

Deviprasad Goenka Management College of Media Studies (DGMC)
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Notice: 193/2020

19th Oct 2020

NOTICE

DGMC's Advertising & Branding Club

Event: Gandhigiri

The Advertising and Branding club of DGMC is organising its “Gandhi Month” event **Gandhigiri – Do it like Gandhi** on the **27th October, 2020**. It’s time to bring in some chemical locha. Are you ready for a challenge? Select an existing brand and design a Gandhi Jayanti Special social media Campaign for it. The ad message should promote principles and values of Gandhi. You have to present your idea in the form of a social media post. The best idea wins.

The last date of registrations is **23rd October, 2020 before 3.00pm**

Interested students must register themselves in the mentioned link:

<https://forms.gle/kvvZXqRyXSxe4tnH6>

All registered students shall be called for an Orientation before the event on the 24th October at 5.00pm.

IT IS COMPULSORY TO ATTEND THE ORIENTATION PROGRAM (link shall be sent to you on your official email id).

Students to kindly make note of the following:

1. You have to make a social media post that must be of size 1080x1080 with a resolution of 72 dpi.
2. You will get 2 minutes to explain your idea i.e. how the message is relevant to your brand.
3. You have to select a brand from a given list which shall be given to you on the day of the orientation. You won’t be allowed to change it once you have selected it.

4. You will be provided with a resource kit which consists of the brand name, logo, tagline, links to the social media page of the brand (for reference purpose), Instructions and other reference links.
5. To read about the principles of Gandhi, go through the links provided to you in the resource kit.
6. Languages allowed – English, Hindi or Both. It is advised that you use the language used by your brand.
7. Mahatma Gandhi cannot be the endorser of the brand.
8. The ad message must not ridicule the image of Gandhi.
9. Plagiarism, Obscenity or Vulgarity of any kind will not be accepted.

Judgement criteria shall be told to you in the Orientation meeting.
Looking forward to your innovation and participation.



Dr. Amee Vora
Principal



Deviprasad Goenka
management college of media studies
INDIA'S PREMIER MEDIA SCHOOL

THE
GANDHI
MONTH

THE ADVERTISING & BRANDING CLUB
PRESENTS

GANDHIGIRI

DO IT LIKE GANDHI

It's time to bring in some chemical locha. Are you ready
for a challenge? Let's make our favourite brands
spread Gandhi's words.



REGISTER ON THE LINK

DESIGN A SOCIAL MEDIA POST

SUBMIT BEFORE 24TH OCT, 2020

DATE: 27TH OCT, 2020 | 3:00 PM

PLATFORM: GOOGLE MEET