



ULTIMATE BRAND CHALLENGE

STUDENT CHALLENGE TEMPLATE & GUIDELINES

Welcome to the Ultimate Brand Challenge! You and your team (3-5 members) will develop a comprehensive Instagram marketing strategy for your brand (to be selected by you in the chosen category). This document outlines exactly what you need to research, analyze, and present.

Final Deliverable: 5-minute presentation showcasing your Instagram marketing strategy

Focus Platform: Instagram (Primary)

CORE CHALLENGE COMPONENTS

1. BRAND IDENTITY ANALYSIS

What to Research:

- Brand's mission, vision, and core values
- Brand personality and tone of voice
- Brand positioning in the market
- Current brand perception among consumers

Tip:

Search for customer reviews on Google, Amazon, Trustpilot and analyze social media comments and mentions.

For any queries, write to us at sukhsagar@cisamritsar.org



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2. BRAND DIFFERENTIATION

What to Analyze:

- Unique selling propositions (USPs)
- Key competitors and their positioning
- Brand's competitive advantages
- Market gaps and opportunities
- What makes this brand different from competitors

Tools & Resources:

- Competitor Instagram profiles (analyze top 3-5 competitors)
- Google Trends for brand comparison
- SimilarWeb (free version) for website traffic insights
- Industry reports and market research

3. TARGET AUDIENCE ANALYSIS & CUSTOMER PERSONA

What to Research:

- Demographics (age, gender, location, income)
- Psychographics (interests, values, lifestyle)
- Pain points and challenges
- Shopping and decision-making patterns (optional)

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Tools & Resources:

- Social media comments analysis
- Competitor audience analysis

Tip:

You can conduct a sample survey about the brand.

4. PROBLEM VS OPPORTUNITY

What to Identify:

- Current marketing challenges the brand faces
- Gaps in their current Instagram strategy
- Market opportunities they're missing
- Audience needs not being addressed
- Content or engagement opportunities

Analysis Method:

- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- Gap analysis between current strategy and market needs
- Opportunity mapping based on audience research

5. CONTENT STRATEGY: EXISTING VS PROPOSED

5.1 Current Content Analysis:

- Review last 30 Instagram posts

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- Analyze media types (photos, videos, carousels, reels, stories)
- Analyze Content themes and messaging (engaging, interactive, UGC, promotional etc.)
- Posting frequency and timing
- Engagement rates and performance

5.2 Proposed Content Strategy:

- Content pillars (3-5 main themes)
- Content calendar for one month
- Content mix recommendation (ratios of different content types)

Tools:

- Canva for content mockups

6. META AD ANALYSIS

6.1 Mandatory Hands-on Task:

Analyze 3 Best Ads from Your Brand using Meta Ads Library and add screenshots

Step-by-Step Process:

1. Go to Facebook Ads Library (facebook.com/ads/library)
2. Search for your assigned brand
3. Filter by "All Ads" and select your country
4. Identify the 3 most engaging/effective ads
5. For each ad, analyze:

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- Ad objective and format
- Target audience (inferred)
- Creative elements (visuals, copy, CTA)
- What makes it effective

6.2 Create an Ad

Create an advertisement of your own for that brand highlight one/multiple products. Mention the objective and the audience being targeted (location, interest, gender and age group)

Tools & Resources:

- Meta Ads Library (free)
- Canva (for designing the ad)

7. GROWTH AND RETENTION

What to include:

- Grow your sales and optimize the CAC (Customer Acquisition Cost)
- Plan to retain existing customers
- Build a loyal community

Tip:

Give strategies on how to control abandoned carts, RTOs and to get referral business.



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OPTIONAL ADVANCED COMPONENTS

8. FUNNEL STRATEGY

What to Design:

- Awareness stage content and tactics
- Consideration stage nurturing strategy
- Conversion stage optimization
- Retention and advocacy strategies

9. Future Proofing with AI and other Tools (Optional)

What to include:

- Hard and soft analytical tools
- Content scheduling tools
- AI tools that you can integrate to optimize results
- Other automation/marketing tools you will use



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BRAND LIST

Online Courses and Education	Fashion and Apparels	Hair Care and Personal Care
UpGrad	Offduty	Hyphen
Coursera	Wrogn	Dot & Key
Simplilearn	Snitch	Birds of Paradyes
	NewMe	Pilgrim
	Biba	Little Joys
	Bonkers	Fix my curls
	Bewakoof	

Select any **one** brand from the chosen category.

SUBMISSION GUIDELINES

You can use Canva, PowerPoint, Prezi or Google Slides to design your presentation.

Initial Submission (July 20, 2025):

- Presentation (12-15 slides maximum)
- Include team member names and roles

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- Do not mention school name in the presentation
- Mail them to sukhsagar@cisamritsar.org with your brand name and team code (to be provided later) in the subject

Final Presentation (July 26, 2025):

- 5-minute live presentation (strict adherence)
- Be prepared for Q&A

Good luck, and remember: You're not just completing an assignment – you're developing real-world skills that will serve you throughout your career!

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