



IIM LUCKNOW'S
MANFEST-VARCHASVA 2018
 THE ANNUAL BUSINESS, CULTURAL & SPORTS FEST

16TH-18TH NOVEMBER



Presents

MarVICKS



**Prizes Worth
 INR 75,000/-**

MARKETING CASE STUDY COMPETITION

Contact :

Pranav: +91-9810974625 | Akash: +91-9871293085

marvicks@iiml-manfestvarchasva.com

www.iiml-manfestvarchasva.com



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Vicks' MarVicks

"A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is."

– Scott Cook

That blue and green bottle, passed down to your mother by your granny – she used it, you used it and generations after yours will use it. Well then how would you like to market it?

IIML's Manifest-Varchasva, in association with Vicks, brings to you 'Marvicks' – an online marketing competition which will put to test all that you know about this world of marketing and will allow you to bring forth the Kotler Jr. in you.

Hurry up then, prove your mettle in this marketing case study competition! Register for the event on the link given below by 10th November 2018, and test the waters; live your life in the day of a Marketing Manager and earn prizes worth INR 75,000; all while sitting behind your trusty screen.

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EVENT PARTNER

MarVICKS 



Participation Guidelines

- No limit on the number of events one can participate in
- No registration fee
- Participating teams must consist of two members
- Inter-year teams are allowed
- Teams are required to register at dare2compete.com
- A person can register as part of only one team for one event. Violation of this rule will lead to disqualification of the entire team
- The organizer's decision shall be final in all matters

Prizes Worth - Rs. 75000

(In Cash – Rs. 50000, In Kind – Rs. 25000)

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Event details: The event will be held in 2 rounds

Event Rounds:

Round 1: Online Case Submission (Nov 9, 2018)

Round 2: Online Video Conferencing Case Presentation (Nov 18, 2018)

Round Details	Details	Deadline
Round 1 (Off-campus, Case study)	<ul style="list-style-type: none"> Students first need to register at dare2compete.com in teams of two Teams are required to qualify an online case study submission round Submission should be in form of PDF consisting of not more than 1 slide1 or 1 doc 	<p>Registrations open till: 2100 hrs, Nov 9, 2018</p> <p>Online case study share: 2100 hrs, Oct 31, 2018</p> <p>Online Case Submission: 2100 hrs Nov 9, 2018</p> <p>Result Announcement: Nov 11, 2018</p>
Round 2 (Video Conferencing Case Presentation)	<ul style="list-style-type: none"> All teams from Round 1 will be asked to submit an online video conferencing case presentation Details of this round will be shared at a later stage 	<p>Final Online Round: 18 Nov, 2018</p> <p>Result Announcement: TBD</p>

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Event Timeline

Round Details	Deadlines
Registrations Open	2100 hrs, Oct 31, 2018
Registration Close	2100 hrs, Nov 9, 2018
Round 1 Online Case Submission	2100 hrs, Nov 9, 2018
Round 1 Result Declaration (Top 8 teams)	Nov 11, 2018
Top 8 Finalists Presentation	Nov 18, 2018

EVALUATION CRITERIA FOR ROUND I:

The submissions will be evaluated on the following parameters:

- Exhaustive understanding of the case scenario and context
- Novelty, feasibility and practicality of ideas proposed
- Utilization of all the available channels & detailing of strategy proposed
- Structure of presentation & clarity of ideas conveyed

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