



RUKMINI DEVI

Institute of Advanced Studies

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Alumni Class Room Connect on "Advertising as a tool for Brand Building"

TITLE	Alumni Class room connect
Date	Sep 09, 2019 - Sep 09, 2019
Summary	An interactive session with lot of examples and videos was delivered by Ms.Nidhi. She focussed on how advertisement is used as brand building. Steps to make a clear and perfect advertisement were covered. Students queries and answers throughout the session made it more two way learning. She also highlighted features of a good brand and they are communicated through advertisement. Examples of fevicol, woodland, tata salt, surf were taken to draw a more clear picture of brand and brand building through advertisement. Session was a great learning for students.