

Webinar on New Age Advertising and Strategies



SCHOOL OF MEDIA & COMMUNICATION

**MANIPAL UNIVERSITY JAIPUR**

IS ORGANIZING A WEBINAR

ON

**NEW AGE ADVERTISING &  
STRATEGIES**



**ATIF RAHMAN**

*SENIOR VICE PRESIDENT, OGILVY GURGAON*

**SATURDAY, 13 MARCH  
10 AM - 11:30 AM**

**FACULTY COORDINATOR:  
DR. AVNEESH KUMAR**

**JOINING LINK:  
[HTTPS://RB.GY/QNR2J6](https://rb.gy/qnr2j6)**



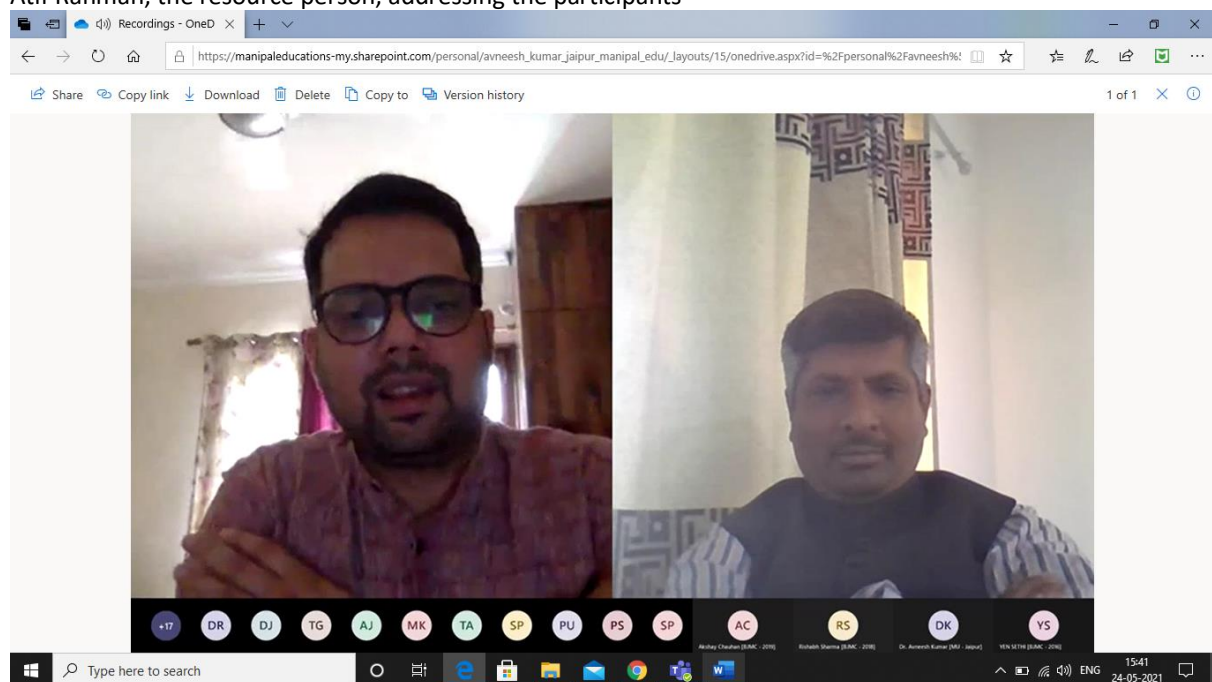
Invited Speaker: Atif Rahman, Senior Vice President, Ogilvy Gurgaon

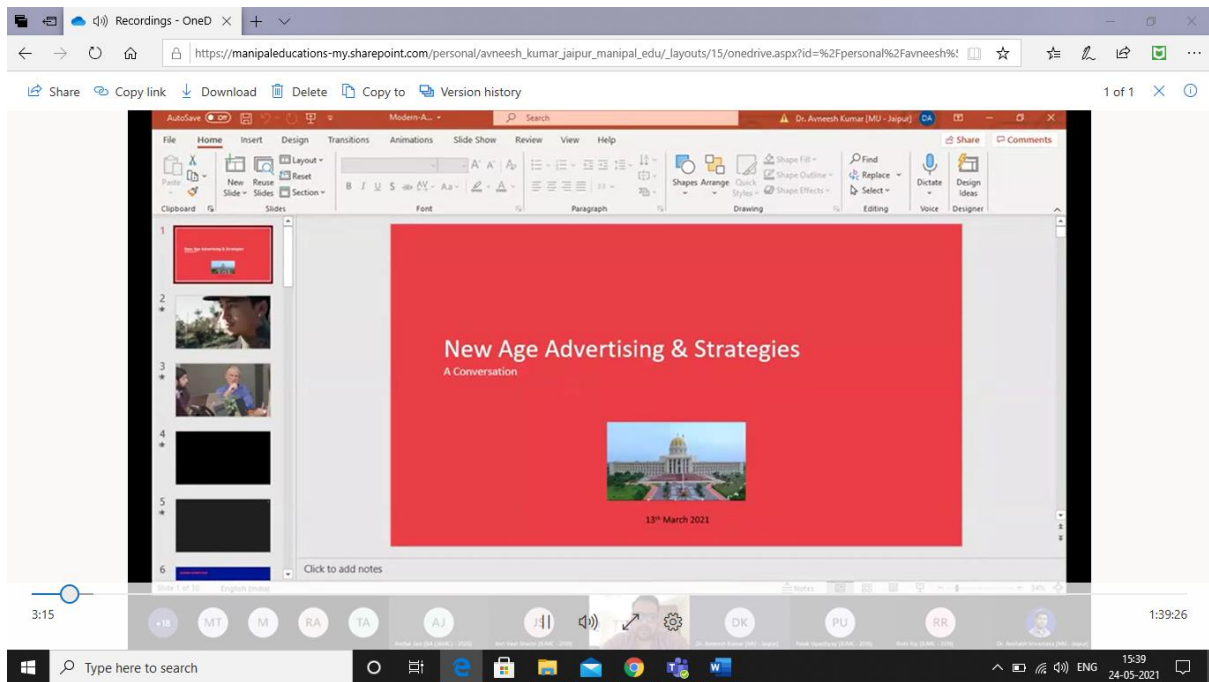
Schedule: 13 march 2021; 10:00 – 11:00 AM

Venue: Microsoft Teams

The advertising space is changing rapidly. The coming up generation equipped with technological skills is looking for two-way engagement with brands. Consequently, companies are re-assessing their advertising strategies. Understanding the need the same, Atif Rahman, senior vice-president of Ogilvy Gurgaon, one of the biggest and reputed advertising companies of the world, was invited to conduct a session at Department of Journalism and Mass Communication, Manipal University Jaipur. In his talk, he described the need of seeing advertising from new approaches and how brands are transforming advertising in their search for new methods to reach out to potential customers.

Atif Rahman, the resource person, addressing the participants





Attendance:

Full Name	User	Action	Timestamp
Dr. Avneesh Kumar [MU - Jaipur]	Dr. Avneesh Kumar [MU - Jaipur]	Joined	3/13/2021, 9:50:19 AM
AARUSHI DHINGRA	AARUSHI DHINGRA	Joined	3/13/2021, 9:57:39 AM
AARUSHI DHINGRA	AARUSHI DHINGRA	Left	3/13/2021, 9:57:54 AM
AARUSHI DHINGRA	AARUSHI DHINGRA	Joined	3/13/2021, 10:04:09 AM
AARUSHI DHINGRA	AARUSHI DHINGRA	Left	3/13/2021, 10:13:37 AM
AARUSHI DHINGRA	AARUSHI DHINGRA	Joined	3/13/2021, 10:16:54 AM
AARUSHI DHINGRA	AARUSHI DHINGRA	Left	3/13/2021, 10:16:55 AM
AARUSHI DHINGRA	AARUSHI DHINGRA	Left	3/13/2021, 9:58:16 AM
Anchal Jain [BA (J&MC) - 2020] (Guest)	Anchal Jain [BA (J&MC) - 2020] (Guest)	Joined	3/13/2021, 9:59:06 AM
Tanisha Agarwal [BJMC - 2019]	Tanisha Agarwal [BJMC - 2019]	Joined	3/13/2021, 9:59:20 AM
Aafreen.khan2020 (Guest)	Aafreen.khan2020 (Guest)	Joined	3/13/2021, 10:07:37 AM
Aafreen.khan2020 (Guest)	Aafreen.khan2020 (Guest)	Left	3/13/2021, 10:19:26 AM
Aafreen.khan2020 (Guest)	Aafreen.khan2020 (Guest)	Joined	AM

Aafreen.khan2020 (Guest)	Left	3/13/2021, 11:08:21 AM
		3/13/2021, 9:59:45 AM
Jeet Vaat Shastri [BJMC - 2019]	Joined	3/13/2021, 11:09:42 AM
Jeet Vaat Shastri [BJMC - 2019]	Left	3/13/2021, 10:00:03 AM
Avani Sharma [BJMC - 2020]	Joined	3/13/2021, 10:00:23 AM
Dr. Lakhan Raghuvanshi [MUJ]	Joined	3/13/2021, 10:00:42 AM
Akshay Chauhan [BJMC - 2019]	Joined	3/13/2021, 10:00:47 AM
Vrishti Kaushik [BJMC - 2019]	Joined	3/13/2021, 11:34:17 AM
Vrishti Kaushik [BJMC - 2019]	Left	3/13/2021, 10:00:48 AM
Sonam Puri	Joined	3/13/2021, 10:01:55 AM
Parnika Sachdeva [BJMC - 2019]	Joined	3/13/2021, 10:03:04 AM
Parnika Sachdeva [BJMC - 2019]	Left	3/13/2021, 10:11:44 AM
Parnika Sachdeva [BJMC - 2019]	Joined	3/13/2021, 10:02:06 AM
Yen (Guest)	Joined	3/13/2021, 10:04:01 AM
Yen (Guest)	Left	3/13/2021, 10:02:45 AM
Samyak Jain [BJMC - 2018]	Joined	3/13/2021, 10:04:10 AM
Zoya Zafar Hosain [BJMC - 2019]	Joined	3/13/2021, 10:43:07 AM
Zoya Zafar Hosain [BJMC - 2019]	Left	3/13/2021, 10:05:15 AM
YEN SETHI [BJMC - 2016] (Guest)	Joined	3/13/2021, 10:05:41 AM
Dr. Amitabh Srivastava [MU - Jaipur]	Joined	3/13/2021, 10:06:02 AM
Arib Rahman	Joined	3/13/2021, 10:06:16 AM
Rishi Raj [BJMC - 2019]	Joined	3/13/2021, 10:06:23 AM
Tanishka Gupta [BJMC - 2018]	Joined	3/13/2021, 10:07:12 AM
Manali Khanna [BJMC - 2019]	Joined	3/13/2021, 10:07:13 AM
Meghna Thanvi [BJMC - 2018]	Joined	3/13/2021, 10:48:13 AM
Meghna Thanvi [BJMC - 2018]	Left	AM

Riya Adlakha [BJMC - 2019]	Joined	3/13/2021, 10:08:16 AM
Riya Adlakha [BJMC - 2019]	Left	3/13/2021, 10:27:10 AM
Riya Adlakha [BJMC - 2019]	Joined	3/13/2021, 10:27:14 AM
Riya Adlakha [BJMC - 2019]	Left	3/13/2021, 10:31:53 AM
Smriti Pareek [BJMC - 2019]	Joined	3/13/2021, 10:08:31 AM
Dr. Moulya Jeevanram [MUJ]	Joined	3/13/2021, 10:08:59 AM
Palak Upadhyay [BJMC - 2019]	Joined	3/13/2021, 10:10:37 AM
mansisingh241988 (Guest)	Joined	3/13/2021, 10:10:43 AM
Sanyam Kumar Jain [BJMC - 2019]	Joined	3/13/2021, 10:12:40 AM
Sanyam Kumar Jain [BJMC - 2019]	Left	3/13/2021, 11:30:54 AM
Sumit Sachin Agarwala [BJMC - 2019]	Joined	3/13/2021, 10:13:28 AM
Sumit Sachin Agarwala [BJMC - 2019]	Left	3/13/2021, 10:48:06 AM
Sumit Sachin Agarwala [BJMC - 2019]	Joined	3/13/2021, 10:48:11 AM
Sumit Sachin Agarwala [BJMC - 2019]	Left	3/13/2021, 11:40:21 AM
Rimsha Mohan [BJMC - 2019]	Joined	3/13/2021, 10:14:11 AM
Prabhat Dixit [MU - Jaipur]	Joined	3/13/2021, 10:14:12 AM
Prabhat Dixit [MU - Jaipur]	Left	3/13/2021, 10:37:17 AM
Prabhat Dixit [MU - Jaipur]	Joined	3/13/2021, 10:39:10 AM
Prabhat Dixit [MU - Jaipur]	Left	3/13/2021, 10:39:29 AM
Prabhat Dixit [MU - Jaipur]	Joined	3/13/2021, 10:39:48 AM
Prabhat Dixit [MU - Jaipur]	Left	3/13/2021, 10:40:20 AM
Prabhat Dixit [MU - Jaipur]	Joined	3/13/2021, 10:40:36 AM
Prabhat Dixit [MU - Jaipur]	Left	3/13/2021, 11:20:19 AM
Heenaajha (Guest)	Joined	3/13/2021, 10:14:15 AM
Aditya Kumawat [BJMC - 2019]	Joined	3/13/2021, 10:14:27 AM

Aditya Kumawat [BJMC - 2019]	Left	3/13/2021, 11:07:01 AM
Ankit Pareek [BJMC - 2018]	Joined	3/13/2021, 10:15:28 AM
Prachi Mn Yadav [BJMC - 2018] (Guest)	Joined	3/13/2021, 10:15:32 AM
Prachi Mn Yadav [BJMC - 2018] (Guest)	Left	3/13/2021, 11:09:07 AM
Prachi Mn Yadav [BJMC - 2018] (Guest)	Joined	3/13/2021, 11:09:53 AM
Aakash Mishra [BJMC - 2019]	Joined	3/13/2021, 10:15:59 AM
Harshit Mathur [BA (J&MC) - 2020]	Joined	3/13/2021, 10:16:36 AM
Harshit Mathur [BA (J&MC) - 2020]	Left	3/13/2021, 10:38:47 AM
Saurav Kumar Thakur [BJMC - 2019]	Joined	3/13/2021, 10:23:09 AM
sushmitasharma56 (Guest)	Joined	3/13/2021, 10:26:07 AM
sushmitasharma56 (Guest)	Left	3/13/2021, 10:26:33 AM
Sushmita Sharma [BJMC - 2019]	Joined	3/13/2021, 10:26:44 AM
Hemant Pandey (Guest)	Joined	3/13/2021, 10:29:42 AM
Hemant Pandey (Guest)	Left	3/13/2021, 11:03:12 AM
Sakshi Agarwal [BJMC - 2019]	Joined	3/13/2021, 10:30:40 AM
Vibhuti Kaul [BJMC - 2018] (Guest)	Joined	3/13/2021, 10:34:51 AM
Muskaan Khandelwal [BJMC - 2018] (Guest)	Joined	3/13/2021, 10:35:28 AM
Muskaan Khandelwal [BJMC - 2018] (Guest)	Left	3/13/2021, 11:12:31 AM
Yeshassavi Pandita [BJMC - 2018]	Joined	3/13/2021, 10:37:10 AM
Ribhav Sharma [BJMC - 2018] (Guest)	Joined	3/13/2021, 10:40:53 AM
Riya Singh [BJMC - 2019]	Joined	3/13/2021, 10:44:27 AM
Riya Singh [BJMC - 2019]	Left	3/13/2021, 10:55:12 AM
Nihit Pareek [BJMC - 2018] (Guest)	Joined	3/13/2021, 10:45:57 AM
Rishabh Sharma [BJMC - 2018] (Guest)	Joined	3/13/2021, 10:53:47 AM
Supriya Sharma [BJMC - 2019]	Joined	3/13/2021, 10:59:08 AM

Supriya Sharma [BJMC - 2019]	Left	3/13/2021, 11:00:08 AM
Misha Sharma [BJMC - 2019] (Guest)	Joined	3/13/2021, 11:00:30 AM
Misha Sharma [BJMC - 2019] (Guest)	Left	3/13/2021, 11:00:42 AM
Riyanshi Mathur [BJMC - 2019]	Joined	3/13/2021, 11:03:47 AM
Riyanshi Mathur [BJMC - 2019]	Left	3/13/2021, 11:22:04 AM
Obaid (Guest)	Joined	3/13/2021, 11:10:05 AM
Obaid (Guest)	Left	3/13/2021, 11:14:52 AM
Mahak Sharma [BJMC - 2018] (Guest)	Joined	3/13/2021, 11:12:50 AM
Shakti Pratap Singh [BJMC - 2020]	Joined	3/13/2021, 11:16:22 AM
Shakti Pratap Singh [BJMC - 2020]	Left	3/13/2021, 11:17:40 AM
Shikha Sangtani [BA (J&MC) - 2020] (Guest)	Joined	3/13/2021, 11:27:27 AM