

An invitation to
Youth (age 16 - 24 yrs) Centric Brands
to create buzz, gain insights & reinforce brand positioning
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2nd National
Inter College (Professional & General) + Sr. School (Plus 2)
syndicated PowerPoint Presentation Contest

20.07.2008



The contest objective

- For participating Colleges (Professional & General) + Sr. Schools (Classes 11 & 12) & their students:
 - To judge the most IT savvy college & school with the best *creativity*.
 - To improve & judge the *communication* powers of youths.
 - To improve & judge the *comprehension* powers of youths.
 - To test the *cognition* powers of today's youths.
- For participating brands:
 - To reinforce their respective positioning stances.
 - To create a "Happening Brand" aura in the minds of the target audience.
 - To research on miscellaneous insights on completion of the contest.
 - To treat the participation as a "Corporate Social Responsibility" in improving and evaluating an youths powers of *Creativity, Comprehension, Communication, Cognition*.



Why target youths?

- A third of India's population is between the age of 15 and 24.
- The organised market (across categories) for 15 - 24 is estimated in excess of Rs.35,000 crores.
- Checking into this youth market means entry into a high-growth area for you.
- This age group has tremendous judgemental power, spare money for themselves and capabilities to mould the brand selection process for themselves and of their parents and elders, across product categories.
- They are far more aware about USP's of brands than their elders.
- They have far better brand recall capabilities.
- Important household spending decisions are being taken after taking youngsters into confidence.
- Colleges and Senior Schools happen to be the best venue to address multiple numbers of YOUTH at a single venue.
- Carrying out a promo at Colleges and Senior Schools has the holistic stamp of approval from all.



Whose idea?

- Deep Banerjee (Consultant – Marketing Support Services)
- Details about Deep Banerjee can be viewed at :
www.marketingpundit.com.
- You can also E-Mail me at : deep@marketingpundit.com
- You can speak to me by calling : **98301 53536**
- I am physically available at :
66K Suren Sarkar Road, Beliaghata, Kolkata – 700010.
- **“IT KRIYA Version 2.0”**, the only one of its kind “2nd Inter College (Professional & General) + Sr. School (Plus 2 Level) syndicated PowerPoint Presentation Contest is being launched in mid/ end July 2008
- The intention is to execute the **syndicated promotion activity every year supported by multiple number of absolutely non-competing brands/ companies.**
- Incidentally, **POWERPLAY** the 6th Intra & Inter School PowerPoint Presentation Contest is being implemented simultaneously. It targets students from Class 4 – 9.



Participating No. of Institutions & Students

- A minimum of **35 – 40 reputed Professional and General stream Colleges** and **Senior Schools** are expected to participate.
- **Approx 1200 students (Age: 15 – 24 yrs)** are expected to directly participate in the contest
- The tentative list of participating institutions can soon be viewed at www.marketingpundit.com.
- The **exact list of participating institutions** & the **contest schedules/ calendar** of **IT Kriya Version 2.0** will be provided to you in neatly laid out MS Excel charts through E-Mail at frequent intervals and also as & when they are available/ amended.



Pre-requisite for Participating Institutions

- **Consent:** Participating institutions will have to give me an 'intention of participation' in writing on the institution letterhead confirming the date & time ideally suitable for holding the contest in one's own institution as the venue.
- **Contact persons:** Institutions are required to depute 3 individuals (including 2 Student Representatives and 1 Faculty Member) with whom I can co-ordinate matters related to the contest.
- **Brand Display:** Posters and Computer Wallpapers of supporting companies announcing the contest will be put up at strategic locations in participating institutions.
- **Venue:** The championship will be held at the respective college/ school premises.
- **Computer infrastructure** of the institutions will be utilized for the intra round of the contest.



Contest Dates at Institutions

- The dates for the Intra round of **“IT KRIYA Version 2.0”** will be decided by the institution authorities.
- Institutions are at liberty to carry out the Intra round of the contest spread over one or more days. However, the dates must be communicated to us in advance.



Eligibility for Team Participation

- The contest will be open to students/ youths in 2 groups, viz. **Classes 11 – 12 (ISC and CBSE) & Classes 1st – 3rd/ 4th years in Professional/ General Stream Colleges (as on August 2008).**
- Each presentation will be conceptualized and **made at college/ school** by a **2 member 'team'** within a maximum time frame of **2 hours**.
- Every participating institution will have to nominate a **minimum of 15 teams (of two students each)**.
- A department of an institute (viz. Marketing department or Mechanical Engg department or Physics Honours department, etc) can participate as an independent entity.
- There's no limit to the maximum number of teams that can participate from each institutions.
- There will be no participation fees involved for the students/ schools/ colleges. No proof of purchase of any product is required.



Topic for PPT Presentation

- A choice of PowerPoint presentation topics for the “**IT KRIYA Version 2.0**” contest will be provided by the various brands for greater objectivity.
- Participating teams will have the liberty to choose and make a presentation on any one of the allotted topics.
- For participating *Brands willing to target Youths*, a topic will be suggested to reinforce positioning of the brand.



Topics (earlier editions) for “IT Kriya” and “Powerplay”

“IT Kriya Ver1.0” topics were:

- “Pink Se Panga Nahi Lene Ka”, “It’s Now or Never”, “What’s on my lap is what’s on my mind”

Some of the “Powerplay” Inter-School topics in earlier years were:

- “I” – inspired by “I” Biscuits from ITC Ltd, “Shake Up”, “I am a Scholar....a Pundit with a difference”, “Give Me Red”, “Dream Cream ka Duniya”, “Spread a Smile”, “Dreams”, “We are Naughty, too”, “If school was a multiplex”, “Electricity Bill on a Diet”, “Strong Bones = Zabardast Cricket”, etc.

Some of the “Powerplay” Intra-School topics in earlier years were:

- “My teeth strongest”, “Flash...Say Chese...Dazzle”, “Kuch bhi karega for Candyman”, “Classmate – My best buddy”, “Always a shade Better & Smarter”, “Shake Up with a Funny Tale”, “A political satire”, “Superman or Shaktiman”, “Threatened Planet – A Satire”, “My PC Life Ka Naksha Badal De”, “Disney & You – A Cute Story”, etc, etc.



The 1st slide of the PPT Presentation

- The 1st slide (which is the identification slide) **must be** in black & white with no clip arts and word arts.
- The entire slide should be typed in **Arial** font in size **18**.
- The slide layout should have a horizontal bar on top and two vertical bars below.
- The horizontal bar will contain the Topic, Group name, Date of Contest, Name and Address of Institution.
- Each of the vertical bars will contain the Name, Date of Birth, Sex, Residential Address, Phone num, Contact Mobile num, Father's 1st name & profession, Mother's 1st name & profession, Class & Section, Whether there's a Computer at home or not for each of the two team members.
- A separate form containing the same details will also have to be filled up (on paper) by each of the participating teams.



Pre – contest Preparation + Size, Look, Feel of Actual PPT Presentation

- Approx 5 – 6 days time will be given to participants to prepare for the Contest.
- Students can bring hard copies of the contents and soft copies of pictures, animations from elsewhere.
- The actual presentation will have to be made at the contest venue (i.e. at one's own College or School).
- Each team has to make a **1 + 8 slides (no more and no less)** PowerPoint Presentation on the selected/ allotted topic in a **maximum of 2 hours** time. The first slide (termed as the identification slide) must contain the personal details of both the team members.
- Institutions are at liberty to carry out the intra rounds of the contest at their premises spread over one or more days. However, the dates must be communicated to us in advance.
- Presentations exceeding **750 kb** may be disqualified.
- Participants should strive to express their ideas **creatively** with a **liberal dose of humour** in minimum number of words..
- Sound effect should **not** be used.



The Judging Criterion

- The *look, feel, off-beat content, creativity, extent of humour, adherence to laid down instructions* will be the most important judging criterion.



The Judging Process

- The first 4 teams from each participating institution will be ranked by the college/ school authorities to judge the **intra-round winners** from each of the participating colleges and schools.
- Only the presentations of the first 4 teams (**intra-round winners**) selected/ ranked by the institution authorities will be put to common evaluation for judging the **overall-contest winners**.
- The overall winners will be judged by representatives of the supporting brands and industry experts to be nominated by me. The decision of the judges will be final and binding.
- The participating institutions will have to make arrangements to provide me with ALL their presentations in a CD (free of any computer virus). All such presentations will eventually be owned by me.



Results

- Final results of “**IT KRIYA Version 2.0**” will be announced in April 2009.
- It will be available for viewing in www.marketingpundit.com.
- Gifts, trophies, certificates will be awarded to a large number of participants.
- These will be handed over at the respective institutions in May - June 2009.



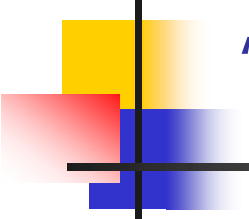
Supporting brands in earlier editions

Supporting brands in IT KRIYA Ver1.0

- LG Electronics India Ltd (IT Divn.) (LG X-Note Notebooks); TVS Apache Motorcycles; TVS Scooty Pep+.

Supporting brands in POWERPLAY Srs 1 – 5 (a similar activity for School children)

- Goodlass Nerolac Paints Ltd; Colgate Palmolive India Ltd; ITC Ltd (Foods Division); LG Electronics India Ltd (IT Divn.); Osram India Pvt Ltd; Novartis India Ltd (OTC); General Mills India Ltd; Titan Industries Ltd; Rasna Private Ltd; Eveready Industries Ltd; Heinz India Pvt Ltd; Scholar Publishing House Pvt Ltd; Encyclopaedia Britannica (India) Pvt Ltd; Lenovo India Ltd; Pioneer Paper Company; Needs NGO; Power FM (107.8); Radio FM (93.5); 89 Cinemas; Needs NGO; Supertron Electronics Ltd (Supercomp Computers) in association with Intel; Clown Town (Monte Carlo Racing Circuit); Fantasy Furnishings; IT Kids; Blossoms Retail; Poligon Initiative; Marketingpundit.com.



Participating company/ brand's status in the "IT KRIYA Version 2.0" contest

- The contest with extremely difficult logistics, conceptualized and implemented by me, will run as a **syndicated promotion activity supported by multiple number of absolutely *non-competing* brands/ companies.**
- Details of participating companies/ brands and their respective POP designs can be viewed at marketingpundit.com after the contest starts.



A niche concept with a critical mass appeal & participation

- You have the opportunity to participate in an unique long drawn out contest which is a first of its kind in the country.
- This is not another day long or week long run-of-the-mill sit & draw or quiz or dance & musical or product sampling programme.
- The nature of the contest itself draws a lot of '**top of the mind**' recall. *The contest by itself does not have any competition remotely close to it.*
- In spite of the difficult logistics & the duration involved, the number of participants and the associated eyeballs could exceed any of the typical youth centric contests.



Attractiveness of "IT KRIYA Version 1.0" vis-à-vis print media options

- The overall cost of the promo for you would be less than what you would spend for a single 50 column cm advertisement insertion in any English daily in Kolkata.
- The life of an advertisement in an English daily is a maximum of 12 hours.
- The final activity of "**IT KRIYA Version 2.0**" (which involves handing over gifts and certificates to individual institutes) will continue upto May - June 2009.
- You get mileage for atleast 6 - 8 months. This does not take into account the "Feel Good" factor which lingers beyond that period.



Attractiveness of “IT KRIYA Version 1.0” vis-à-vis TV/ Outdoor media options

- What you spend for this promo will be lesser than production and sponsorship costs for 3 advertisement telecasts in television media.
- The maximum duration of viewership for 3 telecasts will rarely exceed 60 seconds !!
- Your overall cost for this promo is again far lesser than the cost of printing & displaying your message in one 40' x 20' outdoor hoarding/ billboard for one month in one reasonably prominent location in Kolkata.
- In spite of the difficult logistics but attractive and unique nature of “**IT KRIYA Version 2.0**”, you will still reach out to over 1,000 direct participants; over 5,000 classmates of theirs in the target age group; over 4,000 adults comprising of parents, guardians, teachers and general public – multiple number of times.



What you stand to gain as a syndicated partner

- Your brand along with other participating brands get positioned as a highly involved one.
- Elaborate branding exercise in every contest related communication material, viz. Posters, Website, Certificates, Wallpaper on computers.
- The original brand positioning stance gets reinforced.
- Capture a prominent place in the mindscape of institutions & students.
- A very cost effective methodology (through the below the line route) to spread / interact with the brand name multiple number of times (spread over 30 weeks), involving over 1,000 direct participants; over 5,000 classmates of theirs in the target age group; over 4,000 adults comprising of parents, guardians, teachers and general public.



What you stand to gain as a syndicated partner (cont'd)

- High possibilities of first time interaction with potential consumers.
- With the right communication & product availability, this unique Direct Marketing exercise can yield excellent results.
- Copies of Presentations will be made available to you on a CD at no additional cost at the end of the overall contest.



Time Involved – broad layout

- The entire activity from planning to final completion should take about **30 weeks** excluding the vacations.
- Preparatory & logistic work has started w.e.f **July 2008**.
- The intra-round of the contest will start from early **July – August 2008**.
- The actual contest in institutions is expected to end in **March 2009**.
- The results will be announced in **April 2009**.
- Certificates will be handed over to respective schools in **May - June 2009**. There will be no separate prize distribution ceremony.
- Participating schools and colleges are expected to despatch ALL their presentations + the digital pictures of the contest in progress + the relevant entry forms complete in all respect + the 'letter of consent' signed by the Head of the institution or any authorised official/ faculty member, within **15 days** of completion of the contest in one's own institution.
- The exact contest schedule in individual institutions will be E-Mailed to you as attachment in .xls files as and when they are available/ amended.
- In normal circumstances at least 2 – 3 days notice will be provided to you before executing the contest in any one institution.



Justifying Time, Contest, Syndication

- Most contests in colleges and schools last for 1 day to 5 days.
- An youth learns his / her clutter of chapters on Calculus, Accountancy, Geography, Physics, Chemistry, etc, etc spread over multiple weeks/ months/ years.
- Considering the clutter of brands trying to catch his / her attention, SHe can't be expected to remember your brand (and the contest itself) by a mundane 1 – 5 days interaction.
- Methodologies of teaching and repeated brushing up of the learning methodologies spells success in education.
- Similarly, uniqueness of "**IT KRIYA Version 2.0**" spread over a few months is a sure success recipe for all the supporting brands.
- One doesn't learn History and Chemistry in a single period. Neither does he learn Physics or Geography throughout the day. Result: There's no monotony.
- Similarly, multiple brands with unique communications and exclusive posters creates an all round aura of freshness and excitement.



Reference Websites for your perusal

- www.marketingpundit.com
- www.itkriya2.webs.com



Cost Involved for You + Terms

- Please write back to me at deep@marketingpundit.com with details of your brands and contact info.
- I will revert to you with the commercial implications.