

# Advertising & Marketing Circle (Degree)

## Events Report (2016-17)



### 1. The Ad Super Bowl – Live the Journey

**Date:** 28<sup>th</sup> July 2016

**Summary:** The event revolved around showcasing internationally acclaimed advertisements in the humour, innovation and emotional categories. The advertisements highlighting the emotional and social content were screened and this was followed by a fervent debate amongst the contestants to test their emotional and intellectual quotient. The advertisements in the innovation genre were then showcased and the contestants were asked to prepare mission statements for any brand or product to find out whether they had understood the spirit of the advertisement or the brand. A lot of twists enthralled in the end.

**Objective:**

- 1) To make people understand the spirit of Advertisements.
- 2) To showcase their Talent on making Advertisements better and more audience oriented.
- 3) Understanding the importance of Mission and Vision in a Company.
- 4) To get inspired by the most Unique Ads of the Cannes.

**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) A total Blast with a lot of inspirational views and expert perspectives.
  - 3) Praises to the Team by the Teachers who visited the Event.
-

## 2. Les Quizerables

**Date:** 13<sup>th</sup> August, 2016

**Summary:** The event consisted of three rounds. In the first round, the participants had to answer a written quiz in teams of two. The people who participated in round two were subjected to rapid fire questioning, each lasting one and a half minute. The first two rounds consisted of various logos, taglines and questions related to the topic of advertising. For the third round, a more interactive approach was adopted. The five remaining teams had to prepare advertisements with unusual pairings of celebrities and products. The winners were announced based on audience votes as well as the ranking given by the judges.

### **Objective:**

- 1) To make the Advertising more easy a subject to understand.
- 2) Understanding the Mindsets of the Audience.
- 3) Test the Skills of the Participants.
- 4) To innovate and present an Event that is interactive and conveys the right message the right way.

### **Outcome:**

- 1) A challenging event carried out in a smooth manner.
  - 2) A little more twists and turns were expected.
  - 3) The Participants asked for a similar event soon with a lot of expectations.
- 

## 3. Corporate Roadies

**Date:** 24<sup>th</sup> December 2016

**Summary:** Corporate style is the way one needs to work in and that is how one deals with the worst of conditions in the Corporate world. The Event witnessed participation of 15 Teams of 30 Participants and consisted of 3 Rounds. The first had Jumbled Marketing and Advertising relating terminologies which had to be unjumbled while the second had topics of recent developments where participants had to talk about them and get qualified for the final round. The Final round saw the Teams getting two products which had to be merged and a Marketing strategy had to be constructed for both products together in the form of Jingle, Mission, Promotion strategy, Market presence, Target Audience etc

### **Objective:**

- 5) To get the Insider Marketer of participants out
- 6) To promote fresh Ideas from Students.
- 7) To inculcate thinking skills and innovative strategy planning skills amongst participants.

### **Outcome:**

- 1) A lot of Students got an opportunity to showcase their talent.
- 2) It helped a lot of Students develop their public speaking skills and overcome stage fear.
- 3) It gave an opportunity to think different and strategies a Marketing plan which is not very easy task.
- 4) The event focused on getting the Best and the Most Innovative plan of Action to boost the Marketing skills of the Participants.



