

**DRAFTFCB+ULKA: BRAND BUILDING ADVERTISING:  
CONCEPTS AND CASES**

Liane Obermeier

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Show related SlideShares at end. The book of cases draws upon Draftfcb Ulka's experiences in the Indian market across client brands.

This book, like the first stone, is aimed at giving young executives and students. Thanks for telling us about the problem. Over the last two decades, since the induction of the top management team, FCB Ulka has transformed itself to become a complete marketing communication solutions provider. Secondly, due to the opening up of the economy, many small businessmen and entrepreneurs are looking for establishing market presence for their products and services. Suresh Rao. The teaching-learning process at SPJIMR is vastly enriched by a series of non-classroom initiatives through which our faculty help build among participants the right attitudes to enable them lead with purpose, meaning and with an idea of service to society.