



MANFEST-VARCHASVA

IIM Lucknow's Annual Business, Cultural & Sports Fest

CORE COMMITTEE SELECTIONS



Round 2: Task Guidelines

Timeline: T-10

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

Promotional Plan

10 days to Manifest-Varchasva! The countdown begins, and its 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:

Plan a **national level** promotional plan (digital and traditional) that covers the following aspects:

- a). A detailed concept note of 2 Facebook promotional events you would like to hold prior to the fest and why it would create the desired hype.
- b). 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.

Make reasonable assumptions about the available resources for these activities.

For any queries regarding the task contact

Nidhin R
Priyanka Kothari

Manifest-Varchasva Core Committee, Indian Institute of Management Lucknow

Abhay 9560933277 | Akash 9871293085 | Amitto 9819450929 | Harsh 7204332826
Harsha 7416762337 | Nidhin 9840930125 | Prakrati 8989011296 | Prateek 7895661660
Priyanka 9820099301 | Pulkit 9158005250
Siddharth G 9599052170 | Siddharth S 9772013695