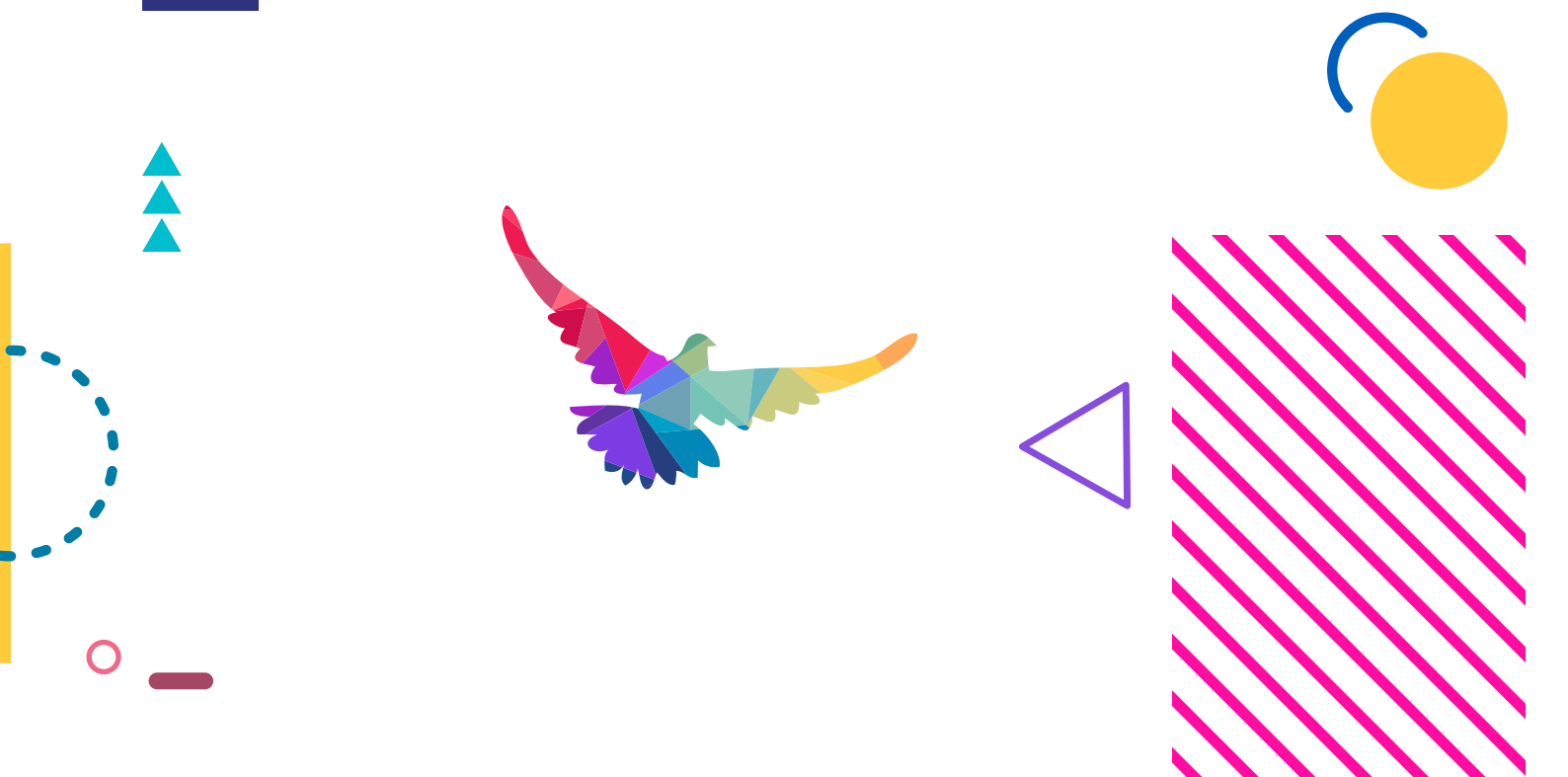
A quick scoop of the digital media



Another feather in our cap

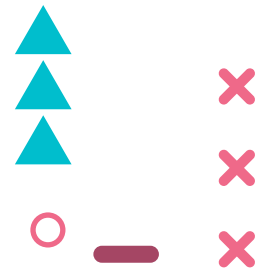
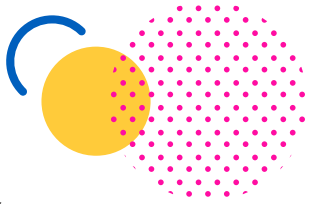


Creative Echoes





MD'S VOICE

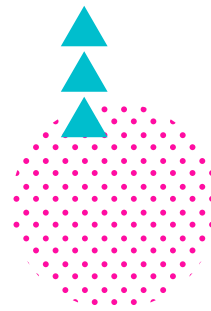


Dear Friend,

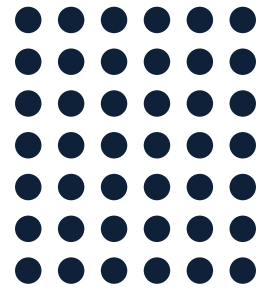
Imagine a tea brand born out of resentment for racial discrimination and doubles up as an inspiration by Mahatma Gandhi. Further, the brand finds its way as a case study into Philip Kotler's 14th edition of Marketing Management. That brand is Wagh Bakri from Ahmedabad. In 1892, the founder Narandas Desai started out with 500 acres of tea estate in South Africa. However, racial discrimination forced him to return to India with nothing but a few valuables and a testimony from Mahatma Gandhi - who too had faced racial discrimination - for being the most honest and experienced tea estate owner in South Africa. Desai was persuaded by Gandhiji to return to India and in 1915 Wagh Bakri Tea Depot Company was established along with a tea shop in Ahmedabad. Taking off from Gandhiji belief in equality for all, the Wagh Bakri brand logo was designed with a Wagh (tiger representing upper class) and Bakri (goat representing lower class) drinking tea – yes, tea – from the same cup. That explains the idea behind the name, which many among us who are unaware may be taken aback by the brand name or feel reluctant to consume. Parag Desai, executive director and fourth generation entrepreneur, says, "The name symbolises harmony and shows how tea is a great leveller, drunk by the rich and the poor." He also adds, "For us, Mahatma Gandhi is the greatest professor of brands – a brand himself, who taught us branding." Truly, the Desais (the four generations included) have learned their branding lessons well. No one can touch it in Gujarat, where over 50 per cent of the tea consumed is Wagh Bakri. And it has a sizeable presence in Rajasthan, Madhya Pradesh, Andhra Pradesh, Maharashtra, Goa, Delhi,



Chhattisgarh and Karnataka to be the largest brand in the country outside of the HUL and Tata fold. The trio control 80 percent of the country's tea market. The success of Wagh Bakri can be attributed to a simple formula - understand the local palate and offer exactly what they want. The Wagh Bakri tea plant tests about 500 samples a day in order to get the right brew and blend for a particular region. Like, for instance, in south Gujarat people tend to use creamy milk, so Wagh Bakri has a brew that will blend with the richness of the milk, and yet sport a delicious flavour. Additionally, the seven Wagh Bakri tea lounges across India, have proved to be successful channels to communicate the essence of the brand – to create a customer connect over a cup of tea. Little wonder then, it is the third largest packaged tea company in India with a Rs. 1100 crore turnover and over 30 million Kg of tea distribution. This growth couldn't have been possible without the company giving its customers the most innovative, different and delicious blends perfected by its tea experts. From exquisite blends like Wagh Bakri and Good Morning Tea to environmentally friendly Organic Teas and Indian favourites like Masala Tea, Darjeeling Tea and Mili, the company has catered to the distinctive taste of every consumer. While Darjeeling Tea, meant for tea connoisseurs, is popular for its smooth mellow flavour and overpowering aroma, Mili is targeted at the larger audience who have a penchant for strong tea, and are also price sensitive. It is no surprise then; the company is highly successful even in the USA, UK, Australia, Canada, New Zealand, Middle East and many other countries. Selling in over 30 countries around the world, it has emerged as a truly global brand that lives up to its slogan: Hamesha Rishta Banaye. A slogan that Piyush Desai, Chairman and Managing Director, explains as, "The right balance between competitive pricing and high standards without compromising on quality and ethics."



Madan Singla
Managing Director



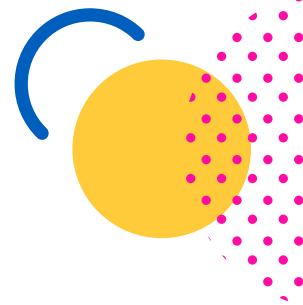
NEW YEAR

OPTIMISM

New Year. New Innovations To Watch Out For.



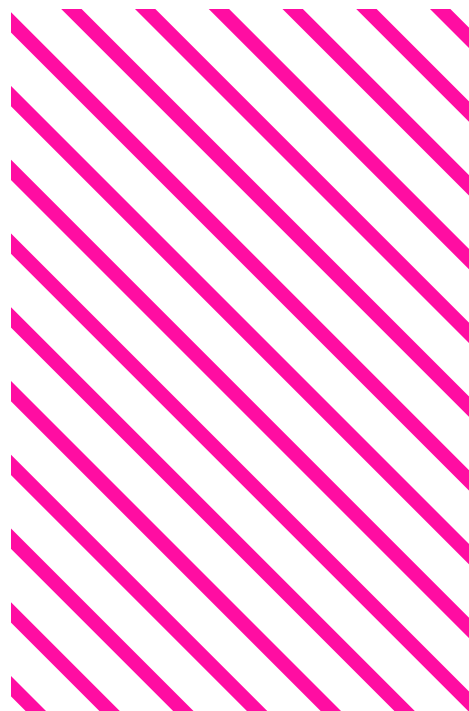
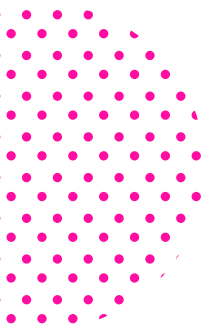
A new year brings in a healthy dose of optimism. Be it financial or health or lifestyle, the new perception on the start of new year brings in healthy set of resolutions, which the millennials try to stick to. But new year also brings in new innovations in various fields, thus simplifying everyday lives. With evolving infrastructures, and deep learning in the fields of technology, millenials need to manage to keep pace with performance and efficiency of operations. With the evolving artificial intelligence, technology is reaching new heights with improved results.





The world of programmatic advertising is constantly being shaped by new ideas in the mainstream media. Artificial Intelligence gives your programmatic advertising, its data processing a precise target, thus gaining an edge over the traditional means. But machine learning is a separate entity altogether. It leverages algorithms which allows to learn from the data rather than autonomously carrying out computer process as Artificial Intelligence does. Machine learning has rapidly got the thrusters, thus skyrocketing its impact due to the vast amount of data which is available online. The super intelligence with machine learning will provide new avenues in the field of advertising. With the construction of algorithms, making data-driven predictions has become breeze. With IBM developing quantum computer, to navigate the data clutter into organised, patterns, machine learning has just entered a phase of new possibilities to explore.

Kartik Kotian
Mumbai





DIGGING DEEP THROUGH



New Evolution in market insights and analytics



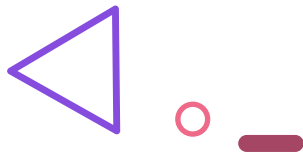
Conventional insights and analytics are based on sample data brought through field surveys. It may not be an overall opinion of all those who matter, however it is through data and test market reports, product launches or services are decided for a national level launch.

The most preferred city as a test market for any product launch in India is Bengaluru. Various reasons are attributed to select this city as a worthy test market. The acceptance level of population to try and test new products or services etc. is a leading factor that puts Bengaluru on the map.

In the present day scenario, where mobile phones are of prime importance, it comes with access to several platforms. It is these features which have opened doors to know the behavior of users.

Now identifying test markets is very easy before the launch of any product or service. As we have access to the behavior of demographics based on city, region, location and much more options like age group, category. Digital technology has bridged the gap between the consumer and the brands.

Data Analytics can spark innovation, develop a brand and maintain the success rate of growth. Now brands have access to the consumer journey and preference, and can notice any change of choice of the users. It also helps the brands to know the loyalty quotient of the consumers, thereby solidifying the relationship between the brand and the consumer.



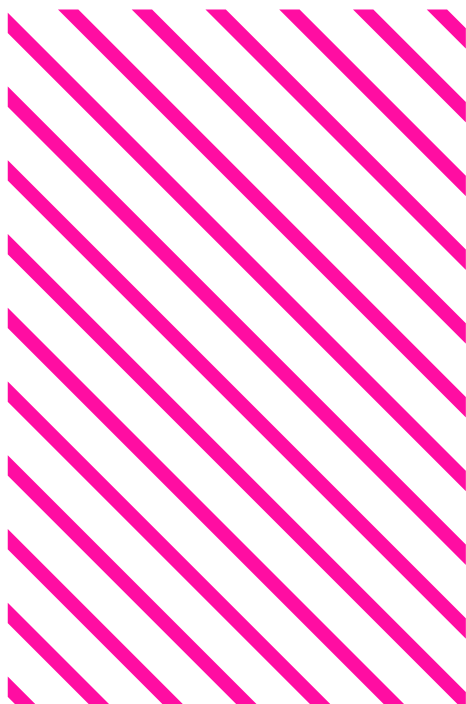
Data analysis will also help brands to develop different marketing strategies based on the consumer preferences by redesigning the communication, by changing the product attributes and several other ways to keep the brand closer to the consumers.

It also helps in analyzing the competition and the ways the competitive brands have adopted to stay ahead in the market. This makes companies relook at the approaches of being competitive in the market.

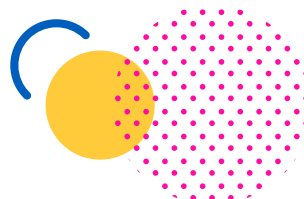
The traditional market research companies have changed their course of research towards the digital era as most of the research can be done from a remote location without even having going to the field to collect sample data.

Now, widening the horizon of data with many filters suitable to the research requirements is the latest trend.

Finally, data analytics is good source of information for market research companies, advertising agencies, companies offering products and services. It's a smart way of doing business in the digital age.



Ramkrishna Bankapur
Pune





A QUICK SCOOP OF THE DIGITAL MEDIA




Digital marketing trends to rock 2018

Social media never sleeps. All the biggies of social networking world regularly keep updating their platforms and offerings. Which means advertisers and marketers have to be one step ahead of them to be relevant to their clients. So, here's a quick scoop as to what will rock the world of social media this year!

Video

Nothing grabs eyeballs as good video content. Whether it is YouTube, Facebook, Instagram, Twitter, or Snapchat, the social video engagement stats will skyrocket in 2018. Here's proof:

- YouTube viewers watch a billion hours of video each day
 - Facebook users consume over 8 billion videos every day
 - 82% of Twitter's audience views video content on the platform
- 



More Power to Influencers

Can you guess the amount of money spent by brands on social media influencers annually? 1 billion dollars! Suffice to say, the advantages of social influencer marketing can never be overemphasized. That's why marketers should expect heated competition if they want to work with top brand influencers this year. To avoid the pressure of competing with rival brands, marketers will be looking to develop more long-term relationships with key social media influencers in 2018.

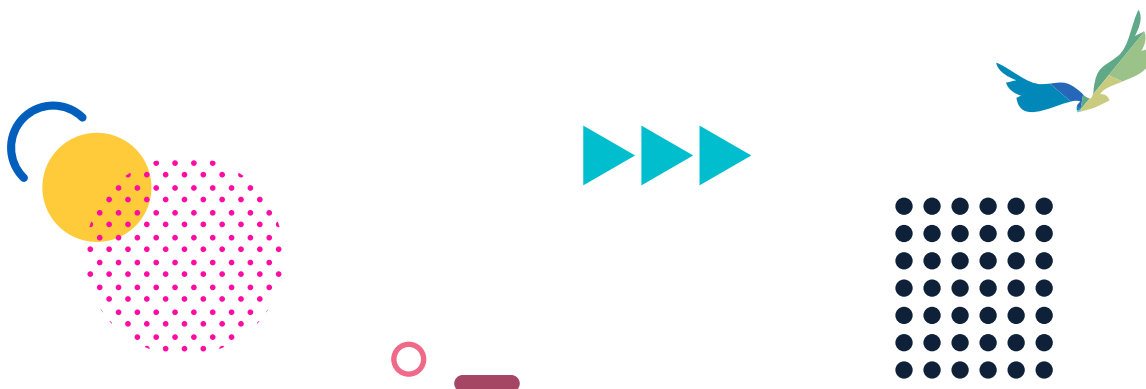
Chatbots

2018 might be the year when a new revolution takes over social media marketing – chatbots. While they have been around for quite some time now, but they've only seen bigtime AI improvements recently. More and more brands are working on using chatbots for customer support and perfecting their chatbot marketing strategy.

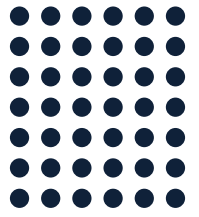
Storytelling

And finally, the most important emerging trend – the art of storytelling. The growing popularity of social media "stories" will ensure it is impossible for marketers to ignore them this year. The "stories" format pioneered by Snapchat has now become a staple of the social media world.

For marketers planning to keep their brand ahead of the curve, it is essential that their strategy takes into account these and other new digital marketing trends taking shape.



Anurag Giri
Delhi

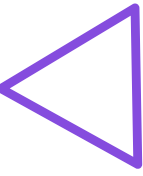


ANOTHER FEATHER IN OUR CAP

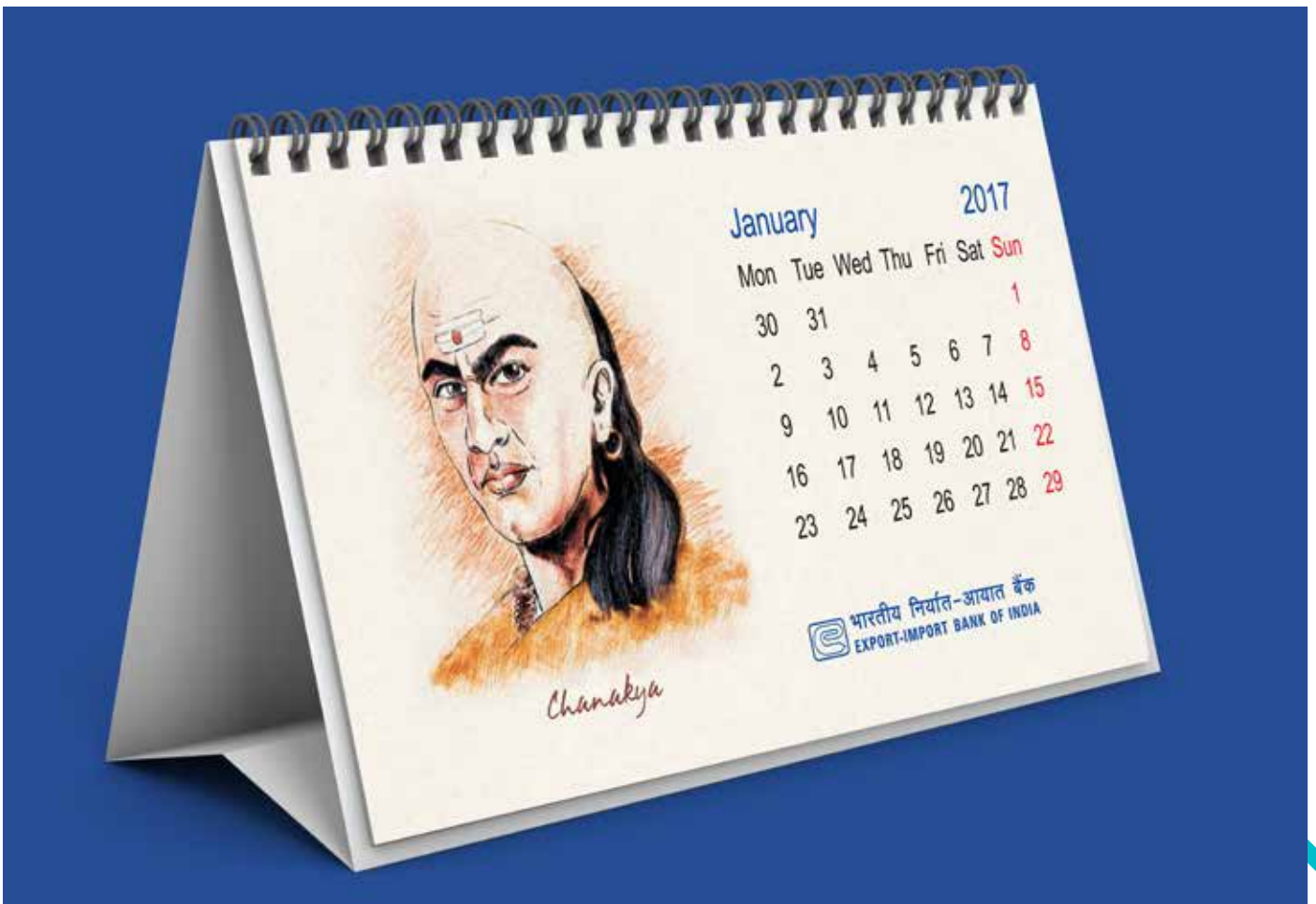


Goldmine has won the Gold (First Prize) for EXIM Bank's Calendar 2017 at the 57th Association of Business Communicators of India (ABCI) Annual Awards.





We have also won ABCI and National PRSI Awards for EXIM Bank's in-house magazine "Eximius".



CREATIVE ECHOES

× × ×



Evolve
your business
using right innovation
with us

LOGISTICS
KART

Planning to invest
in
Mutual Funds?

Stay tuned

#AskTheFundExpert

Grow your savings.

Baroda Super Savings Account

The pillars of strength, valor and compassion of India

ARMY DAY
15th January

Stay Fresh Name'sha!

VITABIOTICS
SCIENCE OF HEALTHY LIVING

Our range of health care products include: Anti-oxidants, *Nutrient Supplements, *Fertility Supplement, *Pain Management and more.

VITABIOTICS
SCIENCE OF HEALTHY LIVING

Go Folie to go frolic during your pregnancy.

Why you need Folie Acid?

Folie acid helps prevent neural tube defects (NTDs) - serious birth defects of the spinal cord and the brain. Getting enough Folie acid is important for the rapid cell growth of the placenta and the developing baby.

Pregnacare

Let your celebrations soar high with Happiness

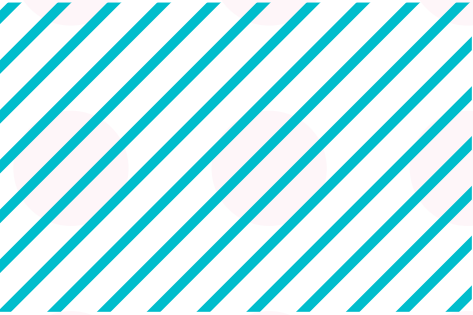
HAPPY New Year 2018

LOGISTICS KART

apl@kids International
Pioneer & Innovator

Excellence, innovation and discipline is what we live by.

#GoFurther



We eagerly await your views and suggestions on the makeover of Midas Touch at mumbai@goldmineltd.com

Find us on **Facebook** /Goldmine Advertising



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