

INNOVATE
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SPOTLIGHT

SPL AUCTION
AUCTION DRAMA AND SPORTING FINESSE



**SoBA KA
GARBA
RIVAYA**



NOTE FROM THE ASSOCIATE DEAN

Dear Sobaites,

As the festival of lights, Diwali, approaches, I wanted to take a moment to extend my warmest wishes to each and every one of you. May this auspicious occasion bring you joy, prosperity, and an abundance of positive energy.

Diwali is a time for reflection, gratitude, and the celebration of knowledge. It is a reminder of the triumph of light over darkness, and serves as a beacon of hope for brighter days ahead. As you gather with your loved ones to partake in the festivities, may you find inspiration and motivation to excel in all your endeavours.

I am delighted to share that our very own SoBA second year students Saanvi Sekhri and Manav Modi has bagged two out of the four awards at the Erasmus Harmony Virtual Film Festival in “Best short Story” and “Best Visual Effect” category amongst the seven schools had participated from across Bangladesh, India, and Vietnam.

Congratulations to Saanvi and Manav! Let’s give them a big round of applause.

We also had a very interesting branding and consumer persona masterclass by Mr.Hanoz Mogrelia, who has about three decades of creative expertise and handled big brands such as HUL, P&G, ICICI etc. He spoke about how brands evolved over the years representing “Mother” and also brands creating stories which would touch the heart of the consumer rather than directly marketing a product.

One of the most interesting annual event of SoBA, SPL (SoBA Premier League) was organised with loads of enthusiasm both from students and faculty members. It was two days of fun filled events with various sports activities such as football, cricket, kho-kho, tug of war, etc.

These events are not only an opportunity for you to showcase your talents and creativity, but also a chance to learn from industry experts, network with peers, and gain valuable insights into the ever-evolving world of advertising. Your active involvement is crucial in making these events memorable and impactful.





Soba Snippets

I have no doubt that your dedication and enthusiasm will make a significant contribution to the success of these events. Let's come together and make this a memorable experience for everyone involved.

Remember, success is a culmination of consistent effort, dedication, and the ability to adapt. The skills you develop during your studies will not only be valuable in your academic journey, but will also serve you well in the advertising industry.

I have full confidence in your capabilities and believe that each one of you has the potential to excel. Keep your spirits high and your focus sharp, and together we will achieve great heights.

Wishing you and your families a Diwali filled with light, love, and laughter.

Warm regards,

Dr. Anirban Ghosh
Associate Dean
SVKM's NMIMS School of Branding and Advertising

EMPOWERING MINDS AND MANAGING STRESS AT COLLEGE

On the 10th of this month, Livfit hosted an informative and enlightening discussion with psychiatrist Dr. Sheryl John Senthilnathan in honour of World Mental Health Day.

Dr. Sheryl explored the frequent sources of stress that college students encounter and the driving reasons behind the same. She presented a roadmap to assist students in handling these obstacles effectively, whether from the academic demands of college life or the intricacies of platonic and romantic relationships. She gave practical tips on developing open communication channels and setting appropriate and healthy boundaries.

One of the session's highlights was when students learned about stress by comparing it to a rubber band. When stretched taut, the tension in the rubber band mirrored the strain and pressure people experience on a daily basis. When released, the rubber band gave a sudden and painful snap, symbolising the potential consequences of unchecked stress – burnout, anxiety, and even physical health issues.

Furthermore, Dr. Sheryl emphasised the importance of self-care. She highlighted how nurturing one's physical and emotional well-being is crucial in combating stress. She encouraged the audience to identify self-care strategies that resonated with them and practice them regularly; to that, the audience shared all types of answers, from exercise, meditation to simply spending time with their loved ones.

Dr. Sheryl concluded her talk by encouraging balance. She emphasised that managing stress was not about eliminating it entirely but about finding equilibrium in life. She urged students to set realistic goals, prioritise their well-being and seek professional help as and when needed.

-Akriti Shrivastava (FY-D)



THE POWER OF COMMON SENSE IN MARKETING: TAKEAWAYS FROM HANOZ MOGRELIA'S MASTERCLASS

On October 20, 2023, NMIMS School of Branding and Advertising organized a branding master workshop and invited brand maestro Hanoz Mogrelia. With over 30 years of experience in the field of branding and advertising, Mr. Mogrelia is a renowned expert and has worked on numerous successful campaigns, including "Mutual Funds Sahi Hai".

During an interview led by Kopal Jain, Sir emphasized the need to use an immensely robust tool to help the neophytes wanting to break into the industry- common sense. According to him, it is imperative that one uses common knowledge, sense and creativity to solve classic marketing problems. While this is the era of digitisation and AI taking over, it is important to draw attention to the fact that one needs to use their judgment and talent in such a creative line.

Mr. Mogrelia also spoke about the changing buying patterns and how marketers can use this information to understand different products and categories. He encouraged us to be keen learners and avid readers to stay ahead of the curve in this dynamic industry.

Mr. Mogrelia explained how brand personas play an important role in conveying a brand image. He used the examples of the Bournvita "Tiger Mom" persona and the Surf Excel "Daag Acche Hai" campaign to illustrate how brands can target people around us by creating innovative campaigns. These brands try to strike the basic emotions of the customer by portraying a person they want to be or can relate with.

Mr. Mogrelia's advice to students was to be curious and to always keep learning. He encouraged us to experiment with new ideas and to not be afraid to fail. He also reminded us that the best marketers are constantly evolving and adapting to the changing landscape.

-Mannat Kapoor (FY-E)



AUCTION DRAMA AND SPORTING FINESSE

SoBA Premier League Kicks Off in Style

Four sports. Four teams. Two days. One champion.

After an exhilarating first season in 2022 of SoBA Premier League, SoBA's very own annual intra-college sports event, is back with a bang this year, with double the excitement and double the fun. Organised by FairPlay, a club that is the best in their field, pun intended. SPL is by far the most awaited event of the college, as it brings out the best of the sporting abilities of every participant.

The SPL auctions are one of the most exciting and anticipated parts of the event, where the team owners bid for the players they want to have in their squads. The auctions were to be held on October 18th, at the college's moot court. Since a week prior, the preparations for the same were in full swing. Registration desks were put up in the corridors, where students could get themselves enrolled in this dynamic tournament by rating themselves out of ten in football, cricket, kho-kho, and tug of war.



The day finally arrived, and the venue was crowded with hundreds of students and faculty members. The four teams that participated in the auction were:



Rohan's Reliable Ravens, owned by the ferocious Mr Rohan Mehra, led by captain Chaitanya Shegde and vice-captain Ayush Deora.



Bhasha Warriors, under the ownership of the riveting coordinator duo Mrs Bhavika Desai and Mrs Sayali Godambe, with Aryan Raiyani as the captain and Krrish Thakkar as the vice-captain.



Raj's Rebels, owned by the highly competitive Mr Raj Shah, captained by Sharvari Mahajan along with vice-captain Vikhyat Gaur.



Percy Pirates, the defending champions and the only team to return for the second season, led by captain Kaavya Chaturvedi and vice-captain Jai Malhotra under the guidance of the beloved owner Mr Percy Vaid.

The four teams were seated at their desks, all set to form the best team of thirty people each with a budget limit of a hundred and twenty crores. Having over a hundred and seventy registrations, each player's scorecard was displayed on the smartboard with their average ratings across all sports. The teams were to bid for the players they wanted by raising their paddles, with each player's starting bid fixed at twenty lakhs. Hosted by Dev Aatha and auctioneer Tanish Sarada, the three-hour event was unarguably a success.

The SPL is all set to be a grand success on the 5th and 6th of November at Inspire Turf, BKC. It being such a grand event, the 6th of November has been declared a non-instructional day so that the students can join in and be a part of the fun while cheering for their fellow participants to keep their motivation roaring.

Wishing the best of luck to all participants on behalf of SoBA Snippets! May the best team win!

-Ronit Singh (FY-A)





FILMING WITH THE RIGHT FRAMES

Now, hundreds and hundreds of people come to Mumbai with the wish to make films, star in them and present them to the world. Not everyone is able to achieve that. However, let Snippets introduce you to two achievers who not only presented their films to an international audience but also won awards for their glorious work.

Presenting Manav Modi and Saanvi Sekhri. Two SYs whose films won them awards for 'Best Visual Effects' and 'Best Short Story' respectively at the Erasmus Harmony Film Festival in Bulgaria. Now, here at SoBA Snippets, we are extremely happy and proud of our fellow students. So, let's hear about their journey, shall we?

Saanvi Sekhri

The woman behind the captivating stories

Writing stories that capture people's attention is no easy project. Saanvi's story - 'Tapri' wasn't either but it was through her and her team's hard work that brought the story and world alive for the audience to witness. Dedicating her win to her team and classmates - Kabir Singh and Raveena Shankar, she recounts how chaotic the film was. Even so, they managed to create a work of art.

Click on the link below to watch her wonderful film:

["TAPRI"-AWARD-WINNING SHORT FILM](#)



Manav Modi

The man behind the flashy effects.

Any other student would be worried about such a big competition. But when we talked to Manav, he said that even with the competition, he was confident in his work. Manav won the award for 'Best Visual Effects' for a shot that he designed and perfected.

Well, he is one of the heads of 'Through The Lens' for a reason. Finally, he dedicates this win to his team - Arya Bhatt, his editor and two actors, Vishista Halder and Raghav Mehra.



Surprises, Strategies and Success

In the high-stakes world of entrepreneurship, the Reverse Shark Tank competition proved to be an exhilarating journey for Anshika and Arpit. In this interview, Arpit Mishra takes us behind the scenes, sharing the excitement, challenges, and ultimate triumph of their Reverse Shark Tank experience.

SS: What inspired you to take part in reverse Shark Tank?

AM: Honestly, it was very random. Anshika asked me if I was interested and I instantly agreed.

SS: Can you share your experience? What was it like behind the scenes?

AM: It was great fun. I took part in the game, but that doesn't imply I didn't want to win. Of course not. I'm a competitive person, so the win was significant, but the thrill was more important. Here's the story: we were in the ninth group, and when the competition ended, the judges said that the 9th and 6th teams were tied, so both teams were summoned on stage and asked to spontaneously take one criticism from the court of the other and affirm that it was not possible. So we asked good questions, and they answered them, and it was another tie. Experiencing an overabundance of emotions to the point of exhaustion. After that, we were called back on stage and the crowd was polled to determine whether our team of 9 or 6 would win based only on the pitch we presented and the questions posed. We received another call informing us that Team 9 had won.

SS: Can you brief us on the different levels and procedures of the competition?

AM: During the reverse shark tank competition, we engaged in two rounds with a designated budget of 100 crores. In the first round, tasked with acquiring a company, we strategically selected Aldo, taking into account a specific problem statement assigned to us. The auction began at 5 crores, and interestingly, no competition arose for Aldo, allowing us to secure the acquisition at the starting price.

With 95 crores remaining from the initial budget, the second round required us to present a compelling pitch on how Nykaa could address the identified problem within Aldo. This pitch served as the basis for others to invest their remaining amounts.

The criteria for determining the winner included evaluating the persuasiveness of the pitch, the quality of questions asked to other teams during their pitch, and the potential returns each team could generate from their remaining investment. The competition was not only about strategic acquisitions but also about demonstrating the capacity to maximize returns through thoughtful investment decisions.

Ultimately, this winning team and the experience of the Reverse Shark Tank competition is a testament to the power of curiosity, competition and entrepreneurial excitement, where spontaneous decisions can lead to extraordinary victories.

-Khushi Parekh (FY-C)



MARKETING MASTERSTROKES

HOW BRANDS HIT A SIX IN THE WORLD CUP SEASON

As the World Cup season bowls its way into our lives, brands are hitting it out of the park with their ingenious marketing strategies. In the heart of this cricketing extravaganza, names like KitKat, Thums Up, and Sprite are making waves with campaigns that speak directly to the ardent fans. Each brand adds its unique flavour to the game, sparking a fire of anticipation that unites cricket enthusiasts across India.

Let's dive into the playbook of these marketing maestros and see how they're turning the cricketing fever into a nationwide celebration.

KITKAT

Crossing Fingers, Breaking Records

The World Cup fervor has gripped the nation, with every cricket enthusiast sharing the same hopeful sentiment from the toss to the final over. KitKat has uniquely captured this collective anticipation with its #FingersCrossed campaign.

This spirited initiative resonates with the pulse of cricket lovers, channeling their excitement into a vibrant brand message. Through an engaging video, KitKat celebrates the unity that cricket fosters among Indians, emphasizing the power of hope in every match.

KitKat's creative genius lies in seamlessly incorporating their iconic finger-breaking gesture into this campaign. This clever move not only connects deeply with fans but also stays true to the brand's distinctive style. This innovative campaign couldn't have come at a more opportune time, perfectly aligning with the World Cup frenzy.

With KitKat, it's not just a gesture, but a winning strategy!"



World Cup hai, garmi badhegi.
Thand Rakh.

Ahmedabad City

31°C

Narendra Modi Stadium





THUMS UP

Ride the Toofan of Excitement!

Thums Up's latest campaign, 'Thums Up Utha, India India Macha', brings a Toofani spirit to the ICC Men's Cricket World Cup. With Shah Rukh Khan as the 'voice of belief', the ad features cricket stars like Rohit Sharma and Jasprit Bumrah, capturing the fierce determination for victory. The split can metaphor mirrors fans' inner conflict - 'Will India win?'. Coca-Cola's Arnab Roy emphasizes fan empowerment and support for Team India. Ogilvy's Sukesh Nayak notes the battle against self-doubt. As the World Cup draws near, Thums Up promises a 'Toofani' tournament, celebrating player resilience and creating indelible fan moments.



SPRITE

Quenching the Thirst for Cricket Excitement!

In the scorching rivalry of an India vs Pakistan cricket match, Sprite turned up the cool factor. In Ahmedabad, as the game intensified, so did the temperature on their billboard – showing a sizzling 56 degrees while the weather app settled at 31. But here's the magic: scan the QR code and a virtual Sprite emerges, promising refreshment. A click redirected you to Swiggy for an instant Sprite fix.

This was more than an ad; it was an immersive experience. By harnessing the moment, outdoor space, and tech, Sprite delivered a first-of-its-kind activation that had everyone talking. Just like on the cricket field, Sprite stood out in the World Cup season with its cool, refreshing twist. A genius move that blended heat with chill, leaving fans thirsting for more.



-Nimisha Ranade (SY-C)

STUDENT COUNCIL BRINGING SOLUTIONS GLANCING THROUGH YOUR PROBLEMS

Let's bring our notice to a really exciting campaign that the Student Council is currently pulling off with great determination and hard work; "Peer to Peer", a concept which is really helpful for collegians like us.

Most of the population of SOBA consists of outstation students who came with full enthusiasm for gaining knowledge, exposure, attaining their respective goals and whatnot. But with all this on their plate, there are instances where they feel low, confused, and stuck in certain situations which they haven't faced before. There are issues they can't discuss even with their parents, here 'Peer to Peer' plays a crucial role. It's an informal discussion that our Student Council Yashvi and Nandini conduct with the FYs in which from 'anything to everything' is discussed.

Not just the matters revolving around college but any other issues, and experiences whether personal or professional are openly discussed in a friendly environment. Here, where peers give advice based on their personal experiences they also learn new lessons from the experiences of their juniors. So it's a simple 'give and take process'. Although the initiative is new it has grabbed a good response from the juniors who have been involved in this exciting discussion so far.

Yashvi and Nandini, the student council are doing fabulous work through this initiative and let's help them by contributing active participation from this side.

-Nikhil Sharma (FY-A)



NATIONAL CINEMA DAY



India celebrates National Cinema Day on 13th October to mark the reopening of the cinema hall post-pandemic. This day is important as movies are a work of art which combines the pleasures of visually appealing images, the euphonious beauty of music and to top it all the wonders of versatility. This is shown by the actors which leads to art that can be thought-provoking or mindless fun for the audience to engage in and forget about all their woes for a few hours.

Moviegoers celebrated National Cinema Day by availing of offers given by cinema halls such as cheap tickets at only Rs 99. Viewers could watch cult classic films like The Dark Knight and Interstellar for the first time or revisit them with other cinephiles.

We need movies now more than ever as they are a good source of knowledge, they open up your perspective to new directions and meanings. Also, they come more naturally in a shared space such as the cinema where instead of being individuals, people can go in groups, where they can share their ideas, views or opinions of the movie more healthily and collaboratively. This serves as a reminder of how cinemas are a way to bring forth ideas of the consumers and the ideas of the director.

This industry is also very important for advertisers as cinema advertising is one the key methods of advertising products since it delivers your message to a captive audience, and a company image is perceived in a better way by the association with the big screens.

National Cinema Day is a very important day as it is a day where we can celebrate our love for movies as a form of art. It serves as a reminder of how cinema plays an important role in bringing people together and forming an invaluable part in the lives of individuals. Where one can forget about their problems and rejoice together getting lost in the fantasy world brought for on the big screen along with other members of the audience.

SOBA KA GARBA!

Garba Night was a spectacular event during the Festival of Navratri celebrations, which Rivaya, SoBA's own cultural fest, organised. The venue had colourful flowers, which added to the festive atmosphere. The event had a photo booth where attendees could take pictures and create lasting memories of the night. Refreshments were served, which included delicious Indian snacks and drinks. The highlight was the Garba dance, which had everyone on their feet, dancing to the beats of the music. The energy and enthusiasm of the crowd were infectious, and everyone was enjoying themselves thoroughly. Overall, it was a fantastic night, beaming with fun, laughter, and joy.

-Twesha chawla (FY-B)





NEWSLETTER TEAM

EDITORS & CO-HEADS

Dhwani Venkateshwaran, Batch 25'
Nimisha Ranade, Batch 25'

HOD'S

Urmi Taksal, Batch 25' - Reporting
Richa Banka, Batch 25' - Designing

REPORTERS

Siddharth Kargutkar - Batch 26'
Akriti Shrivastava - Batch 26'
Mannat Kapoor - Batch 26'
Twesha Chawla - Batch 26'
Khushi Parekh - Batch 26'
Nikhil Sharma - Batch 26'
Ronit Singh - Batch 26'
Vansh Jain - Batch 25'

DESIGNERS

Janhvi Kumar - Batch 26'
Ishika Runwal - Batch 25'
Kavya Varma - Batch 25'

PHOTOGRAPHY TEAM

Viraaj Suchde - Batch 26'
Mannat Kapoor - Batch 26'

COVER PAGE BY - Ujjwal Gupta from

MUSE

Images Sourced By:

