



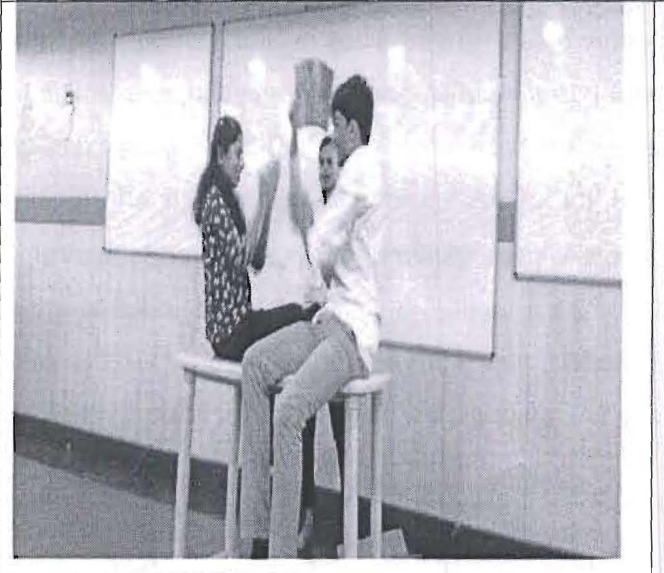
DEPARTMENT OF MARKETING MARKETING CLUB	
Date: 29-3-2021	Venue: Seminar Hall
Time: 3.15pm to 4.30pm	Semester & Section : I Semester A, B & C
No. of Participant: 120	Event Coordinator: Prof. Anitha B.M.Dsilva
Judge for Mad Ads	Mr. Manas Jyoti Mitra from Udaan.com as a Training & Quality Manager (PAN India)
Objectives <ul style="list-style-type: none">▪ To acquaint the students about promotional strategies in marketing through advertisements.▪ To create an advertisement to a given product and enact the same.▪ To showcase the creativity, marketing skills, and knowledge of marketing subject	
Agenda/Flow of the Event <p>Session 1 : Presentation of Mad ads from each team. Session 2: Feedback from the judge Session 3: Announcement of Winners.</p>	
Judge for Mad Ad competition was Mr. Manas Jyoti Mitra <p>Manash Jyoti Mitra is a Certified Master Trainer, Access Consciousness Bars Practitioner, Neuro-Linguistic Programming (NLP) professional, Reiki Practitioner with an overall work experience of 8 years, broadly in the E-commerce Industry. Currently he is associated with Udaan.com as a Training & Quality Manager (PAN India). His core area of interest lies in Storytelling, Coaching and Mentoring. He perused his BE in Industrial Engineering and Management and MBA in Human Resources and Marketing specialization. Sir has been alumni of 2010-2012 batch excellent speaker, very creative, communicators and had lot of enthusiasm to perform in all Institute programmes. As a student, Sir has been active in class, participated in various marketing activities, and in a way was a role model to other students. As a faculty at RVIM, he had initiated green marketing –eco-friendly exhibition of students models, and promoted green friendly environment among students. We are extremely happy to have you amongst us. Thank you for taking your time to address student community.</p>	



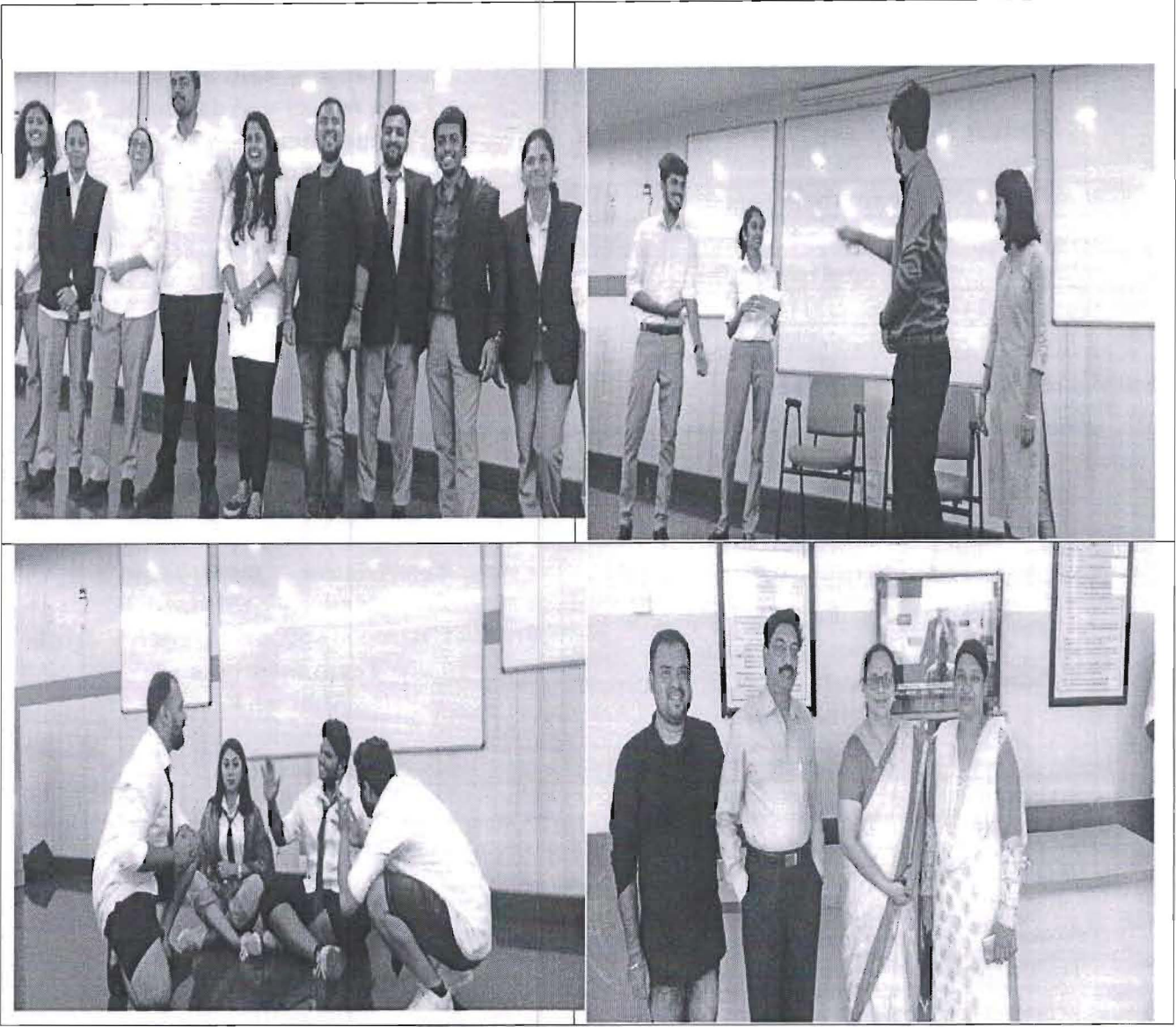


Judge Mr. Manas with the student coordinators

PHOTO GALERRY MAD ADS COMPETITION



Dr. [Signature]



Mad Ads Participant List

Team 1	Team 4
Team name - sales mafia	Team name - happy sellers
Team leader - Praveen Talwar	Team leader - Ritesha HR
Product name - matrimonial site	Product name - mosquito coil / bat
Team members	Team members
Rakshith TG	Karthik M S
Vinayak Golihalli	Likith
Satish kumar k pille	Ritesha H R
Srushti BR	Darshini G
Sumit Naganath	Soubhaya Bhat
Rahul Yalavatti	Kavya
Sahana MS	Ashadeep
Suhas H	
Anusha Hegde	
Praveen Talwar	



Team - 2 Team name - creative crew Team leader - Suraj HS Product name - sanitizers/ hand wash	Team - 5 Team name - sale magicians Team leader - Adarsha K Product name - Fevicol Team members Janak Karkera Adarsha K Chandan NH Akshay HS Kaushik CB Kirthan Ram Drinya K chandran
Team members Aijaz M Mohamed Saifuddin Suraj H S Monisha M Sirisha K J Disha Naik Trivadan hedge	
Team -3 Team name - Business blasters Team leader - Sharan B Product name - Anti hair fall shampoo Team members Sreepoorna Sharan B Sujani Krishna Velugu Chinmay Hegde Amogha Hegde Tejaswini L Tejashwini Hegde	Team - 6 Team name - profit mind Team leader - Abhilash k Product name - soft drink/energy drink Team members Abhilash K Sneha Varsha Janani Priya Goutham Karuna Indraneel Nishanth Roshani Rakshith
Team 7 Team Name: Sons of Strategy Team Leader: Varsha B Product Name: Perfume/Deo Team Members: Vaibhav M Ullas Shet A B Ganapathy Anagha Hegde Varsha B Chaithanya B K Vinayak Bhat	

RULES AND REGULATION

- Mad ad for 3+1 minutes
- Participants shall be judged on the basis of spontaneity, content and creativity, adherence to the topic, on stages presentation, co -ordination, time management and over all appeal of the presentation.



- Caution should be taken to refrain from displaying obscenity , violence, prejudice, defamation etc. in Advertisement.(during the enact)
- Languages can be used: English, Kannada.
- Tagline should not be related to the Product.
- Advertisement Should be different from the existing one

Judging criteria

- Ability to attract audience's attention.
- Concept of ad
- Team work
- Voice modulation
- Ability to highlight the idea of product with minimum efforts
- Overall presentation

Winners of the Mad Ads competition

- | | |
|--|-----------------------|
| 1. Prize – Creative crew- Sanitizer/ Hand wash | - Mr. Suraj HS & Team |
| 1. Prize - Sales Magician – Fevicol | - Mr. Adarsh K & Team |
| 2. Business Blasters- Anti Hair fall Shampoo | - Mr. Sharan B & Team |

Feedback/ Coordinators Comment:

The Mad ads enacted by the students were an informative for the students. They were able to apply marketing theoretical knowledge towards the product/ service and recreate the existing advertisement or a new advertisement and enact the same as a part of the competition. The team's effort creative thinking, enactment, voice modulation, acting skills of each individual student, taglines used and overall performance by the teams was worth watching and appreciable.

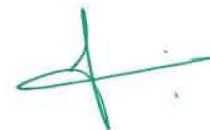
Outcome achieved/ attained:

Through mad ads students exhibited new talents. Creativity had increased among the participants. Direction, voice modulation, commitment of the students towards the performance was seen. Students were more responsive and showcased most of the ads in a better organized way.

Thorough research was initiated by the students to bring out a new jingle (advertisement) for the existing products. Overall we could see that it became a base for students to build up marketing concepts and grow through experiential learning.



Prof. Anitha BM Dsilva
Event Coordinators

Director



RASHTREEYA SIKSHANA SAMITHI TRUST

R V INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041



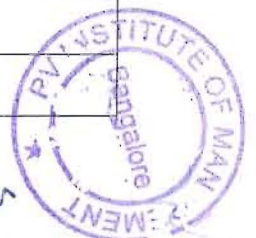
Department of Marketing

Marketing Club- Mad Ads Competition

Attendance

Date: 29-3-2021

Sl.No	Student Reg. No	Student Name	Signature
1	MB207601	A B GANAPATHY	AB
2	MB207602	ABHILASH K	Abhilash K
3	MB207603	Abhishek Kumar	Abhishek K
4	MB207604	ABHISHEK SHANTINATH UPADHYE	AB
5	MB207606	ADARSHA K	AD
6	MB207607	ADITYA S SHETTAR	AB
7	MB207608	AFEFAH BAKHTAR MAJUMDAR	AB
8	MB207609	AJAZ MUJAWAR	Ajaz
9	MB207610	AISHWARYA .K.M	Aishwarya
10	MB207611	AISHWARYA S K	Aishwaryas
11	MB207612	AJEY M	A
12	MB207613	AKHILSHYAM K B	A
13	MB207614	AKSHAY H S	A
14	MB207615	AKSHAY.G.S	Akshay G.S
15	MB207616	AMOGHA HEGDE	A
16	MB207617	AMULYA H R	A
17	MB207618	ANAGHA HEGDE	Ana
18	MB207619	ANANYA .C. SHIEH	Ananya
19	MB207620	ANOOP BHARGAV M	M. Anoop
20	MB207621	ANUSHA RAGHAVENDRA HEGDE	AB
21	MB207622	Apeksha P	AB
22	MB207623	APOORVA M	Apoorva M
23	MB207624	APOORVA RAGHU RAO	A
24	MB207625	APOORVA SUNIL PATIL	AB
25	MB207626	ARVIND RAJ V	Arvind



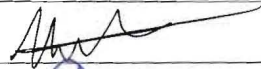


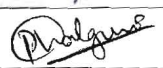
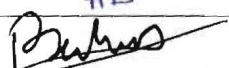
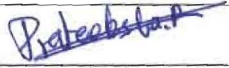
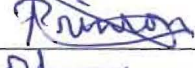
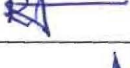



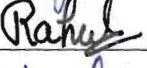

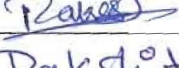
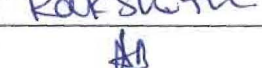


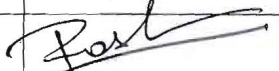
AB

Sl.No	Reg. No	Name of the student	Signature
26	MB207627	ASHADEEP M HEGDE	Ashadeep
27	MB207628	BHARATH.C	Bharath.C
28	MB207629	BHAVANI VISHWAKARMA	Bhavani
29	MB207630	C. PRASANTH KUMAR	Prasanth
30	MB207631	C.PRANATHI	Pranathi
31	MB207632	CAROL SWETHA NORONHA	
32	MB207633	CHAITHANYA BK	AB
33	MB207634	CHAKRAVARTHY BM	AB
34	MB207635	CHANDAN N H	Chandan
35	MB207636	CHANDAN S	AB
36	MB207637	CHANDANA.T	AB
37	MB207638	CHETANA. S	Chetana
38	MB207639	CETHAN S	Chethan
39	MB207640	CHINMAY HEGDE	Chinmay
40	MB207641	DARSHINI G	Darshini
41	MB207642	DEEKSHA BOPAIAH	AB
42	MB207643	DELSON GLAN D SILVA	Delson
43	MB207644	DHANANJAY DURVE	DT
44	MB207645	DHANASHRI SUBHASH KABRA	Dhan
45	MB207646	DISHA SANTOSH NAIK	AB
46	MB207647	DIVESH	Divesh
47	MB207648	DRINYA K CHANDRAN	AB
48	MB207649	ESHANYA M	Eshanya
49	MB207650	ESHWAR DARSHAN.K.M	Edhan
50	MB207651	GAUTHAM M	Gautham
51	MB207652	GOKUL NAYAK	Gokul
52	MB207653	GURU RAGHAVENDRA S	AB
53	MB207654	H R Rithesha	R
54	MB207655	INDRANEEL DAS	Indran
55	MB207656	JAGRITY	Jagrity
56	MB207657	JANAK KARKERA J	Janak



Sl.No	Student Reg. No	Student Name	Signature
57	MB207658	K KIRTHAN	K. Kirthan Rans
58	MB207659	KARNIKA MRIDUL	Karnika
59	MB207660	KARTHIK.M.S	AB
60	MB207661	KARUNA V DIVATE	Karuna
61	MB207662	KAUSHIK CB	Kaushik
62	MB207663	KAVYA GANAPATI HEGDE	Kavya
63	MB207664	KETHA SUSHMITHA MADHULEKHA	AB
64	MB207665	KOPPOLU SUDARSAN RAHUL	AB
65	MB207666	KOUNDINYA.R	Koundinya
66	MB207667	KRIKKA SHANTHARAM SHENOY	Krikka
67	MB207668	LIKHITH H K	Likhith
68	MB207669	M JANANI PRIYA	M. Janani Priya
69	MB207670	MAHESH S	Mahesh
70	MB207671	MAHIMA HARISH BHAT	Mahima
71	MB207672	MALENDER S DEYANAVAR	AB
72	MB207673	MANOJ K B	Manoj KB
73	MB207674	MANOJ.M	Manoj M
74	MB207675	MANU KIRAN H K	AB
75	MB207676	MAYUR K.S	Mayur
76	MB207677	MEGHANA VINAYAK HEGDE	Meghana
77	MB207678	Mishana Motesh Dsouza	AB
78	MB207679	MOHAMADASADIQ MULLA	SKMulla
79	MB207680	MOHAMED SAIFUDDIN F	AB
80	MB207681	MOHAMMED MOHASIN YARNAL	Mohammed
81	MB207682	MONISHA M	Monisha
82	MB207683	MRUTYUNJAYA SANGRESAKOPPA	Mrutyunjaya
83	MB207684	N PRATHIBHA	N. Prathibha
84	MB207685	NAVANDHAR NIKHIL MANISH	Navandhar
85	MB207686	NEHA CHIDAMBAR KULKARNI	AB
86	MB207687	NIKHIL S KOTIAN	Nikhil



Sl.No	Student Reg. No	Student Name	Signature
87	MB207688	NIKITA	
88	MB207689	NIRANJAN M	
89	MB207690	Nisha T	
90	MB207691	NISHANT KUMAR SHARMA	AB
91	MB207692	P RAHUL SINGH	AB
92	MB207693	PHALGUNI P	
93	MB207694	PRAJNA	AB
94	MB207695	PRAJNA SHETTY	AB
95	MB207696	PRARTHANA SINGRI	AB
96	MB207697	PRARTHANA UPADHYAYA	AB
97	MB207698	PRASHANTH	
98	MB207699	PRATEEK PRABHU RAMANAVAR	AB
99	MB207700	PRATEEKSHA R CHUNGANI	
100	MB207701	PRATIK	AB
101	MB207702	PRINSON DLIMA	
102	MB207703	PRIYANKA. A	
103	MB207704	PUNITHA K	AB
104	MB207705	RACHANA D	
105	MB207706	RACHANA H GOWDA	AB
106	MB207707	RACHANA KUMARI	
107	MB207708	RAGHAVENDRA .J.P	
108	MB207709	RAHUL MONDAL	
109	MB207710	Rahul Yalavatti	
110	MB207711	RAKESH	
111	MB207712	RAKSHITH	
112	MB207713	RAKSHITH HEGDE	AB
113	MB207714	RAKSHITH S	
114	MB207715	RAKSHITH T G	AB
115	MB207716	ROHAN R R	AB
116	MB207717	Roshani	
117	MB207718	ROSHNI MUTHRAJ	



Sl.No	Student Reg. No	Student Name	Signature
118	MB207719	RUBINA AFREEN	<i>Rub</i>
119	MB207720	S.CHETHAN	<i>S. Chethan</i>
120	MB207721	SACHITH KUMAR	<i>Sachith</i>
121	MB207722	SAHANA M S	<i>Sahana m.s</i>
122	MB207723	SAKSCHI SINGH	<i>Sakschi Singh</i>
123	MB207724	SAMIKSHA S SHETTY	<i>AS</i>
124	MB207725	SANDEEP H S	<i>Sandeep</i>
125	MB207726	SANTHOSH KIRAN S	<i>Santhosh</i>
126	MB207727	SARIKA MALLYA U	<i>Sarika</i>
127	MB207728	SATISHKUMAR K PILLE	<i>Satish</i>
128	MB207729	SHARAN BANDRAD	<i>Sharan</i>
129	MB207730	SHARVANI M S	<i>AS</i>
130	MB207731	SHASHANK Y	<i>Shashank y.</i>
131	MB207732	SHETTY LAVANYA SHEKHAR	<i>Lavanya</i>
132	MB207733	SHISHIR.S.ACHARYA	<i>AS</i>
133	MB207734	SHIVAKUMAR C H	<i>Shivakumar</i>
134	MB207735	SHIVASUBRAMANYAM S PATANGI	<i>AS</i>
135	MB207736	SHREE VAISHNAVI SUTRAVE	<i>Vaishnavi</i>
136	MB207737	SHRESTA B BHAT	<i>Shresta</i>
137	MB207738	SHRUTHI G	<i>AS</i>
138	MB207739	SHRUTHI.R	<i>Shruthi.R</i>
139	MB207740	SIDDHANT BHARAT MUCHAKANI	<i>Siddhant</i>
140	MB207741	SINDHU L DABEER	<i>Sindhu L. Dabeer</i>
141	MB207742	SIRISHA K J	<i>AS</i>
142	MB207743	SNEHA GOWDA R	<i>Sneha</i>
143	MB207744	SOUBHAGYA BHAT	<i>Soubhagya</i>
144	MB207745	SPARSHA S	<i>Sparsha</i>
145	MB207746	SRILAXMI	<i>Srilaxmi</i>
146	MB207747	SRIPOORNA INDURKAR	<i>Sriporna</i>
147	MB207748	SRUSHTI B R	<i>AS</i>
148	MB207749	SUBHASHINI K N	<i>Subhashini</i>

Pauls



Sl.No	Student Reg. No	Student Name	Signature
149	MB207750	Suhas H	<i>Suhas H</i>
150	MB207751	SUHAS M	<i>Suhas. M</i>
151	MB207752	SUHAS N K	<i>Suhas N K</i>
152	MB207753	SUJAY SHAH	<i>Sujay Shah</i>
153	MB207754	SUJAYA BHAT	<i>Sujaya Bhat</i>
154	MB207755	SUKANNYA DALAL	<i>Sukannya Dalal</i> AB
155	MB207756	SUMIT NAGANATH	<i>Sumit Naganath</i>
156	MB207757	SUPREETH S	<i>Supreeth S</i> AB
157	MB207758	Suraj G S	<i>Suraj G S</i>
158	MB207759	SURAJ HS	<i>Suraj HS</i> AB
159	MB207760	SURAJ.S.P	<i>Suraj.S.P</i> AB
160	MB207761	SWATI VINAYAK HEGDE	<i>Swati Vinayak Hegde</i>
161	MB207762	TALWAR PRAVEEN GUDDAPPA	<i>Talwar Praveen Guddappa</i> AB
162	MB207763	TEJAS ROHIDAS BHANDARI	<i>Tejas Rohidas Bhandari</i>
163	MB207764	TEJASHREE R	<i>Tejashree R</i>
164	MB207765	TEJASHWINI LOKAPURAMATH	<i>Tejashwini Lokapuramath</i>
165	MB207766	TEJASVI GANGADHAR ANGADI	<i>Tejasvi Gangadhar Angadi</i> AB
166	MB207767	TEJASWINI PRASANNA HEGDE	<i>Tejaswini Prasanna Hegde</i>
167	MB207768	THEJASVITA J	<i>Thejasvita J</i> AB
168	MB207769	Tripuresh Tiwari	<i>Tripuresh Tiwari</i> AB
169	MB207770	TRIVADAN M HEGDE	<i>Trivadan M Hegde</i>
170	MB207771	ULLAS SHRIPAD SHET	<i>Ullas Shripad Shet</i> AB
171	MB207772	VAIBHAV MALAVIYA	<i>Vaibhav Malaviya</i> AB
172	MB207773	VARSHA BIRADAR	<i>Varsha Biradar</i>
173	MB207774	VARSHA K	<i>Varsha K</i>
174	MB207775	VELUGU SUJANI KRISHNA	<i>Velugu Sujani Krishna</i> AB
175	MB207776	VIKAS SETH	<i>Vikas Seth</i> AB
176	MB207777	VINAY KUMAR G S	<i>Vinay Kumar G S</i>
177	MB207778	VINAYAK GOLIHALLI	<i>Vinayak Golihalli</i>

178 MB207780
179 MB207779
Prof. Anitha BM Dsilva
Faculty Coordinator

Yashaswini V
Vinayak Subray Bhat

Yashaswini V
Vinayak Subray Bhat



Puli