

PRATYAKSHA – PRODUCT REVITALIZATION

1. * Round1 - Product Selection and Analysis (10 mins):* Teams select a product (one of their choice) and analyse:

- Why did they choose this product for revitalization?
- The current challenges the product faces in the market.

Deliverables: A 10-minute presentation covering:

- Product background and company overview.
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).
- Insights into the product's current position in the market.

30 % Elimination 14 from 20

2. * ROUND II: (10 mins for each team)* **Revitalization Strategy and Creative Execution** Teams must create Revitalization Strategy , Mock Advertisement , New Branding
50% of participants will be eliminated(7/14)

· Activity: Teams must create:

- Revitalization Strategy: Focus on product improvements, target audience, and a fresh market strategy (pricing, distribution, promotion, etc.).
- Mock Advertisement: A 1-minute ad campaign (skit, video, or storyboard).
- New Branding: Design a logo, propose a new name (if needed), and explain the rationale behind the new branding.

- **Deliverables:**

- A 5-minute presentation of the revitalization strategy.

Guidelines & Rules

- A mock ad campaign for the product.
- Visual branding elements (logo and product name).

3. ROUND III - Product Launch Simulation (15 mins) - Teams pitch their final product (video) as if launching it in the real market.

- Activity: Teams pitch their final product as if launching it in the real market. This includes:
 - A cohesive "Product Launch Event" presentation.
 - Highlighting the product's unique selling points (USPs) and revitalization impact.
 - Simulating a Customer Interaction Session, where teams address "customer" (judges or audience) queries about the product.

- **Deliverables:**

- A 7-minute launch presentation (can include elements like commercials, prototypes, or a live demo).
- A 3-minute Q&A session with judges/audience.

Guidelines for Participants

1. **Team Size:** 4 members.
2. Teams should prepare slides, storyboards, or videos as needed.
3. All work must be original, and any detected plagiarism will lead to disqualification.
4. Teams must adhere to the time limits for each round.
6. Participants should bring their own laptops, mobile phones and net setters.
8. Each participant should wear the college identity card in all rounds.
9. **Registration fee : Rs.400 PER TEAM**

Decisions: The judges' decisions will be final and binding.