



Wacky Marketing

Pool Event, Open To All

Points: 30



OVERVIEW

The competition aims to test your marketing skills and creativity to come up with an strategy to market the unmarketable.

STRUCTURE

Each pool will be given a product chosen randomly from a pool of products, and will have to come up with a document for promotional marketing strategy for that product.

The document will be complimented by a video advertisement implementing the essence of the strategy.

Marketing Plan:

Marketing Plan should contain but need not be limited to:

- Product introduction and analysis
- Market analysis
- Insights
- Marketing Strategy: Placement and Promotion

Advertisement:

A video advertisement should be made on the basis of the marketing strategy generated. This will then be uploaded on the E-Cell page for voting.

Submit the marketing plan document in form of PDF and Advertisement video of length 1:30 minute max. (Resolution: 640x480 to 1136x768) . The PDF has to be submitted online to ecell.takneek@gmail.com by 30th August 11:59 PM. The video can be submitted manually to any of the event coordinators before the deadline.

JUDGING

In order for the marketing plan to be eligible for evaluation, the corresponding advertisement must garner atleast 1000 likes by the end of Day 3.

Marketing Plan - 80 points

Analysis of product - 40 points

Current Market and product analysis - 20 points

Additional notes, insights and inferences (value addition) - 20 points

Marketing Strategy - 40 points

Innovativeness/Standing out - 20 points

Level of detail - 20 points

Quality on Advertisement - 20 points



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