Teams market ideas at Insight 211

Published: Sunday, Oct 23, 2011, 17:43 IST
By DNA Correspondent | Place: Ahmedabad | Agency: DNA

Close to 400 students from IMA, IIMB, XLRI, NITIE, Mica and Nirma participated in Insight 2011, IIMA's annual marketing event, on Saturday.

The opening day witnessed participation from students and even few NGOs as part of their social initiative move. As part of their social revelations events, around 40 teams shared ideas for NGOs - Yuva and Samvedna - on better management practices.

Three teams have been short-listed after round one and they will present their recommendations before the jury. A debate on trends of marketing witnessed students from SP Jain Institute, Great Lakes Institute, Chennai and other institutes pitted against one another in the round robin format. Some of the debate topics were 'Is video marketing taking over print media campaigns,' 'Is affiliate marketing a cost effective solution' and 'Can a communication campaign create an artificial lead for a product?'

AC Nielsen, the renowned market research firm taught 350 budding marketers lessons on market research and intricacies related to it. The workshop covered the importance and benefits of market research as well as various tools and methodologies used in market research. Advertising and marketing skills of students are expected to be tested under event 'Ad-dicted,' which was to be held late on Saturday night.

The students were asked to make commercials on themes like family planning, anti-smoking and raising awareness about female infanticide.

However, Wizards of Barter, a marketing strategy event attracted a high number of entries.

Over 140 registered for the event and five teams made it to the finals after initial evaluation. On Sunday, the Insight fair will be open to general public and various events like Antakshari, Treasure Hunt, The Great Race and music performances are planned.