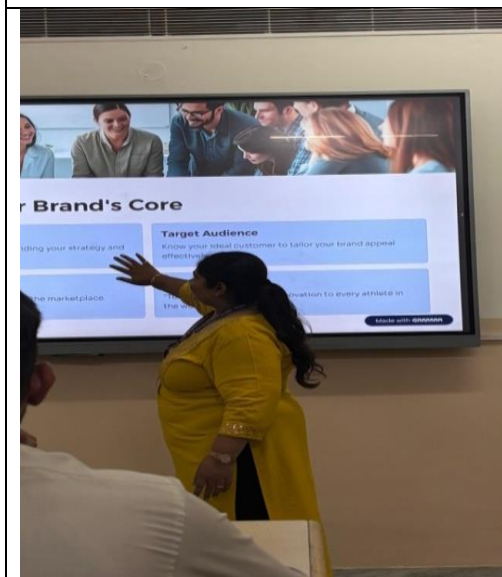


BRAND POWER: BUILDING IDENTITY WITH IMPACT

24TH APRIL 2025 (THURSDAY)



The IIC session titled " Brand Power: Building identity with impact " was conducted at Gitarattan International Business School (GIBS), Rohini, on 24th April 2025 for BBA M6A students. The session aimed to provide students with deep insights into how brands are built, positioned, and maintained in a competitive marketplace. It emphasized the strategic role of branding in establishing a strong market identity and driving business success. The resource person for the session was Ms. Shipra Uppal Bhutani, Innovation Ambassador, who brought her vast experience to the classroom. Students gained valuable insights into the components that contribute to strong brand identity, including brand purpose, personality, visual identity, and emotional connection. Real-world case studies and interactive activities helped students understand the critical role of consistent messaging, storytelling, and customer engagement in building impactful brands.

The session was insightful and engaging, providing students with frameworks and tools for brand development. It not only clarified theoretical concepts but also emphasized how branding is deeply connected to consumer psychology and business strategy. By exploring iconic brands and dissecting their strategies, the session equipped students to think creatively and strategically about brand building.

Students were encouraged to apply branding principles in their own entrepreneurial ideas or corporate projects. The session served as a catalyst for critical thinking about how brands shape consumer behavior and business performance. It also offered career-oriented knowledge for roles in marketing, brand management, and entrepreneurship.

FLYER OF THE EVENT



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| TYPE OF EVENT | IIC |
| VENUE | Room No. 303 |
| TIME & DURATION | 11:00AM-12.00PM |
| CONDUCTED BY | IIC |
| ORGANISED FOR | BBA M6A (SEMESTER 6) |
| NAME OF THE COORDINATOR | Ms. Bhawna Sharma |
| ATTENDANCE | 44 |
| RESOURCEPERSON | Ms. Shipra Uppal Bhutani, Assistant Professor, GIBS |

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| <p>OBJECTIVES OF THE EVENT</p> | <ol style="list-style-type: none"> 1. To provide students with foundational knowledge on branding and brand identity. 2. To explore key components of a powerful brand identity including logo, color scheme, typography, and brand voice. 3. To enable students to understand the role of branding in consumer psychology and decision-making. 4. To encourage students to apply branding strategies to their academic and entrepreneurial projects.. |
| <p>LEARNING OUTCOME</p> | <ol style="list-style-type: none"> 1. Students gained a strong conceptual understanding of branding principles. 2. Students were equipped to analyze and create brand identity elements for real or simulated businesses. 3. Students developed a clear understanding of brand strategy and identity development. |
| <p>SHORTFALL DURING EVENT</p> | <p>None</p> |
| <p>LINK OF ONLINE VIDEO</p> | <p>https://www.youtube.com/watch?v=Va6wSl8z3u4&feature=youtu.be</p> |

PREPARED & SUBMITTED BY: BHAWNA SHARMA, ASSISTANT PROFESSOR, CMS-GIBS