

RMTIMES



The Bulletin That Matters

www.redmattertech.com



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The Power of Branding
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Elevate Your Skincare Game



A Must-have Routine For Corporate Professionals

We all know that the corporate world can be tough on our skin. Between the stress, pollution, and endless Google meetings or client calls, it's no wonder our skin can sometimes feel like it's screaming for a little extra TLC. That's where a skincare routine comes in!

Now, we know what you might be thinking. "We barely have time to brush our teeth in the morning, let alone add a whole skincare routine to our plate." But hear us out! A skincare routine doesn't have to be complicated or time-consuming to be effective. In fact, a simple routine of just a few key steps can make a big difference in the health and appearance of our skin.

First and foremost, a skincare routine is all about protecting our skin from the negative effects of stress and pollution. These two skin saboteurs can lead to everything from acne and inflammation to dryness and dullness. But by cleansing, moisturizing, and protecting our skin on a daily basis, we can help to keep these issues at bay and maintain a healthy, radiant complexion.

And let's not forget about the anti-ageing benefits of a skincare routine! Proper skincare can help to minimize the appearance of fine lines, wrinkles, and other signs of ageing, leaving our skin looking smoother and more youthful. Who wouldn't want that?

But perhaps the biggest benefit of a skincare routine is that it allows us to take a few minutes out of our busy day to focus on ourselves and relax. It's a chance to pamper ourselves and engage in a little self-care, which can do wonders for reducing stress and boosting our overall well-being.

Our 2 most-loved skincare brands **Yaafeh** and **KWEH** have a very diverse range of products that can help you create and maintain your skincare routines.

So, as a token of love, we have an exclusive RMT offer on both of these brands. Let's take full advantage of it. Our skin (and our stress levels) will thank us for it!

YAAFEH[®]
beautiful by nature.

 **KWEH**

Ad Campaigns that Rang in the New Year with Success

CASE STUDY 1:

Coca-Cola - "Holidays Are Coming"

Brand: Coca-Cola (1996)

Coca-Cola's "Holidays Are Coming" campaign is an annual tradition that has been delighting audiences around the world for decades. The campaign features a series of commercials that depict a convoy of Coca-Cola trucks traveling through a series of magical landscapes, culminating in a festive holiday celebration. The commercials are accompanied by a catchy jingle and heartwarming imagery, creating a sense of excitement and joy that has helped to make the campaign a beloved holiday classic.

One of the key elements of the "Holidays Are Coming" campaign's success is its ability to tap into the universal desire for connection and celebration during the holiday season.

The commercials are designed to create a sense of warmth and togetherness, and they have resonated with audiences around the world.

In addition to the commercials, Coca-Cola also runs a series of social media posts and in-store promotions that tie in with the "Holidays Are Coming" theme. The company also creates special holiday-themed packaging for its products, which has helped to drive sales and make Coca-Cola an integral part of many people's holiday traditions.



CASE STUDY 2:

Nike - "The Great Chase" (2020)

Brand: Nike

Nike's "The Great Chase" was a successful campaign that ran in celebration of the Lunar New Year. The campaign featured a series of commercials, social media posts, and in-store displays that centered around the theme of the "Year of the Dog." One of the standout elements of the campaign was a series of colorful and energetic commercials that depicted people of all ages and backgrounds participating in a thrilling chase through the streets of a bustling city.

*The above case studies are for educational purpose only. RMT was not involved in any of them

The ads featured vibrant imagery and upbeat music, creating a celebratory and upbeat tone that resonated with audiences.

In addition to the commercials, Nike also ran a series of social media posts that featured special offers, giveaways, and other promotions in celebration of the Lunar New Year. The company also created special in-store displays that showcased its latest products and offered customers the chance to participate in interactive activities and events.

Overall, Nike's "The Great Chase" campaign was a success, with the commercials and social media posts receiving millions of views and the company reporting strong sales during the Lunar New Year period. The campaign helped to position Nike as a leading brand in the athletic apparel industry and a go-to destination for those looking to celebrate the holiday in style.



CASE STUDY 3: **Google - "Search On"** **Brand: Google**

Google's "Search On" campaign was an ambitious effort to promote the company's search engine and its various products and services. The campaign featured a series of commercials that depicted people of all ages and backgrounds using Google to search for and find the answers to a wide range of questions and challenges.

One of the standout elements of the "Search On" campaign was its use of real people and their stories to showcase the power of Google's search engine. The commercials featured ordinary people who had used Google to find answers, solve problems, and achieve their goals, and their stories were told in a relatable and inspiring way.

In addition to the commercials, Google also ran a series of social media posts and in-store promotions that tied in with the "Search On" theme. The company also created special landing pages on its website that provided more information about the campaign and offered users the opportunity to learn more about Google's products and services.

These are just a few examples of successful New Year's ad campaigns from the past. Whether it's through humor, emotion, or a combination of both, these campaigns demonstrate the power of a well-executed ad campaign to capture the attention and hearts of consumers.



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New Clients & Projects

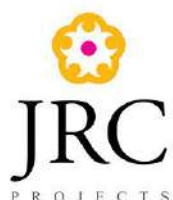


The Class of One

An online-only school created with a drive to transform the traditional learning structures & become a school of the future so that they can be the right partner for a child's educational journey.

Superior quality Oxford Advantage curriculum with innovative digital content, a plethora of co-curricular activities and fitness classes, etc. TCOI's Process Innovation will guarantee a child's success.

Scope: Social Media Marketing, Performance, Marketing, Website Maintenance



JRC Constructions

JRC has added new vigour and vision to the Indian real estate industry. With its transparent operations and highly professional business practices, all its project decisions are backed by in-depth market research and a firm commitment to deliver products that meet the leading-edge standards. The unique approach in terms of design, architecture, landscaping, facilities and infrastructure creates community living to the next level as well as allowing it to stay one step ahead in the market.

Scope: Social Media Marketing, Branding



Tibarumal Ramnivas Jewellers

Tibarumal Ramnivas carries on its hundred-year heritage with pride. Inspired by a heritage handed down the generations, Tibarumal Ramnivas always upheld the glittering name of TIBARUMAL, which is synonymous with exquisite jewellery. Tibarumal's ethereal creations are eloquent testimony to the fine art of jewellery-making, with each piece lovingly hand-crafted to perfection in **Bridal Jewellery, Customised Diamond Jewellery.**

Scope: Social Media Marketing, Performance Marketing, Website Maintenance



Ameya

Ameya believes that sarees are a beautiful piece of fabric with decades of values and traditions, but why should sarees be confined to only women? Ameya welcomes anyone and everyone irrespective of their gender to come explore the beautiful world of sarees and numerous ways of draping it. By doing so, Ameya is promoting inclusivity and encouraging people to express themselves through fashion.

Scope: Brand Launch, Branding, Ecommerce Website Development & Maintenance

Highlights of The Month



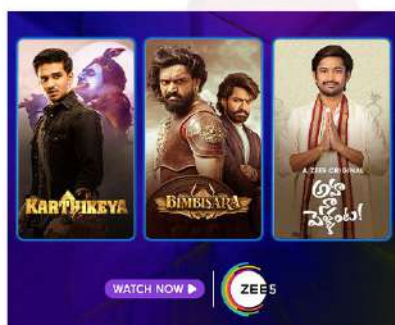
DAV Post Graduate College :

Web-based university management systems automate tasks through digital technology which covers all aspects of the University. This is a Centralized platform for managing all departments and monitoring complex activities for DAV College. There are multiple modules like Admin, Students and Teachers.

UMS has user-friendly interface that manages every aspects of workflow and integrates all university processes.

Walnut :

An Application for managing internal operations for a Printing company. For this whole process we create an application from where user can track the status of all items. This helps the admin to tract the employees tasks as well. There for different stages Design , Store, Production and Dispatch.

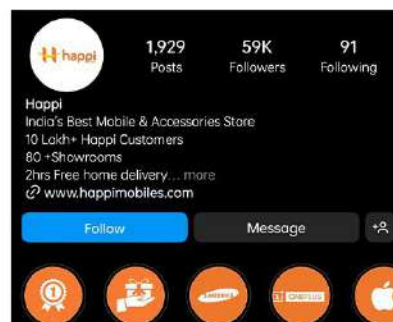


Zee5 : BlockBuster Movie Festival :

Zee5 at the year end has come up with a fantastic campaign where they have released a few selected movies for the audience to watch for FREE. With influencer marketing, we have accepted a target of 1 lakh engagement. But through our extensive research and selective approach towards finding the right influencers we have over achieved the target within 2 weeks with cumulative engagement of 1,23,000/- engagements on the posts.

Happi Mobiles:- Increase the followers by 100% in just one month :

"Memers" we identified them as the new age influencers and we believe in their reach and engagement on social media. With this belief, we have done an exclusive campaign for happi mobiles - 80+ retail mobile store chain in AP & Telangana. For this month-long campaign, Happi Mobiles has created a quiz campaign on instagram profile and people who solve this puzzle and upload the same on the landing page will win exclusive gifts from happi mobiles. We went private during the campaign time and all the new audience can only participate if they follow our page. This helped us increase the followers tremendously and at the end of month long campaigns we could record 100% growth in the followers.



Birthdays in January



 Akhil Voruganti	05 Jan
 Veerendra	08 Jan
 Vishnu	08 Jan
 Kailash Harsha	10 Jan

Work Anniversary in January



 Sai Kiran B	18 Jan
 Aditya Thakur	27 Jan

RED MATTER
TECHNOLOGIES



#ClientTestimonials

“ We would like to Thank you for all the effort you have put in for the Digital Audit phase of the effort you have put in for the Digital Audit phase of the program and guiding the founders in the right direction. We have witnessed the testimonials of these founders and it was quite clear that the impact you had on them was exactly what they needed to take that risk in the market. ”

- Kasyap Parnandi

Associate- Innovation Management, T-Hub

T-Hub now powered by RMT :

RMT has recently been onboarded to T-Hub, to provide digital audit services for the companies in their incubator program. T-Hub leads India's pioneering innovation ecosystem that powers next-generation products and new business models. Our team at RMT is excited to be working with THub and their incubated startups, as we believe this collaboration will provide valuable insights and support for these up-and-coming businesses.

Through our digital audit services, we aim to help these startups identify any weaknesses in their online presence and provide recommendations for improvement. We are confident that our expertise in this area will be a valuable asset to T-Hub and the startups they support.



A Safer Place for RMTeam :

RMT is committed to providing a safe and healthy work environment for all of our employees. To this end, we have recently implemented a new POSH (Prevention of Sexual Harassment) policy to ensure that all members of our team feel safe and respected while on the job. This policy outlines clear guidelines and procedures for reporting any incidents of sexual harassment, as well as providing resources and support for those who have experienced such incidents.

By taking proactive measures like this, we hope to create a workplace culture where everyone feels valued and supported.



The Power of Branding:

Why Building a Strong Brand is Crucial for Business Success (Or, How to Make Brands the Beyoncé of the Corporate World)

First things first, let's define what a brand actually is. No, it's not just a fancy logo or a catchy slogan (although those things do help). A brand is the emotional and psychological relationship a consumer has with a company or product. It's the feeling you get when you see a Nike swoosh or hear the Cadbury Silk's "Kiss me... jingle. It's the values and experiences a business represents. In other words, it's the reason you choose one product or service over another. Or, to put it in simpler terms, it's why you choose to spend your hard-earned cash on one thing instead of something else.

Brands are powerful. They shape our world and play a crucial role in our everyday lives. They influence the products and services we choose, the experiences we have, and the way we perceive and interact with the world around us. Brands have the power to evoke emotions, create communities, and even drive social and cultural change. Basically, they're the reason we all own too many pairs of sneakers, clothes, expensive gadgets we often do not use, food and have "Kiss me, close your eyes" stuck in our heads on a loop.

But not all brands are created equal. There are two main types of brands: branded companies and brand-led companies. Branded companies have an identity, but consumers truly identify them by their products. When a product supersedes the brand, a company is always at the mercy of the consumer and their needs. Metro (Cash & Carry) is a good example of a branded company. While it has a strong identity and presence in the market, consumers primarily think of Metro as a place to buy bulk quantities of discounted groceries and household goods, rather than a brand with a set of values or experiences.

On the other hand, brand-led companies are identified primarily by their brand. Nike is a prime example of a brand-led company. The Nike brand is so strong that it's not just about the shoes or athletic wear they sell, it's about the values and experiences the brand represents: innovation, determination, and the pursuit of excellence (and also making a ton of money, let's be real). The power of brand-led companies like Nike, Apple etc is that we actually end up saving to own them instead of looking for equally good alternatives and to top it all, these become a symbol of status as well.

Being a brand-led company has its benefits. It allows a company to play the long game and resist certain market forces. It also allows a company to have a unique voice and stand out in a crowded market. As advertising legend David Ogilvy said, "The more distinct and unusual the image, the more the brand will be talked about and the greater the likelihood that it will be remembered." In other words, be like Beyoncé and carve out your own niche in the industry.

But it's not just about having a unique voice, it's also about being specific and focused. Don't try to be everything to everyone (unless you're Amazon, then go ahead and take over the world). Instead of spreading too wide, it's important to identify your target audience and speak to their specific needs and desires. This is where looking for triggers in the consumer comes in. What are their pain points? What are their values and beliefs? By speaking to their subtext and empathizing with their needs, brands can better connect with their audience and build a loyal following.

And remember, it's not about the brand, it's about the customer. As the saying goes, "People don't buy what you do, they buy why you do it." So make sure to highlight the customer and how your brand is solving their problem. After all, you're not just selling a product or service, you're selling an experience and a way of life. So let's go out there and make brands like the Beyoncé of the corporate world. "Flawless, iconic, and unstoppable."



- Pranav Kumar
Head, Strategy - RMT

A New **WAI**VE in Marketing



Marketing and advertising is always at the cutting edge, and AI is no exception. AI has become increasingly important in this industry, with one of the main ways it's being utilized being through the use of chatbots. These handy tools can communicate with customers in real-time and provide them with information and assistance. AI is also being used to personalize ad campaigns and recommendations based on consumer data analysis, as well as to optimize ad spend by analyzing consumer behavior and purchasing patterns. But let's talk about ChatGPT. I'm sure you've heard of it! But have you used it yet? If you haven't, you are going to be left behind.

It's a pretty big deal in the world of AI. GPT-3 (Generative Pre-training Transformer 3) is a language model developed by OpenAI that has the ability to generate human-like text, making it useful for a wide range of applications. In the realm of marketing and advertising, ChatGPT has the potential to revolutionize content creation by allowing companies to generate copy for ad campaigns and marketing materials, as well as personalized emails and chatbot responses.

Marketers x ChatGPT:

Well, there are several ways in which marketing teams can effectively harness its power. For marketers, it can be used as a brainstorming tool by providing it with a set of prompts and allowing it to generate a list of ideas. This can be a quick and efficient way to generate a large volume of potential concepts to explore further. By integrating ChatGPT with other AI tools and technologies, such as chatbots and customer data analysis platforms, marketing teams can create even more sophisticated and effective campaigns.

Content x ChatGPT:

Are you a copywriter or content writer looking for a new way to generate ideas and streamline your workflow? ChatGPT might be just what you're looking for! This artificial intelligence tool, is great for generating a variety of content types, including written content, audio and video scripts, social media posts, and email subject lines.



But ChatGPT isn't just for creating content. You can also use it to test and optimize marketing campaigns by generating multiple versions of ad copy or email subject lines. And if you want to expand your reach to a global audience, ChatGPT can create content in multiple languages by providing it with translations of key phrases and prompts. It can even help with SEO by analyzing search data and generating multiple versions of headlines and meta descriptions.

And that's not all! ChatGPT can assist with the creation of content outlines, generate ideas for blog post titles and headlines, and create email marketing campaigns. This can help marketing teams to save time and resources while still producing high-quality content. And if you're looking to create content for social media, ChatGPT can provide relevant hashtags, industry trends, and customer feedback to inspire your posts.

Developers x ChatGPT:

As a developer, you can use ChatGPT to save time and effort in your work. For example, you can use it to generate code snippets, prototypes, test cases, and even possible solutions to bugs. Plus, ChatGPT can help with user experience design by generating user flows and wireframes. And when it comes to project management, ChatGPT can generate project plans, schedules, and reports to help you keep things organized. Just don't forget that ChatGPT can't replace the need for human developers to write and debug code!

Though it seems like a godsent tool, your answers will be only as good as the questions you ask. Here are some tips on how to use it effectively:

- **Be specific:** The more specific you are with your input, the more targeted and accurate the output will be. For example, if you're generating copy for a marketing campaign, make sure to provide ChatGPT with specific details about the product or service being promoted, the target audience, and the desired tone of the copy.
- **Provide relevant data:** To generate personalized or targeted output, it's important to give ChatGPT relevant data. For example, if you're generating personalized emails, provide ChatGPT with the recipient's name and other info like their location or past purchase history.



Use clear and concise prompts: ChatGPT works best with clear and concise prompts. Avoid using long or complex sentences, as this can lead to confusion and inaccurate output.

Use appropriate language: ChatGPT is trained on a wide range of text data, but it's important to use language that's appropriate for the task at hand. For example, if you're generating technical documentation, use technical language and avoid colloquialisms.

Remember, even though ChatGPT is a powerful tool, it's not a replacement for human thought and creativity. Use it to help you out, but don't rely on it completely!"

Secret Santa @ RMT



Our office held a secret santa event on December 23rd and it was a blast! We had a total of 72 gifts to exchange and it was so much fun to see what everyone had picked out.

There were t-shirts, books, mugs, plants, and even customized paintings. It was clear that a lot of thought went into selecting the gifts.

It was a great opportunity to get to know each other better and exchange thoughtful gifts. Plus, it was a great way to kick off the holiday season and spread some cheer. A special note of appreciation to Yasin for making the Christmas Tree himself.

Everyone had a great time unwrapping their gifts and enjoying each other's company. Can't wait for the next one!



Welcome to the RMT Team



Shreya Bharti
Copy Writer

With my newfound knowledge of spelling A-D-V-E-R-T-I-S-I-N-G, I joined a firm as a junior content writer and haven't stopped since! When I'm not writing, I love drawing and craft. I'm also an overly enthusiastic shopper, especially when it comes to gifts. Still considering a career in professional gift-giving! Music has been a big part of my life and I have a wide range of artists in my playlist. I'm a binge-watching enthusiast and will watch anything from chick-flicks to true crime documentaries. Last but not least, I'm a 100% vegetarian and a true foodie – yes, we can be



Uday
SEO Intern

I'm Uday.. I'm from Aleru in YadadriBhongiri Diristrict. I'm graduated from Bsc MPCs in GDC Khairtabad .. After graduation I learnt a course of Digital marketing (online advertisement) because of my interest in this role and i accepted the role SEO in RMT. My hobbies are traveling , music and making Fun.. My favourite foods are Biryani and Burger..



Pavan
Intern-
Motion Graphic
Designer

I'm pavan chary... I'm from Suraram in medchal district. I'm graduating in Digiquess academy in somajiguda I have interest in video editing My hobbies are traveling, watch series, editing My favourite foods is biryani and shawarma

Who said it? (Overheard @RMT)



Mera new year resolution ye hai ki mein mere 2015 ke new year resolutions ye baar poore karu!

Ek din tum bahot door jaogey.. Aur jab jaaoge toh vapas mat aana!

Person 1: (loudly) You are an asset to the company
Person 2: (whispers) a non-performing asset

Person 1: Internet slow chalra na?
Person 2: Tumhaare dimaag ki speed pe chalra

Person 1: Say something funny
Person 2: Eno's hair

Person 1: How are you?
Person 2: All good, no accidents!

Person 1: Hey, your scar is heart-shaped

Person 2: The scar didn't hurt as much as that comment did.

Person 1: Prateek is Prateeking all over the place today!

Jitna time meku client ko ye trend samjhaaney me jaayega, utne time mein trend hi chala jaayega!

The way to reach out to Manisha
Ping her on slack
Whatsapp her that you have sent a slack message
Call her and say check WhatsApp
And hope to God she remembers!

"Meme Magic: Unleash Your Inner Creativity"

Hey RMTians, we got a challenge for you!

Now we know that we have been having unofficial meme challenges every time and again, but now it's time to take part in an official one.

All you have to do is:

1. Create a meme
2. Send it to our WhatsApp group (RMTeam) with the hashtag #RMMeme
3. Wait for the winner's announcement!

Let's go through a few rules:

1. One person can only submit One Meme!
2. The memes have to be submitted before 20th January 2023
3. The memes can be in Hindi, Telugu or English

How do we announce the winners?

1. An unbiased jury will select the Top 5 Memes
2. These 5 memes will be sent out for votes
3. The one with the highest votes will be the RMT Memer of the Month!
4. Yes, there will be a surprise gift too!

Unleash the creativity in you and let the meme battle begin.



Good luck and have fun!



• Honey Glazed Spicy Lotus Stem - 7 Sisters

The perfect starter to ignite your taste buds and excite your senses. These tender and crisp lotus stems are drizzled with a mouthwatering honey glaze and a hint of spicy kick to tantalize your palate.

Each bite is a symphony of flavours and textures, as the sweet and savoury honey glaze perfectly balances the spicy undertones of the dish. The lotus stems are crispy on the outside and juicy on the inside, making for an irresistible combination that will leave you wanting more.

Find it here: <https://www.zomato.com/hyderabad/7-sisters-banjara-hills>



• Dal Zafraan - Exotica

From the famous Mughal restaurant, this rich and creamy lentil dish is slow-cooked to perfection with a blend of spices and a hint of smoky flavour. The result is a velvety smooth and utterly satisfying meal that will transport your taste buds to the opulent courts of ancient India. With its luscious texture and aromatic spices, Dal Makhani is a true culinary masterpiece that will indulge your senses.

Find it here: <https://www.zomato.com/hyderabad/exotica-hitech-city>



• Cheese Vada Pav - Pav Mantra

The brand says, "Others have a recipe, we have a mantra" and we couldn't agree more! Their signature Vada Pav is a true and authentic testament to the land of Maharashtra. Not to mention, their self-baked pav also adds to the freshness and tenderness of bread and takes your soul for a satisfying ride.

This is a must-have dish for all RMTians.

Find it here: <https://www.zomato.com/hyderabad/pav-mantra-3-madhapur>



• Mutton Dalcha with Bagara Rice - Casa D' Rasa

A true feast for the senses! This aromatic and flavorful dish pairs succulent mutton with a rich and hearty lentil stew, making for a truly satisfying meal.

The mutton is so beautifully slow-cooked to perfection that it practically melts in your mouth with every bite.

The Dalcha adds depth and complexity to the dish with its blend of aromatic spices that will transport you to the grand banquets of the Mughal courts.

A must-have for all non-vegetarians of RMT

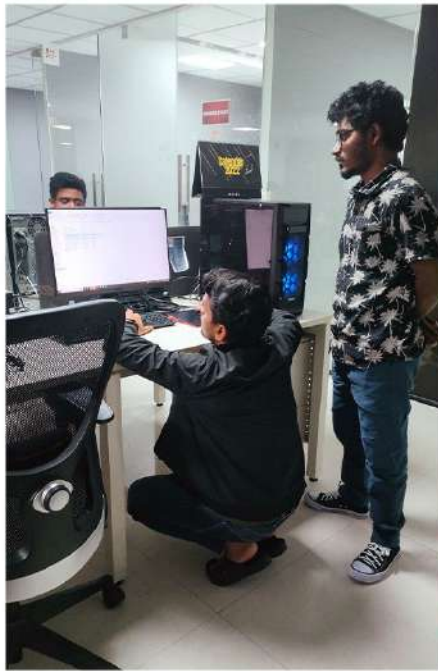
Find it here: <https://www.zomato.com/hyderabad/casa-d-rasa-1-madhapur>



People @Work



Fridays @Work





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