

### Media Coverage

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## Meme marketing gains momentum by involving creative brains

Memes have emerged as an important tool to promote the brand narrative

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Memes have a tremendous capacity to sweep people with a clever humorous touch. Memes are being used as a social commentary with a dash of sarcasm, which leaves a long-lasting impact. The distinct way to connect with what is on people's minds, in a succinct, fun, and otherwise way makes internet memes a great fit for marketing strategy and brand recognition. Although there is no formal training available to become a memeer, the demand for such creative people is set to boom.



**Popularity of social media memes is on the rise as people relate to them**

and entertaining at the same time," says Saazab Saenna, founder & CEO, Uable.

#### Meme picking pace

Explaining memeer popularity, Neha Puri, CEO, VAVO Digital, an influence marketing platform says, "Social media memes are used to promote brand awareness so as to leave a lasting impression. This has given rise to the trend of generating viral content for brands that can be shared among communities for easy and quick brand promotion." Internet penetration and the popularity of sports and film celebrities have jointly helped in increasing the overall visibility of this internet trend. "Indian market has the highest youth percentage (24.33%) in the world, and this opens the doors to many mediums to increase their brand visibility. With a diverse culture and heritage intertwined with pop-culture references, memees are set to be a raging trend in India," adds Puri.

"Grabbing and with holding a customer's attention to enhance brand recall and engagement, is where memees come into play. Especially for the younger generation, memees have become a language of communication as it is crisp, engaging,

#### DIY learning options

Manisha Pathak Shet, professor, Communication and Digital Platforms & Strategies, Mumba Institute of Communications, Ahmedabad (MICA) says, "Enrolling in online courses is an alternative to polish the required skills. Another DIY option to learn this is by joining social media communities to learn from talented peers and get motivated. Free or paid workshops can also be attended." Saenna believes that even good quality short-term, cohort based programmes, along with fellowships, if introduced by some brilliant memees, will help a lot.

#### Job profile

Many advertising and marketing companies are recruiting creative people to write sarcasm-laced posts, similar to memees. RP Yadav, MD, Genius Consultants, says "MNCs are adopting memee based content, but in most cases instead of hiring the memees as direct employees, they associate with them via collaboration. So, the memee creators are engaged in a contractual freelance basis."

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