

Certificate Course on **BRAND COMMUNICATION**

(A Copywriting Workshop)

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

Saturday & Sunday, September 15-16 and 22-23, 2018



Batch-6

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.' **If you wish to avail GST Credit, please provide your GST Number. Tax Invoice will be issued on receipt of your GSTN.**

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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**".

Name(s)	Position
1. _____	_____
2. _____	_____
.3 _____	_____
Organization: _____	
GST No.:	AMA GST No.: 24AAATA 5881D1Z0
Address: _____	

Pin Code: _____	
Phone: _____	
Mobile	Fax: _____
E-mail: <input style="width: 100%; height: 20px; border: 1px solid black;" type="text"/>	