



St. Francis College
Bengaluru, India

Affiliated to Bengaluru City University

TYCOON CLUB
REPORT ON BRAND BATTLE

Name of the event: The Brand Battle – Quiz Your Brand Knowledge

Date: 28th and 29th November 2024

Time: 2:30 PM – 3:30 PM

Venue: VI Floor Seminar Hall

No. of Participants: 50

Event Coordinator: Ms. Divya G and Ms. Swetha K R

Objectives

- To enhance participants' brand awareness by identifying brands through logos, taglines, jingles, or product descriptions.
- To foster teamwork and coordination as participants collaborate under time pressure.
- To develop quick thinking and decision-making skills in a competitive environment.

Learning Outcome

- Improved recognition and understanding of global and local brands.
- Enhanced teamwork and communication skills through coordinated efforts.
- Strengthened problem-solving and time management abilities.

Event Review

The Brand Battle was an exciting and intellectually stimulating competition aimed at fostering creativity, quick thinking, collaboration, and branding awareness. The event comprised four rounds, each designed to test the participants' knowledge and skills in marketing, branding, and teamwork.

Round 1: Snap Riddle

Objective: Promote quick thinking and teamwork.

- **Details:** Teams solved puzzles and riddles under time constraints.
 - **Evaluation Criteria:** Speed and accuracy.
 - **Outcome:** This round effectively engaged participants, encouraging collaboration and showcasing their critical thinking abilities. The energy in the room was dynamic and fun.
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Round 2: Tagline Trivia

Objective: Assess participants' familiarity with brand taglines.

- **Details:** Teams answered multiple-choice questions identifying brands based on their taglines.
 - **Evaluation Criteria:** Correct answers within the time limit.
 - **Outcome:** This round tested the participants' awareness of marketing strategies while pushing them to make quick decisions under pressure.
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Round 3: Logo Legacy

Objective: Enhance observation skills and storytelling abilities.

- **Details:** Participants identified old logos of iconic brands and shared brief stories or descriptions about them.
- **Evaluation Criteria:** Accurate identification and quality of storytelling.
- **Outcome:** This round highlighted participants' brand awareness and creativity, making it an enriching and insightful segment of the event.

Round 4: Hot Seat

Objective: Challenge creativity and communication skills.

- **Details:** One participant provided verbal clues about a brand without using explicit names or keywords, while teammates guessed the brand.
 - **Evaluation Criteria:** Ability to give effective hints and correctly guess the brand.
 - **Outcome:** This interactive round created an engaging atmosphere, testing participants' knowledge and creativity while fostering teamwork.
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Conclusion

The Brand Battle successfully combined fun with learning, challenging participants in various aspects of branding and marketing. The event encouraged teamwork, creativity, and strategic thinking, leaving both participants and organizers with a memorable experience.

Photos:



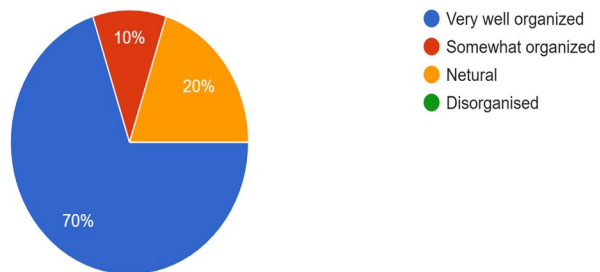


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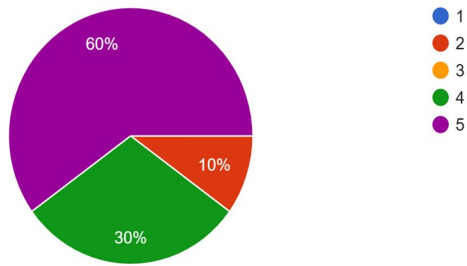
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DIRECTOR

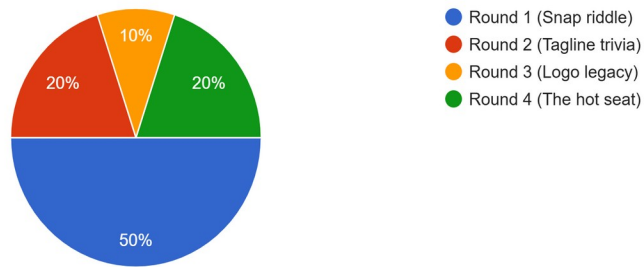
How well was the event organized?



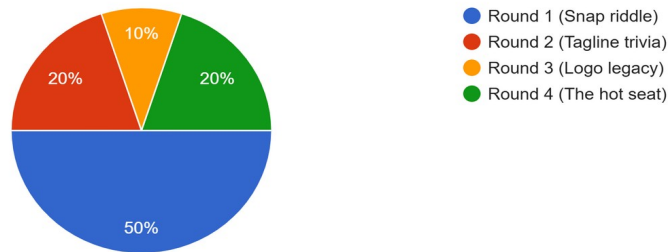
How engaging were the rounds conducted?



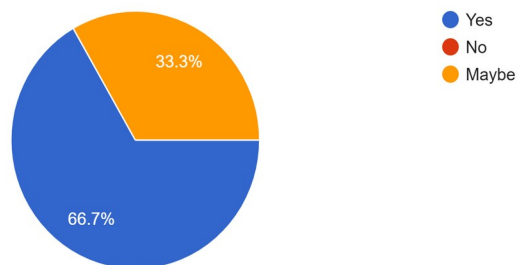
Which round of the event did you enjoy the most?



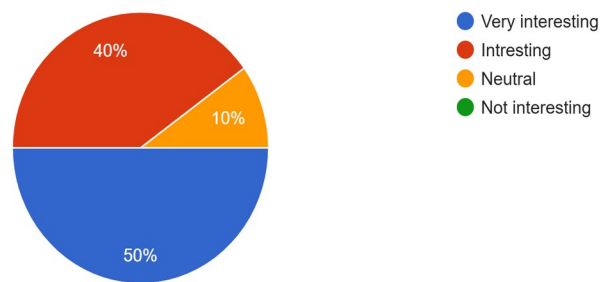
Which round of the event did you enjoy the most?



Would you attend a similar event in the future conducted by the same coordinators?



Did you find the content of the event interesting?



How would you rate the overall event (Brand Battle)

