



Round 2: Task Guidelines

Timeline: T-10

Creative Content and Media (CCaM) team envisions how you project Manifest-Varchasva to the outer world to create the desired impact for all stakeholders. All creatives and content associated with Manifest-Varchasva for online, off-campus, and on-campus publicity is the responsibility of this horizontal. The task is designed to give you an idea of the deliverables of a CCaM team member.

Task:

Promotional Plan

10 days to Manifest-Varchasva! The countdown begins, and it's time to get the campus excited about the most-awaited event of the year. Conceptualize a promotional plan that creates the much-desired hype about the imminent arrival of Manifest-Varchasva.

Key Deliverables

National level promotional plan (digital and traditional) that covers the following aspects:

- A detailed concept note of 2 social media promotional events you would like to hold prior to the fest and why it would create the desired hype.
- List out all mediums (digital, etc.) that you can use to publicize the fest and come up with a detailed logical promotional plan for each of these.

*Extra points will be granted for out-of-the-box thinking.

On Campus promotion:

Think of ways to engage the IIML audience 2 weeks prior to the fest – it could be an event, a countdown timer on the mess display board or anything that comes to your mind.

*Make reasonable assumptions about the available resources for these activities.

For any queries regarding the task contact – Ayush or Aravind
We hope you enjoy the task! All the best!

MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

ANSHIKA (85271 38170) | ARAVIND (98952 71819) | AYUSH (73218 94091) | JAY (98970 63440)

KARTIK (89228 46687) | KRITIKA (98719 31051) | MOHIT (97572 31429) | SAJITH (90720 36802)

SANYAM (96904 59433) | SARTHAK (99094 27779) | SHIVAM (80738 00369) | UDIT (89504 75688) | UMANG (98105 15600)

