



**MARK-O-POLO**  
THE MARKETING SOCIETY OF SIBM PUNE

**ANNUAL REPORT**  
2018-2019





## OUR EVENTS

MARK HUNT

MINDSPARK

BINGE!

ToFu : Top of the Funnel

brand charades

MARKETSHAstra

HOURLASS 

SUIT UP!  
FOR SUMMERS

I- Term (July 2018- September 2019)

## MindSpark



The poster for MindSpark 3.0 features a vibrant orange and pink color scheme. At the top, logos for SIBM PUNE, E-SUMMIT 18, and SECC are displayed. The central focus is the 'Mark-O-Polo' logo, which includes a lightbulb icon and the text 'Mark-O-Polo Marketing Society of SIBM Pune'. Below this, the word 'PRESENTS' is written in a simple font, followed by the large, stylized 'MINDSPARK' title. A horizontal bar below the title lists sponsors: 'POWERED BY' LaZyroofs and SCOUT WHEELS, and 'IN ASSOCIATION WITH' SRV, Eden Aisle, and HIGHLAND. The bottom section of the poster is a series of overlapping, angled bars containing key information: 'NATIONAL LEVEL CASE STUDY COMPETITION' with a star icon, 'CASH PRIZES WORTH ₹30,000/-' with a coin icon, social media handles '@MARKOPOLOSIBM' and '@MARKOPOLO-SIBMPUNE', and contact numbers for Sheshank (+91-9955182795) and Kushal (+91-8329843372).

Mark-O-Polo, in association with SECC, successfully organised MindSpark 3.0 – A National Level Inter B-School Case Study Competition. The event was sponsored by Lazyroofs, a Pune start-up working in the home rental marketplace. The case study challenged B-school graduates to use their business acumen and Entrepreneurship Fervour. The solutions provided through the platform that Mark-O-Polo provided was highly appreciated by the sponsors.

**Details:** Launched on the widely popular platform – Dare2Compete on 17<sup>th</sup> July 2018 and the registration window was open for a week and received 479 registrations from the premier B-Schools across India. Once the registration window closed, a live case study was floated to be solved and submitted within 5 days. The case study was a real business challenge faced by

Lazyroofs. Of these 15 teams were shortlisted for the final round by the company whose solutions they found of the greatest potential.

The final round was conducted on 4<sup>th</sup> August, 2018 where all the 15 finalist teams were invited to present their solution in front of the CXOs of the company.

The jury was extremely impressed by the presentations and gave away prizes worth 40,000 in cash and kind.

The following teams emerged winners:



Winners: Team Pearl Harbour, SIMS Pune

First Runner Up: The Exemplifiers

Second Runner Up: Kitians

## SIRP Kit

The summer internship recruitment process forms the first hurdle and milestone later for the first-year students. To buttress the preparations of the first-year students, Mark-O-Polo prepared reading material that covered most of the marketing concepts. The kit contained important marketing content well explained with the help of live industry examples. The topics covered under the kit were as follows:

 	
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## SEED Lectures and GDs

In another step to assist the first-year students with their Summer Internship Recruitment Program preparation, Mark-O-Polo facilitated a series of lectures as part of its SEED lecture series for knowledge transfer from 2<sup>nd</sup> year students to the 1<sup>st</sup> year students.

A host of topics were covered in these lectures by the 2<sup>nd</sup> year students to ease the SIRP preparation process for the 1<sup>st</sup> year students.

Also, keeping up with the recruitment trends, a host of Group discussions were also conducted on the trending patterns of GD – Chairman, case study, role-play, etc to assist the SIRP preparation of students of first year.

## Mark-Hunt



It is a unique treasure hunt competition that is organized for all the SIBM Pune students that compels participants to put on their thinking caps and scavenge and compete for the prize money in a fun and frolic manner. This also helps the first year students get acquainted to their new campus.

The event saw participation of over 30 teams and ultimately the team Clue Crackers Crew emerged the hunters of the season with DoughBoys emerging runners-up. Interestingly, both teams were of the first year students.

## Binge!4.0

Mark-O-Polo invited articles in an article writing competition pen for premier B-Schools across India, for its annual marketing Magazine - **BINGE!**

Bob Dylan once wrote, “the times they are a-changin’”. The way branding is done and what it can do for you is changing. And changing fast.

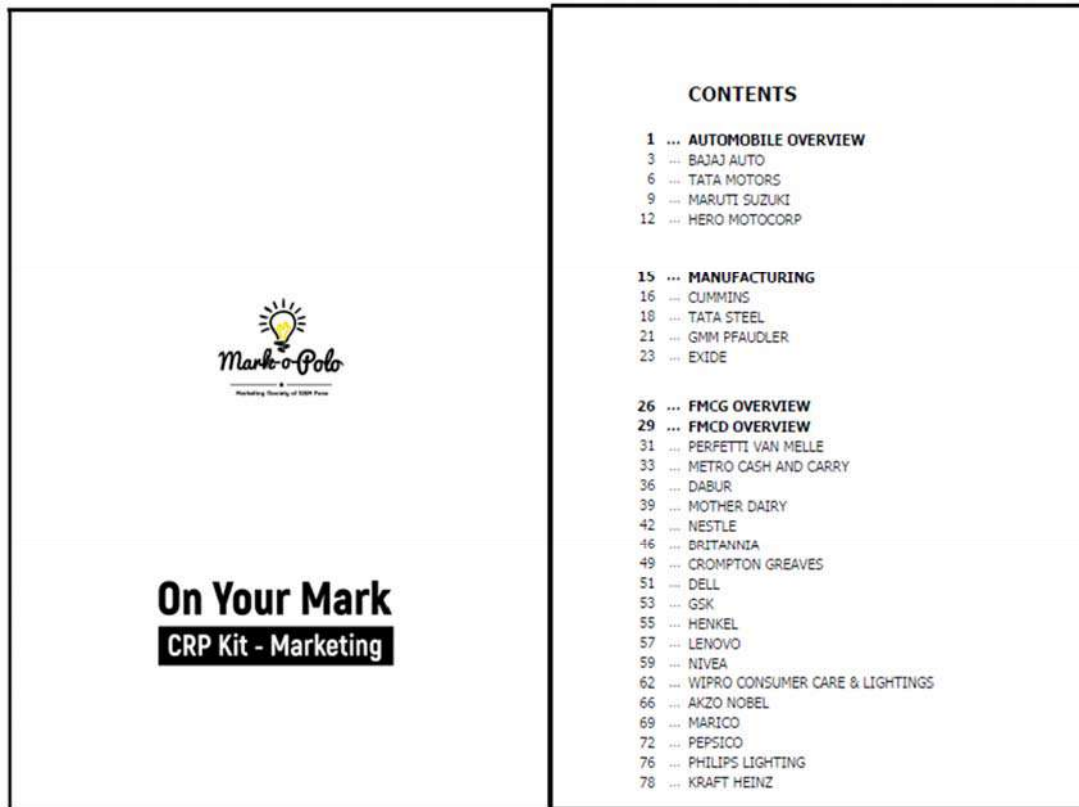
Keeping up, the theme for this year's edition was “Brand building in the new reality”

Over 130 registrations were received. The articles were evaluated and top 11 articles were published in the magazine. Pratham Kashyap from IIM Rohtak emerged the winner and Rohit Sahay from SIBM Pune emerged the runner up. A copy of this magazine will be presented to the director, SIBM Pune and esteemed faculties who contributed in the process.



# J- Term (Oct 2018- March 2019)

## CRP Kit: On Your Mark



Mark-O-Polo designed the CRP kit to help the senior batch with their preparations for the final placements.

This time, instead of sending a cumulative huge CRP kit consisting of data of all the companies, we came up with “**On Your Mark**” series.

Team understands that this preparation is like a race and wishes all the seniors to come out victorious. This series of preparatory material was designed thoughtfully such that sector wise content reaches to the MBA-2 batch and there is no confusion.

- Each file consisted of the details of marketing campaigns, strategies and other important news of certain companies sector wise.
- A total of **66 companies** were analysed from **10 sectors** for this kit.

## ToFu: Top of the Funnel



After successfully helping the junior batch in completing their SIRP journey, Mark-O-Polo conducted a special session dedicated to **Case Study Competitions** on **24<sup>th</sup> October 2018**.

ToFu: Top of the Funnel, was a workshop conducted with an aim to equip the students with necessary skills and give them right direction in order to crack competitions. It was a knowledge sharing session from students of MBA-II who had participated and won several competitions.





## Social Media Presence:

Marketing being the flagship program of SIBM Pune, lands great responsibilities on the shoulders of Mark-O-Polo, the marketing society, to represent the batch well on various social media platforms.

Apart from its presence on Twitter and LinkedIn, Facebook is one of its most actively followed handle- @markopolosibm (Facebook handle) hosts a variety of updates ranging from latest marketing trends and innovative marketing strategies employed by firms nationally and internationally to posting creative advertisement and TVC.

We realized that students log into such sites with an expectation to see some entertaining and relaxing content. In this scenario, posting important happenings of the markets and explaining marketing related topics in a mundane way would have been in vain.

Hence, we revamped our social media content to target students preparing for CRP. Two new series were launched:

- **GyaanOn:** It used to be published on every Sunday of the week. It was a compilation of important news from the marketing and branding sector in an eye-catching video format. Each video lasted for only about 40 seconds.

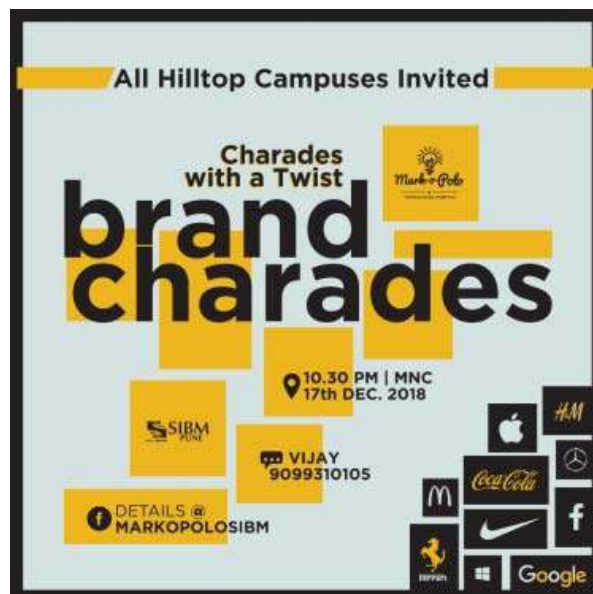


- **PFaff:** This series was launched to explain some important marketing jargons that we come across in day-to-day life. The basic idea was to give a short and simple definition and relate it to some routine task such that people are able to connect the two and understand the term well.

Both of these series received huge appreciation and the engagement increased manifolds. We were able to catch the short attention span behaviour of the users and leverage it to share knowledge amongst them.



## Brand Charades - Charades with a Twist



Mark-O-Polo organised “Brand Charades” on **17<sup>th</sup> December 2018** at Mid Night Canteen for all the hilltop campuses of SIU, Lavale. It was a fun filled event to test marketing knowledge of the students in an interesting way.

The event was successful with an astounding participation from 130 students from various colleges like SIBM, SIMC, SITM etc.

Students were asked to form teams of 3 each. The event comprised of 3 back-to-back rounds.

### **Round-1: FunQuiz**

- In order to make the quiz interesting as well as convenient for the participants, we abandoned the conventional pen and paper style of quiz and took it at an online platform – [quizizz.com](http://quizizz.com)
- 20 fun questions related to brands were asked with a time limit of 10 seconds given to each

### **Round-2: LogoShogo**

- 12 teams were shortlisted from the previous round
- One participant from each team was called and an incomplete logo was be shown to him, if he guesses right: +10 marks else 0
- Then, he was required to act the brand and the team members need to guess it in 1 min
- Differential marking scheme was followed

### **Round-3: The Ultimate Act**

- One participant from each team was asked to pick a chit where tagline of a particular brand was written
- The participant was asked to guess the name of the brand that tagline is associated with in **15 secs**
- He was supposed to act the **tagline only** mandatorily in **1 min** (Timing was noted down) and rest of the team members were required to guess the respective **Brand, Tagline** and **Brand Ambassador**.



- Winners and 1<sup>st</sup> runners up were announced
- Special prizes like: Best Acting Award and Best Guess Award were also given.

## Marketshastra

It was the **first time** that Mark-O-Polo organized its own stand-alone event at the college's annual flagship management and cultural festival- **Transcend**.

Marketshastra was held on the second day of transcend- **19<sup>th</sup> January 2019**. It was a National Level Case Investigation Competition.



The event witnessed a huge registration from almost 700 teams. There were 3 rounds – 2 off campus and 1 campus round.

**Round 1:** Online Quiz based on Marketing. Top 30 teams were shortlisted for the second round.

**Round 2:** Selected teams investigated a live case provided to them and submit a 3-slider powerpoint presentation with their solution. Top 6 teams were shortlisted for the final campus round.

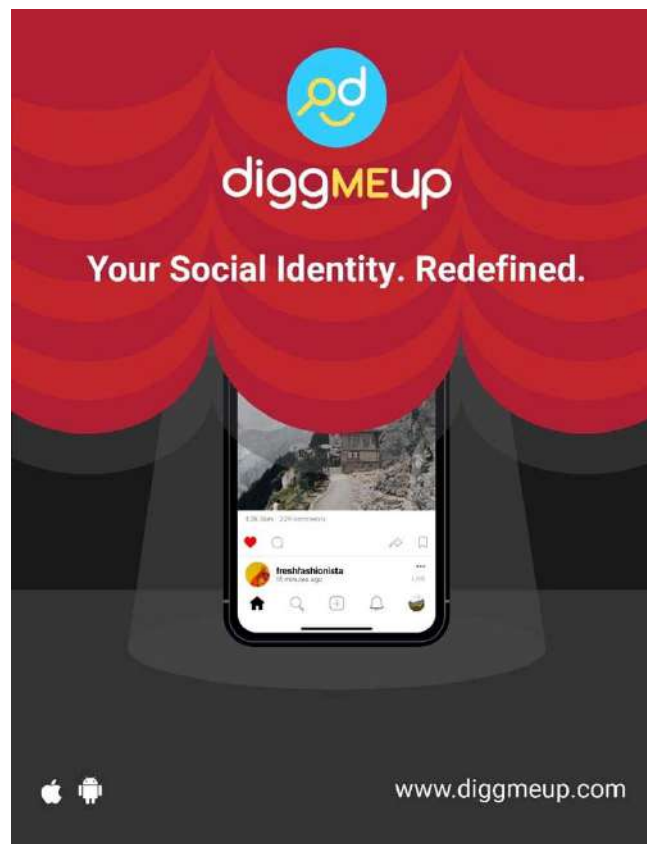
**Round 3:** Teams battled it out in the presentation round held on campus. The teams were given ample resources for investigation and were given a chance to discuss the problems with the horse's mouth - the CXOs of the company.

One of the biggest achievements of the team is to get **exclusive sponsors** for this event. **DiggMeUp** and **Sellozely** were title as well as associate sponsors of the event respectively. All the deliverables promised to them while signing the deal were fulfilled successfully in time. These included on ground promotions, online promotions, buzz event, physical creatives- banners and standees, retail as well as entertainment stalls etc.

From the 6 teams in the on-campus final round, one winner and one first runner's up were announced. Special prizes like- Best Speaker Award and Best Co-ordination Award were also given. All the participants were awarded with participation certificates and goodies from the sponsors.

We are happy to state that with our consistent efforts and successful performance, we were able to convert our title sponsor to our **Universal Sponsor**.

**Henceforth, all events of Mark-O-Polo would be sponsored and powered by DiggMeUp.**



## HourGlass 4.0



The poster features a black background with a blue border. At the top left is the Mark-O-Polo logo (a lightbulb with rays) and the text 'Mark-O-Polo Marketing Society of SIBM Pune'. At the top right is the SIBM PUNE logo. In the center, the DiggMeUp logo (a blue circle with 'od' inside) is followed by 'diggMEup PRESENTS'. Below this, the word 'HOURGLASS' is written in large, bold, teal letters, with an hourglass icon to its right. Underneath, it says 'AN ONLINE CASE STUDY COMPETITION'. Further down, a teal circular icon with an hourglass and a refresh symbol is next to the text '1 round | 1 case study | 1 hour' and 'CASH prizes worth INR 15000!!'. At the bottom, a white box contains the registration and competition schedule details.

Mark-O-Polo  
Marketing Society of SIBM Pune

SIBM  
PUNE

diggMEup  
PRESENTS

**HOURGLASS**  
AN ONLINE CASE STUDY COMPETITION

1 round | 1 case study | 1 hour  
CASH prizes worth INR 15000!!

Registration Deadline : 09.59 PM, 5th Feb. 2019  
Competition Schedule : 10 - 11 PM, 5th Feb. 2019

Mark-O-Polo, in association with DiggmeUp, organized Hourglass 4.0, a lucrative proposition of an online case study competition where teams will get one hour to solve the live case about a marketing challenge that the company wanted to solve.

Event Format: 1 round | 1 hour | 1 case study.

We received a whopping 507 registrations and finally received more than 100 team entries. OF them, the sponsor – DiggmeUp chose team YNY from IIFT Delhi as the winner and Team Theri from NMIMS Mumbai as the runners up.

## Suit-Up for Summers



To ensure that the students of the 2018-2020 batch are well prepared for their Summer Internships, Mark-O-Polo organized 'Suit Up for Summers'. It was a series of sessions conducted by students of MBA-II batch to provide key insights on how to gear up for the **summer internship** and excel at their respective stints with the Corporate. The Suit-up sessions were scheduled from 21st Feb to 4<sup>th</sup> March and were open for all specialization.

A total of 9 sessions were conducted with 3 being general topics and rest being specifically from the marketing domain.



## SENIOR TEAM

Aakash



Aayushi



Kushagra



Sumedha



Parigha



## JUNIOR TEAM

Shilpa



Vijay



Joseph



Kushal



Kinjal

