



Department of Management Studies

Special Lecture

The Department of Management Studies of Saranathan College of Engineering organized an online guest lecture on **“New Age Branding and Advertising”** on **30th July 2021 (Friday)**. **Sri. Hari PK, a first generation entrepreneur and the co-founder and Director of Big Foxx branding & Technology** was the resource person who offered a feast of knowledge to the students on branding and advertising.

The renowned resource person spoke on various facets of branding and the importance of branding to companies. The illustrious speaker shared his views on digital marketing, social media marketing etc. and the need for business houses to build brands out of products. It is branding which makes customers emotionally connect with the business house and its products. It was revealed that brands are highly precious intangible assets. Branding is an important tool to distinguish a company's products from those of its competitors and when a brand becomes so distinct and commands a price premium, it is said to be brand equity and assessment of brand equity is the measurement of the brand's worth, ascribing a monetary value to it.

Brand equity leads to strong brand values, resulting in higher sales of the product. Customer retention is ensured by the creation of brands and new customer on boarding is also facilitated. The resource person explained how Maggi, the brand pioneered the adoption of emotional connect with Indian consumers, which left other manufacturers pondering. Nestle promoted Maggi, the brand as a concept, using taglines to address the need for the food product such as Happiness in two minutes, 2 minute noodles and went on to attach the brand to the sentiments of consumers and positioned itself well in the minds of customers with emotional and well-crafted advertisements that every household could relate to easily.

The resource person emphasized the importance of branding and went on to state that there are well-known cases “where amazing companies have become accidental commodities for want of a relentless branding orientation.”

The first year MBA students who attended the online guest lecture interacted with the guest and found the session highly useful and the resource person did a great job in triggering the entrepreneurial instinct and brand mindset in prospective entrepreneurs and managers.

zzr-tcjh-nwp (2021-07-30 at 01:34 GMT-7) Guest Lecture



BRANDING & ADVERTISING



Hari PK

Play (k)

2:19 / 2:11:18



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Hari PK


10:34 AM
8/4/2021

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70% BRANDS ?

Hari PK


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UNDERSTANDING THE MARKET

Hari PK

51:03 / 2:11:18

10:35 AM 8/4/2021