



**CORE COMMITTEE SELECTIONS**

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 deliverable 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:

1. A detailed concept note of a reel you would like to post prior to the fest and why it would create the desired hype. Send a video showcasing your reel making skills as well ( does not need to be about MV, can be about any aspect of your life)
2. 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.

**MANFEST-VARCHASVA CORE COMMITTEE, INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

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