

**MDP-MARKETING ON  
'BRAND REVITALIZATION STRATEGIES DURING THE  
PANDEMIC'  
04<sup>TH</sup> & 05<sup>TH</sup> JUNE, 2021**

Gitarattan International Business School, Department of Management, Rohini, Delhi organised its 3rd MDP in the area of Marketing on the theme 'Brand Revitalization Strategies During The Pandemic' on the 4<sup>th</sup> & 5<sup>th</sup> of June, 2021 in virtual mode on webinarjam platform. The event had four sessions in total, spread across two days and had four speakers namely, Dr. Uma Gulati from GIBS, Dr. Anjali Gupta from GIBS, and Dr. Sarika Ahluwalia from GIBS on day one (04<sup>th</sup> of June, 2021), and Mr. Nomit Joshi GM – Marketing (Tiles), Brilloca as the corporate guest speaker on day two (05<sup>th</sup> of June, 2021).



The first session on day one was taken by Dr. Anjali Gupta, Associate Professor (Marketing), GIBS on 'Understanding the branding processes'. Dr. Gupta started with the definition of a brand before touching important aspects like the branding process, brand audience, brand mission/vision, brand personality, integrating brand into every aspect of business, and so forth. The second session on day one was taken by Dr. Uma Gulati, Professor (Marketing), GIBS on 'Strategic issues in developing and managing brand'. Dr. Gulati focussed on the Don'ts of branding that could prove detrimental to the brand. These included, defining the brand too narrowly, failure to extend brand in other product categories, frequently changing the brand positioning, failing in brand promise and too many points in brand communication etc.

The third session on day one was taken by Dr. Sarika Ahluwalia, Assistant Professor (Marketing), GIBS on 'Introduction to brand revitalization'. Dr. Ahluwalia started by sharing a story of Lacoste, the French luxury brand and how did it revitalized itself. She then shared examples of how the pandemic has resulted in success as well as failure of certain brands.

The first and only session of day two (05<sup>th</sup> of June, 2021) was taken by the corporate guest speaker Mr. Nomit Joshi GM – Marketing (Tiles), Brilloca on 'Brand revitalization strategies: Managerial Implications' and 'Practical examples across Industries and sectors in India during pandemic'. Having a perfect mix of both video and power point presentations, Mr. Joshi started with brand identifiers, brand attributes, and brand associations, before touching base with the all important question of 'why brand revitalization'? Mr. Joshi touched upon every aspect of the topic. The session, attended by an eclectic mix of academicians and industry professionals, ended on a positive note with the question and answer round. Overall the MDP turned out to be successful in its endeavour of advancing the knowledge about brand revitalization in the unprecedented and tough times of the pandemic.

**Prepared by: Mr. Tanmay Pant, Assistant Professor, giBS**