



**RUKMINI DEVI**  
Institute of Advanced Studies

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of GGSIPU & DHE, Govt. of NCT of Delhi.

**DOSSIER**  
ON  
*AD Analysis (Internal Event)*

**Marketing Club**  
ON  
*22/01/2020*



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<b>Designation:</b>	Associate Professor
<b>Submitted On:</b>	28/01/2020
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<b>Title</b>	Submission of Dossier for "AD Analysis"
<b>Resource Person/Facilitator</b>	Ms. Nidhi Sharma, Assistant Professor RDIAS and Mr. Manoj Kumar Mishra, Assistant Professor, RDIAS.
<b>Date</b>	22/01/2020

### Summary

VIPANAN- Marketing Club, RDIAS, organized an Intra -College Ad Analysis Competition ***Hum Mein Hai Hero*** for the students of BBA and MBA. There were total 11 teams who enthusiastically participated in the competition. Each team had minimum 3 and maximum 5 participants. The participants were supposed to analyse the various phases of Advertisement (Year wise) of the given company. The companies covered in the competition were Amul, Coca- Cola Lux, Cadbury etc.

The competition provided students a platform to show their learning and understanding on advertisement as a specific area. The other objective of conducting the competition was to promote healthy competition among students. The zeal and enthusiasm showcased by participants was remarkable. The most amazing part of the competition was the creativity showed by the students of BBA Semester II while giving their presentation.

The presentations of the participants were judge on the basis of:-

1. Content (Displayed with different phases)
2. Coverage (all parameters stated in format)
3. Understanding (Elaboration of advertisement)
4. Presentation (Audio visual modes covered)

The judges of the competition were Ms. Nidhi Sharma, Assistant Professor RDIAS and Mr. Manoj Kumar Mishra, Assistant Professor, RDIAS.

Following were the winners:

1. **1st position** - Team Shan: Akansha, Harshimran, Neha Gupta and Sakshi Arya from MBA who presented their analysis on AMUL
2. **2nd position** - Team Bohemians: Amulya Garg, Anisha Gupta, Kapil Kush, Nishika from BBA who presented their analysis on Cadbury
3. **3rd position** - Team Lakers: Dhriti S Katyal, Karandeep, Mitanshu Raj, Nikita Kukreja from MBA who presented their analysis on AMUL
4. **Special certificate of appreciation** awarded to Team Ruch: Harshita, Ruchi, Sahil and Vinta Vijhi from BBA on their innovative presentation on AMUL.

The event concluded with the prize distribution and a group photograph of all the winners and coordinators.

## Dossier Image



Winners posing with the 1st position- congratulations team Shan from MBA on your well-deserved success.



Winners posing with the 2nd position- congratulations team Bohemians from BBA on your well-deserved success.



Winners posing with the 3rd position- congratulations team Lakers from MBA on your well-deserved success.



Special certificate of appreciation awarded to Team Ruchi from BBA for their innovative presentation.