



K. J Somaiya Institute of Management Studies and Research

In association with



Presents

RenNiti '11

Make your MOVE



where marketing comes alive

Congratulations for fighting it out amongst more than 150 teams and being one of the 20 teams who made it to round 2...!!!

The battle is going to be tougher now as the best teams across the nation will fight to secure a position in the Final Round of the event.

Round 2 Deliverables:

1. The viral marketing tool that you have proposed to use should be ready by 10th December.
2. The video should not be of more than 60 seconds.
3. The viral video/image needs to be uploaded on Youtube and the official Facebook page of Navikaran'11 for "like" generation latest by 10th December 11.59 pm. <https://www.facebook.com/profile.php?id=100003133134906>
4. Mail the links to your viral media at **ranniti.interface@gmail.com** with Subject line: Viral media link <Team Name>
5. The round 2 closes on 13th December 11.59pm and likes till that time will be counted.
6. Generate as many "Likes" as possible for the Viral video/Image. It is the team's responsibility to increase the awareness of the video and the page
7. A detailed document of up to 3000 words (max) needs to be sent to **ranniti.interface@gmail.com** by 13th December 11.59 pm describing your strategy , as mentioned in round 1 of your proposal, in detail including feasibility, implementation ,reach, budgeting etc.

Rules & Regulations:

1. The video should not be of more than 60 secs.
2. The viral media should be an original work. No section of it should be taken from any previous work done by others.
3. College name, or any reference to the college name, should not appear anywhere in the video/image.

4. The word document needs to be in pdf format, in Times New Roman, font size 12, and 1.5 line spacing.
5. Teams are required to send a mail to confirm the upload of their media on Facebook or Youtube with the mention of the URL.
6. Email id for submission: **ranniti.interface@gmail.com**
7. Number of likes will be counted only up to **11:59 am, 13th of December**, after which, no new likes will be taken into account for evaluation purpose.
8. The results for round 2 will be out on 16th December (tentative).

In case of queries, please contact :

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