



Marketing Premier League 2022

International School of
Management Excellence

NOVEMBER 26, 2022

Entry at 8:00AM onwards

PRIZES: OVERALL EVENT

Winners : Trophy + 10,000/- Cash Prize
Runners Up : Trophy + 7000/- Cash Prize

PRIZES: INDIVIDUAL EVENTS

Winners & Runners Up : Medals

LOCATION:

88, Chembanahalli,, Near
Dommasandra Circle, Sarjapur
Road, Dommasandra, Bengaluru,
Karnataka 562125

REGISTRATION AND MORE CONTACT INFO:

Asif Shaikh:

+919890906431

Samuel Vero Viegas:

+918830491155

Devanshi Shah:

+919133101648

Marketing Lab Presents:
MPL 2022



2022

The Biggest Marketing
Fest of the Year

Marketing Premier League
2022

MAD O' DRAMA

Event Co-ordinators

- **Devanshi (9133101648)**
- **Navni (8492064899)**
- Tejas (9975936733)
- Karnik (7566582842)

MAD O' DRAMA (MAD AD)

Embrace the gem of creativity and unleash the advertiser in you. Advertising campaign created by you, for you.



RULES

- There will be two rounds-Instagram Video and Creative stage performance.
- The number of participants in a team is 4.
- Duration of the Instagram video is 1 minute.
- Time limit for the act is 3-5 minutes.
- The judges will have the final call



SERGIO KING

Event Co-ordinators

- **Anantha (7680084808)**
- **Anjani (7288967653)**
- Utpal (9591826142)
- Vrushabh (7887901612)

SERGIO KING (BEST MANAGER)

Finding the right balance of an off -balance scale.
Emphasizing the traits of a leader through
Presentation, Group Discussion, Shipwreck, and stress
interview.



RULES

- There will be four rounds
- The number of participant per team for this round is 1.
- Dress code- Business Formal
- Participants should bring their laptops.
- The judges will have the final call



SMILE CANVAS

Event Co-ordinators

- **Asif Shaikh**
(9890906431)
- Mahek (7387226880)
- Shreya Gupta
(7908445204)

SMILE CANVAS (FACE PAINTING)

Bring your most artistic combination of colors and brands on a canvas to make your product stand out. Using the color palette to celebrate your love for branding.



RULES

- There will be one round
- The number of participants is 2
- The theme will be given on the spot
- Participants will be judged on the basis of creativity, innovation and design
- The judges will have the final call



MARKET CHAOS

Event Co-ordinators

- **Drishty (8579048163)**
- **Mathew Vishal (9941852090)**
- Suraj (6364679905)

MARKET CHAOS (MARKET MAYHEM)

Discover the marketer in you. Each team will be given recyclable products that you'd use to innovate a creative new product or idea and showcase your skills on how best you can market it!



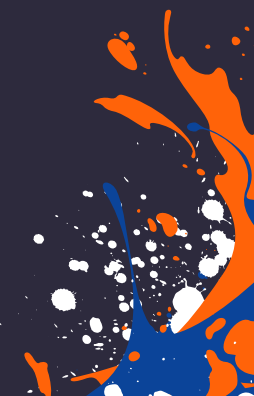
RULES

- There will be one round
- The number of participants is 3
- With some used/recyclable products the participants have to create a new different product.
- The final products will be exhibited and presented by the participants
- The judges will have the final call



GENERAL RULES

- PGDM/MBA/PG/UG in Management and Commerce Students can participate.
- Each team will consist of 10 members.
- There can be multiple team participation from one college.
- Participants are required to arrive 15 minutes before the commencement of the event they are participating in.
- Each participant can only take part in one vertical.
- The scoring structure will be announced before the commencement of the activity.
- There will be no laptop provided so make sure to carry your laptop.
- For identity and college verification, having your college ID card is a must.
- Following the appropriate dress code for the rounds, you are participating in is non-negotiable.



REGISTRATION FEES

Rs. 1500/- Per Team



Scan the QR Code to Register

REACH OUT TO US

Faculty Co-Ordinator:

DR. Shampa Nandi
(Principal PGDM of ISME)

Student Co-Ordinator:

Asif Shaikh: 9890906431
Devanshi Shah: 9133101648

Follow us on

 [mpl.isme_2022](https://www.instagram.com/mpl.isme_2022)

Contact us on

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FOR MORE INFO:

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