



MARKFEST 2018

Embracing the waves of neo-digital sphere

INTER-INSTITUTIONAL MARKETING CARNIVAL

(Event Details and Guidelines)



DIGIMANIA

(Digital Advertisement)



Modern era talks about digitalization which provides a platform to explore globally. Main objective of Digimania is to extract latent creativity of students in the form of making digital advertisement of a brand.

Rules and Regulations

1. The team will comprise of 4 members
2. The brand has to be selected on 14th November 2018 at Registration Desk.
3. The team will be allotted 90 minutes to prepare the ad on day 1 in Lab 2 from 2:00 pm to 3:30 pm.
4. The ad copy has to be shared on your Fb profile/ Instagram with # **MARKFEST 2018** at 4:00 pm for generating shares and likes.
5. The likes and shares will be calculated at 10:00 am on 15th November 2018.
6. The team will get 5 min to explain ad copy through PPT on 15th November 2018.
7. The advertisement will be judged on the basis of No. of Shares, Likes, Creativity of the Concept, Attractiveness, Slogan design, Clarity of Message and Layout

Student Coordinators:

Adarsh Mandal – 7667494370

Sumit Kumar - 9709407603

BRANDWIZZ

(Marketing Quiz)



BrandWizz is the marketing quiz where you should be ready to be challenged by the best. It's an event to gauge the knowledge of participants on the basis of their expertise in marketing and related ideas. It is a battle of pure marketing wits. *Get Set* for the fiercest marketing war at IMS Ghaziabad.

Rules and Regulations

1. 5 teams will go to the final stage after screening
2. Details about screening process will be communicated to you by event coordinators.
3. Each Team Consist of 2 participants.
4. There are total 4 rounds.

Student Coordinators:

Abhishek Goswami - 9457607907

Vageesh Pandey - 7839527616

IMPROMPTU DISCOURSE

(Extempore)



Selling talks about making your new item speak to customers in a relatable way. The event is all about running your product on a successful sales track by displaying your product before audience in a compelling and attractive way.

Rules and regulations

1. Individual participation by acting or showcasing selling skills.
2. The product will be given to the participants on the spot
3. Judgment will be based on presence of mind and selling strategy used by the participant

Student Coordinators:

Anmol Gupta - 9927127300

Rishabh - 7898681122

TRIGGER THE HALT

(It's all about Innovation)



This event is all about bringing out the vision, creativity & feasibility of students by triggering the Halt in the existing product. Students have to come up with innovative ideas to rule the market in connection with their previous brand extension and strategy.

Rules and Regulations

1. Each team consists of 4 members
2. Product category should be decided by the team
3. Prototype to be created in advance by each teams and to be carried for presentation
4. Brand elements to be designed for the new product
5. 08-10 minutes will be allotted for presentation
6. Judgment based on
 - ✓ Innovation itself along with the strategy and the market potential of the product.
 - ✓ Environmental analysis and feasibility.

Student Coordinators:

Anusha Tyagi - 8800135836
Nitin Sharma - 8882609019

BUSINESS HAAT

(Shopping Carnival)



It will provide the students a platform to understand the various operational aspects of business by running a stall/kiosk during the event and **earning while enjoying**. The event is all about a live exposure to all the participating teams to understand the intricacies of business and achieve operational efficiency of the same.

Registration fee – Rs.500 per stall (cash)

Last date of registration – 9th November 2018

Rules and Regulations

1. 15 stalls will be allotted to the participants in various categories like Food Stalls, Handicrafts and services.
2. Registrations will be entertained on **First Come First Serve Basis**.
3. On the 2nd day of the fest at Inaugural of Business Haat. 1 minute will be allotted to the participants to promote stalls.
4. Stalls will be judged on the basis of:
 - ✓ Innovation and Creativity
 - ✓ Presentation
 - ✓ Cleanliness
 - ✓ Public Engagement
5. There are attractive cash prizes for the winners.
6. No outsourcing of resources or Handling of resources failing which participants will be disqualified.
7. A brief detail of the business idea to be submitted along with registration form.

Student Coordinators:

Devansh Gill – 9773695492
Riya Agarwal - 7535814248

MARK PRESS

(A Hub of Content Creators)



The Press Team will be responsible for reporting on the events and activities of MarkFest 2018. Observing the events and interviewing numerous participants are some of the conventional ways in which the Press Team will produce articles and photographs and will prepare a Newsletter. It should be noted that unconventional ways of gathering information that are within socially acceptable bounds are also encouraged.

Rules and Regulations

1. Each team will consist of maximum 5 Members.
2. Word limit is 1000-1200 words.
3. Newsletter will be judge on the basis of:
 - ✓ Title
 - ✓ Creativity
 - ✓ Content & its relevance with fest
 - ✓ Photographs
4. Newsletter should be prepared in a Digital Format.
5. Mark Press will commence on 14th November 2018 at 10:00am.
6. Compiled PDF file of your News Letter has to be mailed at marketing.club@imsuc.ac.in on 15th November 2018 by 2:00pm.
7. No Newsletters will be considered after 2:00pm on 15th November 2018.

Student Coordinators:

Devansh Gill - 977369592

Anuvrat Verma - 9675619056

SOCIAL STREET

(Street Play)



Social street is a form of theatrical performance and presentation in outdoor public spaces without a specific paying audience. Performance artists in Social Street, with an interest in social activism may choose to stage their act on the street as a means of directly confronting or engaging the public.

Rules and Regulations

1. The team will comprise of eight to twelve members and time allotted for performance is 10- 12 minutes. (Note: Negative marking for exceeding time limit).
2. The act will be judged on the basis of Creativity, Clarity of social message, Rationality and Proper theme. The theme of the play should be socially relevant and highlight social issues.
3. The last date for giving their nomination for participation is 8th November 2018.
4. Entries will be entertained on **First Come First Serve Basis**.

Student Coordinators:

Pranab Bhardwaj -9990221888

Ishita Bansal - 8178234289