

## Certificate Course on **BRAND COMMUNICATION**

(A Copywriting Workshop)

Four Full Days (two weekends) 10.00 am to 5.00 p.m.

**Saturday & Sunday, April 21-22 and April 28-29, 2018**



**Venue** : Torrent -AMA Management Centre, Core-AMA Management House,  
Dr. Vikram Sarabhai Marg, AMA Complex, ATIRA Campus, Ahmedabad 380 015

**INTRODUCTION:** Effective brand communication is the bedrock of marketing success of any organization. Advertising calls for a disciplined form of goal-oriented communication that can generate responses, energize markets, strengthen brand presence and drive businesses.

**COURSE GOAL:** Explore the craft of effective communication and optimize opportunities in new and traditional mediums to achieve organization's goals. Strengthen conceptual, behavioral and creative skills as a communications professional.

### **WHO SHOULD ATTEND?**

- Budding Copywriters
- Marketers writing/reviewing advertising as part of their role
- Copywriters aiming to refresh and energize creative approach

### **COURSE RELEVANCE:**

- Organizations need to communicate with various target groups with specific goals
- Effective communication rises above high levels of noise and competition
- High media costs necessitate message efficiency
- Marketers need to brief and review agency output
- Good advertising creates lasting positive brand values

### **COURSE OUTCOMES:**

- Generating Ideas, Headlines, Body Copy & Concepts
- Appreciating key concepts in branding, consumer behaviour & creative execution
- Structuring compelling messages for a variety of goals, target audiences & mediums

### **PROGRAM OUTLINE**

1. **Brand Basics:** Role of Advertising. Product Life Cycle. Communication objectives & strategies. Elements of brand building.
2. **Consumer Insights:** Target Audience profiling. Consumer behaviour. Consumer response models. Motivational triggers.
3. **Idea Generation Techniques:** Brainstorming, Lateral Thinking, Mind Maps, SCAMPER, Free Associations, etc.
4. **Creative Objectives, Scope & Process:** Fundamentals of a Creative Campaign. The Creative Brief. Types of Ads. Message formats. Unifying a campaign. Advertising ethics.
5. **Creative Skill Building:** Writing styles, tones and word usage. Creative execution elements, strategies & tools. Visual narrative. Brand voice. Overcoming writer's block and achieving creative flow.
6. **Story:** Substance, spine and structure of a Story. Creating story values and the Gap.
7. **Principles/Tools of Persuasion:** Advertising appeals. Persuasive writing.
8. **Writing for Print & Outdoor:** Headline approaches. Taglines. Body copy. Brand name. Crafting message to meet advertising objectives & TA
9. **Writing for Radio:** Scripting for the Ear. Writing rhythm and theatrical effects.
10. **Writing for Audio Visual:** Basics of AV Scriptwriting.
11. **Writing for Digital:** Creating digital campaigns

**DOMAIN BASICS:**

Trends. Key Copywriters & their styles. Selling your work.

**METHODOLOGY:**

Interactive learning. Case Studies. Practical Application. Individual/Group Exercises. (Fast paced module. Please be prepared to flex the writing/thinking muscles)

**FACULTY:**

**Pramila Shah** has 27 years of brand communication experience. She worked with Grey Worldwide and has a large body of work in brand building across diversified sectors and industries. She has gained extensive proficiency in the many aspects of creative communication – product & service advertising, corporate advertising, brand development, retail advertising, web & digital advertising, social sector advertising and government advertising. Her passion is to explore the power of communication - to put together people, ideas and organizations in collaborative contexts.

**FEE:**

Rs.5000/- per participant inclusive of Service Tax. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material & refreshment. The cheque may please be drawn in the name of 'Ahmedabad Management Association.'

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**(A Copywriting Workshop)**

**Registration Form:**

Please fill-in and return this form along with participation fee to:

**Ahmedabad Management Association**

Dr. Vikram Sarabhai Marg, ATIRA Campus, Ahmedabad 380 015.

Mobile: 9537407187, 7069940917, 7203030990 • Phone: 079-26308601-2-3-4-5

Fax: 079-26305692 • E-mail: ama@amaindia.org • Website: www.amaindia.org

Android Mobile App: AMA-Ahmedabad amaIndia.org

Cheque should be drawn in favour of "**Ahmedabad Management Association**".

<b>Name(s)</b>	<b>Position</b>
1. _____	_____
2. _____	_____
3. _____	_____
<b>Organization:</b>	_____
<b>GST No.:</b>	<b>AMA GST No.: 24AAATA 5881D1Z0</b>
<b>Address:</b>	_____
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	<b>Pin Code:</b>
<b>Phone:</b>	_____
<b>Mobile</b>	<b>Fax:</b>
<b>E-mail:</b>	<input type="text"/>