

SYMBIOSIS CENTRE FOR MEDIA AND COMMUNICATION

VIGYAP

Issue 2, October 2020



**IPL: THE SUPER
BOWL OF INDIA**

IPL: THE SUPERBOWL OF INDIA

IN THIS ISSUE



3 FROM THE EDITOR'S DESK
*By Snehal Galande,
HoD Advertising*

3 WHAT IS THE VIGYAP LEAGUE?
By Mallika Mansuri

4 COVER STORY
IT'S THAT TIME OF THE YEAR AGAIN
By Vigyap Editorial Team 2020-21

6 SABKI JEET PAKKI: IPL AD CAMPAIGN 2009
By Sayanta Sengupta

6 THE EMERGENCE OF FANTASY SPORTS BRANDS IN 2020
By Ahan Sen

7 HOW IPL'S SPONSORSHIP HAS HELPED DREAM 11
By Atharva Agashe

8 SATRANG: CREATING A STIR ON SOCIAL
By Vigyap Editorial Team 2020-21

9 THE BUILDING WE LONGED FOR
By Anantjeet Singh Dutt

10 VIGYAP ROUND 1 IN A NUTSHELL
By Priyal Jain

11 ROUND 2: THE IPL NOSTALGIA
By Mallika Mansuri



We thank the students of Batches 2021, 2022 and 2023 for being a source of support in the second step of the Vigyap Journey, and everyone who participated in The Vigyap League and made it a success across the batches.

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FROM OUR HEADS, TO YOURS

FROM THE EDITOR'S DESK

*By Snehal Galande,
HoD Advertising*

Vigyap, the initiative of the ad club is entering into the next volume. We missed the September issue but the bounce back theme is really remarkable. COVID-19 pandemic could not stop IPL 2020 as well as the advertisers. Experts are estimating that Disney+ Hotstar will gain a profit of Rs. 300 crores through IPL advertising. This will give us the brief idea about the volume of advertising business for the season. It's good to know that our students are also identifying the pulse of target audiences and selected IPL as a theme for the second issue.

IPL is called as 'advertiser's paradise' for a reason as it comes with immense opportunities for brands to advertise to huge number of people who can be potential consumers. Disney+ Hotstar is expecting to increase the viewership numbers compared to last season because of pandemic situation.

It's undeniable that 'IPL: Superbowl of India' has always captured the attention of brands

as well as audiences. IPL has always attracted brands whether the platform for promotion is traditional or digital. We can see both the platforms flooded with the ad-campaigns with established brands such as Swiggy, Facebook, etc.

Furthermore, it's an excellent opportunity for upcoming brands such as Wakefit, Rapido, Khatabook to build their brand image in the stipulated time period of the on-going IPL season.

Students have tried to cover various aspects while touching the nostalgia in terms of capturing Indian emotion and IPL Ad campaign of 2009. Dream 11 has captured the attention of our student authors as an emergence of fantasy and a mode of sponsorship for the current season. Hope we will continue to unfold many more insightful thoughts, sentiments, views and reviews through this forum. To the Vigyap team: all the very best for the upcoming exciting and enriching endeavors!!

WHAT IS THE VIGYAP LEAGUE?

By Mallika Mansuri

Over the past few months, since the inception of Vigyap as a platform to showcase the undying creativity of the students of SCMC, we have wondered how to incentivize their talent and contribution.

This led us to the idea of starting a Vigyap League, a five round challenge with a different brief or task for every round to help the students push their boundaries when it comes to quality content creation, enabling them to get their hands on versatile medi-

ums when it comes to advertising, recognizing the opportunities that changing times bring with them for the world of marketing and advertising.

While our first round began with a light-hearted theme we termed as 'Filmatisation', it was just to test the waters and make the students familiar with what they can expect in the coming rounds.

From here on now, however, we want to delve further into the intricacies of advertising understanding, learning and building our portfolios along

the way, with strategy decks, creatives, scripts and topical content marketing rounds.

The second issue of the Vigyap Magazine is here to cover the great works of the students over the past months.

Apart from this, the issue talks about India's biggest game, and how advertising has helped stir it to the position that it holds today, and what we can continue to expect from the Indian Premier League with the evolving representation and commercialisation of Indian Cricket.

COVER STORY

IT'S THAT TIME OF THE YEAR AGAIN



THE BEGINNING OF AN ERA

By Shreya Pradeep

Cricket fans globally comprise 1 billion people. It isn't surprising that Indians constitute 90% of this number considering that the IPL has grown into one of the most valuable cricket leagues on the planet.

Twenty20 is a streamlined version of cricket that allows faster gameplay and more scoring which typically wrap up in 3 hours, thus keeping the audience actively engaged. The 48 days that we eagerly wait for every year were first thought of in 2007, by BCCI and businessman Lalit Modi.

Even though we already had pro cricket leagues, BCCI wanted to capitalize on the success of the Twenty20 format. The IPL was then modelled such that it resembled pro-sports like the NFL, where each team is owned and operated independently. Even though most matches would be held in India (not this year sadly), the teams would be chock full of international players.

At the end of the auction held in 2008, where the base prices of the franchise was 400 million\$, the winning bidders were named as well as the team cities. From DLF to Pepsi to Vivo to Dream 11, we know it has not been just a competition, but a 13 year rollercoaster that represents India's emotions.

ADVERTISERS' PARADISE

By Somalika Chhabra

IPL being the mass manufacturer of memorable moments that it is, inevitably today serves as a premium platform that people use in order to get the public eye, where every strategic timeout is a valuable marketing moment. Advertisers have literally crept into every nook and corner of the IPL today, from the caps, helmets, pants, sixes, fours, wickets and what not. An interesting trend that we can notice during the IPL these days is that brands use their IPL advertising slot only to spread brand awareness and

not for increasing sales or for convincing people to buy their product.

IPL has been the father of a lot of popular advertising campaigns, like the Zoo Zoo campaign by Vodafone, the current Dream11 campaign, the popular Kingfisher OoLaLaLeO campaign, the Gionee Selfie campaign, the Pepsi Crash the IPL campaign etc. One can damn sure bet that it will continue to be a huge magnet for advertisers in its coming future as the viewership for the league is only on the rise.

base for these teams make it almost like a rival match. This series has also seen some spectacular catches. A catch by AB De Villiers which later came to be known as the Superman catch caught everyone off guard. Alzarri Joseph holds the highest record for 6 wickets and 12 runs in 3.4 overs.

There is an endless list of moments that is still unbelievably enthralling.

INDIAN EMOTION

By B Shashank

IPL has had a colossal impact on the Indian society both culturally as well as economically. In an article by P Nayar, he described IPL as a 'new cosmopolitan idiom of sports' and rightly so as because of its initiation, the post-westernized world of Cricket saw a fusion with entertainment and pop-culture giving rise to new trends such as 'Sport-ainment'. IPL managed to capitalize on the fact that India has had a history of emotional attachment with Cricket as a sport. The IPL-season is treated as a festival that can be enjoyed by people of all genders (despite the popular belief of cricket being associated with boys) and age groups whether the youth or working adults who like to discuss and analyse the sport intently.

Its massive reach can also be credited to their constant tech-advancement and marketing strategies attracting investors, stakeholders and viewers from around the world. It has not only played a huge role

in the nation's GDP increment and industries like tourism, management, hospitality, media and even small-scale businesses and local vendors have benefitted from it.

However, government subsidizing taxes for IPL and resulting disproportionate status-quo is one of its negative impacts along with unlawful activities like money laundering and gambling that allegedly takes place under its shadow and needs to be kept in check.

WHAT'S NEXT FOR MARKETERS?

By Nikhita Awal

Despite the IPL fever being stronger than before, the pandemic has brought around some major changes in its advertising and sponsoring. An overall drop off of 10% to 20% in advertising has been estimated compared to the previous years. Sizable brand categories such as automobiles, apparels, banking and food and beverage companies are reluctant to spend large money during the prevailing circumstances. At the same time there is a chance to witness the growth of online forms across categories such as e-commerce, Ed tech, video on demand streaming services and online gaming to drive the IPL advertisement. The dip in advertising areas won't be a concern, but the main challenge would be to get around 30 to 59 advertisers on board. Let's hope that all the things do go well and the Indian festive season of IPL keeps thriving despite such obstacles.

MOMENTS WE WILL NEVER FORGET

By Mahi Raja

What makes IPL the most awaited event in India, is its nail-biting matches and mind-blowing performances by the players. Like every event that happens, IPL too has their own set of iconic moments that has been ingrained in the minds of all cricket lovers.

When we talk about that one player who is known for his high strike rate and whose name always gives a thrill to the viewers, is Chris Gayle. He is still known to be the highest individual scorer of IPL with 175 not out in 66 balls in the year 2013, against the team Pune Warriors. Along with Gayle, Dwayne Bravo is another figure known for their dance moves and on ground entertainment.

'CSK vs MI', a match that would always excite the channel broadcasters due to its viewership. The immense fan



IPL: THE SUPER BOWL OF INDIA

SABKI JEET PAKKI: IPL AD CAMPAIGN 2009

By Sayanta Sengupta

Over the course of time, cricket has evolved tremendously and has proven to be more than just a mere sport. It is an emotion which has got the power to unite people from all backgrounds.

Pulsating cricket action have kept the fans at the edge of their seats at all times and the cricketers have a legion of impassioned followers behind them at possibly all times. In addition to the loyal fans, there are several brands and companies who bleed blue and develop ads which bank on the immense popularity of this sport.

The Indian Premier League (IPL), India's carnival T20 festival is arguably the biggest mood lifter and biggest cricketing event of India. The IPL invokes amongst

us, a plethora of emotions and fans stay glued to the television or swarm to the stadiums in large numbers and support their favourite franchises.

There are certain ads during the IPL which leave an indelible or long-lasting impression on the minds of viewers. They make us swoon over the beauty of this lovely contest and makes us fall in love with this sport, once again. One such ad was a meticulously planned ad campaign by telecom giants, Nokia, called Sabki Jeet Pakki. Nokia, which was the principal sponsor of Kolkata Knight Riders (KKR) during 2009, devised this ad which primarily focussed on giveaways to customers to make it two-ended. The basic aim of this ad was to distribute ex-

citing prizes to not only KKR fans, but the entire fan fraternity of the IPL and all other teams. Featuring KKR principal owner and Bollywood megastar ShahRukh Khan and captain of KKR during 2008-2010 and former Indian team captain Sourav Ganguly, the ad also attracted audiences and this also helped KKR gain a lot of popularity.

The whole idea of this unique and iconic ad garnered a huge and humongous response and people fell in love with this super-ad which featured some of their favourite icons.

Nokia gained immense popularity and their sales surged up to great heights, because of this innovative ad campaign.

THE EMERGENCE OF FANTASY SPORTS BRANDS IN 2020

By Ahan Sen

“Who or what is a Dream11?”

- Middle aged people across India, probably.

I'm sure everyone would have noticed that India's premier cricket event, the IPL, has a new title sponsor this year-Dream11. Dream11 is just one of several fantasy sports apps that have been emerging, or rather, exploding in India over the past year. It is not just Dream11, but also its competitors such as my11circle.com, endorsed by Sourav Ganguly, the

current BCCI President who have ensured that their names stick in your head through a series of aggressive marketing campaigns.

Even though cricket is the primary sport in question, football, volleyball, hockey, and baseball are also fast capturing the imagination of New India.

It might surprise you to know that the Indian fantasy sports market is already a major player, showing staggering growths. The gross revenues of online fantasy

sports operators were Rs 2400 crore in Financial Year (FY)20, compared to Rs 920 crore in FY19. That's a rise of almost three times in a year! This even has a lucrative windfall for the government, as industry estimates indicate that online fantasy sports operators cumulatively paid Rs 445 crores in goods and services tax (GST) in FY20.

Mobile Premier League (MPL), one such fantasy sports app sponsors two major IPL teams, Royal

Challengers Bangalore and Kolkata Knight Riders. MPL vice-president Abhishek Madhavan says “We expect to see 100% growth



in the fantasy industry over the next two years, with the market consolidating under the top two-three players.”

As with any booming new industry, there will be some apprehension, but in the case of fantasy sports, it might be justified. On

the face of it, fantasy sports are not like any other form of online gaming as it is dependent on real life events, actualities, and the like. This separates fantasy sports from other games that might be considered to be in the realm of betting or gambling. However, the reality is not so black-and-white.

The Federation of Indian Fantasy Sports (FIFS), a self-regulatory body formed in 2017 seeks to ensure that the fine line between fantasy sports being a “game of skill” and being a “game of chance” is treaded carefully. FIFS admits, however, that some of

its members may ‘unknowingly’ cross over into illegal territory.

Even in the Indian Judicial System, there seems to be no consensus over the actual nature of fantasy sports. The Punjab and Haryana High Courts have called them games of skill, while, in January 2020, the Kerala High Court ruled that ‘games of skills played for stakes amounts of offence of gambling’. With the incredible growth potential of the online gaming industry, it looks like fantasy sports in India are here to stay, whether you like it or not, and it will be up to bodies like FIFS to ensure that there is no “funny business”, so to speak.

HOW IPL'S SPONSORSHIP HAS HELPED DREAM11

By Atharva Agashe

IPL is considered as the best T20 League in the world and anybody would hardly counter this statement. IPL is watched all over the world and every cricketer dreams to play in this league.

After DLF, Pepsi, Vivo, Dream11 got the honour of being listed as the title sponsor of the Indian Premier League. The sponsorship deal for IPL 2020 was signed for Rs 222 crores. Dream11 signed MS Dhoni as its brand ambassador in 2018. The campaign *Dimaag Se Dhoni* was launched during the 2018 IPL Season.

Before signing the contract of the title sponsor of IPL, Dream11 was just another fantasy game where people who love predicting the performance would choose their players, invest some money and win some amount if they win the contest. Now the equations have changed as the reputation and the reach of Dream11 have gone up. Being the official sponsor, people started trusting Dream11 more and the number of active users also rose. Along with

Cricket, a user can create his/her fantasy teams in sports like Football, NFL, Basketball as well as Handball.

The profit in terms of monetary gains will be declared by the Dream11 Company after their financial results, but in terms of popularity, Dream11 has reached heights. From tea stalls to crowded grounds of the city, one can hear the discussion of the captain chosen and the number of points a particular player in the team gave to the user.

Dream11 had a major impact through its advertising and branding. Stars like Rohit Sharma, Rishabh Pant, Hardik Pandya, Jasprit Bumrah, Mahendra Singh Dhoni, Shikhar Dhawan and Ravindra Jadeja featured in their advertisements.

Yaha sab same hai, ha ye apna

Game hai!

Ye mai kar leta hu, aap Dream11 pe team banao!

These are the two lines which are ruling the internet. There are various memes, jokes and photos which have these taglines. The advertisements were successful because they targeted the rules of gully cricket in India. Even the current best bowler of the world was denied to bowl because he bowled fast. One of the best captains in the world was given out because he hit the ball to the *kha-doo's* uncle's scooter. India's opener couldn't open the innings because the

rule is *Jiski bat, uski batting!*

Despite not mentioning the names, many of the readers immediately

recollected the advertisement in their mind and this is exactly the success of Dream11!



SATRANG: CREATING A STIR ON SOCIAL

By Mahi Raja, Nikhita Awal, Shreya Pradeep & Somalika Chhabra

Satrang was a dream that was seen by the batch of 2019, worked tediously on by the Batch of 2020 and finally, with the undying support of the senior batches, executed by the Batch of 2021.

Being SCMC's first ever virtual fest that had events across performing arts and all the four specializations, including the much celebrated Treasure Hunt and Satrang Big Brain Quiz, creating the hype for it was imperative.

But the virtual nature of it was something that the Cultural Coordinators and the Events Team couldn't do much about; which is where the Social Media Team came to their rescue.

The "Marketing" as we'd like to put it, for this one of a kind dream fest of ours, was done entirely through Social Media Platforms using SCMC Pune's official Instagram Page, their Official Twitter Page and their Official Youtube Channel.

"We didn't really have much of a plan to begin with, we would just be told what message needs to be communicated, that is the events, the rules, and the judges and we would get started working on the creatives with our amazing design team alongside" says Urvi Shetye, member of the Satrang Social Media Team.

They put up stories through Instagram everyday to hype up the events and even to announce the finalists for the prelims round of the events. There was a great deal of audience engagement using Polls, stickers, questions, memes and much more!

"What I liked best was that we were following a theme but not really an aesthetic which helped us

connect with the students, focus more on them having fun with the page rather than restricting ourselves to maintaining an aesthetic" Urvi adds.

While making a microsite is often a preferred path for College Fests to follow, ours was different because we caught the attention of our batchmates at the place they give it out the most- Instagram and Twitter. This way, they didn't need to go elsewhere to check or update themselves and had everything at one place.

Not just Instagram Posts and IGTV videos, the Dance Club, Music Club, and the Poetry Club decided not to let our limitations overpower our live open mic sessions, and took to Instagram Live to conduct the Poetry and Music Open Mic that saw a phenomenal response from the audience and participants alike, while the Dance Club had their improv dance round on the Live that sent heads swaying and feet tapping across screens. "For a moment, we forgot we were not actually in the Amphitheatre!" says Music Open Mic Host and Club Head, Nikhita Awal.

While Satrang was taking over Instagram, the #Satrang2020 had around a 1000 mentions on Twitter taking the hype to our students' real time tweeting about every event.

When the time came for the rather emotional journey of spending a week with our screens witnessing outstanding talent, the Satrang Closing Ceremony turned into a bittersweet goodbye, and watching the augmented tour of the college was a fulfilling end to a beautiful ride that was Satrang 2020.



THE BUILDING WE LONGED FOR

By Anantjeet Singh Dutt

Ever since we began online classes, the pressure has been on, but something had been missing. You truly never value things you have till you lose them, and losing our ability to hang out on our campus was taking a massive toll on us.

While the Satrang preparations were going on, Trisha from batch 22 sent Kunal Gandhi, the culture coordinator, a post about how 800 students built their college on Minecraft. He shared this Avinav Ghosh, our in-house music producer who jokingly asked Kunal "What if we built our campus?". Next thing you know, there is a message on our group chat "Anyone who knows Minecraft PM"; that's when it all started.

I was added to a group called "Minecraft" and told "Guys, we are making our building in Minecraft" and our secret project began. The initial plan was to build the SCMC building, from outside, and maybe a few classrooms since there were only 6-7 of us and a month's time to finish this. Turns out 6-7 students were enough because not only did we create our building, (which is architecturally complex), but also the whole Old Viman Nagar Campus!

How did we achieve this? The SYs and FYs added mods to the server we were working on to make the process faster (Specifically, World Edit). Here's something crazier; the project had 2 TYs, 2 SYs and 2 FY spending their sleepless nights working on the build. That's right, Yashaswi Bundela, a FY, who has never seen the campus, did heavy lifting on this build by using the small gallery of photos we had and pure imagination! Then there is Kabir, the second FY who helped us and kept the server running on his computer 24/7 so that we could work on it anytime.

This build also needed creativity and special reasoning skills. Avinav laid the foundation and base schematics for the build including material, colour, scale, etc. Akshat Bhatnagar, built a lot of the complex internal structures and did a lot of world editing for us to cover up our mistakes, and lastly, I did nothing but devise plans to prank Kunal whenever he came to visit, which were squashed by the SYs and FYs every single time.

One of the most integral workers who probably worked harder than most, was Vibhav Saraf of

SY. He came up with a functional elevator system using red stone and command blocks, things I didn't even know existed in the game till he introduced them to me. He was also up almost every night working. No matter when I log in, Vibhav was somehow always there.

Finally, with the help of Kunal, who pulled in a lot of resources for us and made this build possible, came on to the server one day, thinking "abh tak toh SCMC ban gaya hoga", and found the entire campus and football ground completed. The entire build took just shy of a month and the video took 3 days, but with the help of Harshwardan Sisodia's beast of a PC, we were able to get a smooth recording in time and gave our college the surprise we had planned.

It was truly a beautiful project that took the batch by surprise and we were overjoyed to see people getting emotional about it while Kunal gave them a virtual tour. It was the perfect end to Satrang. It built new friendships across the three batches and we had a blast fun extending the build well beyond what Kunal wanted. It is safe to say, Mission Accomplished!

THE VIGYAP LEAGUE

VIGYAP ROUND 1 IN A NUTSHELL

By Priyal Jain

“Tum daudna chahte ho, udna chahte ho, girna bhi chahte ho ... bas rukna nhi chahte.”

This was the spirit with which Mallika Mansuri and B. Shashank, AD Club Heads 2021, inaugurated the first round of the Vigyap League. With the launch of Vigyap E-Magazine, the team already had their hands full but the AD Club and its heads are known for living outside the box.

The 5-rounds long League is an innovative and interactive way to keep the students engaged in the process of studying, making and enjoying the art of advertisements. “To me, Vigyap is an excuse. It’s the best excuse I’ve gotten in a long time, to work, to create content, and to start filling up my portfolio.” Shashank a purveyor of quality content in SCMC underlines the value of making the best of the lockdown blues. Along with validating comments and likes on Instagram, Vigyap opened content creation to be certifiable by the college and attain a place as important as academic record.

SCMC Vigyap - The League, saw as dramatic a start as the name. With a launch campaign that did not sit well with the audience, to genuine apologies and then a should-be-taught-as-a-case-study kind PR action charted the course of Vigyap.

After dedicated deliberations and discussions, the brief was presented to the participants. *Bahut simple*, in fact, *sirf ek shabd* - Filmatisements! The mails were sent out, examples prepared and “help” uploaded on the drive, it was time to get the show on the road.

Exciting, quirky, and challenging, the theme for the first round sparked creativity amongst the par-

ticipants as they sifted through their favorite movies for that one scene; the scene that would perfectly marry a product to create effective advertisements. So now just like that Rohit from *Koi Mil Gaya* is selling contact lenses and Joker is selling burgers. With an overwhelming participation of around 80 students, Round 1 was filled with unique and unexpected ideas.

To maintain the transparency in scoring, the club heads decided to have industry experts judge the event. Ms. Snehal Galande, the Head of Department, Advertising in SCMC brought her expertise to assess the submissions. Along with her, Mr. Shreevar Chhotaria, a celebrated alum and currently a Content and Communication executive at SOCIAL was called upon to judge the filmatisements.

Copy, Connect and Crazy pop culture scenes were the special ingredients that the participants were marked on along with their presentation. After reviewing all the submissions, the judges decided the three winners of the 1st Round of the Vigyap League.

Bavana Gone of Batch 2021, shouldered the weight of creating a distinctive Filmatisation; one can seldom go wrong with Bahubali and some protein powder. The results brought A

Good Newwz for Apekshith Ganesh of Batch 2023 who stood second and finally Sai Haraesh Bharadwaj Kallakuru had his way as he came third in the competition.

Vigyap will continue to bring with it a semester worth of fun with more rounds and simulating briefs. *Picture abhi baaki hai mere dost!*

SCMC VIGYAP

- SCENE

- BRAND

- COPY /TAGLINE

FILM-ATISEMENT EXAMPLE



ROUND 2: THE IPL NOSTALGIA

By Mallika Mansuri

The Indian Premier League, that began in 2008 as a domestic league seeing players from across International Cricket compete against one another being in teams representing Indian states, today has become the most exciting event in Indian Television and Sport history to look forward to.

Ever since it began, the IPL has been associated with countless memories for a child growing up in any part of the country, ranging from the tantrum that we threw to the thrill of walking in the noisy stadium for a live match, to the catchy and unmissable IPL campaign songs (Dil Jumping Japang Jumpak being my most memorable one), to holding your science textbook in one hand and asking your mom to stand in that very position because the last time that she stood there, Dhoni hit a six, and set hearts racing.

Playing on this nostalgia, we decided that for the second round for the Vigyap League, we should

ride the topical wave and that brought us to the Idea of incorporating Paper Boat making a campaign for the IPL.

The participants were given a brief, and asked to make a pitch deck with their ideas under the campaign banner Paper Boat x IPL.

Through this round, we want to accustom the participants into creating pitch decks and strategizing for a campaign and to help them get their hands on the kind of assignments that they will be required to do when applying for internships in reputed advertising and digital marketing agencies. We received a phenomenal reaction on the announcement of this round because of the timing of it matching with the Indian Premier League and the campaign being high on relatability and nostalgia.

After having received some creatively enriching entries for this round, the participant with the highest score from both the judges was Samiksha from Batch 2023, who made an amazing con-

nection between “Dream 11”, the concept of wishes coming true at 11:11, and the recollection of the dreams of every 11 year old wearing the national jersey. The judges found it refreshing and out of the box, so to say.

Winning the second position, Bavana Gone from Batch 2021, presented a twitter campaign to relive your best IPL memories; while the third position awardees, The “Rule of Thirds” team from Batch 2022, including Siddhi Satpathy, Trisha Welde and Hannah Sarasu John, outdid themselves by adding a twitter campaign, a microsite league related to packaging, and an Ad Film series, with a generous sprinkling of puns and paper boat values.

All in all, the pitch decks we received were not only beyond our expectations but also very professional in terms of the kind of execution, and we hope all the participants had as much fun making them, as we did, while reading them.



**Tap to visit the
Vigyap website!**

**Write to us at
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