

Fireside Chat

Sonal Dabral, former Chief Creative Officer of South East and South Asia, and Vice Chairman, India Ogilvy.

He spoke about Creativity, Advertising, Storytelling and his journey from a small town Pahadi boy to a global level advertising genius. Our mentor Dr. Tripti Dhote conducted it on an exhilarating note. He emphasized the importance of embracing opportunities and how to harness them in order to forge a successful career path, inspiring the audience in its wake. The paradigm shift from traditional to digital marketing was discussed and he attributed the current success of brands like MyGlam and Sugar to good storytelling. He suggested that tapping into emotions is the way to go.



Fireside Chat with Mr. Sonal Dabral Credits: Web-N-Tech