

Atharva Institute of Management Studies

Activity / Event report

Name of event	: Faculty Speaks Episode 11
Date(s) of conduction	: 13 October 2021
No. of participants	: 14
Student coordinator/ committee	: Sneha Kamalpuria
Resource person	: Dr. Tarveen Kaur
Designation	: Assistant Professor, Marketing
Contact no.	: 9833236513
Email ID	: tarveen.chugh@atharvaims.edu.in

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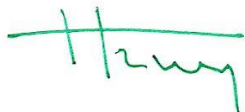
DESCRIPTION

Objectives:

- Creativity in advertising.

Key Takeaways:

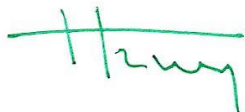
- What is creativity?
- Creativity is out of the box thinking.
- What is creativity in Advertising?
- Creativity in Advertisement fulfills psychological, marketing and corporate requirements of the consumer.
- Overview of 'Share - A - Coke' campaign.
- 'Share - A - Coke' campaign focused on the relationship between India and Pakistan.
- It is not creative unless it sells.
- Creative means dramatically showing how a product fulfills a consumer need.
- It can be as simple as casting the right actor or character for a brand.
- A unique demonstration of product superiority is creative.
- Overview of 'IKEA Campaign'.



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- IKEA focused on the DIY aspect of customizing your kitchen.
- Why creative ads?
 - Memorable Ads.
 - Impressing customers.
 - Likeability.
- Overview of Sun drop Oil Ad - 90's era'.
- Sun drop Oil campaign focused on health even after eating oily food.
- Overview of 'Burger King - Halloween Campaign'.
- Burger King Campaign focuses on how a clown (Mc Donald's) also wants to eat from Burger King.
- Advantages of Advertisement:
 - Increasing Sales.
 - Saving time.
 - Prevention of lost sales.
 - Introduction to new products.
 - Creative market attitude.
 - Impressing the public.
 - Informing customer.
 - Providing Employment.
- Overview of 'Apple iPhone 13 Campaign'.
- Apple Campaign focuses on 'with the current lifestyle this is your requirement'.
- Quiz on slogans and taglines.
- Importance of Brand recall value.
- What is moment marketing?
- Moment marketing is the marketing in which the brands insert themselves into important moments.

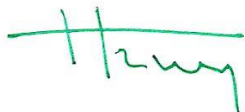


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- Moment marketing is unethical.
- How moment marketing is different from Amul's?
- Moment marketing is always very risky.
- Questions and answers.
- A brand should never over promise and under deliver, but it should under promise and over deliver.

FLYER OF THE EVENT



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#facultyspeaks

ATHARVA INSTITUTE OF MANAGEMENT STUDIES
(Affiliated to Mumbai University)

presents

FACULTY SPEAKS



LIVE

Oct 13th, 2021
10 - 11 AM (IST)

EVERY WEDNESDAY



Dr. Tarveen Kaur Chugh

Ph.D. , MMS, M.COM

Creativity in Advertising



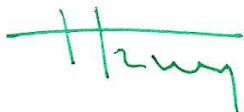
www.atharvaims.edu.in

Flyer Designed by: Piyush Chaudhary (MMS)

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GLIMPSES



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The screenshot shows a Google Meet interface on a Mac. The main window displays a presentation slide with the title "Creativity in Advertising" and an illustration of various potted plants. The meeting is led by Dr. Tarveen Kaur. A grid of 12 participants is visible on the right, including Dr. R.G. Ratnawat, Poonam Patel, Vaibhav. Patil, Reena Poojara, Devika Talreja, Bincy Baby, Pallavi Rane - Va..., Abhay Desai, Gaanyesh Kulkarni, shubhi lall, and You. The system tray at the bottom shows the date as October 13 and various application icons.


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The screenshot shows a Google Meet interface with a presentation slide. The slide title is "Creativity in Advertising". The content includes a list of bullet points: "Creativity in Advertising fulfils psychological, marketing and corporate requirement of the consumers" and "Creative advertising adds new perceptions and enjoyment of the product". The slide also features an image of a notebook with a drawing and a pen.

10:05 AM | zsq-kvrq-pfd

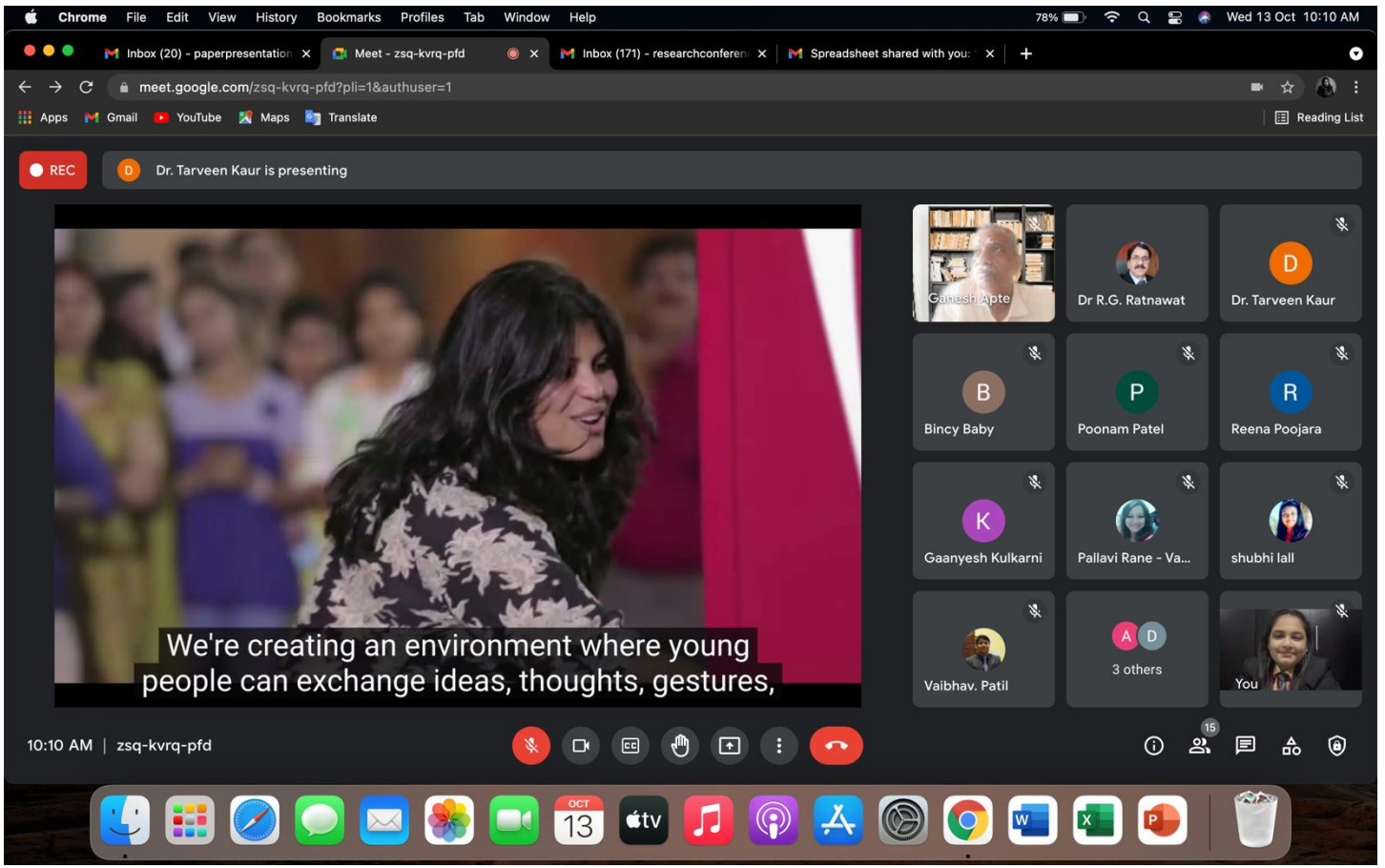

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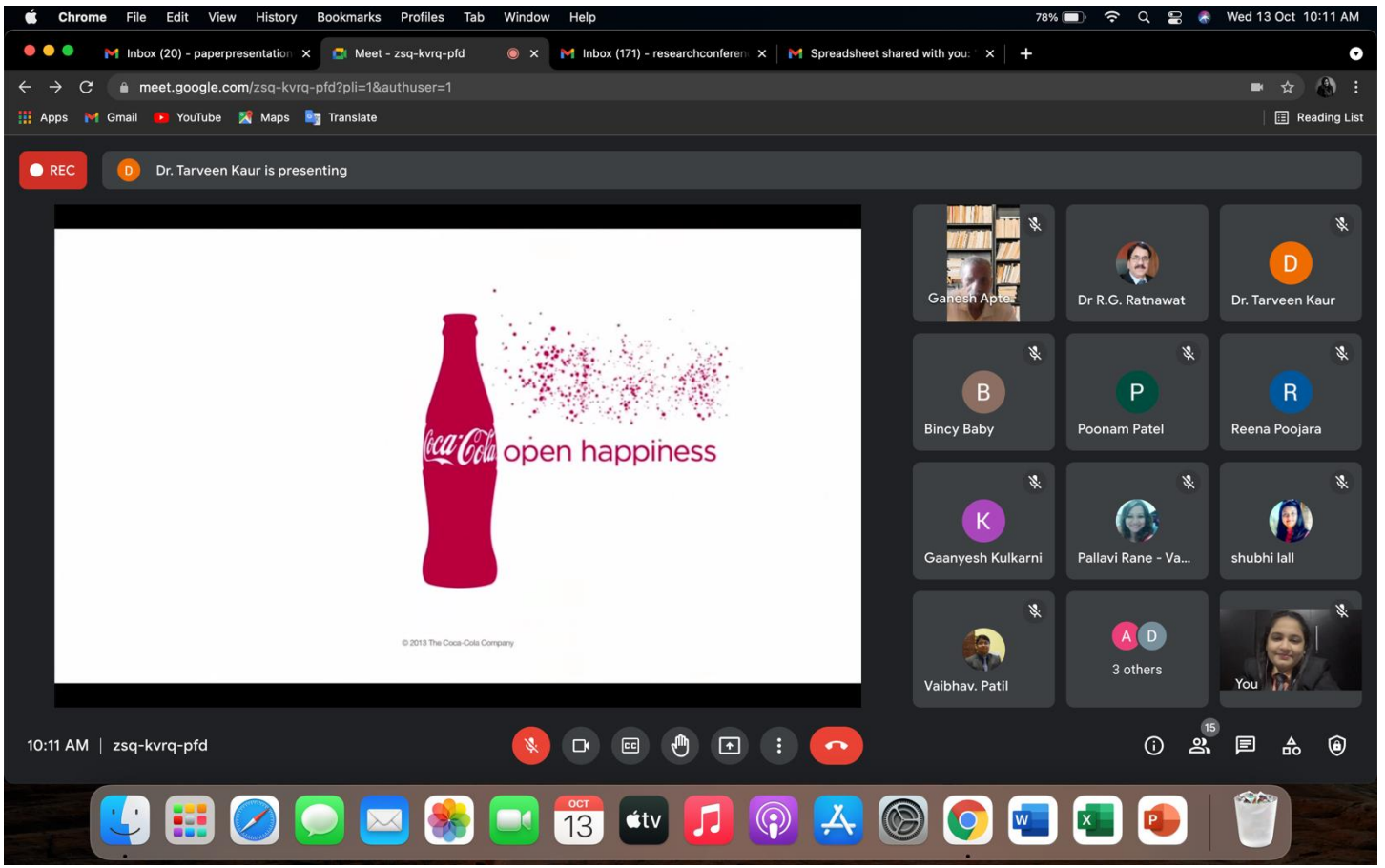

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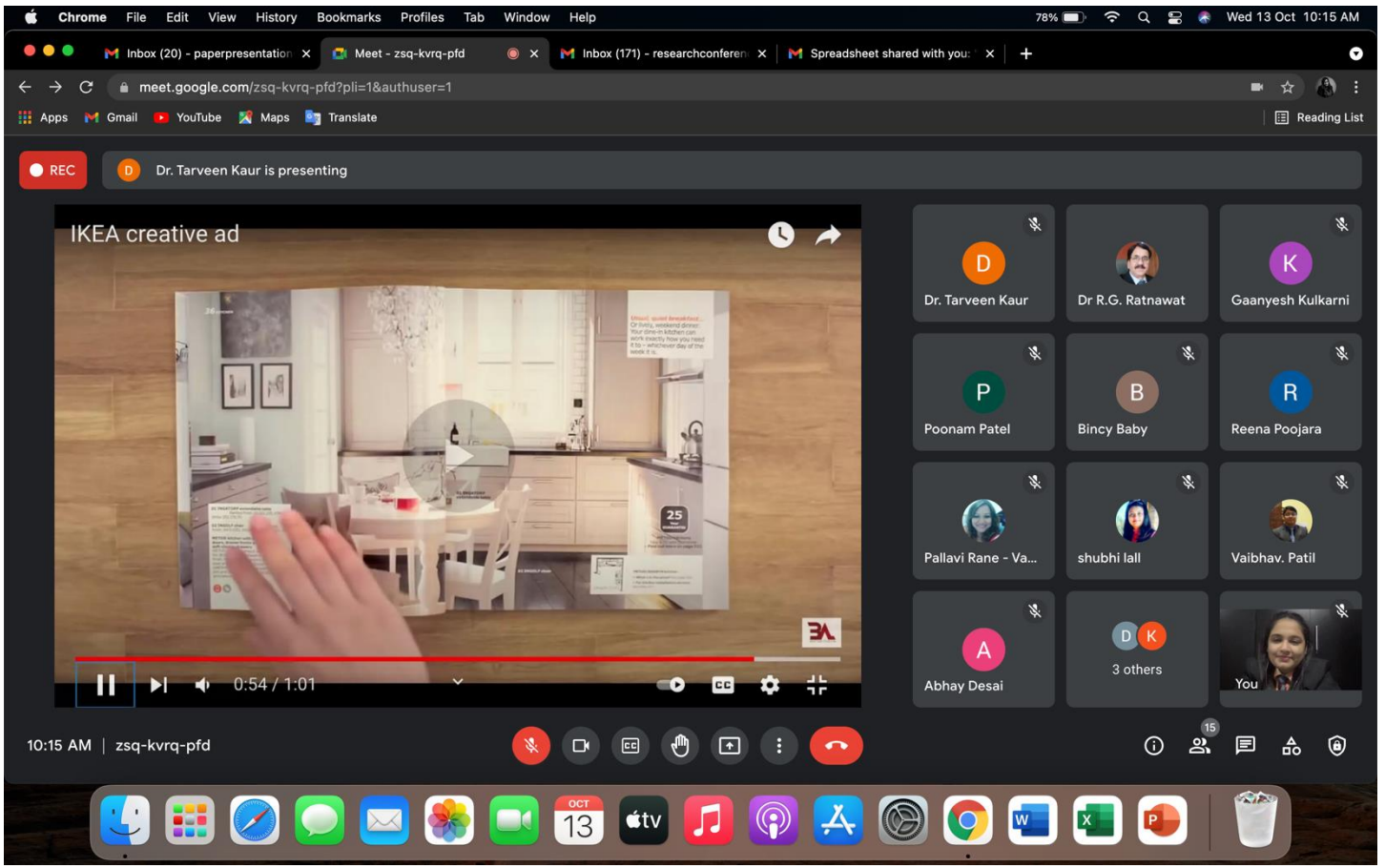

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The screenshot shows a Google Meet interface. At the top, the browser address bar displays the URL `meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1`. The meeting title is "Dr. Tarveen Kaur is presenting". The main content area shows a presentation slide titled "1. Memorable Ads" with the following text:

- The purpose of an ad is to interest potential customer in your product or service and to get them to remember you
- A creative ad sticks out and increases the likelihood that a customer will recall information about your company

To the right of the slide is an image of a hand drawing a business diagram on a whiteboard. The diagram includes a central circle labeled "BUSINESS" with arrows pointing to various icons representing different business aspects like a person, a gear, a dollar sign, and a bar chart. A grid of 14 participant avatars is visible on the right side of the screen. The bottom of the screen shows the macOS dock with various application icons.


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Chrome File Edit View History Bookmarks Profiles Tab Window Help 77% Wed 13 Oct 10:17 AM

Inbox (20) - paperpresentation Meet - zsq-kvrq-pfd Inbox (171) - researchconfer Spreadsheet shared with you: +

meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1

Apps Gmail YouTube Maps Translate Reading List

REC Dr. Tarveen Kaur is presenting

SUNDROP
SUPER-REFINED
SUNFLOWER OIL
Missing 90's era & old days?
Relive the moments @ f /notout90s

Dr. Tarveen Kaur Bincy Baby Vaibhav. Patil
Dr R.G. Ratnawat Gaanyesh Kulkarni Poonam Patel
Reena Poojara Pallavi Rane - Va... shubhi lall
Abhay Desai 2 others You

10:17 AM | zsq-kvrq-pfd

Apple Mail Photos Messages WhatsApp Calendar Calendar Apple TV Music Podcasts App Store Settings Chrome Word Excel PowerPoint

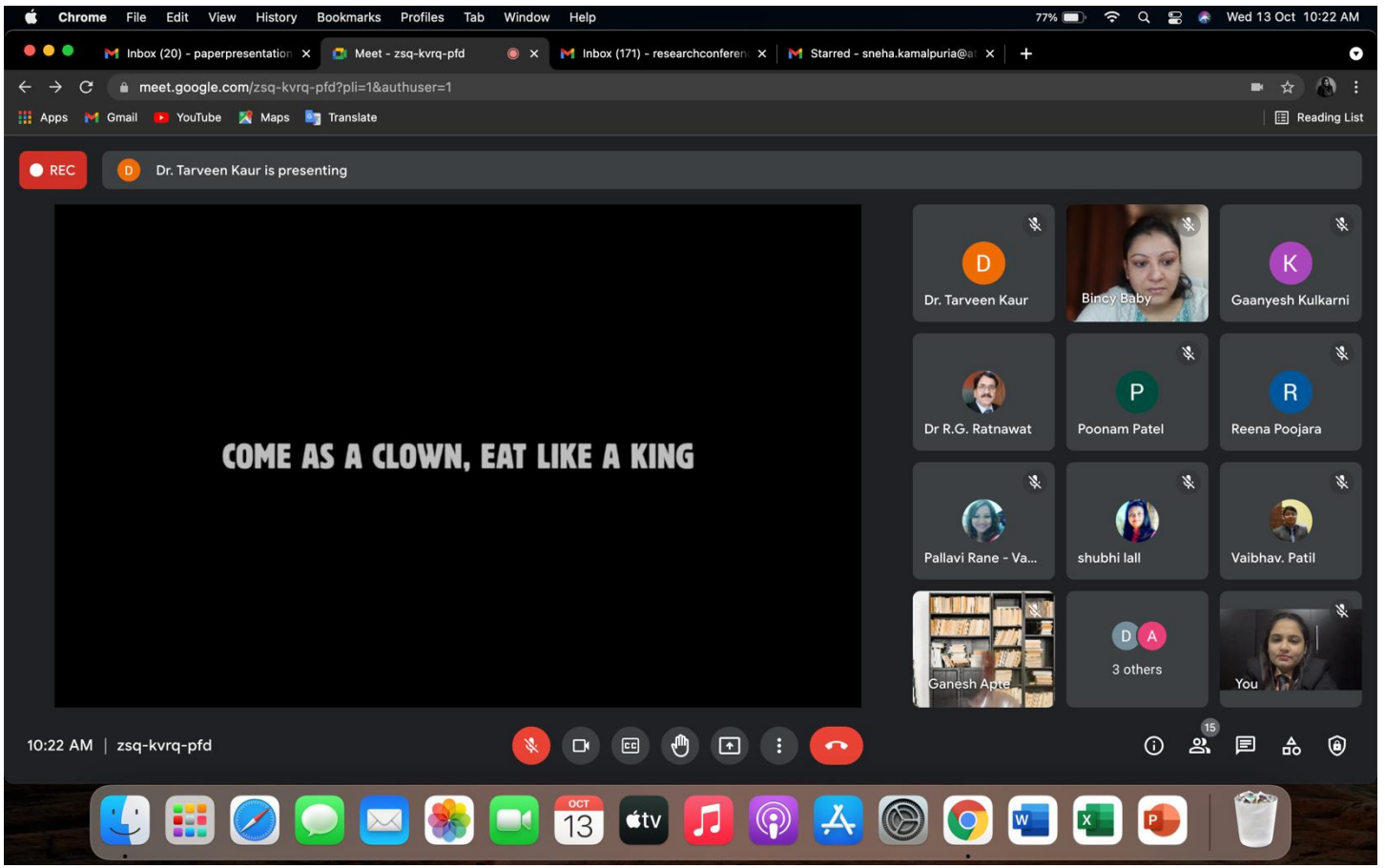

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The screenshot shows a Google Meet interface on a Mac. The main window displays a presentation slide with the title "Burger King- Halloween Campaign". The slide features a decorative header with a pumpkin and a footer with small plants. A toolbar at the bottom of the slide includes navigation and sharing icons. On the right side, a grid of participant avatars is visible, with "Dr. Tarveen Kaur" highlighted. The bottom of the screen shows the Mac dock with various application icons and a system tray with a date of "OCT 13".


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The screenshot shows a Google Meet session in progress. The main content is a presentation slide titled "Advantages of Creative Advertisement" with four numbered points: 01 Increasing Sales, 02 Saving Time, 03 Prevention of lost sales, and 04 Introduction to new products. The slide features a decorative header with several potted cacti. The meeting interface includes a top bar with a "REC" indicator and a notification "Dr. Tarveen Kaur is presenting". A grid of participants is visible on the right, including Dr. Tarveen Kaur, Bincy Baby, Ganesh Apte, Dr. R.G. Ratnawat, Gaanyesh Kulkarni, Poonam Patel, Reena Poojara, Pallavi Rane - Va..., shubhi lall, Vaibhav. Patil, and a group of 3 others. The system tray at the bottom shows the time as 10:23 AM and the meeting ID as zsq-kvrq-pfd.

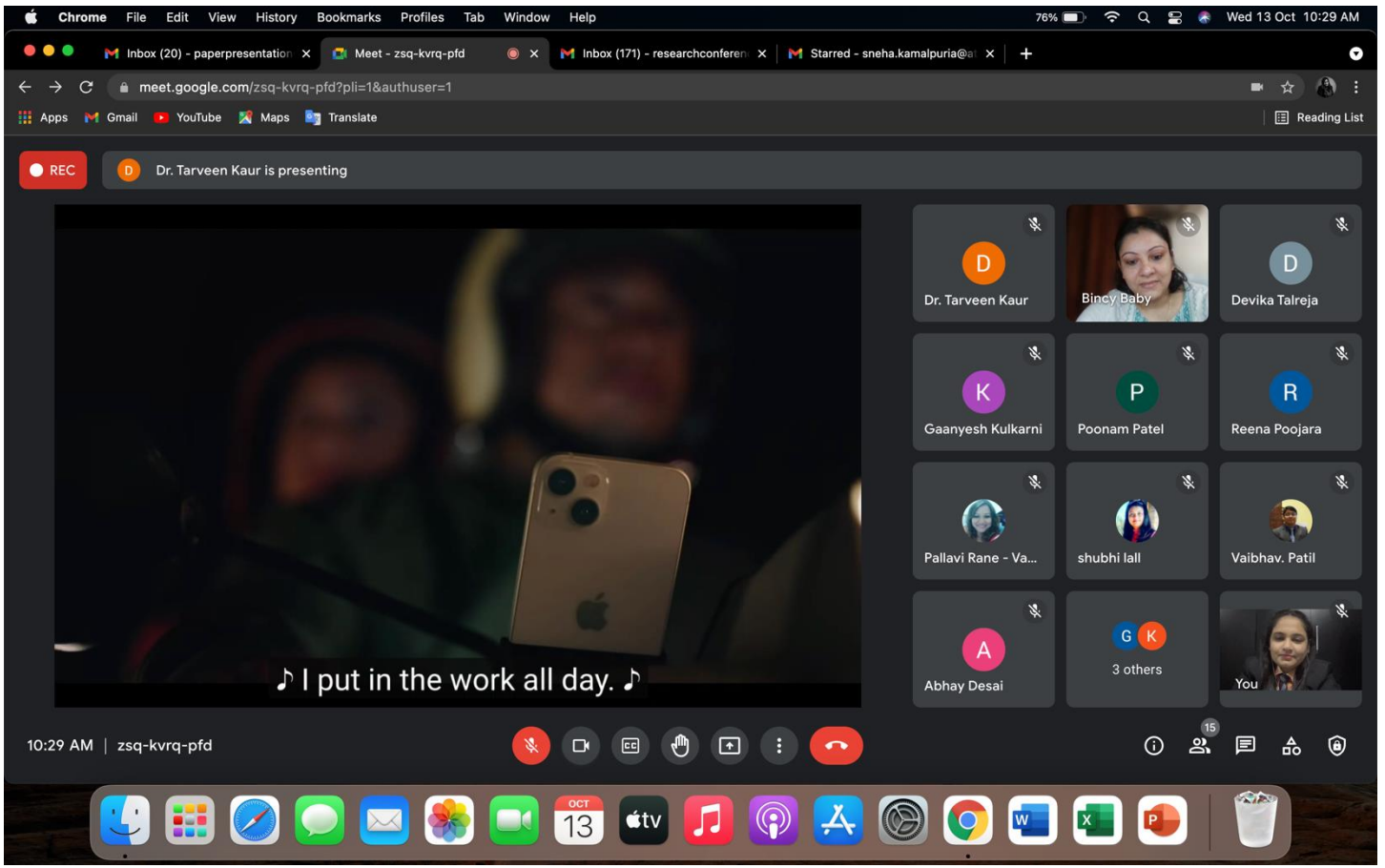

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The screenshot shows a Google Meet session in progress. The main window displays a presentation slide titled "Advantages of Creative Advertisement". The slide features four numbered points: 05 Creating Market Attitude, 06 Impressing the TG, 07 Informing customers, and 08 Providing Employment. The meeting interface includes a "REC" button, a status bar indicating "Dr. Tarveen Kaur is presenting", and a grid of participants on the right. The system tray at the bottom shows the time as 10:23 AM and the meeting ID as zsq-kvrq-pfd.


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The image is a screenshot of a Google Meet session. At the top, the browser's address bar shows the URL `meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1`. The meeting title is "Dr. Tarveen Kaur is presenting". The main content area displays a presentation slide with a light orange background and the word "Quiz" in the center. The slide is flanked by two green cactus illustrations. On the right side, there is a grid of participant video thumbnails. The participants listed are: Dr. Tarveen Kaur (highlighted with a blue border), Bincy Baby, Gaanyesh Kulkarni, Poonam Patel, Reena Poojara, Pallavi Rane - Va..., shubhi lall, Vaibhav. Patil, Abhay Desai, Devika Talreja, 5 others, and You. At the bottom of the screen, there is a macOS dock with various application icons including Safari, Photos, Messages, Mail, App Store, Calendar (showing OCT 13), Apple TV, Music, Podcasts, and Google Chrome. The system clock shows 10:31 AM on Wednesday, October 13.


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The screenshot shows a Google Meet interface. At the top, the browser address bar displays the URL `meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1`. The presentation slide, titled "15. This logo belongs to which brand", features the Amazon smile logo and the UPS logo. Below the logos, the names "Amazon" and "UPS" are listed. The right side of the screen shows a grid of participants, including Dr. Tarveen Kaur, Bincy Baby, Gaanyesh Kulkarni, Poonam Patel, Reena Poojara, Pallavi Rane - Va..., shubhi lall, Vaibhav. Patil, Abhay Desai, Devika Talreja, and a group of 4 others. The bottom of the screen shows a dock with various application icons and a system tray with a date of OCT 13.


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The screenshot shows a Google Meet interface on a Mac. At the top, the browser tabs include 'Inbox (20) - paperpresentation...', 'Meet - zsq-kvrq-pfd', 'Inbox (171) - researchconferen...', and 'Starred - sneha.kamalpuria@a...'. The address bar shows the URL 'meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1'. A red 'REC' button and a notification 'Dr. Tarveen Kaur is presenting' are visible. The main content area displays a presentation slide with the following text:

Moment marketing: A free ride that could turn costly

It's a promotional technique brands use in social media and digital advertising era. They insert themselves into trending moments, which are already generating a lot of conversation, to gain some traction for themselves

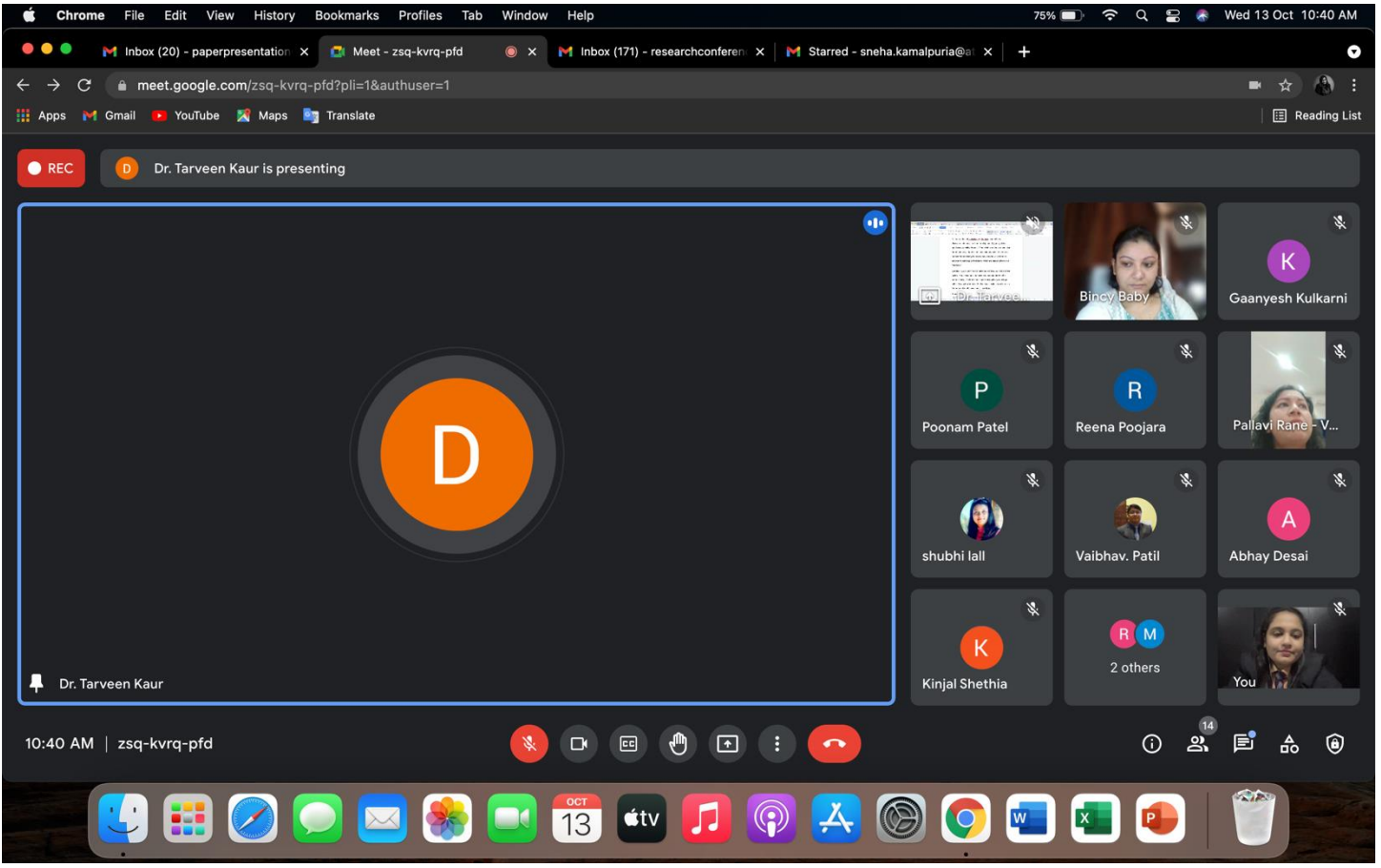
The social media and digital advertising technique is a double-edged sword, as brands are learning with Olympic badminton champion PV Sindhu reportedly suing them each for Rs

Below the slide, a grid of participants is shown, including Dr. Tarveen Kaur (highlighted), Bincy Baby, Gaanyesh Kulkarni, Poonam Patel, Reena Poojara, Pallavi Rane - Va..., shubhi lall, Vaibhav. Patil, Abhay Desai, Kinjal Shethia, 3 others, and You.

At the bottom, the system tray shows the time '10:34 AM | zsq-kvrq-pfd' and various application icons like Safari, Photos, Messages, Mail, Photos, WhatsApp, Calendar (OCT 13), Apple TV, Music, Podcasts, App Store, System Preferences, Chrome, Word, Excel, PowerPoint, and Trash.

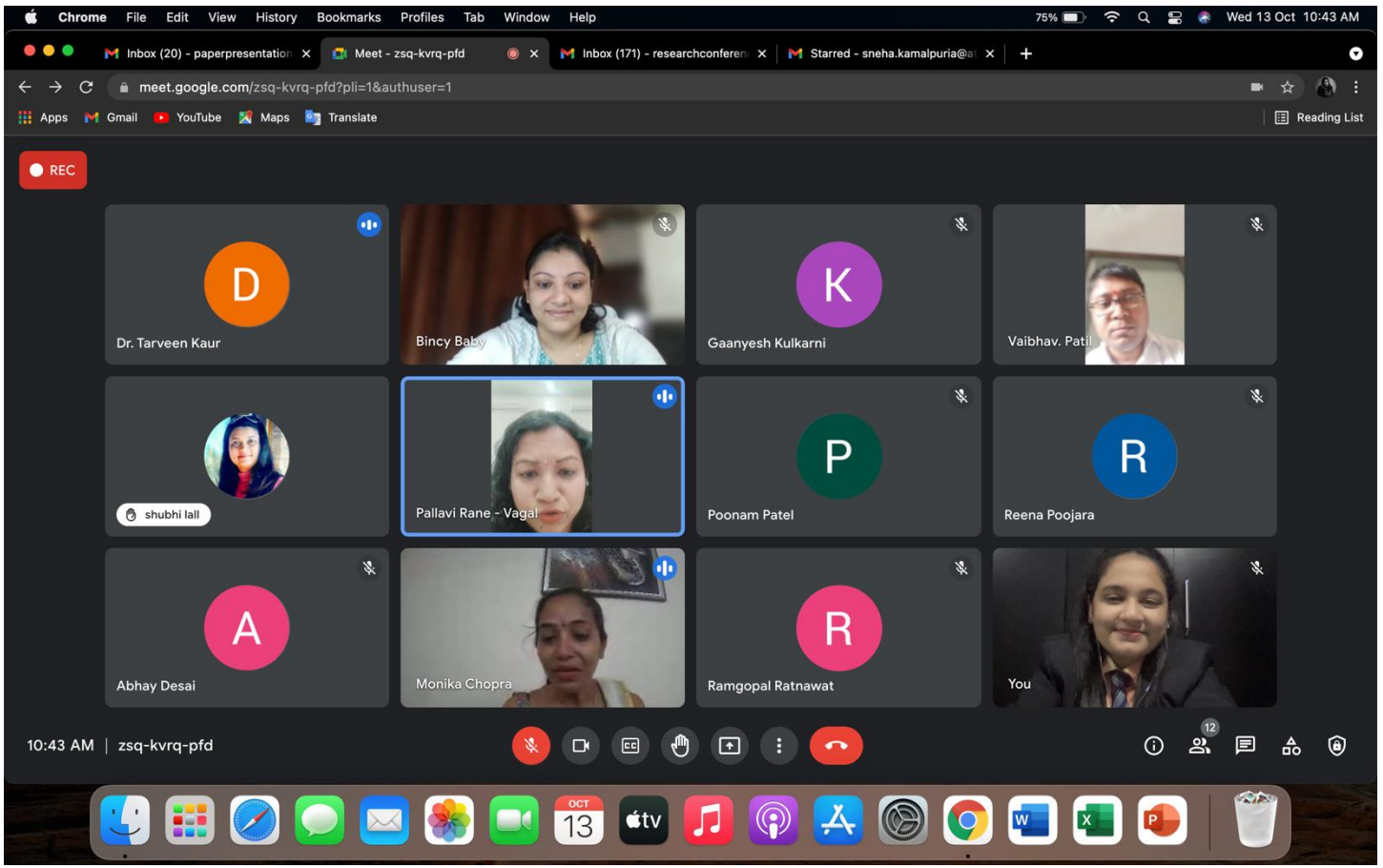

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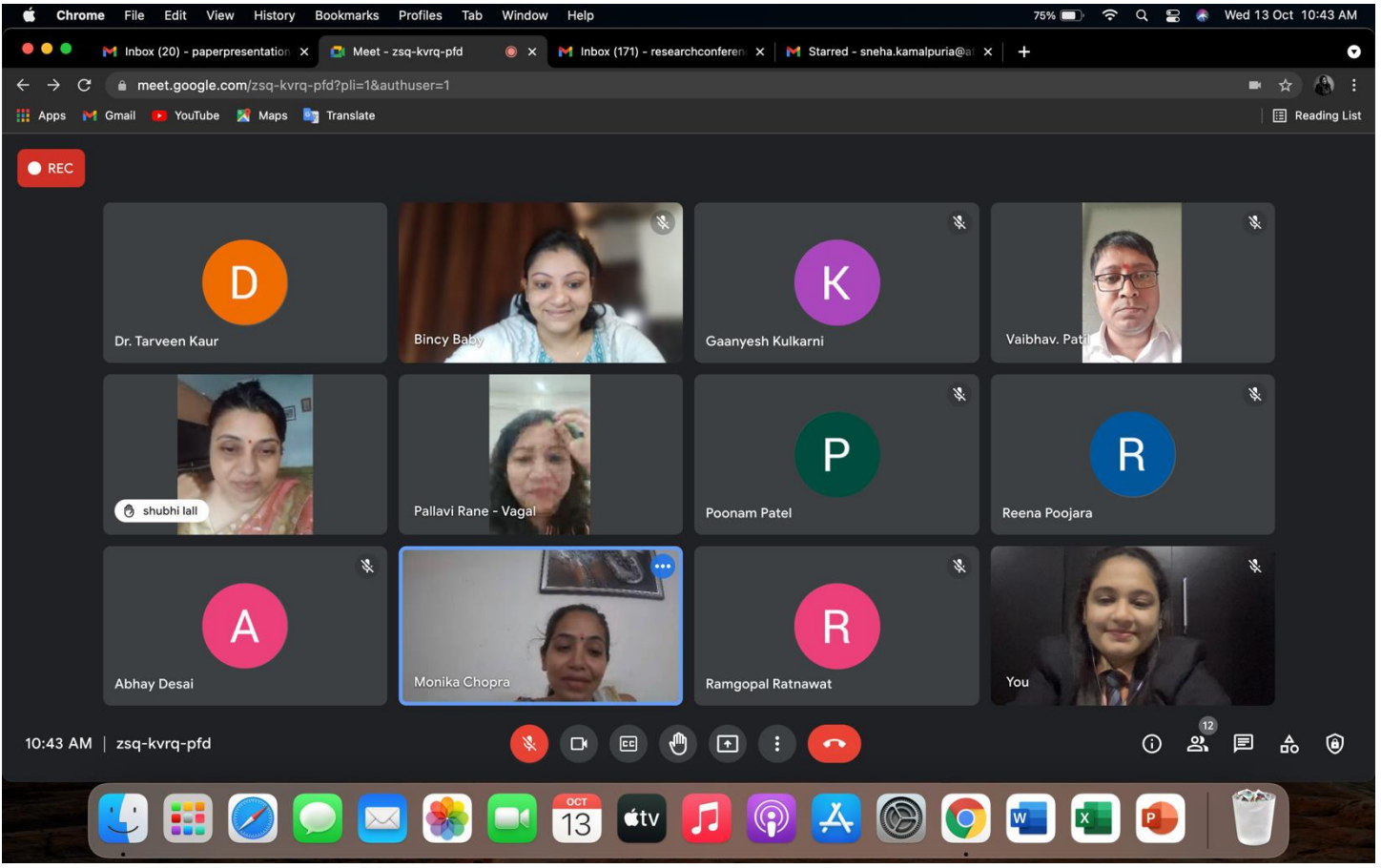

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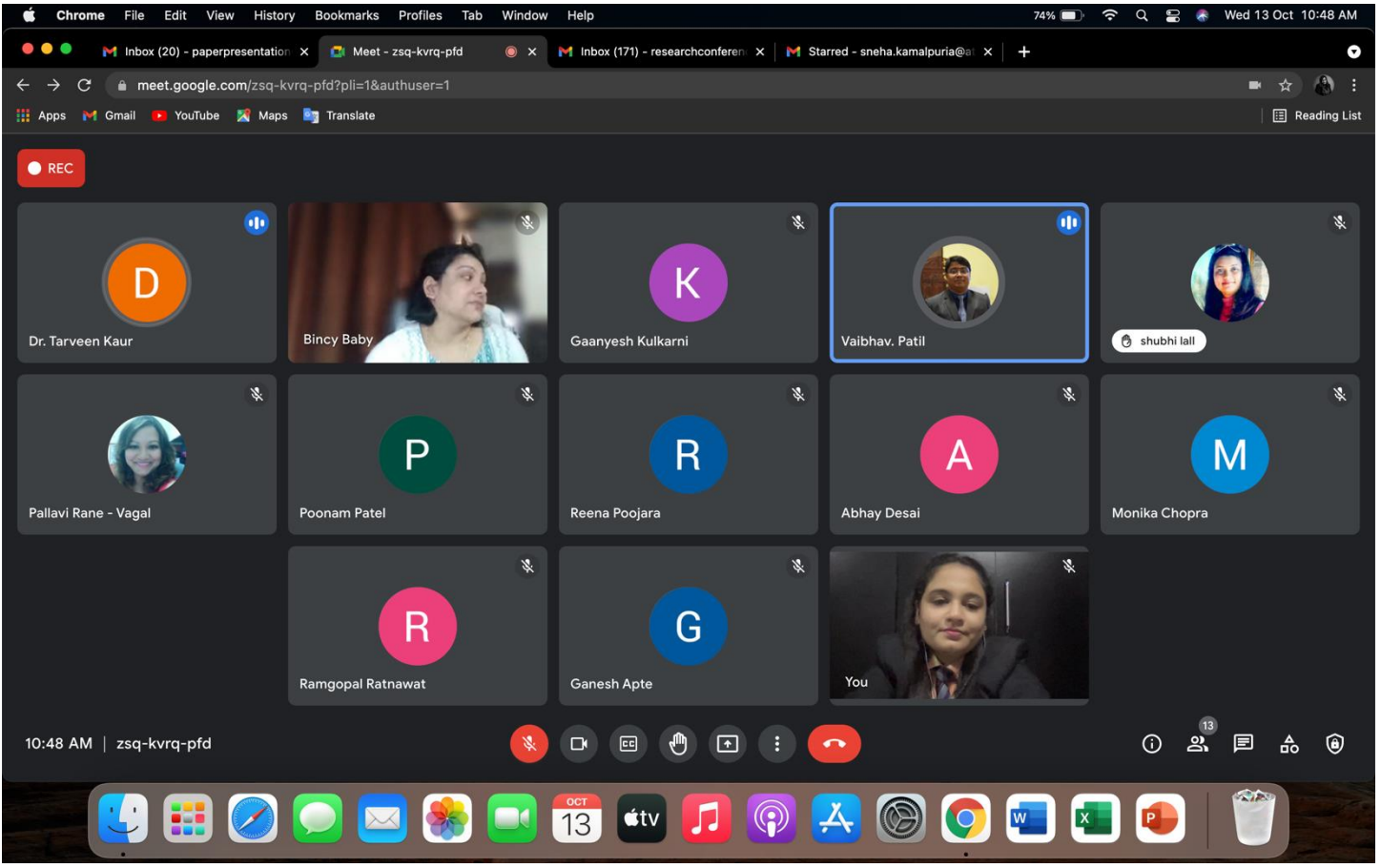




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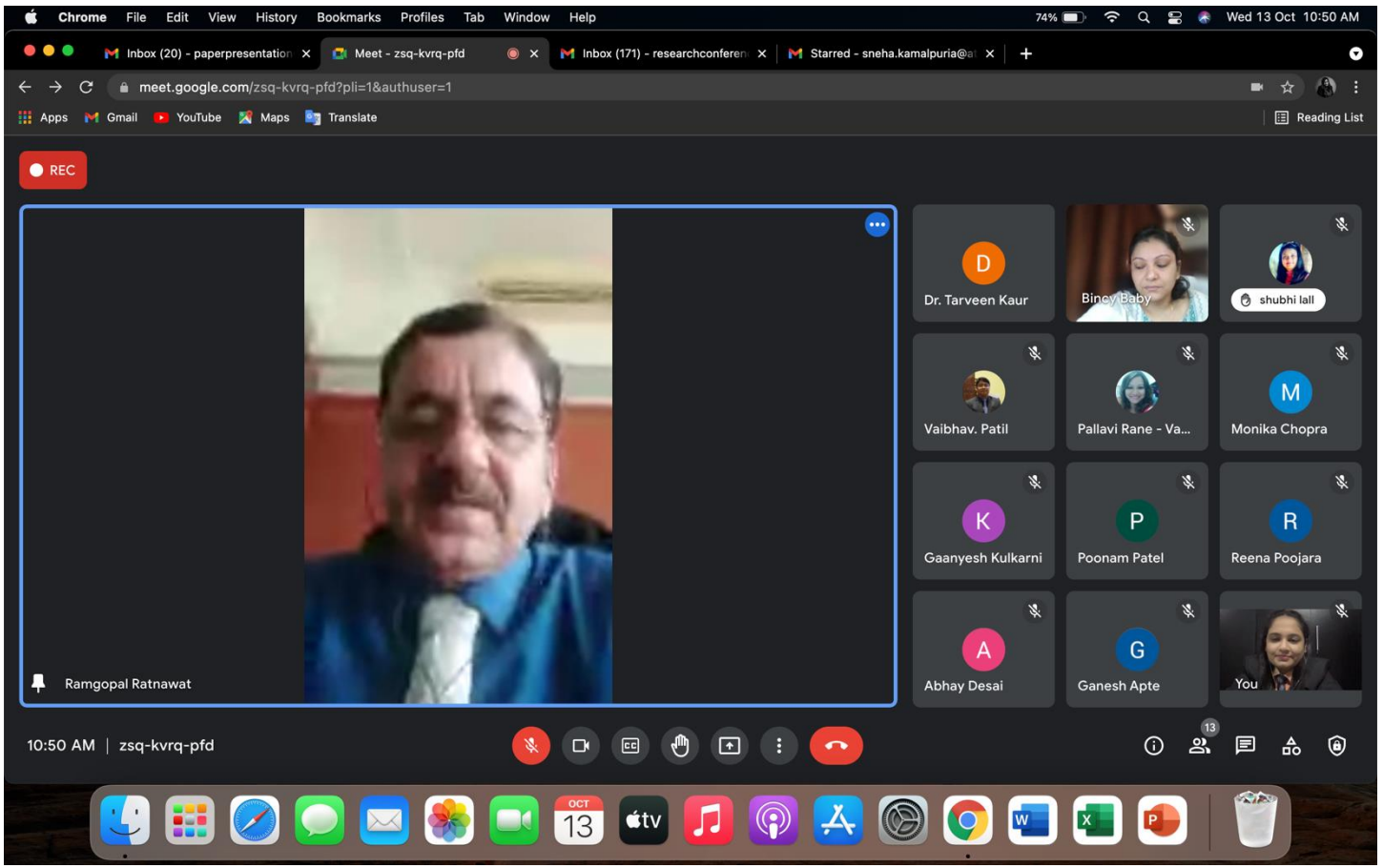
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EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID paperpresentation@atharvacoe.ac.in

Live session was initiated by Sneha Kamalpuria.


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