

## LJ Institute of Media & Communications



**Report on:** “Guest Session on Storytelling and Branding”

**Date:** 12-09-25

**Time:** 09:30 AM – 11:30 AM

**Venue:** TV Studio

**Participants:** 16 Students of BMC semester 5 and 1 Student of MMC semester 3

**Resource Person:** Meet Jatakia , founder of Reflect Branding and director of branding and communication at “Cossouq”

**Faculty Incharge:** Dr. Divya Soni

### Introduction

The LJ Institute of Media and Communication organized an engaging guest session exclusively for Bachelor Semester 5 and Master Semester 3 students, focusing on the art of storytelling and branding. The session aimed to provide students with deeper insights into how narratives shape brand identities and influence audience perception. It served as a valuable opportunity for budding media professionals to connect academic learning with real-world industry practices. The interactive nature of the session enriched the students’ understanding of creative communication in today’s competitive landscape.

### Objectives

1. To help students understand the true meaning of a brand and its execution beyond just an idea.
2. To emphasize the importance of focusing on consumer benefits over product features.
3. To introduce students to modern tools like Prezi for enhancing presentations and communication.
4. To explore how storytelling, emotional resolution, and behavioural change shape impactful branding.

### Process

- Creative of the guest session was floated on social media and WhatsApp community group of BMC sem 5 and MMC sem 3.
- The session began with an introduction to the concept of branding, where the speaker highlighted that a brand exists only when an idea is executed effectively.
- He stressed that consumer benefits hold greater significance than product benefits.
- The discussion then moved to creative tools, such as Prezi, which can be used to design more engaging presentations.
- The core of the session revolved around three major aspects of effective branding—power of storytelling, emotional resolution, and behavioral change.
- To make the session interactive and relatable, the speaker showcased several advertisements as case studies.
- The session remained lively and engaging throughout, encouraging students to connect theory with real-world practices.

## Outcomes

1. Students gained clarity on the difference between a product and a brand, and the importance of execution.
2. They understood the consumer-centric approach essential for successful branding.
3. They discovered useful digital tools like Prezi to improve presentation skills.
4. The analysis of advertisements enhanced their grasp of storytelling, emotions, and behavioral impact in branding.

## Conclusion

The guest session proved to be an insightful and interactive experience for Bachelor Semester 5 and Master Semester 3 students of LJ Institute of Media and Communication. By combining theoretical concepts with practical examples, the session deepened their understanding of storytelling and branding in the media landscape. It not only broadened their knowledge but also motivated them to apply these ideas creatively in their future projects and professional journeys.

## Photos



## Social media link:

[https://www.instagram.com/reel/DOgUJ\\_3jN9u/?utm\\_source=ig\\_web\\_copy\\_link&igsh=eDlobzlmd2hvdmllo](https://www.instagram.com/reel/DOgUJ_3jN9u/?utm_source=ig_web_copy_link&igsh=eDlobzlmd2hvdmllo)