

### **Advertising and Marketing Circle:**

Advertising and Marketing Circle witnessed the successful completion of its first event named "From Cannes, With Love" on the 25th of July, 2014. 150 Students from various courses came together to make it a much loved event where a detour of world's best ads featured in the Cannes Festival was showcased. Cannes Advertising Festival has always been a mega gathering of talented and best Advertisers from around the world. The objective of organizing this event was to make young minds aware about the innovative trends coming up in the advertising industry and an extraordinary level of creativity achieved by the leading minds of the world. Some of the ads showcased includes TNT, Line, Volvo etc. Interactive sessions were also held where students and teachers shared their views on creative aspects of Advertising. The teachers and students shared their views on advertisements showcased.

The second event "Brand-O-Maniac" was held on 2nd September 2014. Branding is the buzz word in today's business world, almost everything is being branded.

The participants were divided in a team of two, and the event began with the logo quiz whereby the first three teams scoring the maximum marks would have an edge over the others and would be given certain props for their presentation. This tested their creativity, usage of current affair themes and knowledge about advertising world. In the second round, the participants were given a brand and an unrelated tagline and they had to justify the tagline was apt for the brand and could use any form of presentation for the same. The participants were creative and came up with various skits and jingles for the same, it created the environment full of humor and amazing new ideas were put forefront. The audience was thoroughly enthralled and the judges were pleased with the performances.