

## *From the Editor's Desk..*

*"Moment marketing is the ability to take advantage of an event to deliver relevant and related, seemingly spontaneous and often fleeting interactions with customers, in real time."*

*– William Grobel, Deloitte Digital*



Although, moment marketing or real time marketing is not a new phenomenon-the Utterly Butterly Amul girl who has her say on everything that happens in India has turned fifty!- it has assumed greater significance in these ages of digital marketing. A case in point was when the lights went out in the New Orleans Super Dome during Super Bowl XLVII in 2013, Oreo's social media team quickly tweeted "Power out? No problem" accompanied by an image featuring an Oreo, followed by "You can still dunk in the dark." The viewers liked the tweet so much that it went viral instantly with more than 10000 retweets in an hour. In fact, micro-moment marketing has been identified as one of the latest trends in global marketing this year. Many of the Fortune 500 companies have, in the recent past, tapped into moments that matter to consumers to generate culturally and contextually relevant advertising campaigns- digital or otherwise.

The demonetization announced in a dramatic fashion by Prime Minister of India, Sri Narendra Modi turned out to be one momentous occasion for every company worth its name to indulge in such an exercise. For academicians and practitioners of management, it was a moment of great interest and intrigue. It was an interesting and intriguing learning experience to see companies respond with relevant advertising campaigns and sales pitches to harness the opportunity. Two articles in this journal deal with this issue albeit with different perspectives.

Real time marketing offers a fertile ground for researchers since no two moments are the same and hence the response to them cannot be standardized. Possibly, researches can bring out the best practices to come up with for moment marketing managers.

Happy moments of reading!!

A handwritten signature in black ink, appearing to read "Anitha".

**Dr. Anitha Ramachander**

Chief Editor