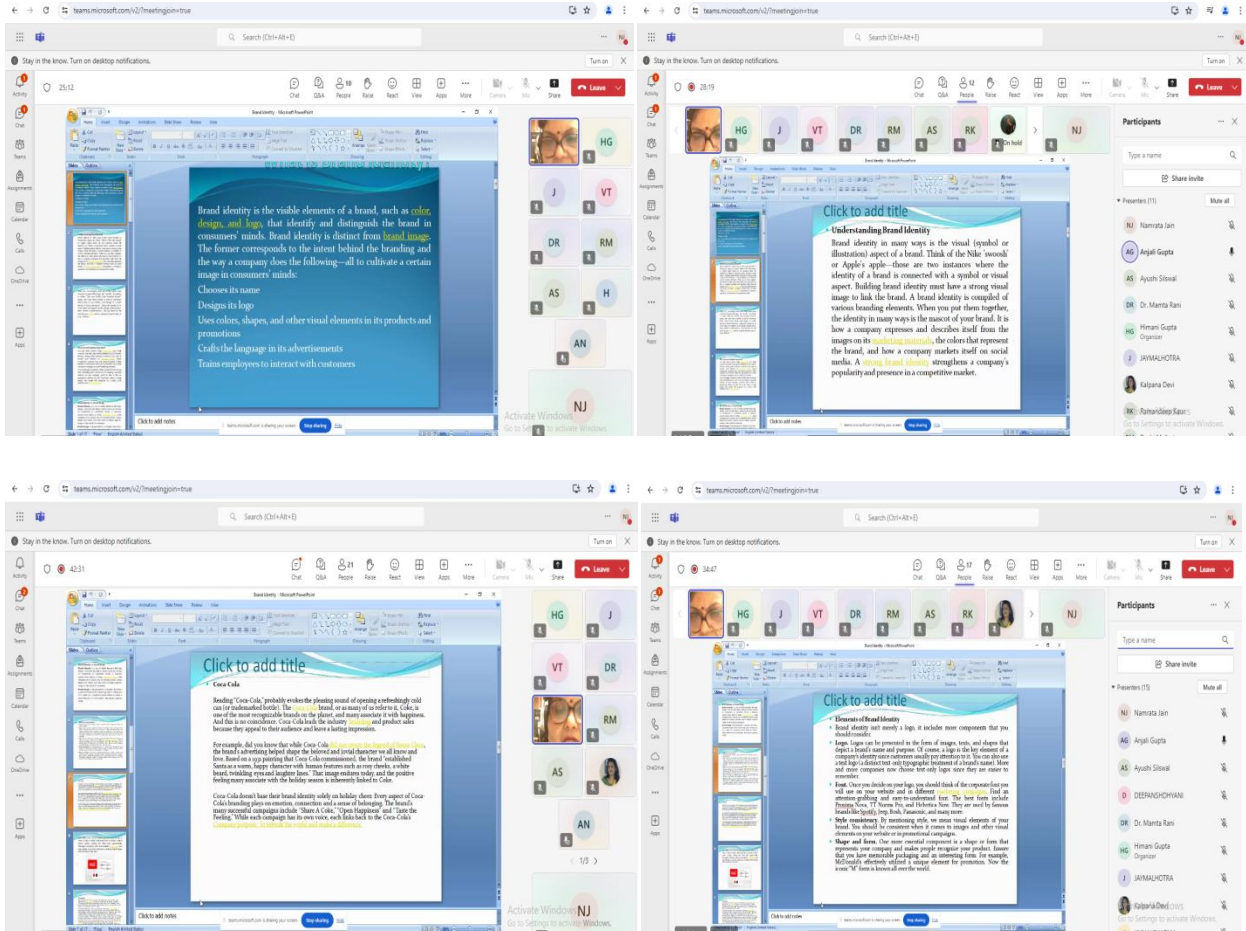


IIC SESSION on BUILDING A STRONG BRAND IDENTITY 24TH JULY 2024



The session on **Branding Workshop: Building a strong Brand identity** was conducted by IIC-GIBS. The session drew 48 participants from the BBA M3C, BBA M5C & BBA E3A.

The primary goal was to impart foundational knowledge and practical skills related to creating, managing, and leveraging brand identities within the business context. The session was led by GIBS Innovation Ambassador Dr. Anjali Gupta. Dr Anjalishared her insights on successful branding strategies. Sheemphasized that building a strong brand identity involves crafting a cohesive and distinctive image that resonates with your target audience. It starts with understanding the core values and personality of your brand—what it stands for and how it wants to be perceived. This foundation is translated into visual elements such as logos, colors, and design styles, as well as in the tone of voice used in communication. She told that through differentiation from competitors and a deep understanding of customer preferences; a strong brand identity not only attracts but also fosters loyalty and emotional connection, ultimately contributing to long-term success and recognition in the market. The session concluded with the vote of thanks by Ms. Namrata Jain, Assistant Professor at GIBS.

FLYER OF THE EVENT



INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)

giBS
Gitarattan International Business School
Grade 'A' Accredited by NAAC

IQAC
GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

BUILDING A STRONG BRAND IDENTITY

24th July, 2024 **03:15 pm**

<https://rb.gy/27ovce>

JOIN US 

For: BBA M3C, BBA M5C & BBA E3A

DR. ANJALI GUPTA
(ASSOCIATE PROFESSOR,
IIC INNOVATION AMBASSADOR AT GIBS)

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TYPE OF EVENT	IIC-SESSION
VENUE	Online (Microsoft Team)
TIME & DURATION	3.15 pm onwards
CONDUCTED BY	(IIC)-GIBS
ORGANISED FOR	BBA M3C, BBA M5C & BBA E3A

NAME OF THE COORDINATOR	Ms. Namrata Jain Ms. Himani Gupta
ATTENDANCE	Students: 48
RESOURCE PERSON	Dr Anjali Gupta, Asst Prof, GIBS
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To provide management students with a comprehensive understanding of brand identity and its importance in the business world. 2. To explore the key components that contribute to a strong brand identity. 3. To discuss effective strategies and best practices for building and sustaining a brand.
LEARNING OUTCOMES	<ol style="list-style-type: none"> 1. Students gained a clear understanding of what brand identity entails and how it differs from brand image and brand personality. 2. Students were able to identify and articulate the key components of brand identity, including brand name, logo design
LINK TO YOUTUBE VIDEO	https://youtu.be/1SmVXL1jfy

PREPARED & SUBMITTED BY: MS. NAMRATA JAIN, ASSISTANT PROFESSOR, GIBS