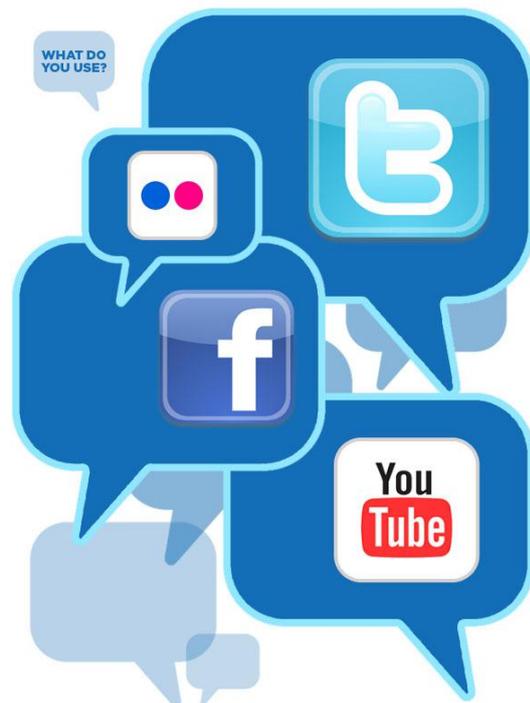# MarkWiz

Marketing Continuum 2011

Knowledge Partner: Reprise Media India

Case:

"A leading Indian Banking &Financial Services client has developed a web-based tool that allows users to manage their finances better. It is a single window to access all personal financial information and acts like a finance report card for the end user."
[Refer mint.com for similar product offering]

This tool allows a user to integrate all his/her online banking/ transactions accounts and also captures all credit and debit card transactions.

The TG is people in the age group of 25-44, using net banking.

Our client would like to launch their competitive product in India via Digital Marketing [Both internet & mobile]. Suggest aproduct awareness, user acquisition, and revenue generating strategy that leverages the following aspects of digital marketing –

1. *Search Engine Marketing [Google AdWords]*
2. *Social & Conversational Media*
3. *Mobile marketing [SMS, Apps, Mobile Ads]*

The digital marketing strategy should also include a roadmap [Annual],a competition scan [Only Indian competitors], along with recommended media mix for each of the above mentioned digital platforms. [Total budget Rs. 1 Cr]"

The latest internet trends and data pertaining to usage of financial services on the internet for India are provided which can be downloaded for reference.

Rules:

- Event is open to all B-schools and there is no cap on the number of teams per college.
- Maximum no of members in a team is 3. Each team can submit a maximum of 1 entry.
- No participant should be a part of more than 1 team.
- The participants should register themselves at our website. Registration starts on 20th July, 2011 and ends on 25th July, 2011. The teams need to register first and then send their presentation.
- The teams have to mail their entry to markwiz@sjmsom.in by 23:59:59 hrs IST, 25th July 2011 with the subject as MarkWiz_<TeamName>_<Institute>
- Team members should be from the same college
- Teams need to submit a presentation in pdf format.
- No. of slides in the presentation should not exceed 20, excluding the "Title" and "Thank you" slide.
- The team and college name should be mentioned only in the first slide of the presentation.
- The decision of the organizers of the contest and the panels of judges which comprises of the faculties and PhDs of SJMSOM, IIT Bombay and judges from our Knowledge Partner, Reprise Media India will be final and binding on all participants.

Prizes:

1. First prize: Rs 3,000
2. Second prize: Rs 2000
3. The top 3 winning teams will be given certificate of participation co-signed by the CEO of the Reprise Media India pvt. Ltd and SJMSOM faculty co-ordinator.
4. The winners may get to work on live projects/internship opportunities with the company as decided by the Reprise Media India management after the competition.

Important Dates:

Launch of event: 20th July, 2011
Registration starts: 20th July, 2011
Registration ends: 25th July, 2011
Last date of submission: 25th July, 2011
Results declared: 30th July, 2011

Coordinator Contact

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Mail in your entries to: markwiz@sjmsom.in