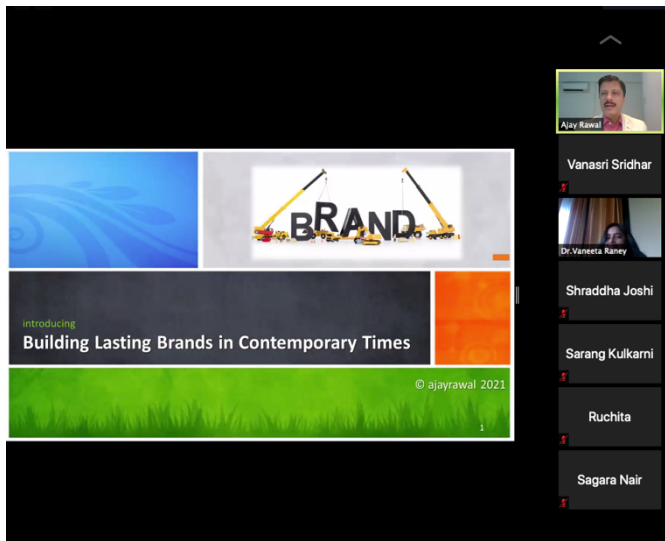


Building Lasting Brands in Contemporary Times

24TH JULY, 2021

The Department of Mass Media of SIES College of Arts, Science, and Commerce, Sion (W), (Autonomous) conducted a session on BUILDING LASTING BRANDS IN CONTEMPORARY TIMES on 24th July by Mr. Ajay Rawal for the students of SYBAMMC and TYBAMMC. Mr. Ajay Rawal, a National Award winner, has worked with various brands such as “Itch Guard, Ring Guard”, etc. The main purpose of the webinar was to understand how brands sustained in the market irrespective of the challenges they faced.

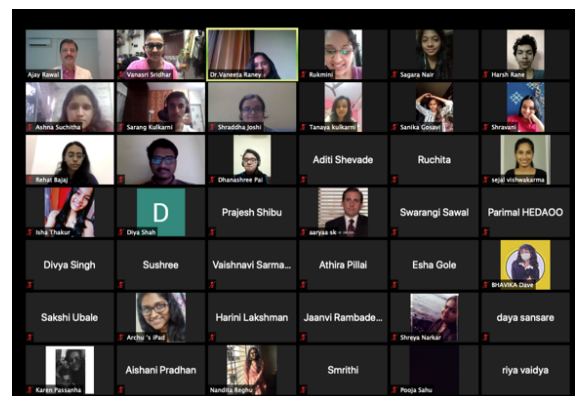


Mr. Rawal began the webinar with a very meaningful verse from “*The Bhagavad-Gita*”. Further, he broke down the theory with the help of a case study of a company and explained how they sustained their image as a brand despite their numerous failures.

Mr. Rawal had a very interactive way of teaching. He elucidated each term with the help of numerous advertisements. This helped the students understand the topic even better. The students were actively participating during the webinar by answering the questions he asked. Mr. Rawal made sure that he gave some

exercise to the students brains with activity based question which was very fun and informative. The activity was to identify the Results, Beliefs and Actions of the companies such as Apple, Microsoft, etc. He made sure to keep the students engrossed at all times.

Lastly, Mr. Rawal concluded the webinar with a soulful peace prayer. Throughout the session, connected very well which increased the inquisitiveness of the students to learn more. Overall everyone enjoyed the whole session and gave a positive response to it.



A report by,
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