



TREND YOUR BRAND

Advertising Ideas~ Endorsing Brands

INTRODUCTION

"Trend your brand" is a fun event to optimize your basic tricks of Social Media Marketing and come up with an impressive quality advertisement. The more the hype created higher are your chances of winning.

PRIZE MONEY

1st Prize: Rs 5500

2nd Prize: Rs 3500

PROBLEM STATEMENT

ROUND 1

- All participants will be given one crossword to solve (5 across and 5 down) hints mainly consisting of riddles and taglines of famous companies/service.
- The one who solves the crossword first, gets to select a product of their choice.

ROUND 2

- Selected participants will be given a chance to choose any one of the product which they've to advertise.
- In total only 2 participants are allowed to choose one product.
- So based on their selection of product two members will be clubbed together as a team.
- The product which they have selected they have to make one video about advertising the product.
- Participants have to give us the video including all captions and hashtags to post on social media.

JUDGING CRITERIA

ROUND 1

- Correct answer as well as time taken both will be consider for further rounds

ROUND 2

- Based on their advertisement's engagement and creativity winner will be decided



EVENT RULES

- The participants can choose their products randomly (as whoever solves the puzzle first, gets to select a product of their choice first).
- 2 people selecting same product will be clubbed together as a team.
- The event coordinators will provide the items to advertise to each team.
- The final reels of products should be sent to the coordinator to post on the Instagram page of event.
- The winner will be declared according to the coverage of their reel made.
- The post should include brand name, captions, taglines, hashtags, etc.
- Decisions made by the coordinators are final.
- The event will be judged on the creativity and how much buzz your product has created.

GENERAL RULES

- Any misbehavior will lead you to disqualification from the competition.
- Decisions taken by Judges will be final and binding for all.
- All decisions taken by the organizing team will be deemed final, and no more changes will be encouraged.
- Plagiarism in any form is strictly prohibited and can even result in the disqualification of contestants.
- The idea presented by the teams should be original (not protected by patent/copyright/technical publication by anyone else).
- If any of the rules mentioned above, if found violated, teams would not be allowed to participate in the competition.
- The candidates should abide by the timings of the competition.
- The general rules and regulations decided by the conducting team will be final. There shouldn't be any argue by the participants with the conducting team and the judges else it can lead to disqualification.
- If less than 20 Teams will be registered, then only 2 prizes will be given and if less than 10 teams registered only one prize will be given.



MIND BEND

SVNIT SURAT
mindbendsvnit.in



TEAM SPECIFICATIONS

Round 1: Individual

Round 2: Team of 2 participants

REGISTRATION DETAILS

Registration Fees : Rs. 30

Register at our official website

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