

# Winternship Marketing Event

It will be in 2 phases

**Phase 1** will be 9 days starting from Jan 17th to Jan 25th. The result will be announced on Jan 29th. The top 15 individuals will be selected.

**Phase 2** will be on Feb 2nd when the screening/pitching of the qualified individuals will be done.

## Topic for Phase 1-

Marketing and advertisement idea for a clothing brand (Submit a writeup in word file/pdf)

- **Topic:** Pitch a marketing strategy and an ad campaign for a clothing brand that claims to be fast fashion but to be sustainable and to reduce wastage they operate on a cloth rental model.
- **Points to consider:** Customer segmentation, communication channels, brand value, promote sustainability, creative ideas for the advertisement.
- **Judging criteria:**
  1. Align the strategies with the target audience's values and preferences.
  2. Choose multiple channels for communication with customers.
  3. Ensure clarity in conveying the brand's sustainable and fast fashion aspects.
  4. Focus on creating a narrative that connects emotionally with viewers.
  5. Keep the messaging concise and impactful, leaving a lasting impression on the audience.
  6. No use of Chat GPT, Google Bard or any other AI Models

# General Guideline

- Every student must submit their piece of writing for phase 1 as shared on 16th Jan 2024 in the repository link latest by 25th Jan 2024. The selected ones will get the chance to participate in phase 2.
- 15 students will be selected for Marketing and Sales each for phase 2.
- Participants should be a student of any recognized academic institution.
- Use of Chat GPT, Google Bard or any other AI model is strictly prohibited. If found guilty will be disqualified.
- Questions for phase 2 will be provided at the venue, kindly carry your pen along.
- Phase 2 will have 2 activities for each.
- 5 minutes will be allocated to pitch for the marketing and sales prompt (prompt to be given at the venue) and 3 more minutes of Q&A round.
- In case of any disputes or discrepancies, the decision of the organizing body is final and binding.
- The organizing team has the right to disqualify any team at its sole discretion.