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Institute of Advanced Studies

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DOSSIER

On

"Innovative Branding Techniques in the Digital Era"

Vipanan: The Marketing Club

On

September 1, 2018



S.NO.	Particulars	Pg.No.
1.	Form-A : Proposal to organize an event	3
2.	Form B :	
	Part I - Aim of the event	4
	Part II - Abstract	4-5
	Part III - Conclusion	6

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FORM A

Proposal :

- **Name Of the event to be organized :** "Innovative Branding Techniques in the Digital Era"
- **Date :** September 1 , 2018
- **Time :** 10:30
- **Venue :** Lecture Theater
- **Organized By:** Vipanan: The Marketing Club
- **Motivation for the activity :** Seminar on "Innovative Branding Techniques in the Digital Era" will help the students to know how to design, build and leverage strong brands over time. While many concepts will be presented in the seminar, the emphasis will be on practical tools and techniques of branding in this digital era.

Form B

Part 1

Aim of the event :

The aim of the Seminar is to provide an overview of developing businesses with branding, and the role of brands in generating revenues. The session was aimed to expose students with the concepts of brand development, role of brand image, and its interaction with digital world. Efforts were made to bring experts from both Brick and Click modes of marketing so that students can view marketing from both aspects.

Part 2

Abstract :

The Seminar was organized by the Marketing Club RDIAS, for Both MBA and BBA Students on 1st of September. Four eminent speakers from the FMCG and digital marketing industry were invited to present their experience and learning in varied fields where they worked. Mr. Hari kishan Gupta presented the development and launching of "Fair and Handsome Men's Beauty Cream". He emphasised on the power of a leadership in a market and elaborated the strategies followed by Emami under his supervision to make this new product a success. He discussed the invasive branding tactics followed by Emami to launch the new product in the market. Ms. Gunjan Pandey further discussed the launch of "McCain", a frozen food brand. The challenges faced by McCain and the innovative strategies to market the brand, from the perspective of both offline and online promotions were discussed by her. She focused on the 360 degree approach that "McCain Followed to capture the consumers. Mr. Anshoo Sharma connected the branding of a product or service using digital technology through the example of his mobile app venture "magicpin" which is a digital content driven start up. He elaborated and focused on the importance of content driven marketing and the digital information that comes with the consumer engagements. In the end Mr. Sumit Khanna concluded the Session with his insights on content marketing and discussed the needs and requirements of content, when it comes to digital or traditional media. After each session students in the audience were given the opportunity to interact with the experts for more clarity on the topics they discussed. Students were highly interested in the talks delivered by the experts and there was tremendous feedback in the form of questions and queries from their side. The discussions and the deliverance of knowledge by the experts were helpful in understanding the implications, use and importance of the digital media and digital marketing strategies in business ventures.

Part 3

Conclusion

It was a very knowledgeable event that provided the students an opportunity to interact with the industry people who had made brands in FMCG segments. Besides that, they were able to understand the power of digital media through the sessions presided by Mr. Anshu Sharma and Mr. Sumit. The students were able learn about the practical issues faced by marketers while building brands. This activity can be considered as an effort to minimize the gap between the classroom teaching and real corporate life where all ideas were implemented. The event gave a platform for students to interact with the industry people where they can clear there doubts related to industry that comes in their mind. The coordinated efforts of the teacher, support staff and student coordinators made the event successful.

SnapShot



Mr. Hari Kishan Gupta Addressing the students



Ms. Gunjan Pandey Sharing Her Success Story of McCain launch



Mr. Anshu Sharma Sharing his Experience with Magicpin



Mr. Summit elaborating the power of content in digital era