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 and off and on-campus publicity is the responsibility for this vertical.

Task:

The fest like any other fest requires a brochure that attracts sponsors. Sponsors will be approached by many personnel, so it is of prime importance that ours rule the roost. Think of out-of-the-box ideas for the brochure, you may also include various propositions depending upon the importance of the sponsor.
After the fest, we give away memorabilia to sponsors. Innovative ideas for this will also be a bonus.

Final Deliverables:

- 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 well-drafted idea in Word will suffice
- Also suggest changes/improvements for the website design

Suggestions:

Understand the intricacies of designing a brochure and do primary research on the type of sponsors that are associated with the fest. The brochure should increase the attention span of busy managers and encourage them to garner favorable responses.

For any queries regarding the task contact - Amitto or Nidhin
We hope you enjoy the task! All the best!