



**CHAITANYA BHARATHI
INSTITUTE OF TECHNOLOGY (A)**

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COMMITTED TO
RESEARCH,
INNOVATION AND
EDUCATION

43
years



School of Management Studies **Organising One Day Hands-on Workshop in** **Importance of Creativity in Advertising Management**

on
25.11.2021

About the Programme:

Businesses and Marketers are facing many challenges today, many of them unprecedented. Businesses are continuously exploring new ways of operating, and marketers need to navigate new and challenging landscapes in order to promote products and services. In this context, a creative approach in business is the need of the hour. The creativity in an advertising campaign and Marketing is, the more likely to create a lasting impression on a consumer. Creativity not only influences buyer behaviour, but it also influences consumers' brand perception. Creativity is a driving factor for advertising & Marketing effectiveness, conveying the brand's message in a way that allows consumers to form a unique connection to the company is one of the most important things a business can do. This can be achieved with...creativity).



Mr. Bankupalli Ganesh Shastry **Creative Head and Managing Director** **Big Bears**

About the Speaker

Mr. Ganesh is an advertising professional with thorough understanding of Brand Management, Product Advertising and Internal Branding. He has 20 years of agency experience, including international exposure. He graduated with a BFA. He is a former Creative Head at JWT and EURO RSCG, Former CEO of TMI Group' advertising wing, Worked on brands like Pepsi, Airtel, DRDO, UHG, Axis Bank, UN Biodiversity, United A.P. Tourism, Indus International School, Suchitra Academy, Vivekam Financials, HICC, and GMR Airport, GVK, EMRI, and so on. He is the winner of 18 creative awards.

Event Platform / Venue : https://teams.microsoft.com/j/19%3ameeting_OTAyOTmOGMtNDIIZC00YjMyLTgxNjltMjc1MDJkZjY5YWVk%40thread.v2/0?context=%7b%22Tid%22%3a%228ba02f42-a433-4ad5-bdab-0103a1bc5fa5%22%2c%22Oid%22%3a%2250bd6674-4868-44ef-8c59-0c3742f7d465%22%7d

Registration Link: <https://forms.gle/8sBMJyPN2iEbmWQo6>

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