

Crazy Commercials

Date : 29 September, 2016.

Venue: Sir MV Hall, GJB,NIE

“Creativity without strategy is called art, creativity with strategy is called advertising”. Crazy commercials opened doors for all creative minds to build up a unique jingle.

An enthusiastic number of 110 students joined hands to start the event. The main agenda of the event was to enlighten the students the importance of brand naming and power of advertising in the real world. It staged off with an interactive session and asking them their perspective of the event. It was then proceeded by the event itself. The participants were divided into 7 teams. Each team was given sufficient time to think of any 2 real life products and merge them to create a single product . Example : a Nokia mobile and a Nikon camera merged together to form a mobile with a camera. Taking this example , all the teams started brainstorming . After discussing on their product, they had to advertise it . Each team was given a time limit to present their commercial. All the teams came up with humorous yet creative and catchy advertisements. The seniors judged this event and picked team TRUE TRACK as the winners. Their product was a combination of fast track watch and true caller. They exhibited the traits of a typical advertisement. Towards the end , with the judges explaining each term of evaluation in detail, the students were motivated to set their foot to the next level of entrepreneurship and interacted with the core members on areas they could improve.

The main idea behind conducting this event was to make the students learn about the various aspects about marketing , presentation , idea generation and branding. At the end of the event, the learnt about creating a unique name and image for the product in the customers mind . Branding aims to establish a significant presence in the market and attract customers.

Overall, Onyx put up yet another successful and an eye opening event setting the expectations higher for the upcoming events.

