



AMRITA
VISHWA VIDYAPEETHAM
UNIVERSITY
Established u/s 3 of UGC Act 1956

Amrita
School of
Arts and
Sciences

SENSE & FRAMES 2K16

2 DAY

NATIONAL CONFERENCE CUM WORKSHOP ON
ADVERTISING FOR BRAND BUILDING

Changing Trends

OCTOBER

21-22

2016

organised by
Dept. of Visual Media and Communication
Amrita School of Arts and Sciences, Kochi



No.1
RANKED
Private University*

No.1
RANKED
International Outlook*

No.1
RANKED
International Faculty*

** in India*

About the Organiser

This seminar is organized by Department of Visual Media & Communication at Amrita School of Arts and Sciences, Kochi under the Amrita Vishwa Vidyapeetham. Amrita Vishwa Vidyapeetham (a University u/s 3 of UGC Act) at the Kochi Campus has distinguished itself as a temple of learning in the emerging areas of English and Languages, Commerce and Management, Computer Science, Mathematics and Visual Media and Communication. Through uncompromising standard of educational delivery, the University has won numerous laurels and recognition. The university has been reaccruited by NAAC with the highest grade A (with a CGPA of 3.4 on a 4.0 scale). Our international collaborations, achievements and recognitions are innumerable.

Our University upholds the vision of our Chancellor, the world renowned Spiritual and Humanitarian Leader Mata Amritanandamayi Devi, whose unostentatious social reforms give great focus to the spiritual and cultural emancipation of Indian women.

About the Conference

Unprecedented growth in the media sector in the last couple of years has resulted in media clutter posing challenges in advertising communication. Added to this, new technologies and new media are offering a lot of opportunities for marketers for reaching the target audience. However, audience attention is now in short supply, as they have innumerable avenues for engagement with the media. In this cluttered and fragmented media landscape, how to reach the target audience is a real challenge for advertising communicators. This needs a closer scrutiny and research engagement to suggest solutions for designing new strategies for advertising communication.

This National Conference and Workshop will deliberate on these issues and challenges in the present context in the marketing arena to better understand and analyze these issues at close quarters, so as to suggest a direction for future research and practice.

Theoretical sessions will be followed by workshops, where practitioners from the Advertising industry will interact with academics, students and researchers to discuss threadbare the real challenges in the field of advertising and the likely changes that should be brought about in advertising communication strategy and design for better utilization of different media and resources by marketers.

Topics for Paper Presentations

- Innovative branding solutions
- Brand communication strategy
- Mobile advertising
- Service branding
- Point-of-sale branding
- Co-branding for brand promotion
- Online advertising
- Viral media for brand visibility
- Integrated Marketing Communication
- Creativity in branding and brand communication
- Typography and packaging in branding
- Advertising through smart phones
- Advertising in traditional media
- Brand promotion in social media
- Media clutter & consequent challenges in advertising communication
- Re-Positioning and Re-Targeting

Important Dates

Last date for submission of
research papers:

6th October 2016

Intimation of paper
acceptance:

11th October 2016

Last date for receipt of
revised paper:

15th October 2016

Research Guidelines

- Research papers on the topics given above and the related areas could also be presented at the seminar subject to the approval of the screening committee of research articles. The papers will be shortlisted by a thorough scrutiny process and the selected papers will be accepted for presentation as well as publication.
- The participants are required to send the full paper along with an abstract not exceeding 100 words. The full paper shall not exceed FIVE pages including tables, charts and diagrams. The papers shall be typeset in MS Word in TIMES NEW ROMAN font, sized 12, spacing 1.5, justified.
- The "Certificates for Participation" will be given only to those who are physically present at the seminar. "Certificates for Paper Presentation" will be given only if the author/co-author is able to present the same at the conference venue.
- ***Selected papers of the seminar will be published in an edited volume with an ISBN.***
- Papers shall be mailed to asasvm.seminar@gmail.com on or before 6th October 2016.

For Registration
and other queries
related to the
conference,
please contact:

Sri. Sunij S Nair
+91 9947223616
sanijsnair@gmail.com

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

Sri. R Sanju
+91 9895136017
sanjurnair@gmail.com

For Online Registration,
please check:

**[www.amrita.edu/asas/
kochi/advertising2016.html](http://www.amrita.edu/asas/kochi/advertising2016.html)**

Chief Guest - Inaugural Function



Prof. Anandakuttan B Unnithan
Professor of Marketing
Indian Institute of Management, Kozhikode

Speakers:



Cutting Edge Advertising
Mr. Shelton Pinheiro, Executive Creative Director
Stark Communications Pvt. Ltd.



Big Idea in Advertising
Mr. R. Venugopal, Director - Ideation
Maitri Advertising Works Pvt. Ltd.



Digital Media Communication
Mrs. Sunu Philip, Founder
Get Found Online Company

Creative Workshop on Developing Innovative Packaging Designs



Mr. Hashim Padiyath
CEO
Design Difference Company

Creative Workshop on Branding and Brand Campaigns



Mr. Joselin John
Creative Director
R K SWAMY BBDO Pvt. Ltd.



Mr. K. Jayakumar
Creative Director
R K SWAMY BBDO Pvt. Ltd.

Creative Workshop on Mobile Phone Advertising



Mr. Ram Mohan
CEO
Edyounet TeleClassrooms Ltd.

Organizing Team

Patron

Dr. U. Krishnakumar

Chairpersons

Prof. C.S. Jayaram

Dr. N.V. Sreedharan

Conveners

Sri. Sunij S.Nair

Sri. Sanju R. Nair

Smt. Manju R. Nair

Conference Advisors

Sri. P. Ravindranath

Dr. P. Sundarkumar

Sri. A.K. Haridas

Dr. P. P. Vijayalakshmi

Members

Sri. D. Hari Krishnan

Sri. M.A. Krishnakumar

Sri. T. Varun Prabha

Dr. K. Sreena

Smt. Aparna Namboodiri

Smt. Rashmi J. Menon

Sri. K.R. Muralikrishnan

Sri. N.K. Vinod

Sri. P. R. Aravind

