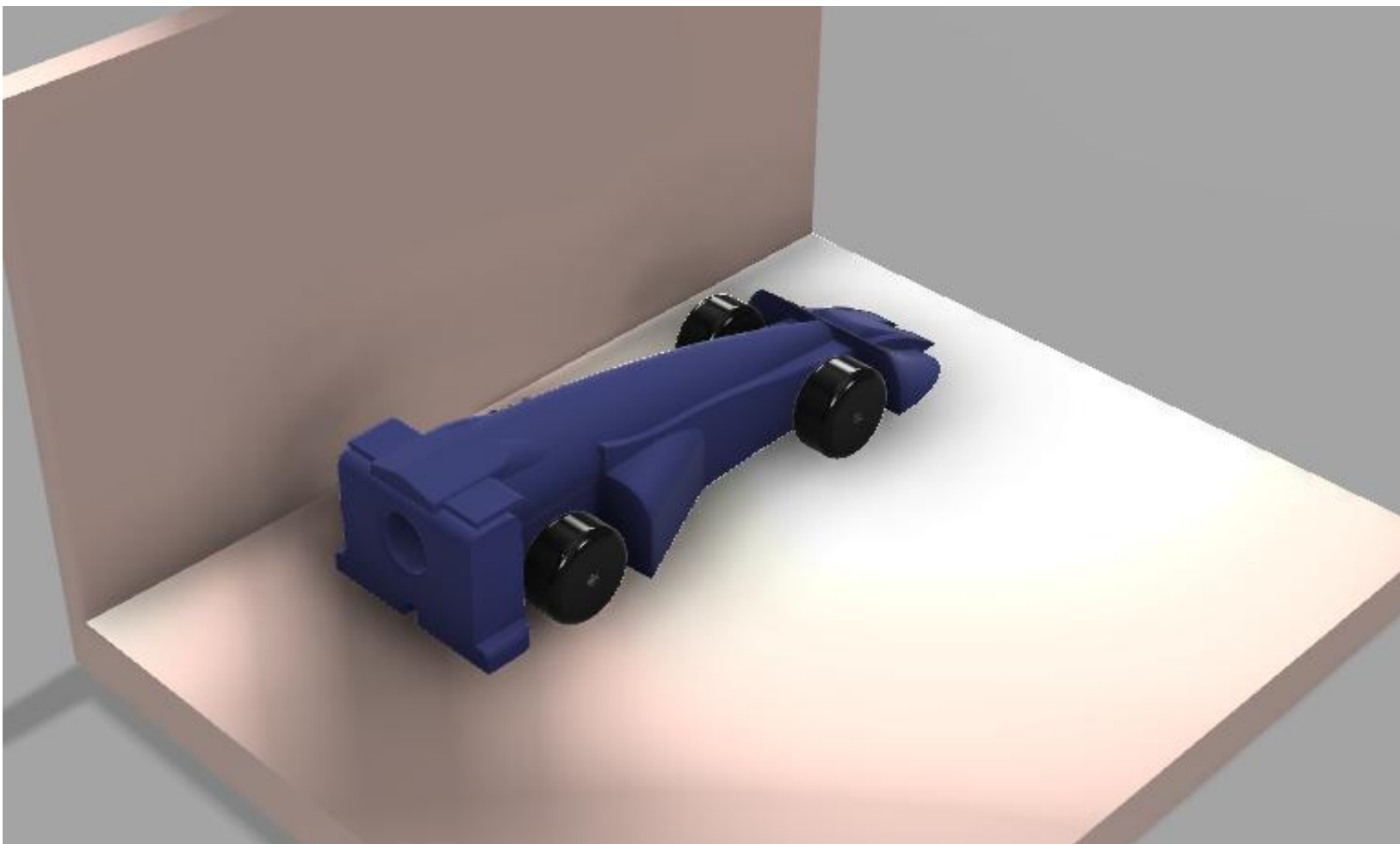

MARKETING & DIGITAL MEDIA

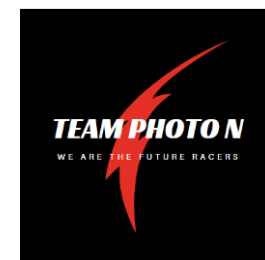


TEAM PHOTON
We are the future racers





TEAM PHOTON
We are the future racers



Our Basic Plans

Plans recommended by our team members

1) Team Manager

We Should Ask The Radio Person To Advertise Our Team Photon.

Advantage of his idea-

It was A good idea as people would get aware on about our team.

Disadvantage of his idea-

We were short of money and didn't have anything to give the radio in return.

2) Designer

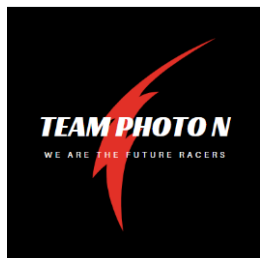
We can make the facebook page and an instagram id too to attract companies to us.

Advantage of his idea-

Our work and team would be on social media which would be A good news for us

Disadvantage of his idea-

Companies attract often when we are visible to them but many companies don't open their social media (exception) and it took A long time for us to get sponsor but we tried it also



Our Basic Plans

Plans recommended by our team members

3) Manufacturer

We can go to shops and attract them to us generally offline marketing.

Advantage of his idea-

Companies can question and get correct information about us and there is no doubt in them.

Disadvantage of his idea-

It would have more energy and work . we have to took out the time but the problem was that near our teammates houses we can't find any company for sponsorship

4) Sponsorship Manager

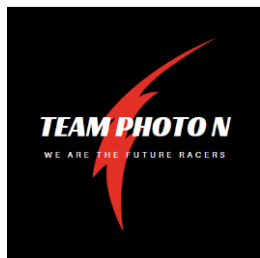
We can mail them and request for sponsorship and try online marketing

Advantage of his idea:-

In the companies inbox our team would be there which will make them attention on us

Disadvantage of his idea:-

When we tried we found that the company was sending us automated replies and was ignoring us



Our Basic Plans

Plans recommended by our team members

5) Graphic Designer

I can make a video

Advantage of his idea-

Our work and team would be on social media which would be a good news for us

Disadvantage of his idea-

Video advertising was a great idea but people generally skip the video and don't see the advertising



Final Plan

As we found that every idea was having at least 40% chance of giving us sponsorship so we tried all of them
except the radio idea as it was having money loss

Idea 1

We made an instagram id and our own website

Results –

Good idea but we didn't get any output



Final Plan

Idea 2

Our resource manager went to different shops with sponsorship manger but the companies were not ready as they thought we were children

Results –

Good idea but we didn't get any output



Final Plan

Idea 3

We made a Gmail account for sending requests to companies and tried to call them

Results –

We sent to approx. 30 companies but didn't get any correct information



Final Plan

Idea 4

It was the best idea, we made a video of ourselves and our sponsor CADD Centre came to us and gave us the sponsorship it was a fabulous idea

Results –

We got the sponsorship





**Thank you
CADD Centre
For your support**

