



Round 2: Task Guidelines

Timeline: T-0

Creative Content and Media (CCaM) envisions how you project Manifest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives associated with Manifest-Varchasva for online, off-campus, and on-campus publicity is the responsibility of this vertical.

Task:

An imminent Business Leader, who was set to hold a talk at the fest unexpectedly cancels, you are left with no choice but to look for a replacement. You manage to rope in an industry expert for an interaction. Unfortunately, your aggressive promotional plan for the business leader will have to be replaced by one promoting the industry expert, albeit within the next 24 hours!

Plan an on-campus as well as online promotional strategy (including posters, videos and any other creatives) that ensures all IIM Lucknow residents as well as external participants are aware of the change in invitee and are equally excited about his/her arrival.

Final Deliverables:

- A file designed using any design tool such as Adobe Photoshop, Adobe Illustrator, Microsoft Publisher, Adobe Premiere Pro etc.
- In case you are not familiar with any design tools, a well-designed hand drawn deliverable or a well-drafted idea in Word or PowerPoint will suffice.

Suggestions:

Understand the promotional strategy followed in the previous editions and come up with a comprehensive plan using all mediums at your disposal. The success of a strategy is dependent on effective execution, devise a plan of action for each one of the mediums.

For any queries regarding the task contact – Jay or Kartik

We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

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