



St. Joseph's College of Commerce (Autonomous)

Affiliated to Bengaluru City University

Accredited with A++ Grade NAAC 4th Cycle (CGPA of 3.57/4)

College with Potential for Excellence (State awarded by the UGC)

Ranked 65th in NIRF 2023 by Ministry of Education, Government of India

#163 Brigade Road, Bengaluru - 560025, Karnataka, India

B.COM COGNIZANCE

An Initiative by Department of Commerce

DECEMBER ISSUE

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FESTIVE BRANDING

& MARKETING



PROLOGUE

St. Joseph's College of Commerce stands as one of India's foremost institutions for commerce and management education. Recognizing the rapid shifts in India's business and economic landscape, the college is committed to maintaining the highest standards in its courses to meet the evolving demands of the commerce industry.

To achieve this, the college has adopted a dynamic approach to education. It offers specialized B.Com programs like B.Com (Professional International Accounting and Finance), B.Com (Analytics), B.com (Strategic Finance) ,B.Com (BPM - Industry Integrated) B.com (Regular) and B.com (Travel and Tourism) each meticulously designed to provide students with the best possible exposure to the corporate world. These programs equip students with the knowledge and skills necessary to excel in their chosen fields.

In line with its dedication to providing comprehensive and up-to-date knowledge, Department of Commerce has introduced the B.Com Cognizance initiative. This program aims to deliver valuable insights and information to the college students, keeping them informed about the latest developments and contemporary trends in the ever-evolving business landscape. Through B.Com Cognizance, the college ensures that its students are well-prepared to navigate the dynamic world of economy with confidence and expertise.

Colourful Campaign

- **Festive Palette:** Use colors associated with the specific festival, creating a thematic connection. For example, red and green during Christmas or bright hues during Holi.
- **Visual Consistency:** Maintaining a consistent color theme across various marketing channels, from social media posts and emails to in-store displays. This reinforces the festive atmosphere.
- **Limited Edition Packaging:** Introduce festive-themed packaging with vibrant colors. Limited edition or special packaging can attract attention and create a sense of exclusivity.
- **Promotional Materials:** Design promotional materials like banners, flyers, and posters with eye-catching colors. Ensure they convey a festive spirit and highlight special offers.
- **Interactive Displays:** Incorporate vibrant and interactive displays in physical stores. Engaging visuals can enhance the overall shopping experience, making it memorable.



Social Media Cheer



Festive Themes:

Incorporate festive themes in your social media content, such as profile pictures, cover photos, and post designs. Use colors and visuals associated with the festival to create a cohesive and appealing look.



Special Offers and Discounts:

Announce exclusive festive offers and discounts through social media posts. Create a sense of urgency by promoting limited-time deals during the festival period.



Festive Hashtags:

Create and promote unique festive hashtags to boost the visibility of your campaign. Encourage users to use these hashtags when sharing their festive moments related to your brand.



Influencer Collaborations:

Partner with influencers who align with your brand and can authentically promote your products in a festive context. Leverage their reach to amplify your festive marketing messages.



Cross-Platform Promotion:

Ensure a consistent festive message across all social media platform. Cross-promote your campaigns and content to reach a wider audience

Beyond the Box

Limited Edition Appeal:

- Brands create special, limited edition products for festive seasons.
- Starbucks' holiday drinks and themed merchandise are prime examples.

Festive Packaging Impact:

- Festive-themed packaging enhances product visibility.
- It distinguishes items on shelves, attracting consumer attention.

Seasonal Exclusivity:

- Limited editions create a sense of exclusivity during festive periods.
- Consumers are drawn to unique, seasonal offerings and packaging.



Festive Ads



Emotional Storytelling

Heartwarming holiday ads, like John Lewis Christmas commercials, focus on emotional storytelling.



Audience Connection

These ads create strong emotional connections with viewers. Often featuring relatable narratives, they tap into universal themes of love, joy, and togetherness.





Discounts & Deals

- **Attracting Attention:** Create time-sensitive discounts or deals exclusively for the festival period. This sense of urgency encourages attendees to take immediate action. Introduce special pricing or bundle deals specifically for the festival. Highlight the exclusivity of these offers to entice potential customers.
- **Engaging Customers:** Offer unique discount codes distributed at the festival or through festival-related marketing materials. Host contests or raffles where attendees can win prizes or discounts by engaging with your brand. This boosts interaction and draws attention to your offerings.
- **Driving Sale:** Offer tiered discounts based on the quantity purchased. This encourages customers to buy more, benefiting from higher savings as they increase their purchase quantity.






Christmas Campaigns Extravaganza



- **Emotional Connection:** Coca-Cola's Christmas campaigns are renowned for evoking strong emotions, emphasizing themes of joy, togetherness, and nostalgia.
- **Storytelling and Tradition:** Coca-Cola has mastered the art of storytelling, creating timeless narratives that resonate across generations.
- **Sustainability and Corporate Responsibility:** In recent years, Coca-Cola has incorporated sustainability themes into its Christmas campaigns, aligning with contemporary consumer values.
- **Multichannel Marketing:** Coca-Cola employs a comprehensive multichannel marketing approach, utilizing television commercials, social media, print, and experiential marketing to reach a diverse audience.



Activity Time

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1. Which beverage company played a significant role in popularizing the modern image of Santa Claus through its Christmas advertising campaigns?
 2. Which iconic symbol is often associated with Coca-Cola's Christmas campaigns, representing joy and togetherness?
 3. Which brand released the heartwarming ad titled "Monty the Penguin" during the festive season, gaining widespread popularity and emotional appeal?
 4. In the context of festive marketing, what does the term "holiday season creep" refer to?
 5. Which social media platform is often used by brands to create interactive campaigns and engage with users during the festive season?
 6. Which popular holiday drink is often associated with Starbucks' annual holiday-themed cups and marketing campaigns?

Send your answers via WhatsApp to
Ankitha- 8277181880 to get featured!!



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