

EXPOSITION

OPENING ACT OF THE PARDA INTERNATIONAL FILM FESTIVAL



DECEMBER 2024

CONTENTS

NOTE FROM THE ASSOCIATE DEAN	3
LIGHTS, CAMERA, ACTION	4
ART OF MOVIE MAKING	8
WINNERS	10
SoBA STARTUPS	11
PROFESSOR SPOTLIGHT	12
LIGHTS CAMERA TRACTION	14
IMPACT OF ERAS TOUR	15



NOTE FROM THE ASSOCIATE DEAN

Dear SoBA Students,

This Snippets issue is about the art of storytelling. Storytelling isn't just a nice to have – it's a must-have skill in the branding world. On LinkedIn, it pops up in job-skills across industries like marketing, design, sales and even data analytics (after all data need a good plot twist too!).

Branding without storytelling is like a movie without a plot – people might glance at it, but they won't remember anything. It is about creating connections and evoking emotions.

To sharpen your story telling skills, your institute had two absolutely energising opportunities. The Parada International Film Festival and The Admire Ad-Fest. I am happy with the entries and efforts of the young talent at NMIMS SoBA. You have proved you don't just watch stories, but you create them. The third edition of Admire Adfest showcased your branding and marketing talent. These weren't just events, they were proof that NMIMS SoBA is where ideas turn into impact, creativity meets strategy and teamwork fuels greatness!

Now as your ICAs, Term end projects and new live project opportunities knock, remember this – every challenge is just another plot twist in your success story. Stay curious, Stay creative, and keep achieving milestones.

Let 2025 be our best chapter yet!

Yours truly,
Dr. Kiran Desai
Associate Dean, SoBA



LIGHTS. CAMERA. ACTION

The 3rd edition of Admire 2024, hosted by the School of Branding and Advertising (SOBA), was a grand celebration of creativity, showcasing various music, dance, theatre, cinematography, and storytelling performances. The evening began with the traditional Saraswati Vandana, followed by the NMIMS anthem, and an inspiring address by Dean Dr Kiran Desai, marking the event's official start.

Fashion performance club Atelier kicked off the performances, bringing the glam element to the award ceremony. The first award of the event was Best Editor. Awards were presented across the three years, followed by an electrifying performance by Lehreïn, who succeeded in captivating the audience by performing songs with deep intensity and emotion. The awards for Best Screenwriter were then given out, with Filmmakers Pankaj Madaan and Rohan Chavan, panellists for the event, awarding the exceptional talent of the students. After a brief recess, Atelier returned with a vibrant depiction of the nine emotions, leading into the grand musical Naqab. This captivating performance told a compelling tale of love, betrayal, and vengeance, leaving the audience spellbound.

As the event came to an end, the auditorium erupted in applause, celebrating SOBA's unparalleled creativity and teamwork. Admire 2024 was a memorable evening, leaving a lasting impression on all those who attended.



Admire

Parda



On November 19th, the NMIMS School of Branding and Advertising (SOBA) proudly hosted the first iteration of the **Parda International Film Festival (PIFF)**, the crowning jewel of the college's cultural calendar.

With the idea "**Chhote Kalakaar, Bada Parda**," the festival celebrated creativity, storytelling, and the magic of cinema, drawing filmmakers and enthusiasts from around the world. This year's vibrant theme, "**Navrasas – The 9 Emotions**," was inspired by the ancient Indian concept of nine essential emotions: love, laughter, wonder, anger, fear, disgust, heroism, tranquility, and sadness. The festival showcased a rich tapestry of human emotions through cinema and performing arts.

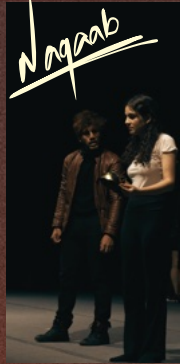
Featuring 40 short films, including international entries from Bangladesh and Vietnam, along with 23 music videos, 20 ad films, and 20 one-minute short films, the diverse entries were judged across categories such as Best Direction, Best Cinematography, Best Editing, Best Script, and Best Film.

The grand musical "**Naqaab**" captivated audiences with its gripping narrative and stunning visuals. The hosts, dressed as beloved characters like Maya Sarabhai and a Sanjay Leela Bhansali heroine, infused humor and energy into the event. brilliance.

A distinguished jury, including Mr. Craig Caton Largent, Mr. Darshan Jariwala, and Ustad Fazal Qureshi, recognized exceptional talent at the event, and awarded the budding filmmakers their laurels. The film "**Darpan**" from Wilson College took home the title of Best Film.

CHHOTE KALAKAAR BADA PARD
CHHOTE KALAKAAR BADA PARD
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parda



Admire



atelier.



ART^{OF} MOVIE MAKING

SoBA Snippets had the opportunity to interview the jury members and esteemed chief guests of the Parda International Film Festival to pick their brain on their creative processes, passions and what drove them to their careers.

Mr. Craig Caton Largent has worn many hats, notably as a character technical director at Disney Feature Animation and as a layout artist with DreamWorks Animation. He also played a key role in developing a network of Silicon Graphics workstations, which ultimately formed a crucial part of the collaboration between Stan Winston, James Cameron and Scott Ross.

We had the opportunity to speak with Mr Largent about his most cherished films and projects, his journey into VFX, and his advice for students entering the movie-making business. Watch the interview here-



CRAIG CATON LARGENT

Chair of 3D Animation & VFX at NYFA

PARDA
INTERNATIONAL FILM FESTIVAL



SoBA Snippets also had the opportunity to meet with Pankaj Madaan and Rohan Chavan, on their experiences entering Bollywood, their filmmaking process and the lessons they learnt along the way. The road to any dream career is filled with hard work, dedication and drive- and this is never more clear than in our conversation with these up-and-coming filmmakers. Catch the interview here -



Pankaj Madaan



Rohan Chavan



Finally, a peek into the mind of Mr. Darshan Jariwala, as he is interviewed by the media on the Parda International Film Festival (PIFF) and the advice he has for budding filmmakers and all the creative students following their dreams at SoBA.

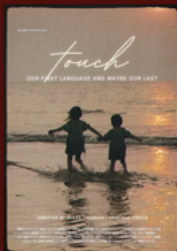
The festival not only celebrated cinema but also fostered collaboration and creativity, solidifying SOBA's reputation as a creative powerhouse. With its resounding success, the anticipation for the next edition promises another unforgettable celebration of cinematic excellence.

Darshan Jariwala



WINNERS

1st
YEAR



TOUCH won best short film and best direction for its impactful storytelling. **TIME** claimed best script for its engaging narrative. **CHUPPI** earned best edit with sharp transitions, while **SEE YOU SOON** took best cinematography for its stunning visuals.

2nd
YEAR



SHEHER MEIN won best overall video with **7EVEN SINS/GALMUKDI** as runner-up. **DIL TOH BACCHA HAI JI** took best direction, followed by **EVERYWHERE** as runner-up.

Best cinematography was claimed by **7EVEN SINS/GALMUKDI**, with **THEHRA** as runner-up. **AASHIYAN** won best script, and **PIYA TU AB TOH AAJA** was the runner up. **AZAADI** earned best edit, with **O RANGREZ** in second place.

3rd
YEAR



APPLE won best overall and best cinematography for its stunning visuals. **HINGE** took best direction for smooth storytelling. **DUREX** earned best edit with sharp cuts, and **GOOGLE** claimed best script for its compelling narrative.

Parda International film festival organised by NMIMS SOBA in collaboration with NYFA.



NoBA Startups

Pitch, Sell, Repeat: Insights from the NMIMS Marketing Challenge “Marketing in Motion”

As part of an exciting hands-on marketing project organized by the NMIMS School of Branding and Advertising, We, the FY students were given the challenge of selling a product in a local market with an initial investment of ₹1,000 provided by the college. The objective was simple: to generate the highest profit, with the winning team taking home the full proceeds from their sales. The project required us to make thoughtful decisions on product selection, pricing strategies, and develop effective sales tactics to maximize returns.

After receiving the initial investment, we carefully identified a product that fit within our budget and appealed to our target audience. Once the product was sourced, we moved on to planning our sales strategy. The next key decision was selecting the right marketplace, and most students opted for a bustling, high-traffic area that attracted a diverse crowd. This provided a prime opportunity to engage directly with customers and experiment with various sales techniques. Throughout the day, we applied different marketing strategies, such as offering attractive promotions and actively engaging with potential customers to highlight the value of our product. These interactions not only allowed us to refine our selling techniques but also provided valuable insights into consumer behavior and preferences.

At the end of the project, we were required to compile a detailed report reflecting on our experience. The report included an overview of the product, an analysis of our sales performance, observations on customer preferences, and the key lessons we had learned throughout the process. This project was an invaluable learning experience, offering practical insights into pricing strategies, customer engagement, and the dynamics of market interactions. It was a brilliant opportunity to put classroom theory into practice and understand the real-world challenges of selling in a competitive environment.

- Hridant Ashar



PROFESSOR-SPOTLIGHT

Rohan Sir is a mentor who blends deep knowledge with a relatable approach, making learning not only educational but also engaging. Below is a conversation where he shares his insights on mentorship, creativity, the impact of AI, and more:

1

WHAT ADVICE WOULD YOU GIVE TO YOUR COLLEGE SELF?

RM: "I would tell myself to be more involved. Looking back, I achieved a lot, but I realize there was always more I could have done. College is a time to explore and try new things don't limit yourself."

HOW DO YOU BALANCE BEING A MENTOR AND BEING APPROACHABLE?

RM: "Being relatable is key. A mentor should be someone who is open and approachable, making students feel comfortable and valued. When they feel understood, they are more likely to engage and ask questions."

2

Meet

PROF.
ROHAN
MEHRA



3

HOW HAS AI INFLUENCED BRANDING?

RM: "AI has revolutionized branding by improving efficiency, but it can stifle creativity when over-relied upon. It should be used to refine, not replace, human creativity."

HOW CAN WE KEEP CREATIVITY ALIVE IN THE AGE OF AI?

RM: "Start with the basics use paper and pencil before turning to technology. If we stay grounded in traditional methods, AI can enhance creativity rather than replace it."

4

DO YOU THINK CREATIVITY WILL ALWAYS BE HUMAN-DRIVEN?

RM: "Absolutely. While technology may evolve, true creativity rooted in emotion, intuition, and unique perspectives will always come from humans."

5

6

WHAT ARE SOME EXCITING AND OVERRATED TRENDS IN THE INDUSTRY?

RM: "Exciting: Experiential marketing, especially post-COVID. Overrated: The overuse of AI in campaigns; balance is key."

WHAT DO YOU CONSIDER THE MOST EFFECTIVE USE OF AI IN ADVERTISING?

RM: "The Cadbury campaign with Shah Rukh Khan, where AI personalized messages to support local businesses. It was a perfect blend of technology and human touch."

7

8

WHAT WOULD YOUR DREAM JOB BE?

RM: "Something creative like a voice-over artist, host, or even a sportsman. I've always loved roles that allow me to be able to use my creativity while connecting with others."

Rohan Sir's mentorship goes beyond academics, focusing on creativity, balance, and authenticity in a dynamic world. His insights remind us that learning is most transformative when rooted in human connection and adaptability.

- Raina

LIGHTS, CAMERA, TRACTION

Movies and shows are one of the best ways to introduce yourself to a new sport and Formula 1 seems to have grabbed onto this information. The yet to release Brad Pitt movie about Formula 1 which is fittingly called 'F1' has grabbed the eyeballs of many. Obviously, the movie is going to be a guaranteed success with such a big star like Brad Pitt headlining it and F1 fans flooding to see the movie just to see if their favourite drivers have made it onto the big screen. But how exactly does Formula 1 benefit from this?



For the longest time, F1 was a very exclusive sport, mainly restricted to Europe. Now, thanks to Netflix's Drive to Survive and social media, the sport is bigger than ever. This movie plays a role in making the sport even more mainstream and as it becomes more mainstream, F1 gets more ticket sales, more merch sales and most importantly- more sponsorships that see the large fanbase and want to gain from it.



However, movies and shows (especially reality shows) are notorious for manipulating facts to make them more dramatic which can be detrimental to the people in the sport and its brand. So, it is necessary to ensure a true and accurate representation. The new movie has ensured this by bringing on Lewis Hamilton himself onboard as a producer and allowing him to give input to ensure authenticity. The movie has also gone as far as faking podiums and race wins to ensure this. However, a little drama never hurts and all publicity is good publicity after all, right?

- Siya Mantri



TAYLOR SWIFT THE ERAS TOUR (TAYLOR'S VERSION)

"All Too Well" Executed: The Marketing Genius of Taylor Swift's Eras Tour

Taylor Swift's Eras Tour is more than just a musical journey; it's a masterclass in economics, marketing, branding, and advertising. It showcases how a single event can generate economic impact, redefine personal branding, and set new benchmarks for audience engagement.

At its core, the Eras Tour exemplifies the principles of segmentation, targeting, and positioning (STP). By curating distinct themes for each "era," Swift tailors her strategy to resonate with different audience segments, fostering deeper emotional connections. This targeted approach not only drives ticket sales but also fuels demand for merchandise and increases social media interaction. The FOMO-driven advertising strategy, which capitalizes on scarcity and exclusivity, transforms every concert into an event people simply can't miss.

From an economic perspective, the Eras Tour is a multibillion-dollar powerhouse. Cities that host her performances experience a surge in local business activity, with notable increases in revenue for hotels, restaurants, transportation, and retail. For example, Chicago saw a \$39 million boost during her shows, highlighting how consumer spending in one sector can create a ripple effect across the broader economy.

Taylor's personal brand is a key element of the tour's success. By creating distinct identities, soundscapes, and narratives for each "era," she reinforces her authenticity and maintains fan interest. Her storytelling transcends music, evolving into a comprehensive lifestyle brand that her loyal fan base eagerly embraces.

For professionals in branding and advertising, the Eras Tour is a prime example of how emotional storytelling, combined with data-driven marketing, can elevate a product whether it's music or consumer goods into a memorable, immersive experience. Ultimately, Taylor Swift's Eras Tour is a testament to the power of blending artistry with strategy, illustrating how thoughtful marketing and branding can transform industries, stimulate economies, and set new standards in global marketing excellence.

- Naisha Desai



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