

Pitch Perfect

General Instructions

- Team size should be at least 2 members and not more than 3 members.
- Decision of the judges is final for Round 2 and Round 3.
- The marking scheme for Round 1 will be announced once the test commences.
- The shortlisted teams of Round 2 will be given their product/service name 2 hours before Round 2.

The details of the events are given below:

Round 1- Round 1 is an online test consisting of multiple choice questions. The questions will be based on basic concepts of marketing and on different brands, their logos, taglines etc.

Round 2- Based on Round 1 results, the teams will be shortlisted for Round 2. This will be in offline mode. In this round, each team will be given a product or service. Based on the given product/service, each team has to prepare an STP (Segmenting, Targeting and Positioning) Model for the same.

Round 3- Based on Round 2 results, the teams will be shortlisted for Round 3. This will be in offline mode. In this round, the shortlisted teams will have to work with the same product/service given in Round 2 and prepare an advertisement along with the STP Model (that is already prepared in Round 2). The participant has to go for both print ad and video ad.

For print ad- Prepare the content along with headlines and bylines. It should be submitted in hardcopy format.

For video ad- Prepare a script and the team members have to enact it in front of the judges. Submit the script in hardcopy format. Details regarding advertising budget will be highly appreciated. The team should explain the allocation of funds for various promotional spaces such as newspapers, TV advertisements, social media etc. and give proper justification for the same.

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