

Lecture 4

Effective Marketing Communication

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Some Notable Marketing Communications

- **Lifebuoy** - *'Lifebuoy Hain Jahan Tandurusti Hain Wahan'*
- **Nirma** - *'Doodh Si Safedi'*
- **Kissan Jam** - *'Jam Jam Jammy'*
- **Tata Tea** - *'Jaago Re'*
- **Complan**- *'I am a Complan Girl'*
- **Dairy Milk** – *'Kuch Khaas Hai Hum Sabhi Mein'*
- **Pespi**- *'Yeh Dil Maange More'*
- **Bournvita** - *'Tan Ki Shakti Man Ki Shakti'*
- **Onida TV** – *'Neighbour's Envy Owner's Pride'*



Some Notable Marketing Communications

- **Hero Honda-** *‘Desh Ki Dhadkan’*
- **Coca Cola** – *‘Thanda Matlab Coca Cola’*
- **Dainik Jagran** - *‘Patr Hi Nahi Mitr Bhi’*
- **Facebook** – *‘Dil Kholo Duniya Khul Jayegi’*
- **Mountain Dew** – *‘Darr Ke Aage Jeet Hai’*
- **Zomato** – *‘Har Customer Hai Star’*



Bibliography

- **Lifebuoy** - '*Lifebuoy Hain Jahan Tandurusti Hain Wahan*'
[<https://www.youtube.com/watch?v=419LMSA4r60>]
- **Nirma** - '*Doodh Si Safedi*' [https://www.youtube.com/watch?v=CbNTcvzrpBY]
- **Kissan Jam** - '*Jam Jam Jammy*' [https://www.youtube.com/watch?v=ac04hnPxI8A]
- **Tata Tea** - '*Jaago Re*' [https://www.youtube.com/watch?v=M5ECJrnqPcl]
- **Complan**- '*I am a Complan Girl*' [https://www.youtube.com/watch?v=t-fysFHfBYM]
- **Dairy Milk** – '*Kuch Khaas Hai Hum Sabhi Mein*'
[https://www.youtube.com/watch?v=M_2EEuW4r-w]
- **Pespi**- '*Yeh Dil Maange More*' [https://www.youtube.com/watch?v=ZAB0zmUA54g]
- **Bournvita** - '*Tan Ki Shakti Man Ki Shakti*' [https://www.youtube.com/watch?v=6lihcOZOBt0]
- **Onida TV** – '*Neighbour's Envy Owner's Pride*'[https://www.youtube.com/watch?v=4EAd0bP_IpU]

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- **Hero Honda-** '*Desh Ki Dhadkan*' [<https://www.youtube.com/watch?v=x0cRpr51Kpk>]
- **Coca Cola** – '*Thanda Matlab Coca Cola*'
[https://www.youtube.com/watch?v=_tnHFHDn0TM]
- **Facebook** – '*Dil Kholo Duniya Khul Jayegi*'
[<https://www.youtube.com/watch?v=GXaeeqfHNHQ>]
- **Mountain Dew** – '*Darr Ke Aage Jeet Hai*' [<https://www.youtube.com/watch?v=SlDj4WwRzXw>]
- **Zomato** – '*Har Customer Hai Star*' [<https://www.youtube.com/watch?v=dXirvvVXXWA>]

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