

BRAND BAZAAR 2017

Strong branding is strong earning...

In the modern era where media is at boom and customers are the king, branding plays a key role in the success of any organization. It is no longer what the companies tell their customers but it is what the customers tell each other.

The future managers at IMS came forward to test their branding skills in the one day mega branding event "BRAND BAZAAR 2017".

BB17 as it is popularly known was organized on **Jan 21, 2017** in the IMS premises by the BUDDING MANAGERS CLUB, IMS. A total of 32 teams participated with full zest and zeal.

Teams had to come up with creative names for themselves and also brand their teams in the pre-event round organized on Jan 20, 2017. Pre-event round included branding in the IMS campus and marking their social presence Facebook and Instagram.

The team names and their branding did not fail to amuse us. Team names like Angaar, Teri 12 bajaun, Kuch to bhi, mitron, jamphal, 100 taka were seen amongst many others.

The team names were unique so how could the products they had to market lag behind. Some of the products allotted were Kangal Bank, Chudail beauty parlour, Julaab goli, Lapata courier service, French flies, and hair Whitening cream amongst many others.

The products and work stations were allotted to the teams on basis of lottery. The lottery were opened by the **chief guest of the event Prof. NK Dhakad, Vice Chancellor, DAVV**, Prof P.N Mishra and Prof. Rajnish Jain, Director, IMS.

Teams had to go through various rounds to prove their mettle. Round one was Product Presentation & Marketing where teams were judged on the basis of Product Logo, Product Tagline, Product Description and Creativity. The round was judged by Dr. Chandan Gupta and Dr. Lalit Ingle.

Round two comprised of Product promotion where the teams were judged on the grounds of their selling skills. The judges for the round were Dr. Vivek Sharma and Dr. Anindita Chatterjee.

Round three was the Rally round where all the teams assembled together and walked down from IMS premises to DAVV main entrance singing their jingles and dancing all way.

The final round was the Ad Mad Show where teams had to act an advertisement for their product. This round was judged by Dr. Vivek Sapru.

All work and no play makes Jack a dull boy. There were various surprise rounds too in between to add to the fun like "Dance to the beats while you work" and "Quiz time".

The event started around 7.30 am in the morning and the adventurous day and continued till 6.30 pm with TERI 12 BAJAUN taking away the first prize followed by HADD HAI YAAR. The third place was shared between IMS KA OOLTAH CHASHMAH and KUCH TO BHI.

The winners bagged cash prizes and all participating teams took home cash coupons sponsored by “The Cafe Square”.

Team work and dedication enhanced the already the well laden atmosphere. The entire campus was covered with colourful charts, buntings, flyers and banners.

But, the teams also made sure to clean their surroundings and work stations at the end of the event and dispose of the waste properly.

The event would not have been possible without the constant support of the **Event Coordinator Dr. Kapil Sharma** and the entire team of Event Managers who worked day in and day out to make this event a huge success.

Glimpses:















