

**Faculty Development Program
Brand Genetics
2nd August 2019**

The FDP on “Brand Genetics” was organized by CMS Business School, Jain (Deemed-to-be University) which was held on 2nd August 2019. The resource person for the event was Mr. Zahid Gawandi, Head-Digital, IdeateLabs, Mumbai.

Mr. Zahid is the Recipient of "The 100 Smartest Digital Marketing Leader's Award 2019 and a strong marketing and business professional with experience across sectors like Advertising, BFSI, Insurance, Telecom, and Automobiles. As an experienced CMO, he believes in the power of brands to create business value that helps clients to grow their brands and businesses by creating strategies in order to succeed in the competitive market.

It was a highly enriching and knowledge gaining experience for the faculty members where they learned about frameworks and actionable tools that can be used by brand practitioners to create, build, and manage brands. Besides that, they learned about how to work on brand communication confidently by defining clear brand communication objectives, writing concise creative briefs, and evaluating creative work.

Mr. Zahid also elaborated on various marketing tools & techniques such as advertising register, loglines, primal code that helps to measure the essence of the brands, how more creative propositions can be generated, how to evaluate the creative campaign, mapping the competitive market, etc. Overall it was a highly fruitful FDP.

