

LJ Institute of Media & Communications



Report on: “Visit to Four Clowns Advertising Agency”

Date: 25-08-2025

Time: 11:30 AM – 1:30 PM

Venue: 1101, Aryan Work Spaces 2, Ahmedabad

Participants: 18 BMC semester 5 students and 2 MMC semester 3 students

Resource Person: Mr. Harsh Vasanani, Founder & Partner

Faculty In charge: Ms. Aditi Varma

Introduction

As part of our academic curriculum, the students of Media and Communication visited Four Clowns Advertising Agency on 25th August 2025. The purpose of the visit was to gain practical exposure to the functioning of a professional advertising agency and to understand how theoretical concepts of media and communication are applied in real-life brand building and marketing practices.

Objectives

- To understand the working process of an advertising agency.
- To learn about the importance of brand identity and creative communication strategies.
- To gain insights into the tools, techniques, and creative processes used in advertising.
- To connect classroom learning with practical exposure in the field of advertising.

Process

- The visit began with an introduction session by Mr. Harsh Vasanani, who shared an overview of the agency’s operations, philosophy, and approach towards branding.
- Students were then taken through the various stages of advertising project development including conceptualization, designing, content creation, and final execution.
- The team explained the workflow through case studies of their past projects. The session included a demonstration of branding concepts, visual identity creation, and the use of software tools for editing and designing.
- The visit concluded with an open interaction where students clarified their queries and discussed their learnings with the professionals.

Outcomes

- Learnt about brand guidelines, identity manuals, and the role they play in maintaining consistency.
- Understood concepts like favicon, brand typography, and the use of mood boards for references.
- Gained exposure to the creative process of developing shoots, designs, and lookbooks for brand communication.
- Explored editing tools such as Mocha Pro and After Effects, and how they are applied in advertising workflows.

Conclusion

The visit to Four Clowns Advertising Agency was highly informative and engaging. It provided students with valuable insights into the dynamic world of advertising and creative communication. The interaction with industry professionals enhanced our understanding of branding strategies, design execution, and the technical aspects of media production. Overall, the visit successfully bridged the gap between academic learning and professional practice, and was an enriching experience for all students.

Annexures

Social media post link:

https://www.instagram.com/reel/DNyIfVTWMel/?utm_source=ig_web_copy_link&igsh=MTVjeWh6MWpkMjB0OQ==

