



Press Release

**Centre for Marketing in Emerging Economies at IIM L Noida campus organized 1 –Day workshop for marketing research practitioners, academicians and corporates**

*I am really happy to see the similar kind of marketing Practitioners as we have in top B Schools of United States – said Dr Laura Oswald, Director, Marketing Semiotics Inc. Chicago*

**Noida, 25<sup>th</sup> May'15:** 'Centre for Marketing in Emerging Economies' ONE OF THE key centres of IIM Lucknow at Noida Campus has taken a unique and strategized initiative of organizing 1 Day workshop held on 25<sup>th</sup> of May'15 on " **The Power of Semiotics for Impactful Market Research**". The objective of organizing this workshop objective is to familiarize participants' usefulness and application of Semiotics thinking analysis in marketing research and developing marketing strategy and creating value of their brand. The workshop aims to bring together Marketing Practitioners, Academicians, Research Practitioners and Research Scholars from across the world and provides a unique opportunity for them to share their ideas with some of the best in their field globally.

**Mr Sandeep Saxena – Director General of Marketing Research Society of India (MRSI)** said that MRSI has collaborated second time with an academic institute to promote and enhance the efficacies of Marketing Semiotics imbibed in marketing research. He further said CMEE has been consistent in organizing quality workshops for marketing professionals which makes our practitioners worth attending. After the huge success of Data Driven Marketing that was held last month, we are encouraged to organize this workshop as tactics and tips to enhance brand value remains the key topic anytime for them and hence a holistic understanding is developed for achieving over business objectives."

While addressing the workshop **CMEE Chairperson Prof Satya Bhushan Dash** said "The purpose of the workshops is to enrich understanding of marketing semiotics principles and practice among research and marketing practitioners, Brand & Marketing Professional across India. Dr Laura Oswald is a gem and one of the leading Semiotician in the world. Participants were privileged to get this unique experience like never before. Dr Laura Oswald assisted by Dr Piyul Mukherjee was a wonderful blend in taking all the sessions wonderfully." The best thing about the workshop was that it included more of practical exercises, decoding brand in signs and symbols. The interactive session allowed participants to indulge and deeply involve in learning.

Participants from myriad sectors were present and they also discussed about how they used semiotics in their profession and how it can be enhanced for more impactful and quality market research. Companies which participated are- AZ Research Partners Pvt Ltd, Firefly, GfK, i3 Research Consultants, IMRB, Ipsos, Kadence, Marico Ltd, MDRA, Nielsen, Pepsico, Purple Audacity.

**Dr Laura Oswald said**" Semiotic research should form the cornerstone of brand equity management, since brands rely so heavily on sign systems that contribute to profitability by distinguishing brands from simple commodities, from competitors, and engaging consumers in the brand world. She emphasised a discipline that extends the laws of structural linguistics to the analysis of verbal, visual, and spatial sign systems, to shed light on the cultural codes and discourse of brands."

One of the participant **Ms Astha Bhasin from PepsiCo** said" We have been about what ways/ medium are there to enhance our brand but one has also to learn why it is done and semiotics principles applied for different audience segmentation. We got to know to develop new product via marketing semiotics. Whereas a participant from **IMRB** said we have been longing to attend this workshop since Dr Laura Oswald is considered a big name in Marketing Semiotics, hence I wanted to attend anyways. The key lesson here was to get an idea on how through marketing semiotics we can differentiate brands of same category."

**About CMEE**

The Centre for Marketing in Emerging Economies (CMEE) at IIM Lucknow aims to be a globally recognized centre of excellence for pursuing original research and imparting quality education in the area of marketing, with a specific mandate to contribute towards better understanding of emerging economy markets and challenges therein for marketing practitioners.

**About IIM Lucknow**

IIM Lucknow has broken new grounds in being the first IIM to start an additional campus in the country. . It has a satellite campus at Noida exclusively for executive education. The admission for the post graduate and fellowship programmes is done through Common Admission Test (CAT), while GMAT score is used for the executive MBA program. The programs are accredited by the Global accreditation body AMBA. The institute has tie ups with 24 leading B-schools across the world for student exchange. Many management events, competitions, cultural and sports events are organized by various committees throughout the year.

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