

#MARKETING

Long-Term Coffee Goals

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After World War II, Nestlé wanted to enter the Japanese market. Their goal was to create a new market for coffee. But no matter how much advertising they did, coffee sales remained dismally low.

Nestlé had perfected their product with- Excellent taste, Affordable price, Attractive packaging. But all of that was in vain, because coffee simply didn't have a place in people's daily lives. Traditional marketing methods failed because they focused only on product features, not on the emotional side of consumers.

Instead of throwing more money into advertising, Nestlé made a bold decision by hiring Clotaire Rapaille, a French psycho-analyst and marketing expert. His task was to discover the root reason why Japanese people weren't drinking coffee.

Rapaille's research revealed something crucial: People form emotional bonds with Foods and Drinks they experience in their childhood. In Japan, there were no childhood memories related to coffee. Traditional Japanese culture was dominated by tea and other beverages. Coffee had no historical or emotional presence.

Rapaille suggested a highly innovative solution: stop trying to sell coffee to adults and instead focus on coffee-flavoured sweet products for children. This was a daring strategy because it went against conventional marketing wisdom.

Following Rapaille's advice, Nestlé introduced products like, Coffee-flavoured Candies, Coffee jelly-like Desserts, Coffee-infused Chocolates,

For those looking to culturally influence others, a child's mind is the real battlefield or to seed a market.

Have you realized ever that this has already happened to us?

For example, the idea that 'Cake = Celebration' has been so deeply ingrained in our minds since childhood that today, we order cakes for every-thing, not just birthdays, but also exam success, weddings, promotions, retirements, and so on.

A hundred years ago, 90% of Indians didn't even know what cake was! Today, when we go to McDonald's with our kids to celebrate something, or order Pizza and Coke/ Pepsi, we are creating lasting childhood memories for them, and in the process, we are unknowingly creating lifelong customers for these companies.



The Forgotten King of Swing

Bart King wasn't just fast, he was revolutionary. Using what we now understand as reverse swing, decades before it was recognized, he manipulated the ball through the air with a subtlety and precision that mystified even the most skilled batsmen of his time. Bowling from a short run-up, he focused not on brute pace, but on late movement, that whisper of swing that arrives just before the bat meets air. His weapon of choice: the out-swing. Uncoached, self-taught, and devastating.



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Did you know the father of swing bowling was... American? Not English. Not Australian. But a man from Philadelphia. Bart King, who, in the early 1900s, stunned

the cricketing world and quietly redefined what fast bowling could be. Today, the name Bart King rings faintly, if at all, in the minds of modern cricket fans. Yet, in 1908, he ripped through English batting orders with such elegance and destruction that Wisden, the Bible of cricket, was forced to take notice. They called him 'the best all-round cricketer in the world.' But unlike other legends of the game, King didn't bask in fame or fortune. After humiliating top-class English sides before lunch, he'd return home to resume his job at an insurance company.



#CRICKET



Swinging Through History



up playing baseball in his hometown of Philadelphia and didn't start playing cricket seriously until he was 15. Cricket was primarily introduced to the USA by English immigrant mill-workers within the New England area. It is often forgotten that the first-ever international cricket game took place in 1844 between the USA and Canada. Cricket thrived within Philadelphia from the 1890s through to the First World War.

Bart joined the Tioga Cricket Club in 1889, and throughout the season, he took 37 wickets for just 99 runs. During his career in the USA, Bart took 2088 wickets at an average of 10.47, and also scored 19,808 runs

at 36.47. His score of 344 for Belmont in a Hallifax Cup game against Merion in 1906 is still considered to be a record score within North American cricket. Obvious questions can be raised about the standard of opposition, but it would appear from anecdotal evidence that the standard of Philadelphia cricket was at least the level of minor county cricket in England at the time.

However, it is Bart's performances in international games that remain the outstanding aspect of his career. He was first selected to play in an international match in 1902 for the Gentlemen of Philadelphia against the Gentlemen of Ireland while only 18 years old, and took 19 wickets at 13.53 in the three-game series.

The unique component of King's action was that in the final strides of his run, he held the ball above his head in both hands, much in the manner of a baseball pitcher. The following year saw the Australian team play a series of games against the Philadelphia Gentlemen on their way home from England. It had been a long and arduous tour, and Australia unwisely agreed to play the Gentlemen on the day following their rough crossing of the Atlantic. Winning the toss, the Gentlemen smashed an impressive total of 525. The Australian team was very rusty, dropping numerous catches and misfielding regularly. The game was to go from bad to worse for the tourists as Bart ran through the

Australian top order to take 5 for 78. Australia were bowled out for 199, and then shot out again for 258 after following on to be beaten by an innings and 68 runs.

Bart toured England for the first time in 1897, with the Philadelphia Gentlemen playing 15 first-class games against county teams. The highlight of the tour was the match against the full-strength Sussex side. The Philadelphia Gentlemen batted first and totalled 216, thanks largely to a 106-run partnership between John Lester and Bart who made 58. Bart opened the bowling, and in less than an hour, Sussex was dismissed for 46. Bart took 7 for 13, including the prized wicket of Ranji, clean bowled first ball. Sussex followed on with 252, with Bart's figures of 5 for 102 giving him 12 wickets for the match that the Gentlemen won by eight wickets. He received many offers to remain in England and play county cricket, however, he chose to return home.

International games were few and far between around the turn of the 20th century, so, Bart's next major performance was not until 1901 against a touring English team led by BJT Bosanquet. Bart took 23 wickets in the two games, including a best of 8 for 78, at an average of 10.30. His ability to swing the ball late combined with express pace simply proved too much for the tourists. His place as the pre-eminent United States cricketer had been established, and he continued unchallenged in this role until his retirement.

Conserve the Nature



Planet Earth is a beautiful and fascinating place, from the air in the atmosphere to the depths of the sea. From wildlife to trees, from oceans to mountains, the world is a place that has fascinating ecosystems that lie in a delicate balance. But as human activity has made a huge impact on the environment, particularly through depleting natural resources and adding pollution, it is necessary for people to offer more care and pay more attention to preserve the planet for future generations. World Nature Conservation Day is here to raise awareness for the need and promote collaboration between individuals, communities, businesses, local governments and much more!

The secret of his game

The secret to Bart's bowling success can be largely traced to his ability to swing the ball in both directions. While he was rated by his contemporaries as truly fast, his most dangerous ball was an inswinger. He referred to it as his 'angler' and he only used it rarely as he felt that the less batsmen saw it, the less chance there was for them to get used to it. His normal ball was an outswinger, but he commented that this merely increased the danger of his inswinger.

It is said that Bart's ability to swing the ball was developed as the result of his early years as a baseball pitcher. The unique component of his action was that in the final strides of his run, he held the ball above his head in both hands, much in the manner of baseball pitcher. In spite of this, there were never any claims that he threw unlike some other fast bowlers of the day, and he was renowned for his very high and pure action. At six feet one and 178 pounds, Bart had long and loose arms, a powerful torso with strong shoulders and wrists. Team-mate Lester said of Bart that "nature endowed this man completely with the physical equipment that a fast bowler covets."

Bart toured England again in 1903 with the Gentlemen of Philadelphia playing 16 first-class games. He took 93 wickets at an average of 14.91, and scored 653 runs at an average of 28.89. The two highlights of this tour were defeats of Surrey at The Oval and Lancashire at Old Trafford. Against Surrey, Bart took 3 for 89 and 3 for 98 in the game, but his batting was the highlight. He scored 98 in the first innings before being run-out, however, he followed this up in the second innings with his highest first-class score of 113 not out. His bowling was to the fore against Lancashire, taking 5 for 46 and 9 for 62. His chance of taking all ten wickets in the second innings was ruined by a run-out.

Bart toured England for the third and final time in 1908. Despite being in his mid-30s by this stage, he produced his best bowling performances in English conditions. He took 87 wickets in only ten first-class games at an average of 11.01. This average was the best performance by any bowler in the summer, better than any average for the previous 15 years, and then was not matched for another 40 years.

A career closing

Bart's first-class career was drawing towards a close, however, he still had a few great performances left. Playing against the Gentlemen of Ireland in 1909, he performed the amazing effort of bowling all 11 batsmen. (GA Morrow was bowled off a no-ball and remained run out at the conclusion of the innings.) This was one of three occasions that he took all ten wickets in an innings. The last two international matches that Bart played were against the weak 1912 Australian Test team. In spite of the fact that he was approaching 40, Bart took match figures of 9 for 78 in the Philadelphia Gentlemen's victory by two runs in the first game, and 8 for 74 in the second game that

Australia won by 45 runs. For a golden period from the mid 1890s until the First World War, the Philadelphia Gentlemen were able to put forward a representative team that could match many of the best sides around the world. While there were other players of significance in the side such as batsman Lester and bowling partner PH Clark, without the performances of Bart, the Gentlemen wouldn't have been anywhere near as successful. John Barton King was elected as an honorary life member of the MCC in 1962, and died on October 17, 1965 aged 91. He remains the greatest of all American cricketers, and is my nomination for the best cricketer never to play a Test.

The Germantown Ground

Germantown Cricket Club is just outside Philadelphia, the very field where Bart King played most of his cricket. The ground, tucked among leafy neighborhoods and tennis courts, is quiet now. The shouts of appeals have faded. The applause, gone. But walk the boundary and

you'll feel it: the echo of a forgotten game, the pulse of a sport that once beat loudly in American hearts. It was here, in 1899, that thrice Ranjitsinhji, the legendary Indian batsman and British aristocrat, brought a team to play in one of the first international tours on U.S. soil.

No Statues, No Reels

There's no statue for Bart King. No stand named in his honour. No Instagram reels trending with his spells. Just scoreboards in dusty archives. Faded photographs in cricket pavilions. And stories, half-remembered, waiting patiently for someone to tell them again. In an era when cricket has become a

media spectacle and legacy is often measured in likes, King's story is a quiet protest. It reminds us that greatness doesn't always need a spotlight. Sometimes, it just needs a ball, a patch of grass, and someone who believes.

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By Rick Kirkman & Jerry Scott

BABY BLUES



ZITS



By Jerry Scott & Jim Borgman

THE WALL

