

# **Taking the Leap: Advertising in Post Covid World**

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From lessons on being relevant to pop culture elements popping up, the national webinar on Taking the Leap: Advertising in post-Covid world will stay in the minds of the participants for a long time. Organised by the IQAC and Cultural Committee of VPM's R Z Shah College of Arts, Science and Commerce in collaboration with the Extension Committee, the speaker for the day was Mr. Abhishek Kulkarni, Account Director, Ogilvy and Mather.

The fact that Mr. Abhishek Kulkarni was the speaker filled the session with a sense of nostalgia thanks to him being an alumni member too. A passionate Advertising professional with a demonstrated history of working in Marketing and Advertising industry for over 7 years across sectors like FMCG, OTT Platforms, Automobiles, Confectionaries, Real estate, Retail, Luxury Hotels, Aviation, Finance, Public sector, Publications.

The session gave interesting ideas on how Advertising companies can manage to work during the time of a crisis of this scale. The case studies made it easier and comprehensive for the participants. Asian Paints, Apple, Uber were some brands whose advertising proved to be case studies at the Webinar. 'Dil kholke toh dekho, Duniya khul jayegi', indeed. Axis Bank also made a great addition to these names. It also created an advertisement with the hashtag 'reverse the khata'.

Mr. Abhishek Kulkarni mentioned to the participants what the consumers expect from the brands and how brands are trying to accomplish it. The brands want the consumer to trust their products and the manufacturing companies. The webinar presented a clear vision for all those who were present in webinar regarding how manufacturing and advertising companies work. It also briefly covered the functions of the advertising industry.

The session ended with a Q&A session and vote of thanks.