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 2025 Competition

Date: 29th July'25,Friday	**Venue**: RVIM BA Lab
Time: 2.00pm to 5.00pm, Monday **Event**: Advertising Campaign Launch 2025 Competition	
No. of Participants: 80	**Faculty Co-ordinator**: Dr. Noor Firdoosh Jahan Dr. Rashmi Shetty

Brief Details of the Event:

Department of Marketing organized 'Advertising Campaign Launch 2025 Competition' for the fourth semester students on the 29th of July'25. At the IT and BA labs.

Flow of the Event:

All fourth semester students of batch 2023-25 participated 'Advertising Campaign Launch 2025 Competition'. A total of 26 teams participated in the campaign.

The competition was judged by Mr. Somesh Seth,Sales Counselor, Matics India –franchise of JSW One Home,Bangalore and Dr.Karnati Saketh Reddy, Assistant Professor and Coordinator-Dept of .MBA, International Institute of Business Studies, Bengaluru.

The objective of the campaign is to prepare students to create an advertisement and launch it in most creative way.

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
Section A	First Prize	Tanishq	Sakshi,Pruthvija,Sahana
	Second Prize	Slurrp Farm	Shivani,Ramya, Thanuj
	Third Prize	Masmara	Syed Awasise,Shreya , Varsha Sharada
Section B	First Prize	Cooler	Dhruthi Balaji, Aishwarya Narayan, Niranjan Hebbar M

Students List/Attendance List

4th Semester MBA

Judgement Sheet for IMC Campaign Launch

Date: 29/07/25 Time: 2 pm to 5 pm

Venue: LABS

Judge Name: Saketh Reddy

Sl. No	Teams	Conceptualization and presentation of the promotion Campaign 3	Creativity, Concepts, Uniqueness 2	Q & A 5	TOTAL 10	Remarks
1	Sanjay Kumat N	3	1	3	6	
	Sumanth SA	2	2	3	7	
	Sujayendra Vittal	1	2	3	6	
2	Rutuja Pawar	3	3	3	9	
	Sammed chougale	2	2	3	7	
	B N Sathyapraneeth	2	3	3	8	
3	Suvin	1	1	2	4	
	Saikiran	2	1	2	5	
	Chandan	2	1	2	5	
4	Shashank SM	2	2	2	6	
	Karthik HN (AB)	2	1	1	4	
	Sujay DC	2	2	2	6	
5	Syed Awaise	2	2	3	7	
	Shreya SH	3	3	2	8	
	Varsha Sharada	3	3	2	8	
6	Shivani	3	2	3	8	
	Ramya	3	2	4	9	
	Thanuj	3	3	2	8	
7	Sakshi	3	3	3	9	
	Pruthvija (AB)	3	2	3	8	
	Sahana	3	3	3	9	
8	Prashant	2	2	3	7	
	Shivanand	3	2	3	8	
	Pranam (AB)	2	2	1	5	
9	Spoorthi	2	2	2	6	
	Purvi	2	2	2	6	
	Prajwal	2	2	2	6	
10	Rakesh	2	2	1	5	
	Sujan	2	2	1	5	
	Rudraprasad	2	2	1	5	
11	Shivaraj	2	1	1	4	

Photo Gallery







Event Coordinator

R.V. INSTITUTE OF MANAGEMENT Bangalore

Director