

Marketing Club Activity – AdWar

Resource Person:

Mr. Prasanna, Co-Founder & MD – NextGEN 3D Tech.

The Marketing Club of our MBA program organized an engaging and innovative activity titled "**Adwar**" on 14th September 2024. The objective of the event was to provide students with practical exposure to advertising and branding while fostering creativity and teamwork. The highlight of the event was the creation of three-minute video advertisements for **NextGen 3D Tech**, a cutting-edge 3D Printing technology company.

Event Highlights

1. Guest of Honor:

The event was graced by **Mr. Prasanna**, Co-Founder of NextGen 3D Tech, as the chief guest.

- He shared insights into the critical role of 3D technology in shaping industries and highlighted the value of effective marketing in driving technological adoption.
- Mr. Prasanna expressed astonishment at the quality and creativity displayed by the MBA students in developing promotional ads for his company. He applauded the students' efforts and emphasized their potential in the marketing domain.

2. Student Participation:

Four teams of MBA students participated in the competition. Each team:

- Designed a comprehensive promotional concept.
- Scripted, filmed, and edited a three-minute video advertisement.
- Focused on showcasing the unique selling proposition (USP) of NextGen 3D Tech while making the ad relatable and engaging.

Learning Outcomes for Students

The activity provided a hands-on learning experience that bridged theoretical concepts with real-world application. Students benefited in the following ways:

Understanding the Power of Advertisement:

- Students recognized the importance of advertising in building brand awareness and communicating value propositions effectively.
- They explored how storytelling and visual communication can influence customer perceptions.

Developing Creative Skills:

- The exercise challenged students to think innovatively and design impactful messages tailored to NextGen 3D Tech's target audience.
- They explored various tools and techniques for video production, enhancing their technical and creative capabilities.

Practical Exposure to Branding and Promotion:

- The project offered first-hand experience in developing a marketing campaign, including ideation, execution, and presentation.

The "Adwar" activity was a resounding success, providing students with an enriching and transformative experience. It reinforced the importance of advertisements as a vital tool for business growth and innovation. Activities like this underscore the role of experiential learning in shaping competent and creative marketing professionals.

MVJCE thanks Mr. Prasanna for his valuable support and encouragement, and we look forward to organizing more such events to nurture the talents of our MBA students.

(Event Photos are attached below)



Mr. Prasanna R Co-Founder and MD -NextGEN 3D Tech was honoured by Dr. Prakash Rajagopal, HoD MBA department.



One of the teams playing their Video Ad.



The Resource Person Mr. Prasanna R Co-Founder & MD- NextGEN 3D Tech awarded the certificate to Ms. Alekhya



The Resource Person Mr. Prasanna R Co-Founder & MD- NextGEN 3D Tech awarded the certificate to Mr. Gnanesh



The Resource Person Mr. Prasanna R Co-Founder & MD- NextGEN 3D Tech awarded the certificate to Mr. Hem Sagar.