



Round 2: Task Guidelines

Timeline: T-10

To quote a famous Hindi movie character, "Films do well only because of 3 reasons: Entertainment, entertainment and entertainment." We are entertainment. We infuse the fun element in the biggest spectacle that you would see during your stay in Hel(L).

During the day, MV Entertainment hinges on a very common concept called "Informals". This is where small time games and fun events engage the visitors. Although it began with the concept of creating something enticing enough to make lazy IIML denizens sacrifice precious afternoon slumbers and participate in the activities, Informals have become a key avenue for our sponsors to engage potential/existing customers with their brand.

Task: Design 2 brand engagements each for any 3 of the following potential sponsors:

- Mars
- Zandu Balm
- Asian Paints
- Hinge
- Baskin-Robbins

Final Deliverables:

While creating the engagement, bear in mind the following points:

- Engage and entertain the demographic we cater to.
- Keep the value proposition of the brand intact.
- Establish student mindshare for the brand.

Your output should be in the form of a PDF/PPT containing max. 4 slides.

Keep it short, get creative & let it stand out. Entertain us, yeah?

For any queries regarding the task contact – Faheem or Jayesh

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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