



## **EVENT PROPOSAL**

### **KELPIE: THE MARKETING CLUB**

#### **EVENT NAME: CTRL-M (CONTROL THE MARKET) STUDYTHON**

##### **Date and Requested Venue:**

**16<sup>th</sup> April 2025**

**BE Block 13<sup>th</sup> Floor,**

**Faculty Advisor: Prof Roopa**

##### **The objective of the Event:**

The primary objective of "Ctrl-M (Control the Market)" is to enhance students' marketing skills through creative challenges that test branding knowledge, strategic thinking, content creation, and campaign planning

##### **Event Idea:**

"Ctrl-M (Control the Market)" is a hands-on marketing simulation that challenges participants to think, create, and pitch like real-world brand strategists. From decoding puzzles to making viral content and running cross-industry campaigns, this event tests students' marketing instincts, creativity, and strategic thinking.

##### **Event Structure:**

##### **Details:**

- **Round 1 (*10 minutes*)**

**Mission:** Decode the clues. Discover your brand.

This round kicks off with a puzzle-based escape room challenge. Teams must solve a set of marketing-based clues—ranging from iconic taglines and visual hints to campaign controversies—to **uncover a hidden brand**. Only once the brand is correctly identified can they proceed to the next round.

- **Round 2: The Reel Deal (45–60 minutes)**

**Mission:** Communicate, engage, and create brand impact.

In this round, teams will produce a 60-second marketing reel (Instagram Reel-style) to promote their assigned brand. The content should align with the brand's identity, resonate with digital audiences, and demonstrate clarity in messaging and visual execution. Teams must focus on creating a compelling narrative that showcases the product or service effectively and professionally.

- **Round 3 (45–60 minutes)**

**Mission:** New industry. New strategy. Same brand.

In the final round, teams receive a **completely different industry** and a **fictional \$1 million budget**. Their challenge: reposition their brand into this unfamiliar industry and create a full-fledged marketing campaign. Teams must justify how and where they spend their budget across various channels like influencer marketing, billboard ads, pop-ups, or meme campaigns.

- **Judging Criteria:**

- **Brand Relevance:** Alignment of content and messaging with the assigned brand.
- **Creativity&Innovation:** Originality in ideas, storytelling, and execution.
- **Strategic Thinking:** Clarity of objective, audience targeting, and campaign logic.
- **Execution&Presentation:** Quality, coherence, and effectiveness of the final output.

**Flow of events**

- 8:00 AM – Assembly of all teams and registration
- 8:15 AM – Welcome speech and event briefing
- 9:00 AM – Start of Round 1
- 9:30 AM – Short refreshment break
- 9:45 AM – Commencement of Round 2
- 11:45 AM – Submission and wrap-up of Round 2
- 1:00 PM to 1:45 PM – Lunch break
- 2:00 PM – Start of Round 3
- 3:30 PM – Final judging and deliberation
- 3:45 PM – Closing remarks and announcement of winners
- 4:00 PM – Conclusion of the event

**POSTER:**