



Aroma and Advertising is all about moment of Intent

Amit Sarda at the Advertising & the 5 Senses interactive session

Mumbai, August 26, 2016: The International Advertising Association (IAA) India Chapter's Young Turks Forum, hosted Amit Sarda at the second session of Advertising and The 5 Senses, series, presented by MTV India.

Sarda promised participants that their cognition of aroma will change after this session. He rightly pointed out that Advertising is not only about print or online medium; it's also about the experience it provides to the customers. Students were astonished to know the role played by the smell in popularizing various brands across industries.

Vishakha Singh, Founder, Red Polka, engaged Sarda in a freewheeling conversation.

Amit Sarda, MD, Soulflower said, "Advertising and the 5 senses is the most brilliant initiative. It does not only talk about pure advertising but it also talks about the elements and the five senses on which we all live. Thank you IAA for doing such sessions with the young demographics who are going to make a difference in the future."

Janak Sarda, Chairman, Young Professionals initiative said, "Amit Sarda showed how sense of smell impacts advertising. The participants have been empowered with his brand strategies and experiences; it was a delight to host him"

Vishakha Singh, Founder, Red Polka said, "It was an invigorating session with Soulflower's Amit Sarda. The importance of using fragrance or aroma to enter deeper in the mindset in a very subconscious manner creates immense amount of brand experience as well as loyalty"

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.

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