

Mad Over Marketing

Overview

Mad Over Marketing is an electrifying tournament designed to challenge and showcase your creativity, strategy, and marketing expertise. This high-stakes battle will test your ability to think on your feet, craft compelling narratives, and execute innovative marketing strategies. The competition consists of three intense rounds, where teams will compete to prove their marketing prowess and claim the ultimate spotlight.

Mad Over Marketing has the following structure:

Round 1: Menti quiz

- An offline Menti quiz of approximately 25 minutes.
- Only the sharpest teams will advance to the next round.

Round 2: Commercial

- Teams of 2-5 members will be assigned a random product from a curated list.
- Within just five minutes, teams must ideate, execute, and present a captivating commercial or skit.
- Impress the judges and audience with creativity, strategy, and delivery to advance to the final round.

Round 3: Company Analysis & Strategy

- Each team will research a specific company and present their findings.
- Key components of the presentation:
 - Company Sales Analysis: Overview of current sales trends and achievements.
 - Marketing Strategies: Propose two unique and innovative marketing strategies.
 - Growth Opportunities: Identify untapped markets, customer segments, or product/service enhancements.

Prizes

- Certificates from E-Cell, IIT Hyderabad.
- Top 3 teams will receive prizes from a pool of **INR 15,000**.

General Rules

- This is a **team competition** (2-5 members per team).
- Inter-college team members are allowed.
- The competition will take place offline at IIT Hyderabad during **E-Summit on 8th Feb 2025**.
- Open to all; no restrictions on participation.
- E-Cell, IIT Hyderabad, reserves the right to accept or restrict participation.

How to Register

Interested participants can register through the link provided on the Unstop platform or website of Ecell IIT Hyderabad.

We look forward to seeing your creativity and marketing strategies!