



# RUKMINI DEVI

Institute of Advanced Studies

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<b>TITLE</b>	Submission of Web Report for "Innovative Branding Techniques in the Digital Era"
<b>Resource Person/ Facilitator</b>	Mr. Hari Kishan Gupta, Ex Director Ozone Group; Ms. Gunjan Pandey, Ex VP Marketing Dr. Oetker India Pvt. Ltd.; Mr. Anshoo Sharma, Co-Founder and CEO, magicpin; Mr. Sumit Khanna, Senior Manager Content
<b>Date</b>	-
<b>Summary</b>	<p>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.</p>