Powered by

MICANVAS
THE ANNUAL MARKETING FESTIVAL OF MICA

MICA
THE SCHOOL OF IDEAS

LOVECHILD
masaba

VIRAL VORTEX

CONGRATULATIONS !
WELCOME TO THE GRAND FINALE - VIRAL VORTEX

Congratulations on making it to the FINALS!
Please find the case below.

Assignment-
Build a brand proposition and strategy plan for LoveChild by Masaba.

LoveChild by Masaba is an honest, embracive, and playfully-vibrant beauty brand, made with empathy at its core. The brand offers an extensive range of high-performing products for all ages, skin, colours, and cultures. Each of their products is vegan, cruelty-free, sulfate-free and paraben-free. Enabling a unique expression of self-love, LoveChild celebrates YOU!

Brand pillars-
• Products crafted to suit Indian skin tones
• Skin loving ingredients for multi benefits
• Global quality at delightful pricing

Deliverables-
The following tasks listed below need to be covered:
Slide 1: Define the brand's core TG
The current TG of LoveChild is very wide range (18-40 yrs)
Slide 2: Find the core brand purpose and align that with a tangible proposition which is scalable and relevant for the next few years
Slide 3: Recommend suitable brand positioning
Slide 4: Decide Brand Architecture
LoveChild caters to a mass premium segment at the moment in terms of price positioning, however the objective is to upgrade the brand and consumer into the premium/ luxe tier with key categories.

Guidelines:
• Mode of submission:
  1. Present the strategies in a maximum 4-slider deck (excluding introduction slide)
  2. Convert your 4-slider PPT into PDF format with the **naming convention: VV_TeamName_CollegeName.**
  3. Next, submit it through the Google form link provided to you.

• Each team can submit only one entry for the competition.
• Teams would be required to present this deck in front of a panel of judges. A Q/A round may follow.
• The decisions of the organizers of the contest will be final and binding on all participants.
• The deadline for submission is **26 Nov 23, 7 AM IST.**
• In case of any other queries, please email us at events.micanvas@micamail.in.

Warm Regards
Team MICANVAS