





$\underset{of}{\textbf{Marketing Club}}$

School of Management (Formerly School of Petroleum Management-SPM) **Presents**

Events summary (Organised jointly with IQAC-PDEU)



Dr. Kaushal Kishore Chairperson: Marketing Club, SoM-PDEU

Marketing Club Members (2022-24)



Janmey Panchal (E&I)



Krushi Nagar (GM)



Priya Majethia (GM)



Anchal Kalra (GM)



Jenish Dhruve (GM)

Marketing Club Members (2023-25)



Param Kothari (GM)



Maithily Joshi (GM)



Aryan Desai (GM)



Keval Thakkar (GM)



Urja Shah (GM)



Samika Dewani (GM)



Jhanvi Nagdevani (GM)

Events

Name of the event: Ad-bate
Date: 13th December 2023
Time: 2:30 pm onwards
Venue: On Campus

Event Synopsis

The event was divided into 2 parts. The first half was a small game of guessing the brand name through their iconic taglines. The learning was to show how impactful a small phrase can be for brand recognition and how a brand positions itself in the minds of consumers. Through this, we divided the participants into two teams for the second half of the event. The second half was a healthy debate round with the topic 'Should brands leverage meme marketing strategies?' Each team provided insightful statements regarding the meme marketing advantages and disadvantages. Individual winners were selected from each team based on their communication skills in an argument and if their points for argument were valid.

Vedant Kansara, from the team speaking against the topic, was declared the winner and Akash Singh Thakur, from the team speaking in favour of the topic, was declared the winner.







Thanks & Regards Team MarComm

Maithily Joshi 23-25	Urja Shah 23-25	Jhanvi Nagdevani 23-25	Samika Dewani 23-25
Param Kothari 23-25	Aryan Desai 23-25	Keval Thakkar 23-25	

Name of the event: Marketing Club in Association with BMS 2023

Date: 23rd November 2023 Venue: On Campus

Event Synopsis

The Business Management Symposium was an event where participants had to present their respective case studies. The theme for the event was 'Business transformation through digitalization'. Initially, participants were to form a team of 3 students each and submit an abstract of their selected case study in 750 words. The abstracts were judged and selected for the second round of presenting the same. Marcomm was a proud co-sponsor of the event of BMS for the team who presented a marketing-related case study. The team Mind Ticklers, with the topic 'Sephora', which included Devanshi Shah, Kanisha Doshi, and Aanchal Jain were declared as the winners to whom Marcomm presented the prize. It was an honour for us to support such a significant and well-executed event.



Thanks & Regards Team MarComm

Maithily Joshi 23-25	Urja Shah 23-25	Jhanvi Nagdevani 23-25	Samika Dewani 23-25
Param Kothari 23-25	Aryan Desai 23-25	Keval Thakkar 23-25	

Name of the event: Wel-Com Date: 14th September 2023 Time: 12pm to 1:30pm Venue: On Campus

Event Synopsis

The event was divided into 2 parts. The first half was a small game of Chinese whisper. The learning was to show the importance of communication. The second half was ad making where the students had to form groups of 4 among themselves with unique names for the same and had to create a video ad by considering items provided around the campus which included trees, badminton net, fire extinguishers, benches, dustbins, vending machines, posters, blackboard, and chair. The objective was to make the students think out of the box and bring creativity out of them.

A total of 16 teams participated and 4 teams were declared as winners. Following are the names of the students and their respective teams who won:

1 st Position:	2 nd Position (Tie between	n 2 teams):	3 rd Position:
Team Universe	Team V3+1	Team Brainy Bunch	Team Creative
		·	Captivators
Pankaj Sen	Yash Pandya	Rajvi Vachhani	Anushma Lekhi
Om Patel	Harshvardhan Purohit	Ruchi Mendapara	Arya Jadeja
Ishan Patel	Raj Tripathi	Krishna Shah	Deven Dulera
Yash Shah	Rahul Chauhan	Darshinee Shah	Miranka Nath









Thanks & Regards Team MarComm

Maithily Joshi 23-25	Urja Shah 23-25	Jhanvi Nagdevani 23-25	Samika Dewani 23-25
Param Kothari 23-25	Aryan Desai 23-25	Keval Thakkar 23-25	

Name of the event: **Brand Feast** Date: 18th and 19th March, 2023

Time: 9 am to 5 pm Venue: Online

Event Synopsis

Brand Feast was organised by the Brand Klub of Ahmedabad, and the School of Management, PDEU; was an academic partner for the event. The event was conducted in two parts on Day 1, the renowned speakers from the industry gave their insights on marketing-related topics and on Day 2, there was a quiz organised by Quizmaster at AMA, Ahmedabad.

The purpose of Brand Fest was to bring together business executives, marketing professionals, and industry experts to discuss the most recent developments in branding and marketing. The event was coordinated by Marcom-SoM.



Thanks & Regards Team MarComm

Janmey Panchal (E&I) 22-24	Krushi Nagar (GM) 22-24	Priya Majethia (GM) 22-24
Jenish Dhruve (GM) 22-24	Anchal Kalra (GM) 22-24	

Name of the event: <u>JigLog</u> Date: 15th March, 2023. Time: 4 pm to 5:15 pm Venue: On Campus

Event Synopsis

The quiz was split into two rounds to determine the top performer among the numerous students who participated. Knowledge, idea generation, and thinking were all incorporated in the rounds. JigLog's main objective was to give spice to our challenging round by attempting to identify the brand from its image.

Jig-log's primary objective was to promote knowledge with fun about companies by using music in the setting. After both rounds got over seniors delivered a creative presentation about Adani.

Following students declared winners of the event:

Dev Visana Harshi Shah Tanya Aggarwal Poorvesh Sanghavi Nachiket Soman Parv Gandhi Biraj Desai Harsh Dhruv Harshil Pambhar

Cheers to a successful event.





Thanks & Regards Team MarComm

Janmey Panchal (E&I) 22-24	Krushi Nagar (GM) 22-24	Priya Majethia (GM) 22-24
Jenish Dhruve (GM) 22-24	Anchal Kalra (GM) 22-24	

Name of the event: Vichar Vimarsh

Date: 4th January, 2023. Time: 6 pm to 7:30 pm Venue: On Campus

Event Synopsis

MarCom held an event dubbed "Vichar Vimarsh 2.0" on January 4, 2023. It was a friendly argument battle covering market competition strategies like price, consumer targeting, positioning, branding, and data-driven comparison of two organisations divided into separate teams.

The event was the brainchild of batch 2021-23 members Vishwa Patel, Kunal Patil, and Nidhishree Gandhi.

Dominos and La-pinoz served as the first debate topic for the teams. The teams presented their marketing research with compelling arguments and addressed the aforementioned issues with eye-catching facts and figures. The pitch to wrap up the discussion concluded the first round. Teams were given Amazon and Flipkart as their second topic, which included information about the companies' identities, market presence, customer satisfaction scores, market shares, customer loyalty, buyer personas, and other factors. Both games finished with a team member promoting their brands to close the discussion.

The Vichar Vimarsh 2.0 Performers, Srushti Trivedi and Himanshu D, were revealed at the event's conclusion.





Thanks & Regards Team MarComm

Janmey Panchal (E&I) 22-24	Krushi Nagar (GM) 22-24	Priya Majethia (GM) 22-24
Jenish Dhruve (GM) 22-24	Anchal Kalra (GM) 22-24	

Name of the event: <u>Guestich</u> Date: 15th October,2022 Time: 11am to 1pm

Venue: On Campus

Event Synopsis

The Marketing Club organised the first event for the new batch of 2022-24. The participation showed enthusiasm and creativity in the batch. The event was named with a combination of two words; guess and pitch. The participants had to guess the products first and then they had to pitch it.

The competition was divided into 3 rounds to score the best team from various participating teams, the rounds included testing teams' market knowledge and inculcating time management, innovation and creativity during each round.

The first round was a guessing round which included guessing the brand through solving a riddle. "Guestich" echoed in the venue. The next round was followed by allocating the products for pitching and simultaneously with the quiz which each marcom member took team participants. After the small quiz, every team pitched their product with at most creativity, like through videos, skits, vocal abilities and much more.

The winners of the competition were" Team Starks" including Tanya Agrawal, Ayushi Sharma, Anushka Gupta.

The runner up "Team Latecomers" included Himanshu Dhamawat, Vinit Agrawal, and Darshan Parikh.



Anushka Gupta, Ayushi Sharma & Tanya Agrawal (From left to right)



Dr. Kaushal Kishore, Darshan Parikh, Vinit Agrawal & Himanshu Dhamawat (From left to right)

Thanks & Regards Team MarComm

Janmey Panchal (E&I) 22-24	Krushi Nagar (GM) 22-24	Priya Majethia (GM) 22-24
Jenish Dhruve (GM) 22-24	Anchal Kalra (GM) 22-24	

Name of the event: Virtual Brand Fest '22- Season 2

Date: 19th & 20th February 2022

Time: 10:00 am onward

Venue: Online (Zoom meeting)

Event Synopsis

To introduce, Brand Klub Ahmedabad, a club of and for like-minded individuals involved in the various facets of advertising and marketing communication. It is a platform of professionals from the fields of advertising, marketing, and communication curated by marketing and communication professionals and through this Fest, they wish to contribute and raise the standards of the Marketing Communication area of business. The first day of the two-day Brand Fest culminated with an enriching business & brand quiz.

The two-day virtual Brand Fest 2022 organised by Brand Klub Gujarat saw prominent names from the fields of advertising and communications sharing their insights and experiences with more than **600 participants**. We had the prestige to get insights from:

- 1. R. Gopalakrishnan, author and CEO of Mindworks
- 2. Chintan Soni, Vice President-Digital at Madison Media
- 3. Jayen Mehta, COO of Amul
- 4. Sanjay Chakraborty, Founding member of Brand Klub Gujarat
- 5. Rajeev Chudasama, the co-founder of Marching Ants
- 6. Chanpreet Arora, head of AVoD (Voot)
- 7. Mike Murali, Chief Fun Officer & Senior Director Marketing, Capgemini

The Brand Fest season 2 culminated with a musical performance by Mukt - The Band For the benefit of the academic fraternity **School of Petroleum Management, PDEU** was an esteemed academic partner in this event.





Name of the event: **ARTMART**

Date: 6th January 2022 Time: 7:00 to 8:30pm

Venue: Online (MS TEAMS)

Event Synopsis

MarCom, Marketing Club of the School of Petroleum Management organized a marketing event named as "ARTMART". The concept behind the 'ARTMART' was that students had to showcase their creative bend of mind for advertising and marketing-related endeavours. Mr Harshrajsinh Chauhan, the founder of Syphon Energy Ltd, and Prachi Singh, the Executive of Torrent Gas, were both invited to judge. There were 18 participants from both the EI and GM batches, as well as a team of seniors, who competed in teams of three and two. The event was held online.

Round Details with Rules

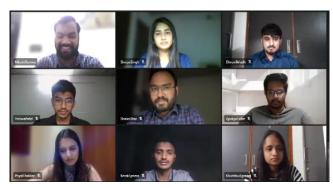
- All the participants had to re-design the logo of any existing brand/product given on choice and had to justify logo redesign.
- Participants were allowed to express their ideas by spreading colours of creativity in the form of posters and taglines or videos.
- The contestants were given a day to submit their work.
- Each team was given up to 10 minutes to present their product. After every presentation, we received feedback from both our guests and Dr. Kaushal Kishore.
- As a result, one team was named the winner, while the other was declared the runnerup. It was an engaging as well as innovative event for both the participants as well as for the team Marcom.

Thanks & Regards

Team MarComm

Nilesh Sharma (E&I) 21-23	Priyal Thakkar (E&I) 21-23	Vivek Chauhan (E&I) 21-23
Khushbu Agrawal (GM) 21-	Vishwa Patel (GM) 21-23	Krutik Barot (E&I) 20-22
23		
Rishabh Raj (E&I) 20-22		





Name of the event: **PRAGNYA**

Date: 28th December 2021 Time: 3:30 to 5:30pm

Event Synopsis - MarCom, Marketing Club of the School of Petroleum Management organized a marketing quiz named as "PRAGNYA". There were 45 participants in the quiz from both the GM and EI batches, as well as some senior students, who were divided into 9 groups, each with five people. The quiz was divided into three rounds.

Round Details With Rules

- The first round consisted of three brand and product questions per team, with each team having 20 seconds to answer each question. The team would receive 10 points for each accurate answer, and the question would not be transferred to another team.
- The second round consisted of questions about relationships and identifying the advertisement per team. Each team was given 30 seconds to answer a small advertisement clip and a relationship question that was displayed first, and if a team failed to respond, the question was forwarded to the next team. If the first team gives the right answer 10 points allocated and if it is forwarded to another and they give the right answer 5 points will be given. After this round, the total scores were tallied, and the three teams with the lowest scores were eliminated, while the remaining six teams moved to the next round.
- The third round was all about selling the product. Each team received a product like a Nike bottle, a spray, a notebook, and other items. The team was responsible for selling the product, which was subsequently assessed by the MarCom team and points will be given out of 30 based on Creativity, Presentation, Idea generation, Communication and how they pitch the product. As a result, one team was named the winner, while the other was declared the runner-up. Dr. Pramod Paliwal sir was invited, and he showed his appreciation by presenting the winners with certificates and presents. We also received comments from the attendees after the event, and they were pleased with the process and quality of the event. It was an engaging and informative quiz for both the participants as well as for the team MarCom.

Thanks & Regards

Team Marcomm

Nilesh Sharma (E&I) 21-23	Vishwa Patel (GM) 21-23	Priyal Thakkar (E&I) 21-23
Khushbu Agrawal (GM) 21-	Krutik Barot (E&I) 20-22	Rishabh Raj (E&I) 20-22
23		



Name of the event: **INQUIZZITIVE**

Date: 3rd June 2021

Time: 9:00pm to 10:00pm Mode- Online Event

Event Summary

MarCom, Marketing Club of School of Petroleum Management organized a marketing quiz named "INQUIZZITIVE". The quiz was fuelled with an interesting set of questions, as well as some out-of-the-box things to bring out the creativity from the junior batch. It was divided into four Levels (categories). The Questions were displayed on Google Meet and we shared a Google form to answer the quiz. Where students were allowed to participate in the size of 1-3 people. Also, students from both E&I and GM participated in the event enthusiastically, with the total number of participants being recorded as "86". Post event we also took feedback from the participants and they were satisfied with the process and the quality of the quiz. As well as they find it fun to learn.

Rules & Guidelines

There were 31 questions altogether, split into 4 levels

First Level: 10 questions will be displayed on screen for 1 minute each

Second Level: Another 10 questions will be displayed on screen for 1 minute each

Third Level: 5+5 questions will be displayed on screen for 1 min 30 secs

Fourth Level: 1 question, time given to answer 3 minutes

There's no negative marking

Winners & Acknowledgement

Winner- Team Marketers- Dhwani Shah, Jeel Bhatt, Joy Thakkar 1st Runner up - Team JSK- Jeet Vaishnav, Shalin Dhar, Krunal Upadhyay 2nd Runner up - Team Quizly Bears- Navdeep Vaishnav, Agastya Chauhan, Chirag Makwana



Name of the event: **AD-THE-BRAND**

Date: 14th May 2021

Time: 2 days

Mode- Online Event **Event Summarv**

MarCom, Marketing Club of the School of Petroleum Management organized a marketing quiz named "AD-THE-BRAND". The event to launch & boost up marcom's Instagram handle with traffic by this event. The motto of the event was to bring out the creative managers with the blended elements of awareness about trends, meme marketing, content, fun etc. We provided them with a platform where they can combine creativity with photographs/memes/reels/videos to create an advertisement for their chosen brand. We posted the entries from the participants on our Instagram page. Post-event we also took feedback from the participants and they loved the unique event, during the crucial Covid period. They found it too much fun and asked for more such creative events.

List of participants & Post link

	7
Names	Post
	https://www.instagram.com/reel/CO3PZgzhVYB/?utm_medium=cop
Aastha Daga	<u>y_link</u>
Divyanshi	https://www.instagram.com/p/CO3KyJshWyt/?utm_medium=copy_1
Srivastav	<u>ink</u>
Prayushi	https://www.instagram.com/p/CO3QblZBW5V/?utm_medium=copy
Sharma	<u>link</u>
	https://www.instagram.com/p/CO3M9Fdh2f_/?utm_medium=copy_1
Avani Patel	<u>ink</u>
	https://www.instagram.com/p/CO3REEPhwMp/?utm_medium=copy
Deep Patel	<u>link</u>
	https://www.instagram.com/p/CO3LOHihQ9Q/?utm_medium=copy
Amit Purohit	<u>link</u>
Helly	https://www.instagram.com/p/CO3M2fQhKUr/?utm_medium=copy_
Dholakiya	<u>link</u>
Nilay	https://www.instagram.com/p/CO3UB0zhcJB/?utm_medium=copy_1
Chandra	<u>ink</u>

Rules & Guidelines

Participants were given 2 days to market their content posted on our page to bring likes & comments.

Evaluation Criteria: 10 marks: Content, 10 marks: Caption (5- Humour, 5- Brand Message), 1 mark each: Likes, 2 marks each: Comments

Likes and comments till 16th of May (12:00am) were counted.



Name of the event: **MARKAHOLIC**

Date: 24th March 2021 Time: 9:00pm to 9:50pm Mode- Online Event

Event Summary with rules & guidelines

MarCom, Marketing Club of the School of Petroleum Management organized a marketing quiz named "MARKAHOLIC". The quiz was divided into Two Levels (categories). There were 20 questions altogether with no negative marking, The first 15 questions were displayed on screen for 1 minute each, and the remaining 5 were displayed for 2 minutes each. The Questions were displayed on Google Meet and we shared a Google form to answer the quiz. Where students were allowed to participate in the size of 1-3 people. Also, students from both E&I and GM participated in the event enthusiastically, with the total number of participants being recorded as "66". And we were glad with the presence of Dr. Kaushal Kishore. Post event we also took feedback from the participants and they were satisfied with the process and the quality of the quiz. As well as they find it fun to learn. We distributed certificates among the participants and winners.

Winners & Acknowledgement

Winner- Team Spider- Nilay shah, Deep Patel, Sagar Verma

1st Runner up - Team Goal Diggers- Prayushi Sharma, Piyush Vidyarthi, Disha Parwanda 2nd Runner up - Team Image Makers- Yash Chouhan, Deep Thummar, Vishal Parmar Three teams who gave tough competition to them are "MAD" "Think Tank" "Peaky Blinders" Thanks & Regards,

Team MarCom (20-22)

Rishabh Khanwilkar (GM) Krutik Barot (E&I) Rishabhraj (E&I)

