



Technical Event: Brand Challenge – Description

Coordinator: Ms. Mansi and Ms. Manu

Objective

Brand Challenge is a marketing competition where participants promote, position, or redesign a brand through creative strategies, campaigns, or presentations. It tests branding, marketing, and communication skills.

Rules:

1. **Team:** 1–4 members
2. **Task:** Brand promotion/rebranding strategy
3. **Time:** 5–7 min presentation
4. **Format:** PPT/visuals allowed
5. **Content:** Target market, positioning, campaign idea
6. **Judging:** Creativity, brand fit, strategy, presentation
7. **Disqualification:** Plagiarism or time exceed