MARCELL'S EVENT REPORT

MARKEVERSE MULTIVERSE OF INNOVATION

TRIMESTER II - 2022-23'

KEY HIGHLIGHTS

Team MarCell, with this event, aimed at combining the powers of superheroes with those of marketers. The participants channelised and envisioned both perfectly through ad campaigns, quizzes, posters, and much more.

Date: 3rd October 2022 to 7th October 2022
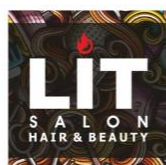**Participants:** All students of NMIMS Navi Mumbai
Purpose and Objective: To bring out the creativity of all participants and allow them to shape their inner marketers by working on different domains of marketing throughout the event.

Number of teams: 65 teams
Number of participants: 180 Students
Total number of rounds: 3 rounds
Judges: Dr. Surabhi Koul, Mr. Bhupendra Mishra

EVENT SNAPSHOTS

MARCELL PRESENTS
MARKEVERSE
MULTIVERSE OF INNOVATION
1. TRIVIA TAKEOFF   3/10/22
2. BRANDSTORM   4/10/22
3. MADAD MAESTRO   7/10/22

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MarkeVerse – Multiverse of Innovation

MarkeVerse was a 3-round event conducted in a hybrid mode, where the students had to use creativity and innovation to bring to life the powers of superheroes. The event was set up to test the students on various aspects of marketing such as brand retention, positioning, problem-solving, critical and analytical skills, marketing trivia, etc.

Event Rounds

On Unstop, our event catered to a viewership of 16,964. It also gathered 6000+ impressions across social media posts and reels. The event round details are mentioned below:

Round 1: Trivia TakeOff

MarCell conducted the first round as an online quiz round with a blend of questions based on situational analysis, technical knowledge of marketing concepts, fun jingles, and catchy phrases related to prominent brands.

The participating teams were given 30 minutes to brainstorm and submit the quiz. The judgment criteria were on the basis of accuracy, quick thinking capabilities, and on-time submission.
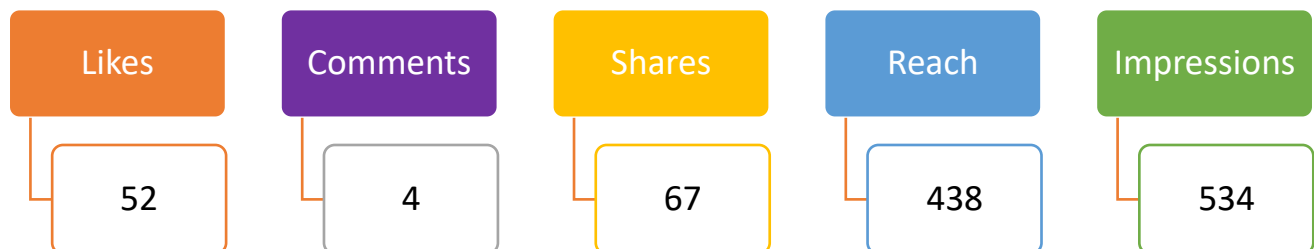

Event Details

- **Date:** 3rd October 2022
- **Time:** 8pm to 10pm
- **Venue:** Unstop, formerly Dare2Compete
- **Participation:** Open to all 7 schools of NMIMS, Navi Mumbai
- **No. of Participants:** 65 Team – 180 Students

Social Media Insights

The event's details were posted on MarCell's Instagram page which yielded the following insights:

Likes	Comments	Shares	Reach	Impressions
52	4	67	438	534

Round 2: BrandStorm

Keeping in mind the saying, "A marketing team fails if it is told what to do" in the second round, the shortlisted teams were asked to choose a brand from a list sent to them.

They had to associate that brand with a dialogue/brand/meme or any other creative they could think of from a superhero themed movie along with a caption to promote the brand. The participants were judged on the basis of their creativity, strategy and ideas.

Event Details

- **Date:** 4th October 2022
- **Time:** 5th October 2022, 10am
- **Venue:** Online
- **Participation:** Open to all 7 schools of NMIMS, Navi Mumbai
- **No. of Participants:** 30 Shortlisted Teams

Round 3: MadAd Maestro

For the final round, the teams were assigned a superhero for whom they had to select a well-known Indian brand. They were asked to build a connection between the assigned superhero's power and the selected brand, and show how it would help to advocate and assist the brand.

To do so, the teams had to make a marketing strategy, showcase the STP of the brand and present a live on-stage ad campaign for the same within 10-12 minutes. The teams were judged on their creativity, strategy, attention to detail, and the level of effort put in by them.

Event Details

- **Date:** 7th October 2022
- **Time:** 2 pm onwards
- **Venue:** 3rd Floor Auditorium
- **Participation:** Open to all 7 schools of NMIMS, Navi Mumbai
- **No. of Participants:** 11 Shortlisted Teams

Results

The following were the results of this competition:
- **Winners**: Team Bad Boys 2
- **1st Runner-Up**: Team IRS
- **2nd Runner-Up**: Team Markos

Prizes

Both, the winners and the participants of the competition received scholarship vouchers for Digital Marketing course by Being Topper Institute. Along with discount coupons for all the participants, the winners got hampers from our Associate sponsor – Stracts. The winners were also given coupons from LIT Salon and Beach Café.

Event Gallery