



K. J Somaiya Institute of Management Studies and Research

In association with



Godrej **interio**



Presents

RanNiti '11

Make your MOVE



where marketing comes alive

Registrations open from: 14th Nov, 2011

Info available @: www.navikaran11.weebly.com
www.interfacesimsr.weebly.com

Online Marketing Partner:



RanNiti, the prestigious Inter Collegiate communication strategy competition will be held from 14th November to 23rd December 2011 under the aegis of NaviKaran'11 Inter College Marketing Festival organised by Interface- The marketing club of K.J.Somaiya Institute of management studies and research. This event will test your strategic thinking & branding capabilities in devising a viral marketing strategy for **Godrej Interio** using social media.

The event will be conducted in three rounds and will involve teams from all over the country.

The event will commence on 14th November with the final round being held at the KJ Somaiya Campus on 23rd December.

The event Layout

1st round-

- The participating teams will have to design a communication strategy.
- The theme for the strategy should be ***Viral marketing of Godrej Interio using social media.*** This will be an online round. Among received entries, the best 20 teams (including 5 waitlisted teams) will move on to compete in round 2.
- The participants will have to send their strategy in ppt (max 3 slides excluding introduction slide) and/or word document (max 500 words).
- The strategy should focus on attracting the younger customers (18-25years).
- The medium that can be used are – Facebook, Twitter and/or YouTube.

2nd round-

In this round, the teams will be asked to prepare a detailed write up and/or the video in mpeg format (not to exceed 30 seconds) of the implementation of their strategies.

3rd round-

The 6 finalists will have to present their entire strategy in K.J. Somaiya Institute of management studies and research, Mumbai.

Important Dates:

Registration opens: 14th November

1st round entries close: 23rd November

1st round results announced and Commencement of 2nd round: 28th November.

2nd round results announced: 8th December

Presentation by the teams on their entire strategy in K.J.Somaiya Institute of Management Studies and Research, Mumbai: 23rd December

Prize Money:

First Prize –INR 25,000/-

Second Prize – INR 10,000/-

Judging Parameters will be mailed to the registered participants.

Explanation of waitlisted teams

Each round will have a fixed number of waitlisted teams. In case one of the teams shortlisted for a particular round does not turn up for the next round, the team highest in the waiting order will be chosen instead.

Rules:

- 1) Team size: 2 or 3 members
- 2) All the members of the Team should like the Interface Facebook page and NaviKaran page

Interface: <https://www.facebook.com/simsr.interface>

NaviKaran: <http://www.facebook.com/pages/Navikaran11/217018418368135>

- 3) **There should be no use of image of any kind of furniture.**
- 4) **Need for the furniture should be clear.**
- 5) **There should be an element of humour.**
- 6) **Participants should refrain from obscenity.**
- 7) There subject line of the entries should be in format-

RanNiti <team name><name of the Institute>.

Ex RanNiti <ABC><XYZ Institute>.

- 8) All deliverables should be mailed to the email id navikaran11.simsr@gmail.com
- 9) The name of the institute should not appear anywhere on any other deliverables (slides, document, video etc.), otherwise their participation will be cancelled.
- 10) Font of the document should be **Times New Roman, font size – 12, line spacing – 1.5**
- 11) All members of team to be full time students of a B-school
- 12) Members of a single team cannot be from different B-schools
- 13) One member cannot be a part of more than one team
- 14) **The video (if any) has to be in .mpeg format only.**
- 15) Once submitted, the teams will forfeit the rights on the proposals (including the ones not shortlisted for the further rounds) and they will be wholly owned by Godrej Interio. No claim on the proposals will be entertained.

Note: The outstation finalists for round 3 will be reimbursed INR 1000/- per team.

In case of queries, please contact:

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For more details please visit:

www.navikaran11.weebly.com

www.facebook.com/pages/Navikaran11/217018418368135

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www.mbaskool.com/pages/interface-kjsomaiya/