

SNAPFLUENCE: Storytelling With Photography

Event Date: 30th November

Time: 2:00 PM

Venue: Auditorium, N. L. Dalmia Institute of Management Studies and Research

The Ace-Club of N. L. Dalmia Institute of Management organised the event **Snapfluence: Storytelling with Photography**, where students showcase their creativity whilst presenting a brand. Event included two rounds namely, **Chitrakoot** in which teams were supposed to do product photography to promote marketing campaign, and final round was **Adkatha** where students were allotted with different categories for which they were supposed to present their advertisement in the form of a roleplay. The event commenced with a warm welcome for the Dean of Academics, Prof. Joyeeta Ma'am, which was presented with a bouquet by Saksham Jaiswal.



Following this, Tanisha Kothari & Saksham Jaiswal felicitated the judges Prof. Vaibhav Kulkarni and Prof. Jestin Johny.

The program was skilfully hosted by Mrunmayee Jagtap and Archit Sawant, who ensured the seamless flow of activities throughout the afternoon. Students from PGDM Marketing, Finance as well as HR were present to enjoy and get some learning through the competition.

The competition saw seven teams present their innovative products with unique taglines.

Team 1: Pixels

Opened with their product, Urban Eye, with the tagline, **“Where Vision is Luxury,”** ended their presentation with a mesmerizing roleplay about a person who had difficulty reading due to blurry vision, which was cured by the Urban Eyeglasses setting a high bar for creativity.



Team 2: Bull and Brains

Followed with their product, Titan watches, using the emotionally resonant tagline, **“Jab Parivaar ke Sapne Kandhon Par Hai, Toh Titan Zaroori Hai,”** highlighted by a heartfelt roleplay between a brother and sister, when the brother got job his sister gifted him the watch which was once worn by his father, memorizing their father on the happy day.



Team3: Shutter Butter

Presented Dorito's Sizzling Hot Nachos, aiming to ignite curiosity and taste buds with the tagline, "Swaad Jo Dil Mein Chingaari Jagaaye." They portrayed their product through an office set up where a meeting was held between the subordinates and the superior, and one of the subordinates got hungry and ate Dorito making others tempted to eat as well.



Team 4: Snappers

Showcased their travel bags with the tagline, **“Carry the Change, Versatile Duffle Bag,”** emphasizing the product’s versatility and convenience, portraying an airport scene where a passenger’s bag gets torn, and his acquaintance offers him a duffle bag of the said brand.



Team 5: No Cap Crew

Brought a transformative perspective to cosmetics with the tagline, **“Makeup Isn’t Just About Looking Good, It’s About Feeling Unstoppable,”** supported by an engaging salesperson-customer roleplay.



Team 6: Pixel Tales

Presented their line of shoes, promoting comfort and empowerment with the tagline, **“For the Fierce Journey: Confidence Clears Comfort.”**



Team 7: Core Committee

Impressed the audience with their jewellery line, Giva, and the tagline, **“Crafted to Capture Hearts.”**



There was also an interesting quiz about taglines to keep the audience engaged and boost their knowledge about the brands, and the winners were rewarded.



After a day filled with creativity and innovation, the winners were announced.



“Team Pixel Tales” secured the 2nd Runner-Up position felicitated by Prof. Baisakhi Ma’am.



“No Cap Crew” claimed the 1st Runner-Up spot felicitated by Prof. Jestin Johny,



“Core Committee” emerged as the winners of the Snapfluence 2024 rewarded by Prof. Vaibhav Kulkarni.

The event concluded with group photographs with the judges, capturing the memorable moments of an inspiring and successful event.

