



Advertising & The 5 Senses

With Amit Sarda, MD, Soulflower

On Thursday, August, 25

Mumbai, August 18, 2016: The International Advertising Association (IAA) India Chapter's Young Turks Forum will host Amit Sarda at the second session of Advertising and The 5 Senses, series, presented by MTV India.

Amit Sarda, MD, Soulflower, will deliver and address describing his redolent journey so far, giving you a whiff of the role played by olfactory senses in aromatizing and augmenting an experience.

Srinivasan K Swamy, President, IAA India Chapter and Senior Vice President, IAA Global said, "With every IAA engagement we attempt to explore different perspectives of the communication industry. Senses like touch, taste, smell, sight and sound evoke powerful memories in people. Advertising stimulates our senses and are a powerful armoury to any brand development. I look forward to Amit Sarda's perspective on the importance of using all our five senses in advertising."

The Young Turks Forum has, in its inaugural session on "Advertising & the five senses" saw an interesting conversation between the Chef Sanjeev Kapoor and Roshni Bajaj. Mr Kapoor spoke about the importance of all five senses coming together to make the food experience wholesome. He said that 70-75 per cent of food experience is enhanced by the smell and not taste alone. And the look of the food adds to the appetite as does the touch and feel of food. Roshni Bajaj Sanghvi, well known food critic engaged in an interesting conversation with him.

About IAA

The International Advertising Association is the world's only globally-focused integrated advertising trade association with membership representing Advertising agencies and the Media. The IAA comprises Corporate Members, Organizational Members, Educational Affiliates, as well as 56 Chapters with individual members and young professionals from 76 countries including the top 10 economies in the world. IAA is over 75 years' old and is headquartered in New York.

Membership to the Indian Chapter of IAA is by invitation only and IAA has very senior marketing, advertising and media professionals as its members. IAA in India is seen as the most active chapter by IAA Global. IAA India is well-recognized for some of its marquee events like the IAA Leadership Awards, IAA Olive Crown Awards, IAA Debates, IAA Conversations, IAA Young Turks Forum and an array of IAA Knowledge Seminars, Webinars, Workshops, Conclaves etc.

For more information please visit www.iaaindiachapter.org

On behalf of IAA

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