

Sambang Products (Round 1):

- 1. See through playing cards**
- 2. Discharger**
- 3. Body Hair Gel (A gel for body hair)**

Choose any one out of the above mentioned products and give a brief advertising and marketing plan (keep it crisp). In the summary you are required to give us a marketing and sales strategy for the product, an advertisement idea for print and electronic media as well as a name and tagline for the product. A sample summary is attached with this problem statement.

All you need to do is think out of the box. No run of mill ideas please. Lots of brownie points will be awarded for wit and humour.

Obscenity of any sort is discouraged and might lead to disqualification.

Decision of coordinators would be final and binding.