Brands,

RESESERCH

&

ANALYSIS

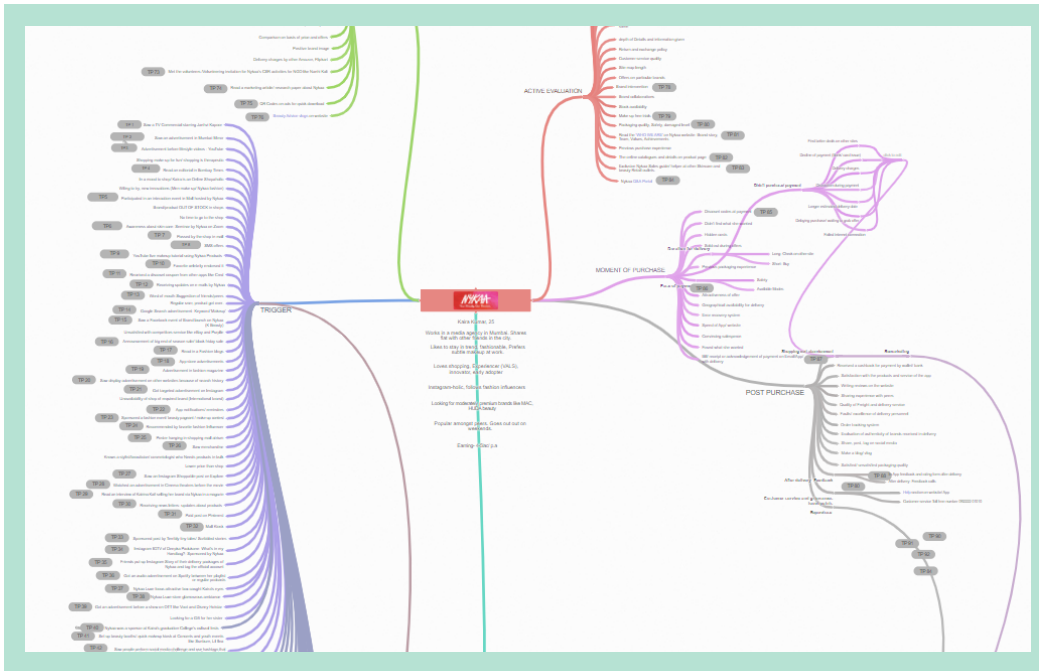Designs By Sanjana Jathar

01 Consumer Experience Mapping

Brand: Nykaa

Based on: McKinsey's Consumer decision Journey

Click to watch full list

Click to watch full Consumer Decision Journey

EXPERIENTIAL MARKETING PLAN FOR

TEAM

Sanjana Jathar- GL
Michelle Akpatri
Nishita Nair
Simran Taturari
Nihar Pabbathi
Omisha Singh

ISME

Click to watch the full deck.

PPM Deck- Collo Tiffin Boxes

ISME Mumbai

Task: Tabled script, cast, costume, location references

Click on any tile to view the full PPM

03 Close up Brand Identity Prism

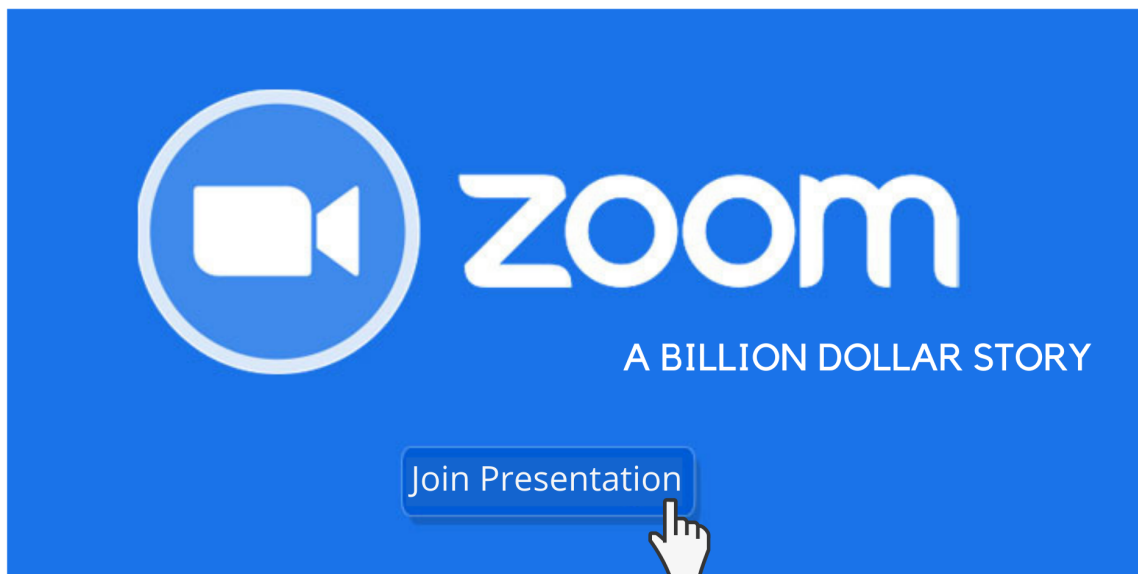Task: Brand Prism Comparison with Colgate Max Fresh sand Vicco Vajradanti
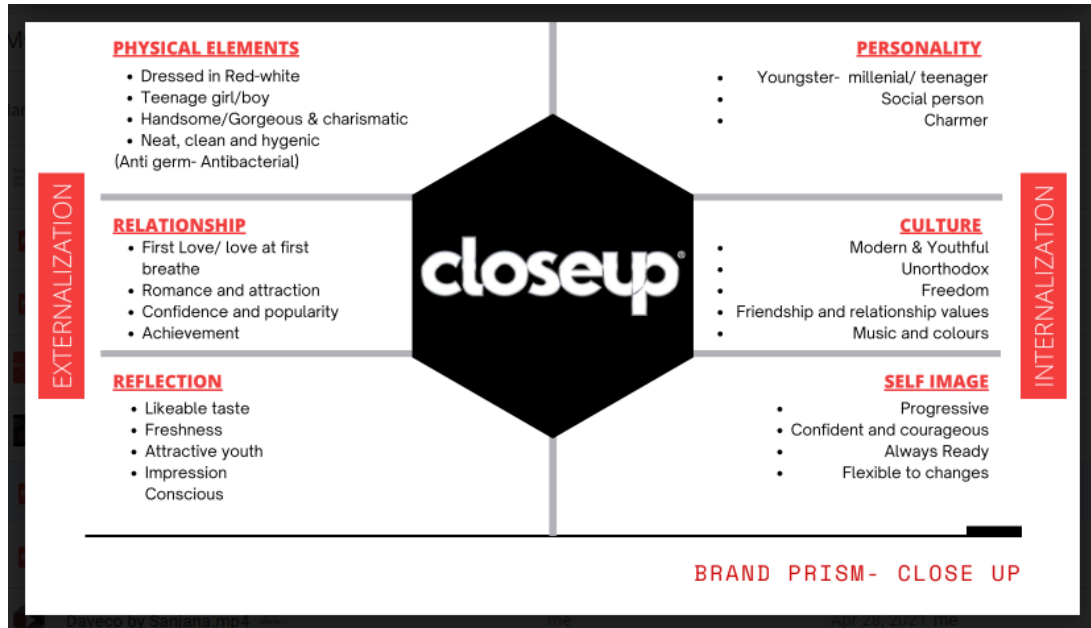
Click to see the full deck

04 Study of the Zoom App

Task: In-depth understanding of Zoom app and ideating events and campaigns with the same

Click to see the full deck

Under the guidance of
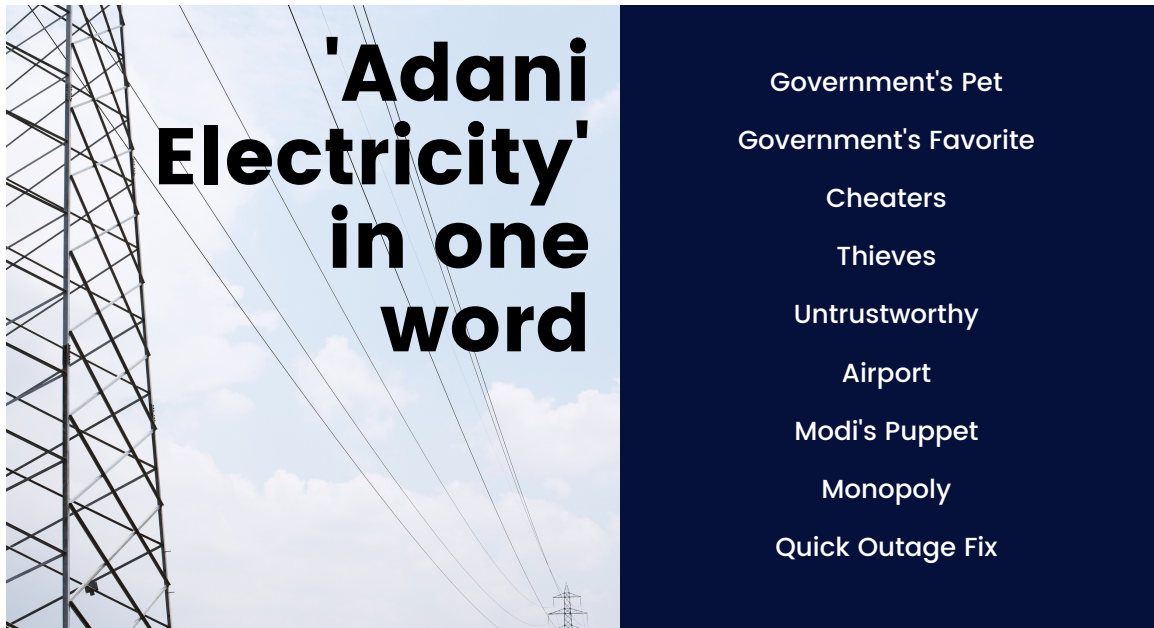**Prof.Janak Vadgama**

ISDI | WPP ISME
School of Communication

05 Adani Power Communication

Content:
- About Adani Power and current communication strategy
- Responding to allegations of inflated electricity bill and new communication strategy
- Consumer sand competition analysis

[Click to see the full deck](#)

'Adani Electricity' in one word

Government's Pet

Government's Favorite

Cheaters

Thieves

Untrustworthy

Airport

Modi's Puppet

Monopoly

Quick Outage Fix

06 Blog writing

[Click to see the full deck](#)

HOW TO WRITE A GREAT BLOG?

1. PLANNING
2. MAGNETIC HEADLINE
3. STRUCTURE OF THE CONTENT
4. RELEVANT IMAGES AND GRAPHICS
5. PROOFREADING AND EDITING

Authoritarian theory of Media

MA EMA- Professional Communication

About: Media theory and its relevance in contemporary work.
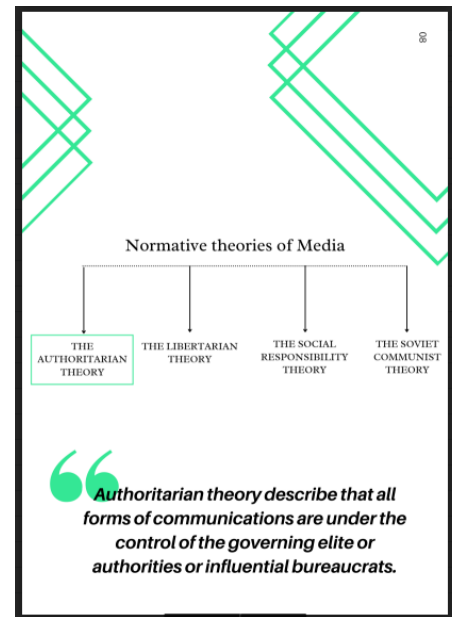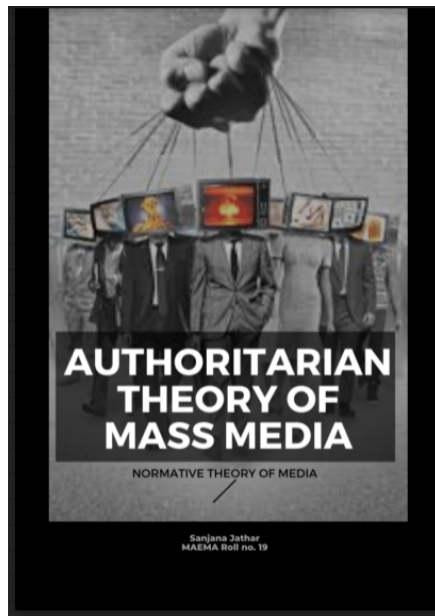
4 Case studies:

Case 1: OTT Platforms come under government lenses

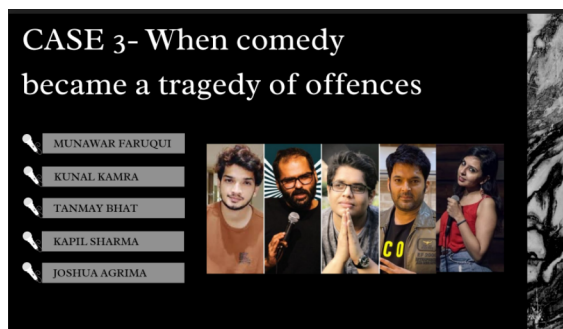Case 2: When social media post landed people in jail

Case 3: Comedy became a tragedy of offences

Case 4: Government puppeting the news we see

Click on any tile to view full detailed document

AUTHORITARIAN
THEORY OF
MASS MEDIA

NORMATIVE THEORY OF MEDIA

Sanjana Jathar
MAEMA Roll no. 19

Normative theories of Media

| THE AUTHORITARIAN THEORY | THE LIBERTARIAN THEORY | THE SOCIAL RESPONSIBILITY THEORY | THE SOVIET COMMUNIST THEORY |

"Authoritarian theory describe that all forms of communications are under the control of the governing elite or authorities or influential bureaucrats.

Click on any tile to view full presentation

CASE 1- OTT Platforms come under government lenses

CASE 2-When social media post landed people in jail

CASE 3- When comedy became a tragedy of offences

MUNAWAR FARUQUI
KUNAL KAMRA
TANMAY BHAT
KAPIL SHARMA
JOSHUA AGRIMA

CASE 4- Government puppeting the news we see.

The story of Media One anchor Vinesh Kunhiraman

Under Modi, India's Press Is Not So Free Anymore

08 Electronic Communication

Topics:

1. Evolution of New Media
2. Radio script
3. News Gathering techniques

ELECTRONIC MEDIA ASSIGNMENT

1.
EVOLUTION OF NEW MEDIA

NAME: SANJANA JATHAR
ROLL NO:19

ELECTRONIC MEDIA ASSIGNMENT

2.
RADIO SCRIPT

NAME: SANJANA JATHAR
ROLL NO:19

ELECTRONIC MEDIA ASSIGNMENT

3.
NEWS GATHERING TECHNIQUES

NAME: SANJANA JATHAR
ROLL NO:19

Click on any tile to view full detailed document

09 Developmental Communication

Topics:

1. Concept of Development
2. Theories of Development- Adam Smith, Mahatma Gandhi, Participatory model
3. Advertisisng and Social and Economical Developement

DEVELOPMENTAL COMMUNICATION

Prepared by:
Sanjana Jathar
MA EMA, Roll No.-19

PROJECT OUTLINE

1
a) Explain the emergence of the term "Development".
b) Explain the concept of Development.
c) What are the characteristics of developing countries. Give an example.

2
a) Explain the model of Development proposed by Adam Smith and Mahatma Gandhi.
b) Explain Participatory model of Development.

3
a) "Advertising is a major economic tool for development" Explain this statement with 2 relevant examples.
b) Explain Advertising and social development with 2 examples.

Click on any tile to view full detailed document

10 PUREX- Brand Launch in India

ISME Mumbai, 2020-21

Task - Water Purifier market research

- Potential of growth

- Consumer STP

- Competition Analysis
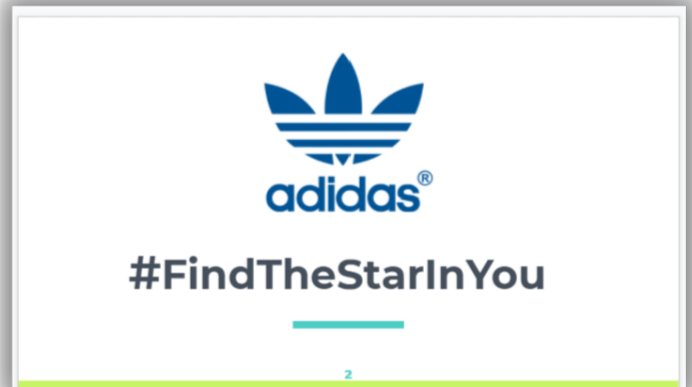
- Media strategy

Click on any tile to view full detailed deck

11. Adidas Original: Facebook Ad strategy

Task: Consumer Survey and Facebook Ad campaign design

Click here to view the form.

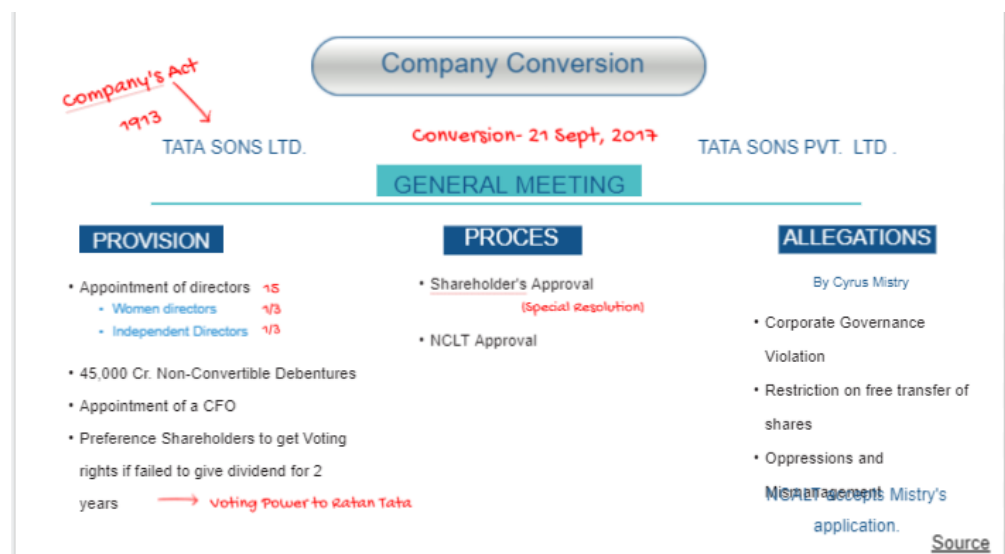#FindTheStarInYou

Click here to view full deck.

# 12. Case Study: TATA Sons Vs. Cyrus Mistry

ISME 2020-21

TATA SONS VS CYRUS MISTRY

Click here to view full deck.

Company Conversion

Company's Act 1973

TATA SONS LTD.   Conversion- 21 Sept, 2017   TATA SONS PVT. LTD.

GENERAL MEETING

PROVISION
- Appointment of directors 15
  - Women directors 1/3
  - Independent Directors 1/3
- 45,000 Cr. Non-Convertible Debentures
- Appointment of a CFO
- Preference Shareholders to get Voting rights if failed to give dividend for 2 years → Voting Power to Ratan Tata

PROCES
- Shareholder's Approval
  (Special Resolution)
- NCLT Approval

ALLEGATIONS
By Cyrus Mistry
- Corporate Governance Violation
- Restriction on free transfer of shares
- Oppressions and Mismanagement Mistry's application. Source

13. Daveco: Liqour Retail Stall
Launch in India

ISME Mumbai

Task: About Daveco, Consumer persona, Market entry mode, Legalities of franchising, Media Plan, Launch budget, Floor plan
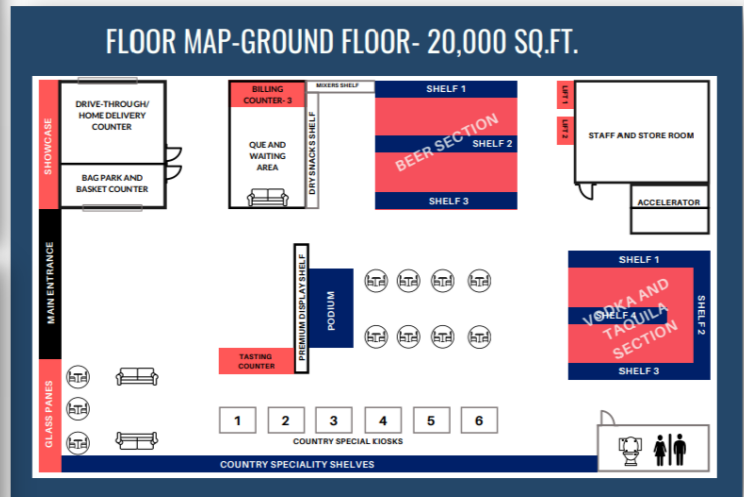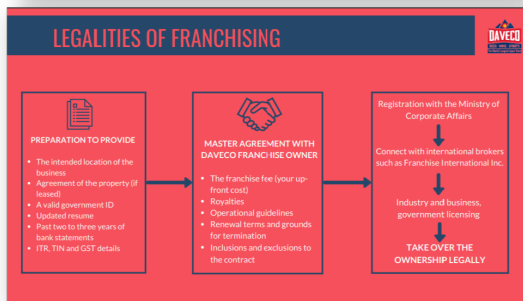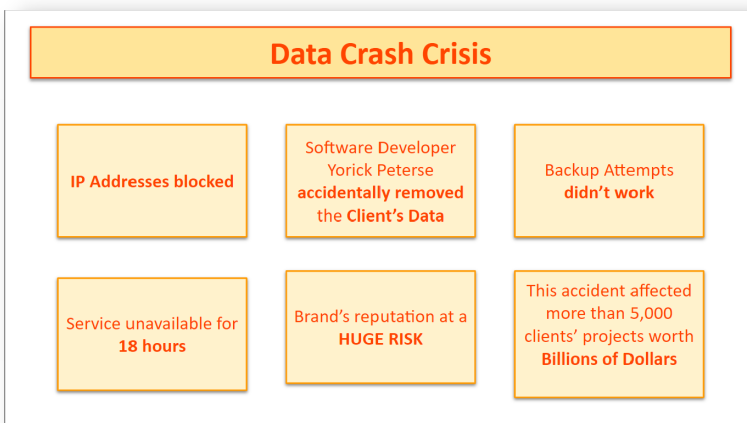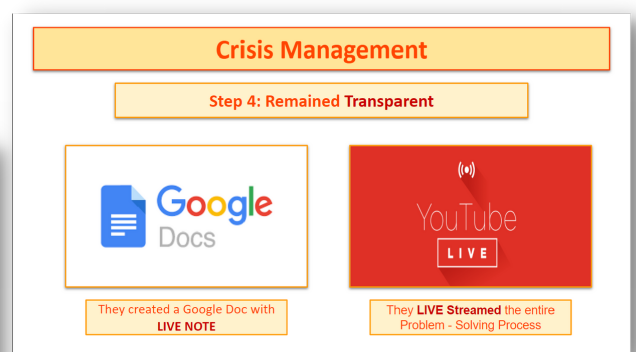

[Click here to view full deck.](#)

14. GitLab Data Crash

ISME Mumbai

Task: Analysis of Crisis communication

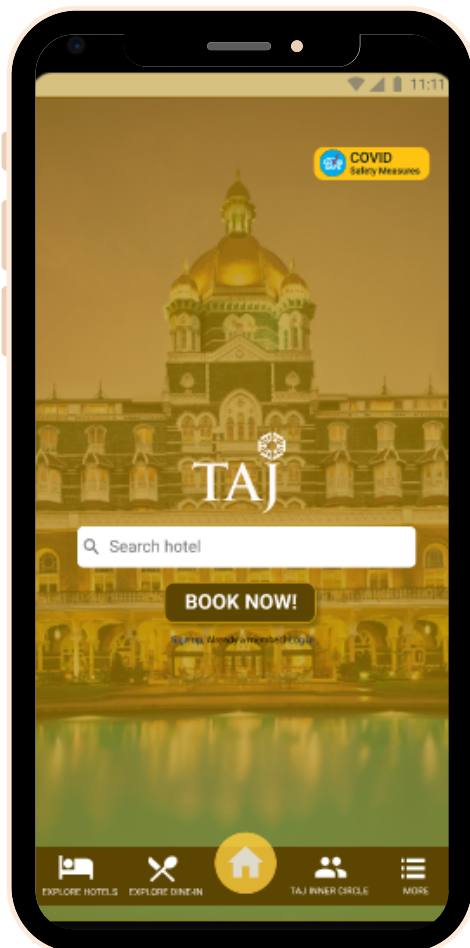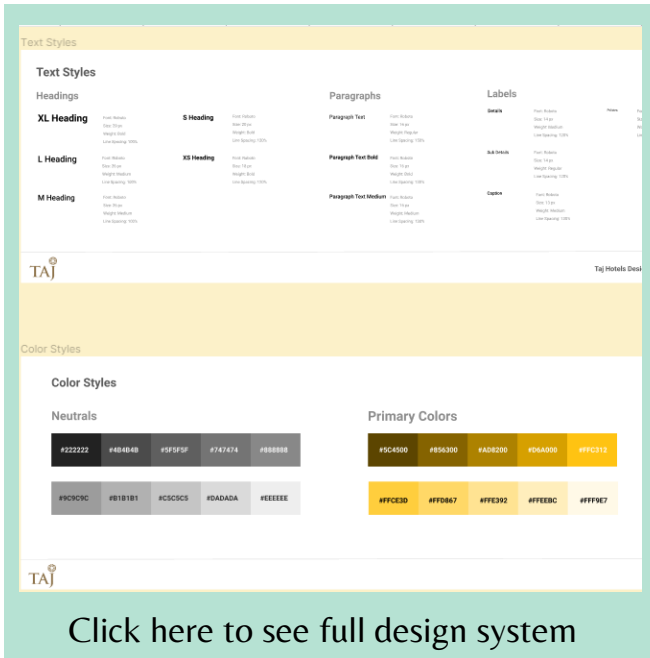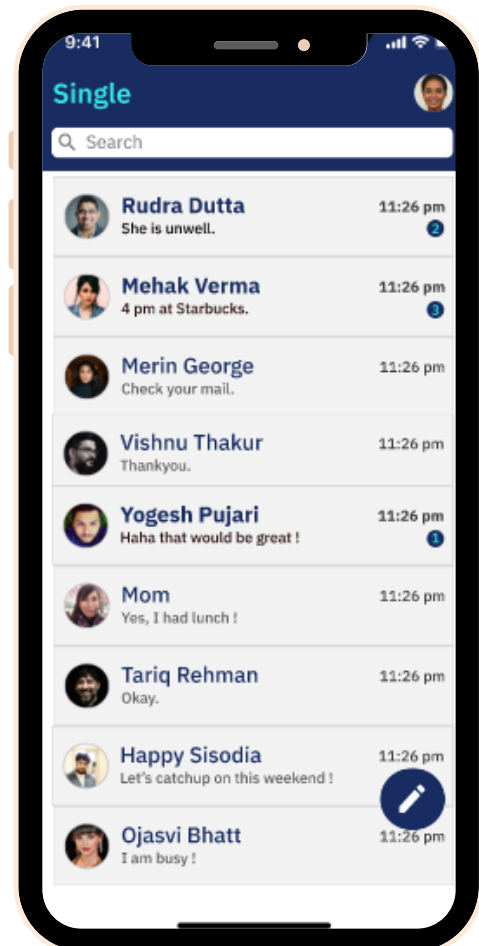[Click on any tile to view full presentation](#)

15. UI/UX - Figma
ISME Mumbai

1. Taj Hotel Booking App

Click here to see full design system

2. Messaging App

Click to watch Interactive UI

Click to watch Interactive UI

16. Organization of College Cultural fest
Project management

WBS Chart-

Click to view the chart

PERT Chart

Click to view the chart

Gantt Chart

Click to view the chart
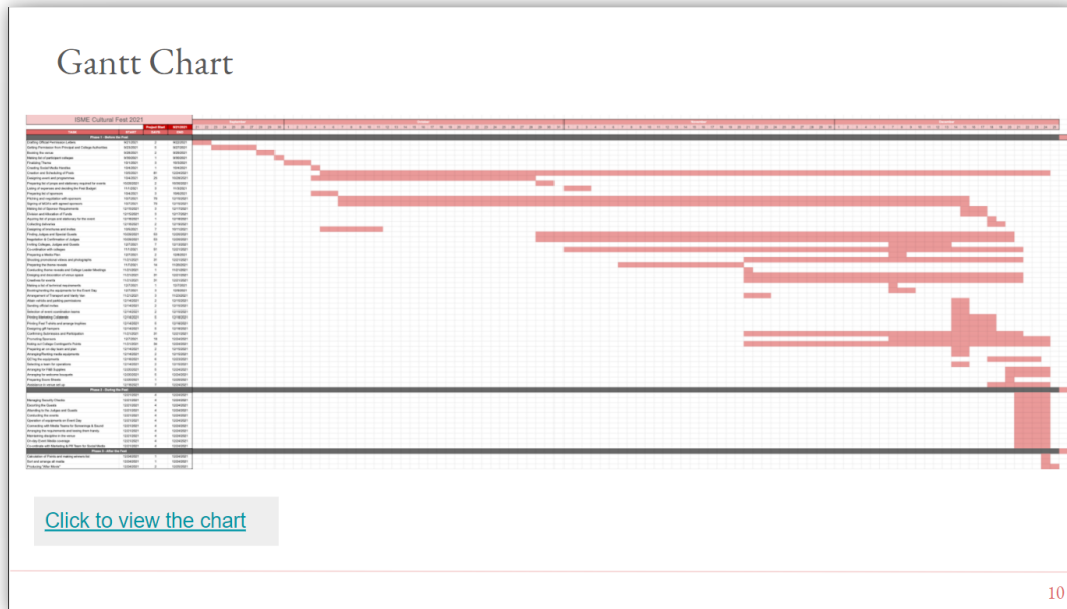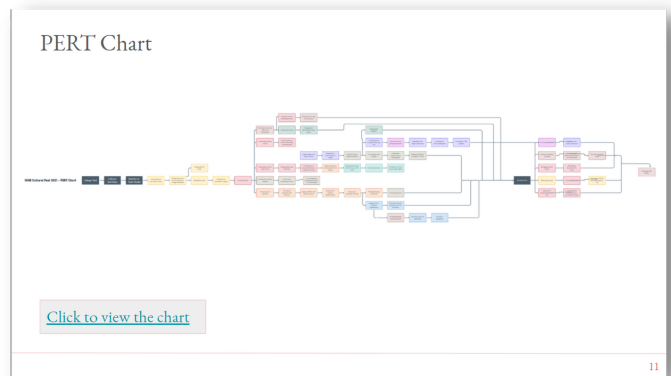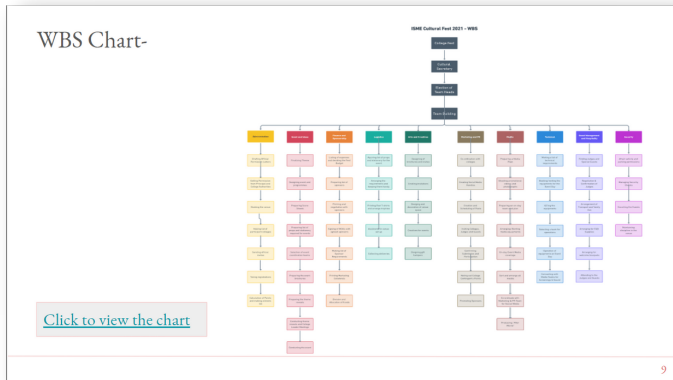
Click here to see Full Project Charter

- Work Breakdown System
- Gantt Chart
- PERT Chart
- Budget Allocation
- Risk Assessment
- Report

ISME

Project Management Plan for:
ISME Cultural Fest 2021

Submitted by:
- Sanjana Jathar
- Simran Taturari
- Michelle Akpatri

Budget Allocation

Click to view the sheet

17. AppleSkin- Vegan Leather Launch

ISME Mumbai

Topics:

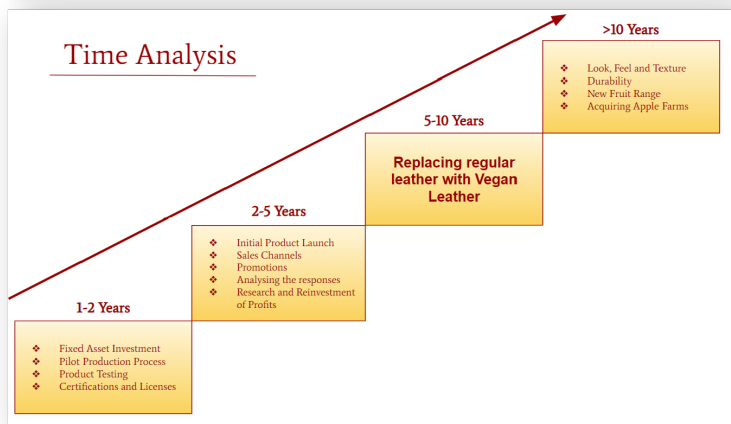- Introduction of AppleSkin
- Target Industry
- Market Opportunity
- Attractiveness Map
- Time Dimensional Series

Click on the tiles to watch full deck.

Market Opportunity for AppleSkin

| $89.6 billion by 2025 | CAGR by 2025- 49.9% |

Vegan Community -- Growing by **2%** Annually

| Evolving consumer trends | → | Mounting concerns over the impact of traditional leather on the environment | → | Ascending demand for animal-free products | → | Rising awareness regarding the attributes of vegan leather | → | Increasing R&D Investments to Develop Sustainable Vegan Products |

Target Market

Geography: Mumbai, Pune, Delhi NCR, Hyderabad, Bangalore, Goa, Chennai

Customer Class: Upper Middle Class - Upper Class

Salary: 11 lakhs and above

Time Analysis

>10 Years
- Look, Feel and Texture
- Durability
- New Fruit Range
- Acquiring Apple Farms

5-10 Years
Replacing regular leather with Vegan Leather

2-5 Years
- Initial Product Launch
- Sales Channels
- Promotions
- Analysing the responses
- Research and Reinvestment of Profits

1-2 Years
- Fixed Asset Investment
- Pilot Production Process
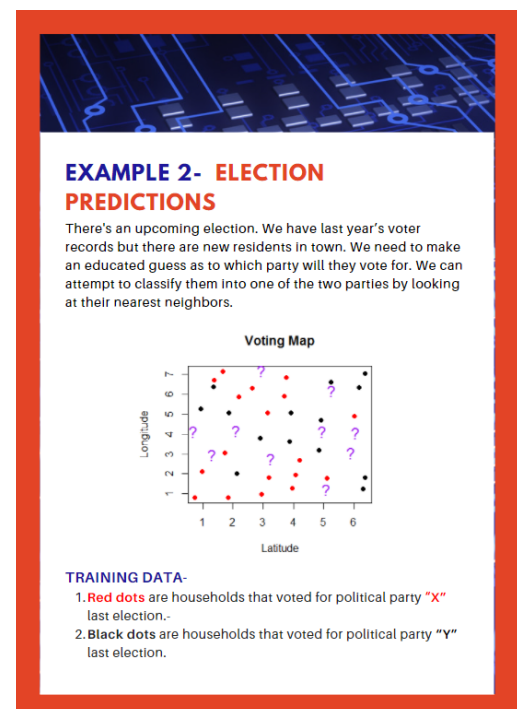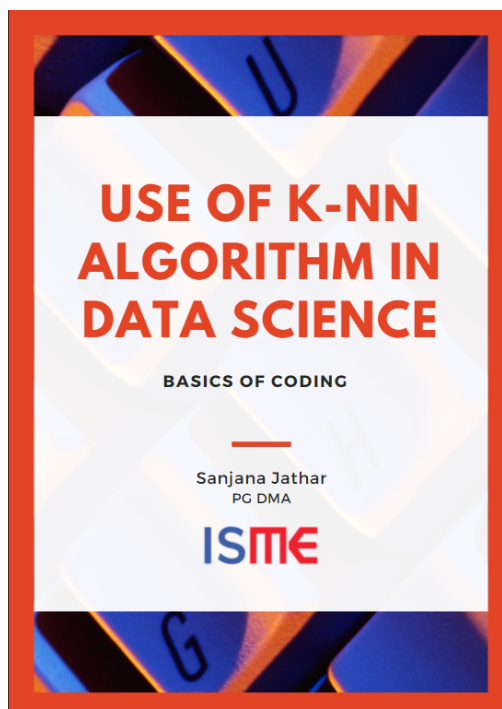- Product Testing
- Certifications and Licenses

18. Report on K-Nearest Neighbor Algorithm in Data Science

ISME 2020-21

Topics covered:

What is K-NN Algorithm?
Use and examples.

Click on the tiles to view full document.

USE OF K-NN ALGORITHM IN DATA SCIENCE

BASICS OF CODING

—

Sanjana Jathar
PG DMA

ISME

EXAMPLE 2- ELECTION PREDICTIONS

There's an upcoming election. We have last year's voter records but there are new residents in town. We need to make an educated guess as to which party will they vote for. We can attempt to classify them into one of the two parties by looking at their nearest neighbors.

Voting Map

TRAINING DATA-
1. Red dots are households that voted for political party "X" last election.-
2. Black dots are households that voted for political party "Y" last election.

Video Game Research

MA EMA

Topics:

Analysis of one Indian and one International Video game based on storyline, animation quality and public reviews.
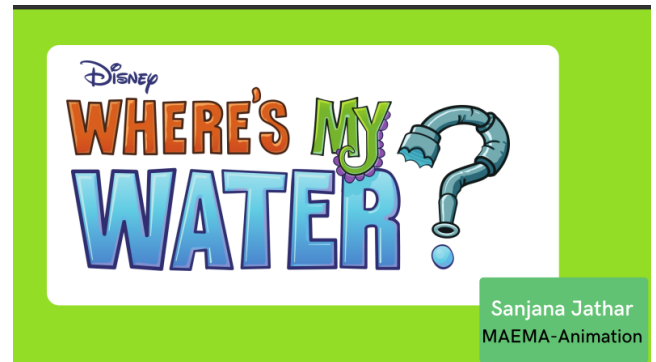
Click on any tile to view full deck.

RAJI: THE ANCIENT EPIC

Sanjana Jathar, MA EMA   Animation Assignment

DISNEY:WHERE'S MY WATER?

More Brand research in progress…