Report on AD-SELFIE Held on 27.04.2021

Date of Event	27.04.2021
Name and Type of Event	AD-SELFIE
Conducted by	Ms Kritika Singh and Ms.Rama Singh
No. Of Participant	26

The idea was adopted from, IIM Sambalpur's Annual fest-Ethos '20. One of the most sought after and liked by all contests in all b-schools in India.

Overview:

The use of social media and social networks to market a company's products and services is the way forward and this is the latest marketing strategy adopted by almost all brands. Marketers have started to cash in on the selfie trend to engage their existing customers along with vying for a new segment at the same time. '**Selfie**'was dubbed as the word of the year by oxford dictionary in 2013. Brands leveraging, the power of selfies in their social media campaigns. Brands like Ponds tapped into the selfie craze as well and ran the selfie contest on Twitter wherein followers had to upload selfies with the hashtag PondsSelfieReady. They promoted this contest on their Facebook page as well to increase awareness and participation. Similarly, AXE launched a new range of its products. Thus, they launched their new product and ran their selfie contest on social media Kiss For Peace – campaign, Twitter, Instagram & Facebook.

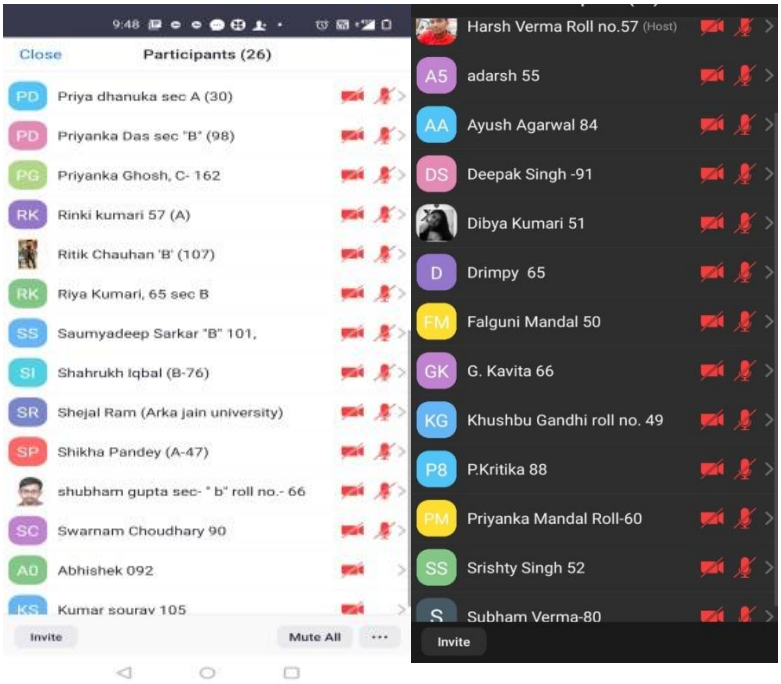
Therefore, AD-SELFIE -contest for Students of B.Com Department was conducted on 27/04/2021. The Faculty In-charge of the event was Prof.Rama Singh and Prof. Kritika Singh.

Learning Outcome:

- A fun activity for the students to enhance their creativity and marketing skills.
- It helped students to learn the basics of Social Media Marketing.
- Know-how of how to create an AD copy and tagline for the product.

.


ARKA JAIN University
Jharkhand
School Of Commerce and Management
Presents
AD-SELFIE
Open For B.Com(H) Students
Date: 27th April, 2021
Registration Link:
https://forms.gle/PxjY2eC2TdGjTqF39
For more details contact:
Kritika Singh: 7903723409
Rama Singh: 9693946790


Close
Participants (26)
Priya dhanuka sec A (30)
Priyanka Das sec "B" (98)
Priyanka Ghosh, C- 162
Rinki kumari 57 (A)
Ritik Chauhan 'B' (107)
Riya Kumari, 65 sec B
Saumyadeep Sarkar "B" 101,
Shahrukh Iqbal (B-76)
Shejal Ram (Arka jain university)
Shikha Pandey (A-47)
shubham gupta sec- " b" roll no.- 66
Swarnam Choudhary 90
Abhishek 092
Kumar sourav 105
Invite
Mute All
Harsh Verma Roll no.57 (Host)
adarsh 55
Ayush Agarwal 84
Deepak Singh -91
Dibya Kumari 51
Drimpy 65
Falguni Mandal 50
G. Kavita 66
Khushbu Gandhi roll no. 49
P.Kritika 88
Priyanka Mandal Roll-60
Srishty Singh 52
Subham Verma-80
Invite