



INDIAN INSTITUTE OF MANAGEMENT
KOZHIKODE

2016
Backwaters
THE ANNUAL MANAGEMENT FESTIVAL OF IIMK
4th - 6th Nov



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DIGITAL MARKETING

Ad Orbit

Ad making & social media campaign

Prizes Worth
25 K

EVENT COORDINATORS

Prakash
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Shruti
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IN ASSOCIATION WITH





EVENT PREMISE

Social media has changed everything when it comes to marketing.

In this era of social media, promotion of any product on social media has become a crucial part of its success. Instead of spending huge share of revenue on marketing a product on print media, social media brings an opportunity to take the product to as many people as possible with minimal effort and cost.

EVENT FORMAT

Our Event Partner, NABARD is a promoter of Perambra Coconut Producer Company which is based in North Kerala. Perambra Coconut Producer Company produces many coconut products. Neera coconut water and virgin coconut oil are products of Perambra Coconut Producer Company.

Select one of the products - Neera coconut water or Virgin coconut oil, make an advertising poster for the product. Amidst all those carbonated sugar drinks which gives back obesity for the bucks you pay, Neera is one of the best natural health drink which has many health benefits and is a rich source of many essential nutrients. Similarly, Virgin coconut oil is a naturally prepared coconut oil using traditional methods without adding any additives or fragrance. Keeping in mind the value proposition of the products, participants has to come up with a unique advertisement for this product. The advertisement (can be a graphic poster or a photo) should have a catchy slogan and should ensure that the benefits of the product are communicated well in the advertisement.

We will post your submission image (advertisement) on our Facebook page at the end of the each day during the event. Your target is to achieve maximum likes for your advertisement on social media. Your entry should be catchy & interesting to gather a lot of attention.

Once the post is shared on our FB page, promotion of your advertisement begins. Get as many likes as possible and ensure that your post reaches the maximum audience.

Unleash your creativity and bring out the marketer in you!

EVALUATION CRITERIA

1. Content and creativity
2. Likes and reach on Facebook post



ELIGIBILITY & REGISTRATION

1. Participation is open to all students pursuing any undergraduate, post-graduate programs across the world
2. Participation has to be in teams of 2-3 members
3. Teams should comprise of participants from the same college / institution only
4. All teams must first register for the event on www.dare2compete.com (one registration per team)
5. One person cannot be part of multiple teams

SUBMISSION GUIDELINES

Teams should upload the following documents in a zipped (.zip/.rar) file to <https://dropitto.me/AdOrbit>, the password for the same is **backwaters**

1. Advertisement Poster or Photo (in .jpeg or .jpg format)
2. A word document (.doc) with Team Name, Institute Name, Team Member Names, Phone Number and Email ID, Facebook ID of the team members and the slogan
3. The Zip file should be labelled in the format “<TeamName>_<Institute Name>”

COMPETITION RULES

1. Each team will be permitted to submit **only one entry** in the competition.
2. There must be strictly no plagiarism/ Copyright infringements in the submissions. In case of any violation, the respective team(s) will be disqualified with immediate effect.
3. Participation will be governed by the “**Backwaters’16 Terms & Conditions**” posted on the website (www.backwatersiimk.com) and may be subject to change at any time without specific notice. It is the sole responsibility of the participants to regularly visit the website and be informed of any such changes
4. Backwaters retain the rights to your works while granting our event partner the unrestricted, royalty-free, perpetual right to use, reproduce, communicate, modify and display the works (in whole or in part) for any purpose without any fee or other form of compensation, and without further notification or permission.
5. The decision of the organizers of the event will be final and binding on all the participants.

PRIZES

1st Prize: INR 15,000 worth
2nd Prize: INR 10,000 worth

IMPORTANT DATES

Launch Date	26/10/2016	12:00:00Hrs
Registration Open	26/10/2016	12:00:00Hrs
Registration Close	04/11/2016	23:59:59Hrs
Deadline for sending submission	04/11/2016	23:59:59Hrs
Deadline for getting Facebook Likes	05/11/2016	23:59:59Hrs

