

Event Plan for Brand Prix

Event Description: Brand Prix is a team-based branding strategy competition designed to showcase students' and young professionals' creativity in marketing and advertising. Participants will develop innovative branding strategies for a hypothetical product and present them to a panel of industry experts. The competition aims to foster innovation, teamwork, and a practical understanding of branding.

Registration Process:

- **Eligibility:** Open to students and young professionals.
- **Team Size:** Minimum 1 member, maximum 5 members.(NOTE- Participants can register themselves in a team of 2 or more up to 5. And prize money will divide in the of team only.
- **How to Register:**
 - Visit the event registration link [<https://cimp.ac.in/udbhav/>].
 - Fill out the online form with team name, member details, and contact information.
 - Registration Deadline: [Insert Date]

Rules and Regulations:

1. Each team must consist of 2-5 members.(Note: Not for individuals).
2. Submissions must align with the theme provided in the briefing session.
3. Plagiarism will lead to disqualification.
4. Branding strategies should be submitted in PDF, PPT, or video format.
5. Final presentations must not exceed 15 minutes, including Q&A.
6. Participants must adhere to all deadlines and submission guidelines.
7. Inappropriate content, including offensive language or visuals, is strictly prohibited.

Judging Criteria:

- **Originality (20%):** Innovative ideas and creative thinking.
- **Feasibility (20%):** Practical implementation of the strategy.
- **Creativity (20%):** Unique approach to branding.
- **Marketing Insight (20%):** Understanding of the target market and branding principles.
- **Presentation Skills (20%):** Clarity, confidence, and visual appeal.

What can I win by participating?

- This Pitch event is one of the best opportunities to test and improve your pitch
- Exposure to angel investors, venture capitalists, and other funders.
- Win Cash prizes and a host of in-kind services to allow you to expand and grow your business.
- Network, Network, Network! The key to growing your business

1st Prize: ₹5000

2nd Prize: ₹3000

3rd Prize: ₹2000