

**EUNOIA STUDENT MANAGEMENT FEST – 2026**  
**BRAND VERSE: BRAND MARKETING.**  
**REGISTRATION FEES: 500/- (per team).**

*“People don’t buy products. They believe stories.  
If they can’t see you, you don’t exist.”*

**EVENT OVERVIEW:**

When logic meets chaos and creativity becomes a matter of survival, branding is no longer ordinary. This event challenges participants to think fast, pitch smart, and market bold — even when the rules flip. Brand Marketing is a **team-based management event** designed to test marketing fundamentals, analytical ability, and real-world persuasion through engaging competitive rounds.

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**ROUNDS & FORMAT:**

**Round 1 – “Risk It or Lose It”.**

MCQs on marketing & promotion.  
Accuracy, speed, and presence of mind.

**Round 2 – “Brick by Brick”.**

Real-world case study analysis.  
Logical thinking, problem-solving, and presentation.

**Round 3 – “Colour Colour, Which Colour Do You Want?”**

Mystery product + unrelated brand.  
Campus marketing + 2-minute pitch to judges.

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**RULES & REGULATIONS:**

- Each team must have **5 participants**.
- **One laptop per team** is mandatory.
- All rounds are **time-bound**.
- **No external assistance or mobile phones** allowed unless specified.
- Judges’ and coordinators’ **decisions are final**.
- Any misconduct will lead to **disqualification**.

*“Friends don’t lie, BUT, Marketers do...”*

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**Student coordinator in-charge:**

**1. Prarthana Rajesh- 6282342754**

**Faculty coordinator in-charge:**

**1. Dr. Joan Kingsly.**

**2. Dr. Preeti Khatri.**