

The magic stick in advertising

The even semester started off with a guest lecture for the Visual Communication students on 1st March 2017. The speaker for the day was Mr. Chockalingam S., Creative Director of OPN who also worked for Lintas & JWT. He is best known for his ad campaigns Chennai Super Kings-Whistle Podu & Tamilnadu Election 2016.

Mr. Chokkalingam got on track right from the beginning of the session by answering the question ‘what is an advertisement?’ He also highlighted to the career opportunities and qualities to become an effective advertiser. He kindled interest in the students to know about the secrets of advertising. Common sense, reaching the listeners, sticking to the trend of the generations, celebrity, and making use of the resources that are available at your door steps are some of the important aspects.

The students were clear about these secrets but success depends upon the magic stick in advertisement. Mr. Chokkalingam taught the students on how to get hold of that magic stick. It’s all about when and how to use those secrets. He shared his experience in his ad productions in which he explained how he had used his magic stick. From the session the students learnt the art of articulating thoughts through advertisements.



Mr. Chokkalingam sharing his experiences in advertising.