

THE **BATTLE** BEGINS



SEPTEMBER 2024

CONTENTS

NOTE FROM THE ASSOCIATE DEAN	3
CONVOCATION	4
SPL AUCTION	6
WOMEN IN FREEDOM	9
AD TALK: TIDE	10
MICROTRENDS: THE OLYMPICS	11
FILMMAKERS UNITE	13
RETRO REWIND	14
GANPATI IN MUMBAI	16
BOMBAY DIARIES (PT 2)	18
PLACEMENT CHRONICLES	19
PROFESSOR SPOTLIGHT	21
SoBA STARTUPS	22
LINKEDIN PROFILE POLISHING	23



NOTE FROM THE ASSOCIATE DEAN

Congratulations to our SoBA students for their outstanding achievements and spirited participation in the SoBA Premier League (SPL). The excitement and energy surrounding each match showcased athleticism and a tremendous sense of camaraderie and pride.

Participating in events like SPL does more than hone physical skills—it nurtures essential attributes like teamwork, resilience, and the ability to build networks that often turn into lifelong connections.

I hope you carry forward the invaluable leadership, problem-solving, and communication skills you displayed during SPL. These are crucial qualities that every successful brand manager must possess and are highly relevant to the careers many of you will soon pursue.

Once again, congratulations to all participants for making SPL a memorable and triumphant event. I look forward to seeing this tradition continue and grow stronger each year.

Yours truly,
Dr. Kiran Desai
Associate Dean, SoBA



from

Struggles to Sashes!



The term "convocation" evokes intense emotions—a deep sense of pride, achievement, and a touch of nostalgia. It marks the culmination of a journey filled with determination, late-night study sessions, and profound personal growth. Convocation is more than just an individual achievement; it is a communal celebration shared with family, friends, and fellow graduates. These ceremonies provide a meaningful platform to honor this significant milestone.

At the NMIMS School of Branding and Advertising, convocation was celebrated uniquely with two ceremonies: a pre-convocation and the main event, both held at the Mukesh Patel auditorium. The pre-convocation on August 7th began with registrations, the distribution of sashes, food coupons, and seat numbers. After a briefing and mock drill to ensure seamless proceedings, the hosts welcomed the attendees, and the dean ceremonially lit the lamp to mark the occasion's commencement. This was followed by an invocation and the NMIMS anthem. The dean's speech was followed by the school report, club performances, and a segment by Dev and Aman. The event concluded with the presentation of degrees by the faculty members and dean, followed by a vote of thanks. Parents then enjoyed lunch while students stayed for group photos, later concluding with a satisfying meal.





The main convocation ceremony on August 10th also began with the auspicious lighting of a lamp. Dean's welcome address highlighted the college's achievements throughout the past year, followed by merit students being felicitated. The student council, along with coordinator Sayali Ma'am and the faculty member, Rishabh sir, were also honored. The chief guest shared valuable industry insights, guiding students towards success. A lively photo booth, adorned with graduation caps and gowns, captured the uncontainable excitement of students.

The ceremony concluded with a hearty lunch, as students bid farewell, reflecting on cherished memories and looking forward to their future with optimism.

-Aryaa Airkar FYC





SOBA PREMIER LEAGUE

PART I: THE AUCTION

GAME. SET. MATCH.



2024 marks the Third edition of the **SOBA Premier League (SPL)**, the exciting intra-college sports competition, where teams battle it out on the pitch in ferocious games of Football, Cricket, Tug of War, and Kho-Kho.

This year, four teams are fighting their way to the top, boosted by spirit and support from their faculty owners. This year marks the stunning debut of two teams- *Safiya's Spartans* and *Rishabh's Raiders*, along with returning competitors- last year's runner-ups, *Raj's Rebels*, and the reigning champions, *Rohan's Reliable Ravens*. Each team began their first battle on the auction floor, where they competed to win the best talent.

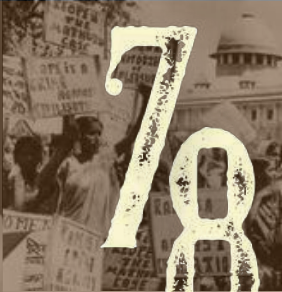
This writer entered the auction to find a lively and energetic room, where 153 students were shortlisted by the teams from the whopping pool of 250. The auction witnessed some intense bidding, with Aiyen Ali becoming the most expensive male player, bought for a staggering 18 crores by Rishabh's Raiders, and Kavya Chaturvedi taking the title of the most expensive female players, acquired for 25 crores by the same team.

As the auction wound down, teams were already strategizing and planning their practice schedules, their competitive spirits and camaraderie, fueling the anticipation for the upcoming matches. With new rivalries emerging and old ones reigniting, the stage is set for an unforgettable competition, promising thrilling encounters and lasting memories in this year's SPL.

- Hridant Ashar FYD







WOMEN IN FREEDOM

India celebrated its 78th Independence Day on August 15, 2024, honouring over seven decades of freedom from British colonial rule. This day, steeped in historical significance, recognises the sacrifices of freedom fighters who laid the foundation for the world's largest democracy. Prime Minister Narendra Modi addressed the nation from the Red Fort, highlighting technological, healthcare, and infrastructure progress, urging citizens to unite against ongoing challenges like poverty and inequality.

Central to this celebration is the pivotal role of women, particularly from Mumbai, who have been the backbone of the freedom movement. Bhikaji Cama, one of the earliest women freedom fighters, unfurled the first version of the Indian flag in Stuttgart, Germany, in 1907. Usha Mehta operated Congress Radio, spreading messages of independence in secrecy. Annie Besant, a British-born activist, became the first woman president of the Indian National Congress and advocated for self-rule. Women like Kasturba Gandhi, Kamala Nehru, and Maniben Patel also made significant contributions, promoting Ahimsa (non-violence).

These remarkable women, from Kamathipura to Colaba, exemplify resilience and solidarity, lighting the path to freedom and inspiring future generations toward a prosperous, inclusive India.

- Ved FYA

AD Talk

TIDE: REWRITING THE SCRIPT

Tide has produced some memorable Super Bowl commercials over the years, often using humour and a self-referential approach to stand out. A particularly notable campaign from Super Bowl 2018 featured a meta-narrative strategy, where the commercial itself acknowledged and played with the conventions of advertising. The ad begins with an intense, familiar scenario that were familiar to viewers from other ads, but Tide immediately overwrites this familiarity by announcing "It's a Tide ad". This series of comedic scenarios and clever twists that seamlessly integrate the brand message. The advertisement was built around the central theme, "**EVERY AD IS A TIDE AD**," aiming to break through the clutter of Super Bowl commercials. It also featured appearances from well-known actors, adding an element of surprise.

By using popular, high-visibility platforms, Tide managed to reinforce its brand identity and differentiate itself from competitors. The advertisement also started a trend on Twitter, with people generating their own Tide Ad content. The ad pushed viewers' subconscious to associate positive emotions with Tide, distinguishing it from other brands in the same category. It was a prime example of how to use humor, star power, and self-referential comedy to create a memorable and effective advertisement.

In a nutshell, this approach demonstrated the power of creative risk-taking in capturing consumer attention and making a lasting impact. The advertisement's success was gradual, but there was an immediate boost in brand visibility.

-Yashna Ghai FYC

Watch the
Ad's Here!

It's a tide ad



This too

These too!

SCAN ME



MICR TRENDS

Norwegian swimmer **Henrik Christiansen** created an accidental cult following for the Olympic Village canteen's chocolate muffins after his multiple Tiktoks praising them went viral on social media.

When Christiansen began his now infamous video series, he couldn't have expected it to have millions of views, much less that food influencers all over would recreate the muffin and cafes would have lines spanning blocks just to try the infamous "**Olympic Muffin**". Safe to say, the games may be over, but this muffin trend has a much slower cooling off.

These muffins are a prime example of a 'Microtrend' - *niche or industry-specific consumer behavioural trends which are mass-market and actionable*. They are usually short-lived but have the potential to garner a huge impact in that short period.



Another good example as recent as July 2023, The release of the Barbie movie made pink as the colour of the season, with Mattel itself launching over 100 partnerships around, and many other businesses using the opportunity to create and sell their own **Barbie-inspired products**. But as is the nature of microtrends, “**Barbiecore**” soon died as other trends came up, and businesses participated in those as they continued to make a huge amount of money before moving onto the next big thing.

While food microtrends exist, they do have more of a chance surviving after their moment of glory because food preferences are much more personal and subjective than other products like beauty or fashion. We all still drink our **dalgona coffees**, right? We will eat what we like regardless of whether it's still in style or not. But with fashion and beauty? That is not the case. Brands feed into microtrends because they know customers want to feel “in” and participating in microtrends allows them to accomplish that.

Brands earn more and more with every new microtrend and so, they continue to feed into them more. This brings me to the next point- how sustainable are microtrends? Well, fashion and beauty microtrends? For the planet? Not very much. Brands do a great job grabbing onto these microtrends, producing them quickly and selling them and then moving onto the next trend.



We buy into these trends then move to the next trend in an instant. Where does that leave the products the previous microtrend suggested were the “It thing”? In the landfill.

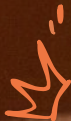
However, that's not to say microtrends are just bad and should cease to exist. It is upto us as customers to buy what we actually like and not just buy stuff to not have FOMO like brands want us to. But, if consumers were mindful and rational with their buying, the branding industry would not exist and this course wouldn't either.

- Siya Mantri FYA



LEARN MORE ABOUT
MICROTRENDS HERE!





Fi/mmakers Unite

On September 6th, 2024, our institution hosted its inaugural filmmaking masterclass in collaboration with the New York Film Academy, featuring **Mr. Randall Dottin**, Chairperson of Screenwriting at NYFA. This event served as a warm-up for Parda and focused on the essence of storytelling in filmmaking. Mr. Dottin emphasized the importance of structure, direction, and originality, introducing the concept of “The Anchor,” which keeps audiences engaged by connecting them to a central idea. His insights inspired students to deepen their creative processes and explore diverse perspectives.

In contrast, the other Parda event held on September 24th, 2024, showcased a vibrant fusion of music and cinema, featuring acclaimed composer **Pranay Shah**. His session began with an engaging musical performance and transitioned into a screening of his visually stunning film. Pranay then delved into psychological horror and sound design, conducting an interactive workshop on synthesizers that captivated participants. He encouraged open dialogue, fostering a collaborative atmosphere that left students inspired and eager to pursue their musical ambitions.

Both events highlighted different aspects of the artistic journey: the masterclass focused on the foundational elements of filmmaking, while Parda celebrated the integration of music and cinema, enhancing creative expression and learning. Together, they provided a rich platform for growth and inspiration in the arts.



SGT



RETRO REWIND

This year, SoBa hosted its inaugural large-scale event, "SoBa's Got Talent," coinciding with *Teacher's Day* celebrations. The creatively themed retro Bollywood night was a massive success, attracting a large audience and featuring spectacular performances that kept everyone entertained.

The event began with a grand entrance by the faculty, escorted by second-year students to iconic Bollywood music, perfectly capturing the theme. The Student Council President and Vice President delivered heartfelt speeches, setting an inspiring tone for the evening. Dean Kiran then shared a brief yet motivating message, encouraging both participants and attendees.

Performances kicked off with a soulful solo by Malhaar Varma, energizing the crowd. Palak from FY-C showcased an impressive design project, modelling it with elegance. The night continued with a series of music and dance acts, including electrifying performances that had everyone grooving, particularly the high-energy routines from various groups.

A standout moment was the dynamic mashup by Kanishka and Jiya, blending Lady Gaga's "Bad Romance" with Imagine Dragons' "Bad Liar," which sent the audience buzzing. The event also featured a stunning Garba routine, comedy acts, and striking fashion showcases, creating a vibrant atmosphere. Overall, "SoBa's Got Talent" left lasting memories and heightened anticipation for future events.

- Tanisha FYC &
Kashvi FYB







GANPATI *in Mumbai*



Ganesh Chaturthi, also known as Vinayaka Chaturthi, is celebrated as the Hindu festival marking the birthday of Lord Ganesha. It is one of the most beloved festivals in India. *Ganesha* is considered the "*Lord of Beginnings*," symbolizing the hope for prosperity, wisdom, wealth, knowledge, and science to flourish.

The origin of Lord Ganesha stems from the tale of Goddess Parvati, who created baby Ganesha to guard her while bathing in Lord Shiva's absence. When Lord Shiva returned and attempted to enter, Ganesha stopped him, angering Shiva, who then severed Ganesha's head. Heartbroken, Parvati vowed to bring Ganesha back to life. Lord Shiva instructed his disciples to find the first living creature they encountered to replace Ganesha's head. They returned with an elephant's head, and thus Ganesha was reborn, earning the name "Ganapati" or "Leader of the Ganas."



Today, Ganesh Chaturthi is celebrated by installing beautifully crafted Ganesha idols in homes and public spaces. The festival typically lasts for ten days, filled with vibrant processions, singing, and dancing. Rituals include prayers (puja), offerings of sweets like modak, and chants to invoke his blessings. The festival concludes with the immersion of Ganesha idols in water, symbolizing the cycle of creation and dissolution. This act serves as a reminder of life's impermanence and the joy in celebrating it.

Ganesh Chaturthi

SOBA '24

At SoBA, Ganesh Chaturthi is one of the most heartwarming festivals, bringing together individuals from various clubs and backgrounds in joyful harmony. Despite the year's challenges, we all pray for kindness, courage, and the hope of success in our ICAs and exams. As we immerse Ganesh in water at the end of the celebration, it symbolises release and renewal, a reminder of our collective strength. It encourages us to overcome challenges while staying grounded and kind.

For ten days, we celebrate Ganesh's unwavering presence in our lives, filling us with the belief that Gannu will always be with us, in our hearts.



BOMBAY DIARIES

Part 2

EXPLORING THE 'CITY OF DREAMS'



Mumbai, often called the “**City of Dreams**,” is a vibrant metropolis that also offers serene spots perfect for students seeking a break from the hustle. Hidden gems like the **David Sassoon Library** in **Kala Ghoda** provide a tranquil sanctuary for book lovers, while the historic **Banganga Tank** invites peaceful strolls amidst its ancient charm.

The Kanheri History enthusiasts can explore **Sewri Fort**, a 17th-century structure offering stunning views of the harbour and great birdwatching opportunities during the flamingo season. In **Aarey Milk Colony**, Chota Kashmir presents a lush escape reminiscent of Kashmir, ideal for boat rides with friends.



The **Kanheri Caves**, nestled in **Sanjay Gandhi National Park**, date back to the 1st century BCE, showcasing intricate Buddhist carvings in a serene setting. **Prithvi Theatre** in **Juhu**, while popular among theatre lovers, remains a unique venue for students to immerse themselves in the performing arts.

Beyond these attractions, Mumbai embodies a unique blend of tradition and modernity, where every festival is an occasion celebrated with enthusiasm. With its heartwarming spirit, Mumbai truly feels like home, making it a city not just of dreams, but of deep emotions and connections waiting to be explored.



PLACEMENT CHRONICLES

AN INTERVIEW WITH SoBA GRADUATE KIARA ALVARES

Kiara Alvares, the valedictorian of the class of 2024, excelled in her studies with a commitment to consistency and time management. She's now gearing up for advanced studies in Management and Marketing, embodying the same dedication that defined her undergraduate experience.

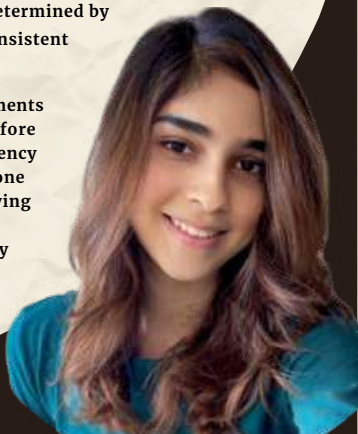
Q: WHAT HAS BEEN YOUR MOST MEMORABLE EXPERIENCE DURING YOUR TIME AT COLLEGE?

In my first year of college, all classes were online. Despite being unfamiliar offline, FY-C division managed to unify themselves by coordinating a Christmas-themed background for our last Principles of Marketing lecture on Teams. This small act helped us bond and feel connected in the virtual setting.

Q: CAN YOU TELL US ABOUT YOUR JOURNEY TO BECOMING VALEDICTORIAN? WHAT MOTIVATED YOU?

Being awarded valedictorian was a huge honor and a great end to my three-year journey at SoBA. For me, it was all about my consistency paying off. Since first rank is determined by your GPA over all three years, it required consistent effort throughout each semester.

I was never the kind of person to do assignments at the last minute or study only the night before exams. My motto has always been, “consistency is key.” Of course, this is easier said than done because each year has its challenges. But trying to stay focused on the things that mattered most, when they mattered most—essentially ‘compartmentalising’—made a huge difference.



Q: WERE THERE ANY EXTRACURRICULAR ACTIVITIES THAT YOU WERE PASSIONATE ABOUT? HOW DID THEY INFLUENCE YOUR ACADEMIC LIFE?

My hobbies like painting, cooking, yoga, and kickboxing were my passion, helping me reset and reconnect with what matters. Amid overwhelming schoolwork, turning to painting and cooking was vital for a refreshing break, leading to new ideas. Daily, these hobbies keep my mind away from academics and internships, emphasizing the importance of taking breaks to rejuvenate rather than completing tasks half-heartedly.

Q: WAS THERE A TEACHER OR MENTOR WHO HAD A SIGNIFICANT IMPACT ON YOUR ACADEMIC JOURNEY?

SoBA professors uniquely impact each student's journey, sharing wisdom and diverse teaching styles. Their varied experiences enrich us with valuable insights, going beyond academics to empower us for real-world impact.

Appreciating student individuality, they offer tailored guidance and dedicate time to ensure thorough comprehension. The interactive approach fosters a supportive learning environment where doubts are clarified promptly, affirming the inclusive ethos of SoBA faculty.

“Success is the sum of all efforts, repeated day-in & day-out.”
– Kiara

- Hridant Ashar FYD



PROFESSOR SPOTLIGHT

Dr. Sumit Saxena

Dr. Sumit Saxena is a highly respected faculty member at NMIMS SoBA, known for his chance discovery of teaching skills and his passion for poetry. His journey into academia was not a deliberate choice but rather a fortuitous turn of events.

SS: It's mentioned on the website that one of your hobbies is poetry. Could you recommend a poet for beginners?

For beginners, I recommend Rabindranath Tagore, whom I greatly admire. From earlier poetry, Rahat Indori is a favorite, and from contemporary poets, I enjoy Zakhir Khan. I also appreciate Harvinshai Bachan. My interest in poetry was kindled during my MBA when I joined a literary club, which awakened my own flair for writing poems.

SS: Do you have any words of wisdom for the new batch of aspiring branding and advertising students?

Embrace all aspects of college life rather than focusing on just one area. Responsibility and seriousness are key to excelling, as every part of college demands commitment. While some subjects may seem dry, concentrate on understanding the concepts and theories—they are foundational for your future career. Although practice is vital, a solid theoretical understanding is crucial for genuine improvement. Building a strong foundation will set you apart and help you succeed.

SS: Was there ever a time when you needed clarification about what career you wanted to pursue?

I was never truly confused, but there were times when I felt like the right person in the wrong place. With an interest in healthcare services, I researched value co-creation, and my Google Scholar page reflects this work. I was fortunate to have a strict yet excellent



professor who served as a mentor. A broad mindset and openness to various opportunities helped me navigate different industries, though I was never genuinely uncertain about my career path.

SS: What is the most rewarding aspect of teaching your subject?

The most rewarding aspect is witnessing my students' career growth. A particularly memorable moment was when a branch manager in my hometown, who had been my student, helped me and later revealed his identity. This experience underscored the lasting impact of teaching.

Speaking with Dr. Sumit Saxena as a first-year student feels like a privilege. His extensive industry experience and dedication make him an invaluable member of the SOBA faculty.

SoBA Startups

Prem Soni's Vision for Filmmaking



INTERVIEW WITH PREM SONI,
ONE OF THE CO-FOUNDERS OF
MORF MEDIA

SS: What inspired you to start MorF Media, and how do you manage balancing it with your college responsibilities?

PS: Filmmaking has been my passion for over eight years. I was a professional gamer and always wanted to pursue content creation. Starting MorF Media was a natural step, as content creation is essential in today's social media landscape. Balancing college and the business is all about effective time management, staying organized, and prioritizing tasks. My studies in branding and advertising directly complement my business, allowing me to apply what I learn in class. Being a student also helps me stay current with trends in media and marketing.

SS: How has being part of the college community, especially as the head of TTL influenced the direction and growth of MorF Media?

PS: Leading TTL has been an incredible experience that sharpened my leadership and communication skills, which are crucial for running a business. It provided a platform to showcase my work and expand MorF Media's reach. The synergy between leading TTL and managing MorF Media has been invaluable, and the collaborative college environment has been a catalyst for both. Meeting my TTL co-founders, Veer Manocha, Manav Modi, and Ayush Naidik, at college strengthened our bond and fueled our collective drive to innovate.

SS: What are your future plans for MorF Media? Do you see it expanding beyond college?

PS: Absolutely. While we currently have a solid team, the goal is to grow MorF Media into a leading content production company. We already manage over 120 influencers and aim to help more startups establish their brand. I see MorF Media as a long-term project that will continue to evolve and expand, ultimately becoming a household name in the media industry.

SS: What advice would you give to fellow students who aspire to start their own business while still in college?

PS: If you have an idea, go for it. College is the perfect environment to start experimenting and building your brand. Believe in yourself, stay focused, and don't procrastinate.

- Niasha Desai FYD

LINKEDIN PROFILE POLISHING

Building a Better You!

As students in Branding and advertising, who better to understand the need to create a personal brand? Branding yourself comes in many ways, but a great place to begin is on LinkedIn, the only professional social media network.

Here are a few tips and tricks to polish your page!

1 CRAFT A CATCHY HEADLINE:

Start with a compelling headline that accurately reflects your current position or career goals. Avoid generic titles like "Student" or "Job Seeker."

2 WRITE A STRONG SUMMARY:

Provide a succinct summary of your qualifications, experience, and professional goals. Focus on what sets you apart and what you aim to achieve.

3 HIGHLIGHT ACHIEVEMENTS IN EXPERIENCE:

In your experience section, emphasize accomplishments and measurable outcomes rather than just listing tasks. Include relevant courses, internships, and projects that showcase your skills.

4 SHOWCASE RELEVANT SKILLS:

Focus on skills that are pertinent to your industry. Don't hesitate to request recommendations from peers or mentors to bolster your credibility.

5 DETAIL YOUR CREDENTIALS:

Thoroughly document your education, certifications, and any relevant extracurricular activities that align with your career aspirations.

6 USE A PROFESSIONAL PHOTO:

Upload a clear, well-lit professional headshot appropriate for your industry. This helps create a positive first impression.

7 ENGAGE WITH YOUR NETWORK:

Join groups related to your interests, connect with industry professionals, and interact with relevant content. Regular activity enhances your visibility and establishes you as an engaged professional.

By implementing these steps, you can build an impressive LinkedIn profile that highlights your professional persona and creates new opportunities.

- Ishanya Laul FYC

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