



Certificate Course on
BRAND COMMUNICATION
(A Copywriting Workshop)

**15 Evenings (5 days a weeks) 6.30 p.m. to 8.30 p.m.
Monday to Friday, June 19 to July 7, 2017**

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 highly disciplined form of goal-oriented communication. One 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
- Content Writing for business objectives

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. Buying Decision Process. Communication Process. Motivational Triggers. Consumer Response Models.
3. **Idea Generation Techniques:** Brainstorming, Lateral Thinking, Mind Maps, SCAMPER, Random Associations, etc. Growing the Big Idea.
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. 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. Factors of Influence. Persuasive Writing. Fascination Triggers.
8. **Writing for Print & Outdoor:** Headline Approaches. Taglines. Body Copy. Brand Name. Crafting Message to Ad Objectives & TA
9. **Writing for Radio:** Scripting for the Ear. Writing rhythm and theatrical effects.
10. **Writing for Audio Visual:** TVCs. Corporate AVs. Basics of AV Scriptwriting. AV Formats.
11. **Writing for Digital - Content Writing:** Fundamentals. Content Planning & Design. Website Writing. Email Ads. SEO Writing for CTRs. Digital Ads & Landing Pages. Blogs.

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 25 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.4500/- 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.'

REGISTRATION:

Please send your registration along with participation fee to:

Ahmedabad Management Association

AMA Complex, Dr. Vikram Sarabhai Marg, Vastrapur, Ahmedabad 380 015

Phone: 079-26308601-6 • Mobile: 9537407187, 7069940917

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

Android Mobile App: AMA-Ahmedabad amaIndia.org • Website: www.amaindia.org



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Name(s)	Position
1.	
2.	
Organization:	
Address:	
	Pin Code:
Phone:	
Mobile	
E-mail:	
Fax:	
