Project Dissertation Report on

CONSUMER RESPONSE TOWARDS MOMENT MARKETING CAMPAIGNS

Submitted By

Swarnim

2K19/DMBA/100

Under the Guidance of

Mr. Yashdeep Singh

Assistant Professor, DSM

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road, Delhi 110042

CERTIFICATE

This is to certify that the dissertation report titled "CONSUMER RESPONSE TOWARDS MOMENT MARKETING CAMPAIGNS", is a bonafide work carried out by Ms. Swarnim of MBA 2019-21 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

Signature of Guide   **Signature of HOD (DSM)**

Place: Seal of HOD

Date:

DECLARATION

I, Swarnim, student of MBA 2019-21 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report "Consumer Response Towards Moment Marketing Campaigns" submitted in partial fulfilment of Degree of Master of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

PLACE: SWARNIM

DATE:

ACKNOWLEDGEMENT

It is my pleasure to acknowledge many people who knowingly and unwittingly helped me, to complete my project.

First of all, let me praise God for all the blessings, which carried me through all those years. First & foremost, I would like to express my regards to Mr. Yashdeep Singh for his constant encouragement and support. I would also like to express my immense gratitude towards all the lecturers at our college for providing the invaluable knowledge, guidance, encouragement extended during the completion of this project.

I extend my sincere gratitude to all my teachers and guide who made unforgettable contribution. Due to their sincere efforts, I was able to excel in the work entrusted upon me.

Swarnim

EXECUTIVE SUMMARY

Holistically, this study is concerned about the value social communities bring to brands and how brands should therefore, strategize in order to reap the benefits from these communities. For this purpose, Twitter moments of brands are taken where they put out some campaigns in relation to a specific event that has occurred and is known to the general public. Moment marketing tweets of Oreo Cookies, Paytm, Airtel, Zomato, and Xbox are analysed separately on the emotions and sentiments of the comments received on these tweets. A detailed literature review and background study is also conducted to know about the already available literature on these types of campaigns. We finally combine the results from sentiment analysis and the business moments to find the results if this study.

Valuable insights are drawn on the different ways in which brands can use the popular moments for their benefit of increasing engagement on their social media as well as websites or apps. The various kinds of moments which have been previously utilised by brands for such practices have also been studied. Lastly, with all our analysis of user response on the tweets, we enlisted the perfect ingredients for building such moment campaigns which go as – timing, simplicity and relevance or fit.

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

The economic universe has evolved drastically in the past decade. The prime focus is now more on the customer who buys/uses the product. All the business decisions and marketing strategies are made keeping the consumer as the main subject. This has led to revolution across business verticals with marketing coming out be a major vertical. This revolution comes from the same idea that the businesses are now customer-centric then being company-centric. (Keith, 1960)

Figure 1: Evolution of Marketing

Source: https://marketoonist.com/2008/08/evolution-of-ma.html

Generations have witnessed the industrial revolutions over the years and how these revolutions have been initiated by the technological advancements. The same goes with the current times. Digital technology and its innovations have revamped the economical sphere. We are experiencing rapid transformations because of these tech-advancements with almost around 27 million of smart innovation devices in the market producing all the world's data. This surely marks the Industrial Revolution 4.0; but

whichever era it is, the central subject for any technological development will be "human" or the "customer". Today's consumer is also more aware and advocates for himself. They take interest in the brand's purpose and the choices they make. Not only the consumer's experience, but also the actions those brands take impact the image. Thus, keeping this in mind, the companies must take more informed and well thought decisions, all in line with the consumer image and perceptions. This helps in having a progress towards creating value for the customers as well as the brand and society at large. It is thus important to understand how brands can explore the digital space in business, economy, and society to be able to protect and even manage their human interactions.

On interviewing around 80 experts, seven major trends came out to be critical to a brand's strategy framework to aid the brand in being socially relevant, emphatic and connected. (Deloitte Insights, 2020) All these seven ideas have digital consumer as the central subject in them, in spite of being varied in age and implementation stages. The first one is '*purpose*'- which means that the it must be clear on why the organisation was formed at the first place. Every decision or policy must be connected with the basic purpose of the company. Having a focussed purpose with the human and society as the centre creates a long lasting and inevitable impact in the public's mind. Second one has to be '*human experience*'. It is crucial because it conveys the purpose to the consumers, partners, employees at all touchpoints involving them. It helps the company to keep checking that the purpose always in line with the expectations of the society and communities. These two verticals actually combine the other five verticals that follow here. The third facet is '*fusion*' that is the guiding factor on what kind of partnerships should be made to achieve the best combination of purpose and human experience. The fourth facet, which is '*trust*', is an important pillar to achieving any purpose in the market. Without building trust among the stakeholders, no milestones can be attained with whatsoever focussed purpose. The fifth trend, '*participation*', evaluates what can be the ways to include the consumers in the partners' or contributors' network. This further enhances the consumer experience. The sixth facet is '*talent*' which signifies the importance of training and catering to the workforce to make them work towards the unified goal/purpose of the brand. The final trend is '*agility*' on the organization's part. The brands must build the infrastructures and systems such that they can adapt to environmental changes -technological, political,

legal, sociological, etc. Being always flexible and having plan-of-action always ready at hand encourages the brand to keep focussing on creating experiences for their audience and not worry about the adversities or changes in the business environment. Out of all these, the marketing trend of participation has gained a momentum in the past few years and currently a highly leveraged idea by the brands to remain visible in the marketplace.

With so many marketing techniques at place being used by almost all consume-centric brands, it is difficult for brands now to stay ahead and visible in the market at all times. In spite of applying the suitable marketing strategies separately for B2B and B2C target audiences, the brands still need to be on their toes each moment. They have to be aware of the trends and important events across the world/country and fit those contexts in their brand message to be able to stay relevant in the markets. Moreover, the social media communities and digital marketing tools are the new dominant areas being explored by brands to reach their consumers directly and engage with them emotionally. A majority of online community member accept the fact that the content and timing of the message is related to their opinion of the brand. To address this, brands have started working on increasing their followers count on these social media platforms along with high engagement rates with these followers. The relevance and timeliness of the content being posted has a big role to play, thus, these brands now understand the importance of marketing in the moment and engaging with the consumers in those micro moments to build an emotional connect with them.

1.1. Background

Moment marketing is a new but very popular buzz word among the marketers today. It refers to any kind of marketing communication done by a brand by leveraging the latest events and happenings or viral trends. They do this by adopting the contexts of the trends and creating creatives, posts, or campaigns based on them, thus, becoming a part of current buzz among the audience and hence, being relevant to them. This marketing style is not at all a short-lived trend, but it is here to have a strong impact on the minds of consumers. It helps the brands in have a wider reach with least cost. In addition, it also ensures a very strong and long-term emotional connection with the customers. It has been said again and again that consumer-centric approach always wins. Now this technique of campaigning even more justifies the consumer focus with

a more direct touch with them. Using socially relevant content for brand communications increases the loyalty and trust among the customers.

In the recent times, moment marketing campaigns have proved to be a strategy to gain an edge among the consumers. To master this style of marketing, it is imperative to be proactively looking out for trends and sensational happenings. The brand be prepared to respond to any comment or reaction to the bran's moment marketing post, creative, campaign, or any news/topic. The idea is to capitalize on to the incident so much so that it looks like a spontaneous communication rather than planned activity.

This kind of marketing campaign indulges with the latest online or offline incidents or experiences turning it into online posts and engagements in the end. The social media posts which specifically target these micro-moments do perform much better than the traditional social media communication posts of these brands.

Nowadays, brands are adopting moment marketing tactics to respond to TV commercials, some sports event or any sort of topical news/incident. They are making the use of memes, humour content, and attention-grabbing videos to attract the social media community. This idea goes well with them as the online users feel a deeper connect with the posts and they perceive the brand as responsive and relevant. They feel that the brand is not only focussing on sale of its products and is also involved in society at large. This kind of marketing resonates the most with Gen Z who are active on social media and other online platforms more often. This segment is also continuously involved with viral trends and topics and thus they are easier targets of these moment marketing posts.

Also, this style of marketing has proved to be very cost-efficient and has still huge potential. Even it provides huge engagements and encourages two-way communication between the brand and the consumers. But we must not forget that before taking this road, the marketer must know well about his customer's feelings and interests. He needs to remember that only a combination of accurate knowledge of what can resonate the most with which kind of audience can make such campaigns successful.

However, this technique of marketing in the moment is not something new. The leader in dairy products, Amul, has garnered people's attention over the years through their use of current hot topics for creating caricature like topical ads. These cover news from all domains -political, entertainment, business, sports, etc. But though Amul could manage to grab the audience attention with these funny one-line creatives, not many

people have actually shared or forwarded these creatives with each other. Coming to present times, as the options have increased and the engagement time has become limited for each post, it is now required that brands look to leveraging the moment and come up with viral content around those moments.

Figure 2: Amul's Topical on New Year 2021

Source: Twitter

Recently, there have been several hashtags which have gone as a viral trend like #pawrihorahihai, #shweta, etc. Also, now the start-up brands like Paytm, Swiggy, Netflix, Oyo, Dunzo, Zomato, etc. have successfully entered this moment marketing space and seemed to have adapted the game quite well. Police departments like UP Police, Mumbai Police also make content touching these viral topics to create awareness on certain issues in the public.

Figure 3: Mumbai Police's tweet on viral trend moment #binod to create awareness on online safety with strong passwords

Source: Twitter

One would advocate that the impact of moment marketing is short-lived as any social media trend goes off the buzz anytime soon, mostly within 2 to 3 weeks. But the company must know how to take the best advantage of these micro-moments for their business. They could bundle these moment marketing posts with their products/services to be able to capitalise the opportunity. Dominoz and Zomato have been seen pushing out discount coupons along with these memes or content to get some extra sales from the moment.

1.2. Problem Statement

Till now, we understand that the moment marketing initiatives by the brands are indeed creative and amusing. We also understand that these campaigns provide good engagement with the consumers and help in connecting with them emotionally. But these engagements are not necessarily positive or appreciative. The responses can be of different moods and opinions. There could be suggestions or reactions, complains or grievances, or just a story about experience with the brand. We can also expect the social media users to compare the moment ads by one brand with the other on the same viral trend or topic.

All these reactions can be mapped to the respondent's personal background and experiences as well as to their demographic features. These could also vary with different communities, social classes, and regions. A single tweet or creative can even result into a rage among specific sections of the society, whereas, it can on other side gather applause and trust for the brand from another section of society for talking about that particular topic.

Also, these efforts being made by the brand is all targeted to the ultimate goal of brand image which in turn leads to better sales/business for the company. So, what perceptions these campaigns inculcate in the minds of the engaging as well as spectating audience is also a matter of importance. Do these campaigns result into just an emotional connect or a positive purchase intent for the brand or straightaway give direct sales to the brand? Even, brands from which industry category can use this marketing style is a concerning aspect. It could be possible that a certain trend won't work fine for a specific brand category or the whole of moment marketing idea might not suit certain brand category. All these parameters are crucial in driving the success of these campaigns.

1.3. Objectives of the Study

Through the proposed study, we aim to analyse how the social media moment marketing strategies are being taken by the audience. We plan to achieve the following objectives:

- Understand through examples what kind of emotions and sentiments are involved when the consumers engage with the moment-related tweets of brands
- Identify the right-mix for marketing in the moment on Twitter (Social Media)
- Have a broad understanding of the ways in which brand can exploit the moments to have their share of buzz in the whole clutter on internet

CHAPTER 2
LITERATURE REVIEW

(Bagozzi, Gopinath, & Nyer, 1999)Emotions guide almost every aspect in the journey of a marketing campaign. From processing the information to developing a particular appeal or stimuli to the campaign, all are driven by emotions. Emotions are nothing but different states of our mind that come from our own feelings and thoughts. Comparing emotions and moods and attitudes, emotions get separated from the other two in the way these emotions arise. All our emotions have a specific cause or referral point (for e.g.: a customer is dissatisfied with the taste of the food in a hotel). These emotions are in reaction to some appraisals (judgement or perception) we give to things important for our welfare. What is important for our welfare can be some events or experiences which occur in our lives, or a reaction we give to some events, or just a transformation in a particular entity or thought for personal self. We must also not ignore the fact that though different incidents or situations are mostly related to specific emotional reactions, still the psychological appraisals that are unique to every individual actually produce the emotional reactions. Every individual can have their own kind of reaction to a single situation. Also, the appraisals can be guided by human's conscious or unconscious, or have a purpose and intention, and can even be sudden or unplanned. These emotions could also be measured by keeping a collective set of signs and indications at place. It is also important that whatever kind of emotion evaluation method we use, it must always be associated with some theory of emotions.

According to the content, most of the ad campaigns can be categorised into two types. First is '*thinking ads*' which has be main idea to showcase the facts and information, or some benefit that can be gained from the product/service. The other type is '*feeling ads*' where focus goes on what kind of emotion the viewers will feel on watching the ad. Here, the processes and conditions determining the individual's reactions play a larger role than the stimulus placed in the ad. Also, in these kinds of ads, because of the emotional affect, the company name and the ad story stay longer in memory as compared to that of *thinking ads*.

(Park & Ha, 2021)Social media users expect a brand page to be an information dispenser where the engagements with this information must initiate positive feelings

leading to good experiences. This positive arousal is driven by curiosity which later determines the interactions that can be boosted by good experiences on the company's social media page. These experiences serve as a great source of understanding of customer interactions having a service theme, just as the social media handle of the company.

The customers being more interested in interacting with the company page only when they have a memory of happy experience at the company touchpoints. However, the impact of customer satisfaction is the most on the intention of consumer to engage with the company on social media. This supports the association of loyalty with consumer satisfaction. Our approvals of a certain experience are critical to initiation of feelings that later come out as conscious reactions. The values of the positive responses effect the extent of curiosity in the user at the time of engaging with the brand.

When the information experiences are meaningful and relishable, the consumers feel positive emotions. This makes it imperative for the marketers to enhance their social media pages using posts which are not only giving information about their products/services, but also those which are entertaining, relatable, and fun to engage with. Brands can conduct surveys to see the patterns in information encounters of their target audience to better understand what content would resonate more with the viewers.

(Franzak, Makarem, & Jae, 2014)Design benefits of any sort must always target the feelings/emotions of their customers to be able to get the desired engagement from the consumers thus, adding to customer and brand value. The idea should be of mediation. The kind of design used motivates varying levels of reactions and feelings. These varying responses further affect the after-sale customer interactions which the company's actually look to dominate. These associations though being simple and direct, are pretty complex to build up. The assurance, however, is that they enhance the brand equity which are of most interest to the company officials.

The brand engagement is directly related to the design style and has to be taken care of the initial phases itself. As design has after-purchase effects, it cannot be considered as just something used to make efficient and attractive product. The influence on the

brand engagement will also vary with the kind of design style used. To enhance the capability of engagement we can follow certain guidelines. The customers can be made to be a part of the design stage too in addition to the production stage. This can be done through open platforms and opportunities for innovation and contribution. Highlighting the symbolic advantage of the product can be done through effective social media communication strategy by showing positive social relevance. The brands should also motivate investment of time into creating and maintaining of brand related communities, both online and offline, where the consumers can put across their experiences with the brand.

Figure 4: "Model for design benefits leading to emotional arousal and hence, brand engagement"
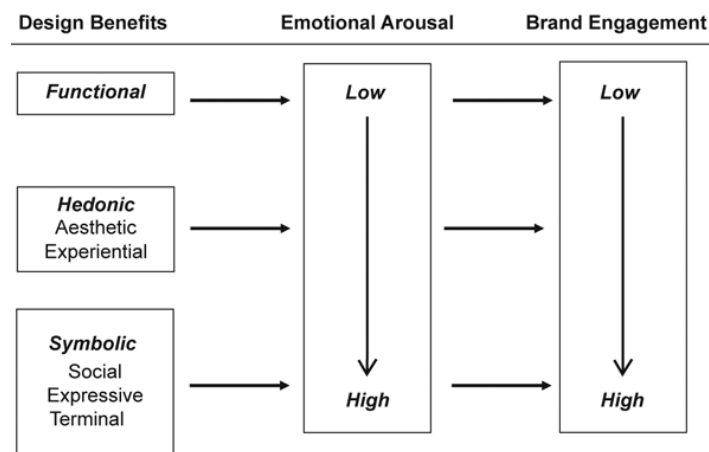
Source: "Design benefits, emotional responses, and brand engagement", Journal of Product & Brand Management, 2014

(Dolan, Conduit, Frethey-Bentham, Fahy, & Goodman, 2019)The present-day managers must ensure that their social media posts are informative such that they help to boost the active engagement on their social media. These engagements can be as likes, comments or shares on these posts. Passive viewership by many of the social media users forms a large part of the viewership. These users engage with the content just through clicks, reads, views. Having remunerative posts does not ensure passive viewership, but surely gives boost in terms of likes and shares. Another great idea of improving the engagement can be having some sort of monetary motivation in the post content. This method though doesn't work for passive engagement, but has great

potential in encouraging the sharing of posts. However, entertainment and relatable posts attract the passive viewers a lot.

Though many would say that entertainment posts are the ones that go viral most of the times as the engagement on these posts are high, there are studies to show that this technique is not great for engagement through sharing or comments. Instead of passive engagement, a majority of online media users don't indulge into sharing the posts to their friends and peers, or even commenting on these posts for that matter.

(Taiminen & Ranaweera, 2019) Brands must go beyond sharing topical content bundled with benefits for their users. Digital marketing spectrum can be utilised for sending out brand specific signals too which can stimulate effective online engagement. Helpful functions such as generating relatable ideas, robust problem solving, and giving time to understand important issues and thereby produce insights on them are great elements. As this technique makes the users feel that the brand is efficient, able and aware and is willing to work in the direction of the consumer's advantage. Thus, this goodwill brings in great engagement and loyal bonds even in B2B partnerships.

Figure 5: "Dual Nature of Brands in Digital Marketing Helpfulness"
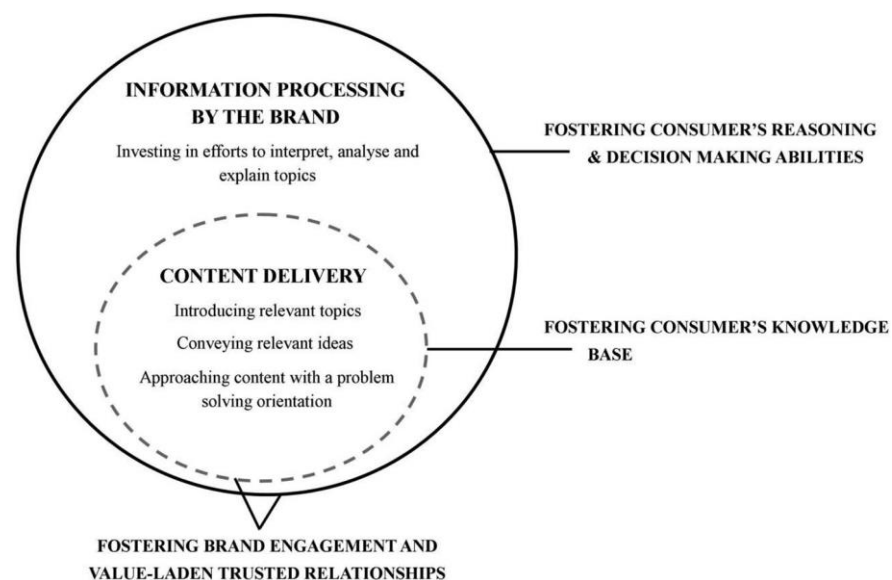
Source: "Fostering brand engagement and value-laden trusted B2B relationships through digital content marketing: The role of brand's helpfulness", European Journal of Marketing, 2019

Moreover, the consumers can gain advantage with latest information and support from the brand's awareness and preparedness. A brand having a strong hold on topics can make wiser decisions on the available facts and data with them. To make this more reliable, spending time on fetching this data from right sources and related to only the relevant subjects is important. The customers, as a result, can now do away with the stress of information processing at their end and thus look to having unforgettable experiences with the brand posts.

(Rowe & Alani, 2014) The statistics for engagement will always vary across different platforms and over various features. As per a study, a more renowned and powerful person may not get the expected attention in the political subjects of that state itself. Also, an interesting finding is that on Twitter a person can garner more engagement with higher number of tweets. But the exact opposite occurs for platforms other than Twitter i.e., more posts mean less engagement. This happens may be because an increased account activity is taken as distracting on the timeline and thus go unattended. The paper also suggests that URLs show negative impact on user engagement as with lesser references in the content, the post performs better with interactions among the user. Microblogging platforms like Twitter which have limitations on the number of characters, inclusion of rare and complex words can play the game better in terms of engagements than for platforms which are not limited by characters and are used mostly for conversations (like Facebook).

(Chung, Animesh, Han, & Pinsonneault, 2015) The strategy of social media firms to focus on information richness and responsiveness pays more than a volume-focused strategy, thus highlighting the decline of a strategic strategy. This also underscores the importance of considering information richness and responsiveness as effective strategies for managing a company's social media.

A brand's social media strategies are directly related to brand engagement and visibility. However, having quality content and quick responses always impact the performance in a good way. If the social media followers are highly active on the brands page, it gives the brand the visibility and thus brings in more visits to these sites, hence, generating engagement from engagement. The strategy focussing on quantity on social media does not work well in the short term, though it has promising

effects in the long-term. But in these VUCA times, a strategy with rich and responsive framework must be preferred by marketers over numerous irrelevant and useless posts.

(Heinonen, 2018) The community can serve as an important promoter of pricing and service delivery, as the community can provide guidance to providers on how to support consumers in their daily lives. Focusing on interested communities, rather than productive communities, provides opportunities for firms to develop and maintain beneficial customer relationships. In addition, acknowledging the importance of a broad set of interests in the lives of (non-customer) clients encourage managers to realize that their brands may not be as important as they think. This is one step towards the transition from an internal brand / firm primacy to an external customer perspective.

(Fernandes & Moreira, 2019) The nature of the consumer-product relationship can lead to different levels of CBE. Consumers who primarily develop performance-based product relationships do so with its utilitarian value, which is closely related to purchase and performance. On the other hand, consumers who develop primarily emotionally based product relationships do so mainly through its symbolic value, beyond the purchase and are therefore expected to play a major role and build a business relationship with the product. Therefore, these consumers will be more willing to invest time, effort and love in product-related engagement beyond consumption and have a greater chance of demonstrating CBE in terms of thoughts, feelings and behaviours, rather than establishing active, trading relationships. The results confirm consumer product engagement as a three-dimensional structure, which is more emotionally strong than active product relationships and reflects your direct or indirect impact on product reliability. By comparative analysis, the findings also prove that the effects of CBE on BL, directly or indirectly through Satisfaction, are strong in emotional relationships, and Satisfaction is a direct BL precursor to active product relationships.

(Botchway, Jibril, Kwarteng, Chovancova, & Oplatková, 2019) Given the competitive environment in which businesses operate in today's global economy, it is important to sometimes stop and think about how business effectively communicates with audiences. its. In this study, a database of tweets was downloaded from an official

twitter account linked to UniCredit's banking social media account via the Twitter API. The Valence Aware Dictionary and Entrance Reasoner (VADER), was used for emotional analysis in English tweets on the database. VADER was chosen for emotional analysis because it works best for short documents such as tweets. Overall, VADER's emotional statistics of tweets in the database were accurate. In our view, English tweets are mostly dominated by positive emotions. "3" of the banking systems were taken out of the top "10" standard names, we believe that more effort should be made to incorporate other banking ideas. This will help to get customer feedback, frustration, satisfaction that ultimately results in positive business (bank) results. Typically, marketers and social media users can use this guide to research the public opinion of their company and their product or to analyse customer satisfaction. Organizations can use this to gather critical feedback on problems in recently released products.

(Biloš, Turkalj, & Kelić, 2018) In addition, mobile devices enable consumers worldwide access to digital information while empowering them to begin engaging in the desired content at a time and place of their choice. User behavior is influenced by certain small periods

which are real-time consumer needs and therefore provide an important field of research. Minority is the time spent with the intention of making decisions and the formation of choices that occur during the entire user journey. These small moments occur when people unknowingly reach out to get a cell phone so they can work faster on any kind of urgent need. In those cases, consumer expectations are very high because they expect businesses to expect their needs to be supported by contextual data. Therefore, every minute is determined by the user's intent, context and speed. In addition, mobile devices and smartphones in particular, have the ability to quickly meet the immediate needs of their users thus creating new opportunities for retailers to capture and use.

(Sinha & Modak, 2019) It can therefore be said that the independent variables i.e. temporary marketing have good communication and consumer purchasing behaviour. If companies operate in temporary advertising, then they can influence consumer buying behaviour, which can further attract sales. Temporary marketing is much cheaper than other types of marketing. If marketers want consumers to pay attention,

they need to start making changes to the status quo, which is based on the times. To do so, the whole business, not just marketing, will have to plan for those moments.

(Biswas & Shah, 2020) Post quality is moderately related to the ultimate purchase purpose. The most notable variation is the current awareness that can be said to have a major influence on the cause of the purchase purpose. Product information, image clarity and message and ad compliance at the moment also played a major role in refining the purpose of the customer purchase.

When it comes to launching Moment advertising, it can be done in three easy steps

a) Identify any major event

b) Create one interesting social post, related to a product / service and event

c) Let the customer act as a facilitator by sharing and making the posts viral

The essence of instant marketing is viral marketing which means it enhances the growth in the visibility and influence of any message by encouraging potential consumers or users to pass on the message to others.

CHAPTER 3
RESEARCH METHODOLOGY

The project does analysis of the consumer response on moment marketing tactics through emotion and sentiment analysis. For this we take five popular moment marketing twitter posts each of different brands. These are analysed to get overall insights leading to a better understanding of this engagement practice of these brands. These five moment marketing incidents are analysed in two stages:

- Secondary analysis

    The five instances of moment marketing campaigns taken in this project are analysed based on secondary facts and figures available from various agency reports as well as journals and articles. We try to find out what were the success rates of these specific campaigns and the critic opinions about the same.

- Primary analysis

    The comments on the five tweets under study are analysed using text analytics AI technique for three parameters. This is done using the NLP based text classification SaaS solution, Parallel Dots. We first see what are the keywords used in the comments and the top keywords are used to be represented in a word cloud. Based on the keywords in each tweet, the emotion of the comment is decided. Each comment is classified into one of the six categories of emotion – Excited, Angry, Bored, Sad, Fear, Happy. And finally, according to the mood and emotion of the keywords used, we identify the overall sentiment or tone of the comment – positive, negative, neutral. These insights hell in finding the general trend of the consumer response to each of the kinds of moment marketing incidents.

Finally, we compare the secondary and primary analyses and come up with the complete results on each of the five cases. With the help of these findings, marketer can understand what kind of moment marketing initiatives suit their brand. The keyword analysis tells clearly what the consumers expect from them in the digital space, and this can be very well exploited to gain more positive response from the consumers and earn goodwill.

CHAPTER 4
ANALYSIS AND DISCUSSION

4.1. Introduction to the Case:

As mentioned earlier, the project aims at analysing the response of social media community on the moment marketing tweets by the brands. Here, we have taken five specific instances of moment marketing on Twitter by different brands. They are as follows:

1. <u>Oreo</u>: Their tweet on the power failure incident at Super Bowl 2013 had grabbed a lot of attention. The message said that the power failure is not an issue, as we can have cookies dipped in any beverage even in dark.

2. <u>Paytm</u>: This fintech start-up took great advantage of the opportunity when Demonetisation of Rs. 500 and Rs. 1000 currency notes were announced in India in November 2016. They realised the scope of digital payments at that very moment in the country and quickly promoted the Paytm app aligned with the cashless transaction concept.

3. <u>Airtel</u>: Airtel took a jibe at its competitor Jio's announcement of 6 p/min IUC on non-Jio outgoing calls. They sent out a tweet highlighting that Airtel still offers unlimited incoming to its subscribers, the idea being to attract the Jio customers to Airtel and also retain its existing customers.

4. <u>Zomato</u>: In what we can call as one of the popular brand banters on social media, Zomato came up with a witty yet straight up reply to Amazon when the later tweeted commenting on frequent logo changes for Zomato in just 6 months in the year 2015.

5. <u>Xbox</u>: Xbox, the gaming brand, tried out the popular social media trend, 10 years challenge, in which the person has to share his/her pictures from 10 year back (2009) and present (2019) showing how he/she had changed in the decade. Xbox did this trend with its controllers from 2009 and the year 2019, showing how the generations of controllers evolve with every new version.

4.2. Data Collection:

Source: Twitter (Comments on the tweets taken for study)

Approach: The tweets were extracted from Twitter using the SaaS solution for data mining, Octoparse. The workflow of tasks is created on the software to extract the data elements from the tweets. We use the concept of infinite scrolling where the loop is set to keep scrolling and extracting the data till the end of the page. Once the data is extracted, it is exported in an excel file to be stored on the local system. The process is repeated for all the five moment marketing tweets under consideration for this research project. An average of 100 tweets per case is extracted for analysis.

4.3. Case 1: Oreo Cookie's Moment Marketing on Power Failure of Around 35 Minutes at Super Bowl 2013 in New Orleans

Secondary Analysis:

In 2013, Mercedes Benz Superdome in New Orleans was organising the Super Bowl when there occurred a power failure of more than half an hour just a little after the halftime in the game. Oreo took chance and came up with a simple creative having a play of words. They had this posted on their social media handles, and this response was so quick and clever that it amused the online community. Soon after many editorials and media houses started covering this tweet's success which added to the brand's value and visibility. This made Oreo cookie become a part of people's conversations and engage with people directly on an emotional level.

The marketing agency, 360i, was the creative team behind this clever idea and design. It was a lesson for brands that using humour in the context of an event aligned with the core product's message can be a win-win social media game for them. The message mentioned that one can still dunk even though it is dark around. This word dunk has a double meaning here- one of dipping a cookie in some beverage, and the other of a passing technique in football.

Figure 6: Moment Marketing by Oreo on Super Bowl Power Failure of 2013
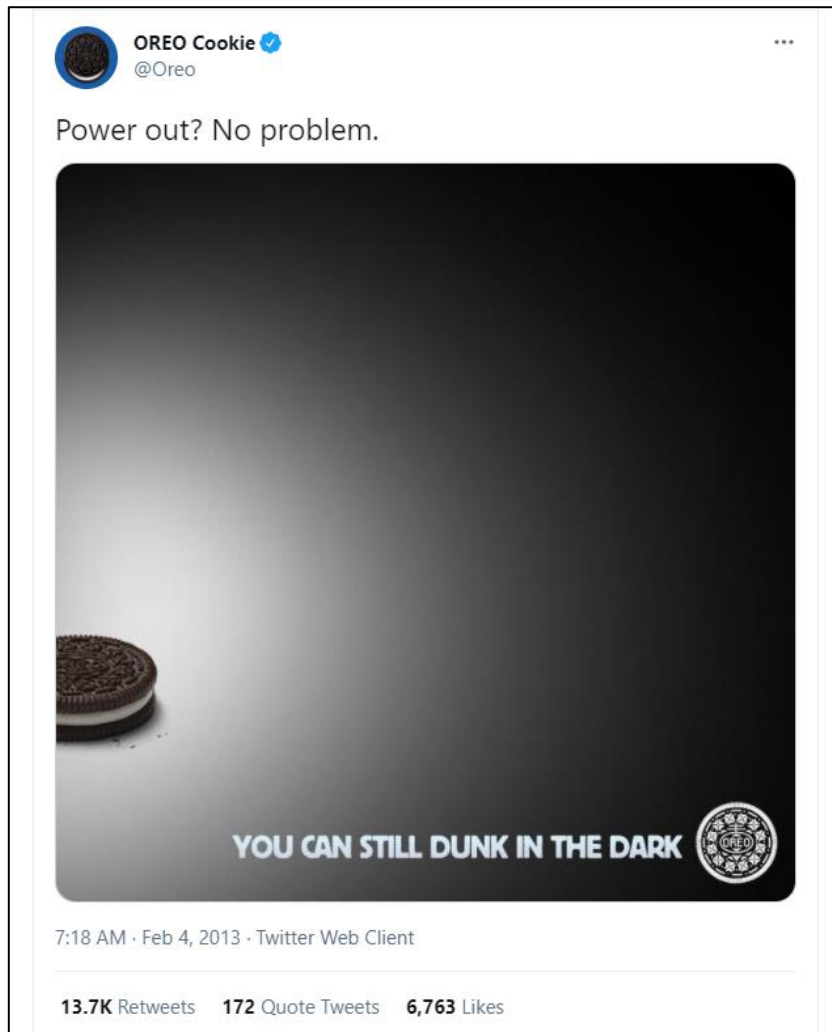
Source: Twitter

What is to be understood is that this whole twitter moment was not something that happened randomly, though it could seem like that to anyone engaging with the post. The team was already set to come out with something on the ongoing Super Bowl event and had every stage of the process, from designing to content writing to pushing the final send button, pre-decided and all the tools checked with a dry-run done before time. Prior plan was to prepare something on the result of the match, but as soon as the incident of power failure occurred, they wanted to use this moment and thus, quickly ideated and implemented the theme with the approval of it also done then and there. This post got humungous positive response in the from of shares, likes, and comments. It was a game changer in the marketing sphere in 2013, and set an example for social media marketing strategies for coming years.

Primary Analysis:

A textual analysis on Parallel Dots gives the top keywords which the social media users used while responding to the tweet by Oreo. These words are the base to understanding the mood of the consumers in response to the marketing campaign by Oreo.

Figure 6: Word Cloud for top keywords in the comments on Oreo's tweet

Source: Created by self on Parallel Dots software

The terms in green represent the words having a positive mood, the red ones have a negative mood and the grey ones are neutral. We see from the word cloud that majority of the keywords are the ones which are positive which is indicative of an overall positive response from online community. Also, the words vary in size in the word cloud; the size decreases with the frequency of use in the corpus.

Further, we analyse the emotions and sentiments on these tweets. Parallel Dots classified each comment on Oreo's tweet into one of the emotions and sentiment each. The pie charts for the distribution of these classification are as follows:

Figure 7: Emotion and Sentiment analysis of comments on Oreo's tweet
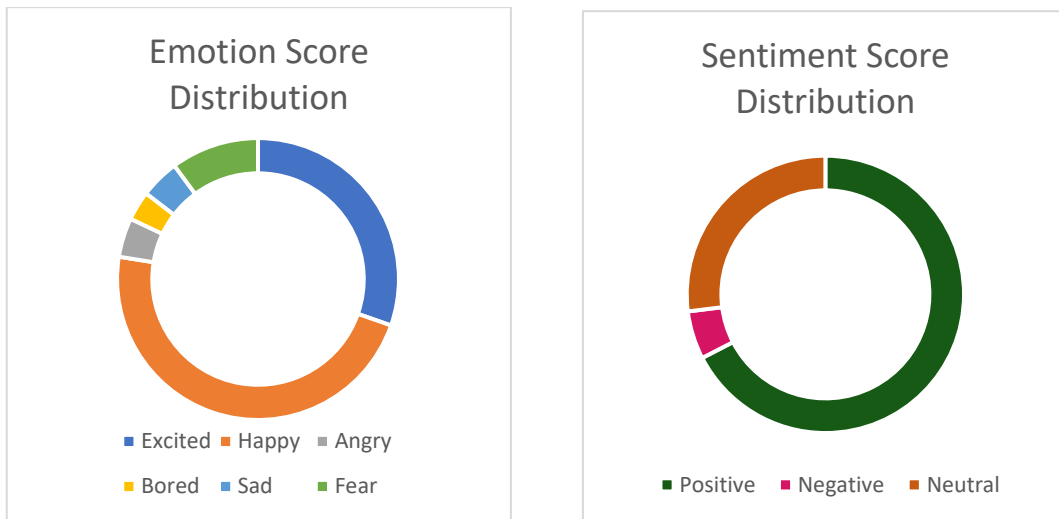
Emotion	Score
Excited	30.34%
Happy	47.19%
Angry	4.49%
Bored	3.37%
Sad	4.49%
Fear	10.11%

Sentiment	Score
Positive	67.42%
Negative	5.62%
Neutral	26.97%

We see from the above statistics that the social media users find the marketing tactic by Oreo quite interesting and majority get the feeling of Excitement or Happiness on seeing Oreo's clever and quick response which happens to be relatable too. Only 5.62% show a negative sentiment.

4.4. Case 2: Paytm's tweet on Demonetisation moment in India in 2016

<u>Secondary Analysis</u>:

On November 8, 2019, soon after the announcement of Demonetisation of the most circulated Indian currencies of Rs. 500 and Rs. 1000, Paytm grabbed the opportunity of promoting its digital wallet in the country. The lack of liquid cash in the market had set open a whole new avenue for the digital payment and fintech companies working in India. Paytm understood this scenario quite well in time and tweeted out its own brand tagline as a two words advice for the citizens of India. This tweet was posted exactly after the official Demonetisation announcement, on the same night. The tweet left the twitter audience amused and later, helped the brand attract huge number of customers in the next few days and months.

Figure 8: Paytm Karo campaign after Demonetisation in 2016

Source: Twitter

Paytm's campaign for its digital wallet had just started with this tweet. They later came out with newspaper, TV, and more social media ads which were being aired and circulated throughout the Demonetisation period. The app claimed exponential growth in only a week's time after the campaign. It had numbers increasing in all parameters – no of downloads, wallet transactions in total value, number of debit/credit card saved, and the overall online visits and usage durations of the app and website. In just one year, the app had more than 8 lakhs merchants registered on it already for facilitating cashless/digital transactions through Paytm in their respective businesses. Here again, quick action with a simple and straight message had the job done quite well, considering there was a need and product fit in this case. (Jain & Soni, 2017)

The word cloud showing the top used key words by the twitter users in response to the Paytm Karo tweet is as shown below. We see that a majority of keywords used are in the positive mood indicating that there was a positive response from the Paytm audience.

Figure 9: Word Cloud of top keywords from comments on Paytm's tweet

Source: Created by self on Parallel Dots software

We can observe from the word cloud that several words like Chinese, prepared, collaborating, and many more have been used in negative context which shows that a smaller section of the users are unhappy and sceptical about Paytm's intentions and ways of doing business. A few users also are not on any of the extremes- positive or negative, and simply choose to engage with tweet by just commenting neutral messages – suggestions, neutral reactions, etc.

Analysing the comments on the "Paytm Karo" tweet on the Parallel Dots app, we find the emotion and sentiment of each of the tweets. The ratios of emotion and sentiment scores of the complete corpus is given below.

Figure 10: Emotion and Sentiment analysis of comments on Paytm's tweet
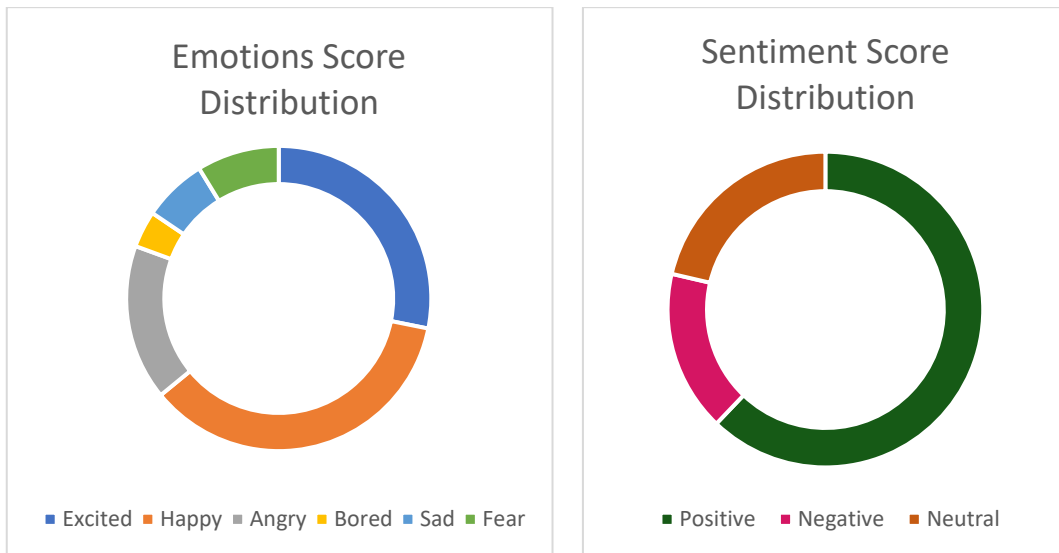
Emotion	Score
Excited	28.16%
Happy	35.92%
Angry	16.50%
Bored	3.88%
Sad	6.80%
Fear	8.74%

Sentiment	Score
Positive	62.14%
Negative	16.50%
Neutral	21.36%

More than 75% users feel Excited or Happy on seeing the tweet and close to 70% responded to the tweet with a positive sentiment. These numbers show clearly that the audience really liked the move by Paytm mostly because of the swiftness of the action and hitting the mark at exactly the right point and when the iron was still hot. One more associated reason could be the subtleness with which the brand slogan got associated with the needs of the users that too at the time of low liquidity in the Indian economy.

4.5. Case 3: Airtel's tweet targeting Jio's announcement of 6p/min IUC charges on outgoing calls to non-Jio networks

<u>Secondary Analysis</u>:

Reliance Jio since its inception in 2017, had been offering unlimited outgoing and incoming calls to any operator. But in 2019, they made their decision public of charging 6 per minute for all outgoing calls to non-Jio operators and that calls from Jio-to-Jio numbers would continue to remain unlimited. This saw a surprising reaction from the Jio subscribers and they were disappointed with these new charges, with many even thinking of shifting to another operator. Airtel, the biggest competitor of Jio, found the moment hot and sensitive and swiftly jibed at Jio with a tweet saying that Airtel still continues to offer unlimited calling to all its subscribers and that there aren't any hidden charges involved with Airtel subscription plans. It even played with the word 'Gee-oh!" which has a similar sound as of Jio, thereby hinting directly at Reliance Jio from its tweet.
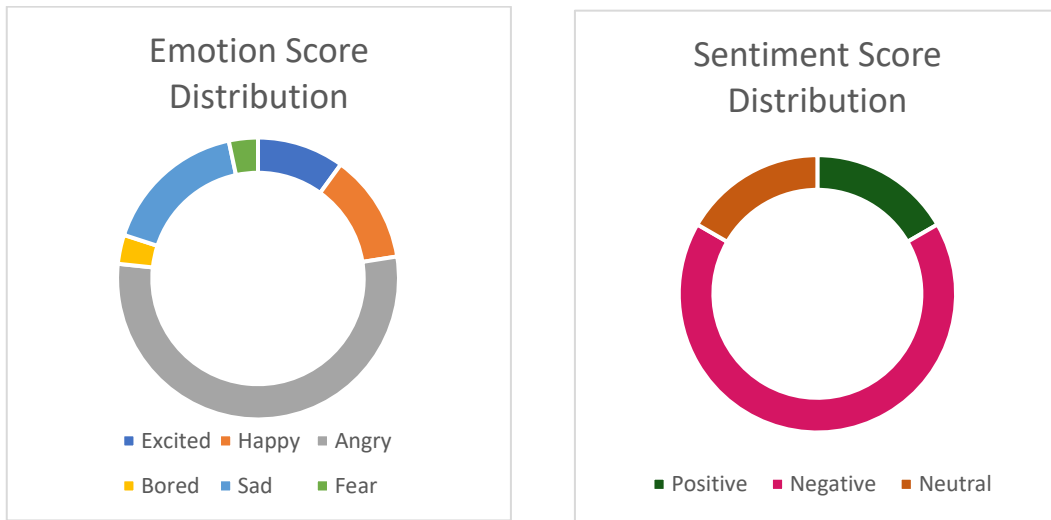
Figure 11: Airtel tweet promising unlimited calls while hinting at Jio's IUC charges

Source: Twitter

This move was not taken well by Jio, and they even backlashed Airtel mentioning that the amount from IUC charges is not earned by Jio itself, instead it goes to the non-Jio telecom operators to whose networks the calls are made. This put Airtel's stance in a

bad light and it impacted its moment marketing tweet too. Moreover, even after the efforts of Airtel to show its so-called edge over Jio by that tweet, its subscriber base did not shift much, more so because of a perceived poor service by Airtel.

Primary Analysis:

On analysis of the extracted tweets, the top keywords used were as shown in the word cloud below. It is quite noticeable that most of the words used in the comments of Airtel's tweet are of negative mood and thus show an overall negative perception of Airtel's tweet.

We can also see that people have used name of Jio, Airtel's competitor, a lot of times and that too in a negative mood. This shows people compared Airtel and Jio where Airtel is in the negative light. They are angry towards Airtel as the terms like poor, bad, worst, network are used indicating people are unhappy with the service.

Figure 12: Word Cloud for top keywords in response to Airtel's tweet

Source: Created by self on Parallel Dots software

Figure 13: Emotion and Sentiment analysis of comments on Airtel's tweet

Emotion	Score
Excited	10.00%
Happy	12.50%
Angry	54.17%
Bored	3.33%
Sad	16.67%
Fear	3.33%

Sentiment	Score
Positive	16.67%
Negative	66.67%
Neutral	16.67%

The overall sentiment of the users is Angry for Airtel. They are not satisfied with the network quality it provides. In sentiment also, more than 65% have a negative sentiment and only around 16% people are showing positive sentiment. This means that in spite of Airtel's clever idea behind the tweet, it has got backlash from the audience and they seem more annoyed with the tweet. Airtel did not have its campaign backed by good market and consumer research.

4.6. Case 4: Zomato's reply to retail giant Amazon on its tweet joking about Zomato's multiple logo changes in just a few months

Secondary Analysis:

From December 2014 to April 2015, Zomato had changed its logo quite a number of times, and that had already come in people's attention. However, Amazon, the global retail giant planned to up its social media game by flagging this up on twitter and along
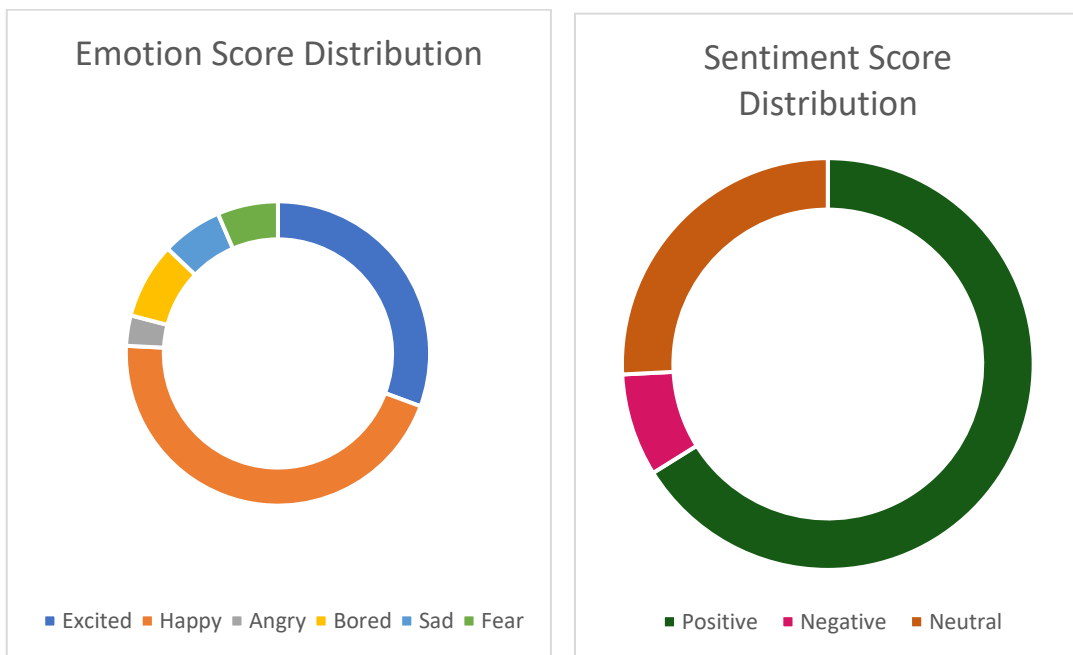
with it using its campaign hashtag of "#AurDikhao", thus, hitting two stones at one throw. In the heat of the moment, Zomato responded in a direct attack to Amazon's comment in a sarcastic message showing another logo using the A-to-Z symbol from Amazon's logo saying that it was also one of the options. This reply was visibly quite firm and indicative to Amazon that they need to play careful in future as Zomato's social media game is quite high and can not be challenged. The loyal fans of Zomato also appreciated and supported the brand in this incident. Seeing things go the other way round, Amazon tried to balance the situation by pulling things on the fun side. They, thus, tweeted another creative where the same A-to-Z symbol was put on Zomato's logo depicting a smile on a face. Amazon now said that they were smiling on Zomato's smart response, showing that they were impressed by them.

Figure 14: Zomato-Amazon moment on Twitter

Source: Twitter

<u>Primary Analysis</u>**:**

The analysis of top key words on the comments on Zomato's reply gives the below word cloud. A clear majority of positive mood words like smile, awesome, super cool, smile, etc have been used by the users. The word 'smile' has been used the greatest number of times and indicates that people are impressed with the smart reply given by Zomato in its defence.

Figure 15: Word Cloud for top keywords in response to Zomato's tweet

Source: Created by self on Parallel Dots software

Figure 16: Emotion and Sentiment analysis of comments on Zomato's tweet

Emotion	Score
Excited	30.65%
Happy	45.16%
Angry	3.23%
Bored	8.06%
Sad	6.45%
Fear	6.45%

Sentiment	Score
Positive	66.13%
Negative	8.06%
Neutral	25.81%

The emotion ratio shows 75% people come in Excited or Happy category and around 92% have a Positive or Neutral sentiment. People seem to be enjoying the twitter banter of the two brands. Fans of Zomato are elated with the prudent reply given by their favourite brand. A mere 3.23% are angry with this feat as they find this twitter war of the brands unnecessary and that they should not waste time in these things. The overall statistics tell that Zomato's move was taken in good terms by the audience and it got support from its fans and followers in the event.

4.7. Case 5: Xbox's take on the social media viral trend of 10 years challenge

<u>Secondary Analysis</u>:

The 10 years challenge had gone viral on social media in 2019. It required for anyone who took the challenge to post two pictures of himself, one each from 2009 and 2019. The essence was to showcase how the individual had transformed or grown in the past 10 years. Xbox took this challenge as a brand where it chose to display the changes its controller had undergone in the last 10 years with every single new version.

This challenge is specifically taken by Xbox because its target audience is younger generation and these people spend most of their time on social media content. Hence, they thought it would resonate with them quite well. However, the outcome of the initiative was that the youngsters for sure engaged with the post as it gave them nostalgia of the old controller technology, but in their tweets, they gave suggestions and expectations from the next controller version of Xbox. Some even expressed the problems they faced using the new version and wanted something like the previous 360 controllers.

Figure 17: Xbox's viral 10 year challenge on Twitter
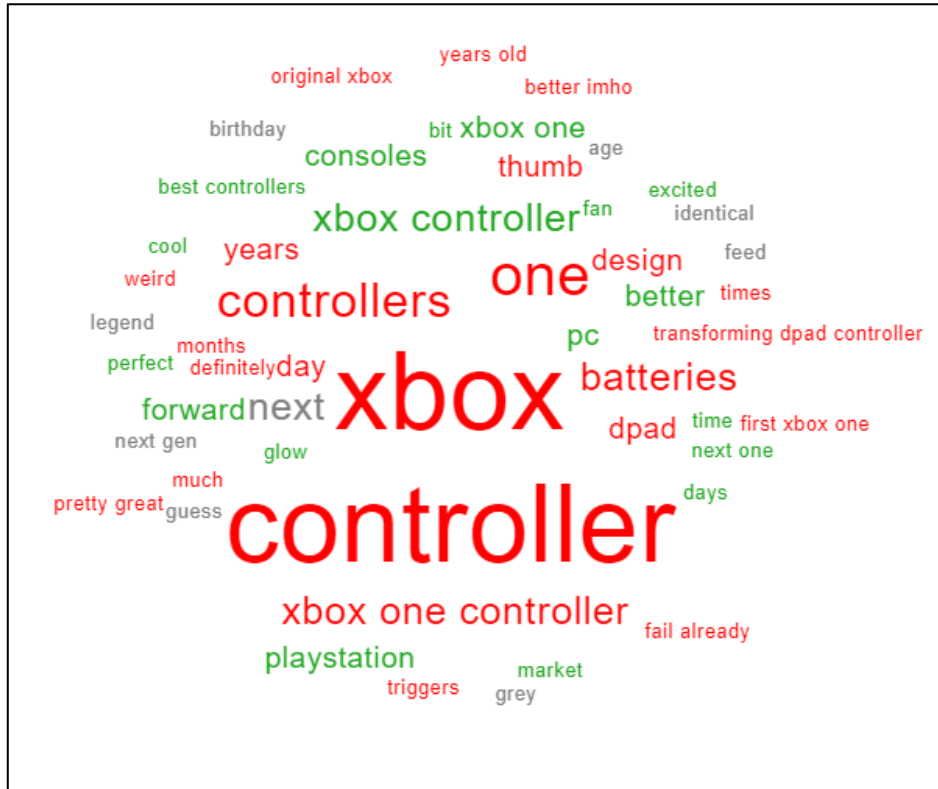

Source: Twitter

Primary Analysis:

The Xbox moment campaign has received mixed response from the users. From the word cloud, we see that there are mixed number of words of each mood and very few extreme words are used.

Figure 18: Word Cloud for top keywords in response to Xbox's tweet

Source: Created by self on Parallel Dots software

In the comments a lot of people are talking about the Xbox controller and their usage experience. The words like batteries, design, consoles, dpad, best controllers, etc. are used to describe their experiences with the Xbox controllers. While doing this, they put up all kinds of experiences – positive, negative, or neutral (a suggestion).

Figure 19: Emotion and Sentiment analysis of comments on Xbox's tweet
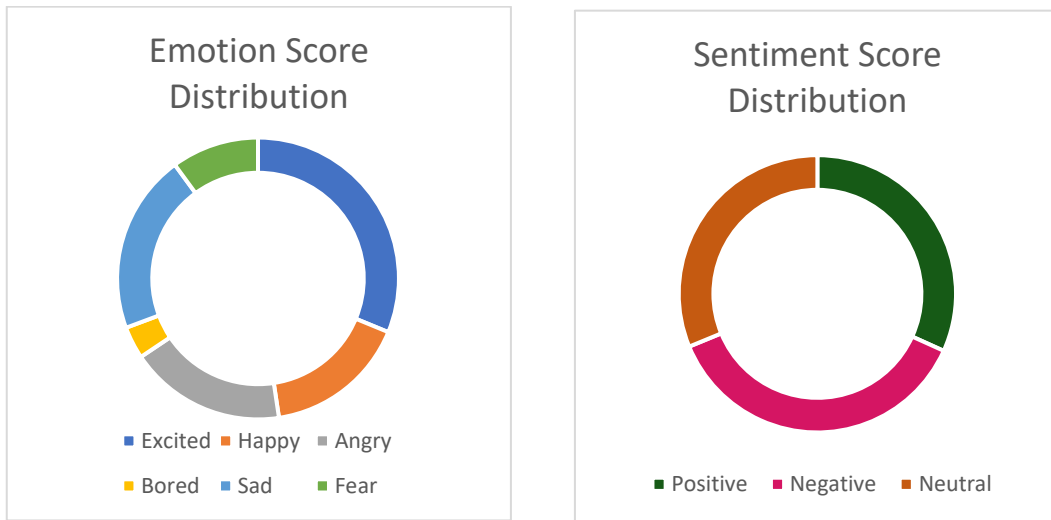
Emotion	Score
Excited	30.89%
Happy	16.23%
Angry	17.80%
Bored	3.66%
Sad	20.42%
Fear	9.95%

Sentiment	Score
Positive	31.41%
Negative	36.65%
Neutral	30.89%

The emotional analysis says that the tweet has left the users excited while around 21% of them are sad too on seeing the two pictures. Seeing the numbers for Happy and Angry, we can say that the people have expressed their opinions- both good and bad, on the two versions displayed in the post. Whereas, the sentiment analysis gives a mixed output with all the three sentiments having more than 30% representation.

CHAPTER 5

MANAGERIAL IMPLICATIONS (RECOMMENDATIONS)

The social media engagement strategy has gained a lot of popularity these days among the marketers. But as it has its own perks and challenges, it is not a cake walk to implement. There are a lot of points which the teams must consider before getting into the arena. We discuss some of these in this section.

Brands implementing moment marketing must first consider a few pointers which are as follows:

- **There must be a moment-product fit**. Not every moment suits the brand. In this study, _Paytm_ had a perfect match with the crisis at moment and hence its campaign was a huge success.

- **The campaign must be backed by proper research**. In the case of _Airtel_ in Case 2, the company had unsatisfied customers already. It tweeting about unlimited plans and trolling Jio for IUC further more annoyed the customers. Thus, a proper market and customer survey is important so as to not hurt public/customer sentiments.

- **Keep it simple and straight**. The message should be easy to understand with least use of complex words. It should also not be opinionated or have any strong or extreme message as it could backfire later on. We can see this in the examples of _Paytm_ and _Oreo_ where they used minimum words to convey simple messages.

- **Timing is crucial**. It is important to strike at the heat of the moment. As the time passes by, the buzz around the moment might reduce and thus the chances of the moment tweet getting noticed reduces. _Paytm_ posted the first tweet of "Paytm Karo" campaign exactly within one hour of announcement of Demonetisation in India. This kickstarted brand trust for Paytm on the very first day.

- **Relevance to the target segment**. The kind of message should be such that it resonates with the target population. Then only will it be able to create the expected impact. _Xbox_ purposely trying out social media trend attracted its target audience as the company wanted.

- **Humour works most of the time**. A pinch of humour in the content or creative can win the game at almost all the moments, provided the brand doesn't cross the line. The example of _Zomato's_ reply to Amazon had humour and wit and used the

smile element from Amazon's logo. This idea just won the game and as it sent the message to Amazon to not mess up and also kept the moment light-hearted with the social community enjoying it.

- **Good play of words may help**. Sometimes playing with words like puns, rhyming words, compound words, etc can add up to audience amusement at the cleverness and creativity of the content. This too connects with the brands emotionally by leaving a mark in their minds. *Oreo* played with the word "dunk" in its tweet to address the power failure incident. This added up to the simplicity of the text as more could be conveyed in lesser words.

CHAPTER 6
LIMITATIONS OF THE STUDY

This study on moment marketing campaigns though takes real and primary data, and is analysed using NLP tools, it still has some scope of improvement.

First of all, here we have studied only five specific moment marketing instances which limits the types of these campaigns being studied. We can get more diverse insights by considering such examples, either through primary or secondary analysis, and thus be able to get more comprehensive set of recommendations for the new age marketers.

Secondly, study only focusses on the comments that have been posted directly in response to the tweets under study. Many users might just tweet on a certain topic using the respective hashtag and not reply directly to the tweet. Thus, tweets can be extracted according the respective hashtags so as to get a larger corpus for analysis.

Third, the study uses the NLP based software, Parallel Dots, which surely does perform the job, but not as accurate as that can be done using Python or R libraries in text classification. The tool also does not allow to add more keywords or emotion classes in the NLP model which would have been possible with Python or R libraries.

Lastly, the study was limited to Twitter marketing moments, however, other social media platforms are also used by brands for such marketing tactics and customer engagement. Moreover, moment marketing campaigns can also be in the form of video advertisements, roadside hoardings, print ads, and much more. The reaction of users in these mediums haven't been considered in this study and thus, it serves as a future scope of study.

CHAPTER 7

CONCLUSIONS

This study contributes further in the available literature on Moment Marketing and Social Media Engagement between brands and customers. We analysed five major real-life examples of moment marketing campaigns, specifically on Twitter, and found out how the social community reacted to those moments. Each of the response on these campaigns was classified into an emotion and a sentiment. This made us also understand that observing these reactions can help a brand know about their customers perception of that brand – good or bad, and these results if used smartly can help brands target the right areas in future to be able to match the frequency of the campaigns with consumers' moods and perspectives.

Also, through the examples we studied, we got to know about the different ways in which brands can leverage the moments, such as – embedding the context in the product's message, creatives in the form of tributes, getting into brand conversations on social media, making the message fit in the ideologies or cultures of the target segments (for e.g.: using social media trends to attract the youth), etc. We also found that the timing, simplicity, and relevance or fit of the message are crucial to the campaign's success. In addition to this, an ill-researched message can backfire too.

CHAPTER 8

BIBLIOGRAPHY

Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The Role of Emotions in Marketing. *Journal of the Academy of Marketing Science, 27*(2), 184-206.

Biloš, A., Turkalj, D., & Kelić, I. (2018). Micro-Moments of User Experience: An Approach to Understanding Online User Intentions and Behavior. *CRODMA Conference, 1*(1), 57-67.

Biswas, S., & Shah, D. (2020). Examining the effect of Moment Marketing on the purchase intention of a customer in India. *International Journal of Advanced Science and Technology, 29*(5), 2169-2175.

Botchway, R. K., Jibril, A. B., Kwarteng, M. A., Chovancova, M., & Oplatková, Z. K. (2019). A review of social media posts from UniCredit bank in Europe: a sentiment analysis approach. *Proceedings of the 3rd International Conference on Business and Information Management (ICBIM '19)*, 74-79.

Chung, S., Animesh, A., Han, K., & Pinsonneault, A. (2015). The Business Value of Firms' Social Media Efforts: Evidence from Facebook. *Proceedings of the 17th International Conference on Electronic Commerce 2015 (ICEC '15)*, 1–8.

Deloitte Insights. (2020). *2020 Global Marketing Trends.* Deloitte.

Dolan, R., Conduit, J., Frethey-Bentham, C., Fahy, J., & Goodman, S. (2019). Social media engagement behavior: A framework for engaging customers through social media content. *European Journal of Marketing, 53*(10), 2213-2243.

Fernandes, T., & Moreira, M. (2019). Consumer brand engagement, satisfaction and brand loyalty: a comparative study between functional and emotional brand relationships. *Journal of Product & Brand Management, 28*(2), 274-286.

Franzak, F., Makarem, S., & Jae, H. (2014). Design benefits, emotional responses, and brand engagement. *Journal of Product & Brand Management*, 16–23.

Heinonen, K. (2018). Positive and negative valence influencing consumer engagement. *Journal of Service Theory and Practice, 28*(2), 147-169.

Keith, R. (1960). The Marketing Revolution. *Journal of Marketing*, 35-38.

Park, J.-S., & Ha, S. (2021). From information experiences to consumer engagement on brand's social media accounts. *Fash Text*, 8-21.

Rowe, M., & Alani, H. (2014). Mining and Comparing Engagement Dynamics Across Multiple Social Media Platforms. *Proceedings of the 2014 ACM conference on Web science (WebSci '14)*, 229–238.

Sinha, K., & Modak, D. K. (2019). Impact of Moment Marketing on Consumer Buying Behavior for Fast Moving Consumer Goods. *International Journal of Research and Analytical Reviews (IJRAR), 6*(1), 1138-1142.

Taiminen, K., & Ranaweera, C. (2019). Fostering brand engagement and value-laden trusted B2B relationships through digital content marketing: The role of brand's helpfulness. *European Journal of Marketing, 53*(9), 1759-1781.

ANNEXURE

Figure: Output file for sentiment and emotion classification

1	Q. Text of question?	Sentiment	Emotion
2	Bravo	Positive	Happy
3	nice!	Positive	Happy
4	genius!	Positive	Excited
5	Bravo RT	Positive	Happy
6	Win. â€œ	Positive	Excited
7	genius!!	Positive	Excited
8	love it!	Positive	Happy
9	Genius. "	Positive	Excited
10	so smart!	Positive	Happy
11	well done	Neutral	Happy
12	So clever.	Positive	Happy
13	do you guys just have these stock images ready for every single possible problem that could happen?	Negative	Fear
14	You had a picture prepared for the power outage? Now we know who's responsible... give me Cookies or i'll expose your involvement! ;-)	Negative	Angry
15	well done	Positive	Happy
16	Too Soon...	Neutral	Excited
17	Very clever	Positive	Happy
18	well played	Positive	Happy
19	acted quick.	Neutral	Excited
20	well played.	Positive	Happy
21	that was fast	Neutral	Excited
22	Cheers to you!	Positive	Happy
23	very clever...	Positive	Sad
24	you guys rock!	Positive	Excited

PLAGIARISM REPORT

100_Swarnim_Project2.docx

turnitin

100_Swarnim_Project2.docx
May 17, 2021
9547 words / 49104 characters

100_Swarnim_Project2.docx

Sources Overview

4%

OVERALL SIMILARITY

1	Raphael Kwaku Botchway, Abdul Bashiru Jibril, Michael Adu Kwarteng, Miloslava Chovancova, Zuzana Komínková Oplatková. "A review … CROSSREF	1%
2	www.scribd.com INTERNET	<1%
3	Kristina Heinonen. "Positive and negative valence influencing consumer engagement", Journal of Service Theory and Practice, 2017 CROSSREF	<1%
4	www.emerald.com INTERNET	<1%
5	Sunghun Chung, Animesh Animesh, Kunsoo Han, Alain Pinsonneault. "The Business Value of Firms' Social Media Efforts", Proceeding… CROSSREF	<1%
6	Le Cordon Bleu Australia on 2020-02-23 SUBMITTED WORKS	<1%
7	dergipark.org.tr INTERNET	<1%

Excluded search repositories:
- None

Excluded from Similarity Report:
- Bibliography
- Quotes
- Small Matches (less than 10 words).

Excluded sources:
- None

Major Research Project for Approval Inbox ×

2K19/DMBA/100 SWARNIM <swarnim_2k19dmba100@dtu.ac.in>
to yashdeepsingh ▾

Dear Sir,

Please find my Project and the plag report attached with this mail.

Regards,
Swarnim

2 Attachments

W 2k19DMBA100_Re...

PDF 2K19DMBA100_Si...

Yashdeep Singh
to me ▾

Approved

...

↩ Reply   ➡ Forward