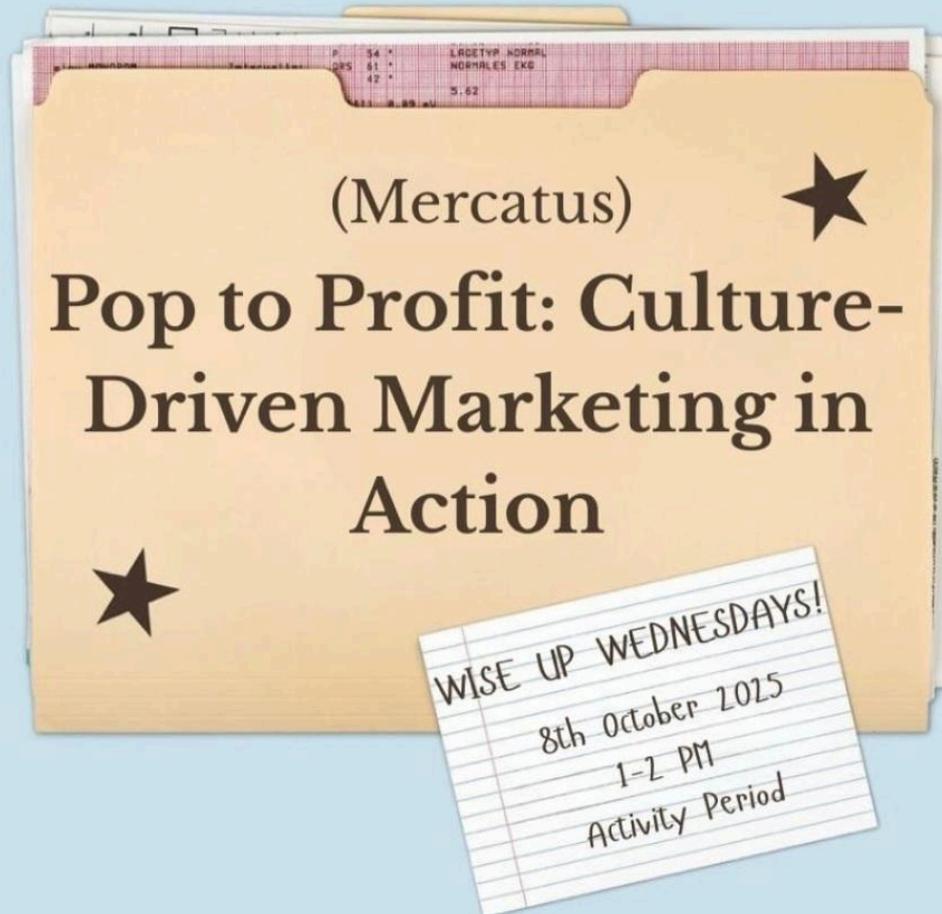


Jesus and Mary College
Mercatus- The Marketing Society
Name of the Activity: Pop to Profit
Date: 8th September, 2025
Venue: G02
Time: 1:00 PM-2:00 PM
Number of Students: 22

Mercatus, The Marketing Society of Jesus and Mary College organized an engaging and thought-provoking discussion activity where members presented and analyzed a wide range of contemporary marketing and social topics. The session began with the members introducing themselves and sharing the topics they had prepared to discuss.



Wednesday 1:
Showing how cultural waves transform into
marketing gold!



The first topic focused on "Spotify's marketing strategies", particularly the popular "Spotify Wrapped" campaign. The presenters questioned whether Wrapped is the sole marketing tool behind Spotify's success or if there are other strategic elements contributing to its global reach. They discussed how Spotify first focused on building a strong sense of user loyalty through personalized experiences and free access, and once it had established a loyal user base, it strategically introduced rigorous premium plans and targeted campaigns to convert listeners into paying subscribers.

The discussion also compared Spotify's strategies with those of its competitors such as "YouTube Music" and "Apple Music", highlighting how effectively Spotify positioned itself by blending personalization, engagement, and exclusivity to strengthen its consumer base.



The next discussion shifted to "Sydney Sweeney's campaign", where participants debated whether celebrities should consider their moral obligations while promoting brands. The speakers argued that while celebrities are paid for endorsements, their vast influence brings ethical responsibility. They emphasized that public figures should be mindful of how their actions and statements affect their audiences, especially when addressing sensitive issues.

Following this, attention moved to "Sabrina Carpenter's career transformation". The group explored how the artist successfully redefined her image and used criticism to her advantage. They observed how Sabrina turned negativity into creative motivation, building a unique and confident persona. Her recent chart-topping releases were cited as examples of how strategic branding and self-awareness can reshape public perception.



The conversation then touched upon "(The Rebel Kid) Apoorva's stance and experiences", where discussions centered on patriarchy, online hate, and the misuse of social media platforms. Members pointed out that expressing differing opinions does not justify hate speech, threats, or harassment. This segment emphasized the importance of maintaining respect and empathy in digital spaces, especially for women facing online backlash.

The session also included a brief conversation about "Donald Trump", analyzing how he cultivated a loyal follower base and how persuasive communication techniques can shape public opinion. This led to a broader discussion on the power of influence in media and politics.



Towards the end, participants discussed the "working conditions in quick-delivery service platforms", particularly how consumer convenience often comes at the expense of labour welfare. The members critically examined issues like harsh delivery timelines, job insecurity,

and unfair wage deductions. They reflected on the ethical dimension of such business models, emphasizing the need for corporate responsibility and fair treatment of workers.



Overall, the discussion provided valuable insights into how marketing, celebrity influence, and societal factors intertwine in shaping modern consumer behaviour and public discourse.

The activity encouraged analytical thinking and ethical reflection among students, making it a dynamic and meaningful learning experience.