

# MARKOMANIA EVENT REPORT



**Name of Event:** Twistify, 2024 by Markomania AIMS

**Date of Event:** March 20, 2024 (Wednesday)

**Timing:** 1:30 pm – 4:30 pm

**Venue:** Seminar Hall, Phase 3, AET Campus, Malad-Marve Road, Charkop Naka, Malad (W) 400095

**No. of students involved:** MMS Sem 2

**Faculty Co-ordinator:** Prof Gaanyesh Kulkarni and Dr. Swati Agrawal

**Coordinator/Committee:** Markomania club, MMS SEM II, AIMS

**Student coordinator/committee:** Nisha Pareek, Krushi Shah, Prathamesh Govindwar, Kshitija Sawant, Shubham Bane, Hrushikesh Ahire

**Objective:** Markomania, the marketing club of Atharva Institute of Management Studies organized an event for all the students of SEM 2. The event was organized with objective of giving students an idea as to how one jingle and advertisement can be made with certain time constraint.

**Description:** The Twistify was a Markomania club event where there were 3 rounds in the complete event.

There were 27 teams who participated from SEM 2 and each team consisted 4 members. Every team was given a team name to be recognized by.

The chief guest for the event was Dr. D. Henry sir (Director, AIMS) and Prof. Aparna Ger and Dr. D. Henry sir were the jury for the event.

When the event started we lighted a lamp before Maa Saraswati and took blessings and then started with the first round. In the first round, there were 10 jingles played for 10-20 seconds one after another and the teams were given 30 seconds to guess the jingle. All the teams were given one sheet respectively and were asked to note the brand name of the jingles played. Post all the 10 jingles were played, we took the sheets from teams and gave scores. From the first round, 7 teams were eliminated and 20 teams were able to make it to the second round.

In the second round, we called the team leaders of all 20 teams and asked them to pick on product name chit and one brand name chit through which they had to make one jingle for the same product of same brand picked.

Each team was then given 5 minutes to prepare the jingle and then we asked each team to come ahead and present the jingle in minimum 30 seconds or 60 seconds. Post the second round 10 teams were eliminated and other 10 teams were selected for the third round. The elimination was done basis the scores given by our judges basis the judging criteria.

In third round, we took the winning 10 teams jingles and shuffled the same and again asked the team leaders to pick those jingles and present a advertisement on the same for 2 minutes. Each team was given 5 minutes to prepare the advertisement. All the teams came forward and presented their advertisement and the judges judged them on the basis of criteria given and then we cummulated all the scores and the final 3 teams were announced as the winners.

The winners were:

1st Position - Sunshine Boys (Abhishek Sirsath, Alkesh Raut, Ashish Wakale, Swapnil Salame)

2nd Position - Tycoons - Niraj Gadhave, Ayush Wankhede, Prathamesh Akulwar, Harsh Tiwari

3rd Position - Future Presidents - Suvansh Yadav, Roshni Survase, Mansi Wala, Vishal Bhandari

Then we had the certificate distribution ceremony and all winners were awarded with the certificates. We also felicitated our judges.

The event was overall a learning for all the students and everyone got hands on experience as to how an advertisement is made.

**Glimpse of the event:**

**Report made by:** Krushi Shah, MMS, AIMS