

# Marketing Club Activity - ADMAD SHOW

Date: 08-03-2018



The Marketing club of FCBM, AGI aims to instil marketing knowledge in students in the most fun and engaging way. The club constantly tries to give aspiring marketers of AGI the best learning exposure by organizing several quizzes and contests, live tasks & projects.

Keeping the interesting and ever-growing world of advertising in view, an 'ADVERTISEMENT & PRODUCT TRIVIA' was conducted by the 'Marketing Club- FCBM' under the guidance of Mr Manish Upreti, marketing club coordinator on Thursday, 8 March 2018.

The event was divided in 4 rounds and entries were invited from students in the form of self-made product advertisement videos and it was also their ticket to make it pass the first and the qualifying round. A total of 15 videos were registered by individuals and groups. 10 videos were selected and the same 10 moved into the next round.

The next round was an eliminator in the form of a 'LOGO QUIZ' and the response from the participants and the crowd was overwhelming. 5 questions were asked from each team and only 5 teams with the highest scores proceeded into the next round.

Penultimate round was the Product Description round and in this the contestants had to choose one out of 5 wrapped products. First they had to guess the product and then answer 5 questions about it without touching it once.

In the fourth and last round, tension among the contestants has reached its peak as it was a rapid fire round in which the CATCHPHRASE of various companies were asked from the contestants and 20 marks were awarded for each correct answer . This round was sure a game changer as the scores were turned upside down in this.

The final winners of the event in order are-

1. Manjari Chaturvedi , Vartika Tiwari & ApoorvaTripathi MBA (4<sup>th</sup>sem)
2. Indu Mehra & Jyotsana Chuphal MBA (2<sup>nd</sup>sem)
3. Jagmeet , Rahul , Sakshi & Shitanshu BBA (4<sup>th</sup>sem)

The feedback of participants, crowd & faculties was motivating for this fun-filled learning event and it has definitely inspired us to organize more of such episodes in the future.