The MedoCard Marketing Challenge 2025

A live project competition by RX Medical Trust for aspiring marketing leaders across India

This Isn't Your Typical Case Study

Welcome to RX Medical Trust's flagship competition — a real, live marketing project that puts you in the driver's seat. You won't just present a theoretical plan; you'll create, strategise, and execute an actual campaign that impacts healthcare awareness across India.

Our Mission:

To strategically design and execute a comprehensive marketing plan aimed at the distribution and Membership of 3,000 MedoCards — an innovative initiative dedicated to enhancing healthcare accessibility and awareness across the nation.

Through this initiative, we aim to empower individuals with easier access to essential health information and services, bridging the gap between communities and quality healthcare solutions.

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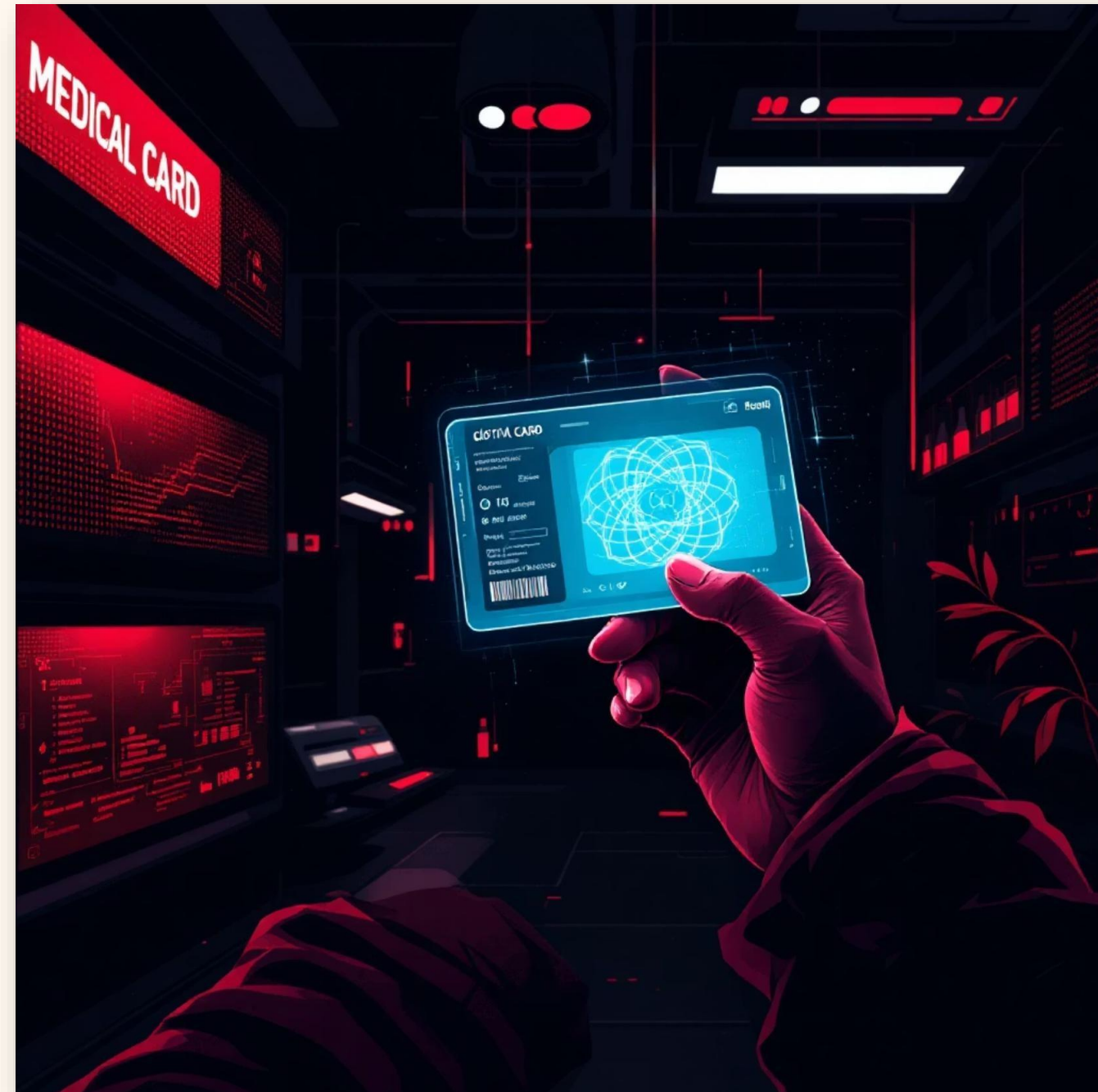
The Prize That Changes Everything

1st Position Winner Prize- ₹10Lakh

Complementary Prizes to the Best Performers like- Macbook, Iphone, Tab, etc.

Each member of the winning team will receive a job offer of ₹15 LPA from RX Medical Trust

Who Can Participate?

All College Students

Open to students from every institution across Ghaziabad/Noida/Greater Noida — this is your platform to shine on a national stage

Solo or Team Entry

Participate individually or form teams of 2–6 members. Cross-college teams are welcome and encouraged

One Team Leader

Each team must designate one leader as the primary point of contact throughout the competition

Your Mission: Act as Marketing Strategist

This is a **LIVE PROJECT** — your plan will be implemented in real-time, not just presented on paper. You'll take full ownership of:

01

Design Complete Marketing Strategy

Develop a comprehensive plan for MedoCard awareness and distribution

02

Execute Digital + Offline Campaigns

Create and launch campaigns across Noida, Greater Noida, and Ghaziabad

03

Build Trust & Brand Awareness

Establish credibility for RX Medical Trust within target communities

04

Achieve 3,000 Verified Memberships

Drive measurable results with documented MedoCard registrations

Competition Journey: Four Strategic Stages

Stage 1: Registration

Submit team details and your one-line mission statement via the official portal

Stage 2: Strategy Blueprint

Prepare a 4–6,page strategy covering target audience, marketing channels, budget plan, and ROI tracking methods

Stage 3: Live Execution

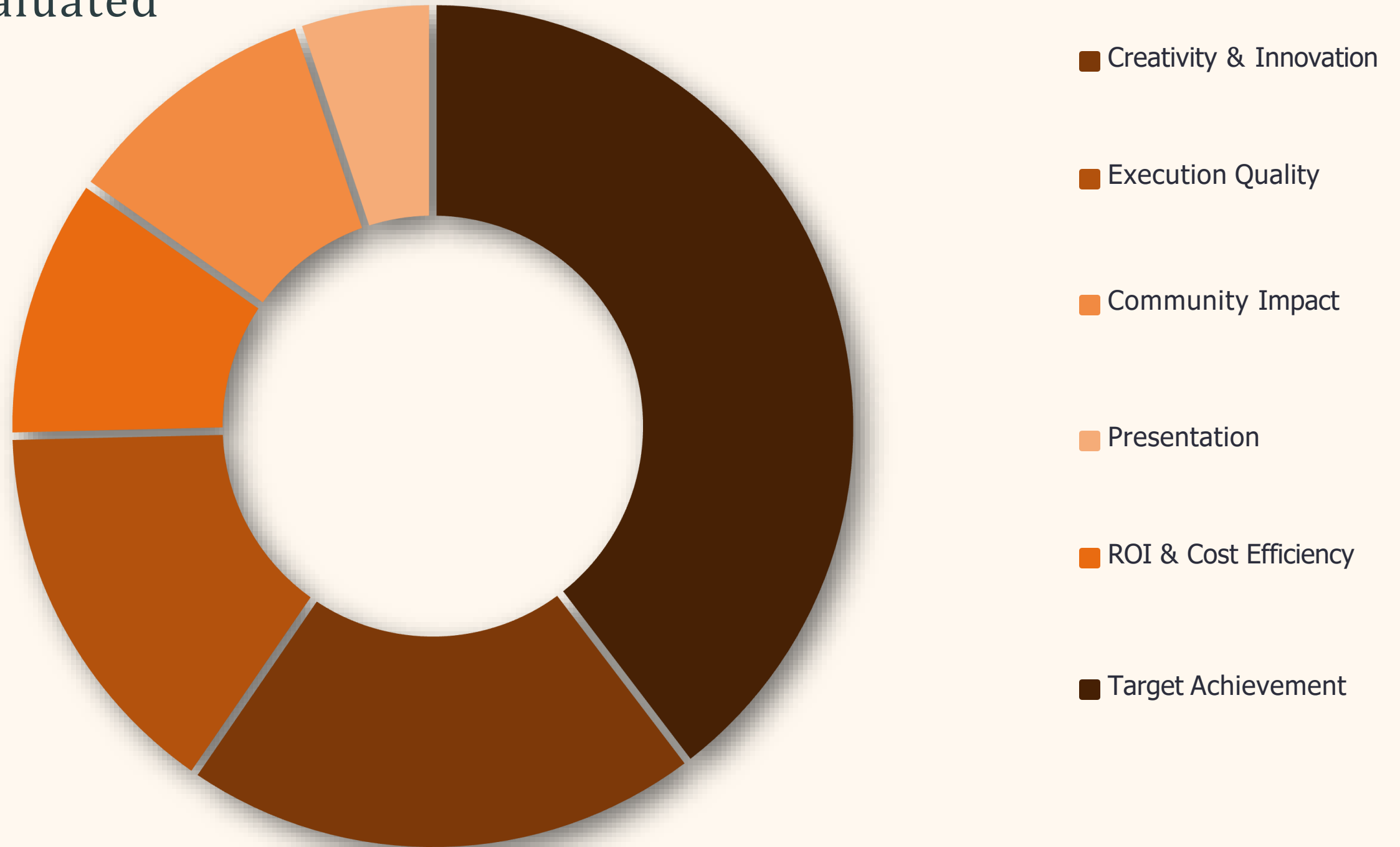Implement your strategy over 30 days. Track QR scans, Memberships, campaign activities, and submit weekly updates

Stage 4: Final Presentation

Submit comprehensive report with data proofs and present results to the RX Jury Panel

How You'll Be Evaluated

- Creativity & Innovation
- Execution Quality
- Community Impact
- Presentation
- ROI & Cost Efficiency
- Target Achievement

The number of verified MedoCards carries the highest weight, but creativity, execution quality, and community impact all contribute significantly to your final score.

Essential Rules & Guidelines

Data Verification Required

All distributed and activated cards must be verifiable through our tracking system

Ethical Marketing Only

Follow all legal guidelines — no forced registrations or deceptive practices

Official Branding Mandatory

Use only RX Medical Trust's official branding materials or material that is Approved by us.

Creative Freedom Encouraged

Collaborate with colleges, NGOs, medical centres — use digital, influencer, and ground-level strategies

Transparency & Audit

The Trust reserves the right to audit all submitted data, materials, and campaign activities

Within Time Frame

You have to complete the Task by the Given Time

Key Competition Details

Eligibility	All College Students
Team Size	1–6 Members
Target Goal	3,000 Verified MedoCards
Duration	30 Days Execution
Prize Pool	₹10,00,000 + Gifts
Mode	Hybrid (Online + On-Ground)

Important Dates

Last Registration Date	15th November 2025
Plan Submission Date	20th November 2025
Execution Result	20th December 2025
Prize Distribution	25th December 2025

Ready to Make Your Mark?

This is your opportunity to demonstrate real marketing expertise, create measurable impact in healthcare awareness, and compete for life-changing rewards.

Get in Touch

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