

UNICORN SQUAD
REPORT ON
BRAND QUEST

Name of the Event: Brand Quest

Date: 29/04/24-30/04/24

Time: 1:30 onwards

Venue: 6th Floor Seminar Hall

No. of Participants: 41 teams

Event Coordinator: Ms. Anima, Ms. Nikhitha

Objective: 1. To recognise and understand different brands and gain in-depth knowledge of various brands through puzzles and quiz.

2. It allows one to brainstorm the best suitable logo and tagline for brands.

Learning Outcome: 1. Brand quest is a multi-level quiz competition for business students to showcase their creative skills in branding products and services.

2. The quiz will enable them to understand the taglines and logo, how does it relate to the brand, it will also challenge their imagination power of brand creation.

On 29th and 30th of April 2024, the volunteers of Unicorn Squad (Commerce Club) organised brand quest, which was conducted in 6th floor seminar hall on day one, followed by 4th floor seminar hall on day 2 in the presence of faculty coordinators Ms.Anima and Ms. Nikhitha. 41 teams who had registered attended the first round which consisted of five sub rounds. Students were asked crossword puzzles, audio quiz etc. through which students were eliminated and those who qualified went on to the second round, which was conducted on day two.

Day 2 was a PPT round where the selected teams were asked to present their imaginary brand with the allotted budget. The top six teams presented in front of the judges Mr.Alan, Ms.Anima, Ms.Nikhitha and Ms.Priyanka. The teams who had used their budget wisely and were creative were awarded with cash prizes. First prize was won by Mayur and Nanda from VI B.Com 'C', second prize was won by Suchir and Devender from IV B.Com A&F and the third prize was won by Prateek from IV B.Com 'D'.

The competition was concluded by prize distribution and some valuable insights to the participants by Mr.Alan.

Coordinator

Principal

Dy. Director

Director