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competence building programme

a workshop on

Think Global, Act Local | “Thank God I’m in Advertising”
By Priti Nair | By Abhijit Avasthi

Date: Friday, 9th January 2009. | Venue: Odyssey, Mayfair Rooms, 254 - C, Dr. A. B. Road, Worli, Mumbai 400025.

Session 1 - Think Global, Act Local

10:00 am to 1:00 pm

ABOUT THE WORKSHOP

With globalization and the geographies collapsing there is an exchange of not just goods and businesses but an exchange of ideas and communication strategies.

At such a point how do we appeal in a sharper focused manner to the Indian consumer. How do we read the pulse of our market when we communicate. how do we keep our eyes and ears open to what is happening around us and use it in our communication. Absorb the culture that the Indian audience is so proud of and use it as tool to make communication more wholesome and relatable

WHO IS IT FOR

For students ,advertising professionals, marketing people and media houses.

WORKSHOP FOCUS

How to dip into the Indian culture and cultural insights which are so rich and varied and can make for enormously likeable relatable communication

ABOUT THE SPEAKER

With more than 17 years in advertising, Priti Nair started at DART, moved to Leo Burnett , followed by LOWE, then GREY and is now the Managing Partner at BBH INDIA

She has been the force behind such campaigns as Surf Excel, the famous Green Ply campaign, Balbir Pasha, Clinic All Clear, Camlin, Rexona, Wheel, Maruti, LG, Axe, Havells and Ambuja Cement to name a few.

She ranks among the top ten creative professionals in the country. Has been on leading advertising juries in India and abroad. Her work has won some of the prestigious awards both internationally as well as in India.

Including ABBY's, EFFIE's, Cannes lions, adfest ,New York festivals.

Session 2 - "Thank God I'm in Advertising"

1:45 pm to 4:30 pm

WHO IS IT FOR

Youngsters trying to figure out what to do in life.

WORKSHOP FOCUS

The million dimensions of Creativity in Advertising

ABOUT THE SPEAKER

A metallurgist by formal education, Abhijit got into advertising after a mixed bag of experiences that included working in a steel plant, manufacturing textile dyes, exporting playing cards and match-boxes from India, and trading in saris. Currently Executive Creative Director, South Asia at Ogilvy & Mather, Mumbai, he started out as a copywriter with Enterprise Nexus in 1997 and joined Ogilvy in 1999. Abhijit has won over 200 International & National awards at shows including Cannes, One Show, D&AD, Clio awards, Asia-Pacific Adfest, ABBY's etc. besides judging of some of these shows.

Abhijit has worked on some landmark campaigns in India, work that has been popular with the man on the streets of India as well as with juries across the world. These include Fevicol, Mentos, Centershock, Motorola, Asian Paints, Cadbury, Bajaj Pulsar, The Times of India, Sprite amongst many others.

REGISTRATIONS BEGIN AT 9:30 am SHARP

Workshop Fees

Gold Member : Rs.1250

Silver Member : Rs.2500

with added bonus of annual membership

Workshop Venue

Odyssey, Mayfair Rooms, Worli, Mumbai.

For further details contact

Mr. Bipin Pandit or Ms. Arati Shirodkar at

Ad Club Bombay, 504 Radhe Vallabh Society,

French Bridge Corner, Opera House,

Mumbai - 400004.

Tel : 23894091, 23810213, 23813034 Fax : 23892067

E-mail : adclub@vsnl.com

Web : www.adclubbombay.com

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