

# RMTIMES

The Bulletin That Matters

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## Christmas Campaigns That Felt Like Falalalala..!

Pg. 03



### Contents

Embracing the right choice	8
Handles to follow	11
RMTians	12
#FoodMatters	13



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## Enabling Responsible Choices

Pg. 02



## Highlights of The Month

Pg. 06

## Enabling Responsible Choices



### What Should You Know About Cancer Screening?

It's natural to feel a little squeamish when the topic of cancer comes up. But if you think about it, that sneaky, scary word is our body's way of telling us that something isn't quite right. Fortunately, there are several types of screenings available to detect the early warning signs of cancer and increasing your chances of survival, should you be unfortunate enough to contract one of these diseases.

As you hopefully know by now, cancer screenings are tests or procedures used to identify cancer before signs or symptoms of the disease appear. The best way to fight cancer is to prevent it from happening in the first place. While screenings can't guarantee that you'll never get cancer, they can help to increase your chances of survival. All in all, cancer screenings are extremely beneficial and crucial for your health. Unfortunately, a lot of people don't get screened for cancer regularly.

But, we want you and your family to stay safe and healthy.

Therefore, for everyone at RMT, we have been able to get a discounted price for Cancer Screening from our valued client - Cancer Clinics. This discount applies to all of RMTeam and the family of each RMTian!

**Original quote: 2,999/-**  
**RMT quote: 1,450/-**

**To book a screening, please contact Vishal Ravish.**



# Christmas Campaigns That Felt Like Falalalala..!



## CASE STUDY 1:

**Amazon - The Show Must Go On**  
**Agency: Amazon**

Just as the terrible pandemic that started in 2020 was drawing to a close, Amazon started a beautiful campaign for Christmas.

In the ad, a very enthusiastic ballerina is eager to perform but to her utter dismay, her show stands canceled.

Her little sister tries to bring some cheer, makes cute invitations, and calls everyone over for a small event at her apartment. The ballerina puts on a beautiful dress and puts on a terrific and humble show for her audience and wins hearts. This message translates into the way of life that screams, life must go on... no matter what.

And yes, THE SHOW MUST GO ON



## CASE STUDY 2:

**Domino's - DOMIN-OH-HOO-HOO**  
**Agency: Domino's**

Of course, you know Domino's is the go-to when you want a warm, blanket-like fuzzy feeling or you want to have a nice party. So you might also know that they like to experiment with their ads. For the last Christmas too, they did and how?

You get to see a church and people singing lovely carols, but with a twist! They don't know what to sing so they go HO-HO-HO with the essence of Dominoes and oh! Ain't it a treat to watch! It is really endearing to see them all singing a carol with the way they'd like their pizza and toppings to be! Everyone should watch it. It is hilariously cute.



**CASE STUDY 3:**  
**Coca-Cola - Real Magic**  
**Agency: Coca-Cola**

Coca-Cola is known for its incredible out-of-the-box campaigns. We are slightly jealous, we admit! But this Christmas campaign is so beautiful, you might catch yourself shedding a tear or two. Conceptualized internally, this ad shows a kid who tries to warm up to his sour, elderly, and lonely neighbor.

He goes out of his way, and gets help from all his friends and neighbors including his mother to warm up to her. The old lady wakes up on Christmas morning to find a cute little box that tumbled down a tunnel that they hand-made, into her window. It is an invitation to a party! And what about it? It is a refreshing and lovely meet with a few lovelies gathered to share good spirits, good food, and of course, Coke!

Because that is when the REAL MAGIC happens...!

- **Sahithi Chittajalu**  
 Copywriter, RMT

## New Clients & Projects



### My Home Group

My home is a trusted builder in Hyderabad, India, known for on-time completion and superior quality. They have built over 20 million square feet of happy homes and prime commercial properties. 16 iconic addresses stand testimony to our brand's expertise in building gated communities.

**Scope:** Social Media, SEO, Web Development, Performance



### NLC

National legislators' conference is the initiative by MIT-Pune in which legislators from different parts of the country come together to discuss the problem in their area and try to work out a solution for those problems together.

**Scope:** Social Media, Performance, Web Development.



### Insure Joy

We are promoting the associate sponsorship of Insurejoy with Umumba team of pro Kabaddi . We make content which is insurance specific and plug in aspects of Kabaddi to make it relevant to the users following. We also shoot trending reel formats with the employees of insurejoy to keep them engaged and keep their spirits high throughout the kabaddi season.

We also have developed a landing page which makes the user feel more connected to the team by having a form in which they can post questions to their favorite player and get them answered.

**Scope:** Social Media, Web Development.



### RAMP

RAMP is the world's first platform simplifying automotive ownership experience. It is a cloud-based tech-enabled web-platform which integrates all the said stakeholders.

RAMP is doing this by making quality digital infrastructure available to all stakeholders of the automotive aftermarket industry and integrating them together through our SPACE (Service Providers And Consumer Enablement) Framework.

**Scope:** SEO, Performance Marketing.



## Highlights of The Month



**National Legislators' Conference** is an avenue for Legislators to gather and showcase successful practices of constituency management and legislative performances. The task for us was to create, structure, and execute a website for NLC.

We had executed and coordinated the entire website structure and took the website live in a day. NLC's website was taken live in a grand manner where all the legislator's were gathered and the website was presented on the big screen and it was a huge success overall.



**The Economic Times Awards** for Corporate Excellence recognizes and honours the best and the brightest for entrepreneurial and business success. We have implemented the strategic performance campaigns to reach the right audience and generate end number of leads at lower cost and maintained the CPL (cost per lead) at lowest cost and simultaneously focus was to achieve highest number of impressions and reach. We have been successfully achieving the given number of targeted leads and impression and event has been a massive success.



A while ago, we were sent to develop the **'TIMES GREETINGS OF LOVE'** Website.

This website featured a campaign, where users could capture their best moments with their friends and family on the pages of the Hyderabad Times. The purpose was to convey their love with a personalised greeting, which would elevate the special moments shared together and add a touch of fun to it. The development of the website took 70 hours. The team worked very hard, irrespective of weekends and festive times, without a break. While there were ups and downs in the process, the final output brought unmatched joy and a sense of victory.

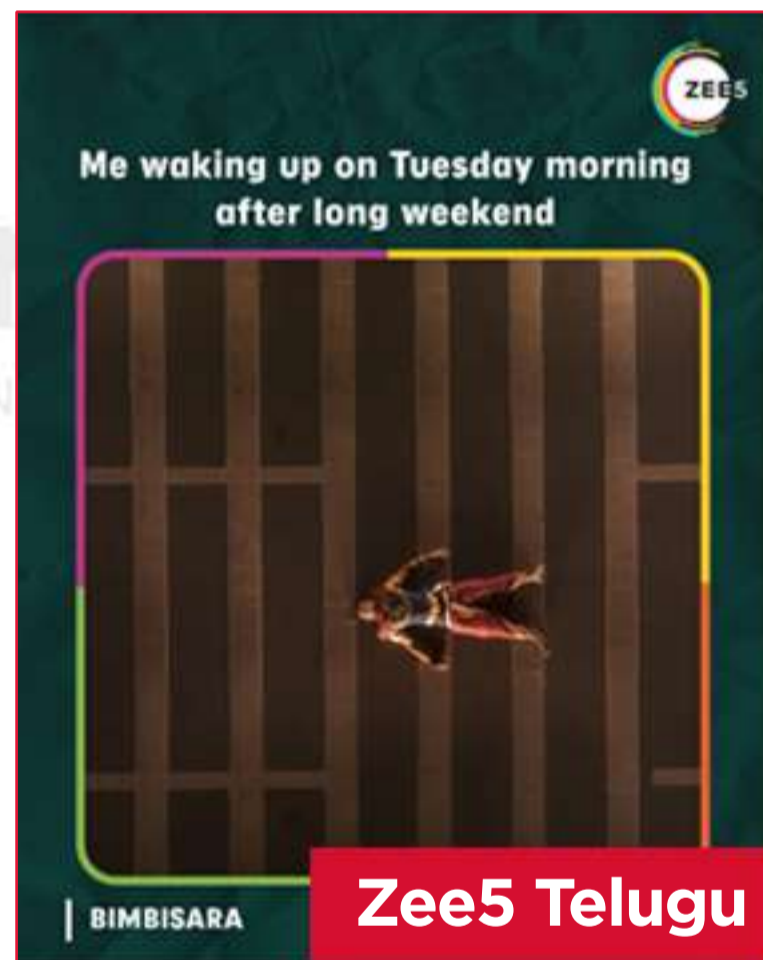
A unique feature was given to this website. This enabled users to upload captured images and write about them in a template that allowed theme selection. The user could download the template as an image. The admin could review all templates and showcase them on the website as well as in the local editions. Almost 9000 users registered for the event and downloaded their templates.



### Announcing Karthikeya 2 for Zee5 with AVOD actors -

We collaborated with top Zee Telugu serial actors and released a special trailer for Karthikeya 2.

The actors were given a flute with a scroll with a message and a QR code. The actors had to scan the QR code which would take them to the motion poster with the announcement of the date.



### Diwali Memes with Bimbisara -

Diwali brought in the long weekend, it also fell during the period of promoting Zee5's latest exclusive - Bimbisara. So we made memes taking advantage of this - From coming home to seeing family, to general Diwali memes, and also realizing the long weekend was over.

## #ClientTestimonials

“

Thanks guys... U PPL are awesome.. creatives are also neat.. tomorrow we will taking live the curtain raiser episodes on platform...

”

- Thanigasalam

Zee5 AVOD



## Embracing The Right Choice



Be it taking that one print of paper which ends up in the trash not more than 5 minutes later or be it forgetting to turn off the lights when we leave a room.... Be it wasting that extra portion of the food we took on our plates or be it using markers and pens without a second thought.

As people in the corporate world, we are constantly making unconscious choices that stray us away from the bigger picture. While we understand that this sense of responsibility can be monitored only so much, we also understand that it is important to give back to the community...

Early in November, Akhil and I were discussing how we could give back, how we could do more because let's face it, we can always do more! Always!

Akhil, who has been a part of an NGO for over 8 years, is without a doubt one of the best people at RMT to go to for CSR advice. He has been constantly giving back to the community and he has built a relationship with them. I truly believe that it is easy to go out and do a little something every now and then but to have consistency and to keep doing your part continuously for almost a decade is nothing short of inspirational!

Through Akhil's recommendation, we were able to contact Sahaya and were able to make a donation worth ₹ 60 thousand to the students of Zilla Parishad High School. Not only that but we also gifted printers, books and daily necessities to the students of Zilla Parishad High School.

I am honoured, grateful, and proud of this achievement and I hope to maintain consistency throughout the coming years of our organization.

Special thanks to Akhil, Sahaya and to RMT team for making it possible.

— Srikant Rajasekharuni

## Birthdays in November



	<b>Shajahan Shaik</b> .....	<b>05 Nov</b>
	<b>Naveen Jalagam</b> .....	<b>05 Nov</b>
	<b>Akash Kumar R H</b> .....	<b>15 Nov</b>
	<b>Rohit Tirunellai</b> .....	<b>20 Nov</b>



## Empowering The Future

As part of the corporate immersion program of Meridian School, Banjara Hills, RMT offered internship to 6 bright young commerce students of class 12. The objective was to introduce them to the corporate world and also the world of marketing. They were given a basic introduction to the 8 P's marketing mix of Price, Place, Product, Promotions, People, Process, Physical Evidence and newest introduction Purpose. They were each given some of the brands we work with and asked to come up with social media content based on the marketing mix. It was truly inspiring to see the creative content they came up with their fresh perspectives.



A session was also conducted with them to understand their online and social media behaviour and the learnings were really insightful. One of the biggest revelations was their extensive use of newer social platforms such as Parler and Discord.

At the end of the week long program, they were awarded certificates during an award ceremony at the school premises. Seeing how beneficial this program is to both students and RMT, we will continue this as an yearly engagement and look forward to more such bright sparks each year.

## Work Anniversary in November



**Chodapanidi  
Lalitha Parameshwari**

**10 Nov**



## Market Research: Bringing light into the hut



There was once a man passing through a village in the evening. He saw that everyone was looking for something on the ground. Curious, he went and asked the lady who looked the most upset and appeared to be the leader of the search, on what they were looking for. She said that she was looking for her favourite needle which she dropped earlier. He asked her where did she drop it? She said that she had dropped it in the hut. The man confused asked then why is she looking for the needle outside on the ground? She said that its too dark inside so she thought that she might as well look for it outside where there was some light...Needle-less to say, she was not able to find it out in the ground.

While this story might sound outlandish and improbable, the sad truth is that it's not very uncommon. How many times have we been told to work on content without any solid consumer understanding? Instead, we make do with snippets of information either provided by the client or some Google searches and in some cases reading some public research articles. Thus, we end up working only where there is little light but that place probably does not have the needle. The real solution is to actually talk to our consumers and obtain the understanding from them. This will provide a solid foundation for us to stand on as well as work on.

How confident can we be in creating content when we ourselves are not completely sure about what we want to deliver? While we all take pride in the amazing work we do, we can give our best only when our contexts are clear, and we know what we need to deliver. It is then that the impact on ROI is also clear and maximized. And it is then that we create the marketing campaigns which become the case study of tomorrow.

The first step always is to get the "Right Information" and thus, if you see, market research is not really optional but is actually the first step which we all already take (remember the client information, Google searches, reading articles etc.?). What we need to do is make it better. With market research, we obtain answers where there are questions, create tailored solutions which fit like a glove; we bring light where there is darkness. Then no doubt we would have found the needle!

**- Aman Gupta**  
**Head of Research**

Extensive experience in Market Research across domains like brand development/tracking, creative testing innovation etc. Worked with brands like Coca Cola, AbinBev, Pepsi, Reckitt Benckiser, Abbott, McCalin, Amway, Flipkart, Meesho and many more.



# Social Media Handles to follow

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## Marketing

-  marketingmind.in
-  Social Media Dissect
-  OGILVY
-  allaboutmarketing.in
-  madovermarketing\_mom
-  marketing.stories

## Finance

-  FinancewithSharan
-  pranjalkamra
-  AnkurWarikoo
-  iamnehanagar

## Podcasts

-  jayshetty
-  beerbiceps
-  nasdaily
-  rajshamani

## Creative (Copy + Design)

-  Minimalist India
-  Sun.Yi
-  Creative Gaga
-  Anik Jain Design
-  UI/UX Ruben
-  Will Pat

 Tap to Visit

## Welcome to the RMT Team

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**Venkata Saikumar  
Poola**  
HR Executive

I'm SaiKumar from Andhra Pradesh Kadapa, I Have done my post graduation in Finance & HR. I love long drives. I enjoy learning new things & visiting new places. My favorite food is biryani.



**Simhadri Venkata  
Mohit Vamsi**  
Project Manager

I am from Karimnagar Telangana, I love music and I have a little bit of hands on playing Guitar. I'm a travel freak and I love to hold a camera to capture beautiful landscapes. I'm curious about learning new things such as technology. My friends say I'm a good cook particularly Biryani infact I love trying new recipes. I was a state level foot ball player and I was a fast bowler in cricket while I was in college.



**Uday Bhanu  
Konijeti**  
Intern

A Marketing Professional with great passion for creating things and making my ideas speak to the world. I have acquired skills in digital marketing, brand strategy, content creation and supply management. I enjoy painting, sketching, and trying out different cuisines and travelling.

## Who said it? (Overheard @RMT)



**Person 1 :** Can I leave early today?  
**Person 2 :** Only if you finish the work  
**Person 1 :** There's always a catch!

**Person 1 :** I have an exam tomorrow  
**Person 2 :** What exam??  
**Person 3 :** Self exam

**Person 1 :** I wrote something with the help of AI  
**Person 2 :** AI na... Still better than you



All of us live so far away from the office, looks like it has become a criterion for hiring.  
Oh, you live in Shamirpet?  
Welcome aboard!

**Person 1** : Monday blues are hitting me hard...  
**Person 2** : For us, it is Monday reds

**Person 1** : Yo... Good morning!  
**Person 2** : Yo. Jab tak hai jaan!

**Person 1** : Can you check the proof reading group?  
**Person 2** : Yes I can, but will I?

**Person 1** : We proposed two great options and got rejected  
**Person 2** : What happened  
**Person 1** : Client happened

“Deadline nahi, tu dead hone se pehle bhi dedega toh chalega!”

“Euuuuuuuu!”

## #FoodMatters



- **Paneer Butter Masala from Deccan Darbaar**

Many of us still love the Dhabas or small eateries serving the authentic North Indian food. In this space, the Deccan Darbaar is serving some amazing dhaba style food in Kukatpally. The must try curry in the dhaba is Palak panner and Paneer Butter Masala. It is spicy and also when eaten with butter roti gives a highway dhaba feel.



 Location

## Get Your Sherlock Hat on Because #MysteryMatters

Here at RMT, we all have loads of work in keeping our clients happy. Let us compete to see which among us can shine to be the Sherlock of RMT and search for a mystery in a game of treasure hunt.



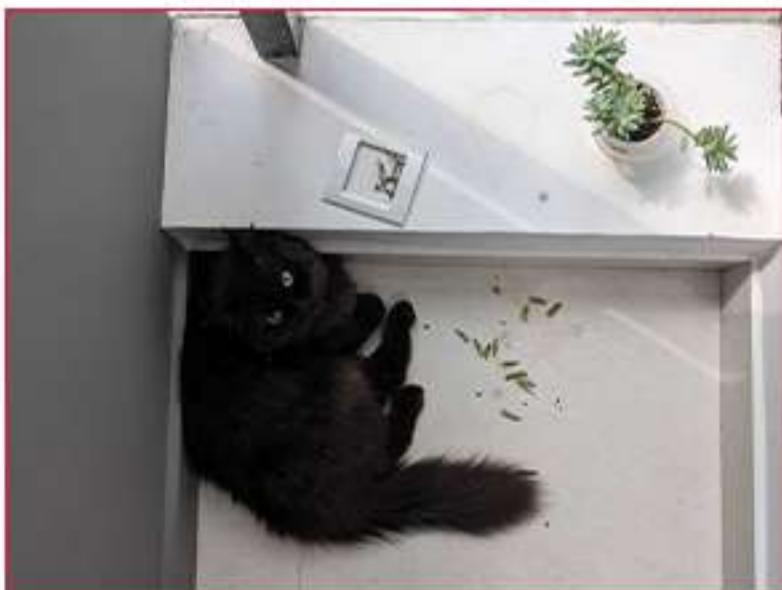
Scan for the first clue



## PEOPLE @WORK



## PETS @WORK





## FRIDAYS @WORK





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