

Think Tank - Innovate, Influence, Inspire

The ACE Club of N.L. Dalmia Institute of Management Studies and Research, Mumbai, organized the annual promotional competition *Think Tank - Innovate, Influence, Inspire* for the first-year students on 14th September 2024 in the seminar hall. This year's event was very similar to the successful edition held in 2023, featuring three rounds designed to test participants' marketing and branding knowledge.

The event commenced with Vidhi Rajyagor and Rudraksh Parmar welcoming all the attendees and providing a brief overview of the competition rules. They then invited Prof. Dr. Baisakhi Mitra to present a bouquet to Prof. Dr. Joyeeta Chatterjee, marking the formal opening of the event.

Round 1: Quiz Round

The first round was a quiz focused on brand awareness and basic marketing concepts, aimed at enhancing the participants' knowledge in the marketing domain.



Each team, consisting of three members, was required to solve the quiz using a single phone within 5 minutes. Teams displayed tremendous enthusiasm, and based on time and accuracy, 15 teams advanced to the next round.

Round 2: Brand Showdown

This round was a true test of both brand knowledge and creativity. From an initial group of 50 participants, the top 20 were selected. The participants had to choose a number from a list of 30, and each number represented three challenges:

1. **Jingle Identification** – Participants had to identify the brand associated with a particular jingle.



2. **Logo Guessing** – Teams guessed the brand from a displayed logo.
3. **Pictionary Round** – One team member was given a brand, and they had to make another member guess the brand by drawing pictures based on the tagline.



Teams were given a maximum of 3 minutes to solve the challenges in this round, and participants displayed both knowledge and creativity, with a strong spirit of competition.

Round 3: Brand Wars

The final round was a structured debate format, known as *Brand Wars*. The 6 shortlisted teams were paired and assigned brands from the same product category. Teams were given 5 minutes to prepare their arguments, and the debate itself lasted 10 minutes. Each team vigorously defended their respective brands, showcasing their strategic and persuasive skills.



The debate was judged by Prof. Jestin Johnny and Prof. Jayesh Jain. Prior to the commencement of the debate, the judges were introduced, with ACE Coordinator Saksham Jaiswal presenting a bouquet to Prof. Jestin Johnny and Joint Coordinator Tanisha Kothari presenting a bouquet to Prof. Jayesh Jain.

At the conclusion of the event, Vidhi Rajyagor and Rudraksh Parmar thanked the judges and the entire organizing team for their collaborative efforts in making the event a success. They then invited Prof. Jayesh Jain to share his feedback and thoughts on the event.

The winners of the 2024 *Think Tank* competition were announced as follows:

- **Winners:** TEAM Ad Allies



- **First Runner-up: Team No direction**



- **Second Runner-up: Team A**



The event concluded on a high note, with Prof. Jayesh Jain expressing his appreciation for the talent and creativity displayed by the participants. The ACE Club thanked the

institute and expressed their excitement for the upcoming academic session, promising more such engaging and insightful events.