

REPORT ON – LIVE WEBINAR & WORKSHOP

"Brand and Research"

(12th Event held under LAKSHYA Series of Expert Talks)

Held on: 8th January 2022

Date of Event	9 th January 2022
Name & Type of Event	A virtual session on " Brand & Research ", was organized for the students of MBA; Passing Year 2022 and 2023. <u>The Guest Speaker was:</u> Ms. Sahana Sinha (Account Manager – Kantar Group)
Conducted By	AJU Training & Placement Department in association with Jain (Deemed-to-be University)
No. of Participants	144 (Including 2 HODs, 2 Faculty Coordinators & 4 Members from T&P Department)

INTRODUCTION

The 12th Event was held under LAKSHYA Series of Expert Talks on 9th January 2022. This provided students an opportunity to provide input to and exchange ideas, share relevant resources, and give individual feedback on issues of importance to this topic.

WEBINAR STRUCTURE

This virtual session was organized and hosted for the students of MBA, Passing Year 2022 & 2023 by the Training & Placement Department in association with Jain (Deemed-to-be University) with participation from respective HODs and Faculty Coordinators of Arka Jain University. The speaker encouraged the students to actively participate in order to establish a 2 – way communication as the distinguished guest touched the nuances related to the topic.

ABOUT THE SPEAKER

Ms. Sahana Sinha (Account Manager – Kantar Group) specializes in Brand & Research and has a vast experience in the same domain. She has been associated with reputed organizations during her career.

KEY TAKEAWAYS

Participants raised many questions and provided comments regarding the Webinar's scope and how it connects with the broader picture. Some students even clarified their doubts in a one on one conversation. The distinguished speaker ensured that she **patiently answered to all the questions elaborately**. These questions and perspectives were taken into consideration by the Training & Placement Department too, for a much better curriculum modification regarding training and placement activities.

The key statements, quotes and points:

01. Speaker worked in ITC, ZEE, IKEA, LOREAL and has vast experience.
02. Agenda: What is in it for you as "Future Marketeers"....??
03. Students asked about the real challenges faced by speakers.
04. Marketing as a vertical is exciting as well as challenging.
05. Fevicol & Cadbury's Advertisement stories were shared.

06. Value Conscious minds of Indians was discussed which was base for a lot of ads.
07. Aggressive campaigns of Licious were shared.
08. When observation is made by experts, the data collected thereby is utilized in a much profitable way.
09. Data insights are very significant to the idea of the entire campaign.
10. Involvement of Brand and Research is very important towards the growth of an organization.
11. The minutest of data is brought together to create various insights.
12. Students must prepare themselves well before an interview related to the company profile, domain knowledge, etc. Every industry requires certain skill sets which is generally isn't bookish.
13. Students must read about more and more products and companies.
14. Simple observations around human behavior by experts at the "Right Time" can lead to successful brand stories.
15. "First Mover Advantage" is always the best thing to do when coming up with a new MARKETING Campaign Idea.
16. Shared views upon Product Life.
17. Ideation Research, Co-creation Research, and Strategic Research highlights were talked upon.
18. Ms. Sahana quoted "Research is about engaging in a conversation with a brand", by Matthew Rhodes.
19. Growth of Digital encouraging brands to adopt an Omnichannel approach was discussed.
20. She also focused upon how Brands are focusing on building relationships rather than increasing sales.
21. She also let the students know how these days Focus is all on "Health & Immunity".
22. She let all students know of the recent Lifebuoy Ad Example where she highlighted how the industry grew its sales numbers by taking a bold step in creating an impactful campaign.
23. She discussed various campaigns of reputed organizations and how they changed trends in the Indian mindset.
24. The Speaker quoted, "Every brand is taking a totally different approach in its Branding expressions being extremely creative and bold."
25. Most students asked about various steps in a Campaign.
26. She asked students to take it as an assignment to go through recent research papers and articles.
27. She also urged the students to go through the various reads published on the Kantar Groups' website.
28. "Every product launched by a company cannot be always profitable", she quoted.
29. A thorough research is required importantly in order to bring about a positive change in the market.
30. A student clarified his query on the campaign of Boat as a Brand.
31. Harward Business Review is very important as per her inputs and students must follow the same.
32. Ms. Sahana gracefully answered all queries of students.

PROGRAM

For this Webinar, Virtual Meeting ID and password was shared with the eligible students. The program was also attended by Mr. Shashi Kant Sharma, Mr. Rahul Rej, Ms. Zeba Bukhtayar from the T&P Dept., the respective HOD Ms. Charu Wadhwa and Faculty Coordinators Prof. Sonal Shrivastava & Prof. Suraj.

POSTER CREATIVE:



ARKA JAIN
University
Jharkhand (Jamshedpur)



JAIN
DEEMED-TO-BE UNIVERSITY



LAKSHYA SERIES LIVE WEBINAR ON

Brand and Research



Ms. Sahana Sinha
Account Director
Kantar Group



Date: Saturday, 8th January 2022 | **Time:** 11:00 AM - 12:00 PM

Platform  zoom

Login details will be shared separately

AJU Training & Placement

SOME SCREENSHOTS FROM THE WEBINAR:

