

## LJ Institute of Media & Communications



### **Report: Three-Day Guest Sessions on ‘Branding’, ‘Advertising’ and ‘Copywriting’**

**Date:** 12-14th August 2024

**Time:** 10:00 AM to 11:00 AM

**Venue:** 5<sup>th</sup> Floor Auditorium, LJIMC Building

### **INTRODUCTION**

Under the leadership of Dr. Divya Soni, LJIMC recently organized a series of impactful guest sessions aimed at immersing students in the dynamic and ever-evolving world of advertising and branding. Over three days, industry luminaries were invited to share their expertise on Branding, Copywriting, and the inner workings of an advertising agency. These sessions proved to be immensely beneficial for all students of LJ University, offering them a rare opportunity to gain valuable insights into the intricacies of marketing, branding, and effective advertising strategies.

The guest speakers ensured that the sessions were highly interactive, fostering an environment where students felt at ease to engage and participate. Throughout the sessions, the speakers shared compelling stories of both their successes and challenges, providing a balanced perspective on what it takes to thrive in the industry. The interactive nature of the sessions also included ample opportunities for students to ask questions, enabling them to gain clarity and a deeper understanding of the topics discussed.

Students from various streams across the university attended the sessions, reflecting the broad relevance of the topics covered. Faculty members also participated actively, contributing to the enriching experience for all attendees. This collaborative learning environment not only broadened the students' horizons but also reinforced the importance of continuous learning and adaptation in the fast-paced world of advertising and branding.

### **OBJECTIVES**

- **Industry Exposure:** Provide students with direct insights into the advertising and branding industry through interactions with experienced professionals.
- **Real-World Learning:** Share real-life success stories and challenges faced by industry experts to give students a balanced understanding of the professional world.
- **Interactive Engagement:** Create an engaging learning environment where students can actively participate, ask questions, and gain clarity on complex topics.
- **Interdisciplinary Learning:** Encourage students from various academic streams to explore the relevance of advertising and branding in different fields.

- **Networking Opportunities:** Facilitate connections between students, faculty, and industry professionals to foster relationships that could be beneficial for future career opportunities.
- **Inspirational Motivation:** Inspire students by exposing them to the possibilities and challenges in the advertising industry, motivating them to pursue their career goals with confidence.

### **EVENT DETAILS**

The guest sessions at LJIMC were held over three days, from the 12th to the 14th of August, at the LJIMC building, with each session scheduled from 10:00 AM to 11:00 AM. These sessions were graced by three distinguished industry experts: Jayanshi Sharma, Tej Raval, and Ruchika Kingrani. Renowned for their expertise in their respective fields, each guest brought a unique perspective to the sessions, captivating the audience with their mastery of body language and communication. Their eloquence and clarity made complex concepts accessible and engaging for all attendees.

The guests were warmly welcomed with tokens of appreciation by Dr. Divya Soni, the Head of the Department (H.O.D.) of LJIMC, setting a gracious tone for the sessions. Throughout the event, the H.O.D. and faculty members from LJIMC and other streams such as Design, Event Management, and BBA were present, underscoring the interdisciplinary interest in the topics discussed. In addition to students and faculty from the university, the sessions attracted attendees from outside the university, further highlighting the event's broad appeal.

### **GUEST SESSION DAY 1:**

Jayanshi Sharma, the owner of Vaahan Shunya Media and Communications and a proud alumnus of LJIMC, inaugurated the first session by delving into the intricacies of building a successful brand. Drawing from her extensive experience, she shared her journey and the significant milestones her team achieved, particularly in shaping the branding strategy for Haldiram Snacks Pvt. Ltd.

Jayanshi provided a comprehensive overview of the branding strategies employed for both B2B and B2C markets, emphasizing the importance of aligning brand positioning with the target audience. She also discussed the critical balance between client input and agency creativity, underscoring the pivotal role of communication in ensuring that the brand's vision aligns with the client's objectives. Her insights offered valuable lessons on the nuances of effective brand management, making the session highly informative and engaging for all attendees.

### **GUEST SESSION DAY 2:**

Tej Raval, a renowned copywriter, marketer, and the founder of the startup Unravel Media, set the tone for his session with a thought-provoking question: "What is the difference between Copywriting and Content Writing?" This question served as a gateway into a deeper exploration of the nuances between the two disciplines, sparking curiosity and engagement among the attendees.

Tej shared his extensive experience in brand building, particularly focusing on the pivotal role that taglines play in shaping consumer behaviour. He explained how a well-crafted tagline can significantly influence purchasing decisions, acting as a powerful tool for brand positioning. Delving into the various forms of tagline appeals, Tej illustrated how sometimes a seemingly contradictory theme can be cleverly intertwined with a product, creating a unique and memorable brand identity. His session was both enlightening and inspiring, offering practical advice and deep insights into the art and science of copywriting.

### **GUEST SESSION DAY 3:**

Ruchika Kingrani, a Senior Brand Manager at Curate Media and a proud alumnus of LJIMC, delivered an insightful and comprehensive session on the inner workings of an advertising agency. Her presentation delved deep into the intricacies of marketing strategies, providing a step-by-step breakdown of how an ad agency operates.

Ruchika meticulously explained every facet of the agency process, from the financial flow—detailing where the money comes from and how it is allocated—to the crucial aspects of client acquisition and retention. She walked the audience through the lifecycle of an advertising campaign, offering valuable insights into the strategies that drive successful outcomes. Her discussion also covered practical topics such as handling client queries and tailoring marketing efforts to align with the needs and preferences of target customers.

The session was highly engaging, with the audience actively participating in a lively exchange of questions and answers. Ruchika's ability to clarify complex concepts and provide actionable advice made the session not only informative but also captivating.

### **ATTENDEES**

Approximately 120 students and faculty members attended the guest sessions each day. Around 60 of them were from different colleges.

	<u>DAY 1</u>	<u>DAY 2</u>	<u>DAY 3</u>
<u>LJIMC</u>	<u>50</u>	<u>59</u>	<u>60</u>
<u>OTHERS</u>	<u>54</u>	<u>62</u>	<u>60</u>
<u>TOTAL</u>	<u>104</u>	<u>121</u>	<u>120</u>

### **CONCLUSION**

By the end of the guest sessions, students had not only deepened their understanding of branding and advertising but also gained valuable insights into the diverse career opportunities available in the industry.

### **OUTCOMES**

- The sessions left a lasting impression, equipping students with practical knowledge and skills that will serve them well as they navigate the competitive marketing landscape.

- With exposure to real-world experiences and industry best practices, students are now better prepared to embark on successful careers, confident in their ability to effectively brand and advertise in an ever-evolving market.







## MEDIA COVERAGE:

<https://www.divyabhaskar.co.in/local/gujarat/ahmedabad/news/guest-sessions-on-branding-and-marketing-were-held-at-the-l-j-institute-of-media-and-communications-133500955.html>



અમદાવાદ-સિટીભાસ્કર 20-08-2024

## LJ ઇન્સ્ટિટ્યૂટ ઓફ મીડિયા & કોમ્યુનિકેશનમાં બ્રાન્ડિંગ-માર્કેટિંગ પર લેક્ચર સેશન યોજાયું 'એડ્વર્ટાઇઝિંગ ઇન્ડસ્ટ્રીમાં અનુભવ, ક્રિએટિવિટી જરૂરી, ક્રિએટિવ બનવા સ્ટોરી ટેલિંગ સ્કિલ સુધારો'

અમદાવાદ : વિદ્યાર્થીઓને બ્રાન્ડિંગ અને માર્કેટિંગ અંગે નોંધેજ આપવા માટે લેક્ચર સેશનનું આયોજન કરવામાં આવ્યું હતું. એલ.જી. ઇન્સ્ટિટ્યૂટ ઓફ મીડિયા એન્ડ કોમ્યુનિકેશન ખાતે બ્રાન્ડિંગ અને માર્કેટિંગ પર ચોક્કસ સેશનમાં જયશ્રી શર્મા, તેજ સવલ અને ક્રમિકા કિશોરનીએ B2B અને B2C વચ્ચેના તફાવત વિશે માહિતી આપી હતી. તેમજ એડ્વર્ટાઇઝિંગ એજન્સી ટાર્ગેટ ઓડિયન્સ સુધી કેવી રીતે પહોંચીને કામ કરી શકે છે તે વિશે પણ જાણ કરી હતી. આ સાથે જ તેમણે જણાવ્યું હતું કે, એડ્વર્ટાઇઝિંગ ઇન્ડસ્ટ્રીમાં અનુભવ, ક્રિએટિવિટી જરૂરી, ક્રિએટિવ બનવા સ્ટોરી ટેલિંગ સ્કિલ સુધારો. મોટા ભાગના સ્ટુડન્ટ્સે સેશનમાં ભાગ લીધો હતો.



### બ્રાન્ડિંગ અને માર્કેટિંગ અંતર્ગત સેશનમાં શીખવવામાં આવેલી બાબતો

- એડ્વર્ટાઇઝિંગ એજન્સી માર્કેટ રિસર્ચ, સેગમેન્ટેશન, મીડિયા પ્લાનિંગ, કોન્ટેન્ટ ક્રિએશન, ડેટા એનાલિસિસ-ટ્રેફિક અને SEOની મદદથી ટાર્ગેટ ઓડિયન્સ સુધી પહોંચવાના પ્રયાસો કરે છે.
- બ્રાન્ડને બિહડ કરવા B2B અને B2C બ્રાન્ડિંગની મદદ લેવામાં આવે છે. પણ બંનેના ટાર્ગેટ ઓડિયન્સ જુદા જુદા હોવાથી બંનેનો એપ્રોચ પણ જુદો જ રાખવો પડે છે.
- ક્રિએટિવ રાઈટિંગમાં આગળ વધવા માટે સ્ટોરી ટેલિંગની સ્કિલને મજબૂત બનાવવી પડે છે.
- એડ્વર્ટાઇઝિંગ ઇન્ડસ્ટ્રીમાં સૌથી મોટું વિશ્વાસનું પરિબળ અનુભવ અને ક્રિએટિવિટી છે.