



**An invitation to**

***Children (age 9 – 15 yrs) Centric Brands***

**to create buzz, gain insights & reinforce brand positioning**

**@**



**POWERPLAY**

*Series 6.0*

**6<sup>th</sup> syndicated National Intra & Inter School  
PowerPoint Presentation Contest  
across India**



**20.07.2008**

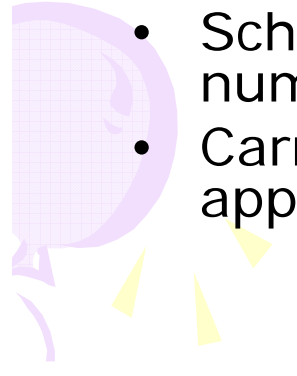


# The contest objective

- For participating schools & their students:
  - To judge the most IT savvy school with the best creativity in India.
- For participating companies/ brands:
  - To reinforce their respective “positioning stances”.
  - To “reach out” to parents (from premium households) of children from premium schools multiple number of times.
  - 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 their participation as a “Corporate Social Responsibility” in improving and evaluating a child’s powers of Creativity, Comprehension, Communication, Cognition.
  - To develop a high quality “primary database”.
  - To carry out “parallel activities” using POWERPLAY as the platform.

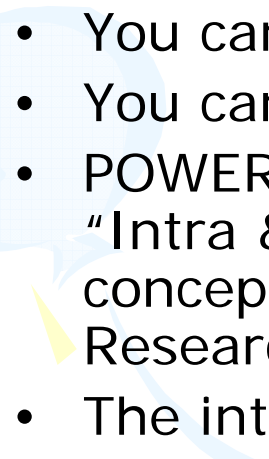



# Why target schools & children?

- A third of India's population is under the age of 15.
  - The organised market (across categories) for 0 – 15 is estimated in excess of Rs.25,000 crores.
  - Checking into this kid market means entry into a high-growth area for you.
  - This age group has tremendous pester power/ capabilities to mould the brand selection process 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.
  - Schools happen to be the best venue to address multiple numbers of them at a single venue.
  - Carrying out a promo at schools has the holistic stamp of approval from all.
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# Whose idea?

- Deep Banerjee (Consultant – Marketing Support Services)
  - Details about Deep Banerjee can be viewed at :  
[www.marketingpundit.com](http://www.marketingpundit.com) and  
[www.linkedin.com/in/deepbanerjee](http://www.linkedin.com/in/deepbanerjee).
  - You can also E-Mail me at : [deep@marketingpundit.com](mailto:deep@marketingpundit.com)
  - You can speak to me by calling : **+91 98301 53536**
  - POWERPLAY Series 1.0, the only one of its kind in India “Intra & Inter School PowerPoint Presentation Contest” concept was launched in 2002 – 2003 after a Market Research which was carried out in Kolkata.
  - The intention is to execute the **syndicated school promotion activity every year supported by multiple number of absolutely non-competing brands/ companies.**
  - The 1<sup>st</sup> – 4<sup>th</sup> Intra & Inter School PowerPoint Presentation Contest was carried out in Kolkata and suburbs. The Series 5.0 was held in premium schools across India.
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# The Number Game


## Series 6.0 vis-à-vis Series 1.0 to Series 5.0

Year	Number of schools	Number of participants
Series 6.0 (July 2008 – March 2009)	Approx 50+	Approx 4500
Series 5.0 (July 2007 - May 2008)	30 (across India)	2800 (across India)
Series 4.0 (Feb 2006-Dec 2006)	25	2900
Series 3.0 (2004-2005)	20	2300
Series 2.0 (2003-2004)	19	1200
Series 1.0 (2002-2003)	19	700

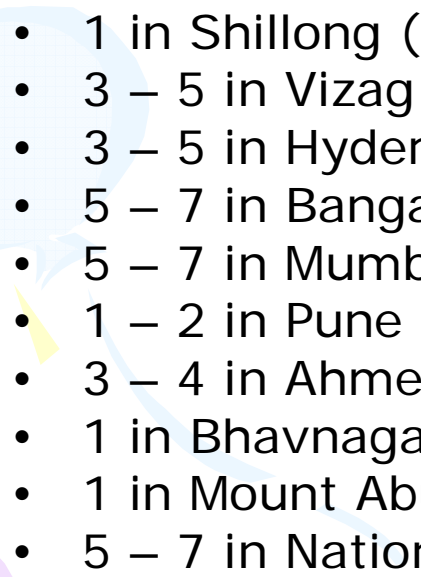
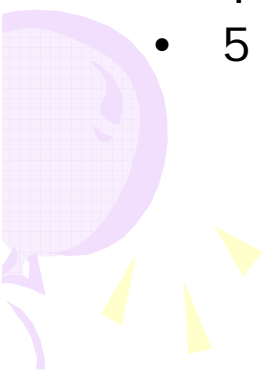


# Participating Schools

- About 50 **prominent schools across India** (mainly, ICSE and CBSE affiliated) are expected to participate in the “6<sup>th</sup> Intra & Inter School Powerpoint Presentation Contest”.
- The entire lot of **4500 odd students** are expected to hail from **SEC A or above** category households.
- The list of participating schools in earlier years can be viewed at [www.marketingpundit.com](http://www.marketingpundit.com).
- A representative sample of participating schools are: Bombay International + Apeejay Schools in Mumbai; Bishops School in Pune; Zyodus + JG Intl. Schools in Ahmedabad; Apeejay Schools + Ansals Chiranjiv Bharati Schools in NCR; Bishop Cotton + Sacred Heart + Baldwin Girls Schools in Bangalore; St.Martins + Meridian Schools in Hyderabad; MB Girls + St.Xaviers + QMS + Birla High Schools + Heritage School + DPS Schools, etc in Kolkata.
- The **exact list of participating schools** & the **contest schedules/ calendar** 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.
- The geographical spread of Powerplay Srs6 is also mentioned in the following slides.

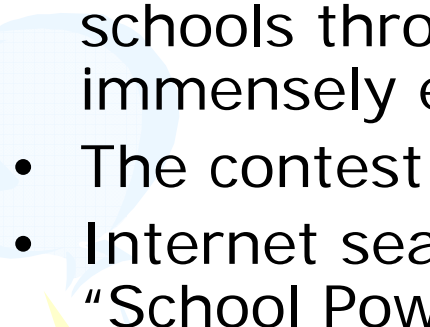
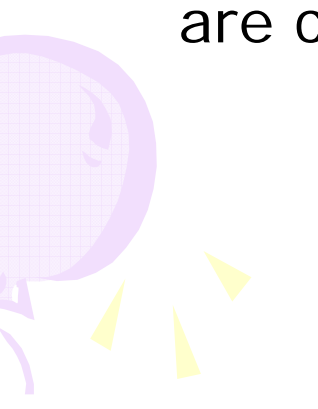


## Tentative Geographical Spread of POWERPLAY Srs6

- 25 – 30 schools in Kolkata and the surrounding districts of 24 Parganas North & South (approx. 2500 students).
  - 1 – 3 school(s) in Asansol (approx. 300 students).
  - 1 – 2 school(s) in Durgapur (approx. 50 students).
  - 1 in Guwahati (approx. 50 students).
  - 1 in Shillong (approx. 50 students).
  - 3 – 5 in Vizag (approx. 150 students).
  - 3 – 5 in Hyderabad (approx. 200 students).
  - 5 – 7 in Bangalore (approx. 250 students).
  - 5 – 7 in Mumbai/ Navi Mumbai (approx. 200 students).
  - 1 – 2 in Pune (approx. 100 students).
  - 3 – 4 in Ahmedabad (approx. 300 students).
  - 1 in Bhavnagar (approx. 100 students).
  - 1 in Mount Abu, Rajasthan (approx. 50 students).
  - 5 – 7 in National Capital Region. (approx. 250 students).
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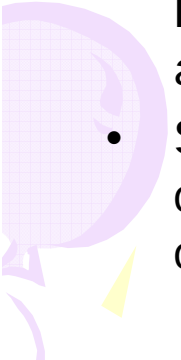


## Option of a pan India footprint

- This being the 6<sup>th</sup> year of POWERPLAY, the contest will be held nationally in about 50 schools.
  - Discussions have been initiated with Heads of reputed schools throughout India. Their responses have been immensely encouraging.
  - The contest could be flagged off from Kolkata.
  - Internet searches in Google and Yahoo with words like “School PowerPoint Presentation Contest”, etc reveals POWERPLAY as the lone/ topmost results.
  - The commercial implications for a national footprint are clearly spelt out towards the end of this proposal.
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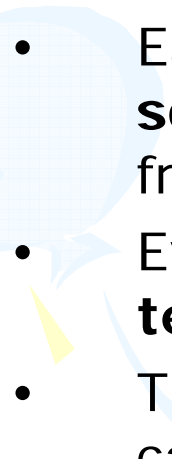
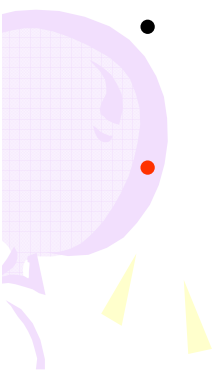


# Pre-requisite for Participating Schools

- Participating schools will have to give me an 'intention of participation' in writing on the school letterhead.
  - Schools are required to depute 1 – 3 individuals with whom I can co-ordinate matters related to the contest.
  - **Brand Display:** Posters (termed, 'clue-sheets') of supporting companies announcing the contest will be put up at strategic locations in participating schools.
  - **Venue:** The intra-school & inter-school championship will be held at the school premises.
  - **Computer Infrastructure:** The school's own computer infrastructure will be utilized for the intra & inter-school round of the contest.
  - **Dates:** Dates for the Intra-school & Inter-school finals of "Power Point Presentation Competition" will be decided by the school authorities.
  - Schools are at liberty to carry out the Intra and Inter rounds of the contest spread over one or more days. However, the dates must be communicated to us in advance.
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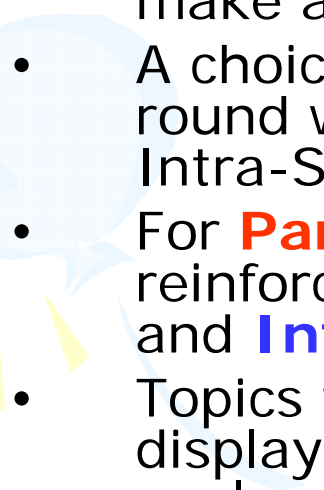
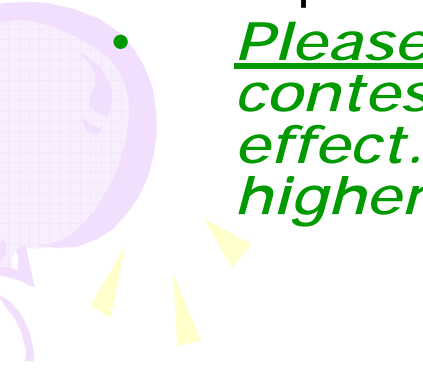


# Eligibility for Team Participation

- The contest is open to children in 2 class groups, viz. **Classes 4 – 6** & **Classes 7 – 9** (as on July 2008).
  - Classes 4 – 6 are being termed as the '**Junior Group**'.
  - Classes 7 – 9 are being termed as the '**Senior Group**'.
  - Each presentation will be conceptualized and **made at school** by a **2 member 'team'** within a maximum time frame of **2 hours**.
  - Every participating school will have a minimum of **25 teams** participating from each of the **groups**.
  - There's no limit to the maximum number of teams that can participate from each school.
  - However, there could be some schools where either of the Senior or Junior Groups don't participate at all.
  - *There will be no participation fees involved for the students/ schools. No proof of purchase of any product is required.*
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# Topic (Logistics) for PPT Presentation

- A choice of about **8 - 10** PowerPoint presentation topics for the Intra-School round 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.
  - A choice of approx. **8 - 10** topics for the Inter-School round will also be provided by us after completion of the Intra-School round of the contest in a school.
  - For **Participating Brands**, topics will be suggested to reinforce positioning of the brand during the **Intra-School** and **Inter-School** rounds.
  - Topics from **Participating Brands** will be announced / displayed in schools through exclusive, creative and self explanatory posters/ clue-sheets.
  - ***Please note that this is a syndicated activity. The contest in schools will be flagged off with immediate effect. The earlier you decide to participate, the higher the number of schools/ students you tap.***
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# Topics (Earlier Years) for PPT Presentation

- Some of the 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"**, **"A Cat has Nine Lives"**, **"Dream Cream ka Duniya"**, **"Spread a Smile"**, **"Dreams"**, **"We are Naughty, too"**, **"Electricity Bill on a Diet"**, **"The Radio-active Generation"**, **"Strong Bones = Zabardast Cricket"**, **"My PC, My Brains"**, **"Me Mickey, My Partner Donald"**, **"If School was a Multiplex"**, etc.
  - Some of the Intra-School topics in earlier years were **"My teeth strongest"**, **"Flash...Say Cheese...Dazzle"**, **"Kuch bhi karega for Candyman"**, **"Classmate – My best buddy"**, **"Always a shade Better & Smarter"**, **"Shake Up with a Funny Tale"**, **"A political satire"**, **"Yeh Bones Ka Khel Hai"**, **"Threatened Planet – A Satire"**, **"My PC Life Ka Naksha Badal De"**, **"See the world in a New Light"**, **"The World of Kids through the Eye of a Rabbit"**, **"Disney & You – A Cute Story"**, etc.
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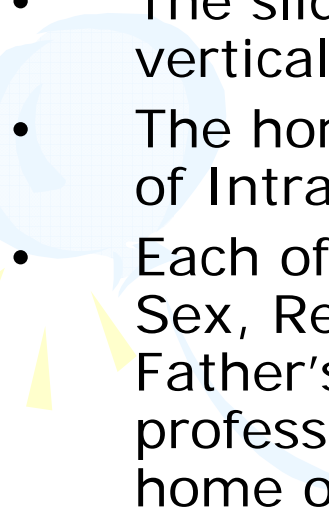

The slide features three decorative balloons on the left side. The top balloon is light green, the middle one is light blue, and the bottom one is light purple. Each balloon has a string and several small yellow triangular shapes around it, resembling rays of light or streamers. The title 'Preparation for PPT Presentation' is written in a dark teal, sans-serif font, positioned to the right of the green balloon.

## Preparation for PPT Presentation

- Students can bring hard copies of the contents and soft copies of pictures, animations, sound from elsewhere.
- The actual presentation will have to be made at the school.
- Approx 4 – 6 days time will be given to participants to prepare for the Intra & Inter School Contest presentation.


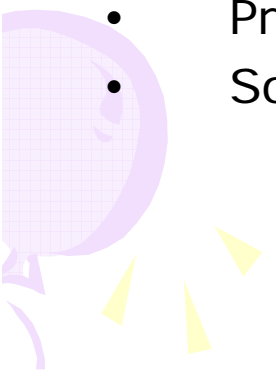


# The 1<sup>st</sup> slide of the PPT Presentation

- 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 Intra/ Inter School Contest, Name and Address of School.
  - 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.
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# Size, Look, Feel of PPT Presentation

- For the *intra-school* round, 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) will mandatorily contain the personal details of both the team members.
  - For the *inter-school* round, each team has to make a **1 + 10 slides (no more and no less)** PowerPoint Presentation on the allotted topic in a maximum of 2 hours time. The first slide will again contain the personal details of both the team members.
  - Schools are at liberty to carry out the intra and inter 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** might be disqualified.
  - Sound effect is **not** an important criterion at all.
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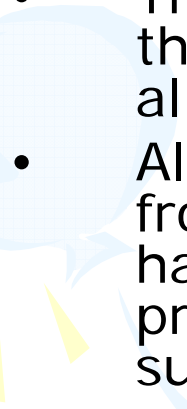
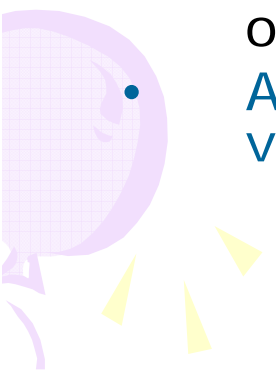


# Judging Criterion

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

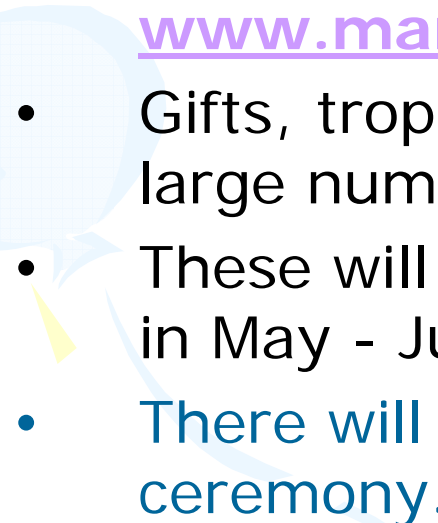
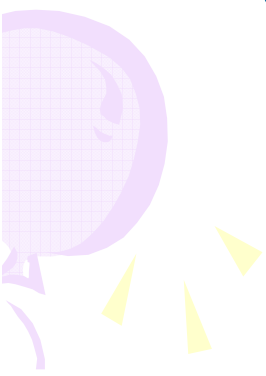


# The Judging Process

- **The Intra-School winners:** 4 teams of 2 members each from the class group 4 – 6 (Junior) AND 4 teams of 2 members each from the class group 7 – 9 (Senior) will be selected/ judged and ranked by the participating schools themselves.
  - These 8 teams will represent their respective schools in the Inter-School finals by making a presentation on the allotted topic.
  - All (intra & inter-school) presentations will be retrieved from the school computers. The participating schools 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.
  - **The Inter-School winners:** Will be judged by a distinguished panel to be nominated by me. The decision of the judges will be final and binding.
  - All presentations will be viewed for rule compliance prior to viewing by judges.
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# Results

- Final results will be announced in end April - early May 2009.
  - It will be available for viewing in [www.marketingpundit.com](http://www.marketingpundit.com).
  - Gifts, trophies, certificates will be awarded to a large number of participants.
  - These will be handed over at the respective schools in May - June 2009.
  - There will be no separate prize distribution ceremony.
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## Participating brands in Series 1.0 to Series 5.0

- 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.

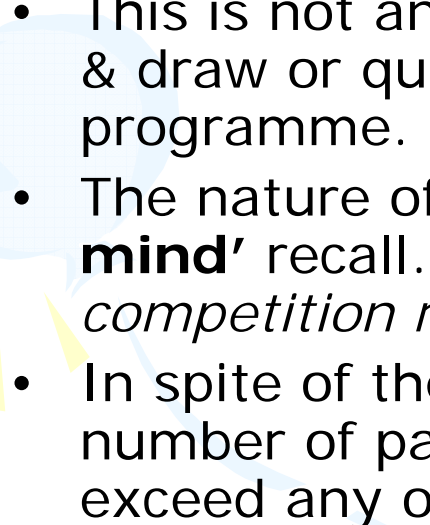
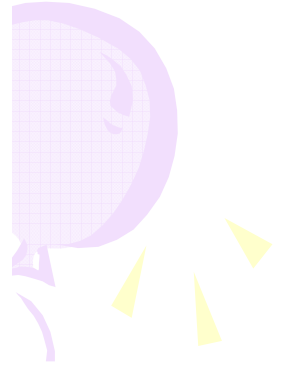
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## Participating company/ brand's status in the contest

- The contest with extremely difficult logistics, conceptualized and implemented by me, will run as a **syndicated school 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](http://marketingpundit.com).



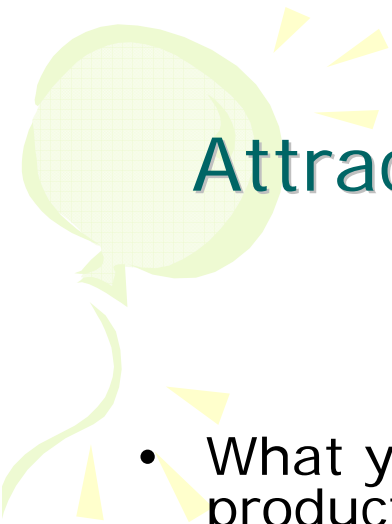
## A niche concept with a critical mass appeal & participation

- 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 school contests.
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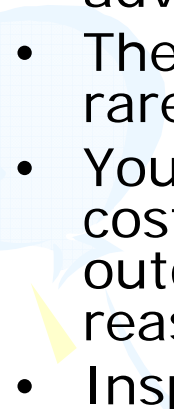



## Attractiveness of POWERPLAY Series 6.0 vis-à-vis print media options

- The overall cost of the promo for you would be less than what you would spend for a single 60 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 POWERPLAY Series 6.0 (which involves handing over gifts and certificates to individual schools) will continue upto May - June 2009.
- You get mileage for atleast 8 months. This does not take into account the “Feel Good” factor which lingers beyond that period.

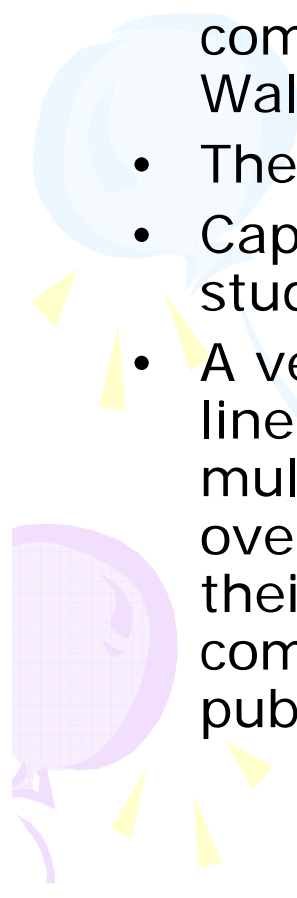


# Attractiveness of POWERPLAY Series 6.0 vis-à-vis TV/ Outdoor media options

- What you spend for this promo will be lesser than production and sponsorship costs for barely 2 advertisement telecasts in television media.
  - The maximum duration of viewership for 2 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 POWERPLAY Series 6.0, you will still reach out to over 4,500 direct participants; over 25,000 schoolmates of theirs in the target age group; over 10,000 adults comprising of parents, guardians, teachers and general public – multiple number of times.
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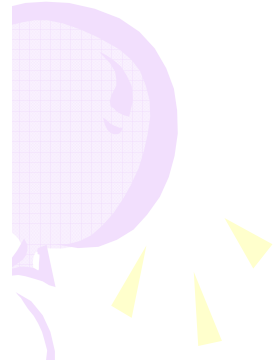


## What you stand to gain as a syndicated partner

- 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 schools & 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 35 weeks), involving over 4,500 direct participants; over 25,000 schoolmates of theirs in the target age group; over 10,000 adults comprising of parents, guardians, teachers and general public.
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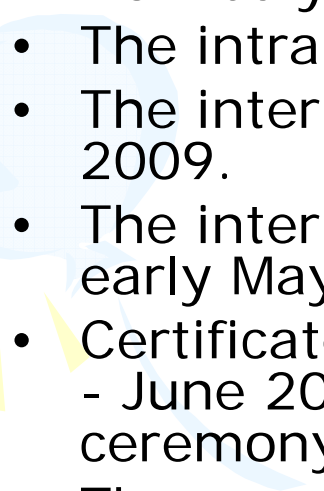
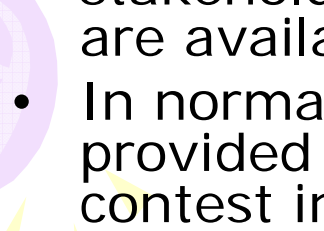


## What you stand to gain as a syndicated partner (cont'd)

- High possibilities of first time interaction with potential consumers.
  - With the right communication & product availability, this unique Direct Marketing exercise might result in a record sales at the retail level if a lucrative scheme is thrown in.
  - A fantastic primary database of 4500+ children.
  - All database developed in the hard & soft form in the course of the contest will accrue to me.
  - However, copies of Presentations of Participants will also be made available to you on a CD at no additional cost at the end of the overall contest.
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## Time Involved – broad layout

- The entire activity from planning to final completion should take about **35 - 40 weeks** excluding the vacations.
  - **Preparatory & logistic work** started w.e.f June 2008.
  - The intra-school round of the contest is expected to start from July 2008.
  - The intra-school contest will continue till January 2009.
  - The inter school contest in schools will continue till April 2009.
  - The inter-school results will be announced in end April - early May 2009.
  - Certificates will be handed over to respective schools in May - June 2009. There will be no separate prize distribution ceremony.
  - The exact contest schedule in schools will be E-Mailed to all stakeholders as attachment in .xls files as and when they are available/ ammended.
  - In normal circumstances atleast 2 – 3 days notice will be provided to the participating brands before executing the contest in any one school.
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# Justifying Time, Contest, Syndication

- Most 'other' contests in schools last for 1 day to 3 days.
  - A child learns his / her clutter of chapters on Algebra, Geometry, History, 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 – 3 days interaction.
  - Methodologies of teaching and repeated brushing up of the learning methodologies spells success in education.
  - Similarly, uniqueness of POWERPLAY and the multiple rounds of the contest 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.
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# Reference Websites for your perusal

- [www.marketingpundit.com](http://www.marketingpundit.com)
- [www.powerplaycontest6.webs.com](http://www.powerplaycontest6.webs.com)

A decorative graphic on the left side of the slide features three balloons in green, blue, and purple, each with yellow triangular rays emanating from it. The balloons are connected by thin, curved lines.

## Cost Involved for You + Terms

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