



MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

Department of Management

REPORT ON
Marketing Club Activity
“AD OUT LOUD”, MSM
31st January, 2025



Marketing Club

presents

AD OUT LOUD

Last date to apply: 28 JAN

SUSTAINABILITY MARKETING

SOCIAL AWARENESS CAMPAIGN

INNOVATIVE PRODUCT PROMOTION

INNOVATE ADVERTISE

Student Coordinator:
RADHIKA (9953277143)
SHIKHAR (9813217524)

Faculty Coordinator:
DR. NITIN WALIA
DR. ANJU BHARTI
DR. ANOOP KR. GUPTA
DR. RAJIV JAIN
DR. SUKHWINDER SINGH

Register NOW



31st Jan 2025 2pm onwards Block 7, 741

Date: 31st January,2025

Venue: Maharaja Agrasen Institute of Technology

Organized by: Marketing Society MAIT (MSM), Department of Management, MAIT

Faculty Coordinators: Dr. Nitin Walia, Dr. Anju Bharti, Dr. Anoop Kumar Gupta, Dr. Rajiv Jain, Dr. Sukhwinder Singh

Students Coordinators: Radhika Gupta, Shikhar Gulyani, Parul Sharma, Mansi Gupta, Samarth Arora, Apar Taneja

Event Judges: Dr. Nitin Walia and Dr. Sukhwinder Singh

INTRODUCTION

The Marketing Club Society (MSM) of Department of Management, MAIT, organized creative event, “**Ad Out Loud**” on 31st January’25, for students of MBA & BBA. The participation was from various colleges including Delhi Technological University (DTU), etc. A total of 13 teams participated along with individual Participation (each team consisting of 2 to 4 members). Participant in the competition to demonstrated their skills & creativity. It was aimed at harnessing the power of internet culture to create viral marketing strategies. The event brought together students, marketers, and social media influencers to brainstorm, create, and share engaging meme-based content that aligns with current trends and brand values.

EVENT HIGHLIGHTS

- 1. Ad making** - Contestants produced imaginative advertisements in various formats—video, PDF, and poster based on the competition's given theme.
- 2. Battle it out** - Teams of participants competed to develop the most effective advertisement, addressing specific topics within the competition's theme and targeting a defined audience. Winners were selected based on the creativity, relevance, and potential virality of their submissions.
- 3. Diverse Evaluation-** Every participant displayed a professional marketing approach by presenting their ads with assurance and skill. A professional group of judges assessed their work.
- 4. Closing ceremony and Rewards-**The event was concluded with the announcement of the winning participants, and awards ceremony where all participants & winners received certificates, and a recap of the day's highlights.

CONCLUSION

In conclusion, "Ad-Out-Loud" successfully fostered a creative atmosphere for exploring innovative marketing approaches. The student participants gained valuable insights and skills, preparing them to apply these techniques in future marketing endeavours. The event also effectively increased brand awareness.

ACKNOWLEDGEMENT:

We express our gratitude to the faculty, influencers, and all participants whose contributions were essential to the successful execution of "Ad Out Loud."

SNAPSHOTS OF THE EVENT



LIST OF WINNERS

WINNERS	NAME/ TEAM NAME	COURSE
1st Position	Team Edu Members,Akashdeep,Geetika,Jatin	MBA, MAIT
1st Runner Up	Sai Harsha	MBA, MAIT
2nd Runner Up	Kairavi Chauhan	BBA, MAIT

LIST OF PARTICIPANTS

NAME		COLLEGE	COURSE
Individual			
Mansi Garg		MAIT	MBA-2A
Nikhil Arora		MAIT	MBA-2A
Kairavi Chauhan		MAIT	BBA-2B
Sai Harsha		MAIT	MBA-2C
Surbhi Chauhan		MAIT	MBA-2C
Anshika Salwan		MAIT	MBA-2B
Arjun Gupta		DTU	BTECH-ECE
Team	Team Members		
Zero Sugar Squad	Anshika Jain	MAIT	MBA-2A
	Kashish Jain	MAIT	MBA-2A
The Saviours	Rakhi Chaudhary	MAIT	MBA-2A
	Murari Kumar	MAIT	MBA-2A
Buzz Busters	Tanvi Agarwal	MAIT	MBA-2A
	Sneha Sharma	MAIT	MBA-2A
	Muskan Yadav	MAIT	MBA-2A
	Garima Rana	MAIT	MBA-2A
EDU- Members	Akashdeep	MAIT	MBA-2B
	Geetika	MAIT	MBA-2B
	Jatin	MAIT	MBA-2C
Marketing Mavericks	Anurag Makol	MAIT	MBA-2A
	Abhishek Harsh	MAIT	MBA-2C
Brand Bandits	Abhishek Sharma	MAIT	MBA 2C
	Vishal Tiwari	MAIT	MBA 2A

LIST OF STUDENT COORDINATORS AND VOLUTEERS

S.NO.	NAME	SEMESTER
1	Radhika Gupta	2nd Semester
2	Shikar Gulyani	2nd Semester
3	Parul Sharma	2nd Semester
4	Mansi Gupta	2nd Semester
5	Samarth Arora	2nd Semester
6	Apar Taneja	2nd Semester
7	Abhishek Harsh	2nd Semester