



SETU

THE CONNECT

Dada Says... Life is not meant to be hoarded but to be given away- given freely to all, given in love, given in the spirit of joy!

SVIMS NEWROOM

National Festival of Tree Planting (Van Mahotsav) on 1st July 2017.

Sadhu Vaswani Institute of Management Studies for Girls Pune celebrated National Festival of Tree Planting (Van Mahotsav) on 1st July 2017.

Dr. B.H. Nanwani (Director) along with faculty members, administrative staff and students attended this tree plantation program which began in the morning at 11.00 am.

Mr. Ishaq Shaikh (Health Inspector-Pune Municipal Corporation and President Pune Youth Foundation) was invited for this programme. Participants planted various saplings in the campus. Mr. Ishaq Shaikh emphasised on the benefits of "Tree Plantation" and its contribution in reduction of global warming.



LoL

Police: "Knock Knock"

Me: Who is it?

Police: Police

ME: What Do you want?

Police: To talk

ME: How many are you?

Police: Two

ME: Talk to each other

guerrilla marketing



Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results.

The original term was coined by Jay Conrad Levinson in his 1984 book 'Guerrilla Advertising'. The term guerrilla marketing was inspired by guerrilla warfare which is a form of irregular warfare and relates to the small tactic strategies used by armed civilians. Many of these tactics includes ambushes, sabotage, raids and elements of surprise. Much like guerrilla warfare, guerrilla marketing uses the same sort of tactics in the marketing industry.

This alternative advertising style relies heavily on unconventional marketing strategy, high energy and imagination. Guerrilla Marketing is about taking the consumer by surprise, make an indelible impression and create copious amounts of social buzz. Guerrilla marketing is said to make a far more valuable impression with consumers in comparison to more traditional forms of advertising and marketing. This is due to the fact that most guerrilla marketing campaigns aim to strike the consumer at a more personal and memorable level.

In January 2010, The Coca-Cola Company created the "Happiness Machine" video with the help of interactive marketing agency, Definition 6. The video featured a Coca-Cola vending machine that dispensed a lot more than just a cold beverage. The film was shot at St. John's University in Queens, New York, using 5 strategically placed hidden cameras. The reactions from the students were completely unscripted.