Corporate Interface Team

SIMC

COMVISAGE 2021

CLOSING REPORT

dentsu international

Publicis

UBER

Spotify

McCANN WORLDGROUP

Dentsu webchutney

WIZCRAFT

TATA
TATA COMMUNICATIONS

Symbiosis Institute of Media and Communication, Pune

Corporate Interface Team (MBA)

Comvisage 2021: Closing Report

Dates: 20th-24th Oct

Theme: The CommTech Confluence: Reimagining the Communication Landscape through User-Centricity

Concept Note: For years, communication has relied on emotion and instinct to strategize brand communication with the customer at the centre of every brand and its communication. As the world continues to drastically disrupt and shift, the core of the communication process has been reimagined with the convergence of communication and technology. New tools to facilitate communication, emerging platforms, and data all come together to deepen understanding of customer- centric narratives. As more resources are being funnelled into technology at every level of marketing, it becomes paramount to bring together and oversee the full scope of tech-enabled communication by creating a holistic and much-needed bridge between marketing, technology, and data. In this context, how do brands translate this novel marketing architecture into useful brand strategy and activations all while delivering positive, enhanced customer engagement and experiences at every touchpoint and understanding why it is crucial for future marketers to learn the art of engaging customers and delivering superior experiences across a plethora of channels, platforms, and devices through Comm-Tech Confluence.

Index

Event Plan

S.No.	Date	Time	Topic	Type	Speaker	Designation	Organization
1	20.10.21	11.00 am to 11.15 am	The Welcome Address	Director's Address	Dr. Ruchi Jaggi	Director	SIMC
2	20.10.21	11:15 am to 12:30 pm	Exploring Digital Nativity of the GenZ through futuristic mode of communication	Workshop	Mr.P.G Aditiya & Ms.Ananya Rao	Chief Creative Officer Creative Strategist & Corporate Strategy Manager	Dentsu Webchutney
3	20.10.21	1:30 pm to 3:00 pm	Demystifying Programmatic Advertising for brands	Corporate Talk	Arun Hemnani	Director Programmatic	Publicis Canada
4	20.10.21	7:00 pm to 8:30 pm	Consumer Connect: Cultivating Brand Communities	Workshop	Todd Nilson	Owner & Founder	Clocktower Advisors
4	21.10.2021	11:00 am to 12:30 pm	Hybridization: A paradigm shift in the event landscape	Corporate Talk	Nishith KL Bhandarkar	General Manager	Wizcraft International
5	21.10.21	1:30 pm to 3:00 pm	Crumbling Cookie:Future of identity in a cookie-less world	Corporate Talk	Abhinay Bhasin	Vice President	Dentsu,International
6	21.10.21	3:30 pm to 5:00 pm	Gaming - A Vehicle into the Metaverse	Corporate Talk	Natalia Vasilyeva	VP Marketing	Anzu.io
7	22.10.21	11:00	Micro-	Workshop	Tushar	Founder &	UXExperts

|							
		am to 12:30 pm	Interactions in Digital Design		Deshmukh	CEO	
8	22.10.21	1:30 pm to 3:00 pm	Augmenting the Internet of Senses through Experiential Marketing	Corporate Talk	Adhvith Dhuddu	Founder & CEO	AliveNOW
9	22.10.21	3:30 pm to 5:00 pm	Phoniconomy: The Power of Audio Communication	Workshop	Dhruvank Vaidya	Head of Podcasts	Spotify
10	23.10.21	11:00 am to 12:30 pm	Catalyzing Brand Dynamism through Localized Communication	Corporate Talk	Ali Shabaz	Founder & Chief Creative Officer	OutThink
11	23.10.2021	1:30 pm to 3:00 pm	Enhancing brand narratives through Applied Semiotics	Workshop	Stefania Gogna	Cultural & Behavioural Insights Consultant Semiotician	Consultant
12	23.10.2021	3:30 pm to 5:00 pm	The CommTech Confluence : Reimagining the Communication Landscape through User-Centricity	Panel Discussion	Saugata Bagchi Ashim Gupta Anirban Roy	Head, Global Digital & Content Marketing Head , Consumer & Technology Communication Vice President & Head of Planning	Tata Communications India & South Asia, Uber McCann Worldgroup

The Welcome Address

After the event was kickstarted, our director Dr. Ruchi Jaggi ma'am officially declared the fourth edition of Comvisage open. She unveiled CIT's new identity, the new CIT logo, which signifies the human connection that the Corporate Interface Team aims to bridge between the ever-changing communication industry and the academic world.

The logo was inaugurated with a short video followed by encouraging words by Director ma'am where she welcomed the speaker of the first session and spoke about how SIMC and CIT have been successful in building a link between academics and corporate.
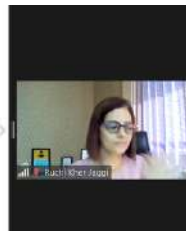
20th October: Session 1

Topic:

Exploring Digital nativity of the GenZ through Futuristic communication

Concept Note:

A dynamic generational shift has taken place, and a hypercognitive generation Z who is very comfortable with collecting and cross-referencing many sources of information while integrating virtual and offline experiences have emerged, and it is now more crucial than ever for brands to feel the impact of these digital natives and engage with them through enhanced tech-enabled communication. GenZers view consumption as access rather than possession and an expression of individual identity, which has encouraged brands like Netflix and Spotify to introduce features like playback speed to make content more accessible and other brands like Victoria's Secret to become more inclusive. Coupled with technological advances, an unprecedented degree of connectivity, challenging economic conditions, and complicated global politics has influenced their behaviour and expectations from brands. In a highly fragmented digital space, it is vital for companies to recognize and respond to the pragmatism exhibited by the disruptive and distinctive Genz, where the digital knowledge of Gen Zers often exceeds that of older members of their households and can influence family members' paths to purchase: from product evaluation to buying methods, to post-purchase activities.

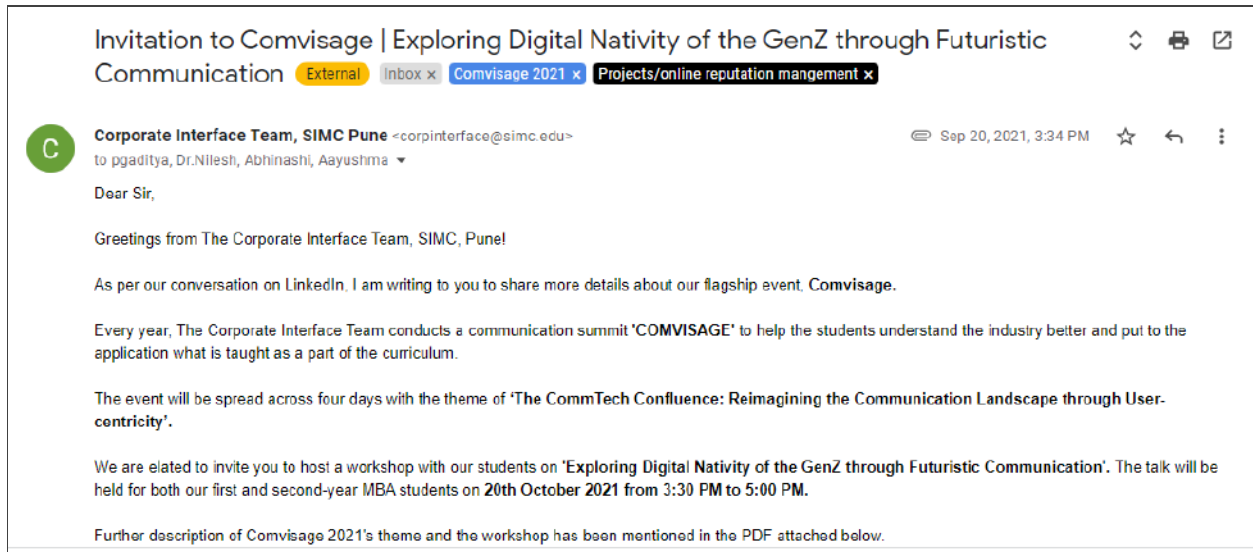**Day and Date:**

Wednesday, 20th October 2021

Time:

11:00 am - 12:30 pm

Specialization:

Open to all including external participants

Session Details:

The session started with PG Aditya and Ananya Rao breaking the myth of generation and bringing in a more cultural angle to it. They further explained how cultural nuances paired with the ever evolving internet shape generations. Through engaging discussions, they were able to justify how the GenZ will be the navigators in Web3.0 and will lead the rest of the generation into the new Web World.

A brief about the guest: Mr. PG Aditiya is the Chief Creative Officer of Dentsu Webchutney and the youngest CCO of a network agency in India. Under his guidance, Dentsu has won 13 Cannes Lions awards & leading the highest tally for India in 2019 & 2021 at Spikes Asia (including the grand prix) ,the One Show and also won the Kyoorius Black Elephant twice in a row. In addition, he is also the Jury President of Dentsu's global creative link and a jury member at Cannes Lions, the One show and the upcoming London international awards

Ms.Ananya Rao works in a multidisciplinary role for Dentsu which includes building brands, corporate charter of the company. In her first job she has formalised and grown Dentsu Webchutney's brand online to more than 100K+ followers across the internet.   Ms.Ananya Rao is one of the few people in the industry that has a profound understanding and experience of the power of agency branding.

LinkedIn Profile:

Mr. P.G Aditiya:- https://www.linkedin.com/in/p-g-aditiya-58b68429

Ms. Ananya Rao:- https://www.linkedin.com/in/ananyasrao

Learning gained from the session:

- The idea 'generation' does not exist in the real world and is created by marketers as a tool. This parenthesis of six to eight years allows marketers to interact closely with consumers and influence their buying decisions.
- There has been a shift from millennials to Genz regarding marketing, which also created the new internet.
- Marketing has constantly been evolving, and the internet, one of the mediums. It is in a new precipice, and new businesses and brands are emerging due to change.
- The GenZ who engage on multiple communication channels when it comes to the internet than its older generations makes them 'Digital Natives' and have a diverse exposure which makes it easier for them to adapt to new technology. This works as leverage when it is about their careers over the older generations.
- The unfiltered information that Gen-Z was exposed to growing up has made them more aware of their surroundings and their curious mindset.
- The Gen will be the first to enter Web 3.0 and pave the path for the older generations as they never had to put much effort to understand how to navigate through new technological tools and express themselves. (Example: TikTok, when it was in India it was targeted to a specific population and there no trouble in using it as a platform for expressing oneself)
- The GenZ are more vocal than the millennials. Their meticulous and inquisitive nature plays an important role when it comes to choosing and picking sides.
- In organisations that are in a digital-first place, they will move faster in evolution than their predecessors. Mastering the art of interacting and communicating on social media channels is essential in today's times. Understanding the creative economy and the curator economy will help in predicting the future.

- Gen Z thrives on new innovations, and hence they must understand the development at a very personal level and practice social listening.

Photographs from the session:

- Invite creative

- Welcome address by student anchor

- Welcome address by Ruchi Ma'am

- Ongoing session

- Q&A being conducted

- Thank you note by student anchor

- Group picture

20th October: Session 2

Topic:

Demystifying Programmatic Advertising for Brands

Concept Note:

In a connected digital world where media consumption habits are evolving, brands are also leveraging this digital world to reach out to their prospective consumers. In order to reach out to the right target audience effectively with the right message, at the right place where consumers are present, and during targeted moments, programmatic advertising becomes a means of fulfilling these objectives.

Programmatic advertising has enabled enriching a brand's advertisement experience by including data. It ensures building and delivering optimised and personalised programmatic ad campaigns in the right contextual environment of consumers. The campaigns need to be formed with effectively funnelled messages across the desired channels in a way that engages users with the brand's story. In the end, it also allows brands to analyse consumer's behaviour across the media in order to effectively measure the results.

Day and Date:
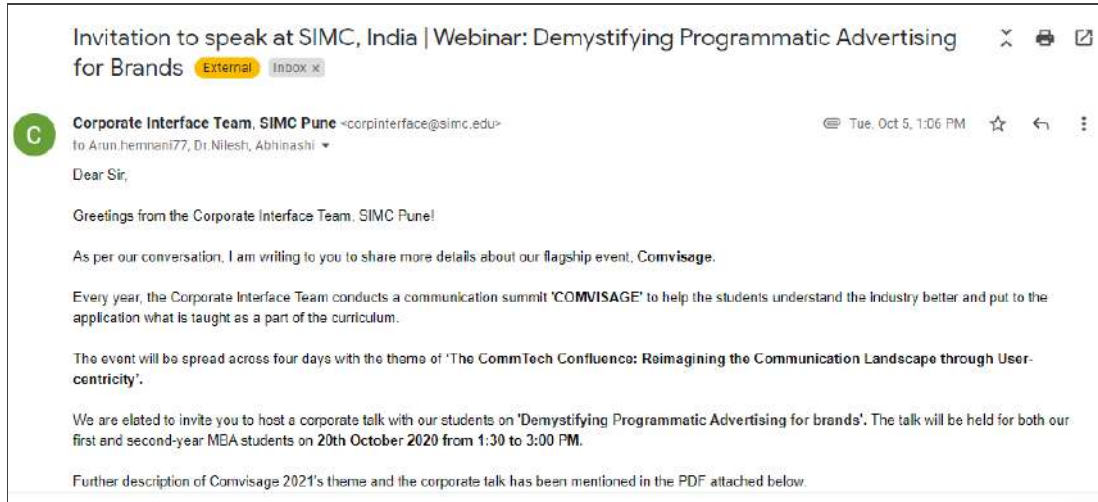
Wednesday, 20th October, 2021

Time:

01:30 pm - 03:00 pm

Specialization:

Open to all including external participants

Session details:

The corporate talk was conducted by Mr. Arun Hemani where he started off by setting agendas for the session. He proceeded by explaining the real crux of programmatic advertising and supported his statements with data about International Programmatic Ad spend and % total digital ad spend. He explained how the pattern for programmatic advertising has shown an increasing trend over the years. The % of programmatic advertising is almost 80% of digital marketing over the years. Later he delved into the ways to measure Brand Marketing Goals through KPIs. He elaborated on various aspects to cover while preparing a programmatic campaign. He explained the need to build the correct target persona as the market today is extremely fragmented. Mr Arun highlighted ways to engage with consumers through programmatic advertising by Teasing, Amplying and Echoing. He threw light on real time measurement by giving industry oriented examples. The session was highly informative and interactive as sir answered all the questions asked by students and faculty during the session.

A brief about the guest: Mr. Arun Hemnani is the Programmatic Director at Publicis Canada. Mr. Hemnani is highly experienced in the programmatic domain for several years and has worked with some of the most established brands in the global setup on their strategy and activations. Mr. Hemnani has helped several brands with their advertising and growth strategy by using an approach that helps in trend identification and consumer behavioural insights. He is adept with Google DV 360 and other DSP platforms like Amazon, Yahoo, etc. Mr. Hemnani also possesses a profound understanding of various advanced advertising campaign metrics

LinkedIn Profile:

linkedin.com/in/arunhemnani

Learning gained from the session:

- Definition and steps to develop programmatic advertising.
- The first step to curate an advertising campaign is to ask, 'What is my objective?'
- Build goals that can be measured.
- It is important to build the right target audience persona to get high ROI in the extremely fragmented market.
- Teasing, amplifying and echoing are useful ways to engage an audience.
- DSP is the centre of demand and supply making the advertising process smoother.
- Centralising the data is of utmost importance.
- Having realistic objectives is the core of real time measurement.
- Evaluating becomes easier through automation and scaling.
- The flexibility is multiplied with the help of DSP allowing to reach out to the maximum audience.
- With exponential growth of the data, more advancement of technology, more personalisation and different channels of communication the correct technology, right set of data and well thought concept can create magic!
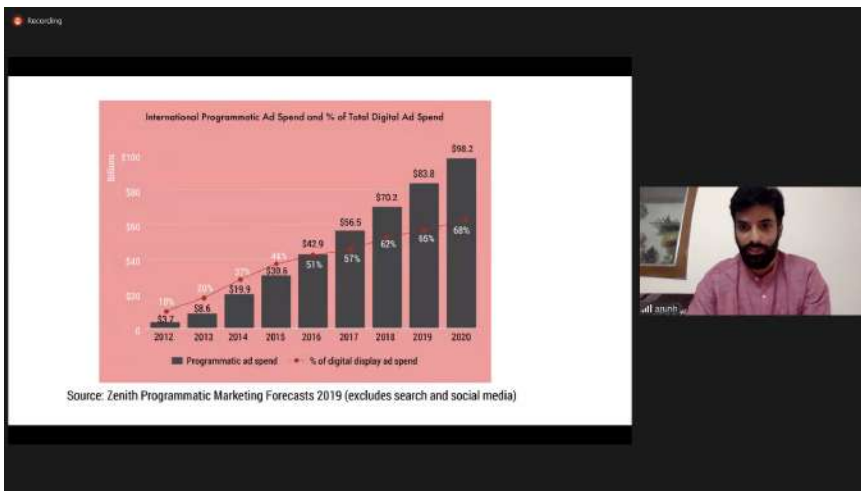
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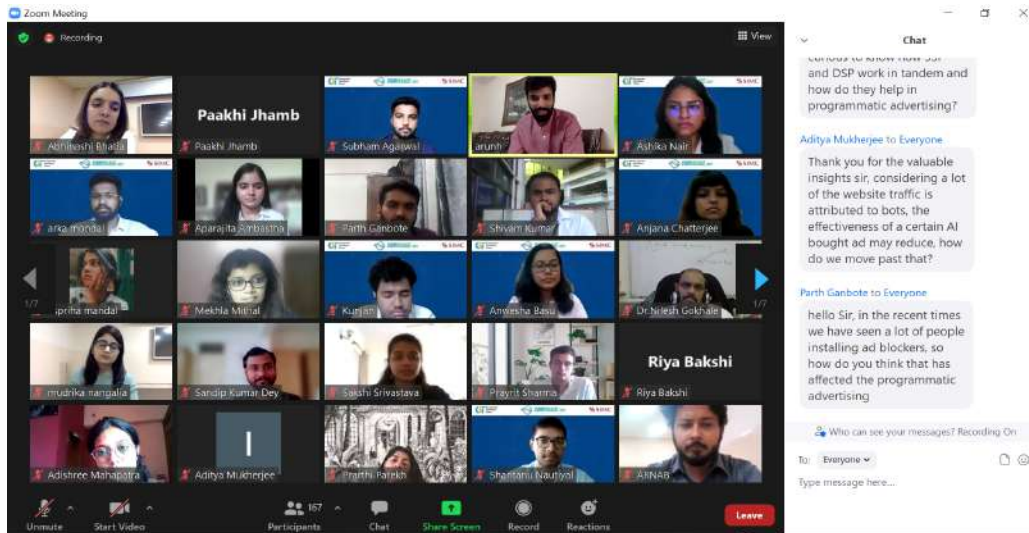
- Invite creative

- Welcome address by student anchor
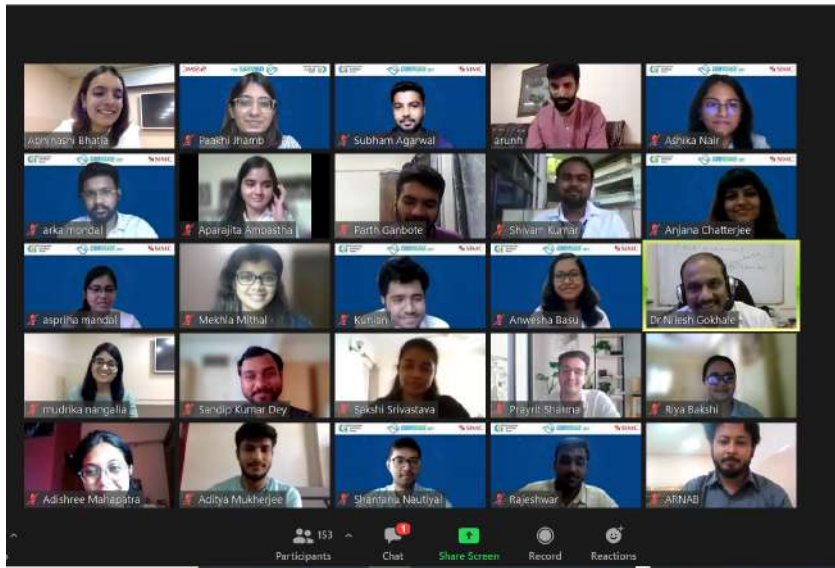

- Ongoing session

- ● Q&A being conducted

- ● Thank you note by student anchor

● Group picture

20th October: Session 3

Topic:

Consumer Connect: Cultivating Brand Communities

Concept Note:

Several brands nurture consumers' interest to strengthen their image and inculcate loyalty. With an upsurge in user-generated content, community-centred activities have become more relevant, especially on social media. Brands create forums, hashtags, and answer queries, thereby increasing their community's visibility along with their own. They consistently connect with their audience and encourage their consumers to interact with each other with the help of activities like contests, initiatives, rewards, programs to drive engagement. Though brands are not actively involved in creating these communities, they identify and use them to build brand loyalists through consistent communication.

Day and Date:

Wednesday, 20th October 2021

Time:

7:00 pm - 8:30 pm

Specialization:

Open to all including external participants

Session Details:

Invitation to Comvisage | Consumer Connect: Cultivating Brand Communities

External   Inbox ×   Comvisage 2021 ×

Corporate Interface Team, SIMC Pune <corpinterface@simc.edu>   Wed, Sep 22, 12:23 PM
to Todd, Dr.Nilesh, Abhinashi, Anjana

Dear Sir,

Greetings from the Corporate Interface Team, SIMC Pune!

As per your conversation with Abhinashi on LinkedIn. I am writing to you to share more details about our flagship event, **Comvisage.**

Every year, the Corporate Interface Team conducts a communication summit 'COMVISAGE' to help the students understand the industry better and put to the application what is taught as a part of the curriculum.

The event will be spread across four days with the theme of 'The CommTech Confluence: Reimagining the Communication Landscape through User-centricity'

We are elated to invite you to host a corporate talk with our students on 'Consumer Connect: Cultivating Brand Communities'. The talk will be held for both our first and second-year MBA students on the 20th October 2020 from **1:30 PM to 3:00 PM (IST).**

Further description of Comvisage 2021's theme and the corporate talk has been mentioned in the PDF attached below.

Todd Nilson <todd@clocktoweradvisors.com>   Thu, Sep 23, 2:00 AM
to me

Images are not displayed. Display images below - Always display images from todd@clocktoweradvisors.com

Dear Anjana Chatterjee,

I am honored by the invitation, but the hour is quite literally in the middle of the night for me. Unless I could record my portion in advance, I must regretfully decline.

Best regards,

Todd

Todd Nilson
President
Clocktower Advisors
todd@clocktoweradvisors.com
+1.414.378.2083

   Build communities, not audiences

clocktoweradvisors.com

The workshop was conducted by Mr.Todd Nilson who spoke about his career journey and how he accidentally landed where he is currently as the owner of Clockwork towers. He took us through the journey of online communities which initially started as chat forums and discussion rooms and how it transformed into a tool brands can use to communicate with their customers. He spoke about how online communities create a deeper relationship with audiences and turn them into brand loyalists. He also defines online communities and explains the steps in creating a brand community and the metrics to track belongingness in an online community. The workshop was very interactive as the speaker answered all the questions in the chat box.

A brief about the guest:

Mr. Todd is the owner of Clocktower Advisors and handles the Digital, Community, and Workplace Experience Strategy of the agency. Along with this, he has also conducted transformational technology workshops and projects for brands such as Activision, Facebook, SAP, Truth Initiative, Steelcase, Schneider National, Sargento, Greenpeace, and Medtronic. He has over 25 years of consulting experience, specializing in community-building, digital workplace transformations, and marketing strategy. Additionally, he specializes in competitive intelligence research, gamification, recruitment, and virtual collaboration.

LinkedIn Profile: https://www.linkedin.com/in/tnilson/

Learning gained from the session:

- Definition and steps in creating a branded online community
- Walking the line between a brand-driven online community and being community-driven
- Understanding the motive of a branded online community
- Ensuring brand presence does not result in the convolution of community dialogue
- Determining how to keep the community active without being at the forefront of communications
- Understanding the metrics of tacking belongingness in a branded online community.

Photographs from the session:
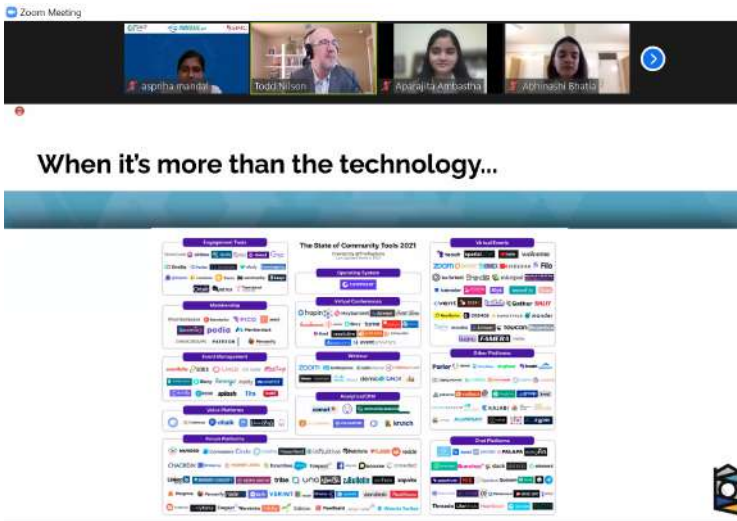
- Invite creative

- Welcome address by student anchor

● Welcome address by Nilesh Sir

● Ongoing session

- Q&A being conducted

- Thank you note by student anchor

● Group picture

21st October: Session 1

Topic:

Hybridization: A paradigm shift in the events landscape

Concept Note:

Hybrid events bring a versatility of choice with the amalgamation of in-person and virtual settings. Apart from it being cost-effective, companies find this blend increasingly beneficial due to the ease of evaluation of the event's success with tech-driven audience metrics and insights. Hybridity, with its endorsement of inclusivity, makes consumer ethnocentrism nearly non-existent in the virtual environment. Hybridization would benefit the advertising industry with an increase in sponsorship opportunities leading to wider reach and engagement. The future of the events industry is predicted to rely on virtual as it provides a more interactive and immersive consumer experience.

Day and Date:

Thursday, 21st October, 2021

Time:

11:00 am - 12:30 pm

Specialization:

Open to all including external participants

Session details:
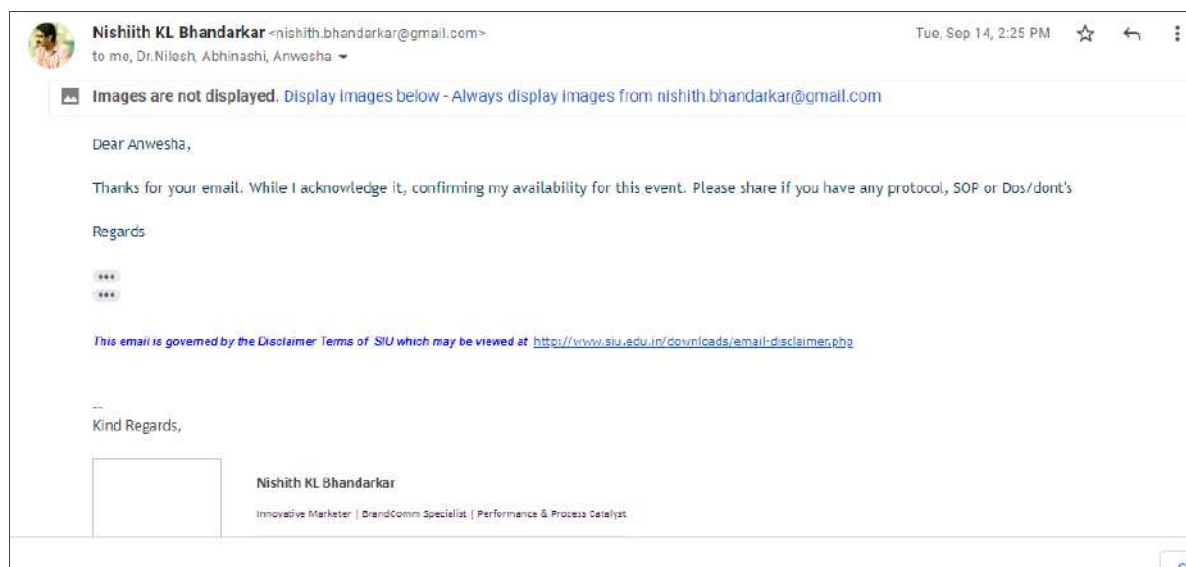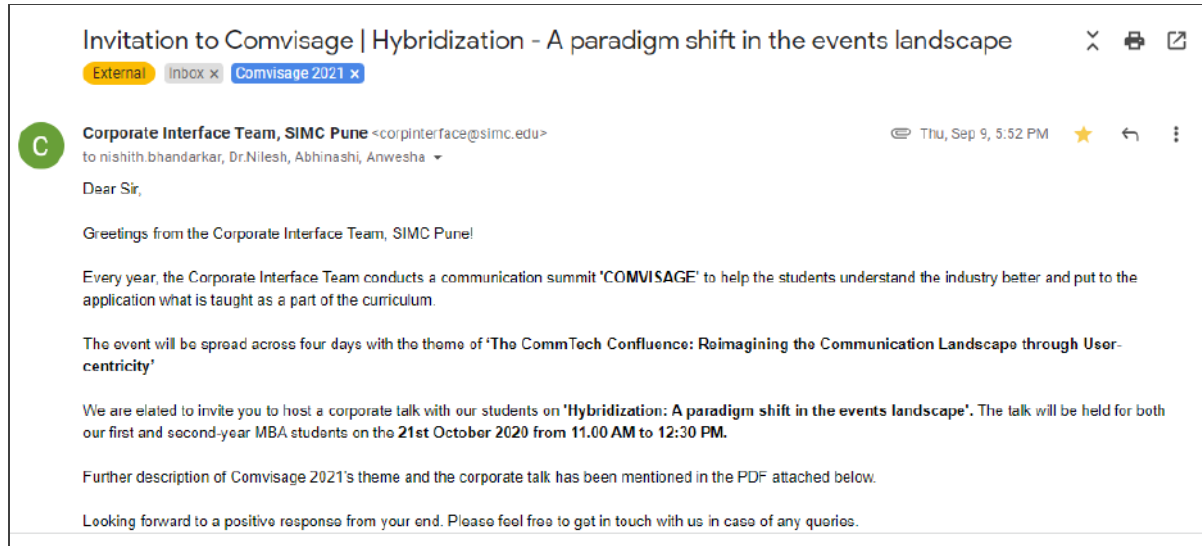
The corporate talk conducted by Mr. Nishith Bhandarkar commenced on a very optimistic and engaging note. He discussed the adversities Covid-19 brought for humanity and its long-lasting impact on the people around the globe. He explained how amidst the uncertainty and lockdown norms, the event industry managed to survive with the adoption of technology like AI and mixed reality. This led to incorporation of the hybridization of events to connect, engage and reach a wider, virtual audience. He discussed the increasing significance of personalization and customization in the event industry and how human interactions will give way to AI, data, and Augmented reality to deliver regular experiences in the event industry. The talk concluded with an interactive Q&A session about the future of engaging hybrid events and technological integration becoming paramount for events.

A brief about the guest: Mr. Nishith Bhandarkar is the General Manager at Wizcraft International, India's premier event management company. With more than 2 decades of experience in the industry, Mr. Bhandarkar has worked with global Advertising Agencies, International Customer Research Company, Leading Newspaper groups and experiential Marketing & Event Company. His work in the past has fetched multiple creative and strategy awards for his clients. He has also served on the boards and juries of several notable organisations, including the FICCI BAF Awards, the Annual Awards of Association of Business Communicators of India and the Children's Film Society India.

LinkedIn Profile: https://www.linkedin.com/in/nishithbhandarkar/

Learning gained from the session:

Exploring the changes in the events industry's working model:

- The emergence of a new breed of destinations
- Creation of more contained experiences
- Opportunities for surprising and enticing experiences to hold onto the audiences' attention
- Despite being smaller, the events will be more palatable and less risky than larger events in larger cities and venues.
- Events will be designed keeping in mind that more guests are likely to join over digital streams than physical.

Insights about planning and executing hybrid events amidst pandemic:

- Event management companies have to follow a set of rules to organize any physical events.
- The industry will primarily focus on bringing the 'FOMO (fear of missing out)' back to virtual and hybrid events which will help to lure more audiences to the event.
- Themes of events would be designed and delivered by specialist teams.
- Technology will define our future and innovative ways will be deployed to organize events in virtual venues.

Engaging the virtual audience:

- Developing a meaningful connection with the audiences will become paramount in the hybrid world.
- Only entertaining and quality content would grab the audience's eyeballs.
- Content should be connected with what people want and expect.
- Content will be revamped based on the audiences' choice and platforms used.

Opportunity for brands to leverage hybrid events to engage their audiences:

- AR and Mixed Reality will be used to drive the new experience that will be more relevant and relatable for the people.
- VR pods enabled with smell, touch, sight, and sound will transport guests to the actual event.
- Guests will be in their virtual abodes dressed up in safa, kurta, Mexican hat, etc. AR filters will change the background and their appearance.
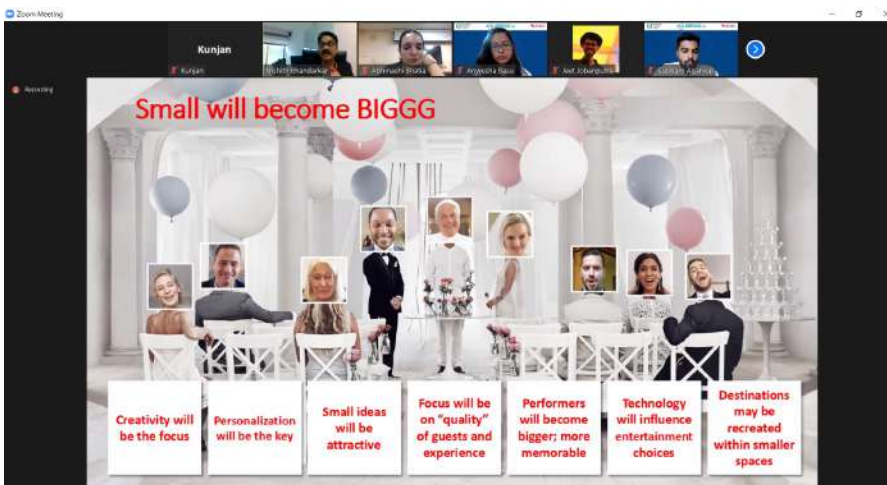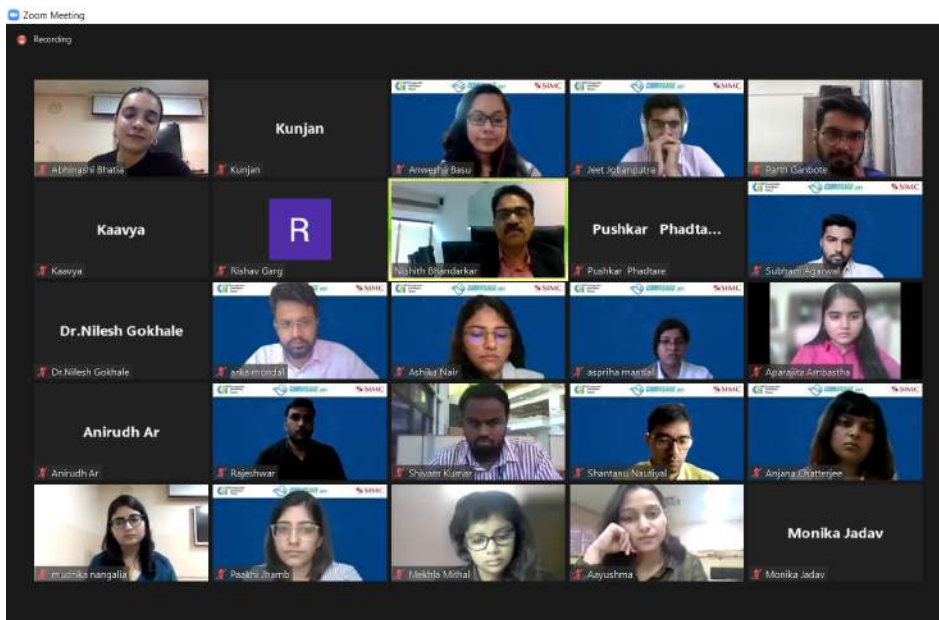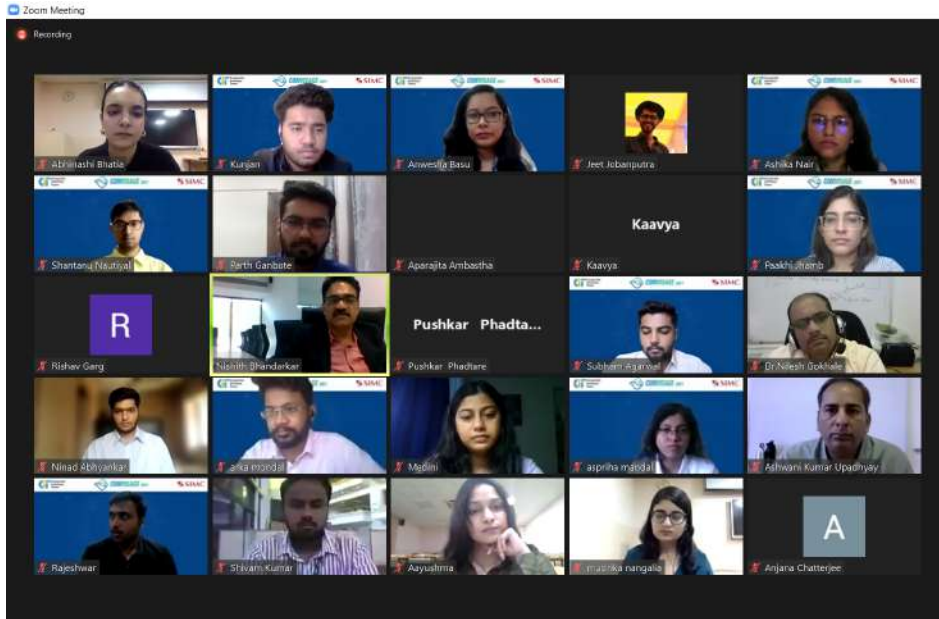
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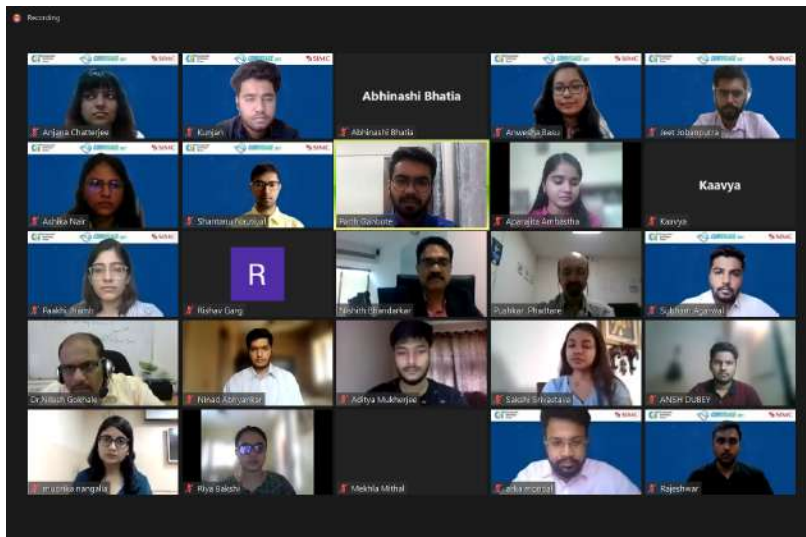
- Invite creative

- Welcome address by student anchor

- Ongoing session

- Q&A being conducted

● Thank you note by student anchor

● Group picture

21st October: Session 2

Topic:

Crumbling Cookie: Future of Identity in a Cookie-less World

Concept Note:

Cookies, which third parties store on web browsers to monitor users' activities, have long been a central component of the track-and-target strategy. In the light of this, Google's decision to ban third-party cookies and restrict data processing to its privacy sandbox shook financial markets, leaving companies scrambling for a new game plan for more than a year now. Google rejected cookie alternatives in March, sending advertisers back to the drawing board. With Chrome's 2022 deadline approaching, advertisers must make difficult choices right now that will either set them up for success or failure in the cookie-less era.

Day and Date:

Thursday, 21st October 2021

Time:

11:00 am - 12:30 pm

Specialization:

Open to all including external participants

Session Details:

Invitation to Comvisage | Crumbling Cookie: Future of Identity in a cookie-less world

External Inbox × Comvisage 2021 ×

Corporate Interface Team, SIMC Pune <corpinterface@simc.edu>
to abhinay.bhasin@dentsu.com, Dr.Nilesh, Abhinashi ▼

Sat, Sep 18, 2:22 PM

Dear Sir,

Greetings from the Corporate Interface Team, SIMC Pune!

As per our conversation on LinkedIn, I am writing to you to share more details about our flagship event, **Comvisage.**

Every year, the Corporate Interface Team conducts a communication summit **'COMVISAGE'** to help the students understand the industry better and put to the application what is taught as a part of the curriculum.

The event will be spread across four days with the theme of **'The CommTech Confluence: Reimagining the Communication Landscape through User-centricity'**

We are elated to invite you to host a corporate talk on **'Crumbling Cookie - Future of Identity in a cookie-less world'.** The talk will be held for both our first and second-year MBA students on **20th October 2021 from 1:30 PM to 3:00 PM.**

Further description of Comvisage 2021's theme and the corporate talk has been mentioned in the PDF attached below.

Abhinay Bhasin
to Dr.Nilesh, me, Abhinashi ▼

Tue, Oct 5, 11:03 AM

Hi Team,

Can confirm this, however, I do not forsee the session being longer than an hour, questions included.

Do let me know if you need anything further

Have a good day

Cheers,
Abhinay

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The session dealt with how marketers and advertisers navigate it's way after the disabling of 3rd party cookies. We were first introduced to the current scenario of how marketers, advertisers, ad tech companies and small businesses would be impacted by the decision of disabling third party cookies. Mr. Abhinay then explained the concept of a walled garden where audience information collected by Facebook, Google, Apple, and Amazon isn't shared by themselves resulting in measurement problems for advertising. We were introduced to " consent-based marketing" As per him, "This is the golden age of marketing and advertising" and "There exists three broad ways of getting to the audience, 1) Identity based solutions 2) Cohort based approaches and 3) Context based solutions." There's a need for more consent based marketing and to optimize the opportunity of focusing on individual rights first and then try to make it more efficient and transparent.

A brief about the guest: Mr.Abhinay Bhasin is the Managing Partner at Happy Marketer, A Merkle Company, and is the Managing Director of CRM Group at Dentsu International. He was also Asia's sole nominee for New talent in the UK's prestigious DataIQ Awards in 2018. He has given TEDx talks on topics revolving around advertising and the future of talent. He is an active member of the advertising and media industry in India and is on the Board of the Young Professionals Program of the Indian chapter of the International Advertising Association. He has also been featured in the 2019 Forbes 30 Under 30 list.

LinkedIn Profile: https://www.linkedin.com/in/abhinaybhasin/?originalSubdomain=in

Learning gained from the session:

- We learnt about first, second and third party data.
- Introduced to the concept of a walled garden.
- "Consent-based marketing" and showcased us examples of consent-based marketing.
- Rise of cloud computing and the role it plays in processing data.
- The impact small publishers or middle long tail of the internet will have after the disabling of cookies.
- Three broad ways of getting to the audience after removing cookies 1) Identity based solutions 2) Cohort based approaches and 3) Context based solutions.

Photographs from the session:

- Invite creative

- Welcome address by student anchor
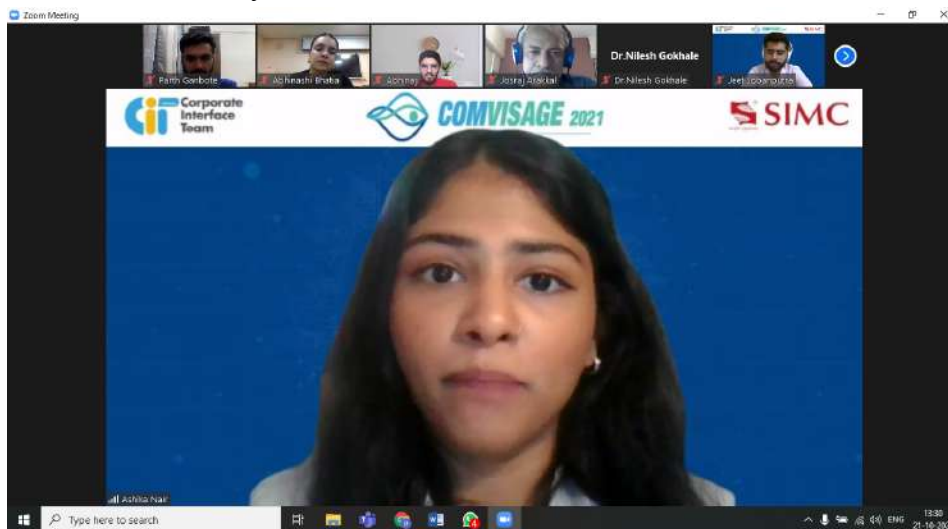
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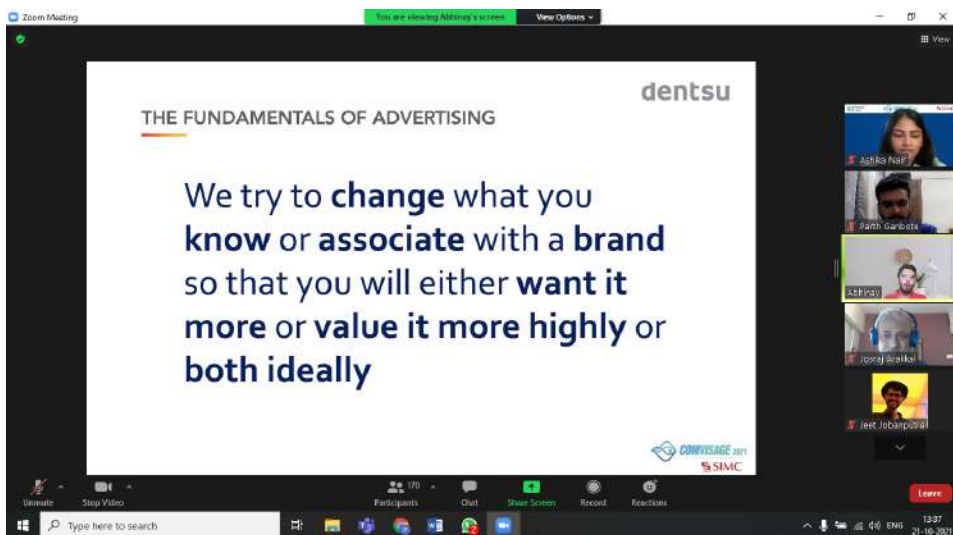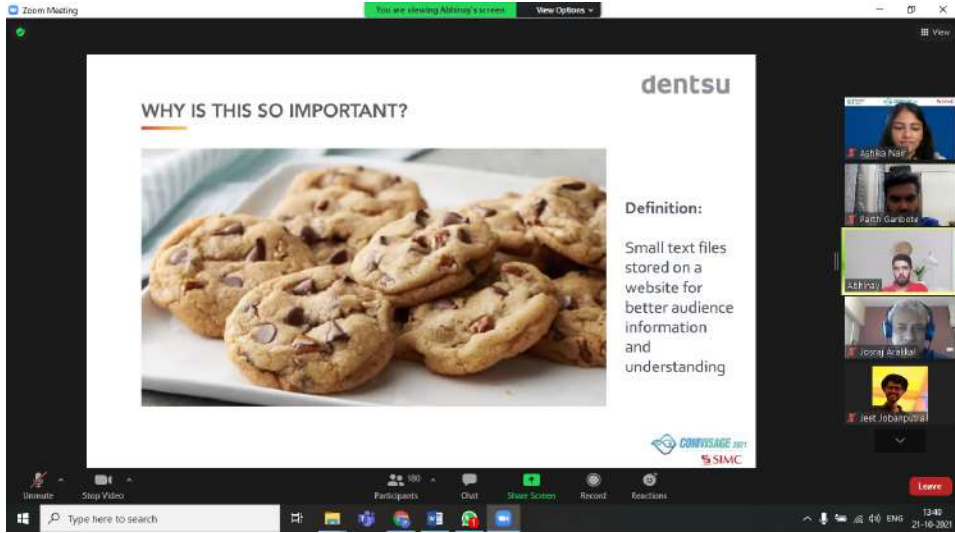
● Q&A being conducted
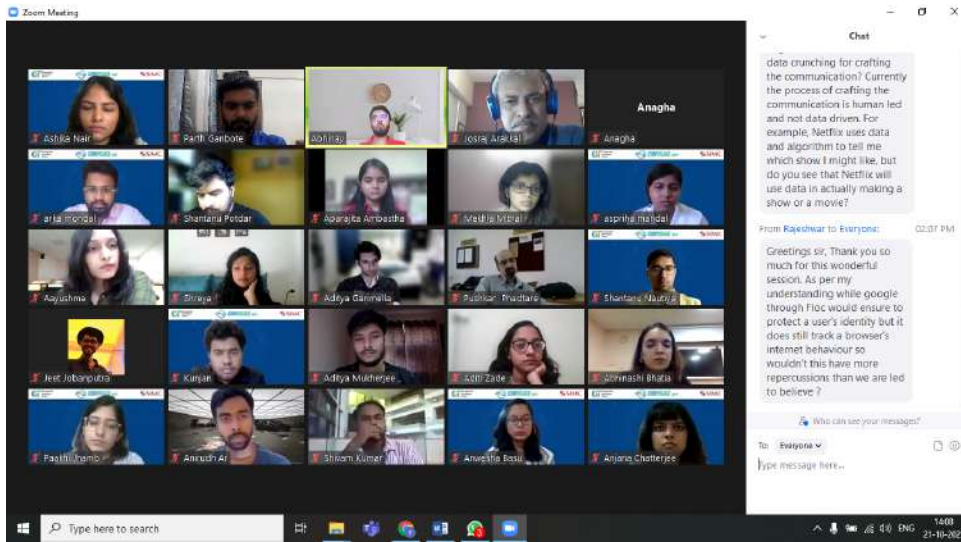
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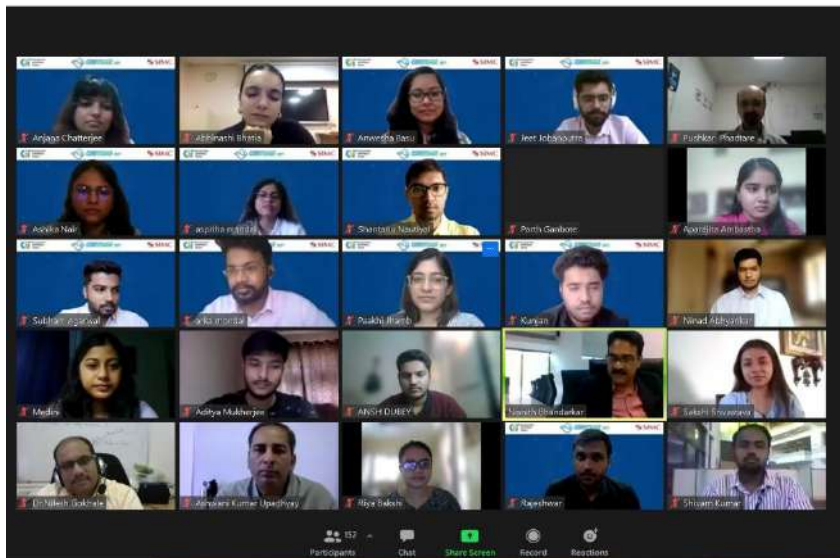
21 OCTOBER- SESSION 3

Topic:

Gaming: A vehicle into the metaverse

Concept Note:

Online gaming has evolved significantly over the years and since it engages a diverse population, brands have realized the potential of in-game advertising, which offers opportunities to connect with the elusive audience. Gaming apps offer an array of ad format options to ensure maximized engagement with a captive audience. To optimize brand reach with the help of the most suited alternative for their target consumers, it is essential for advertisers to identify the subculture of gamers who could potentially engage with the brand. It is also important to understand about "Gaming - A Vehicle into the Metaverse" and how this platform can be utilized in brand strategy to ensure maximum engagement with a captive audience.

Day and Date:

Thursday, 8th October 2020

Time:

3:30 pm - 5:00 pm

Specializations:

Open to all including external participants.

Session details:

The session on Gaming- A vehicle into the metaverse was conducted by Ms. Natalia Vasilyeva. Ms. Natalia is the Vice president- Marketing of Anzu.IO. The session began with the speaker introducing the work nature of Anzu. Anzu is the leading advertising platform that brings blended Indian advertisements to gaming platforms like mobile, PC, Console . Their key role consists of mimicking real world life advertisements and seamlessly integrating them into gaming to ensure they become part of the gameplay, on-intrusively. In the session we mainly learnt about how the broadest and the most diverse media, gaming has been paving its way into the metaverse and what one can expect from gaming. We also gained nuanced understanding about the following topics-Gaming by numbers, Extensive portrait of gamers, Gaming's impact on the world ,Future of Gaming, Metaverse and what it means to us. The session ended by Ms. Natalia interacting with the students and catering to their queries by giving them industry insights   about the topic of Gaming- A vehicle into the metaverse

A brief about the guest: Natalia Vasilyeva. She is the VP of Anzu, the world's most advanced in-game advertising platform, leading a global team stretching across London, Minsk, and Tel Aviv, and plays a pivotal role in shaping the company's strategy, proposition, and roadmap. As an influencer and industry expert in her own right, she also holds a vital role in establishing in-game advertising as a new media channel, developing solid relationships with experts from global brands, game companies, and industry bodies. She is also a distinguished keynote speaker at major industry events across the globe and writes about adtech and in-game advertising for top-tier publications.

LinkedIn Profile: https://www.linkedin.com/in/nvasilyeva/

Learnings gained from the session:

- Traditionally, people perceived gaming as a niche. However, in contemporary times, people of all age, gender and income levels play games. officially there are 3.1 billion people who play games. The session also debunked the myth about women and the older generation not indulging into gaming.
- It is the fastest growing form of entertainment. Gaming industry is twice as big as films and music combined. By 2022 one can expect $175 billion revenue to be generated by the Gaming industry (Source*: Newzoo*)
- Gaming provides an immersive experience.The world has drifted towards situational gaming. Users play games on any device based on the circumstances. As advertisers and marketers, one needs to be persistent across all channels and establish omni channel presence.
- While formulating extensive gamer portrait, industrialists are taking into account interest of the people and more about who you they are and where they want to be rather than constraining themselves to age, gender and demographics For example, according to newzoo media house gamers can be divided into-Ultimate Gamer, Conventional Players, Bargain Buyer, The lapsed Gamer , The Backseat Gamer,Popcorn Gamer, Hardware Enthusiasts, Time Filler and the all-round enthusiasts.
- Social nature of gaming- According to studies, Gamers have more diverse hobbies, are more social and are open to new things in comparison to non-gamers Even though the

social nature of gaming existed before it unfolded in the advent of the pandemic. Hence social nature is the ground of the upcoming metaverse.

- Advertising options in gaming- Hard coded ads and custom integration,traditional pop-up ads and blended in- games ads.
- According to Ms. Natalia, brands should focus more on brand suitability . If a brand is suitable to a particular game genre one should not limit themselves and keep in mind the brand value, objectives and what the brand wants to communicate.
- A forward-thinking game developer should start thinking about the monetization strategy at the beginning of developing a game. If in-game advertising as a business model for a game is adopted while developing a game, it is important to recognize spaces that you would want ads to occupy or build a game in a way that the spaces would make sense. Only in this case advertisers would love the game. The more viewable the ads are, the more sense they would make in the game and the better it is for the game
- G commerce-Conventional talks revolved around E commerce and now we talk about G commerce as a part of the metaverse. Gaming has been becoming powerful for non-Gaming experiences leading to Games as service switch to Games as a platform. Future of gaming is more social, more immersive, more creative where users take a super active part.Currently we are at the stage of games as a community and Games as a franchise.
- One can earn more in the digital world. This can be seen by examples of gamevertising like Gucci Garden in roblox where a digital Gucci bag was sold for 2k and digital bag for 3k.Gamers can play games and earn money that is crypto cards and digital cards. One's hobby can become a place to work.
- Digitalization is a must- Brands will need to have a digital presence to be successful. Users expect seamless technology capabilities and platforms to communicate with brands and find it more pleasant to talk to brands who have more digital presence**.**

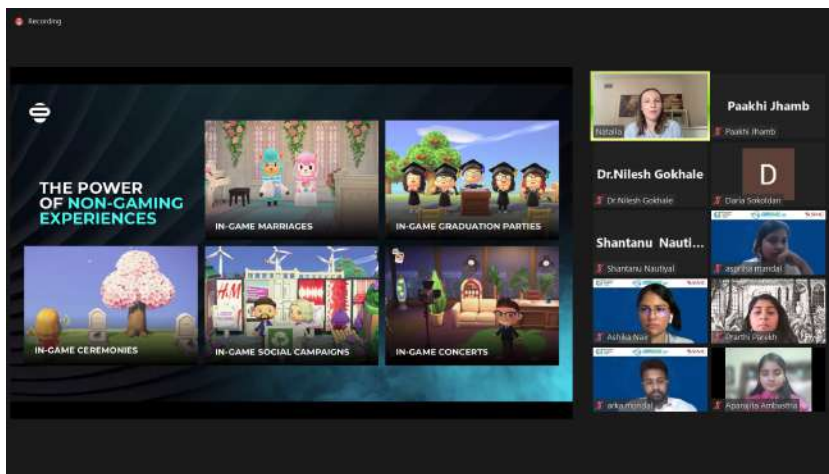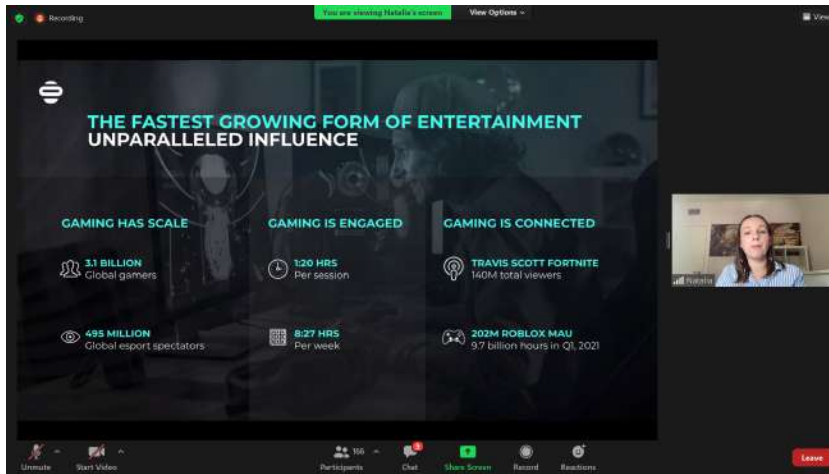**Photographs from the session:**

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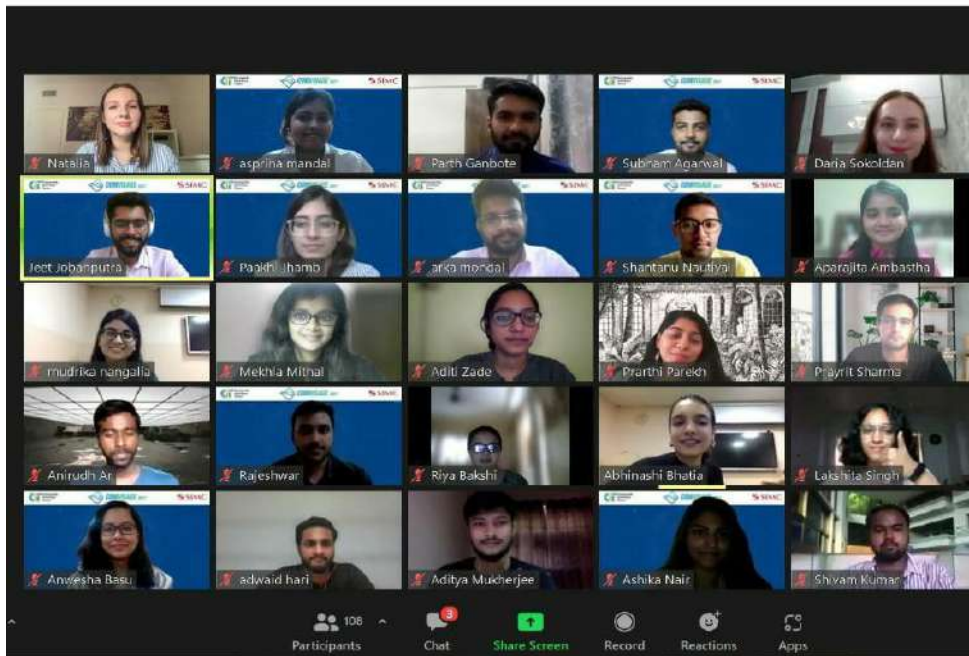- Welcome address by student anchor

- Ongoing session

- Q&A being conducted

- Thank you note by student anchor

● Group Picture

● Feedback from the Speaker

22nd October: Session 1

Topic:

Micro-interactions in digital design

Concept Note:

Modern-day brand communication is more intertwined with design than ever before. Behind every successful communication, there is a distinct story and UI/UX branding helps to tell this story. A user interface is the brand's means to communicate with the end-user and is no more solely dependent on the coding but on strategizing. UI today depicts the company's ideas/ values and aligns with the overall messaging of the brand. It also affects all the online micro-interactions that a user has with the brand properties such as website/ mobile application or digital advertisements. Hence, it is important for communication students to understand how UI and UX strategies are crafted in order to create memorable impressions on a daily mobile user.

Day and Date:

Friday, 22nd October 2021

Time:

11:00 am - 12:30 pm

Specializations:

Open to all including external participants.

Session details:

The workshop was conducted by Mr. Tushar Deshmukh, founder of UXExpert. In the session, he explained the meaning of user experience and how it is different from user interface. He spoke in detail about digital design and some of the most common digital designs we see in our lives. He spoke in detail about how to make digital design more successful. We also learnt about micro-interactions and its history. He then spoke about animations and its twelve basic principles. He concluded his presentation by talking about motion language and society's need for it. The session ended with the speaker giving us some of the most relevant micro-interactions we have everyday.

A brief about the guest: Mr. Tushar is the Founder & CEO of UXExpert which caters to clients from India and across the globe namely alibaginfo.com, MohiteArchitects, The Leaders Ocean, Plat Labs, TrumpAF, Naples Staples, Emiza, and a lot more. He is also the Director of UXUI TrainingLab Pvt. Ltd which provides professional training in human-computer interaction UX, user psychology, user research, prototyping tools, and front-end development in various languages. He is a visiting professor at Symbiosis Institute of design and also a visiting faculty in Symbiosis School of Sports Sciences. Mr. Tushar also has his presence as User Psychology Expert ~ Zoologist (Endocrinologist), Nuclear Chemistry Researcher. With more than 20 years of industry experience, Mr. Tushar has an eye for detail which provides guidance to budding UI/UX designers.

LinkedIn Profile: https://www.linkedin.com/in/uxmentor/

Learnings gained from the session:

- Meaning of user experience and how it is different from user interface.
- A glimpse into the world of graphic designing.
- Understanding micro-interactions, their relevance in our lives and its importance.
- Brief understanding of animations and its basic twelve principles.
- Description of motion language and suggestions for integrating thePhotographs from the session.
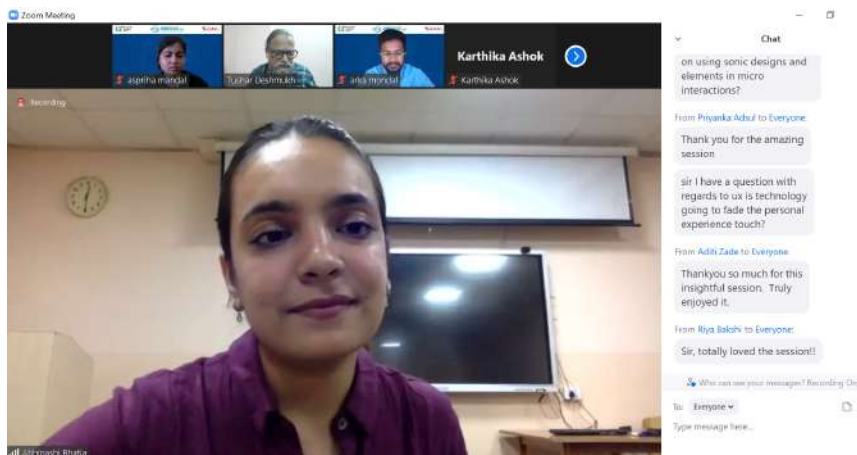

- Invite creative

● Welcome address by student anchor

● Ongoing session

● Q&A being conducted

● Thank you note by student anchor

● Group picture

Feedback of guest speaker:

22nd October: Session 2

Topic:

Augmenting the Internet of Senses through Experiential Marketing

Concept Note:

As the world becomes increasingly transnational, consumer identities are also becoming increasingly fluid. They are no longer solely dependent on one's membership in the larger cultural context but are unique and extremely self-constructed. As marketers, the biggest point to drive home from this is to craft an extremely personalized approach that does not just treat consumers as part of their larger cohorts but caters to them individually. The future of personalization lies with Identity- the effort to recognize and understand individual audience members across channels and devices such that brands can interact with those individuals in ways that are relevant, meaningful, and supportive of overarching business objectives.

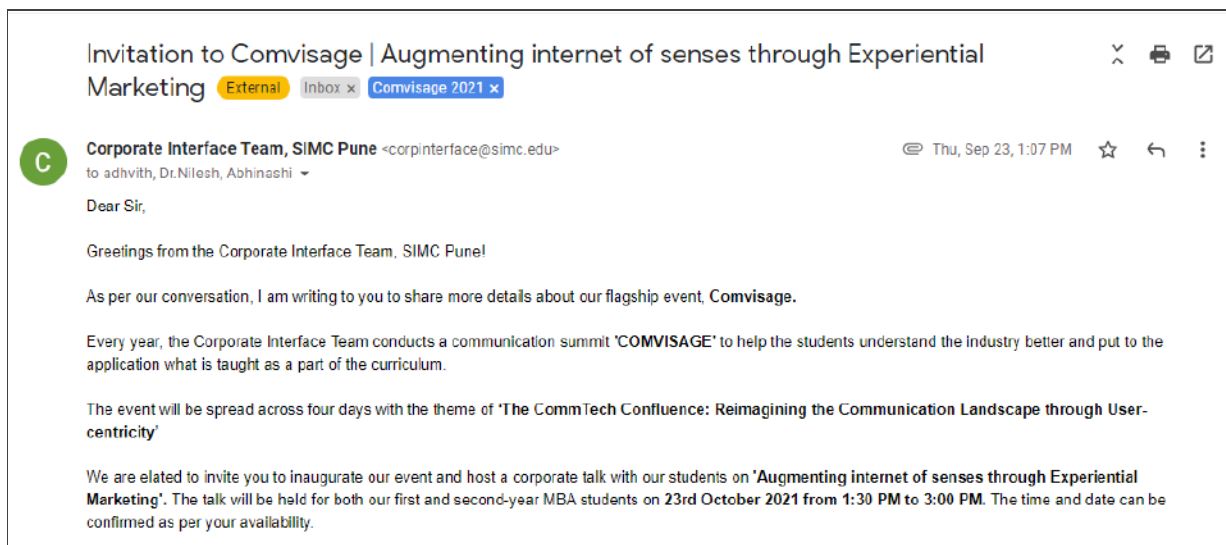**Day and Date:**

Friday, 22nd October, 2021

Time:

1:30pm - 3:00pm

Specializations:

Open to all including external participants.

Session details:

The corporate talk conducted by Adhvith Dhuddu (Founder and CEO of AliveNow) was a thought-provoking and highly interactive session that enabled the students to learn about the importance of the internet in the current scenario of smart devices. Sir commenced the session by talking about the brief history of the internet and took it further by talking about the necessity of experiential marketing in the present and the future times that are hugely driven by augmented reality. He explained the importance of integrating creativity, storytelling along with good design to trump any platform, technology, or even delivery platform. He further stressed the fact that augmented reality and gaming can actually fit in anywhere in the entire marketing funnel and supplemented this statement with a series of videos about various successful campaigns that were majorly based on these concepts. The session concluded with a discussion on the future of marketing in the technology-centric world and the speculated rising importance of augmented reality.

A brief about the guest:

Mr Adhvith Dhuddu is the Founder & CEO of AliveNow, a global creative tech studio building branded hyper-casual games, Web AR experiences, Facebook & Instagram AR filters, Snap AR lenses, Kinect Camera experiences, Alexa Skills, VR experiences interactive videos, Newsfeed SmartApps, AR Kiosks, Messenger bots and more. They are official Facebook, Instagram and Snapchat partners for AR worldwide. Worked with 1,000+ brands and 500+ agencies globally since our founding in 2009. He is also a Founder of Newsfeed SmartApps, where we create branded hyper-casual gaming experiences. Under Newsfeed Smartapps, we build swipe up games, in-app games, Facebook playable ads and all branded and non-branded gaming experiences. Partners with 80+ global agencies and used by 300+ top brands in the US, UK, Middle East, Singapore and India.

LinkedIn Profile:

https://www.linkedin.com/in/adhvithd/?originalSubdomain=in

Learning gained from the session:

- The post-smartphone advertisement era is all about social apps, augmented reality, and digital branded reality.
- Augmented Reality is the best way to leverage smart devices well and branded games help you to connect with the audience better.
- One needs to understand the nuances and limitations as well as the possibilities of any platform you use.
- Marketers should look for what the eyeballs follow. They should look for new things that users want and where their eyeballs go.
- The attention span of users is high when more senses are involved and it is the lowest when fewer of their senses are involved.
- Platforms with the lowest to the highest engagement -

  Images-> Podcasts -> Videos -> Games -> Augmented Reality

- The amount of money a brand spends to reach a user = The money spent on Augmented Reality, video, or banner
- Augmented reality (AR) and gaming can now fit in anywhere in the marketing funnel.
- There are amazing possibilities with AR and gaming. In the future, technology will be the center point of the marketing and communication industry.
- The key idea is to think about how to engage more users.
- The access to technology is getting better with every passing day. And the scale of reach is getting better too.
- The focus has to be on unlocking the innovation at scale.
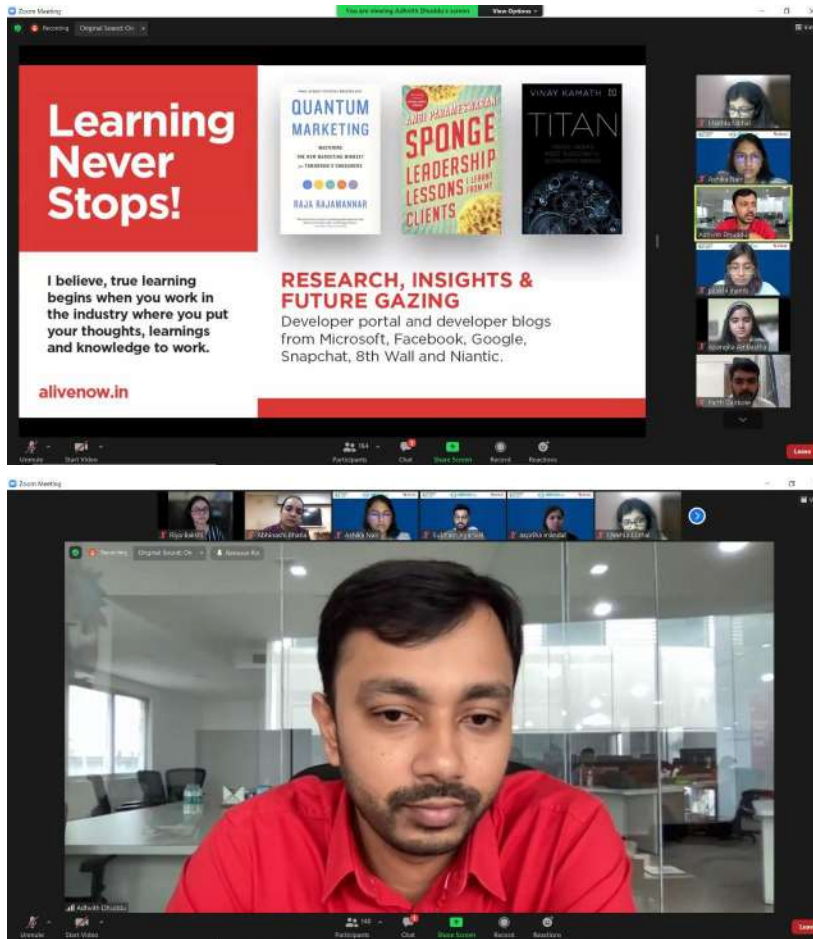
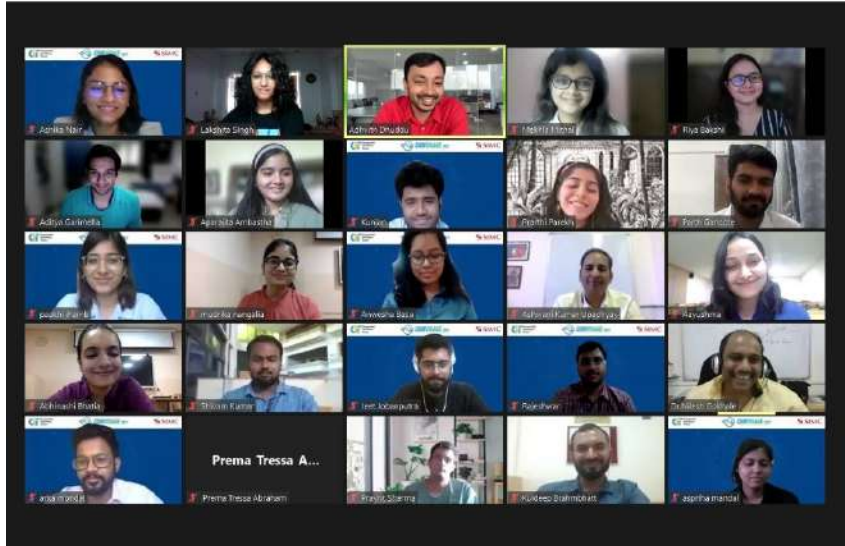**Photographs from the session:**

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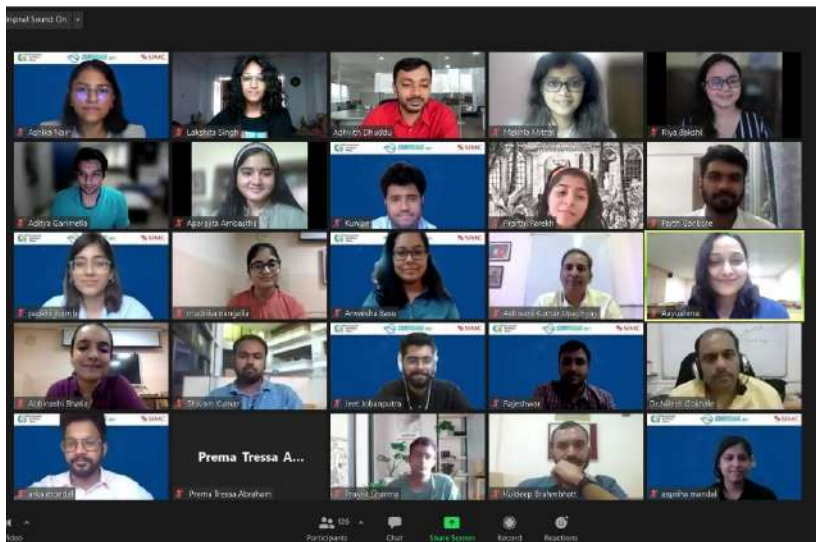- Welcome address by student anchor

● Ongoing session

● Q&A being conducted

● Thank you note by student anchor

● Group picture

22nd October: Session 3

Topic:

Phoniconomy- The power of audio communication

Concept Note:

Influencers with a social media following as few as 1,000 followers are beginning to emerge as a preferred alternative to big names with millions of followers for several brands across the globe. This trend can be attributed to the fact that micro-influencers have a more specific, targeted audience that they can engage with consistently and have opened up opportunities for thousands of social media users to consider pursuing a career as an influencer. Through this workshop, we aim to understand the overall culture of "influence" and the localized context micro-influencers can provide for brands through their digital communities**.**

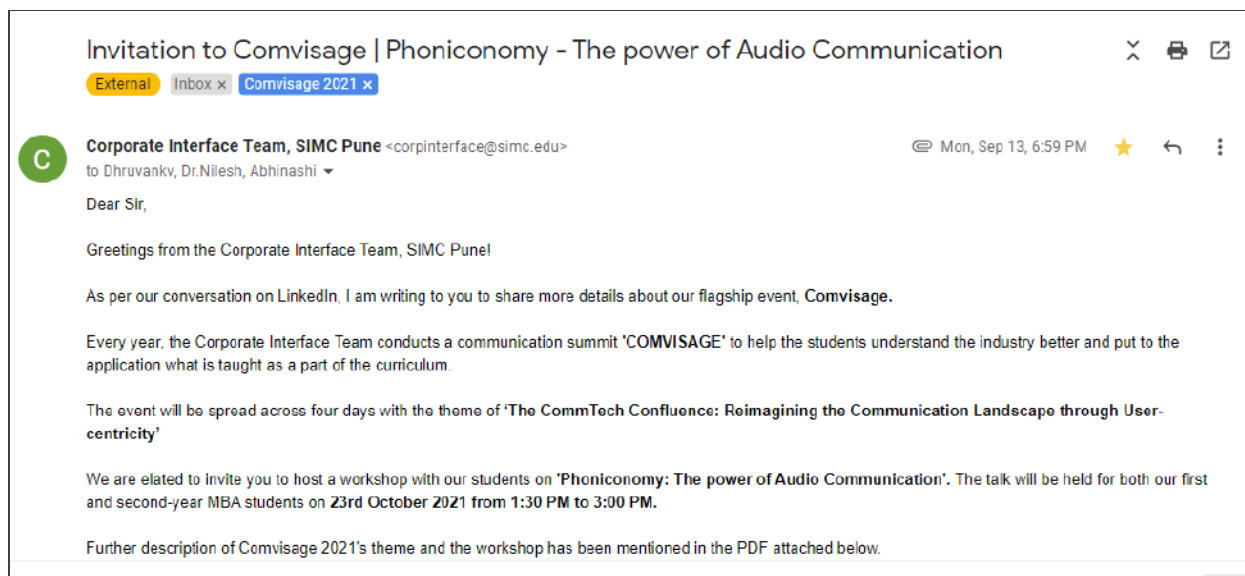**Day and Date:**

Friday, 23 October 2021

Time

3:30 pm - 5:00 pm

Specialization:

Open to all including external participants.

Session details:

The talk by Mr. Dhruvank discussed in detail about Power of Audio Communication. First he covered the evolution of audio as a medium and how it has grown and evolved over the years in India. He beautifully explained the power of audio in a sentence which was - *"(Audio) Gives brands a chance to advertise without a screen. With audio we can reach a part of the listener's day which is not possible with other forms of communication like video."*

Podcasts in India were discussed elaborately next, The growth of Podcasts in India and its future scope was covered. The speaker highlighted that people form a personal bond with the creator in the audio medium as the style of the platform is conversational. Talking about how Podcasts are different, he said - "When the hands are busy the mind is free ". The listenership in India was discussed as well and how it is not restricted to metro cities but regional content and listeners are both increasing. Lastly he spoke on how Podcasts as a platform offer multiple advantages to advertisers. It can be impactful, effective, personal and targeted all at once, and this is what makes it unique!

Learnings gained from the session:

- Audio has evolved exponentially over the years as a form of formal communication.
- Audio Communication gives brands a chance to advertise without a screen. With audio, we can reach a part of the listener's day which is not possible with other forms of communication like video.
- Podcasts in India have grown significantly, regional content has seen a spike in both metro and non-metro regions.
- Podcasts as a medium help creators to form a personal bond with the listeners as it is a conversational medium.
- Podcasts can be heard while doing something else, it's a good background media having an advantage over video.
- As an Audio Communication channel Podcasts can be more effective than Radio, as it is personal, targeted and not time-sensitive.
- Advertising on Podcasts can be very impactful if done right.

A brief about the guest:

Mr. Dhruvank is the head of Podcasts for Spotify India. At Spotify, he is the driving force behind creating and curating content as well as building an audience base for podcasts across India. His remarkable career journey of 25 years is marked by the launch of several media and technology businesses. In his career, he had also been in leadership roles like that of Chief Experience Officer and Business head in diverse fields like digital media, content, television, and technology companies. He holds a strong operational execution and commercial acumen, a wide network of relationships in the media domain, and multi-cultural experience across India, South East Asia, and the USA.

LinkedIn Profile:

https://www.linkedin.com/in/dhruvankvaidya

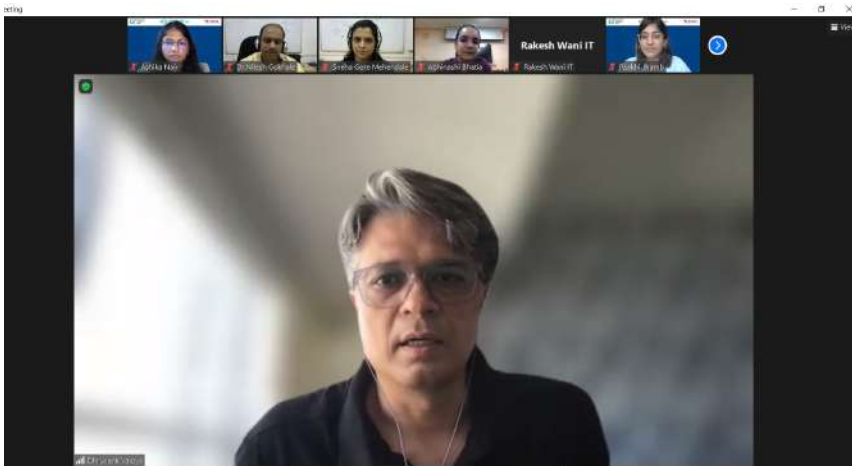**Photographs from the session:**
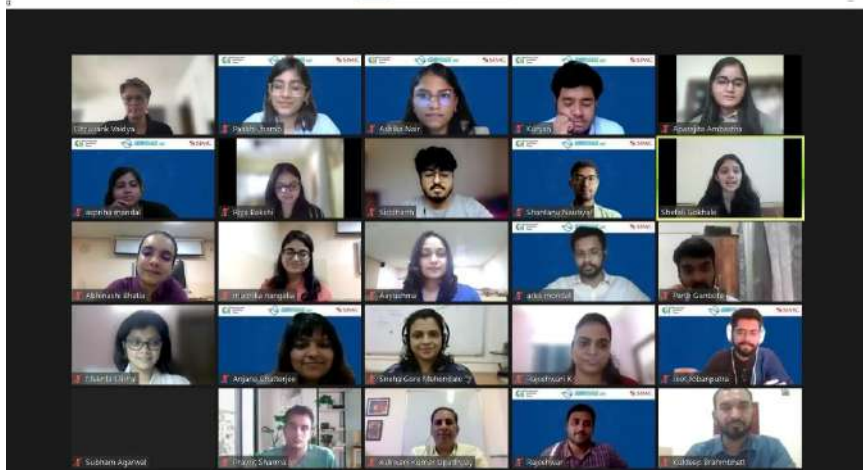
- Invite creative

● Welcome address by student anchor

● Ongoing session

● Q&A being conducted

● Thank you note by student anchor

● Group picture

23rd October: Session 1

Topic:

Catalyzing Brand Dynamism through Localized Communication

Concept Note: Internet and technology has helped brands cross borders and reach a wider audience over the past few years. However every consumer segment is unique and will continue to hold true even in the future. It has become crucial for them to understand the dynamics and nuances of every market and design a communication strategy that is relevant. Today brands are being able to localize and hyper localize their communication strategies through cutting edge technologies like Artificial Intelligence,Blockchain, ML, etc. These technologies have enabled them to understand different traits of individuals and use it to create content which is relevant to them.

Day and Date:
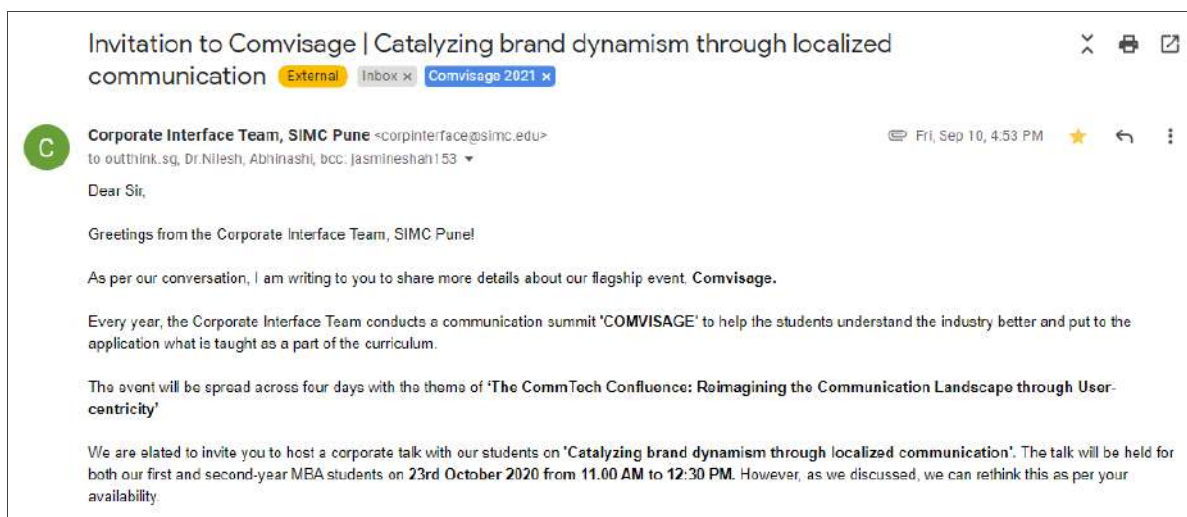
Saturday, 23rd October, 2021

Time:

11:00 am - 12:30 pm

Specialization:

Open to all including external participants.

Session details:

The session started with Mr.Ali explaining the concept of localisation for brands. Next he explained the importance of localization for brands. Next he discussed the challenges faced by brands while doing localization. Further some strategies for localization were discussed through some case studies. The next point was cultures which were explained through case studies. Next the role technologies and how it is helping to localize and hyper localize their communications were explained through some case studies.

A brief about the guest:

Mr. Ali Shabaz, Founder and Chief Creative Officer at OUTTHINK, a budding advertising & marketing consultancy. Mr. Ali is one of Asia's most experienced and highly awarded Creative leaders, with over 25 years of experience in advertising across two geographies - SEA and the Middle East. A few of the most prominent awards under his belt include - 30 Cannes Lions, Webbys, FWA awards, AMEs, Clios and Spikes, Three Grand Prix's at Spikes, Advertising Person of the Year (Singapore), and Most Influential Creative Director (Singapore).

LinkedIn Profile:

https://www.linkedin.cmom/in/alishabaz68/

Learnings gained from the session:

- Localization is of paramount importance to any brand today and is driven by two factors which are creativity and strategy.
- Due to the expansion of markets localization has become even more important in order to be more relevant to customers and gain their trust.
- While localization is important there are several challenges to it, some of which are cultural differences, Language barriers and evolving technology.
- Localization can be effective only if the right strategies are planned and implemented
- The right strategies can only be planned if a brand manages to understand the cultural nuances and position it in a way that it reaches the right customer.
- Technology has enabled brands to localize and hyperlocalize in order to be more relevant to the customers and gain maximum traction.

Photographs from the session:
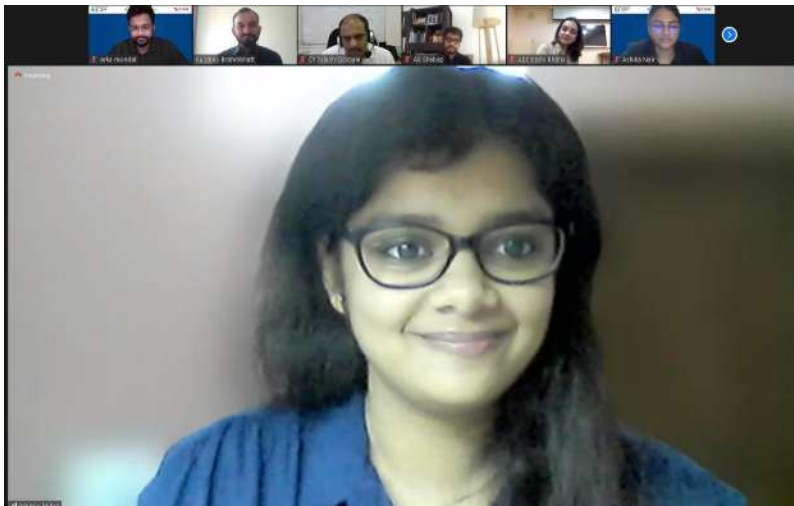
- Invite creative

- Welcome address by student anchor

- Ongoing session

- Q&A being conducted

- Thank you note by student anchor

- Group picture

- Feedback from the Speaker

Ali Shabaz   Wed, Oct 27, 8:55 AM (3 days ago) ☆ ↩ ⋮
to Dr.Nilesh, Abhinashi, me ▾

Images are not displayed. Display images below - Always display images from outthink.sg@gmail.com

Dear Dr. Nilesh,

It was a privilege to be a part of this prestigious event.

I enjoyed the session and I'm glad it was useful. The students are very bright and ask very good questions.

Looking forward to staying connected. Please do reach out to me if there's anyway I can be of assistance in the future.

Wishing you and your team the very best!

Warm regards,
Ali Shabaz
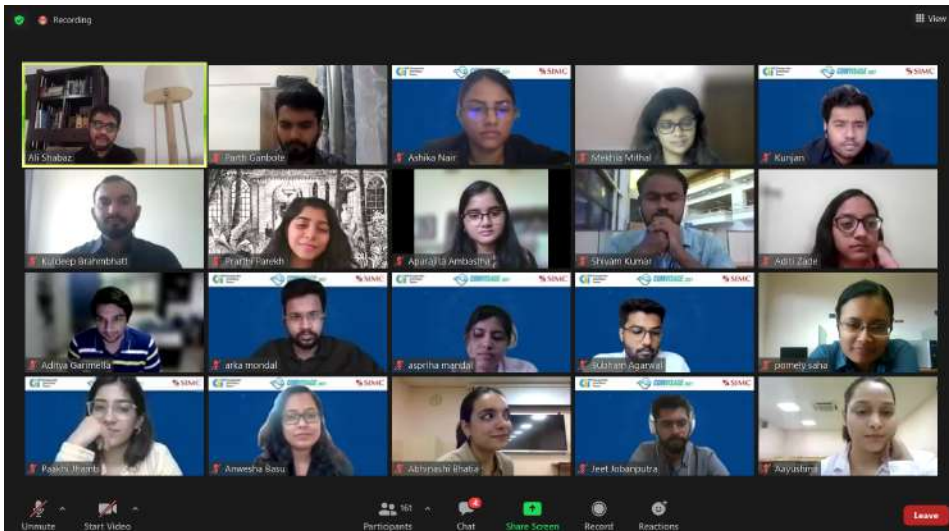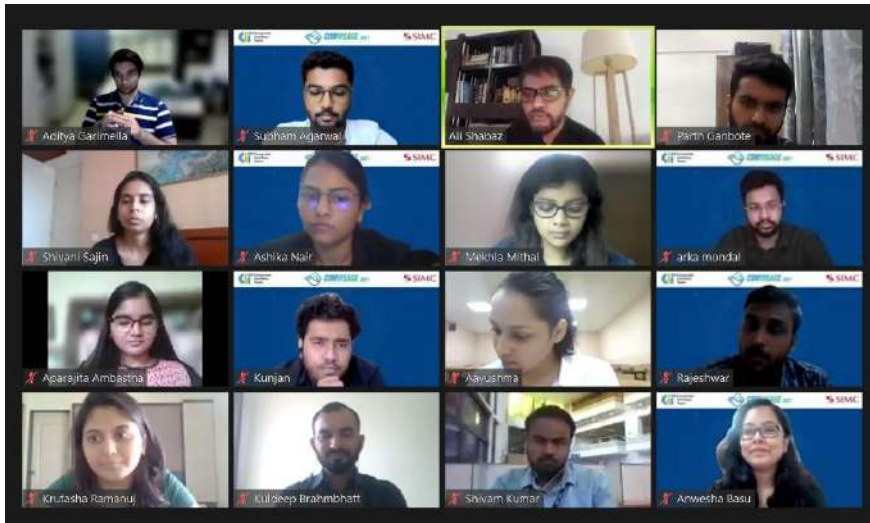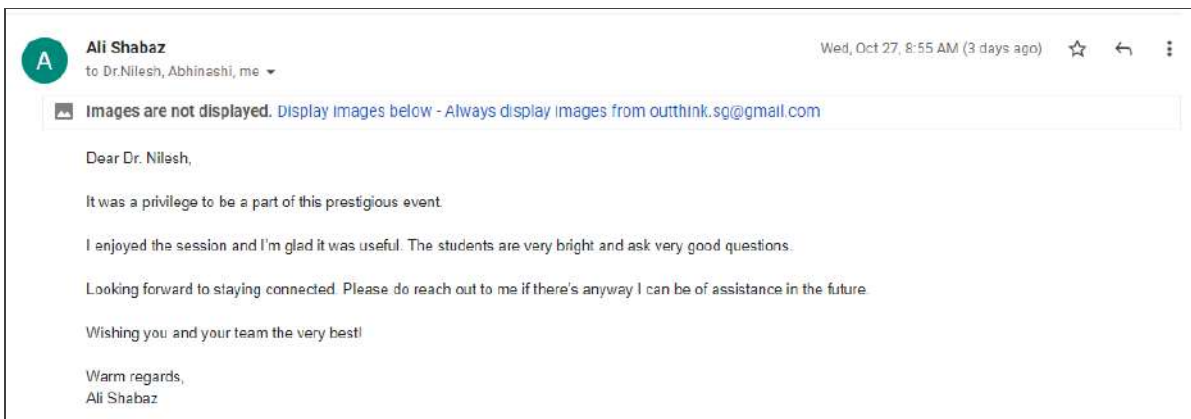
23rd October: Session 2

Topic:

Enhancing brand narratives through Applied Semiotics

Concept Note:

In a virtual world saturated with signs and symbols, the communication process between human beings, mediated by computer systems, has fostered the development of novel sensory stimulations which means that in today's time, the syntax, semantics, and pragmatics are critically analyzed to understand the underlying intended meanings toward brands alongside considering some principles of generative semiotics. The commercial side of Semiotics looks for signs that are particularly influential, signs that link with the daily realities of people. Semiotics on its own is useful to identify symbolic patterns of knowledge and engage with strategic thinking but signs do not always have to be physical. Virtual signs permeate every facet of the web, from navigation icons on websites to social media news feeds. Advertising is one of the most proliferated narrative generators, producing dozens of narratives in the physical and digital world, which therefore makes it crucial to extend the application of semiotics to virtual environments and elucidate how we derive meaning from virtual signs as we traverse the web through a rigorous object, products or ads analysis.

By recognizing the relevance of semiotics in the current climate, and qualitatively interpret and synthesize a plethora of data sources and 'texts' we can reaffirm our role as marketers, advertisers, designers, and decision-makers, effectively developing provocative and actionable perspectives on our brand and competitive set, category dynamics, or changes in the prevailing consumer culture.

Day and Date:

Saturday, 23 October 2021

Time:

01:30 pm - 03:00 pm

Specialization: Open to all specializations.

Session details:

The session started with Ms. Stefania explaining Semiotics in a holistic way. She shared real life industry experience, explaining how the industry is still not well equipped and knowledgeable about semiotics and it's application. She explained by drawing a reference from ancient times saying "what will happen in the future?" and further concluded that this is the field where semiotics can be helpful. She explained how dating algorithms use semiotics to create the perfect match scenario. Ms. Stefania mentioned how companies approach big data and how semiotics can have a more significant role in understanding human dynamics. With the help of Real life scenarios, She explained how semiotics play a huge role in analysing the culture of a region and how people perceive those approaches.To explain semiotics from a brand perspective, Stafania further used a case study of Dolce & Gabbana, where she explained the semiotics square study of the brand how Dolce & Gabbana changed the approach from theatricality to hyper-femininity but more classical, more adherent to Italian culture. She concluded the session by explaining that

brand identity can be presented with a fresh approach using semiotics which further helped our participants to get a clarity on semiotics.

A brief about the guest:

Ms.Stefania Gogna she is an International Independent Semiotician, member of IASS (International Association for Semiotic Studies) and AISS (Italian Association of Semiotic Studies) involved in Marketing Research and Brand Analysis for leading Multinational Companies, including Ferrero, P&G, The Coca-Cola Company, Unilever, Nestlé.

Specialising in Semiotics, Cultural Analysis and Human Behaviour Research, She has helped corporations grow by discovering the unknown about their customers, looking at the emergent human dynamics that haven't happened yet.

LinkedIn Profile: https://www.linkedin.com/in/stefaniagogna/

Key Takeaway:

- Understanding of Semiotics and applied semiotics
- Brand innovation through consumer insights using cultural codes
- Understanding meanings present within a brand
- Application of virtual semiotics in brand com
- Cultural audit of brands
- Engaging semiotics in strategy and planning process
- Understanding how brands can go above and beyond the norm

Photographs from the session:

- Invite creative

- Welcome address by student anchor

- Ongoing session
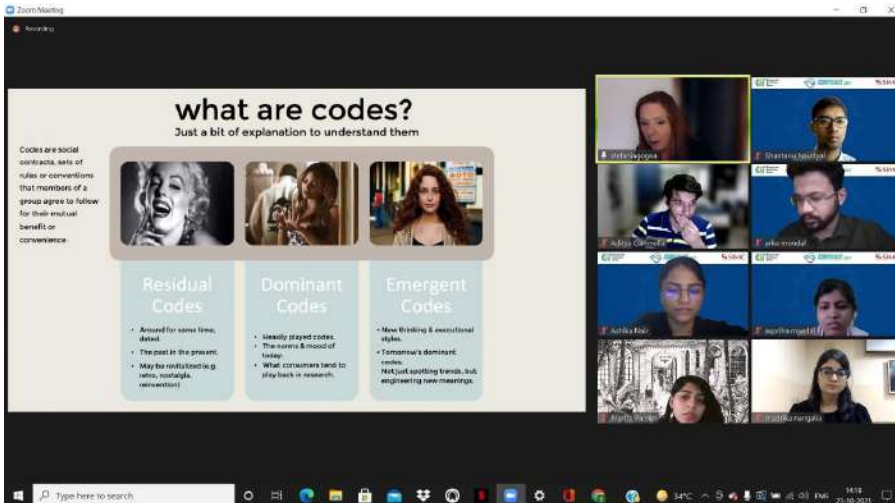
- Q&A being conducted
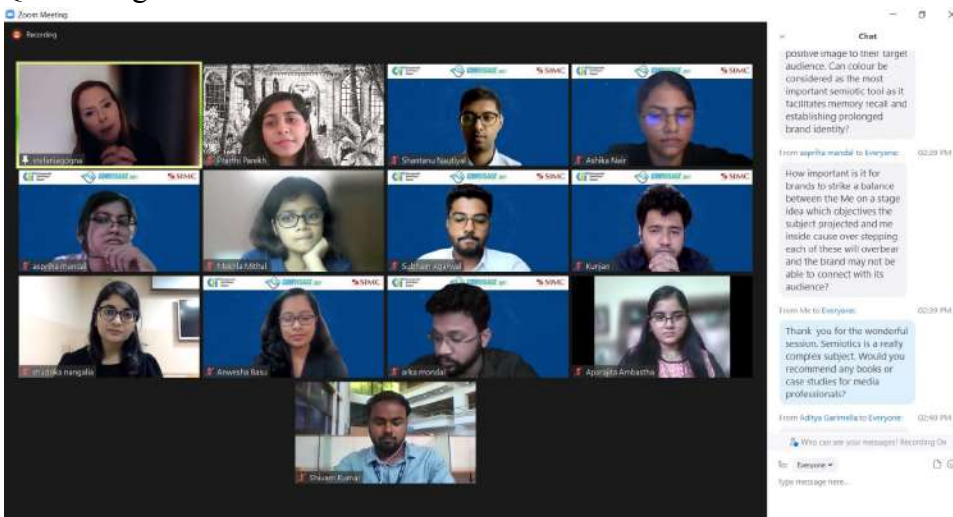
- Thank you note by student anchor

- Group picture
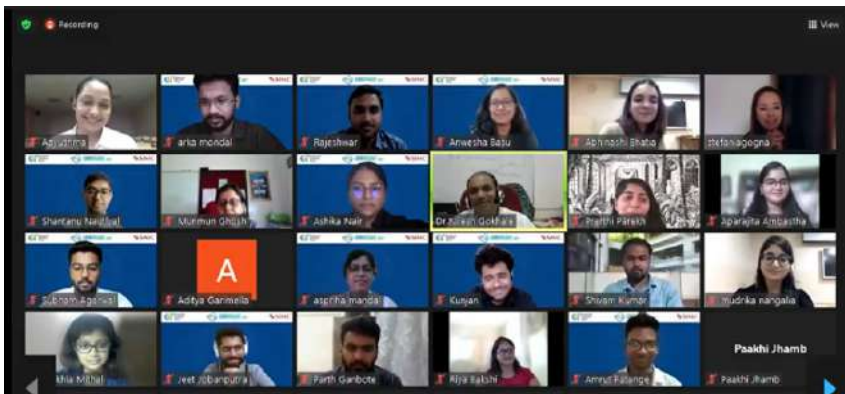
- Feedback from the Speaker:

Stefania Gogna via aruba.it   Tue, Oct 26, 2:52 PM (4 days ago)

to Dr.Nilesh, me, Abhinashi

Images are not displayed. Display images below - Always display images from info@stefaniagogna.com

Thank you, dear Nilesh.

I really enjoyed the day on Saturday and must congratulate you for several reasons:

- the management skills of your organisational staff
- the communication on social media, which was massive and creative (compliments to the person in charge of the communication strategy)
- the seriousness and intellectual curiosity of the students (a rare gift)
- the extreme competence and kindness of everyone.

In short, I thank you for this splendid moment of mutual enrichment.

Best Regards,

23rd October: Session 3 [Panel Discussion]

Topic:

The CommTech Confluence: Reimagining the Communication Landscape through User-Centricity

Concept Note:

For years, communication has relied on emotion and instinct to strategize brand communication with the customer at the center of every brand and its communication. As the world continues to drastically disrupt and shift, the core of the communication process has been reimagined with the convergence of communication and technology. New tools to facilitate communication, emerging platforms, and data all come together to deepen understanding of customer-centric narratives. As more resources are being funneled into technology at every level of marketing, it becomes paramount to bring together and oversee the full scope of tech-enabled communication by creating a holistic and much-needed bridge between marketing, technology, and data.In this context, how do brands translate this novel marketing architecture into useful brand strategy and activations all while delivering positive, enhanced customer engagement and experiences at every touchpoint and understanding why it is crucial for future marketers to learn the art of engaging customers and delivering superior experiences across a plethora of channels, platforms, and devices through Comm-Tech Confluence.

Day and Date:

Saturday, 23rd October 2021

Time:

3:30 pm - 5:00 pm

Specializations:

Open to all including external participants.

Session details:

The session with Mr. Ashim Gupta, Mr. Saugata Bagchi and Mr. Anirban Roy moderated by Dr. Nilesh Gokhale, and Prof. Mudita Mishra was interactive and engaging. They enlightened the students of SIMC as they delved deeper into the theme of COMVISAGE, exploring various aspects of the topic, with their perspectives. They spoke of the potential of working beyond their respectives functions to capture and provide experiences that have promoted them to a prominent role in the world of brands. They also spoke of the impact of technology on the communications industry, user-centricity, and how looking at the narrative of positively impacting end consumers' lives is important to stay relevant in this dynamic world, based on their years of experience in the field.

Briefs about the Panelists:

Mr. Ashim Gupta

Our first panellist is Mr Ashim Gupta, a brand communications specialist who led Uber's Consumer and Technology narrative in India and South Asia. During his expansive career of more than two decades, he steered diverse portfolios to navigate brand communications for corporate giants like Volvo Eicher, Samsung India, The Times of India, Max Group, Minda Group, and Tetra Tech. Mr Gupta was announced as one of the Top 20 communication professionals to watch out for in 2021 by Exchange for Media. His passion and singular focus on building brands led him to create award-winning narratives for Chevrolet and Volvo Eicher.

LinkedIn Profile: https://www.linkedin.com/in/ashim007

Mr. Saugata Bagchi

Our next guest Mr. Saugata is a digital practitioner with over two decades of experience in the marketing & digital domain, who currently heads the global Digital & Content at Tata Communications. Hence, Synchronising the digital behaviour & content consumption habits of the audiences, Mr Bagchi is applying new technologies to create future-ready marketing solutions. Previously, Sir has also been at the helm of digital agencies such as Omnicom (DDB) & WPP (GroupM). He has had the opportunity to successfully build and lead profitable relationships with established brands, mid-level organizations and start-ups, creating customer communications that have proven to grow businesses.

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Mr. Anirban Roy

Our final panellist, Mr. Anirban Roy has 18 years of work experience across advertising agencies in India and South East Asia. He currently serves as VP& Head of Planning, McCann Delhi. He has been named as one of the top 40 marketing professionals by Impact magazine. His core interest lies in unlocking growth for brands for which he has won awards at platforms such as Cannes, Effie and D and AD.

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Learning gained from the panel discussion:

- Customers and brand custodians today are surrounded by data and technology platforms. Except for first party data everyone else has access to a similar set of data. Brands have become stalkers and hawkers whereas they should strive to become an entity which is loved by the consumers.
- Digitalization has become a catalyst for marketing and communications strategies. Personalisation through digital means is a powerful tool to build digital infrastructure for a brand. Three main areas to focus to lead in a digital world are, 1. Digital first mindset, 2. Hyperconnected ecosystem and 3. Building digital trust.
- Building 360' communications around a brand's holistic activities, leveraging traditional, regional and digital media, co-branding, and celebrity endorsements are important to keep the product proposition relevant to the consumers.
- Communicators are just not a function, they are the strategic resources that a company should be using to decide what's right for the business, so one should never limit oneself as a branding or communications professional, they create perceptions for brands and perceptions can't be created by people who can just execute, they have to think and execute. Hence, be on the thinking side of the company.
- Brands are relieving some pain for or giving some gain to the consumers and they should strive to personalize the message rather than the platform. The world needs creative media planners who can deliver hyper-personalised messages across platforms. Hyper personalisation always existed in different forms. It was called Direct Marketing until a few years ago.
- Communicators should never forget that they are storytellers. Communication is a mix of science and arts, that gets better and better with practice.

- Regarding tech driven change in the principles of strategic communication planning:

  - The media industry has evolved from 100% print in the 1990's to 80% print & 20% other media in the 2000's and highly digital today.
  - Technology has played a massive role in bringing about this shift but factors like customer involvement and product innovation have also played a role in bringing about this shift. We might see an extinction of print media in the coming years.
  - Technology has fundamentally moved the needle from location based media buying to audience based media buying, which means it is the audience profile which plays an important role in deciding the media mix.
  - *Kan Khajura Tesan* by Unilever is an example of using non print media like mobile SMS and IVR for the media dark states of central India. The insight behind the campaign was that consumers liked consuming content on mobile and hence audience based media buying played its part.

- Regarding striking a balance between communication (creativity and strategy), technology and user centricity:

  ➢ Maximum weightage should continue to be on the user centricity like the earlier days.
  ➢ Technology is useful when used as a carrier. Because if the consumers are not moved then there is no use of technology. Examples of Dove where used qualitative data about new mothers to launch a campaign, TATA Salt wherein technology was used to present customised ad copy according to the search query of the consumers. Hence technology plays an important role in deciding the right context for messaging.
  ➢ Great brands leverage data and technology to make consumer decisions easier e.g. Amazon. Humans are mostly living rather than shopping at most of the times and so understanding their passion point becomes of supreme importance to stay relevant
  ➢ Always treat media planning as an art and not as a science. Algorithms do not have a soul.
  ➢ Technology and data can play a major role in driving efficiency and effectiveness. Black swan events like Covid 19 can accelerate technology and category adoption.

- Regarding advertisements fatigue:
  ➢ Consumers hate ads. There will always be advertisements fatigue, therefore the challenge for the brands is to say something that stands out and gets noticed.
  ➢ Advertising is an intrusive business but if the story is good it'll surely be remembered. Example, the Liril, Cadbury and Maggi ads that are still afresh in the consumers' minds
  ➢ Mr. Piyush Pandey calls the latest ads of Cadbury as 'Retake' and not 'Remake' in his book 'Pandeymonium'.
  ➢ Making a connection is the art of storytelling and the art of communication. This connection will only be possible when one is truly immersed in the product.
  ➢ Visualisation of solving consumer problems makes for great advertising.

Photographs from the session:
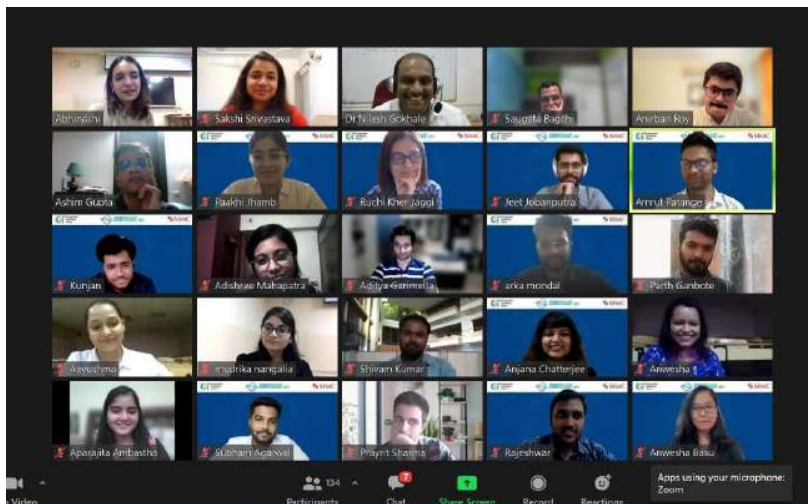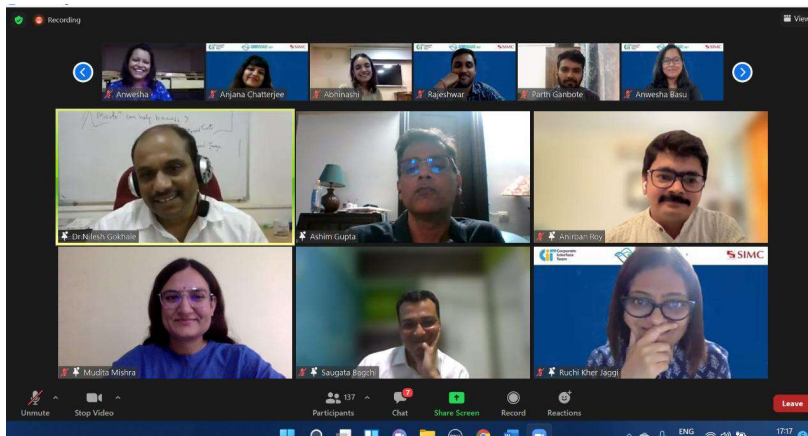
- Invite creative

- Welcome address by student anchor

- Welcome address by Ruchi Ma'am

- Ongoing session

- Q&A being conducted

- Thank you note by student anchor

● Group picture

● Feedback from the Speakers

R, Anirban (GRG-MEW)   Tue, Oct 26, 12:06 PM (4 days ago) ☆ ↰ ⋮
to Dr.Nilesh, me, Abhinashi ▾

🖼 Images are not displayed. Display images below - Always display images from Anirban.R@mccann.com

 The pleasure was entirely mine Dr Gokhale.
Look forward to interacting with your students again. Always lovely to spend time with academicians and students.
Take care,
A.
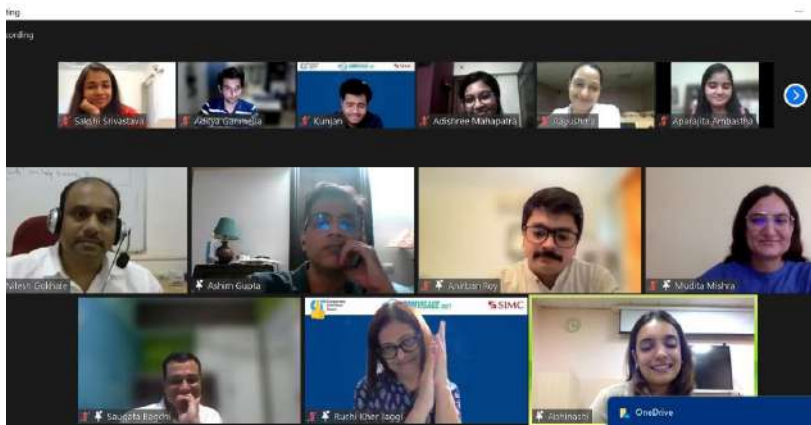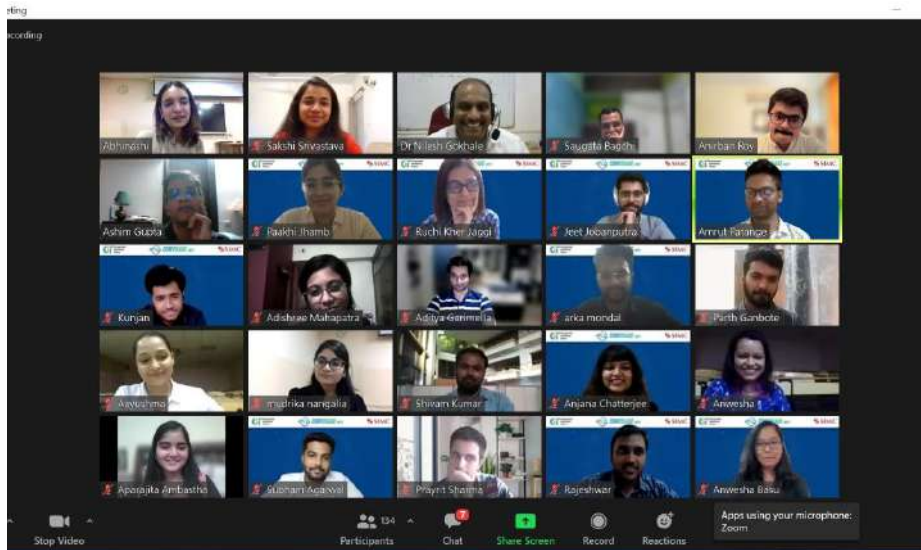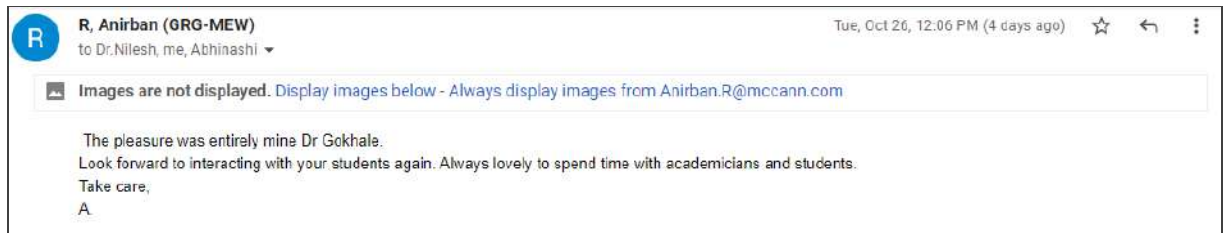
Conclusion

Throughout 4 noteworthy occasion days, Comvisage hosted **15 astute industry veterans** from various fields who converted their years of experience into wisdom at SIMC. **Comvisage 2021** not only witnessed the best speakers of the country on the virtual stage but also graciously welcomed speakers from North America and Europe. In addition, we saw mettlesome personalities across the globe dissecting and discussing **The CommTech Confluence: Reimagining the Communication Landscape through User Centricity.** As more technological innovation integrates at every level of marketing, it is imperative to see the potential of tech-enabled communication linking with marketing, data, and technology. This proficient theme was gone over with a fine-tooth comb with multiple corporate talks and workshops which had topics like understanding virtual brand narratives through applied semiotics and engagement-driven branding.

Each of these sessions was filled with case studies, recent campaigns as examples, video animation and were luxuriant, resulting in active participation not from the students but also from the faculty. The guests addressed everyone's curiosity with insights, affability, alacrity, and leaving a smile on everyone's face. Each day saw an au fait speaker bringing an intellectual lucidity alongside present industry views, leaving students with an enhanced outlook of the current scenario of the industry. Comvisage 2021 not only acted as a go-between industry and students but also presented a preview of skills and knowledge to bypass these challenges which would occur in their career. The panel discussion filled with richness, and variety of knowledge did offer a student an insight into how the brightest minds think of **The CommTech Confluence: Reimagining the Communication Landscape through User Centricity** leaving students with an abundance of exclusive and lifetime knowledge.