



IMS
GHAZIABAD
UNIVERSITY COURSES CAMPUS

MARKFEST 2020

Rebel 4 Life

INTER-INSTITUTIONAL
MARKETING CARNIVAL

(Event Details and Guidelines)



BRAND BOOSTER (FRAMING PUNCHLINE)

RULES AND REGULATIONS:

- Individual Participation
- Brand Name will be given on the spot
- Time duration will be 5 minutes
- Participants need to frame an innovative punchline for the existing product that will be given on the spot
- Judgment will be based on creativity, promptness and relevance with the brand
- Avoid negative punchlines

Faculty coordinator

- Ms. Divya Chhibber
- Ms. Komal Kapoor

Time: 4:00 – 5:00 PM

Student coordinator:

- Akhil Pandey:
+918126687091
- Tanvi Kaushik:
+918447295466

Venue- Auditorium
IMS Ghaziabad
(university courses
campus)

Color Your Brand (Digital - Rangoli)

RULES AND REGULATIONS

- Participants: 2 members (maximum)
- Theme: Go Green, Social Marketing and Digital Marketing
- The members have to present their digital rangoli and explain the concept behind the design created through presentation in end
- Participants will be evaluated on basis of creativity, theme and overall impact
- Time duration:90 minutes

Faculty coordinator

- Mr. Shubro sen Gupta
- Ms. Nidhi Sharma

Time: 1:00 – 2:00 pm

Student coordinator:

- Sheepra Rani:
+919773880535
- Mritunjay Vardhan :
+7903860663

Venue: Lab 1, First Floor
(IMS Ghaziabad University
Courses Campus)

ECO FRIENDLY MOVEMENT (NEW PRODUCT LAUNCH)

RULES AND REGULATIONS

- Participants: 2 members (maximum)
- Product category should be decided by the team
- Prototype to be created in advance by each team and has to be carried for the presentation
- New brand elements can be added to existing products
- 8-10 minutes will be allotted for presentation
- Judgement will be done on the basis of innovation along with the strategy and the market potential of products.

Faculty coordinator

- Dr. Kumar Saurav
- Ms. Shenky Tyagi

Time: 1:00 – 2:30 pm

Student coordinator:

- Aditya Mishra:
+919532317000
- Shawn Mathew
+8929683124

Venue: Auditorium, IMS
Ghaziabad (university
courses campus)

BRAND LENS (QUIZ)

RULES AND REGULATIONS

- 5 teams will go to final stage after screening at 10:00 am in MDP room
- Each team consist of 2 participants
- There are total 5 rounds in quiz
- Other details will be communicated by event coordinator

Faculty coordinator

- Mr. Santosh Shah
- Dr. Pradeep Bharadwaj
- Dr. Sahil Gupta
- Ms. Sheetal Malik

Time: 11:30 – 1:00 pm

Venue: Auditorium, IMS Ghaziabad (university courses campus)

Student coordinator:

- Medha Bhardwaj:
+8874875304
- Aeshanaya Metha:
+8687322728.

BUSINESS HAAT (SHOPPING CARNIVAL)

RULES AND REGULATIONS:

- Stalls will be allotted in various categories like food stalls, handicrafts, games and so on
- Registration will be done on first come first serve basis
- Stalls will be judged on basis of innovation, creativity, cleanliness and crowd pulling
- Security fees- Rs.500 (refundable)
- Attractive cash prizes for winners
- A brief detail of the business idea to be submitted along with the registration form

Faculty coordinator

- Ms. Aastha Sawhney
- Ms. Yagbala Kapil
- Dr. Indrani Bhattacharjee
- Dr. Nidhi Shrivastava
- Mr. Ashish k. srivastava

Time: 11:30 am to 7:00 pm

Venue: IMS Ghaziabad
(University Courses
Campus)- Ground

Student coordinator:

- Nitin Sharma:
+918882609019
- Namann Gupta:
+918376016702

Mark sense (video advertisement)

Rules and regulations:

- Each group of participants will be provided a product for which they will have to make video advertisement
- The participants have to convince the people present within the campus to make a one-minute video advertisement of the product.
- Mode of communication will be English.
- Performance will be evaluated on the basis of their ad copy and marketing strategy shown in advertisement.
- A team can have minimum 2 and maximum 4 members
- Time duration for making advertisement is 2hrs
- Presentation timing on the basis of their advertisement is 10 minutes.
- Brand will be given on the spot

Faculty coordinator

- Mr. Abhinav Kataria
- Dr. Sahil Gupta

Time: 2:30 – 4:00 PM

Student coordinator:

- Nitin sharma:
+8882609019
- Kriti ranjan
+9971092082

Venue: Auditorium, IMS
Ghaziabad (university
courses campus)

COLOR IT GREEN (FACE PAINTING)

RULES AND REGULATIONS:

- Participants – 2 members in each team
- Themes: - Eco-Friendly
- Team should carry their own material such as brushes, colors etc.
- Participants will be evaluated on the basis of creativity, theme and overall impact
- Time duration-60 minutes

Faculty coordinator

- Ms. Vanchan Tripathi
- Mr. Abhishek Jain

Time: 1:00 – 2:30 PM

Student coordinator:

- Sourav verma:
+919709407603
- Prateek Chaudhary:
+917895895396

Venue: MDP Room- IMS
Ghaziabad (university
courses campus)