B-PLAN

PROBLEM STATEMENT:

Plan out a marketing strategy to launch an e-commerce application. What will be the step undertaken by you to promote your app so that the users will prefer your app over the other conventional app released as off date in the market. No idea must be copied, if found to be copied the group will be immediately disqualified.

RULES:

1. This is a team event. Each team can consist of minimum 2 and maximum 5 people.

2. The event will take place in 2 rounds: Eliminations and Finals.

3. The Eliminations shall be conducted online. Participating teams shall decide the brand name according to the
4. Problem statement. The submission portfolio must necessarily consist of the following :

o Corporate Logo
o Corporate Tagline/Slogan
o Corporate Logistics: Letter Head (21.59 cm x 27.94 cm), Envelope (22 cm x 11 cm)
o Business Card (9 cm x 5 cm), Email Signature, Stationery

5. The participants are expected to send their brand design portfolio at **prayukti-hith@gmail.com** with subject **BP2019.**

6. An abstract must be submitted with a description of their marketing strategy (docx, doc or pdf).

7. The portfolio must be submitted one of the following formats: .jpeg, .tiff, .png.

8. Shortlisted teams will qualify for finals.

9. For the final round, the team needs to prepare and present a Marketing Strategy for promoting and launching the brand for a period of minimum 6 months, defining the media platforms used and the content and activity on each platform. Presentation time is 15 minutes including setup.

11.   Presentation must include :

•   Company name: who you are

•   A literal descriptor slide: what you do

•   Tag line and values of the brand: how you do it

•   Unique company logo: your visual mark

•   Brand guide: your brand standards and other designs

•   Marketing Campaigns: your marketing strategies and corporate branding strategies.

12.   Last date will be declared soon so guys get ready and tweak your cells to chalk out a strat.

13.   The files are to be mailed to prayuktihith@gmail.com with the subject: BP2020.