

Tagliner

Type

Informal Event

Description

Are you tired of seeing the same old taglines being used to represent the same products? Tirutasva offers you a chance to showcase your creativity and imagination by suggesting a more fitting product for a given tagline.

A well-crafted tagline is an essential aspect of a company's brand identity and can leave a lasting impression on the public. In some cases, a tagline can be so memorable that it becomes synonymous with the brand or product. This event, however, presents a unique twist.

Participants will be given a list of famous taglines, and it's up to you to choose one and associate it with a different product, brand, or service. The goal is not to create a new tagline, but to showcase your wit and humor with your chosen pairing.

Example:


Tagline: "Isko laga dala to life zinga lala"

Original Brand: Tata Sky

Your suggestion: Lenskart

Justification: Tagline points to something which makes our life(or lifestyle) better.


Example Submission for the above idea:



lenskart.com

Isko laga daala, to life zinga lala

Be like Baburao bhaiyaa, change with times, stop sticking to old and boring spectacles, add some fun to your spectacles with lenskart with their amazing varieties and prices making life zinga lala.



Example 2)



Dimag ki batti jala de

Red label tea helps the mind to relax the body and clear the mind, which makes a great element for good ideas when you're feeling down. It lights the fuse of the brain in a good way.

You have unlimited freedom to choose what to pair it with. **Be creative and come up with a witty and funny recommendation.** The **submission format will be a poster** that will include the following:

- The tagline you choose from the list
- Name of the item you wish to recommend
- Reason for your choice
- Branding aspect (if any)

Taglines:  **List of Taglines - Tirutsava 2K23**

Registration: <https://forms.gle/r7dwbg6BsRBgQv6W6>

Submission: <https://forms.gle/CPWzA1PB4FkV8qrD7>

Rules :

1. It is an Individual event, where students from institutes across India can participate.
2. Participants must choose taglines only from the above list.
3. A participant can submit at max 3 taglines (i.e. 3 different posters). The best one will be awarded(if selected).
4. Languages allowed: English, Hindi
5. Preferred naming convention of the submission file:
yourname_oldproductname_instituteinitials_TAG
6. Abusive, offensive, discriminatory or explicit language or imagery content will be straightaway disqualified
7. Participants must make a poster with the tagline chosen and the new product which they want to recommend. Also, provide a rationale for your choice in the poster itself.

Judging criteria:

- Creativity and Wit
- Your rationale
- The overall effort put into the poster

Entry Fee:

No Entry fee, it is a FREE event

Prizes Worth:

1st -> Rs. 2000

2nd ->Rs. 1000

Event date and time:

Start - 25/02/2023

End - 04/03/2023 (End of the Day)

Submission Deadlines:

04/03/2023(End of the Day)

Contact Details:

Pranav:

+91 78409 29336

cs20b029@iittp.ac.in

Amrit:

+91 93552 00105

ce21b006@iittp.ac.in