

ANTI-TAGLINE

“Tag me this, tag me that”

This event will see different brands being introduced & presented to the participants with altered anti-taglines and based on the altered anti-tagline & the respective product/service, they have to successfully market the brand. They will have to justify the product/service positioning by giving rationale and market sense for the same.

RULES AND REGULATIONS:

- Number of participants of one group will be four (From each institution)
- Duration = 5-7 minutes per team.
- Brands with their altered anti-tag lines will be provided to the teams 30 mins prior to the start of the competition
- Participants will be given a time of 30 mins to prepare the PPT which should be in PDF format.
- Participants must not exceed the time limit that will be given.

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