



Marketing Communication Bootcamp

Background

Marketing Communication is usually associated with the development of TV campaigns which then get adapted to other medium like print, online, outdoor, etc. Though IMC or Integrated Marketing Communication has been a buzzword for long, the majority of Brand and Creative teams think TV when discussing communication. The largest part of the Marketing budget is allocated to advertising on the TV medium and this money would be wasted if the campaigns are not effective in terms of compellingly communicating a well-crafted brand story which is competitive and differentiated.

Brand or Marketing teams are responsible for creating the brand strategy and translating that into a Marketing Brief for communication development. This process requires skills in understanding markets and consumers, identifying insights, formulating strategy and managing the process from brief to final creative. The reality is that skill in this area differ within teams and across levels in the Marketing team.

It is often said that developing advertising and communication is both an Art and a Science. There are clear cut and well defined approaches to analyzing market and consumer data, identifying insights, writing sharp creative briefs and understanding and evaluating the creative ideas presented by agencies. The art of handling the agency during the communication development process, giving feedback which is strategic in substance and delivered with sensitivity while motivating creative teams is one that can be learned through experience and with expert guidance. Marketers also must distinguish between campaign ideas that are merely creative and memorable versus those that are strategically sound and capable of evoking a strong and desired consumer response.

In most companies Marketing and Brand Managers have had little to no formal training in these areas. Most skills are developed on the job. The real difficulty is that in a typical year about one to two campaigns will be developed by each Executive and this means a long learning cycle. It also forces senior Marketing leaders to spend a disproportionate amount of time on campaign development.

Content

The Communication Development Boot camp has been created by IMT Ghaziabad to be a 2 /3 day intensive workshop that trains Marketing teams on all aspects of communication development. Attendees will learn how to

- Identify compelling and business critical consumer insights
- Write sharp and competitive creative briefs
- Work with agencies and steer them through the creative development process
- Select winning ideas and campaigns
- Develop world class communication materials across different media like TV, print, digital, etc.

Pedagogy

The workshop will combine lectures, case studies, discussion and classroom assignments with viewing of best and worst in class campaigns and interaction with some agency creative personnel. Attendees will use real data to extract insights, formulate brand positioning strategies, write briefs and evaluate creative ideas. Group and individual work will both be required. Examples will be drawn from diverse industries to enhance the learning experience and establish the universal application of sound, first principles of brand building irrespective of industry or category.

Duration:

Two-day programme

Profile of the programme director

Two experienced business leaders who have worked at top Indian and MNC firms handling brands that are household names will be conducting this workshop. Briefly they are

JISHNU CHANGKAKOTI:

25 + years of experience in Marketing, Sales and General Management in India and International markets and Teaching at IMT, Ghaziabad. Professional experience at Johnson & Johnson, Paramount Farms, Samsung and Zydus Wellness. Brands handled include Johnsons Baby, Clean & Clear, Band-Aid, Wonderful Pistachios, Samsung Mobile and Sugar Free.

2. ELKANA EZEKIEL:

30+ years of experience in Marketing, Sales and General Management in India and international markets and Teaching at IMT, Ghaziabad. Professional experience at Colgate Palmolive, Parle Products, Johnson & Johnson, Samsung and Zydus working on respected brands including Johnson's Baby, Stayfree, Band-Aid, Parle-G, Sugar Free and Samsung Mobile and Consumer Electronics.

Price & Venue

Rs 35,000 per person , IMT Ghaziabad