

Introduction

Qwikcilver Solutions, is a Pioneering SaaS product Platform company that has evangelized and created the Prepaid Gift Card Category in India.

Qwikcilver has established and reinforced innovation and leadership of the Gift Card category across over 150 leading brands & retailers, 500+ corporates & institutions in India and international markets.

The company was founded by individuals who graduated from BITS Pilani - and has raised investments from leading global investors (Accel Partners, Helion, Amazon, Sistema).

Qwikcilver has launched WOOHOO.IN & WOOHOO MOBILE APP – that has grown to become India's Most Powerful Gifting Platform for consumers, corporates and institutions.

Woohoo is India's leading brand that has established leadership through innovative design, User experience, pioneering features and viral growth by organic means. Social media plays a strategic role in growing the buzz on the innovative Woohoo Platform for consumers.

Woohoo has integrated to over 150 leading brands, retailers & ecommerce marketplaces to enable convenience Gifting options across more than 500 towns & cities of India with Woohoo.

AIC Task & Objective : #CashlessGifting on the University Campus.

In the current context of Demonetisation and emphasis on Digital Payments, Woohoo has been a key player in driving adoption of Prepaid Gift Cards in India.

Develop & showcase the Top 10 Use Cases for University students to leverage the various features of Woohoo Platform for #CashlessGifting.

- Instant Gifting Options via Digital Gift Cards
- Sending FREE Greetings via Woohoo App
- Store Gift Cards securely purchased & received from anywhere
- C2C Gift Card Secondary marketplace
- Ready to Use – Loadable Gift Cards

Ideate, conceptualise and execute a Woohoo Gifting Social Media Campaign for BITS Pilani students and alumni to showcase the Woohoo Gifting Proposition.

Build the Campus life of students into the Campaign via Woohoo Digital Film series of 30sec-60 seconds AND Woohoo Short Films of 3-4 minutes;

The Films to be made and shot with candid camera setting – and shot on Smart Phones only.

Leverage technology tools available to create and execute **the #WoohooCashlessGifting** Films that use the Campus backdrop of students, faculty and campus staff in the backdrop of places like the Clock Tower, Connaught Place, Admin Block, Library, Workshop, Skylab, Museum, Bhavans, Apogee etc.

Social Media Campaign Tools /vehicles : Video Films, Short Films, Images, Copy, market research, Surveys among campus students, faculty.

Focus would need to be on the adoption of technology tools to conduct surveys and to create impactful digital content within campus.

Deliverables :

- Business Strategy Document for adoption of CashlessGifting by University students & stakeholders across India.
- Digital Content of short films/digital films/images.

Rewards:

- The shortlisted Digital Content shall be adapted into Woohoo Campaigns on Social media across India.
- #Cashless Special Prizes for Winning team via Woohoo Gift Cards
- 2 month Internship with Woohoo Business Team (on Campus during Semester can also be considered).