RV Institute of Management®
CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
Jayanagar, Bengaluru - 560041, Karnataka, India

Autonomous Institution Affiliated to Bengaluru City University

Approved by AICTE, New Delhi, Accredited by NAAC with 'A+' Grade

QS I-Gauge Diamond Rated

contact.rvim@rvei.edu.in
www.rvim.edu.in
Tel: 080 42540300
080 26547048

Report on Advertising Campaign Launch 2026 Competition

Date: 30th May, 2026	**Venue**: RVIM BA Lab
Time: 2.00pm to 5.00pm, Monday **Event**: Advertising Campaign Launch 2026 Competition	
No. of Participants: 40	**Faculty Co-ordinator**: Dr. Noor Firdoosh Jahan

Brief Details of the Event:

Department of Marketing organized 'Advertising Campaign Launch 2026 Competition' for the fourth semester marketing students. The objective of the Campaign is to prepare students to create an advertisement and launch it in the most creative way.

Flow of the Event:

The **Advertising Campaign Launch 2026 Competition** was organized for all fourth-semester MBA students (Batch 2024–26) as a practical learning initiative to enhance their understanding of advertising, digital promotion, and campaign management. A total of **10 teams** participated in the competition, with each team comprising **four students**.

As part of the competition, each team was required to select a product for promotion. The products were allotted on a **first-come, first-served basis** to ensure that no two teams worked on the same product. Students were then given **one month** to conceptualize, design, and execute a comprehensive promotional campaign using various social media platforms. Throughout the campaign period, each team submitted weekly progress reports to the course instructor, enabling continuous monitoring, guidance, and evaluation of their campaign strategies and execution.

The final presentations showcased the campaign objectives, promotional strategies, social media content, audience engagement, campaign analytics, and overall outcomes. The competition provided students with valuable hands-on experience in planning and implementing real-time digital advertising campaigns while strengthening their creativity, teamwork, communication, and analytical skills. The competition was judged by our distinguished alumnus, **Mr. Varun Bharadwaj**, **Manager – Growth & Strategy, Torque Block Studies, Bengaluru**. He evaluated the teams based on creativity, strategic planning, execution, audience engagement, campaign effectiveness, and presentation skills. During his interaction with the students, he shared valuable industry insights and constructive feedback, encouraging them to adopt innovative and data-driven approaches to digital marketing and advertising.

Outcome of the Event: The presentations were judged by the jury for Conceptualisation and presentation, creativity –uniqueness and ability to the jury questions. Best ad campaign was recognized with winner's certificate and cash prize of Rs.2000 for first prize and Rs.1000 for second prize, for each section.

The winners were:

Prize	Team Name	Winners
First Prize	Interior Decor	Shobith R Nayak, Gururaja Baikady, Vuyyuri Kiram Kumar and S Jayadithya
Second Prize	Silk Sarees	PV Sreenidhi, Sagar S Inachi, Puridi Bharath and Puridhi Sudheer

Students List/Attendance List

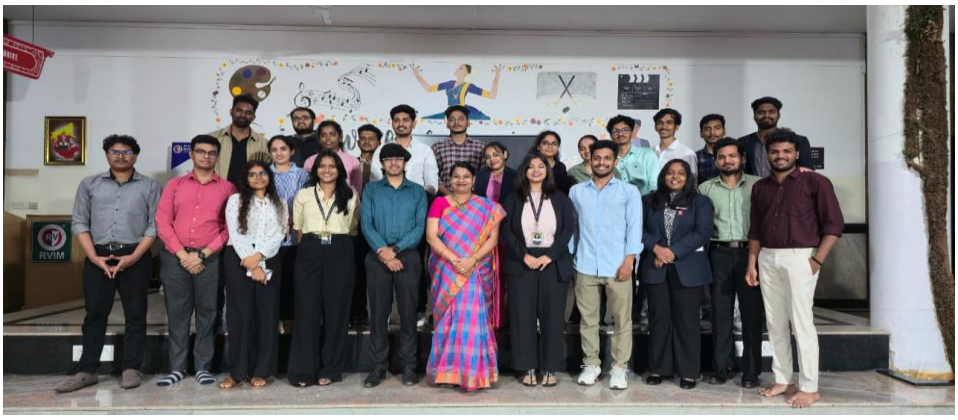
1	P18FW24M015065	Nirupadi
2	P18FW24M015072	Pavani Nagaraj
3	P18FW24M015079	Pujitha Vegisetti
4	P18FW24M015080	Puridi Bharath
5	P18FW24M015081	Puridi Sudheer
6	P18FW24M015082	Rahul Sidamallappa Ingleshwar
7	P18FW24M015087	Roshan R Rane
8	P18FW24M015088	Rakshitha K M
9	P18FW24M015089	S Jayadithya
10	P18FW24M015092	Samarth T Salunke
11	P18FW24M015094	Sanjana.A
12	P18FW24M015097	Shobith R Nayak
13	P18FW24M015100	Shreyas B R
14	P18FW24M015104	Sidhant Zanvar
15	P18FW24M015108	Suday Suresh Dodwad
16	P18FW24M015112	Sushil Kumar
17	P18FW24M015116	Tushar Raghavendra Mallur
18	P18FW24M015123	Vikas N Gowda
19	P18FW24M015127	Vivek S N
20	P18FW24M015128	Vuyyuri Kiran Kumar
21	P18FW24M015132	Syeda Saniya H
22	P18FW24M015134	Nikheel Bhumanna Shirshyad
23	P18FW24M015135	D.K.Sai Prasad
24	P18FW24M015142	Abhishek Shrishail Dangi
25	P18FW24M015144	Nagashree G S
26	P18FW24M015148	Naman C Shetty
27	P18FW24M015149	Shrinidhi
28	P18FW24M015150	Tanvi K
29	P18FW24M015155	Ashwin R Madhyastha
30	P18FW24M015157	Poornima Ganapati Hegde
31	P18FW24M015159	Somanath
32	P18FW24M015161	Siyan Abdulrehman Shaikh
33	P18FW24M015162	Dhanush G K

34	P18FW24M015167	H.N.Tilak
35	P18FW24M015168	Shubhangi D Kadam
36	P18FW24M015169	P V Sreenidhi
37	P18FW24M015170	Sagar S Inachi
38	P18FW24M015171	Disha Dechamma M P
39	P18FW24M015172	Gururaja Udupa Baikady
40	P18FW24M015180	Murali Krishna Y

Photo Gallery







Event Coordinator

R.V. INSTITUTE OF MANAGEMENT Bangalore

Director