Narsee Monjee College of Commerce and Economics

Department of Commerce

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I. e is m Marketing now ….

The methods of marketing have changed and improved, and we've become a lot more efficient at telling our stories and getting our marketing messages out there. eMarketing is the product of the meeting between modern communication technologies and the age-old marketing principles that humans have always applied.

eMarketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms eMarketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous.

eMarketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.

By such a definition, eMarketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity.

However business today likes to operate with more near and dear approach that is mobile phones that is hrough mobile apps….

Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas. According to Morgan Stanley, 91 percent of us keep our phones within reach 24/7. And based on a global survey, people would rather lose their wallets than their mobile phones. **Mobile has officially overtaken the desktop**. More email is read on a mobile phone than on a computer .

1.Marketers will get better at understanding how people really use their cell phones: Like many channels, this one started out with marketers imagining all the wonderful behaviors they would soon be able to influence. Now, as things mature, they will adapt their mobile marketing strategies to reflect how people actually use their phones, versus trying to foist particular mobile behaviors on them.

2. Marketers will begin to take greater advantage of all the information a cell phone can provide. Think about it. That device is always with people. And it has a gyroscope, and a GPS, and the ability to know how fast you're moving, and what your heart rate is, and what music you've downloaded. Imagine how all that data can be used to create more personalized messages and experiences.

3. Marketers will tap into virtual reality more often. Headset prices have already come down dramatically, with decent, non-cardboard options available for as little as $20. A decrease in video production costs shouldn't be too far behind, perhaps with marketing demand for them leading the way. Marketers will leverage virtual reality both for its novelty and for its ability to forge deeper impressions and emotional connections.

4. Mobile payment options will increase. The biggest barrier, according to industry experts, is getting stores, restaurants, etc. to adopt the technology. But with more millennials carrying phones than cash, these venues will find it just makes good business sense to accept mobile payments.

5. At some point, mobile marketers will begin to feel the backlash. It may be 2016. Or perhaps a bit later. But just like the hardworking channels and media that came before it (think direct mail, email, television, etc.), mobile marketing will at some point raise the ire of those we're marketing to. And it will be treated to its own version of the do not call list, ad blocking, black listing or whatever it takes to restrict our efforts.

6. Mobile Payments Go Big

While mobile payments are hardly a new phenomenon, they have yet to gain significant traction in the retail world. Some of this has been predicated on technology (like NFC) and lack of a common platform. Apple helped the world of online payments take a giant step forward this fall when they announced Apple Pay.

7. . Smarter Smartphones

Brands (both online and off) can leverage this to make buying experiences easier for their customers. Whether it is a one-click checkout on any e-commerce site online or the ability to click a button on one's phone just before walking out of a physical store, the brands that fully embrace the utility of mobile payments will be big winners in the end. The biggest potential value here is the ability to stitch together online and offline profiles (see Walmart and Starbucksas examples of companies that are doing this well).

8.Mobile Security Becomes Critical

To date, a majority of the biggest data breaches with financial institutions, retailers and major social networks have been initiated through a variety of hacks, mostly not mobile in nature. However, as mobile apps and web usage become more prevalent, there is a significant risk as millions (if not billions) of people carrying mini "computers" in their purses and pockets expose both personal and enterprise-level data to cyber criminals.

To date, this has not been an area of focus for most companies — just one more reason brands need to think through the strategy of whether or not to build an app or merely support a great mobile presence (more on that later). For marketers, this should be reminiscent of the late 1990s, where similar decisions had to be made when building e-commerce sites.

9. Smart Things & Wearables Move Beyond Thermostats & Fitbits

For the most part, we have only seen the tip of the iceberg when it comes to wearables and items deemed part of the "Internet of things." As smart or "Internet-enabled" objects continue to evolve and proliferate, these interconnected devices — and now, increasingly, automobiles — are starting to make one another smarter.

This is a theme we will see over the next few years, as the real value of mobile (and digital, for that matter) is when data sets can inform one another rather than sitting silo-ed.

Regarding wearables, the most popular to date have been fitness related devices like Nike's Fuelband, Fitbit, and Jawbone's Up wristband. While the health and sleep data these devices provide is interesting, it's hardly game-changing when it comes to impacting our lives.

Of course, these are all activities that serious athletes would like to track — but think about the sick and the aging and what peace of mind they and their families could enjoy by knowing the second something goes wrong, with a smart alerting system to boot.

Clearly, there are other major trends happening in mobile in 2016, like an increased focus on mobile for internal collaboration. Mobile will also play an increasingly important role in the evolution and user behavior of social networks both new and existing. We will also find out what impact more wearable devices like the Apple watch and Samsung's Gear series will have on consumer behaviors and purchase patterns.If you haven't thought much about your mobile strategy, now is the time to get started. It's never too late but it will get increasingly harder to get into the game as the technologies continue to evolve at lightning speed.

Look in for more details: http://marketingland.com/5-key-mobile-marketing-trends-for-2015-112838

http://www.targetmarketingmag.com/article/5-mobile-marketing-trends-to-expect-in-2016/2/

II. Inside yahoo's Troubled Advertising Business

Between a sinking stock, an embattled CEO and restless investors demanding that the company be dismantled, these are not great days for Internet pioneer Yahoo.

Now add one more headache: The company's ad business, which brought in $1.15 billion in the second quarter of 2015, is rife with ad fraud, multiple sources told CNBC.

Executives at several media companies and media advisory firms with direct dealings with Yahoo's ad business said the company's programmatic video ad platform generates mostly fraudulent ad traffic, and otherwise does not work as promised. The platform is largely powered by BrightRoll, which was acquired by Yahoo in November 2014.

Another source said that it found BrightRoll's traffic was mostly coming from data centers' IP addresses, suggesting most of the ad views were nonhuman and fraudulent.

In a statement to CNBC, the company said: "Yahoo has always taken the integrity of ad inventory and traffic quality very seriously. We are leading the industry forward by allowing independent viewability and fraud measurement across our ad platforms through well-known and accredited, third party measurement partners."

"[W]e are committed to delivering value and results for our advertisers. ... We have focused on integrating advanced data, targeting and measurement capabilities across our advertising technology, including BrightRoll, to provide control and transparency, while driving results for advertisers," Yahoo said.

To be fair, ad fraud is a widespread problem not limited to Yahoo. A report by Distil Networks in October claimed that advertising fraud would cost the industry about $18.5 billion a year. For perspective, the Interactive Advertising Bureau projected that U.S. digital ad revenue reached $27.5 billion during the first six months of 2015.

Ad fraud occurs when digital advertisements are not being seen by the viewers companies paid to get in front of. In addition to creating nonhuman "impressions" or page views through bot networks, other known ad fraud practices include placing 1 pixel-sized advertisements on trusted websites which are invisible to the human eye. Sometimes, advertisements don't appear on the media sites or places the paying company believes they are.

Source: CNBC.com

Read More:

1. **Brain game–maker fined $2 million for Lumosity false advertising** **http://news.sciencemag.org/brain-behavior/2016/01/brain-game-maker-lumosity-fined-2-million-false-advertising**
2. **McDonald's Packaging Gets a Colorful Makeover** **http://www.adageindia.in/marketing/cmo-strategy/mcdonalds-packaging-gets-a-colorful-makeover/articleshow/50485813.cms**
3. **Amitabh Bachchan Emerge as Government's 'First Choice' to Replace Aamir as Face of Incredible India** **http://www.adageindia.in/marketing/news/amitabh-bachchan-emerge-as-governments-first-choice-to-replace-aamir-as-face-of-incredible-india/articleshow/50491572.cms**
4. **The 6 Pack Band' is YFilms' & HUL's Effort to Lend Voice to India's Third Gender**

http://www.adageindia.in/marketing/cmo-strategy/the-6-pack-band-is-yfilms-huls-effort-to-lend-voice-to-indias-third-gender/articleshow/50489678.cms

5. **Has Delhi CM Resorted to Surrogate Ads on TV for Odd-Even Scheme?**
   http://www.adageindia.in/marketing/cmo-strategy/has-delhi-cm-resorted-to-surrogate-ads-on-tv-for-odd-even-scheme/articleshow/50484401.cms

III. GREEN DIARY-- PARIS 2015

"So the question now is whether we will have the courage to act before it's too late. And how we answer will have a profound impact on the world that we leave behind not just to you, but to your children and to your grandchildren." --US President Barack Obama, Georgetown Address, June 2013.

The 2015 United Nations Climate Change Conference, COP 21 or CMP 11 was held in Paris, France, from 30 November to 12 December 2015. It was the 21st yearly session of the Conference of the Parties (COP) to the 1992 United Nations Framework Convention on Climate Change (UNFCCC) and the 11th session of the Meeting of the Parties to the 1997 Kyoto Protocol.

The conference negotiated the Paris Agreement, a global agreement on the reduction of climate change, the text of which represented a consensus of the representatives of the 196 parties attending it. The agreement will become legally binding if joined by at least 55 countries which together represent at least 55 percent of global greenhouse emissions. Such parties will need to sign the agreement in New York between 22 April 2016 and 21 April 2017, and also adopt it within their own legal systems (through ratification, acceptance, approval, or accession).

According to the organizing committee at the outset of the talks, the expected key result was an agreement to set a goal of limiting global warming to less than 2 degrees Celsius (°C) compared to pre-industrial levels. The agreement calls for zero net anthropogenic greenhouse gas emissions to be reached during the second half of the 21st century. In the adopted version of the Paris Agreement, the parties will also "pursue efforts to" limit the temperature increase to 1.5 °C. The 1.5 °C goal will require zero emissions sometime between 2030 and 2050, according to some scientists.

The agreement and a companion decision by parties were the key outcomes of the conference, known as the 21st ses¬sion of the UNFCCC Conference of the Parties, or COP 21. Together, the Paris Agreement and the accompanying COP decision:

• Reaffirm the goal of limiting global temperature increase well below 2 degrees Celsius, while urging efforts to limit the increase to 1.5 degrees;

- Establish binding commitments by all parties to make "nationally determined contributions" (NDCs), and to pursue domestic measures aimed at achieving them;
- Commit all countries to report regularly on their emissions and "progress made in implementing and achieving" their NDCs, and to undergo international review;
- Commit all countries to submit new NDCs every five years, with the clear expectation that they will "represent a progression" beyond previous ones;
- Reaffirm the binding obligations of developed countries under the UNFCCC to support the efforts of developing countries, while for the first time encouraging voluntary contributions by developing countries too;
- Extend the current goal of mobilizing $100 billion a year in support by 2020 through 2025, with a new, higher goal to be set for the period after 2025;
- Extend a mechanism to address "loss and damage" resulting from climate change, which explicitly will not "involve or provide a basis for any liability or compensation;"
- Require parties engaging in international emissions trading to avoid "double counting;" and
- Call for a new mechanism, similar to the Clean Development Mechanism under the Kyoto Protocol, enabling emission reductions in one country to be counted toward another country's NDC.

The strong momentum toward an agreement that built over the preceding months was dramatically underscored on the opening day of the summit by the presence of 150 presidents and prime ministers, the largest ever single-day gathering of heads of state. Impetus came also from a vast array of "non-state actors," including governors, mayors and CEOs, and the launch in Paris of major initiatives like the Breakthrough Energy Coalition announced by Bill Gates and other billionaires.

The Paris Agreement is a treaty under international law, but only certain provisions are legally binding. A crosscutting issue was how to reflect the UNFCCC's principle of "common but differentiated responsibilities and respective capabilities." On the whole, the Paris Agreement represents a fundamental shift away from the categorical binary approach of the Kyoto Protocol toward more nuanced forms of differentiation, reflected differently in different provisions.

The agreement includes references to developed and developing countries, stating in several places that the former should take the lead. But it notably makes no mention of the Annex I (developed) and non-Annex I (developing) categories contained in the UNFCCC.

LONG-TERM GOAL

The agreement reaffirms the goal of keeping average warming below 2 degrees Celsius, while also urging parties to "pursue efforts" to limit it to 1.5 degrees, a top priority for developing countries highly vulnerable to climate impacts.

MITIGATION

The Paris Agreement articulates two long-term emission goals: first, a peaking of emissions as soon as possible (with a recognition that it will take longer for developing countries); then, a goal of net greenhouse gas neutrality (expressed as "a balance between anthropogenic emissions by sources and removals by sinks") in the second half of this century. The latter was an alternative to terms like "decarbonization" and "climate neutrality" pushed by some parties.

With respect to countries' individual mitigation efforts, the agreement prescribes a set of binding procedural commitments: to "prepare, communicate and maintain" an NDC; to provide information necessary for clarity and transparency; and to communicate a new NDC every five years.

CARBON MARKETS

While avoiding any direct reference to the use of market-based approaches – a concession to a handful of countries that oppose them – the agreement recognizes that parties may use "internationally transferred mitigation outcomes" to implement their NDCs.

It requires that parties engaging in such transfers ensure the "avoidance of double counting," consistent with accounting guidelines for NDCs to be developed. The agreement also establishes a new mechanism to succeed the Kyoto Protocol's Clean Development Mechanism, which generates tradable emission offsets. Rules for the new mechanism are to be adopted at the first meeting of parties after the agreement takes force.

TRANSPARENCY

The Paris Agreement rests heavily on transparency as a means of holding countries accountable. In another move beyond bifurcation, it establishes a new transparency system with common binding commitments for all parties and "built-in flexibility" to accommodate varying national capacities.

All countries are required to submit emissions inventories and the "information necessary to track progress made in implementing and achieving" their NDCs. The COP decision says that, with the exception of least developed and small island countries, these reports are to be submitted at least every two years. In addition, developed countries "shall" report on support provided; developing countries "should" report on support received; and all "should" report on their adaptation efforts.

IMPLEMENTATION/COMPLIANCE

The agreement establishes a new mechanism to "facilitate implementation" and "promote compliance." The mechanism – a committee of experts – is to be "facilitative" in nature and operate in a "non-adversarial and non-punitive" manner. It will report annually to the COP. Details are to be decided at the first meeting of parties after the agreement takes force.

FINANCE

As at past COPs, finance was a contentious issue in Paris, with poorer developing countries seeking stronger assurances that support will be scaled up, and developed countries pushing for wealthier developing countries to contribute as well.

Both succeeded to some degree. The agreement commits developed countries to provide finance for mitigation and adaptation in developing countries ("in continuation of their existing obligations under the Convention," a stipulation sought by the United States so the agreement would not create new binding financial commitments requiring congressional approval). "Other" parties are "encouraged" to provide such support "voluntarily."

Other major issues included whether to set a new finance mobilization goal beyond the $100 billion a year in public and private resources already promised by developed countries, and whether to establish a process to revisit the question every five years. The COP decision extends the $100 billion-a-year goal through 2025, and beyond that, says only that by 2025 the COP will set a "new collective quantified goal from a floor of" $100 billion a year.

ADAPTATION

A major priority for many developing countries was strengthening adaptation efforts under the UNFCCC. The agreement does that by:

Establishing a global goal of "enhancing adaptive capacity, strengthening resilience and reducing vulnerability to climate change;"

Requiring all parties, "as appropriate," to plan and implement adaptation efforts;

Encouraging all parties to report on their adaptation efforts and/or needs;

Committing enhanced adaptation support for developing countries; and

Including a review of adaptation progress, and of the adequacy and effectiveness of adaptation support, in the global stocktake to be undertaken every five years.

LOSS AND DAMAGE

In a victory for small island countries and other countries highly vulnerable to climate impacts, the agreement includes a free-standing provision extending the Warsaw International Mechanism for Loss and Damage.

The mechanism, established as an interim body at COP 19, is charged with developing approaches to help vulnerable countries cope with unavoidable impacts, including extreme weather events and slow-onset events such as sea-level rise. Potential approaches include early warning systems and risk insurance.

At the insistence of developed countries, led by the United States, the accompanying COP decision specifies that the loss and damage provision "does not involve or provide a basis for any liability or compensation."

The Paris Agreement will be open for signature on April 22, 2016. In order to become a party to the agreement, a country must then express it consent to be bound through a formal process of ratification, acceptance, approval or accession (different terms for essentially the same thing). Each country has its own domestic procedures for deciding whether to join an international agreement.

The agreement establishes a "double trigger" for entry-into-force: it requires approval by at least 55 countries accounting for at least 55 percent of global greenhouse gas emissions. If states ratify quickly, these conditions could be satisfied pre-2020, allowing the COP to begin meeting as the "meeting of the Parties" to the Paris Agreement, to be known by the acronym CMA.

COP 22 is set for November 7-18, 2016, in Marrakech, Morocco.

Some more outcomes:

Developed countries pledged $19 billion to help developing countries,
Developing countries are now also providing support, Vietnam pledged $1 million to the new Green Climate Fund (GCF
India and France led 120 countries in announcing an International Solar Alliance supporting solar energy deployment in de¬veloping countries. More than 20 developed and developing countries launched Mission Innovation, pledging to double public investment in clean energy research and development over five years.
The unprecedented showing of action and support from all levels of society was widely credited as an important factor in Paris' success.

Source:
Paris2015- getting a global agreement on climate change
Cop21 Paris summary 2015