

Advertising & Marketing Circle (Degree)

Events Report (2015-16)



1. Cannes : Live the Journey

Date: 15th July 2015

Summary: The Event was organized to highlight the journey of Cannes Lions Festival since its inception. The event involved the screening of a movie made by the club members which was a collection of the award winning advertisements from “The Cannes Lions Festival”, spiced with inspiring quotes, behind the scenes festival photos and enlightening facts that ensured entertainment as well as learning. The movie spanned across various eras and depicted the evolution of advertising from 1939 to present times. During interval, a contest was organized for the students. The participants were assigned a product which they need to advertise. The teachers present for the event decided the winner.

Objective:

- 1) To make people aware of the Awards and Appreciations being given for Creative Ads
- 2) To give students a diversified perspective of how creative ideas are used to attract crowd towards the Product.
- 3) Providing something that was new to the Students.

Outcome:

- 1) An Entertainer and an informative event providing exposure to the Advertising and Marketing world. The Show was a Full house with a lot of Buzz created.

2. Flip the Basics

Date: 31st August 2015

Summary: The Event consisted of two rounds wherein the contestants had to show their Spontaneity and Creativity. **Dr. Ritika Khurana** and **Mrs. Vishali Dawar** were the judges of the show. Round 1 was the Radio Round, where the teams had to unsell their products like Havell’s fan, Audi

cars, Forever 21 Clothes, etc. The contestants came up with whacky ideas, great voice modulation to impress the judges as well as the crowd as the crowd was going to rate the performances that would help them win the competition. The Round 2 was the celebrity mismatch round where students had to enact an impromptu TV commercial for their product with a Brand Ambassador totally opposite. Students pulled out all stops to endorse Rajnikant and Lakme Lipstick, Nana Patekar and Converse Shoes, Aamir Khan and Sindoor etc. The event got an overwhelming response from the students who had taken part. The judges appreciated the concept and creativity shown by the participants and requested the committee to hold such wonderful events in future as well.

Objective:

- 4) To instil a learning amongst everyone.
- 5) To give Advertising a new face amongst the Youth.
- 6) Providing something new, creative and useful for the students.

Outcome:

- 2) The Audience got a whole new experience and exposure to the Advertising and Marketing world. Everyone highly appreciated the Event.

3. Marketing Buzz

Date: 11th December 2015

Summary: The Event was a Audio-Visual Quiz contest in order to test the knowledge of students in the Advertising and Marketing field. The event was divided into three rounds. The first round was a Questionnaire round with Marketing as the Core concentration. Each team was asked a question along with four options out of which they had to pick the correct answer. In case a team was unable to answer correctly, other teams were given a chance to earn bonus points by giving the correct answer by show- of hands. In the second round, Teams had to recognize Brand Logos. In the third and final round, Participants had to recognize the Brand Ambassador and the Brand by listening to Audio of Advertisement. Winners were awarded Gift Vouchers.

Objective:

- 1) To imbibe new concepts and Presenting styles of Advertisements.
- 2) Providing something new, creative and useful for the students.

Outcome:

- 1) The Interactive event received a lot of praises as it aimed at developing the Creativity of the Students.
- 2) The Judges praised the Event providing a positive feedback.

