

**REPORT ON ADVERTISING WEBINAR HRLD ON 16TH OF
FEBRUARY**

MOUNT CARMEL COLLEGE, AUTONOMOUS

(Affiliated to Bengaluru central university)

58, Palace Road, Bengaluru : 560052



DEPARTMENT OF COMMERCE

Organises A Webinar

On

"Advertisement: Essential for branding of products
and services"

FOR

B.com Industry Integrated students

On

Tuesday, 16th February, 2021

8:30 am to 9:30 am

Speaker

Mr. Suresh

**Academician, HR consultant, Corporate Trainer &
Marketing Strategist**

Organized by :-

Ms Kruthika HR

Ms Shruthi R

Our Department of commerce advertising teachers MS KRUTHIKA AND MS. SHRUTHI organized a webinar on “**ADVERTISEMENT: ESSENTIAL FOR BRANDING OF PRODUCTS AND SERVICES**”. The speaker was MR. SURESH, he is an academican, HR consultant, Corporate trainer & Marketing Strategist.

MR. Suresh, gave some amazing and interesting insights about advertising as in how it is so important for any company or brand to advertise itself to be in the eyes of the customers. He quoted that Innovation was the key for any brand. They should keep making relevant innovations in their products to be able to advertise about what's new in it. He also said that brands stop advertising for their products which are in their declining stage, but it is very important for them to advertise to remind their customers that they do exist and have made some amazing innovations in the product and are still the best in the market. He gave some brilliant examples of some brands who came into limelight overnight with their advertisements. KIA was one of them which is doing amazing in the automobile market and has just entered Indian markets. It is giving tough competition to company's like Suzuki, Hyundai etc. He also discussed about brand failures too and how can companies overcome by innovating and can showcase from creativity in their advertising, or can use different types of advertising which they have not used before. He stated that social media has really proved to one of the best advertising mediums. New companies come up with variety of products and advertise on the social media like SkinKraft, WOW, Vedix, etc.

He concluded by saying Advertising is very much essential for branding of products and services and that marketing of anything would be incomplete without advertising.

I personally liked the webinar very much because Mr. Suresh made it very interesting with the facts and real-life examples and his energy was commendable.

I would like to thank both our teachers for organizing an amazing webinar.