



## Round 2: Task Guidelines

Timeline: T-100

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

### Task:

Every year a brochure and a video are designed to attract sponsors. The sponsors will be approached by many fests, so it is of prime importance that ours rule the roost. For the brochure, think of out-of-the-box ideas, including various propositions and deliverables (both physical and online) depending upon the importance of the sponsor.

The video should showcase the grand scale of Manfest-Varchasva in all aspects. Ask yourself- "What would different stakeholders want to see in the video for them to grant sponsorship?"

You need to submit the deliverables for at least one of the two (either the brochure or video).

### Final Deliverables:

- For the brochure: A file designed using any design tool such as Adobe Photoshop, Adobe Illustrator, Microsoft Publisher etc. In case you are not familiar with any design tools, a PPT deck or a well-drafted idea in Word will suffice.
- For the video: A presentation (maximum 5 slides) with a well drafted and extensive story board including various elements like video, images and music. Highlight the theme and tone of the video in your presentation.
  - For brownie points: suggest changes/improvements for the website design.

### Suggestions:

Understand the intricacies of designing the brochure and the video. Do primary research on the type of sponsors that are associated with the fest. Your submissions should increase the attention span of busy managers and encourage them to garner favourable responses.

**For any queries regarding the task contact – Kartik or Jay**

**We hope you enjoy the task! All the best!**

**MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

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