



Brand Nivrithi (A race for your creativity in brand)



02-07-2021

2.00 Pm onwards

Rules:

- The participants have to choose an existing brand design/logo of their choice.
- Re-brand / Re-design the logo and present it to judges.
- Convince judges about the need for change.
- No of participants 2 to 3 in a team.
- Time limit 2 - 4 minutes.
- Minimum five to six slides only in PPT



[Click to Register](#)



Judges Decision will be final.



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Student Coordinators:

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REPORT ON PRO TSAHAN EVENT – BRAND NIVRITHI

Date: 2nd JULY 2021

Mode and Link: Cisco WebEx – <https://meet87.webex.com/meet/pr1420742296>

Conducted by: Department of Management

Attended by: BBA, BCOM, BCA (15participants)

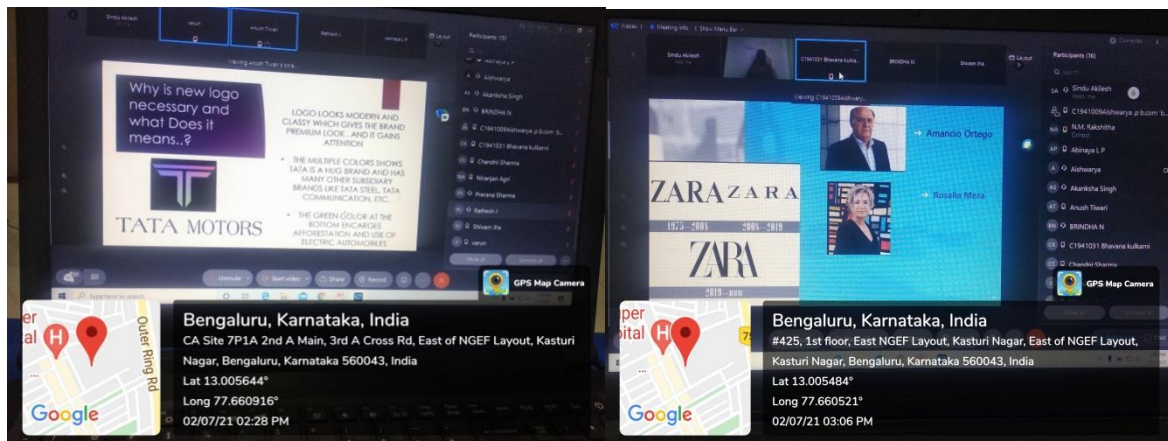
Time: 2.00 pm onwards

OBJECTIVE: Brand Nivrithi gives you an opportunity to learn from scratch on how to build a brand and finally convincing others.

A competition where participants have to initiate a Brand! Participants will be required to produce a branding plan and submit it through e-mail. It is imperative for the teams to rebrand the current brand in the subsequent rounds. Contestants were required to explain the strategies with a presentation. A very sparkling participation was seen by the students for the event Brand Nivrithi, wherein the participant's creativity and innovation used was amazing.

Highlights of the session

The students were able to create a brand from the scratch and strategies to enter the market, create a transition from product/service to a known Brand. In the subsequent rounds, the teams have to re-brand an existing brand & give the presentation explaining detailed strategies & plans which witnessed a lot of enthusiasm.

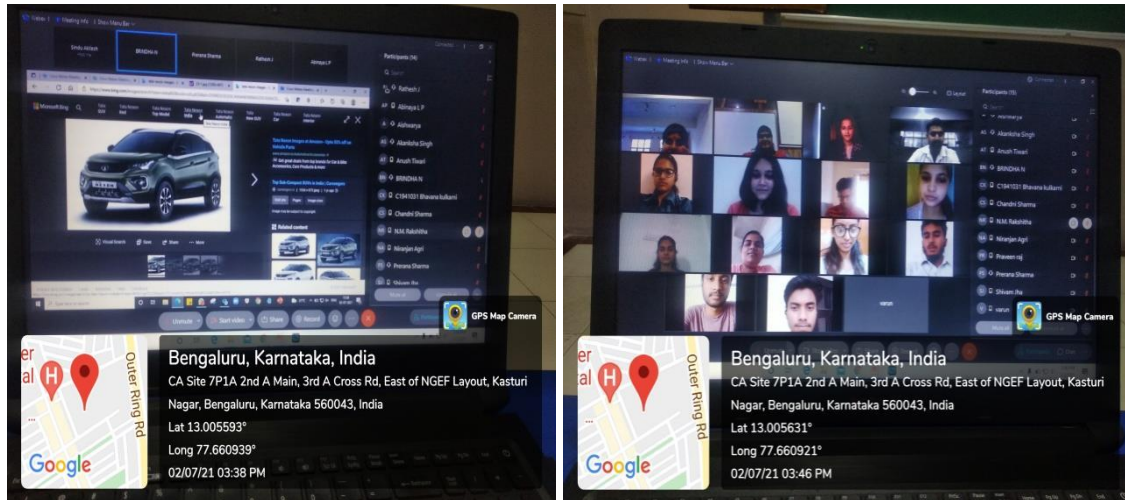


STUDENTS REDESIGNED PRODUCTS OF TATA AND ZARA

Points Discussed

The judges highlighted the following points:

The power of a Brand is humongous and it takes a lot to turn a product into a Brand. The students were given insights into the knowledge about trademarks in branding. The products get convinced by the consumers by first image how and how it can be done was explained with an example of Tata's Product.



JUDGES ANSWERING THE QUERIES POSED BY PARTICIPANTS

The session witnessed enthusiastic participation from students. Numerous queries were raised and clarified.

Conclusion:

The challenge for the students is to design a **marketing strategy** that will successfully create a new image of the existing brand in the minds of the customers while also keeping the brand's old image alive. If it's a brand manager students dreamt about then brand Nivrithi will make them reach there.

COORDINATOR

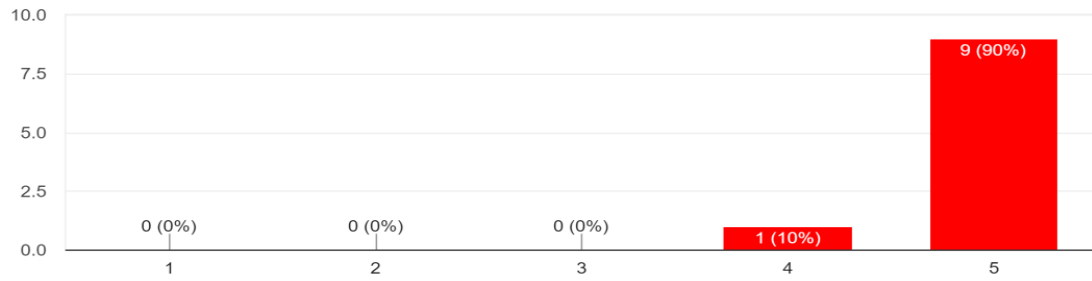
PRINCIPAL

DIRECTOR

FEEDBACK WITH GRAPH

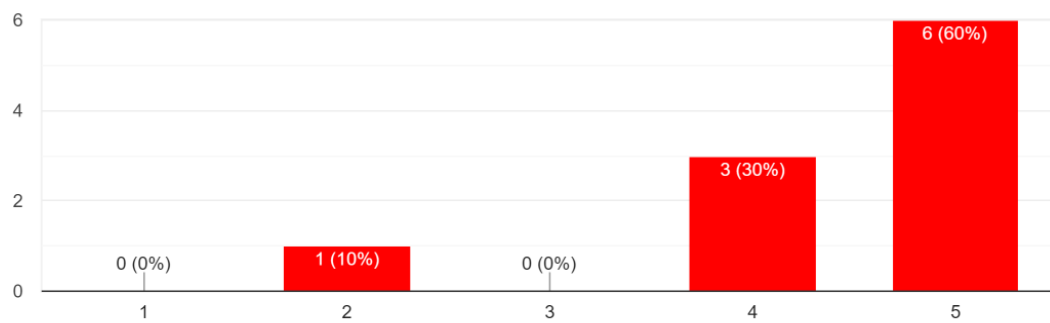
1. The event was well organized and executed

10 responses



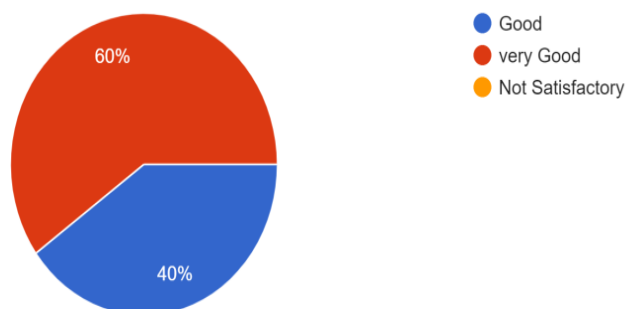
2. The event was completed within the time

10 responses



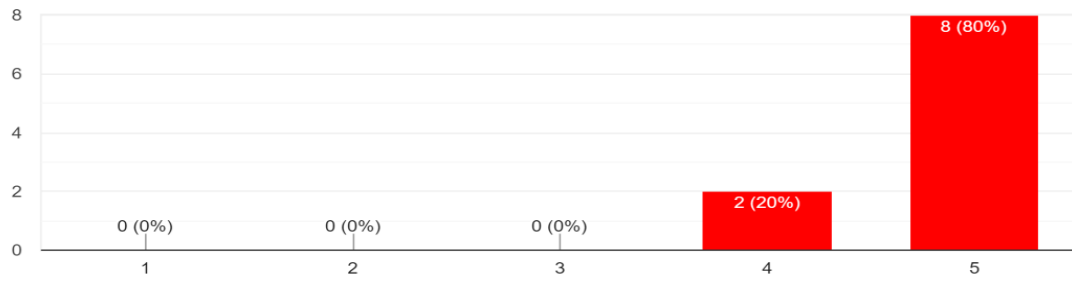
3. How did you feel about Rebranding and Redesigning?

10 responses



4.The event conducted was useful to enhance our communication and presentation skills.

10 responses



5.I am looking forward for more such events in the future.

10 responses

