

BRAND FUSION

Hello innovators, Get ready to unleash your inner branding guru at the InnoVerse E-Summit! Join us for an electrifying Brand Challenge where creativity meets strategy and the best ideas shine!

● **Event Overview** : The brand challenge event is a thrilling opportunity for participants to unleash their creativity and develop innovative branding strategies. Over the course of the event, teams will tackle a series of engaging challenges focused on market analysis, brand positioning, and digital marketing. With workshops led by industry experts and networking opportunities, attendees will gain valuable insights and connections. By the end of the event, participants will leave with enhanced skills and actionable ideas to elevate their brands.

RULES FOR THE EVENT:

1. Use of AI tools is strictly prohibited.
2. The team should consist of 3 to 5 members.
3. The event would consist of 4 rounds, out of which the 2nd round will be a mystery round. Each round will be of 30 points. After the 3rd round, 50% of the teams will be eliminated.
4. Decisions of the judges will be the final call, no changes should be expected after that.

Eligibility Criteria: Students of class 10th,11th and 12th

Provided and Expected Items: Laptop, Mobile phone,Required Stationary (such as colour pencil,sheets,scissors etc)

ROUND 1- Brand From Scratch

Imagine you're starting from zero—no logo, no colours, no tagline. Just you, your imagination, and a blank canvas. Whether you're a budding entrepreneur, a curious marketer, or just someone with a great idea, this is your chance to explore the art and science of branding! In this round participant's will be provided with an object (eg. box,bottle etc) from which they have to create a plan package, make a logo ,punchline and label and then promote the product in order to demonstrate efficient creativity and marketing skills.

RULES FOR THE 1st ROUND-

1. Preparation time given to each team will be 2.5 hours.
- 2.Presentation time given per team will be 6 minutes, (4 minutes for presentation and 2 minutes for cross questioning by judges.)
- 3.Teams will be judged on the following rubrics:
 - A. Creativity
 - B. Adherence to the Theme
 - C.Practicality and feasibility
 - D.Overall Impact

ROUND 2 - Mystery Round

In this round, participants will face unexpected challenges that will push the boundaries of your imagination and strategic thinking. As we delve into the world of mystery, be prepared to adapt,

innovate, and showcase your unique perspective. A mystery challenge will be announced on the spot. Rules for the same will be announced at the moment.

ROUND 3- Brand Wars

Welcome to Brand Wars, the electrifying challenge where teams go head-to-head in a battle of wits, strategy, and brand knowledge!

In this high-stakes showdown, each team will be assigned a distinct brand (team 1 - Nike, team 2 - Adidas) and tasked with defending its honour against an opposing team representing a rival brand. Prepare for a spirited exchange as you present compelling facts, figures, and arguments to champion your brand's strengths while skillfully countering allegations from your adversaries. This isn't just a test of knowledge; it's a test of persuasion, creativity, and teamwork. You'll present your company's strengths, showcase its unique value, and highlight what makes it stand out in the market while your competitors will be ready to challenge you launching allegations and questioning your brand's supremacy!

RULES AND REGULATIONS:-

1. Use of unethical language will lead to strict disqualification of the team. 2. No unnecessary fighting and shouting will be tolerated.
3. Facts and figures should be presented for defending and alleging.
4. No statements should be made which would hurt religious sentiments. 5. Preparation time - 30 minutes
6. Each war will be allotted 5 minutes for their presentation. Exceeding this time will lead to minus marking.
7. Only 2 members from each team will be allowed to participate in this specific round. 8.

Criteria for judgments -

- A. Audience engagement
- B. Humour
- C. Creativity
- D. Facts and Figures
- E. Practicality

ROUND 4 - Crisis Management

The participants will be assigned a hypothetical company. The company has undergone some serious crisis under suspicious circumstances. The participants task would be to step into the role of a crisis manager and market the company in a positive way to save it from collapsing. The participant is required to design the entire plan with all the resources company has. The crisis of company would be solved by mainly focusing on the 3 departments which includes finance, HR and marketing

Rules for the 4th round-

1. Preparation time- 1.5hrs
- 2, presentation time- 6 minutes (4 minutes for the presentation and 2 minutes for the questioning)
3. Criteria for judgement -
 - A. Critical thinking

- B. Understanding of the crisis
- C. Speaking skills and confidence
- D. Practicality
- E. Facts and Figures