

TIMES OF CDA

August 2025 Edition

Calicut | Kochi



Shoutouts of August

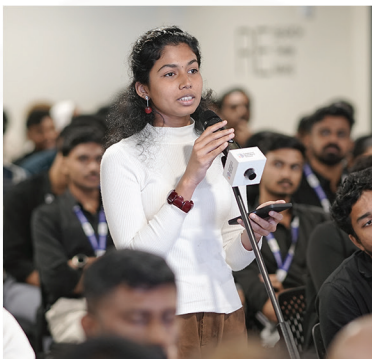
Grand Launch of Creators & Marketers School

The Creators & Marketers School, a new-age creative business school designed for GenZ, finally opened its doors on 16th August at Calicut, the UNESCO City of Literature. The inauguration by Prakash Varma, the undisputed stalwart of advertising and founder of Nirvana Films, made the moment unforgettable. The Grand Launch was more than an event; it was a celebration of ambition, creativity, and vision, bringing to life a space where future leaders in marketing, content, and brand strategy will take flight. The Creators & Marketers School is designed for the digital-first world, empowering aspiring creators, marketers, and entrepreneurs with the strategic mindset and creative skills to thrive in today's fast-changing landscape. Attendees experienced a vibrant mix of inspiration, innovation, and practical insights that define the essence of Creators and Marketers School.



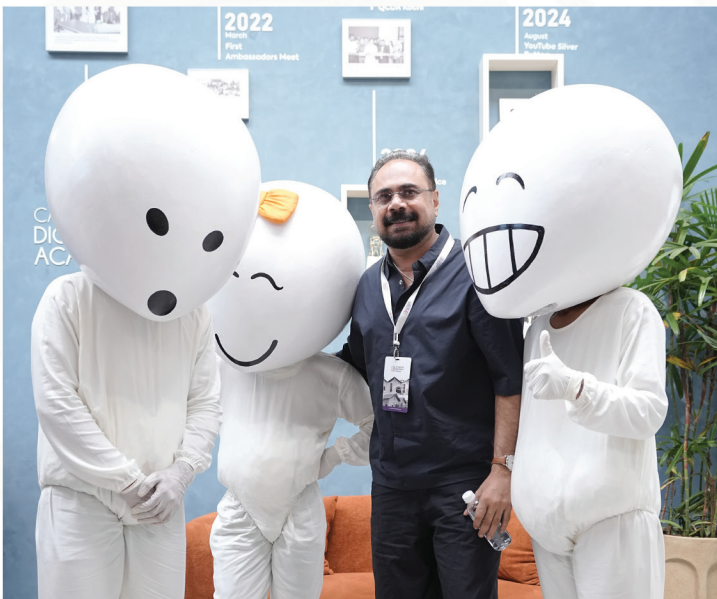
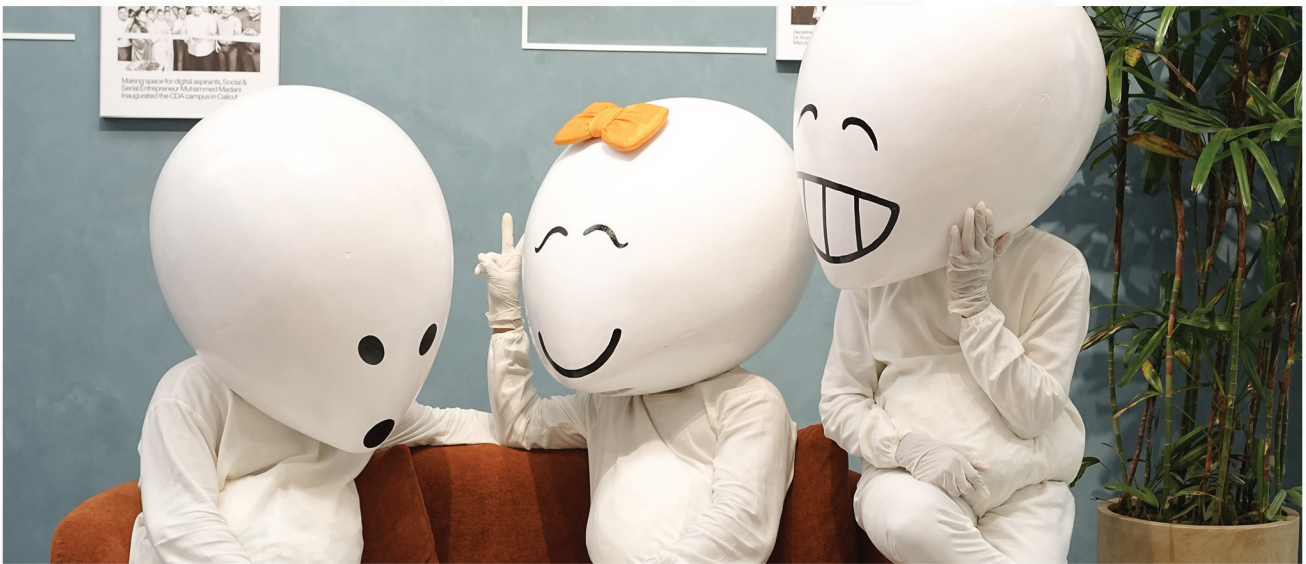
The Good, The Ad & The Ugly

An inspiring and insightful session, The Good, The Ad & The Ugly, hosted by Jinu Ben, featured Prakash Varma sharing his iconic works and creative journey, giving the audience a rare glimpse into the world of advertising excellence. Selected learners also had the unique opportunity to interact directly with him, making the experience truly memorable.



ZooZoo at the Grand Launch

As a tribute to Prakash Varma and his legendary creation, ZooZoo, CDA brought the iconic characters to life at the Creators & Marketers School launch. Three learners donned the playful costumes, performed, and even interacted with Prakash Varma himself, creating magical and unforgettable moments for everyone in attendance. The experience perfectly captured the spirit of creativity and fun that defines Creators & Marketers School.



Copywriting & Reel Contests

The copywriting contest during the Creators & Marketers School pre-launch for learners and ambassadors became a highlight, receiving over 600 entries, with only four making it to the final shortlist. Among them, Muhsin Ahammed, an ambassador, impressed Prakash Varma with his copy “വണ്ണം പറയൽ ഫണ്ണല്ല!” on the topic of body shaming, earning a certificate signed by Prakash Varma himself at the launch. In addition, the reel-making contest encouraged them to showcase their creativity, and learners from the Video Mastery Program in Kochi won a cash prize of ₹10,000 for their innovative storytelling.



Pre-Launch Campaign for Creators & Marketers School

In the lead-up to the Grand Launch, Creators & Marketers School stirred excitement with both offline and online events. On the ground, a lively flash mob at Calicut Beach captured attention, drawing crowds and creating a festive buzz in the city. Online, a series of creative videos showcased the campus, its vision, and upcoming programs. One of the standout videos, “The Return”, highlighted Jinu Ben joining Creators & Marketers School, setting the tone for the launch, while additional videos kept the audience engaged and made Creators & Marketers School the talk of the town. Learners and ambassadors actively interacted with this content, amplifying the excitement and building anticipation across social media.



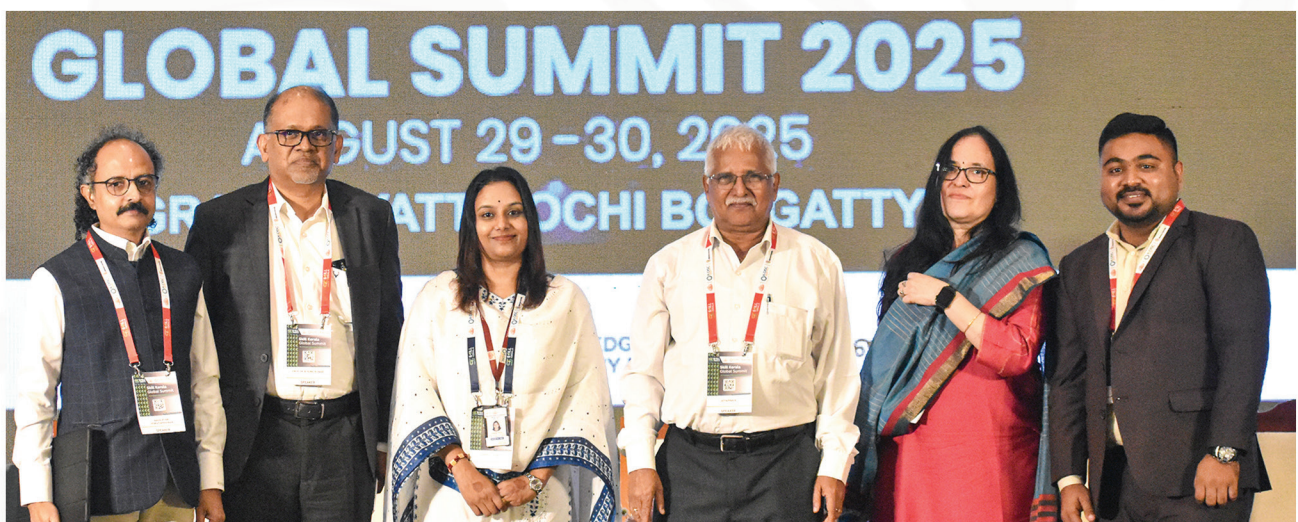
Director's Podcast

As part of the Grand Launch, a special podcast featuring the directors highlighted the vision and mission of Creators & Marketers School. The discussion explored the innovative AMME course, Creators and Marketers School's learning-by-doing approach, opportunities for learners to earn while they learn, and the global expertise shaping a creative revolution from UNESCO City of Literature Calicut.



CDA Academy at the Skill Kerala Global Summit

CDA Academy participated in the Skill Kerala Global Summit, a premier international event bringing together industry leaders, policymakers, academics, entrepreneurs, and emerging talent to position Kerala as a global hub for skills and innovation. The summit addressed the evolving requirements of global industries, best practices in skill development, and strategies to foster entrepreneurship and employment. As a skill development training partner of K-DISC, KKEM, CDA Academy had the opportunity to present at the event, with KV Hudaif, Director, sharing insights on best practices of training agencies in skill development, alongside other esteemed speakers, including the Hon. Chief Minister of Kerala.



Onam Mood - Onam Celebration 2025

CDA is gearing up to celebrate the joyous festival of Onam with its signature event, "Onam Mood", on 3rd September. The celebration promises a lively mix of cultural performances, interactive activities, and exciting experiences that bring the entire CDA community together.



First UI/UX Batches Onboarded

This August, CDA proudly welcomed its first-ever UI/UX batch, marking the beginning of a new journey for the future visualizers. The Live Online and Regular Offline batches started, with the offline sessions taking place at Calicut. Alongside, fresh batches in Digital Marketing and Video Mastery also commenced, opening doors to creative exploration and skill-building. Orientation sessions introduced learners to the course structures, expectations, and the exciting opportunities that lie ahead.



Convocation at Calicut Campus

The Convocation Ceremony at Calicut celebrated learners who successfully completed their programs. Riyas Kmr, journalist and ad film director, graced the event as the Chief Guest and inspired the graduates with insights from his diverse professional journey, motivating them to step confidently into the next phase of their careers.



Grow Ahead Session

Ambassadors participated in an insightful Grow Ahead session led by Shahul Musaffar, Business Expansion Head (CDA Academy). The topic, “Beyond Leads: Building Customer Journeys with CRM”, focused on creating meaningful customer experiences, optimising touchpoints, and leveraging CRM strategies for business growth. The session provided practical takeaways and actionable strategies for applying CRM effectively.

A promotional poster for a 'Grow Ahead' session. The background is dark with a portrait of Shahul Musaffar on the right. Text on the left includes the website 'www.cda.academy', the session title 'Grow ahead Ambassadors', the topic 'Beyond Leads: Building customer Journeys with CRM', the speaker's name 'SHAHUL MUSAFFAR' and title 'Business Expansion Head (CDA Academy)', the date and time 'Sunday, 31st August 11:00 AM', the platform 'zoom', and a 'REGISTER NOW >' button. A box in the top right corner states 'Exclusively for CDA Ambassadors'.

Digital Marketing Workshop at JDT Islam College of Arts & Science

CDA brought the world of digital marketing to JDT Islam College of Arts & Science, Kozhikode, with an immersive four-day workshop held from 20th to 23rd August. Participants explored key areas including Inbound Marketing, Content Marketing, Social Media Marketing (BOI), and Search Engine Optimisation & Marketing, gaining actionable insights into the dynamic digital marketing landscape.



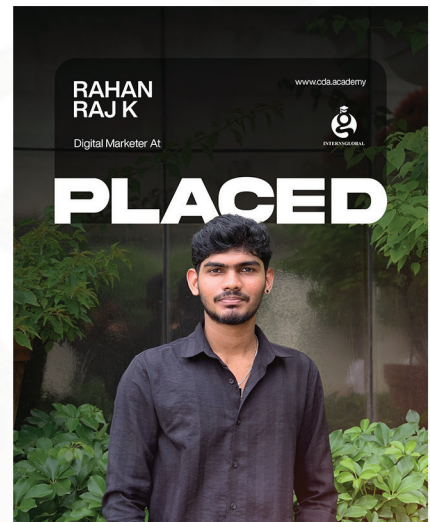
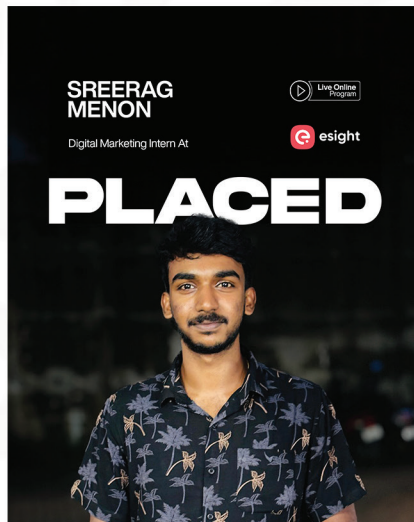
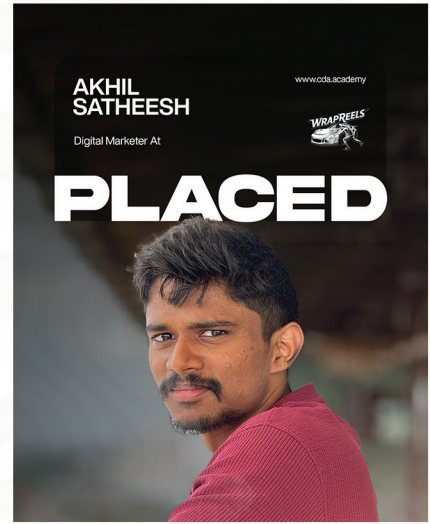
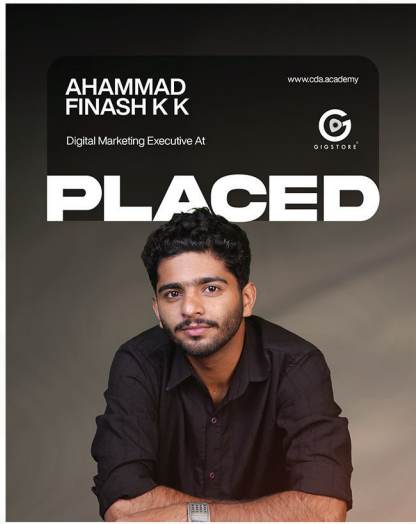
Digital Marketing & Video Production Workshop in Kochi

August was a month of learning and inspiration at CDA's Kochi campus, with two engaging workshops designed to sharpen creative and professional skills. On 9th August, career coach Shihab guided learners through "Building A Successful Career With Digital Marketing Skills," exploring strategies to enhance employability, identify growth opportunities, and apply knowledge confidently in real-world scenarios. Later, on 30th August, Joemon Joseph, cinematographer, and Abhijith, video editor, led a hands-on session on cinematography and video editing, offering practical insights into visual storytelling, camera techniques, and editing workflows. Both workshops empowered learners to expand their skill sets, bringing theory to life and inspiring them to pursue excellence in their respective fields.



Unmatched Placements

This month, 86 CDA learners earned placements in top agencies, MNCs, and tech companies both in India and overseas. These achievements highlight the effectiveness of CDA's hands-on training and mentorship, preparing learners to step confidently into the professional world.



Top Rankers on Google

CDA learners made their mark this month in SEO, driving competitive keywords to top positions and boosting visibility across search engines. Their hands-on efforts and strategic approach to optimization proved the impact of learning in action.

TOP RANKERS OF GOOGLE in August Month



Search Google or type a URL



www.cda.academy

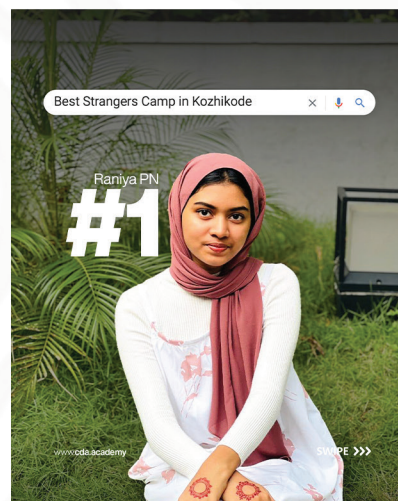
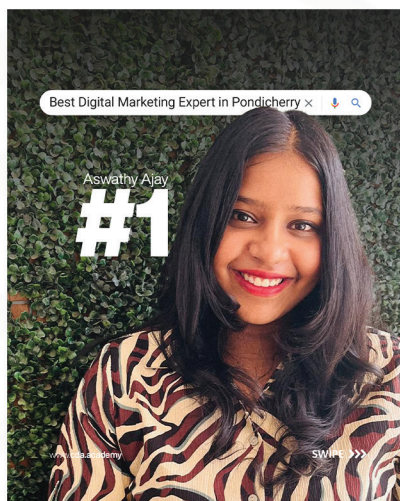
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Strategy Presentation

As part of their learning journey, CDA learners developed marketing strategies for real brands, focusing on driving sales growth. These presentations highlighted their creativity, strategic thinking, and problem-solving skills, while mentors offered guidance and feedback to refine their ideas and provide insight into real-world brand challenges.



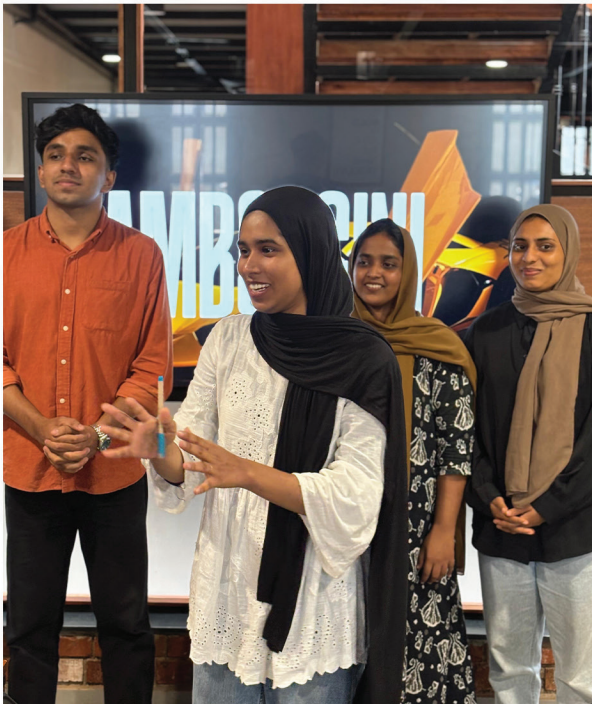
Interview Session

This month, learners took part in interviews, simulating real-world professional scenarios to test their knowledge, communication, and problem-solving skills. The sessions also provided personalized feedback from trainers, helping them identify strengths, improve areas of development, and build confidence for future career opportunities.



Speak-Up Session

The Speak-Up session created a dynamic space for learners to share their ideas, experiences, and perspectives with an audience. Focusing on confidence-building, effective communication, and public speaking, the session encouraged active participation and meaningful discussions. Learners received constructive feedback, helping them refine their articulation and presentation skills while preparing them for real-world professional interactions.





STED Examination Success

This month, CDA learners achieved great success in the STED Council Examination. Their hard work and dedication are validated through this certification, marking an important milestone in their journey toward becoming industry-ready professionals.

