

Workshop on Branding by Ramesh Tahiliani on Saturday, 07 April 2018



Students of DSJ got an invaluable opportunity to get the lessons on Branding from renowned brand guru Mr. Ramesh Tahiliani on 07 April 2018 in an engrossing workshop. He spoke extensively on the concepts such as branding, products and co-branding. The workshop touched the vast genres of consumer-company relationship. Also, the way an idea is implanted in the minds of consumers creating impportunity and urge to buy a product.

While elucidating the emotional relationship constructed among the consumers by companies Mr. Ramesh asked students to recall some of the taglines and the popular ones popped out, “Open Happiness”, “Think Different” etc. This was further explained by him as the communicating value of a company which is essential in creating inclusiveness or exclusiveness. “Brand is a concept and product is what sells”, he asserted. Endorsing that brands exploit the feelings of humans, he said that a brand has the power to influence people’s choice.

Also the products and services offered by a brand have to delight consumers and that prompted a colour specific peculiarity. It was explained by stating some examples like McDonald's and yellow colour, also Ferrari and red colour. The last talking point was "Logo", and an incisive definition, "It symbolises what you stand for" was stated. The workshop was a very rapt experience for the students and they enjoyed every part of it to the fullest. At last a question-answer session was held which was followed by vote of thanks by Dr. Manasvini Yogi, OSD - DSJ.

Report by Suhail Ahmad Lone