

Marketing League of Joka

“Good marketers see consumers as complete human beings with all the dimensions real people have.” – Jonah Sachs.

Marcell, the Marketing club of IIM Calcutta, presented ‘Brandwich- the Marketing League’- its first event of this academic year. The fresh young marketers capitalized on their chance to demonstrate a knack for marketing and engage in discussions on the vision, strengths, challenges and choices brands face today. Ten teams, all with market-worthy names, qualified for the final round which was a true contest that put all practical skills of the budding Marketing Officers of tomorrow to test.

The problem statement for the Final Round this year was ‘Brand Extension by a reputed Brand through a new product category’. The contesting teams came up with all kinds of ideas regarding features, brand image, its qualities, associations and the implementation of marketing jargon picked up in the past few weeks of Joka, while at the same time an intuitive and creative approach only fresh minds could bring to the table as they designed ads and crafted incredibly amazing taglines.

‘Tobhavsims’ emerged as the winners of Brandwich 2016, while the ‘United Wingies’ were declared runners-up; but everyone went back with a greater enthusiasm to take on the world with their Marketing prowess.