

Dada Says.... The best sleeping pill is a clear conscience.

SVIMS NEWROOM

The month of September started with festive hues of Ganesh Chaturthi. Following the tradition of eco-friendly celebrations, Shadumati Idol of Ganapati ji was welcomed by all. Every day special programs were held and aarti and Bhajans were recited.

On 28th of September SVIMS proudly hosted the prestigious orientation program for 'AVISHKAR'. Students and Faculty members from Management, Law and Architecture Institutes, participated in large numbers. Eminent resource people who spoke at the program included, Dr. M.D. Lawrence Principal M.M.C.C., Dr. Rajashree Shinde, Director SKN SSBM and Dr. P.V. Sathe, Research Head B.M.C.C.



LOL... Sam walks into his boss's office and says "Sir, I'll be straight with you; I know the economy isn't great, but I have over three companies after me, and I would like to respectfully ask for a raise." After a few minutes of haggling the boss finally agrees to a 5% raise, and Sam happily gets up to leave. "By the way," asks the boss, "Which three companies are after you" "The electric company, water company, and phone company!"



AMBUSH MARKETING

Ambush marketing is a term used to describe a practice by which a rival company is trying to associate its products with an event that already has official sponsors."

Recent years have seen a considerable rise in so-called 'ambush marketing', where unofficial brands aim to capitalise on hype generated by an event. It's not difficult to see the magnetism. Having saved a considerable chunk in sponsorship spend, brands have more financial freedom to invest in social media campaigns, viral contents, PR stunts, celebrity endorsement and add buying.

Ambush marketing is evidently successful, and some marketing experts even laud it as the boldest and most imaginative type of advertising ever. Then again, Ambush marketing considerably undermines an event's integrity and also its capacity to pull in future sponsors. In this way, some contend, it debilitates to disintegrate the crucial income base of mega-sporting occasions, for example, the Soccer World Cup, Formula 1 Racing or the Olympic Games. Whichever viewpoint one may take, the predominance of Ambush marketing brings up the issue of what lawful alternatives are accessible to coordinators and official sponsors of such occasions to keep Ambushers from "hitching a free ride" without making any financial commitment.

Dr. Joe Lopez, Professor, SVIMS.

We welcome your feedback, suggestions as well as contributions at svimsconnect@gmail.com