



Hope Foundation's
International Institute of Information Technology (I²IT)
Hinjawadi, Pune- 411057

Department of Information Technology

Activity Report

Advertwise

Academic Year: 2020-21

Semester: I

Name of Event: Advertwise

Date of Conduction: 30th July 2020

Time: 2:45 PM to 6:00 PM

Targeted Audience: All ACM members

Number of Participants: 50

Venue: Online

Topic: “Advertwise”

Resource Person: NA

Coordinator: Prof. Manjusha Amritkar

Objectives:

To improve the communication skills and marketing skills

Outcomes:

1. Students will be able to communicate effectively.

2. Students will be able to work as an individual as well as in a team.

Activity Description:

ADVERT-WISE was a two round competition between our ACM members total of 50 committee members participated in this event who were eventually divided into 12 teams. Every team was given a maximum of 5 minutes to advertise their products in which every member of the team must have their contribution advertising the product. Later after advertisements of all the teams were completed participants themselves were allowed to buy the best of the 4 products that attracted them the most other than theirs.

Based on this the top 6 teams with maximum number of votes were selected for the next round.

Astonishingly all 6 of the teams came out with really brilliant and amazing ideas advertising their products the competition was quiet tough but in the end the best one's won it all.

Winners of the Event:

- RohitChoudhary, SiddarthKoul, AkhilBhalerao, AshutoshJadhav

Product to sell: Paper Weight

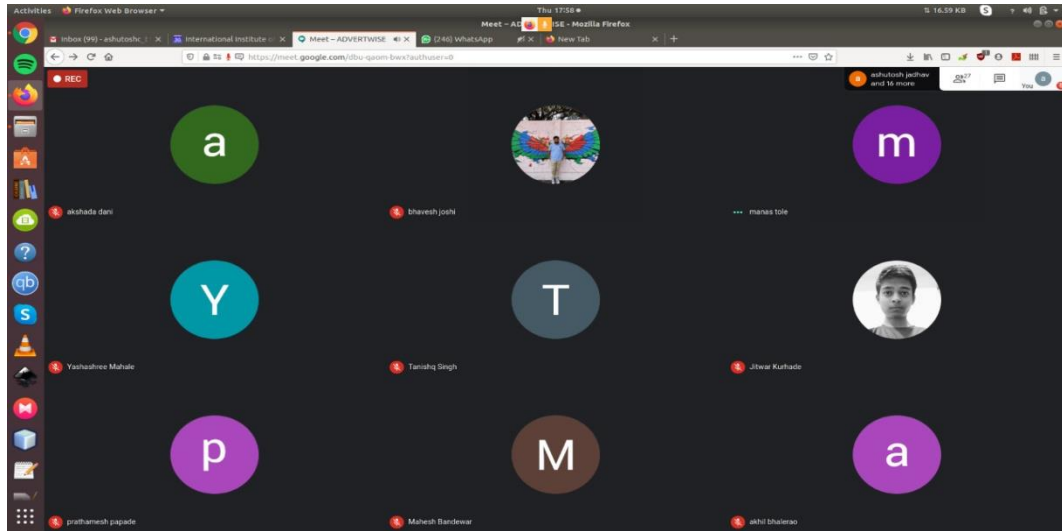
Runner's up of the Event:

- Radhika Bhutra, Arya Pathrikar, RuchaLende, Gunjan Agrawal

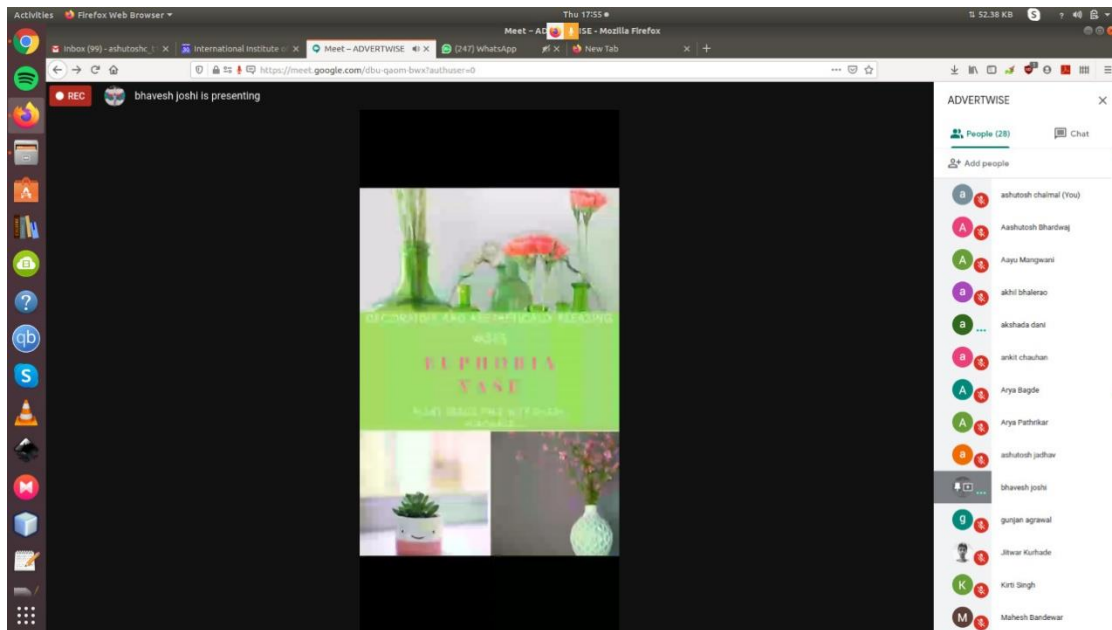
Product to Sell: Safety Pin

After hours of discussion and planning the event was conducted which turned out to be a great success and most importantly it served its purpose of building communication skills and inculcating innovative ideas to present their products better than others.

Event Photos:



Students Advertising in Round One



Advertising Vase for Round -I