



Programme on
Communicating in the Digital Age
(Advertising, Marketing, Branded Content
and Story Telling in the Digital Age)

Saturday, January 5, 2019
9.30 a.m. to 5.00 p.m.

Workshop Facilitators
Mr. Niranjan Kaushik
Mr. Ashit Ghelani

VENUE

Ahmedabad Management Association
AMA Seminar Hall, Torrent-AMA Management Centre,
Core-AMA Management House, AMA Complex, ATIRA Campus,
Dr. Vikram Sarabhai Marg, Ahmedabad 380 015

Over the last decade, a lot has changed when it comes to how manufacturers communicate with their target audiences.

Things were a lot simpler a decade ago – there were merely four modes of communication: Television, Newsprint, Outdoor and Radio, which made the task of advertising very simple.

This, however, has changed drastically in the past decade. And continues to change as we communicate.

In the wake of social media taking over the lives of the buying population – the focus of advertising has to shift considerably.

And brand communication today needs to be all the more engaging and interactive.

What are the things we can do to make sure brands stay alive in the age of web series, branded content and OTT platforms like Netflix, Amazon Prime and ZEE5?

In other words, how does a brand become and stay relevant to a young and demanding customer?

Flow and Content

Systematic Approach to Presenting Your Case Creatively - Presentation

K – Know your brief

I – Identify your audience

L – Locate your challenge

L – Lead with an idea

E – Engage with the consumer

R – Reach all the touch points

Replete with examples from around the world, the first half familiarises the participants with the entire methodology of how to arrive at effective and engaging creative solutions. Participants can feel free to ask questions at any juncture.

Working on your case in small groups:

Each group will then proceed to apply the 'K-I-L-L-E-R' process to their assigned brand / product / service and eventually arrive with clutter breaking creative solutions that work across different media like traditional (print / outdoor / radio) and non-traditional (digital / guerrilla / activation).

This is an informal, easy session and participants will be made to feel at ease and comfortable right from the word go. Because creativity thrives in an environment that is not stiff or formal but light-hearted and cheerful.

Each group comes up with Effective, creative, cutting edge and clutter-breaking presentation.

Workshop Facilitators

Mr. Niranjan Kaushik: Niranjan started out as a copywriter at Ogilvy & Mather 20 years ago, and went on to lead the creative departments for several agencies across India, Singapore and Asia. Through his career, he has created international award winning work for brands like L'Oreal, J&J, Cadbury, HSBC and Mercedes Benz to name just a few. Eventually he turned director and has directed over a dozen commercials for Airtel, Vodacom, Unilever Africa and Mercedes Benz Singapore. Venturing into the long format space, Niranjan only recently finished writing and filming the biopic of Sunny Leone titled Karenjit Kaur. His work has been awarded at several international ad shows like the D&AD, One Show, Clio, New York Fest and Loerie's South Africa.

Mr. Ashit Ghelani: A very senior executive producer with close to 20 years' experience in the business, Ashit has produced over a 200 commercials for successful advertising brands like Nike, Coca Cola, Pepsi, Vodafone, Maruti and HRX to name just a few. In the long format space, Ashit was the associate producer on Rock On 2. His work has won him awards & nominations at D&AD, Clio, The One Show & Abby for brands like Nike, National Geographic and Pepsi. Spanning two decades of experience in the field, Ashit as an independent producer, is committed to the idea of uncompromising visions that challenge conventional paradigms.

Fee:

Rs.1600/- per participant. Concession for Member 10%, Patron Member 20%. Fee includes course fee, cost of reading material, lunch & refreshment. Cheque should be drawn in favour of "**Ahmedabad Management Association**". **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

Registration:

Please send your registration along with participation fee to:

Ahmedabad Management Association

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

Phone: 079-26308601-5

Mobile : 9537407187, 7069940917, 7203030990

Fax: 079-26305692 • **E-mail:** ama@amaIndia.org

Website: www.amaIndia.org

Android Mobile App: AMA-Ahmedabad amaIndia.org

The participants may like to bring along current publicity material for ready reference.



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FOR ONLINE REGISTRATION AND PAYMENT, PLEASE CLICK
[HTTP://WWW.AMAINDIA.ORG/MANAGEMENT-TRAINING-AND-DEVELOPMENT-PROGRAM](http://WWW.AMAINDIA.ORG/MANAGEMENT-TRAINING-AND-DEVELOPMENT-PROGRAM)

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

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.

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

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

Website: www.amaindia.org

The cheque may please be drawn in the name of
'Ahmedabad Management Association.'

Name(s)	Designation
1.	
2.	
Organisation:	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address:	
	Pin Code:
Phone:	Mobile:
E-mail:	<input type="text"/>