

OnePlus Student Times

OnePlus Student Ambassador Program 2019-20

The second cycle of OnePlus's Student Ambassador Program began back in August 2019, when 25 people from 15 cities were selected to represent OnePlus in their respective colleges. The program had the objective to strengthen its efforts to grow the OnePlus Student Community and keep them engaged with a range of engaging activities. OnePlus wanted the ambassadors to embody the diversity of the OnePlus Student Community and made sure that it covered up all brackets, and corners of the country to get the finest batch of college students with common loyalty for OnePlus. As per expectations, the batch of 2019-20 was able to create a huge sound of success by not only achieving what had been the goal initially but taking a step ahead and making the OnePlus Student Ambassador Program one of the most aspirational programs through their hard work. The student representatives were responsible for organizing major activities to promote the growth of the OnePlus community in their respective colleges. The representatives created OnePlus campus community pages on Instagram, to allow people to explore the kind of work that was being crafted by the OnePlus student ambassadors in their colleges.



The activities conducted included:

- OnePlus Photowalks
- OnePlus Jam Nights
- OnePlus Comedy Night
- OnePlus Academy Workshops
- OnePlus HyperTasker
- Community Meet-Ups
- Humans of OnePlus

During the second batch of the OnePlus student representatives from BITS Pilani and Manipal had successfully organized a OnePlus Campus Jam Night each in their respective colleges during the months of September and January. The statistical reports at the end of the program showed that through social media, the impression count for the batch of 2019-20 surpassed the 2.7 million mark, with a sustained engagement rate of 14% across 9 months. The OnePlus Student Ambassador Program was the start of an opportunity that enables students from across the country who are not only passionate about OnePlus to utilize this opportunity to learn and explore the world of technology and pace. After two successful batches of the program, it can be said that the OnePlus Student Ambassador Program is ready to take the next step and make it the most aspirational and empowering student program globally.



“

Take action on what you think is worth it before you back out.
- Saptarshi Ratna
(IIT, Bombay)

”

“

Just enjoy whatever you're doing and make sure to work hard and outperform yourself every time.
- Abhishek Sethi
(DTU, New Delhi)

”

Welcome to the OnePlus Family

Congratulations to all the 25 Student Ambassadors. From 9 AM classes to 9 AM meetings - this next phase of your lives will have new written all over it. You all have a world of learnings awaiting you on this journey. I'm certain it will be a memorable one but it's up to you to make it truly extraordinary. This is not just a statement but a true reflection of the OnePlus culture. There will be nothing in the way of you and your ambitions as long as you have the zest for it. We are proud to have you on board and can't wait for your infectious energy to dominate the rest of the year. Here's to breaking your own records, living outside the box and chasing the next 'crazy'.

Siddharth Narayan
(Head of Marketing)



What has the batch of 2020-21 got for you in store?

The ideology and philosophy through which the OnePlus Student Ambassador Program had started in 2018, will serve as the roots to this batch of ambassadors as well. The aim is to not only enhance the presence of OnePlus but to enable the OnePlus Student Community to explore the opportunities which could make them grow and be the best in whatever they choose to pursue. The program this year seeks to find individuals who are ambitious and give them the chance to not only perform their best for the brand, and uplift it to an unimaginable height but also to help these individuals to grow as professionals and be ready.

For the batch of 2020-21, this time around the ambassadors have been clubbed in different teams which include Social Media, Community, and Tech. Every team is going to have different responsibilities when it comes to the work they will be required to execute but all have the same understanding of maintaining and even raising the performance standards as compared to the last program.

Another change for this batch is going to be in terms of presence on social media in the form of the main channel. Last time around, every campus had its own respective OnePlus community page on Instagram, but this time around there is going to be one common stop for the OnePlus Student Community, and all the work would be executed there.

The idea is to not only get the ambassadors to execute ideas and activities which keep the community engaged but also to include the community as much as they can. It has always been the true direction of OnePlus to give a platform for the community to put forward their ideas and suggestions which has made this brand what it is today.

The objective of the program this year is to inspire the youth of the nation, allowing them to make an impact and be important as a part of the community. It aims to provide space for creative thinking allowing for greater execution. The OnePlus Student Ambassador Program 2020 strives to make a positive dent through the strong force of the nation's youth, and inspire and push to make a change in a positive direction for a better future.

“ Go crazy, be honest, work hard and make full use of the designation. Make contacts and have a good time.

- Raj Agarwal
(DU, New Delhi)

”

“ Design Team, reduce the text size by 2 when you submit a creative, no matter how small the text size already is.

- Kirat Alreja
(Manipal University, Manipal)

”

Taking a walk back to 2019-20

OnePlus Comedy Night, DU: Rahul Subramanian, best known for "Aai Mai Udega" & "Crowd Work", flew in to perform for the OnePlus Student Community at Delhi University. On January 25th over 600 Students gathered to witness Rahul & celebrate the love of comedy. His performance was exceptional as expected, which made everyone short of breath in no time.

OnePlus Campus Jam Nights: OnePlus Community Manipal collaborated with Under 25 Summit to organize a night the town will remember for years to come. After an exciting day at the Summit, students were ready to groove to the tunes of India's best artists. "When Chai Met Toast" performed for a crowd of more than 1500 students at the heart of Manipal. As a part of BITS Pilani's Sports fest, OnePlus at BITS Pilani brought the magic of OPMF to their community. "AsWeKeepSearching" - a band on the rise, performed for more than 1000 students at BITS. Between hundreds of sporting activities, students took a moment of rest & enjoyed the soothing tunes.



HyperTaskers: MultiTasking is so last decade. We're HyperTaskers now. For the launch of OnePlus 8 Series, the Student Community executed its most significant online campaign ever. With over 30+ Student Influencers across India, Hundreds of Instagram Posts & A reach in Lakhs, HyperTaskers is one for the books.

OnePlus Game Night: In March 2020, Student Community hosted its first-ever PUBG Game Night. The responses were off the charts as 300 gamers across India enrolled themselves for the event. Driving through Pochinki, Shooting across Gatka & Running for Drops - 3 teams were crowned as the "Champions of Student Community."

Manipal Photowalk: The first offline event of SAP '19 turned out to be a significant one. Eighty students from over five colleges gathered at one of the most scenic beaches of Karnataka to celebrate "World Photography Day". Nature challenged the community by sending some showers during the event, but the show went on! Three photographers took home shiny OnePlus goodies, but everyone took back a day to remember.

“ Get hold of the feeling early and be involved as much as possible!
And yes enjoy all along.
- Shivam Agarwal
(St. Xaviers, Kolkata) ”

“ If you don't come out of these 6 months, passionate about
OnePlus and what all you did as a part of this company, you
definitely did something wrong along the way.
- Saurabh Kumar
(Manipal University, Manipal) ”

