

BRAND RENAISSANCE: A Rebranding Workshop'2023-24

Place: DLF Cyber Park, Gurgaon

8th October 2023, 11am

The Incubation Department of Ecell embarked on a remarkable journey to explore the world of “Brand Renaissance: A Rebranding Workshop”. The Workshop organised at the Masters' Union Campus, DLF Cyber Park, was conducted with great professionalism and care which provided the young entrepreneurs with an extraordinary and insightful experience on “Brand Renaissance”.



Highlights of the Session:

1. The campus tour:

The workshop began with getting the attendees accustomed to the campus to create a sense of familiarity and for the smooth functioning of the events that followed.

2. Introduction to "Brand Renaissance":

The first segment of the workshop began with the introduction of the speaker, Mr Akhil Chopra, Senior Creative Director at Schbang who introduced to everyone briefly about Rebranding and why it plays an important role in today's industry.

3. Why rebranding:

He explained why rebranding was being implemented in today's market, like the repositioning of a brand/change in mission and vision of the brand or to contemporise and undust the brand in an attempt to adapt to the modern markets and newer customer base. Rebranding is also possible in the case of mergers or in the case of a new leadership as in the case of Burberry.

4. How to Rebrand:

It was further explained how the rebranding process is to start, that is to primarily understand the need and the purpose for the rebranding. The next step involves the required changes as accepted by the involved company which could include a change in the logo, the brand personality, digital architecture, typography etc.

The first segment was then brought to a close for a lunch break.

5. Problem analysis:

In the next half, after the lunch, the attendees were instructed to form teams of 9 and given a problem statement to Rebrand patanjali. This segment tested the participants

on their understanding of rebranding and its implementation and were instructed to present their solution within a 2hr time limit.

6. The Result:

After every team pitched in their solutions, the speaker Mr Akhil announced the results and our Incubation dept team emerged as the winner with one of the most creative and successful rebranding propagandas. The team members were then rewarded with Amazon gift vouchers as a show of appreciation to their brilliant solution to the problem.



Attendee Details:

1.	Drishti Pandita	President
2.	Vikramjeet Sandhu	Vice President
3.	Rachit Yadav	Incubation Head

Conclusion:

The workshop offered a transformative and insightful experience on "Brand Renaissance", equipping the involved with the knowledge and tools required to elevate their understanding on Rebranding. From the excellent program management to fun interactions, it provided it all. We are thankful to Masters' Union for extending such a gracious invitation to their event and look forward to future collaborations with the team as discussed with Mrs. Jigyasa Malhotra, the event and community manager at Masters' Union.