



Aryabhatta College

Sankalp: The Society of Management Studies

Trend the Brand Competition

Name Of The Society-: Sanakalp:The society of management studies

Title Of The Event-: Trend the Brand

Convenor: Mr. Pardeep Singh

Teacher-In-Charge-: Mr. Pardeep Singh

Date and Time-: 15th March, 2024; 10: 30 P.M

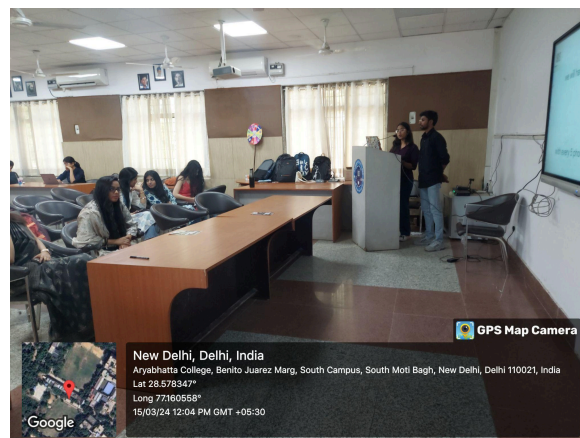
Venue-: Seminar Room

Alumni Judges and Designation-: Mohit Rohila, LEK Consulting, Batch2022 and Shubh Khatri, MBA IIM Sirmaur, Batch 2022

No of Teams-: 5 Teams(10 members)

Summary Of The Event-:

In the dynamic and competitive landscape of collegiate events, **Trend the Brand** stood out as a beacon of innovation and strategic prowess. Organized by **Sankalp: The Management Society of Aryabhatta College, University of Delhi (DU)**, this competition was the centerpiece of the Annual Fest: **Delve 2024**. Far from being just another contest, Trend the Brand provided participants with a unique platform to showcase their creativity and strategic thinking by redefining branding and marketing approaches for lesser-known products from established brands.



At its core, Trend the Brand was about **reshaping and redesigning**. Participants were challenged to reimagine and revamp products from renowned brands, aligning them with the evolving trends and consumer preferences of today's market. The competition encouraged contestants to push the boundaries of conventional marketing wisdom, prompting them to think innovatively and apply fresh perspectives to rejuvenate brand identities.

Throughout the event, the participants embraced the spirit of innovation, motivated by the tagline **"Reshape it, redesign it."** This mantra perfectly captured the essence of Trend the Brand, inspiring contestants to think outside the box and challenge the status quo of traditional branding and marketing strategies.

The competition unfolded in two exciting stages:

1. **Online Quiz (via Unstop platform)** – The first round tested the participants' knowledge of branding and marketing concepts.
2. **Offline Challenge** – The shortlisted teams from the quiz moved on to the final round, where they transformed and reimaged products from lesser-known brands, showcasing their creativity, market insights, and innovative marketing strategies.

Out of **over 100 registrations from across the country**, the top-performing teams truly left their mark on the competition. Team **"Moggers"** clinched the **first place**, while **"Smash"** secured the **second position**, standing out for their outstanding creativity and strategic thinking.



The event was **judged by distinguished alumni Mohit Rohilla and Shubh Khatri**, both of whom brought their expertise and insights to the table. Their feedback and evaluation added immense value to the competition, helping participants understand the real-world applications of their ideas in the ever-evolving landscape of branding and marketing.

The success of Trend the Brand not only fostered innovation and creativity among the participants but also set a new benchmark for collegiate competitions, inspiring future marketers to challenge norms and pave new paths in the world of branding.



Winner:- Team Moggers



Second Position:- Team Smash



Poster

DELVE 2024
PRESENTS

TREND? THE BRAND

RESHAPE IT, REDESIGN IT

LAST DATE TO REGISTER: 12th march, 2024
ROUND 1: 12th March, 2024
ROUND 2: 15th March, 2024

PRIZES WORTH ₹3,000

TIC
MR. PRADEEP SINGH

CONVENOR
MR. PRADEEP SINGH

PRINCIPAL
Prof. MANOJ SINHA

FACULTY COORDINATOR:
Dr. SHIPRA AGGARWAL
MS. CHERRY UPPAL
Dr. GIRISH GARG

MS. KAVITA
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