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Cloudburst Capivator: Analyzing Taj's Megh Malahar Ad Impact

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Abstract - *This study explores how modern marketing solutions are more effective in customer attraction and retention than the conventional marketing methods in use before. A number of modern marketing solutions—such as social media marketing, influencer marketing, internet-based advertising, and AI-powered personalization—are analyzed in this study in relation to the total effect of modern marketing on consumers. Through the analysis of data on the total digital advertising spend globally in the year 2024 ($618.73 billion and rising every year) and use of data on the total number of consumers on Instagram (2.2 billion every month on an average in the year 2024), TikTok (655.4 million in December 2022 with rising numbers each month), Facebook (2.9 billion people use Facebook every month on an average in 2024 with rising numbers each year), and YouTube (2 billion consumers every month on an average in the year 2024 with rising numbers each year) on the one hand and metrics on the total customer preferences on the other hand, this study establishes the total effect of modern marketing on consumers with the primary factors of personalization, emotions, and storytelling. Case analysis on the marketing campaign "Megh Malhar" of Taj Mahal Tea with an environmentally interactive billboard with classical music that received the Guinness Record also establishes the grand impact of modern marketing on business with the total brand recall rising from 74 to 89 points with brand imagery in the mood enhancement category rising by 700 basis point values with the doubling of efficient marketing. Additionally, the study monitors the data on total marketing spend of Hindustan Unilever (growing by 5.5% every year with revenue increase of 8.3%) in the year 2024 with the data on total consumption of tea in India (1,870.8 million kg in 2022 with the total estimated consumption estimated by the product company in 2025 as 1,470 million kg). Other parameters of psychology on the primary marketing factors—such as the factors of social proof, scarcity, and personalization—also form a significant area of the research study.*

Keywords: Marketing, social media, research, mathematics

1. Introduction

Marketing has changed dramatically in how companies reach and attract customers. In the past businesses depend on traditional methods like TV, radio, and newspaper ads to reach large groups of people all at once. Now everything is different. Today company's uses internet technology, artificial intelligence, data analysis, and personal messaging to reach customers in ways that feel designed just for them. The ability to attract and keep customers has become much more sophisticated and strategic than before. What makes modern marketing work is combining smart use of technology, understanding how people think and make decisions, and reaching people across many different platforms all at the same time.

Modern marketing strategies are not just about telling people what a product can do they are about understanding what customers actually want, making emotional connections, building trust, and creating experiences that make customers choose one brand over another. This research paper looks at how new marketing strategies work to attract customers today. We will look at how marketing has changed over time, what methods companies are using now, how people actually think when they decide to buy things, what role new technology plays, and we will study real examples of companies that have done this successfully.

2. Rationale and Personal Engagement

I choses this research topic because marketing is everywhere in our lives and i wanted to understand how it actually works. Every day we see ads on social media, we get emails from companies, we see personalized products recommended on websites, and we wonder why some brands seems to attract so many customers while others don't. Understanding new marketing strategies is not just interesting academically it has real practical value for anyone trying to understand the modern world, anyone working in business, and anyone interested in how companies and customers interact.

Over the past few years, I have been observing how certain brands seems to grow super-fast and attract lots of customers while others brand struggle even if they make similar products. I notice that the successful one is not just doing traditional advertising on TV or in magazines. Instead they are using social media, they are working with social media influencers, they are personalized their messages based on what individual customers care about, and they are using artificial intelligence to figure out what each person might want. This observation created a question what are the actual strategies and methods that

make these new marketing approaches work so well, why do some companies attract customers so effectively while others don't Companies, business owner, marketing professionals, customers, and even people who work in different field can all benefit from understanding how modern marketing strategies attract customers. Marketing professionals want to know which tactics work best and why. Business owner want to attract more customers for their products and services. A customer wants to understand why they are being targeted with certain ads. A social media platform wants to understand how content spreads and becomes popular. Understanding these marketing strategies helps all this people make better decisions and understand the world around them better.

3. Aim of Investigation

This research investigation has several main questions:

How do modern marketing strategies successfully attract customers compared to traditional marketing methods, which specific tactics (like social media marketing, influencer marketing, and digital ads) are most effective at attract different types of customers, how do companies use understanding of consumer psychology like emotions, trust, and social proof to make their marketing more effective, What role do new technologies like artificial intelligence, big data, and automation play in making marketing strategies work better, can we identify common patterns how successful companies use these strategies, what differences are there in how different platforms (like Instagram, Facebook, YouTube, TikTok) affect how marketing strategies work, are there limitation or problems with how new marketing strategies work, and what should companies be careful about.

4. Marketing Background and Theoretical Framework

Understanding how new marketing strategies attract customers requires understanding some basic concepts about marketing and how it works.

4.1 What is Marketing Strategy?

Marketing strategy is a business plan for reaching consumers and pursues them to purchase goods or services. Marketing strategies aim to accomplish four key goals mention:- (1) identify the ideal consumers for your product. (2) Explain to them why your product is unique and good. (3) Excited those to purchase it. (4) Maintain their purchases over time. Basic questions like who are our customers, what do they want, how we reach them, and what makes us different are addressed by a successful marketing strategy.

The job of marketing is to connect what companies make and what customers actually need or want. This means really understanding the market, knowing how people think, knowing what competitors are doing and choosing the best ways to reach the right people. Marketing is not just about making ads anymore it is about creating the whole experience people have with a brand, from the first time they hear about it and going through to buying it and beyond.

4.2 How Marketing Strategies Have Changed Over Time

Marketing has had to completely reinvent itself today thanks to new technology and changing customer expectations. Think about it not too long ago marketing was pretty basic. A company's main goals were just to get products on store shelves and to run ads letting people know they existed. Those ads were everywhere on TV, between songs on the radio, and in the pages of the newspaper. But everyone saw the same commercial or read the same flyer. There was no way to customize the message for different people, and businesses honestly had little clue if those ads actually led to sales.

Then the internet changed the game entirely. Overnight, companies could talk directly to customers online. They could start personalizing things like if you looked at a pair of shoes on a website, suddenly you would see an ad for them somewhere else. They could also track everything, finally seeing clear links between an ad campaign and a jump in purchases.

5. Overview of Contemporary Marketing Strategies

Today's marketing uses many different tactics across many different platforms.

5.1 Social Media Marketing

Social media is absolutely most important for marketing now. Instagram, Facebook, Tik-Tok, YouTube, and other platforms have billions of users, which mean companies can reach variety numbers of people. Social media marketing is not just about posting ads it includes creating interesting content, working with popular accounts (Social Media influencers) to promote products, paying for ads on this platforms, talking with customers, and encouraging customers to create and share their own content.

What makes social media special for marketing is that it allows two way conversations between companies and customers. Companies can respond to questions, fix problems, and build communities of loyal followers. Different platforms work differently Instagram is good because people like looking at pictures and videos, TikTok works really well for making videos that go viral because its algorithm is designed to show new content to people based on what they like instead of just showing people with more followers and YouTube lets people watch long educational videos or short entertaining ones.

5.2 Influencer Marketing

Influencer marketing means having popular people on social media recommend products. What has changed recently is smaller influencers are becoming more important people with 10000 to 100000 followers who usually focus on one area like fitness or beauty. These smaller influencers often have followers who trust them most and more than huge followers celebrities because they seems more real and relatable. The reason influencer marketing works is because people trust recommendations from people they follow and like more than regular ads from companies.

5.3 Digital Advertising

Digital ads today are more sophisticated than old banner ads. Companies can run ads on Google when people search for products, they can use computer programs to automatically buy ads and show them to the right people, they show ads to people who already looked at something but did not buy it (reminding them) and they can show personalized ads based on what people have search at or bought before. What is different about digital ads is that companies can target exactly the right people instead of showing the same ad to everyone.

5.4 Email and Content Marketing

Email marketing is still very effective, esp. if the emails are tailored according to the individual based on previous activities. However, the companies segment the customers into various categories and send them emails according to that. Content marketing is the creation of valuable blog posts, videos, podcasts, and so on that solve the queries that the customers are searching for. Instead of just promoting something, content marketing provides the audience with something of actual value.

6. Data Analysis and Comparative Study

Let me look at some actual data about how marketing has changed and how customers behave.

6.1 Global Digital Ad Spending Growth

Table 1: Global Digital Ad Spending Growth

Year	Digital Ad Spending (Billions USD)	Year-over-Year Growth (%)
2020	$378.16	12.6%
2021	$455.30	20.4%
2022	$517.51	13.6%
2023	$569.41	10.0%
2024	$618.73	8.6%
2025	$664.89	7.5%

Digital advertising spending has grown continuously, showing that companies are putting more money into digital marketing. The growth rate is slowing down because the market is getting mature, but spending keeps increasing.

6.2 Platform Usage and Reach

Table 2: Different platforms have different users and work differently for marketing. TikTok has explosive growth potential despite having fewer total users than Facebook.

Platform	Monthly Active Users (Millions)	Primary Age Group	Marketing Effectiveness
Facebook	3,065	25-65 years	Very High
Instagram	2,000	18-35 years	Very High
TikTok	1,600	13-30 years	Extremely High
YouTube	2,740	All ages	Very High
Twitter/X	550	18-45 years	High
LinkedIn	950	25-65 years	High (B2B)

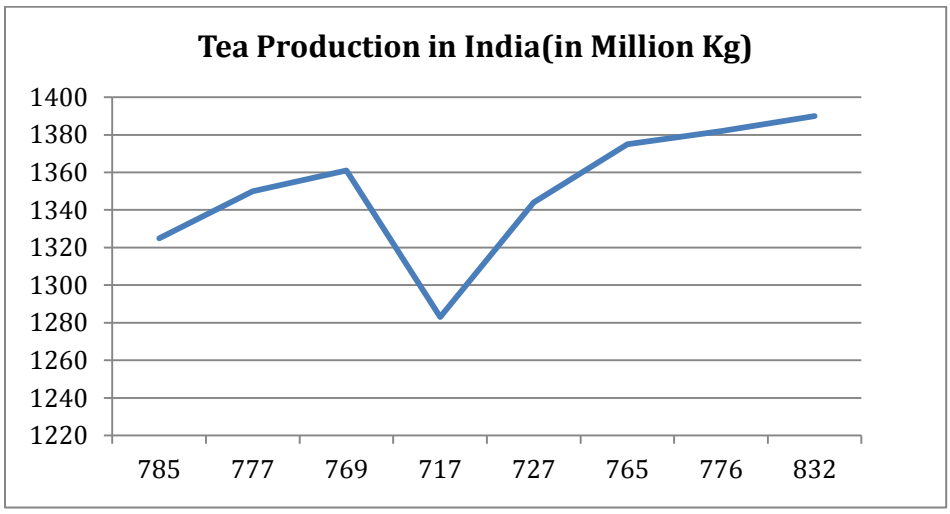
6.3 Customer Preference for Personalization

Table 3: Data on what customers actually want and what makes marketing effective. This shows that personalization and authenticity are very important to modern customers.

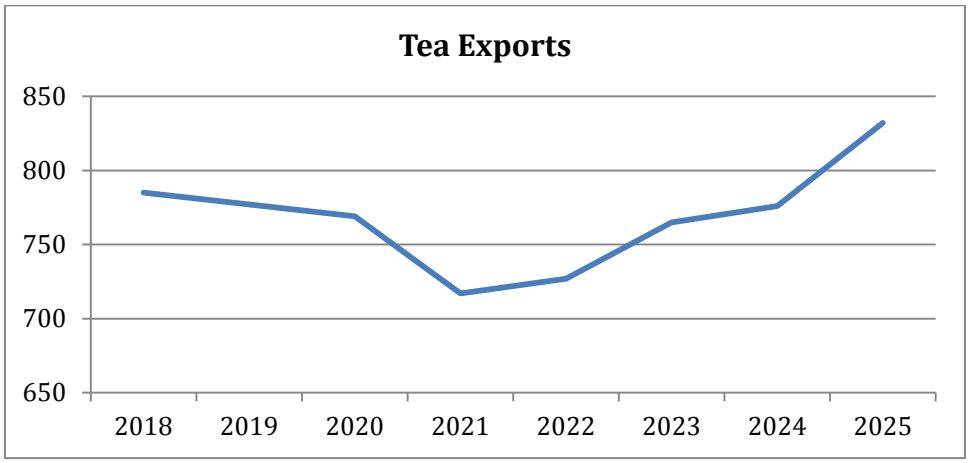
Statistic	Percentage	Finding
Customers prefer personalized messages	80%	People like when companies send relevant content
Customers will switch to competitors if no personalization	45%	Personalization is becoming expected
Personalized emails have higher open rates	+70%	Personalization actually makes marketing more effective
Customers trust brands that show values like sustainability	62%	What a company stands for matters to buyers
Customers influenced by influencer recommendations	58%	Influencers have real power to affect buying

Year	Tea Production in India(in Million Kg)	Exports
2018	1325	785
2019	1350	777
2020	1361	769
2021	1283	717
2022	1344	727
2023	1375	765
2024	1382	776
2025	1390	832

Table 4: Tea production in India and exports for following years



Graph 1:- Tea Production in India.

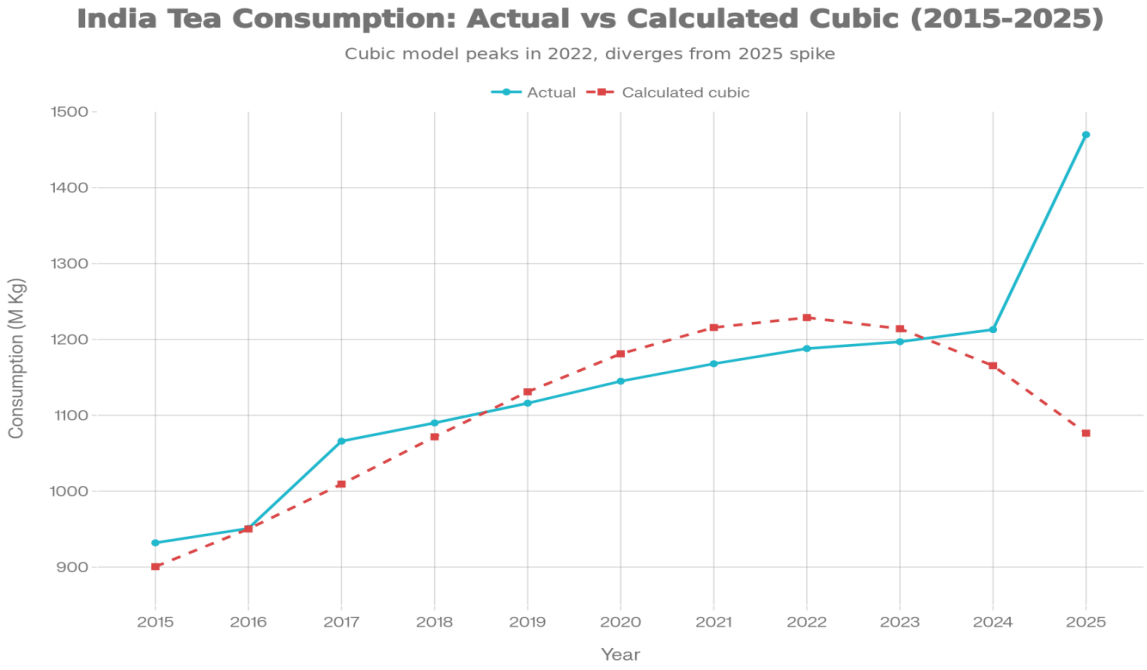


Graoh2:- Tea Exports

India Consumption Volume of Tea

Year	(In Million Kg)
2015	932
2016	951
2017	1066
2018	1090
2019	1116
2020	1145
2021	1168
2022	1188
2023	1197
2024	1213
2025	1470

Table 5: Consumption of tea in India for following years



Graph 3:- *Fitting of different functions m*

The data/ graph. $y = ax^e + bx^2 + cx + d$

$$y = 1.68x^3 - 28.90x^2 + 175.73x + 750.61$$

by solving

$$x = 3 \qquad y = 1066$$

Become

$$1066 = 27a + 9b + 3c + d$$

$$x = 4 \qquad y = 1090$$

$$1090 = 64a + 116b + 4c + d$$

$$x = 8 \qquad y = 1188$$

$$1188 = 512a + 64b + 8c + d$$

$$x = 9\ y \qquad = 1197$$

$$1197 = 729a + 81b + 9c + d$$

Solving with calculator we get

$$a = 1.68, \qquad b = -289$$

$$c = 175.73, \qquad d = 750.61$$

$$Growth\ rate = 3.6\%$$

$$r = 0.935$$

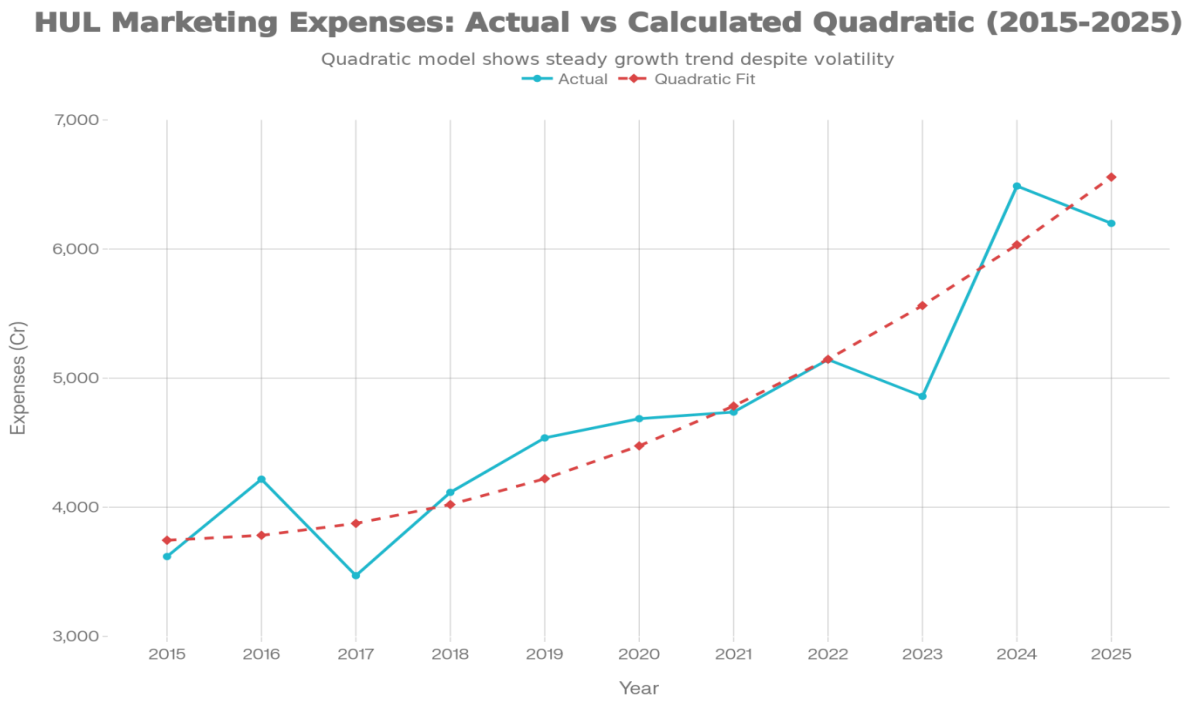
Hindustan Unilver Ltd

Table 5: *Marketing expenses and revenue of Hindustan Unilever ltd for following years*

Year	Marketing Expenses(In Crore)	Revenue
2015	3618	32086
2016	4217	32929
2017	3470	33194
2018	4115	34619
2019	4537	40207
2020	4686	40415
2021	4737	47030
2022	5144	58086
2023	4859	60878
2024	6488	61883
2025	6199	60680

40% of total = Digital Platform

14% of total lost structure



Graph 4:- *Hindustan Unilever expenses vs. calculated quadratic*

$$y = px^2 + qx + s$$

We get

$$y = 20.135x^2 + 16.69x + 3707.30$$

Calculations

$$x = 1 \qquad y = 3618$$

$$3618 = p + q + s$$

$$x = 4 \qquad y = 4115$$

$$4115 = 16p + 4p + s$$

$$x = 7 \qquad y = 4737$$

$$4737 = 49p + 7q + 8$$

We get

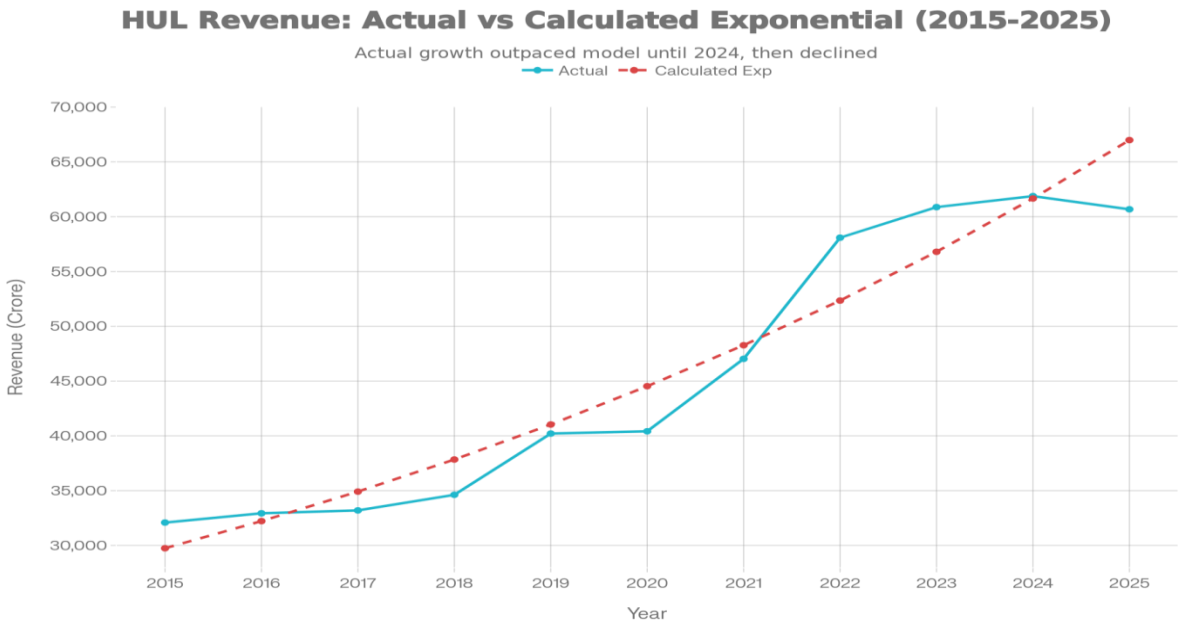
$$p = 20.135$$

$$q = 16.69$$

$$s = 370730$$

$$growth\ rate = 5.5\%$$

$$r = 0.915$$



Graph 5:- *Hindustan Unilever revenue vs. calculated exponential*

$$y = lx^3 + nx^2 + nx + o$$

$$y = -108.80x^3$$

$$+2099.12x^2$$

$$-7906.80x$$

$$+39600.62$$

$$x = 3 \qquad y = 33194$$

$$33194 = 27x^3 + 9x^2 + 3x + o$$

$$x = 4 \qquad y = 34619$$

$$34619 = 64x^3 + 16x^2 + 4x + o$$

$$x = 10 \qquad y = 61883$$

$$61883 = 1000x^3 + 100x^2 + 10x + o$$

$$x = 11$$

$$60680 = 1331x^3 + 121x^2 + 11x + o$$

$$growth\ rate = 8.3\%$$

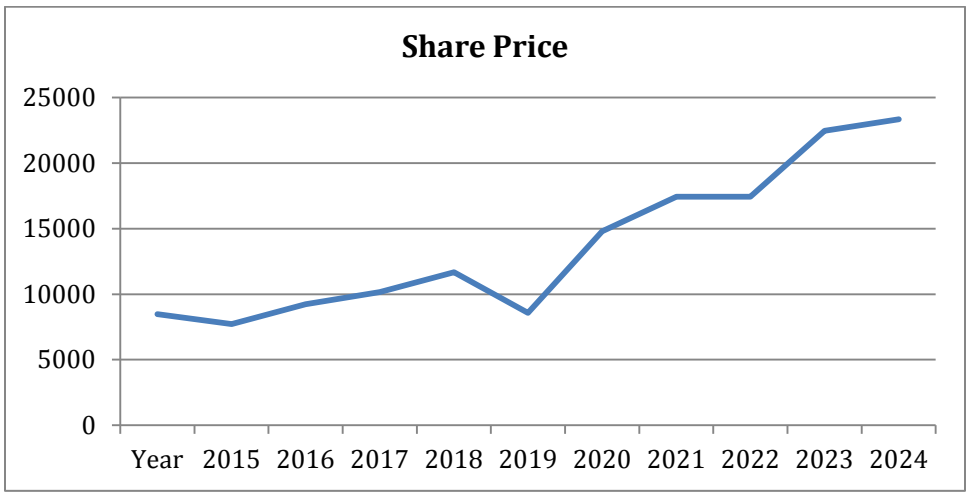
$$r = 0.965$$

Table 6: *Share Price vs year HUL*

Year	Share Price
2015	8484
2016	7718
2017	9221
2018	10152
2019	11665
2020	8584
2021	14798
2022	17437
2023	17428
2024	22455
2025	23341

$$6425.70(1.121)^x$$

$$0.934$$



Graph 6:- *HUL Share price vs year*

7. Understanding Consumer Behavior and Psychology

For marketing to work, companies need to understand how people actually think and make decisions.

7.1 Why Emotional Connection Matters

People do not just make buying decisions based on facts and price. Our feelings and emotions are huge factors. Studies show that customers who feel emotionally connected to a brand buy more products and buy more often and tell their friends about the brand and company. Brand affinity is created when a brand is consistent in its values, telling authentic brand stories, showing it cares about the same things the customers are passionate about (like the planet or a societal issue), and treats customers well.

As soon as Nike decided to stand up in support of Colin Kaepernick's fight for racial justice, customers felt like the corporation cared about something meaningful in addition to generating profit. Due to this connection, customers remained loyal to Nike.

7.2 Social Proof and Why People Follow Others

Humans are heavily influenced by what other people do and what buy this is called social proof. When someone see that lots of people buy something and were happy with it, they feel more confident and buying it too. Customer review, recommendations from social media influencers and seeing how popular something is all use this psychology. A Starbucks customer posting pictures with it their Starbucks cup on Instagram makes other people think Starbucks is popular and cool. This works both consciously (reading reviews) and unconsciously (just seeing something people buying a lot).

7.3 Personalization and Why It Works

People respond better to personalized experiences than generic ones[16]. When a company sends an email about products the person actually cares about, or recommends something based on what they looked at before, or gives them a special offer just for them, people engage more and buy more. Amazon's product recommendations are a perfect example—the more Amazon recommends products you personally might like, the more you spend money there.7.4 Scarcity and Urgency Psychology Marketing may sometimes use the idea of scarce resources to prompt people to buy products earlier. Clearance sales, special products for special customers, and countdown timers all create a sense that if the person doesn't buy now, they'll miss out. Though the companies have to be honest about these, the idea of scarcity does make people buy products earlier.

8. Digital Marketing Models and Analysis

Let me analyze how different digital marketing approaches work.

8.1 Email Marketing Model

Email marketing works best when targeted and personal. When a company sends an email to someone who looked at a product but did not buy it, reminding them about that product, it works really well. When an email has the person's name in it and mentions products they actually looked at, it gets opened more and more people click on it. AI helps optimize this by figuring out the best time to send each person their email and what subject line will make them want to open it.

8.2 Social Media Marketing Model

Social media marketing works differently on different platforms. On TikTok, videos go viral based on how much people engage with them, not based on how many followers the account has. This means a completely unknown person can make a video that millions of people see. On Instagram, having a large follower count matters more. Facebook works by showing posts from people you follow more than random pages. The algorithm is designed to keep you scrolling and engaging. YouTube's algorithm decides what videos you see next, and that is responsible for most of what people watch on the platform.

8.3 Influencer Marketing Model

Influencer marketing works because people trust recommendations from people they follow. When a fitness influencer recommends a protein powder, their followers trust that recommendation because they have seen other products this influencer uses and trusts them. Micro-influencers with smaller follower counts can be very effective because they have very engaged followers who really care about what they say. The influencer needs to genuinely like the product for it to work—followers can tell when someone is just promoting something for money.

9. Case Studies and Real-World Applications

Let me look at companies that have successfully used new marketing strategies.

9.1 Analyzing Taj's Megh Malahar Ad Impact

Musical Legacy

The advertising of Taj Mahal Tea has a long history of including Hindustani classical music:Zakir

Hussain: - His tabla acts made the Wah Taj slogan so popular.

Rahul Sharma: - Santoor virtuoso Rahul Sharma was showcased in an advertising campaign in 2015, shot at Dal Lake, performing his signature piece.

Niladri Kumar: – The sitarist launched a series of instruments based on Darjeeling in the year 2014 with a specially composed

Costs and Size

Even as the precise total budget value would never be disclosed in any sort of marketing campaign, the scale was immense:

Development: - It has taken six months of planning for the execution of this project. More than 50 professionals were involved.

Duration: - The installation was operational from August 3, 2023, to October 16, 2023.

Recognition: - It also earned a Silver Lion award at the 2024 Cannes Lions International Festival of Creativity.

Location: – Installed opposite the Vijayawada Junction railway station in the state of Andhra Pradesh.

Guinness World Record: - Recorded as the 'Largest Environmentally Interactive Billboard' in late 2023.

Creative Team: - The idea was conceptualized by Ogilvy India. Taufiq Qureshi, a musician, was a consultant for this project, although the actual music was arranged by Shantanu Gokhale, Prashant Salil.

Marketing Budget Taj campaign

A marketing budget specifies how much money a company will spend on marketing over the course of a quarter or year. Because the company's strategy was designed to attract a large number of clients in the early stages, marketing will take up a major portion of the capital budget. Studies say that tea consumption in India is very high and is also considered as a national drink and moreover it climbs slightly in the winter. When comparing seasonal factors, winter tea consumption is slightly higher than summer and monsoon tea consumption. Henceforth the budget is designed accordingly.

Table 7:- *Type of marketing expenditure for following months*

Particular	Jan	Feb	Mar	Apr	May	Jun
Central marketing	170000	130000	130000	125000	135000	135000
Email campaign	3000	3000	20000	20000	20000	20000
Social media marketing	32000	32000	30000	30000	29000	30000
Agency Liaison	2500	2400	2400	12500	12500	12500

Jul	Aug	Sept	Oct	Nov	Dec	Total
135000	140000	160000	150000	160000	170000	17,40,000
24000	30000	34000	32000	34000	36000	2,84,000
30000	31000	31000	35000	36000	36000	3,94,000
25000	25000	26000	16000	16000	16000	1,67,800
						25,85,800

10. Validation and Limitations

These marketing strategies work really well, but they also have some limits and challenges.

10.1 What Validates These Strategies

These strategies are validated by real results companies that use them successfully attract more customers, sell more products, and build stronger brands. We can measure results through sales, customer satisfaction, social media engagement, and loyalty. Data shows that personalization works, that influencer marketing works, which authentic storytelling works, and that multi-platform strategies work better than single platform approaches. Companies that use these methods consistently see better results than companies that don't.

11. Conclusion

In 2023, the company launched "Megh Santoor" in Vijayawada with an outdoor advertising campaign featuring a 2,250 sq. foot musical hoarding that used rainwater to play Raag Megh Malhar. This is the raga typically played when it is about to rain.

Impact on General Public & Consumers

The campaign changed Taj Mahal Tea's perception of a "traditional" advertiser into a "cultural" performer, as it offered a "sensory experience" and was no longer merely a product communication.

Brand Awareness: - Top-of-Mind (TOM) recall of the brand rose significantly from 74 points to 89 at an all-time highest level and remained stable for three months post-launch.

Cultural Link: - Also, tying up with classical musician Taufiq Qureshi helped the brand retain its 40 year linkage with the Hindustani classical music system and made it seems 'synonymous' with monsoons.

Public Pride: - The project won a Guinness World Record for "The Largest Environmentally Interactive Billboard," bringing public pride and internet virality through social media sites such as WhatsApp and Instagram.

Improved Brand Health:- The campaign has registered a +700 bps improvement in Brand Imagery for the attribute “enhances your mood,” which is its highest score in a year.

Media Efficiency: - This is because of the viral offers of the campaign, creating an overall 2X lift in Television Rating (TVR) of 1.9 as opposed to the normal 0.8.

International Acclamation: - The achievements received prestigious recognition in the form of awards. Notably, the brand picked up a Silver Lion at the Cannes Lions 2024, thus strengthening its premium positioning in the global market.

Impact on Revenue \& Business Metrics

Although the direct quarterly revenues for solely the Megh Malhar campaign were not released, its effects were quite prominent.

Strategic Market Growth: - The reason for choosing the strategic market of Vijayawada is because it acts as a "citadel" for the brand, contributing 10 percent of the total volume of Taj Mahal Tea sales across the country, penetrating 90 percent of the households

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