

The Big Brand Theory

Event description: The event is all about creating your own “Big Brand”, marketing and advertisement is a part of the tasks that will follow. A fake concept of a product will be given to you and all you need to do is market yourself in the real world Bidholi.

Participation: Participation can be single or in a group. We can accept 2-4(at max) as a participating team.

Event Description: Each team will be given something weird for their company as like a broken smartphone, cap of pens, notebook without pages and so on [we just need to give them the idea, and not the real world object], the event will be of 2 hours.

They have to implement 3 tasks on which their score will be marked-

- 1) A facebook page
- 2) Corporate table
- 3) Short Ad

Teams need to give a name to their company, should be professional but humorous.

A facebook page- Each team needs to make their company facebook page, on which they need to list their product and the specification of it, and need to hype their page.

Scoring will be done on the basis of-

- Number of likes on the page.
- The name of their company.
- Product listed along with its specification on the page.
- Users comment (the more humorous the better it is, the best comment will also be awarded, preferred language to write comment is Sarcasm).

Corporate table a.k.a Headquarters — A table will be provided from our side, which they are free to place anywhere in the campus, and should customize it with whatever they get. The HQ is for telling people about their page and to get reviews on their product.

Scoring will be on the basis of-

- How well it is customized.
- Number of distinct people coming to their table and enquiring about the product and reviewing it.

Short Ad- They need to make a short ad of at least 25 seconds on the product, preferable genre will be comedy and how humorous they could create it.

Scoring will done on the basis of **elements of the advertisement**.

The team with the highest points will be declared as the winner.

