



**REVA**  
UNIVERSITY

Bengaluru, India

Established as per the section 2(f) of the UGC Act, 1956  
Approved by AICTE, COA and BCI, New Delhi

## REVA Business School Samvahanam - Marketing Club

Organises

# BRAND STORIES Anatomy of Brand & It's Elements

**31<sup>st</sup> January, 2022**

Brands can be represented in many ways strive to involve all the senses to create a richer and more memorable brand experience for customers.

It is the only way to build a truly disruptive and distinctive brand identity. RBS-Marketing Club conducting a Two Days Contest on "BRAND STORIES - Anatomy of Brand & Its Elements". We are ready to hear your select Brand Story, follow the below instructions.

### Instructions for Participants

- Prepare PPT on your select Brand & It's elements (i. e Brand Name, Tagline, logo, Theme Font, Colour, Fragrance, Taste, Sounds, Jingles, Characters, Physical Interface, packaging, etc.)
- Design a creative presentation through PPT (Min 8 slides- Max 15 slides)
- Maximum time for presentation 8 mins. Q& A session- 5 mins
- Presentation of your Brand Stories PPT through MS Teams
- Team registrations- 2 participants
- Registration open for MBA- I and III semesters
- Participants would receive e-certificates
- Last date to register : 29<sup>th</sup> January, 2022, Link :<https://forms.office.com/r/JTGWrkwrNb>



### Date of the Event

31<sup>st</sup> January, 2022, 2.00 P.M. – 4 P.M., on MS Teams

Faculty coordinator: Dr. Nitu Ghosh : 95389 99403

Dr. Suresh K : 77995 30639

Student coordinator: Mr. S. MD. Suhale : 95534 21202

Ms. Hemashree K : 63609 07174