

AD-TALK

START-UP



A future career in advertising will likely mean mastering the human-machine workflow

Don't limit yourself to predefined roles or systems, question them and improve them.

Have a break, Have a...?

EXAM TIME

THE DEADLINE DIARIES

DO MORE OF WHAT YOU LOVE

PLACEMENT

Your syllabus is a goldmine of knowledge

Live in balance, feel in peace.

CADENCE

Treat every assignment like a rehearsal for the real world

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FROM THE DIRECTOR'S DESK

My dear SoBA Community,

I wish you the best for your preparation towards Term end projects and upcoming Term end exams.

There are some nice helpful ideas on coping with examinations in this issue. I hope you find them useful.

Wishing you all the best for your examinations.

Warm regards,

Kiran Desai

Director

NMIMS School of Branding



Have Ai BREAK Ad Talk Have A KITKAT

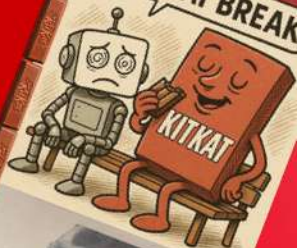
Kit Kat's newest campaign, "Have A(I) Break," cleverly flips its iconic slogan by letting artificial intelligence create the ad so that the human creatives could take a break. Developed by the agency Wunderman Thompson (now VML), the project used AI tools to generate the script, visuals and even the voiceover, while the team quite literally "has a break." The result is an ad that not only promotes Kit Kat's timeless message but also becomes a commentary on the changing nature of creativity itself.

They continued to make a second advertisement where they say "Let AI Have a Break". By literally telling AI to take a break, KitKat draws from real research that shows giving AI brief pauses can actually improve its performance. The video humorously frames AI as a colleague that needs downtime, something only a brand built on the notion of breaks could pull off so naturally.

;) Looks like your computer is taking this time to have a break, and so should you!
KitKat anyone?

THE BIGGEST LITTLE MEAL IN BRITAIN

Give yourself a break at 4 o'clock



Your Anxiety Level

Your Breaks

The kitkat break



Loud

Co-worker

Spiced

Coffee

Broken

Copier

Wife

King Sunday

This campaign marks a turning point in advertising. Instead of seeing AI as a threat, it's being embraced as a creative collaborator. That raises questions about future career paths, aspiring ad pros may increasingly find themselves supervising AI and editing what the machine produces rather than doing every creative task themselves. At the same time, it underscores that creativity still needs direction; humans choose the prompt, define the cultural punch, and frame the narrative. The ad also illustrates a dependency shift: brands may rely more on AI for efficiency but risk losing the human spark and emotional nuance if they lean in too hard.

Ultimately, KitKat's campaign shows that AI and advertising can work together, but the balance matters! A future career in advertising will likely mean mastering the human-machine workflow, rather than seeing AI as the "enemy". It highlights how AI can shoulder the routine or experimental tasks, freeing people to focus on what makes creativity truly human: imagination, authenticity, and storytelling.

~Aashna Aslam



*Watch the
Ad here!*



Placement CHRONICLES



What does life after SoBA actually look like? SoBA Snippets sat down with Ahaana Raghuvanshi, former Zephyr Club Head and now a professional at Schbang, to talk about navigating college, entering the advertising industry, and the lessons that truly matter once you step into the real world.



SS: What made you join SoBA, and pursue a career in your current field?

AR: I knew from an early age of 16 that marketing as a niche interested me and a course where I can use those skills felt like a perfect fit. After joining, looking at the curriculum, activities and exposure, I knew I made the right choice. In my current field of brand solutions as well, everything that I have learnt in my 3 years comes in handy on a daily basis.

SS: How did SoBA help you grow and understand that this was the path you wanted to take?

AR: SoBA gave me clarity through exposure. From real briefs to group projects to constantly having to think like a strategist, I realised this was a field where my strengths naturally fit. The faculty pushed us to think beyond aesthetics and understand brand behaviour, consumer insight, and communication logic, which ultimately shaped my decision to move into brand solutions.

SS: What are some habits or changes you had to cultivate or remove from your life during these 3 years at SoBA?

AR: A few big ones such as –

- Becoming more structured: I had to move from “creative chaos” to actually organising my thoughts.
- Letting go of perfectionism especially during back-to-back submissions. I learned to prioritise clarity over obsessing about every detail.

SS: What's the best part of the company you work with currently, Schbang?

AR: The best part is the culture of ownership. You're trusted with real responsibility from day one and encouraged to think like a problem-solver, not just an executor. Because of this you learn fast and grow fast.



SS: What did you learn about the advertising field which you probably didn't know about before?

AR: That the "idea" is almost the final step in a long chain of insight, research, and behaviour decoding.



SS: Lastly, the usual question; what is one piece of advice you'd want to give our students who are drowning in assignments as well as figuring out how to become industry-ready?

AR: Treat every assignment like a rehearsal for the real world. You're not just submitting work, you're building the skills you'll rely on later: research, structuring ideas, pitching, collaborating, and working under pressure. The industry doesn't expect perfection, but it values people who can think clearly and adapt quickly.

-Saanvi Jog

EXAMS, ADS & ACADEMIC COMEBACK

Hey SoBA students!

It's our favorite time of the- that's right EXAMS! The biannual ritual where we decide to have our academic comeback and use ChatGPT more than our textbooks.

Your syllabus isn't a burden; it's a **goldmine** of knowledge, a goldmine that feels like it's buried 800 feet underground with no map and a broken flashlight. But not to worry, we have just the right tips for you.

Take consumer behaviour. Don't just memorise definitions, think about why you emotionally bonded with a pair of sneakers like they were your childhood pet. Or why that cute ad made you cry at 2 AM.

Everything connects back to your textbooks... unfortunately. But even with all this deep meaning, motivation still vanishes faster. So here are some techniques to save you from procrastination:

1. Understand the 'Why' Behind Everything

Don't just learn concepts, understand why they matter.

Spoiler: The answer is not "because ma'am will ask in viva."



2. Think in Campaigns, Not Chapters

Connect every topic to a real brand.

Because if Nike can “Just Do It,” so can you.
(Please. Exams are soon.)

3. Pomodoro Technique

Study 25–50 minutes → Break 5–10 minutes.

After 4 rounds → Take a longer break.

During breaks: move around.

Do not open your phone.

Your phone is not a break. It is an academic black hole.

4. Feynman Technique

Explain the topic like you're teaching a 12-year-old.

If they cry, you don't know it well enough.

5. The 80/20 Rule

Focus on the 20% that gives 80% of the results.

In other words: stop spending 40 minutes choosing the pen you'll take notes with.

6. SQ3R Method

Survey → Question → Read → Recite → Review.

Yes, it sounds like a government procedure, but it actually helps.

At the end of the day, don't study only to pass exams. Study to understand the marketing and branding happening around you every time you open Instagram, see a billboard, or get emotionally manipulated by a 30-second ad about a washing powder.

Marks will fade. Mindset stays. And also, your GPA won't matter in 5 years, but your skills will (you still have to study now though). So grab your books, and lock in before your motivation goes offline again. Wishing you all the very best of luck.



-Saiesha

CAN
AND
WILL

Beauty with brain





HEAT IN THE RAINS, RAINS IN THE HEAT

MUMBAI'S CLIMATE CONFUSION

What is Mumbai without its rains? Yet this year...They lingered longer and fell harder compared to prior years. Mumbai has had its wettest November in years, but what does that really even mean, and why are we seeing rains in early November? In 2025, we had around 36.6mm of rainfall at the start of the month, which took many Mumbaikers by surprise, as many locals would tell you that rains would subside by November or essentially after Diwali. This year's relentless rains are not a coincidence but part of a broader pattern. Climate change has begun to blur Mumbai's once-predictable seasons, brief drizzles are now downpours, and warm months are now waves of heat.

Climate change, urban development, and other buzzwords you see online do actually contribute to these rains as they directly affect us. We see how many meteorologists talk about how the global temperature rises by 1 or 1.5 degrees, and many people are often uninterested, but it results in more moisture being carried in the air, especially in coastal cities (like Mumbai). This results in worse weather because the frequency of days with heavy rainfall has increased as well as the intensity of the rain and heat which means running from rickshaws to the class to either beat the rain or the heat.

Mumbai's November heat acts as a surprise to many outstation students as they don't expect to be sweating in November. The increasing heat mixed with exam season is a recipe for frustrated souls struggling to get an auto or even think clearly. The changing climate brings new challenges, which is why the city and its citizens should prepare to adapt and rebuild themselves with better flood systems, green infrastructure, and a more sustainable mindset, as the rains might get heavier, but so will our resolve.

-Showrya

QUEENS of the PITCH



The 2025 ICC Women's Cricket World Cup crackled with drama, nerve-shredding chases, stunning upsets, and nights that will live long in cricketing memory. Every match felt like a chapter of its own. Yet, none burned brighter than India's long-awaited rise to the summit.

After a shaky start, the Indian side surged back with conviction. Their semi-final clash against defending champions Australia was a turning point, Shafali Verma's fearless strokeplay paired with Renuka Singh's incisive spell flipped the script entirely. It was the kind of performance that didn't just win a match; it shifted belief.

The final at DY Patil Stadium, Navi Mumbai, unfolded amid a sea of tricolours and deafening roars. Batting first, India posted an imposing 298 for 7, powered by Verma's explosive 87 and Deepti Sharma's all-round mastery. South Africa's chase never truly settled as India's bowlers held their nerve, sealing a 52-run victory and India's first-ever Women's ODI World Cup title.

What followed was unforgettable—tears on the field, joy in the stands, and Harmanpreet Kaur lifting a trophy generations had imagined but never seen. This wasn't merely a win. It was a breakthrough.

India's triumph has reshaped the conversation around women's cricket, proving that belief, resilience, and patience can redraw boundaries. The 2025 World Cup did more than crown champions, it sparked a legacy in motion.

-Twisha



The Five Stages of Academic Stress

So everyone, we've hit that magical time of year when coffee is a food group, sleep is a myth, and "Just one more episode" turns into a full-blown binge. You might think you've seen it all, but the shift from a cozy school desk to a cramped college dorm has totally transformed how we tackle the five sacred (and terrifying) stages of academic stress.

1 DENIAL

In school, denial was thinking a color-coded outline meant you understood the material. In college, it becomes procrastination — suddenly, your apartment needs cleaning, you're "learning" a new language, or baking a cake, all while avoiding your textbooks like they're the villain in a horror movie.

Then (School)

"The exam is only two weeks away, which is barely enough time for a proper review. I'll get three solid hours of studying in right now, focusing on the hardest chapter, and then I'll treat myself to a couple of episodes and a slice of pizza. Present me is setting future me up for success."

Now (College)

"The exam is still two weeks away. That's like, fourteen whole days. I'll just watch one more season of that show and maybe order a pizza. Future me will figure it out." (Future you currently hates present you.)

School panic was frantic, like calling your friend to double-check the exam date. College panic is a quiet, existential dread at 3 AM, mindlessly scrolling through lecture slides, hoping highlighting every word will somehow make up for everything you missed.

2 PANIC

Then (School)

"Wait, is *photosynthesis* on the test? I thought it was just the chapter on magnets! OMG, I'm going to fail!" (Fails means getting an 85%.)

Now (College)

"I just realized the midterm I've been ignoring is tomorrow. And I haven't been to that class since Week 3. What is a 'p-value' and why does my professor keep mentioning it?!"

3 BARGAINING

School bargaining was promising small improvements, like finishing homework an hour early. College bargaining is a desperate plea to the universe — a cringe-worthy email to your professor, begging for mercy, or praying that the test only covers the concepts you skimmed while panicking.

Then (School)

"Dear Universe, if I pass this history test, I promise to never complain about doing the dishes again and I will give up my favorite comic book!" (Spoiler: You kept the comic book.)

Now (College)

"Dear Professor [Insert Name], I know the deadline for the extra credit paper was last month, but if I ace this exam, could I perhaps mow your lawn? Walk your dog? Name my firstborn after you? Anything!?"

4 ACCEPTANCE

School acceptance was a peaceful acknowledgment of doing your best. College acceptance is a gut-wrenching surrender, knowing you've reached the point of no return. You calculate the bare minimum to pass, then enter the exam room not with confidence, but with the stoic grace of a warrior who knows they're losing, but will look good doing it.

Then (School)

Running out of the classroom, high-fiving friends, and immediately planning a trip to the mall for a celebratory soft pretzel.

Now (College)

Crumpling your notes into a symbolic, stress-relieving sphere, dragging yourself back to your dorm, and immediately collapsing into a 14-hour hibernation that feels suspiciously like death.

The freedom after a school exam was pure joy—a triumphant skip into relief. But after a college exam? It's a full shutdown. Your body and mind enter hibernation mode, knowing you won't have to think about complex theories for months. The world is your oyster, but you're too exhausted to even open it.

5 FREEDOM

Then (School)

The last bell rings and suddenly life is beautiful again. Bags are thrown, plans are made, and you walk out like summer vacation just got unlocked.

Now (College)

The paper ends and you just... exist. No dramatic exit, no big plans. You walk out, stare into space for a bit, and then reward yourself with doing absolutely nothing for the next 12 hours.

Ultimately, the transition from school to college stress is a wild ride, but we survive it by embracing the chaos with a mix of desperation and grace. In the end, it's all worth it, because that sweet freedom—whether it's a nap or a binge-watch session—is what keeps us going.



Sips AND Schedules



Exams are approaching, panic is setting in, and suddenly everyone has a “new study strategy”. To make things a little easier, we asked our faculty one simple question: how should students actually prepare? From common mistakes to last-minute advice, here’s what they had to say, straight from the people setting the papers.



Q1. How should students prepare for your subject?



Understand concepts and applications with examples.

Take an important topic first, lengthy chapters followed by other chapters



Understanding the concepts well and relating them with examples

It is a practical subject so the preparation should be started by practising each and every question



Q3. How can students manage exam stress?



Meditation and no last minute preparation.

By managing the time given to each subject well and not studying last minute.



Stress can be avoided by revising thoroughly as there is a time constraint.

By planning the syllabus more efficiently and allocating sufficient time for each unit



Q2. What are the common mistakes that students make while preparing for their exams?



Read without application and lack of basic focus.

Sleep and eat well, don't take tough chapters at the last minute and focus on recent examples.



Last minute studies, and writing what they know without it being relevant to the question

Avoiding small errors which can lead to bigger calculation errors.



Q4. Any last minute preparation advice?



Do your best and don't second guess yourself.

Revise all the main pointers or headings.



Understanding the core of the subject well like for marketing it is the 4 Ps.

Preparing well in advance!



What does it take to turn an idea into a scalable, purpose-led business?

In this interview, SoBA Snippets speaks to **Kranti Gada**, founder of Neown, as she reflects on entrepreneurship, leadership, and the key lessons she's picked up along the way.

Beyond The Mic



WITH KRANTI GADA



Q. What was the key market gap that inspired you to create Neown?

Parenting aspirations are evolving rapidly. Today's new-age parents are digitally aware and increasingly conscious of preparing their children for an uncertain, AI-driven future. While there are local classes and solutions, there was nothing scalable that focused on raising empowered, global citizens—especially young girls. Another gap was sustainability: children outgrow books and toys quickly, even when they're still perfectly usable. Neown was born to solve both problems by building an ecosystem that is purposeful, scalable, and sustainable.

Q. How did you validate Neown's concept before scaling?

I strongly believe in validating demand through real-world proof of concept, no matter how early the product is. We built a basic Shopify website and mocked a second-hand book model, then tested it at exhibitions and melas. What we discovered was insightful—parents owned books but lacked the time to resell them, while buyers wanted very low prices, making the model unsustainable. This led us to design a subscription format. Selling five books a month helped cover logistics and scale efficiently. At Anand Mela, we sold these packs for the first time and saw clear demand. Customer feedback also pushed us away from WhatsApp-based operations and into building a dedicated app.

Q. What major challenge did Neown face early on, and how did you overcome it?

The biggest challenge was managing finances—especially building the app, backend systems, and attracting investors. Alongside that, growth itself came with constant pressure, from balancing inventory to avoiding over-investment in stock. We navigated this by staying extremely lean, prioritising what truly mattered, and growing at a pace we could sustainably manage.

Q. What early career experience shaped your leadership style the most?

My first role at PepsiCo, working on Kurkure, shaped me deeply. I was part of a small, nurturing marketing team where trust was placed in me early on. Despite being young, I was given responsibility for large-scale events across the state. There was no discrimination based on age or gender, which helped me build confidence and taught me to trust people for their skills—something I carry strongly into my leadership at Neown.

Q. What advice would you give to young professionals entering the business-creative space today?

Be a high-agency professional and a change-maker. Don't limit yourself to predefined roles or systems—question them and improve them. Ask yourself whether you're simply a product of the system or someone who actively shapes it. Stay adaptable, embrace new technologies, and always think audience-first and customer-first.

~Likita and Kartikay



~ The Team ~

Q. What was the biggest mindset shift when you moved into entrepreneurship?

At corporate organisations like Shemaroo, decisions are made with caution because you're safeguarding a legacy brand. Entrepreneurship demands a very different mindset—speed, adaptability, and resourcefulness are critical. At Neown, perfection and execution have to move together, often with limited time and resources, which was a big but necessary shift.





CADENCE

Soba Speaks

Cadence, held on 8th November 2025, was an intra-college public speaking competition by Soba Speaks for FYs, aimed at building confidence and encouraging self-expression.

Organised by Soba Speaks, this intra-college event was designed especially for FYs. As advertising and branding students, we know that communication is everything. So we thought, why not start early and create a space where students can get comfortable with speaking, expressing, and owning the stage? The goal was simple: build confidence and boost FY morale while making it a fun and encouraging experience.

The competition featured two exciting rounds where participants spoke on a variety of topics, bringing in fresh perspectives and impressive stage presence. The room was filled with enthusiasm, supportive cheers, and some truly thought-provoking speeches.

Adding to the excitement, the event was judged by Soba alumni Namrit Deo and Yashvi Vora, who shared valuable feedback and insights with the participants. And of course, a big shoutout to our winners: Tamanna, Drishti, and Aashna. The event wrapped up on a high note, leaving everyone inspired, a little more confident, and definitely excited for more such moments with Soba Speaks.

- Tanisha Chadha

NOVEMBER EDITION

WORDSEARCH

S	O	C	P	I	L	Y	R	E	X
M	Q	S	T	U	K	W	X	S	P
A	H	X	C	O	T	O	N	S	L
R	A	O	W	H	P	R	E	E	A
K	T	S	U	L	B	L	A	R	W
E	I	N	T	D	U	A	W	T	G
T	K	M	N	W	O	E	N	S	S
I	L	K	S	U	L	U	N	G	H
N	O	H	N	T	I	P	E	C	B
G	V	T	A	K	T	I	K	I	A

NOVEMBER EDITION

WORDSEARCH (ANSWER KEY)

S	O	C	P	I	L	Y	R	E	X
M	Q	S	T	U	K	W	X	S	P
A	H	X	C	O	T	O	N	S	L
R	A	O	W	H	P	R	E	E	A
K	T	S	U	L	B	L	A	R	W
E	I	N	T	D	U	A	W	T	G
T	K	M	N	W	O	E	N	S	S
I	L	K	S	U	L	U	N	G	H
N	O	H	N	T	I	P	E	C	B
G	V	T	A	K	T	I	K	I	A

KITKAT, SCHBANG, NEOWN, STRESS, STARTUP, ~~REARRESTING~~

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