



# MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



## Round 2: Task Guidelines

**Timeline:** T-10

*To quote a famous Hindi movie character, "Films do well only because of 3 reasons: Entertainment, entertainment and entertainment." We are entertainment. We infuse the fun element in the biggest spectacle that you would see during your stay in Hel(L).*

During the day, Manifest-Varchasva Entertainment is reduced to a very common concept called "Informals". This is where small time games and fun events engage the visitors. Although it began with the concept of creating something enticing enough to make lazy IIML denizens sacrifice precious afternoon slumbers and participate in the activities, Informals have become a key avenue for our sponsors to engage potential/existing customers with their brand.

**Task:** Design 2 brand engagements each for any 3 of the following potential sponsors:

- Pulse Candy
- Ada Chikan
- Durex Condoms
- Jugal Kishore Jewellers
- Mother Dairy

### Final Deliverables:

While creating the engagement, bear in mind the following points:

- Engage and entertain the demographic we cater to
- Keep the value proposition of the brand intact
- Establish student mindshare for the brand

Your output should be in the form of a PDF/PPT containing max. 4 slides.

**Remember, brevity is a virtue.**

For any queries regarding the task contact  
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