

What Marketing Campaigns Has Been Developed By Indian Companies Considering To Corona Virus (COVID-19)?

AMOL DEORE, DIPAK A MAHAJAN
AIMS Institute of Management Studies.

Abstract- Since last month, India is affected by the pandemic Corona virus (COVID-19) which causing lots of problem to country's economy and also many private and Government organizations. Every organization in the country is trying to spread awareness along with brand promotion and helping the Government to overcome it.

Indexed Terms- Corona Virus (COVID—19), Pandemic, Brand promotion.

I. INTRODUCTION

The second largest populated country in the world is right now facing a huge problem named Corona virus. It has already affected many of the businesses and economy of the country. The Indian businesses were already in economic crisis where Corona virus add-on. Now, as the Government of India lockdown the country and asks citizens to stay inside their homes, the various companies are came out with their unique and modified marketing campaigns to support the Government and market their brand in very new style.

II. ELABORATIVE APPROACH



Source: - @officialparleg | Twitter
dia 1.1

The leading brands in India like Parle, AMUL, ICICI are regularly coming with some innovative marketing

advertisement on social media (which is most appropriate medium to reach the people) in this quarantine days. These companies also showing support from their advertising to the actions taken by the government.

The leading biscuit maker of India Parle has come up with advertise in which a Parle-G packet without their "Parle Girl" using tagline #IndiaFightCorona which is advising to stay inside the homes, keep yourself isolated.

Also the leading dairy brand AMUL has come up with their traditional cartoon advertise where they are showing gratitude (which was requested by Hon. Prime Minister of India) to the all doctors, police and all who are working against the Corona virus to protect the country



Source: - @Amul_Coop | Twitter
dia 1.2



Source: - @ICICIBank | Twitter
Dia 1.3

The banking service provider ICICI Bank is promoting its mobile banking app iMOBILE APP through their new advertising based on “Stay and Work From Home”.

III. FINDINGS

- a) Social media is now the only and most effective medium used by many companies to spread awareness about the Corona virus and also to do marketing of their own brand.
- b) Many organisations are stepping forward to help the Government bodies and citizens of country in the various ways, i.e. by providing funds, services like food and required essential med kits. Also they are spreading awareness among the people by such advertisings.

IV. SUGGESTIONS

- a) The pandemic COVID-19 is most concerning issue right now so, we should cooperate with Government.
- b) Be isolated till the country is lockdown and stay safe inside the home.

CONCLUSION

The Corona virus has break down Indian businesses which is affecting the country’s economy worst. The organisations/ companies are still helping the nation by many activities and trying to market their brands in this crisis

REFERENCES

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APPENDIX

Diagram 1.1
Diagram 1.2
Diagram 1.3

ACKNOWLEDGMENT

I would like to show my grateful feelings to the all Doctors, Police and every individual who are working out from their homes to save the lives of citizens of our country. Thank you very much our brave heroes!