

Detailed Report of Events

Team SigMa organized four major events during the academic year 2023-24, each aimed at fostering creativity, innovation, and practical knowledge in the fields of marketing and advertising. The events included:

1. **Melange - The Marketing Seminar on Fueling Marketing Innovation in Startups**
2. **Melange - The Marketing Seminar on Customers in Digital World**
3. **UniAd**
4. **Advishkaar -9.0**

Each event was meticulously planned and executed, providing participants with valuable insights and opportunities to showcase their skills. Below are detailed reports of each event.

Event Report: Melange- THE MARKETING SEMINAR (Dated-16/11/2023)

Event Overview

Event Name: Melange - The Marketing Seminar

Date: 16th November 2023

Organized by: Team SigMa

Speaker: Ms. Snigdha Suman, Head of Marketing at AVON

Topic: "Customers in Digital World"

Introduction

On November 16th, 2023, Team SigMa successfully hosted, "Melange - The Marketing Seminar." This edition featured the esteemed Ms. Snigdha Suman, Head of Marketing at AVON. The seminar focused on the topic "Customers in Digital World," offering profound insights into the evolving landscape of digital marketing and customer engagement.

Registration and Attendance

The seminar garnered an overwhelming response, with over 60 students registering for the event. Students with keen interest participated actively, making the session interactive and enriching for everyone involved.

Featured Presentation

Ms. Snigdha Suman delivered an insightful and engaging presentation, drawing from her extensive experience in the marketing industry and her role at AVON. Key points from her presentation included:

- Digital Transformation: The impact of digital transformation on customer behavior and how businesses need to adapt to stay relevant.
- Customer Journey: Understanding the customer journey in a digital world and leveraging data to enhance customer experiences.
- Personalization: The importance of personalized marketing strategies to meet the unique needs and preferences of digital customers.
- Social Media Influence: Harnessing the power of social media platforms to build brand awareness and engage with customers effectively.
- Future Trends: Emerging trends in digital marketing and how businesses can prepare for the future of customer engagement.

Interactive Session

Following the featured presentation, an interactive session was held, allowing participants to engage directly with Ms. Suman. The session was vibrant and highly interactive, with students posing a variety of questions about digital marketing strategies and customer engagement. Ms. Suman provided practical insights and actionable advice, making the session extremely valuable for all attendees.

Feedback

The seminar concluded with enthusiastic feedback from the attendees, who appreciated the opportunity to learn from an industry leader like Ms. Snigdha Suman. The positive feedback highlighted the relevance of the topic, the quality of the presentation, and the interactive nature of the session.

Summary

Melange by Team SigMa was a tremendous success, providing attendees with deep insights into customer engagement in the digital world. Ms. Snigdha Suman's expertise and engaging presentation left a lasting impact, equipping students with knowledge and strategies to navigate the complexities of digital marketing. The enthusiastic response and high registration numbers underscore the event's significance and the value it brought to the academic community.

Event Report: Melange- THE MARKETING SEMINAR

(Dated-08/02/2024)

Event Overview

Event Name: Melange - THE MARKETING SEMINAR

Date: 8th February 2024

Organized by: Team SigMa

Speaker: Mr. Puneet Gupta, Founder & CEO of Clensta

Topic: "Fueling Marketing Innovation in Startups"

Introduction

On February 8th, 2024, Team SigMa was second installment of its highly anticipated event series "Melange - THE MARKETING SEMINAR," featuring the distinguished Mr. Puneet Gupta, Founder and CEO of Clensta. The seminar revolved around the theme "Fueling Marketing Innovation in Startups," and provided attendees with invaluable insights into innovative marketing strategies crucial for startup success.

Registration and Attendance

The seminar received an overwhelming response, with over 60 students registering for the event. The attendees came from diverse academic backgrounds, reflecting a broad interest in the topic and the desire to gain practical insights into effective marketing strategies.

Keynote Address

Mr. Puneet Gupta delivered an inspiring keynote address, drawing from his extensive experience in the startup world and his journey with Clensta. His speech highlighted several key aspects:

- **Understanding the Market:** He emphasized the importance of thoroughly researching and understanding target markets to tailor marketing strategies effectively.
- **Leveraging Technology:** Mr. Gupta discussed how startups can harness modern technology and digital tools to enhance their marketing efforts and reach a broader audience.
- **Brand Building:** He shared strategies for building a strong brand identity that resonates with customers and creates lasting loyalty.
- **Customer-Centric Approach:** Mr. Gupta stressed the necessity of placing the customer at the center of all marketing initiatives to drive engagement and growth.
- **Agility and Adaptability:** He underscored the need for startups to remain agile and adaptable in their marketing approaches to swiftly respond to market changes and opportunities.

Interactive Session

Following the keynote address, an interactive session was held, providing participants with the opportunity to engage directly with Mr. Gupta. The session was dynamic and highly interactive, with students posing a variety of questions related to their specific marketing challenges. Mr. Gupta provided practical insights and actionable advice, making the session incredibly valuable for all participants.

Feedback

The seminar concluded with enthusiastic feedback from the attendees. Participants expressed their appreciation for the opportunity to learn from a seasoned entrepreneur like Mr. Puneet Gupta. The feedback was overwhelmingly positive, with attendees highlighting the relevance of the topic, the quality of the presentation, and the interactive nature of the session as key highlights.

Summary

Another, Melange by Team SigMa was a resounding success, providing attendees with deep insights into marketing innovation within startups. Mr. Puneet Gupta's expertise and engaging presentation left a lasting impact, equipping students with knowledge and strategies to fuel their marketing efforts. The enthusiastic response and high registration numbers underscore the event's significance and the value it brought to the academic community.

Event Report: UniAd

Event Overview

Event Name: UniAd

Organized by: Team FOSTR A × SigMa at Genesis (Cultural and Management Festival)

Event Type: Multi-Round Competition

Event Dates: 19th November 2023 - 2nd December 2023

Introduction

UniAd is a dynamic, multi-round competition designed to challenge participants to showcase their marketing prowess. The competition culminates in a final pitch round where top teams strategize branding, marketing, and supply chain solutions for given products. This event was a collaborative effort by Team FOSTR A and Team SigMa, held as part of the Genesis cultural and management festival.

Event Rounds

Round 1: Backflush × UniAd Quiz

On November 19, 2023, an elimination round featuring a quiz on Marketing and Operations was conducted. Teams, composed of 2-3 members each, registered through Unstop, each choosing a unique team name. Participants were tasked with answering a set of 20 questions within a 20-minute time frame. Registration closed promptly at 6:00 PM on the same day, with the quiz itself commencing at 8:00 PM via the Unstop platform. Results from the quiz were disclosed on November 20, 2023, at 1:00 PM.

Round 2: Ad Dissection

In the next round, participants were tasked with selecting their favourite advertisement campaign from the past decade and evaluating its effectiveness. Submissions took the form of either a 6-slide PowerPoint presentation or a 300-word write-up, both including the team's name and members. Plagiarism was strictly prohibited and could lead to disqualification. Judging criteria encompassed the campaign's selection, the depth of analysis provided, and for PowerPoint submissions, creativity in presentation design. All entries were due by November 25, 2023, at 11:59 PM, with results slated for announcement on November 27, 2023.

Round 3: Final Round - The Pitch

Round 3 of the competition took place on December 2, 2023, at 10:00 AM within the campus premises, operating in offline mode. The top 12 qualifying teams were notified via email beforehand. Each team received unique products and was challenged to develop comprehensive brand strategies encompassing marketing, manufacturing, distribution, and supply chain tactics. Specific instructions and rules pertinent to this round were communicated on the event day. Teams showcased their strategies and ideas before a judging panel during the event..

Winners

Team Infrared Viewers from FORE School of Management emerged as the winners of the competition. They showcased exceptional skills and strategy throughout the various rounds. Taking the first runner-up position was Team Breakthrough Battalion, also from FORE School of Management, demonstrating their strong performance and innovative ideas. The second runner-up position was secured by Kool Gals from Great Lakes Institute of Management, Gurugram, highlighting their competitive edge and creative approach in the competition.

Conclusion

UniAd was a tremendous success, reflecting the collaborative efforts of Team FOSTRA and Team SigMa. The competition saw enthusiastic participation, with students actively engaging in each round and showcasing their marketing acumen. The event not only provided a platform for students to demonstrate their skills but also fostered a spirit of healthy competition and innovation.

We extended our heartfelt congratulations to all the winning teams and participants for their outstanding performance. The success of UniAd at Genesis marks a significant achievement for both Team FOSTRA and Team SigMa, and we look forward to organizing more such enriching events in the future.

Event Report: Advishkaar'24

Event Overview

- **Event Name:** Advishkaar'24
- **Date:** 2nd February 2024 - 6th February 2024
- **Organized by:** Team SigMa
- **Theme:** Creative Advertising and Marketing

Introduction

On February 2, 2024, Team SigMa launched Advishkaar'24, a competition aimed at linking brands or products with movies, web series, memes, or TV series through creative and thought-provoking posters or memes. This event provided participants with a platform to showcase their creativity in the fields of advertising and marketing.

Event Announcement and Promotion

Team SigMa announced the event on February 2, 2024, and spread the word through SigMa's social media platforms, individual stories, and posters around the campus. Participants were given two days post-registration to create and submit their memes or digital posters via a Google form.

Submission and Evaluation

After receiving the submissions, Team SigMa shortlisted five posters based on various criteria. These top five posters were then posted on SigMa's Instagram handle, where they engaged in a 24-hour battle for likes, shares, and comments starting from February 5, 2024, at 12 PM and ending on February 6, 2024, at 12 PM.

Conclusion

The response to the event was overwhelming, with the posters receiving over 10,000 impressions. Following a critical analysis of both the submission quality and social media engagement, Team 24 Hours was declared the winner, while Team OxyKu was awarded the Runner-Up position. The event was a tremendous success, receiving enthusiastic participation and support from both contestants and their supporters.

Summary

Advishkaar'24, organized by Team SigMa, was a resounding success, highlighting creativity and innovation in advertising and marketing. The enthusiastic response and high engagement levels underscored the event's significance and the value it brought to the participants and the academic community.