

TATTOO-*Your identity*

INTRODUCTION:

“Hey!! Is your sun glasses Ray-Ban??”

” Dude...Look out..!! His jean is Levi’s...!”

“Wow...!! I’ll do anything to get a Beetle...”

If there had been a poll, a minimum of 8 out of 10 people would have experienced or expressed the above mentioned buzzwords – BRANDS. Yes, it’s a branded world!! Today brands have been embedded in our genetic makeup. As iron fillings are to a magnet, we are attracted towards the ‘Brand’. It is practically impossible to spend a day without using a branded product. And at the same time, it is absolutely possible to spend a day utilizing only branded products!!

So here you are, at Tattoo!! This event will take you in a journey to know more on the brands which we have always cherished!! You’re qualified to participate if you just love brands and flaunt with them. Your year or department is never a barricade.

EVENT FORMAT:

PRELIMS:

Choose any 2 known brands, MERGE their products and come up with **your own** innovative one.

Here one needs to combine two brands and come out with an innovative or an imaginary product.

E.g. Nike and apple collaborated to form an innovative product nike+ipod. This device tracks the speed of the runner and changes the music accordingly. Also it calculates the calories spent while running.

Similarly the participants are asked to form an imaginary, innovative product by merging any 2 brands.

Consider you take Maggi and Colgate, you can produce your product as a new variety of noodles which provides the whitening effect to your teeth while you eat!!

Also if you merge LIC and Lee Jeans, you can tell Lee gives an insurance for 'X' yrs at a premium of an amount Y in LIC.

With this basis you can form your merger product.

Send us a short description that gives the concept behind the product created by merging the two brands of your choice.

The best innovative ideas will be selected for further rounds.

Send your mails to tattoo@chemfluence.com

Late date for register 10th Feb 2012....

ROUND 1:

QUIZ:

This round will test your awareness on brands and taglines. So be geared up and don't look around for brands. Look through the brands.

ROUND 2:

PRESENTATION AND ADVERTISING:

Here comes the round where you can showcase your new ideas to the jury.

- You will be asked to introduce your new product in a PowerPoint presentation followed by a commercial Ad which can be done either on-stage or filmed earlier.
- Each team will be given a total of 6 minutes for this round.
- Presentation should have the explanation for the merger of your product, its commercial use and the reason for the choice of the two brands.

RULES:

- Maximum of 3 per team.
- All ideas should be original.

- Winners will be decided based on points acquired in both the rounds.
- Jury's decision will be final.

JUDGING CRITERIA:

- Scores in the quiz round.
- Creativity and Originality in the round 2.
- Reach of the Advertisement you filmed/performed for your product.

CERTIFICATION:

- All Participants qualified in the prelims will get a participation certificate.
- Winners will be awarded with CERTIFICATE OF MERIT and attractive PRIZES.

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