

# Publicity ideas

1. Water bottles: advertise on water bottles, disposable ones  
we can make custom thrustMIT bottles for TechTatva like events, and distribute water bottles during the event.
2. Goodies: tote bags, stickers, key chains, rubicks cube: We can host a quiz-like event during TechTatva where we'll give out goodies to participants who answer the questions correctly. People will feel a sense of accomplishment and be more likely to use the laptop stickers as advertisement space.
3. Golf kart: We can use the buggies as advertising spaces. Since they don't have any stickers or designs, we could customize them by painting them black and adding the thrustMIT logo.
4. Content: By creating content on social media, I mean content that is relatable, not just about thrustMIT. For example, we could interact with people by hosting small quizzes at SP, record these interactions, and post them on our page. The people who participated in the quizzes might share stories about it on their own pages, which would increase our reach.
5. Tshirts: We could give out t-shirts to club members that are designed to be more casual and wearable in everyday settings. For example, we could create t-shirts that are comfortable and stylish enough to wear to the airport, on dates, or while walking around campus and not like "aaj kuch Mila nhi toh pehen liya". likely to be worn with pride and serve as a form of advertising for our club. Like Aman Gupta boat founder wears boat tshirt everywhere, airports, talk shows and all public appearances
6. Joint venture : We could create content together with other student projects or team up with them to increase our reach. This could involve collaborating on events, social media campaigns, or other initiatives.
7. Workshops: we can have a workshop, like where we can teach people, show them exciting stuff, maybe have a session where you make a component from scratch or maybe explain the working of it or so
8. Aspirational building: We can create a story behind the project, how it started, what all problems we faced while building it, the end result, and the people who are part of the team. In short, glorify it. Make everyone aspire to be part of thrustMIT. Create a cool image around our name.
9. Talk show: inviting alumni or industry leaders for a conversation is a great strategy to attract a wider audience. This can enhance thrustMIT's brand image and reach. Similar to how Shantanu from Bombay Shaving Company started the talk show "The Barber Shop," hosting such events can draw in viewers who are interested in the guests and subconsciously make them more familiar with the brand in our case our project.
10. Interactive QR Code Hunt: We can organize a game during TechTatva where we hide 15 QR codes around campus. Participants who find all 15 codes can win a t-shirt or cash prize.