



# MARCHIONESS

**THE MARKETING & ADVERTISING SOCIETY  
BHARATI COLLEGE, UNIVERSITY OF DELHI**



# TABLE OF CONTENT

## Online Events

- MarkQuest: Journeying into AI-Enhanced Markets
- Website Inauguration

## Offline Events

- MarkCrest: MBA Career Peaks
- ROOH'25: The Annual Marketing Fest
  - MarkWars: Innovate, Persuade, Conquer!
  - MarkSaga: The Fandom Chronicle!
- MarkHeist: The Ultimate Steal!

## Media Partner Coverages

- Protest March: In Collaboration with Jagriti
- Dholida: In Collaboration with Students' Help Desk
- Freshers'24: In collaboration with Elantre & BCSU

# ONLINE EVENTS

# MARKQUEST SERIES: SEASON 1

## GRAPHIC



## ABOUT THE EVENT

- DATE: 21st July 2024
- THEME: Journeying into AI-Enhanced Markets
- PLATFORM: Instagram
- NO. OF EPISODES: 3

Markquest was a knowledge-driven digital series that explored the role of AI in modern marketing, helping aspiring marketers understand how technology was reshaping the industry. From AI-powered personalization to predictive analytics and automation, the series broke down the complexities of AI in a way that was engaging, interactive, and practical.

## OBJECTIVES

- Bridging AI and marketing: Understanding how artificial intelligence influences consumer behavior, market strategies, and brand engagement.



- Exploring Real-World Cases – Analyzing brands like Spotify, Netflix, and Zomato, where AI has driven marketing success.
- Making AI Accessible – Simplifying AI-driven marketing strategies for students, marketers, and business enthusiasts.
- Encouraging Interactive Learning – Providing a platform for discussions, Q&A sessions, and innovative insights from marketing professionals.

## EPISODES

- **Spotify: The Algorithm Behind Music Personalization**

Discover how Spotify's powerful AI decodes your listening habits to curate hyper-personalized playlists that feel like they know you better than your best friend delivering the right track at the right moment, every time.

- **Netflix: How AI Enhances Content Recommendations**

Explore how Netflix's cutting-edge recommendation engine leverages AI to serve you the perfect binge-worthy series, transforming your watching experience into a seamless journey of endless entertainment tailored just for you.

- **Zomato: AI-Powered Customer Engagement & Growth Strategies**

Uncover how Zomato harnesses the power of AI to drive user engagement and business growth – from predicting your next meal craving to optimizing delivery logistics with uncanny precision.



# OFFICIAL WEBSITE INAUGURATION

## GRAPHIC



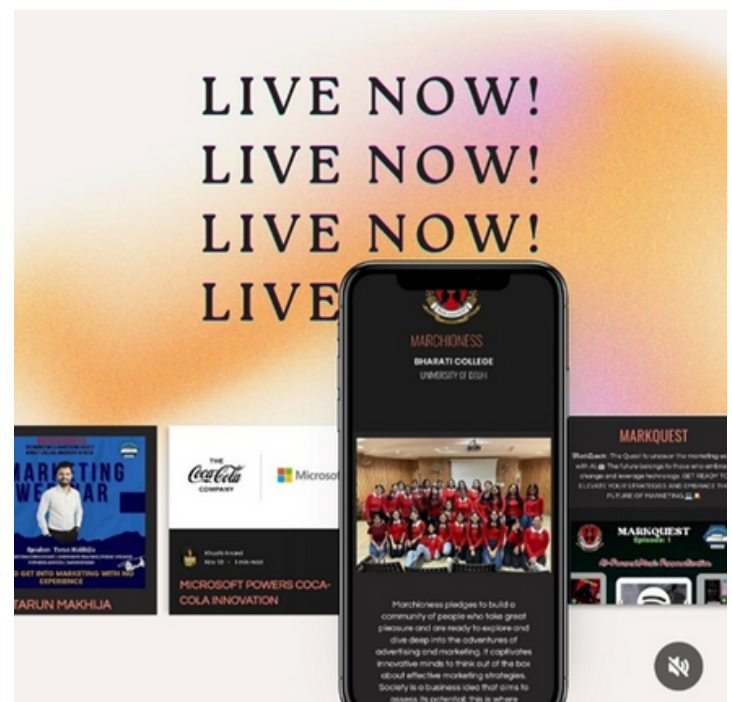
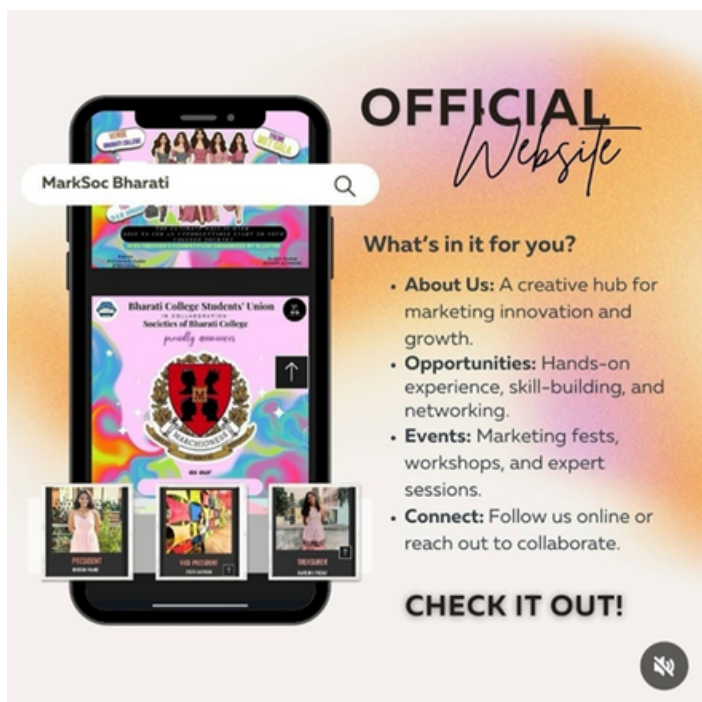
## ABOUT THE EVENT

On 01st December 2024, Marchioness celebrated the official launch of its website, marking a significant milestone in the society's journey. This event provided an opportunity to showcase the hard work and creativity that went into developing the website, which will serve as a digital hub for the society's activities, events, and achievements. The website launch was an exciting moment that brought together students and faculty to explore and engage with Marchioness in the digital space.

**DEVELOPMENT CREDITS: KHUSHI DEV**

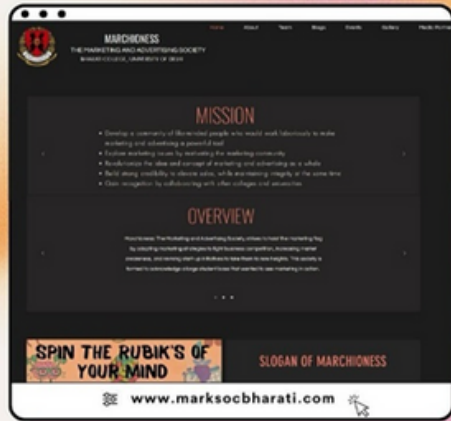
## OBJECTIVES

- Introduce the official Marchioness website to the college community, making it an accessible platform for information and resources.
- Provide a space for students and stakeholders to engage with the society's work, events, and future plans.
- Highlight the importance of digital presence in modern marketing and advertising.
- Showcase student-led initiatives and creative campaigns to inspire collaboration and innovation.
- Strengthen the society's brand identity through a consistent and professional online presence.

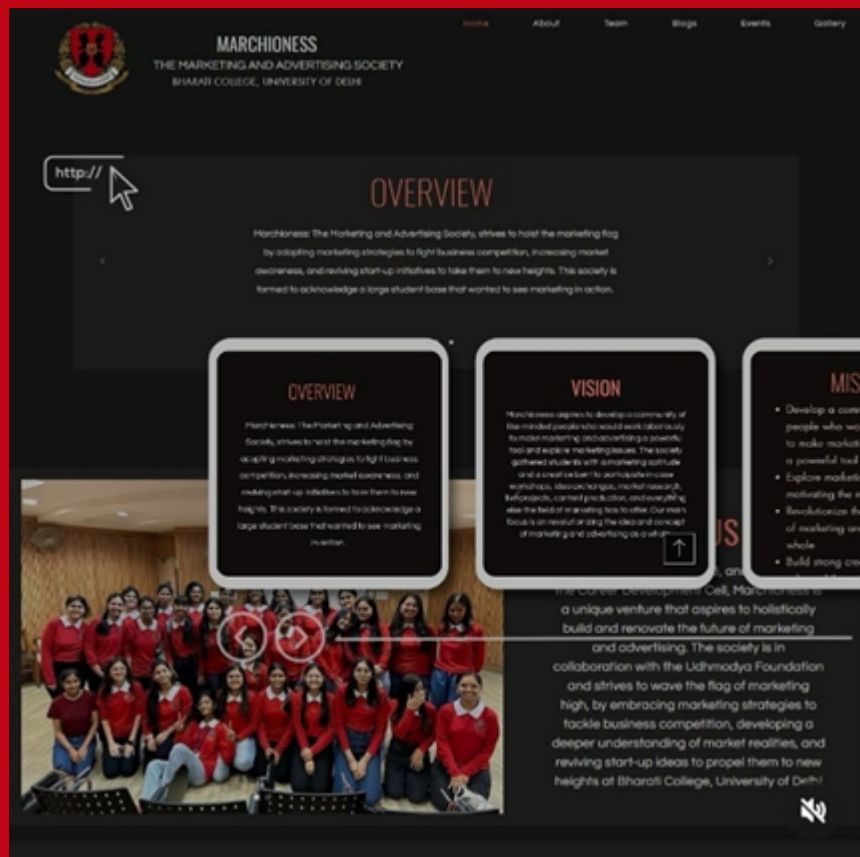
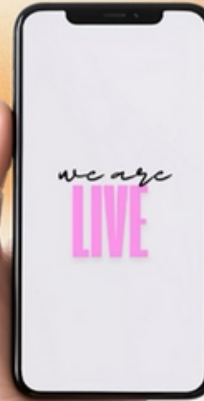




## Visit Our Website



"Fueling creativity, innovation, and connections in the world of marketing."



# OFFLINE EVENTS

# MARKCREST: MBA CAREER PEAKS

## GRAPHIC



## ABOUT THE EVENT

- DATE: 04th September 2024
- DAY: Wednesday
- TIME: 11:00 AM To 1:00 PM
- VENUE: Seminar Room
- THEME: MBA Career Peaks

The Field of business management is constantly evolving, requiring aspiring professionals to stay informed about career pathways and industry expectations. MARKCREST: MBA Career Peaks was organized by Marchioness to provide students with valuable insights into MBA entrance exams, career trajectories, and essential skills needed to excel in the corporate world.



## OBJECTIVES

The primary aim of MARKCREST was to equip students with a clear understanding of the MBA journey, from entrance preparation to career opportunities. The key objectives included:

- Providing clarity on various MBA entrance exams such as CAT, XAT, SNAP, and NMAT.
- Offering insights into MBA specializations and their relevance in today's job market.
- Discussing skills and strategies essential for cracking competitive exams.
- Addressing queries regarding B-school selection, admission processes, and industry expectations

## SPEAKERS' SUMMARY

Speakers' Name	PROFILE & BACKGROUND	INSTAGRAM ID	LINKEDIN PROFILE
Abhishek Kaul	<p>Mechanical Engineer from Delhi College of Engineering; an MA in Psychology, and later pursued an MBA.</p> <p><b>Experience:</b> Over 12 years in mid-management roles across various industries.</p>	@cldelhi_mba	<a href="https://www.linkedin.com/company/career-launcher/">https://www.linkedin.com/company/career-launcher/</a>

## KEY OUTCOMES

- Clear Understanding of MBA Pathways: Insights into major entrance exams (CAT, XAT, SNAP, NMAT, GMAT), their structure, and preparation strategies.
- Essential Skill Development: Emphasis on analytical thinking, communication, leadership, and time management for MBA success.
- Career Clarity: Guidance on specializations, job roles, and industry prospects, helping students align their interests with career opportunities.
- Practical Exam Strategies: Focus on time management, mock tests, resource selection, and balancing studies with MBA prep.
- Motivation & Industry Insights: Mr. Abhishek Kaul's journey inspired students to explore unconventional paths and adapt to industry changes.
- Stronger Student Engagement: Encouraged participation in future career events, mentorship programs, and peer study groups under Marchioness.





# ROOH'25: The Annual Marketing Fest

## GRAPHICS



## ABOUT THE EVENT

As part of Rooh: The Annual Marketing Fest, two flagship events were hosted — Day 1: MarkWars, a dynamic marketing and entrepreneurship competition, and Day 2: MarkSaga, a captivating blend of storytelling, creativity, hands-on strategy,



and profound insights into digital marketing, further amplified by an exclusive session with Mr. Yuvraj Dua, a celebrated influencer with over 1 Million followers across social media. Despite being the inaugural edition, Marchioness remarkably secured this high-profile personality along with a prestigious title sponsorship from “Luv4Churros” and an exclusive gifting partnership with “Illustrate Express,” elevating Rooh’s stature and setting an extraordinary benchmark for collegiate marketing fests.

## DAY 1

### Markwars: Innovate, Persuade, Conquer.

- DATE: 01 February 2025
- DAY: Saturday
- TIME: 11:00 AM TO 02:00 PM
- VENUE: SEMINAR ROOM

## GRAPHIC



## CONCEPT & FORMAT

- MarkWars was designed as an intense marketing battle, where participants had to develop and pitch innovative marketing strategies under challenging conditions.
- Participants were required to think on their feet, adapt to real-time marketing challenges, and persuade judges with their creative problem-solving skills.

## KEY HIGHLIGHTS & OUTCOMES

- Students gained practical exposure to business strategy, advertising, and branding.
- The event encouraged quick decision-making, persuasive communication, and competitive spirit.
- It successfully bridged academic marketing concepts with industry-driven applications, making learning dynamic and engaging.



LIST OF CONTESTANTS

NAME OF PARTICIPANTS	PRODUCT CATEGORY
Aditya Bhatnagar	Sports
Kashish Chowdhary	E-Commerce
Aman Rai and Kashish Gupta	Sports
Aditya Sethi	Health & Wellness
Ayushi Shukla	Mental Heath & Well-Being
Aastha Shukla	Clothing & Accessories
Mokshi Saini	E-Commerce
Priyanka Chowdhary	Mental Heath & Well-Being

RESULTS

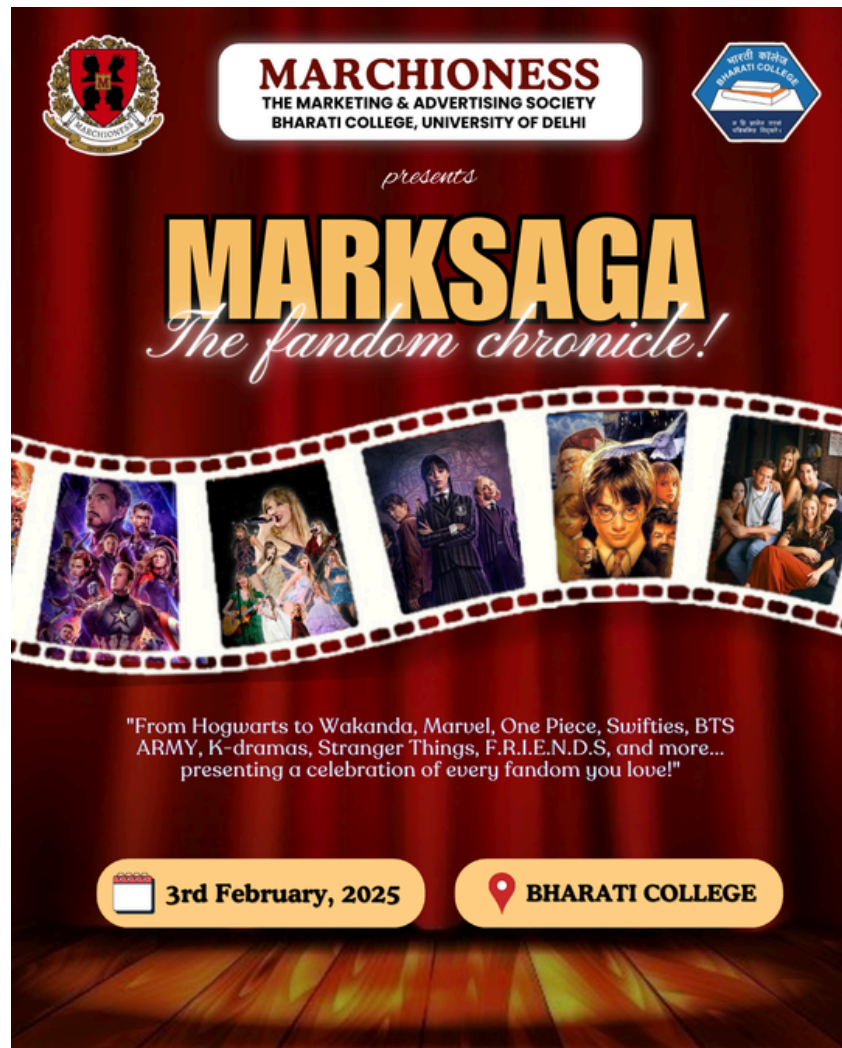
NAME OF PARTICIPANT	NAME OF PRODUCT	CASH PRIZE
Aditya Bhatnagar	Strikers Showdown	Rs. 3000
Kashish Chowdhary	Sahayak	Rs. 2000
Aman Rai and Kashish Gupta	U Play	Rs. 1000





## DAY 2

### MarkSaga: The Fandom Chronicle!

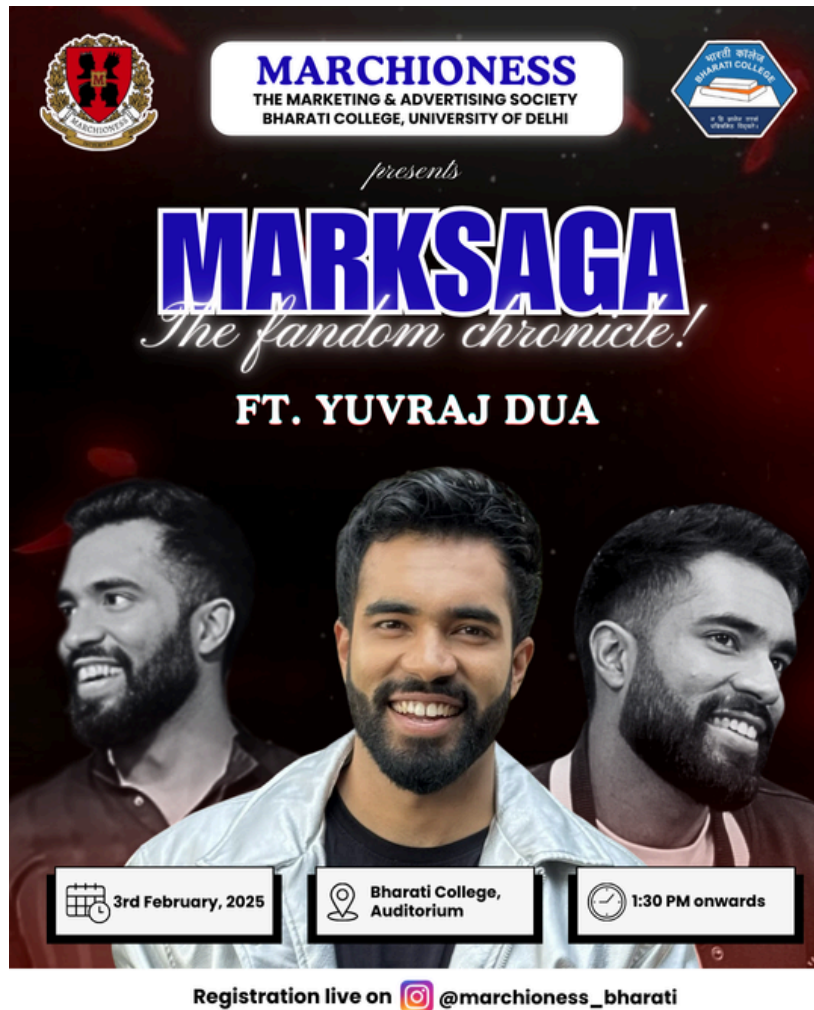


### ABOUT THE EVENT

- DATE: 03 February 2025
- DAY: Monday
- TIME: 10:00 AM TO 05:00 PM
- VENUE: Bharati College (Central Lawn & Auditorium)
- MarkSaga was a unique storytelling-based marketing event that integrated fandom culture and brand narratives.
- Participants leveraged pop culture references, fictional storytelling, and brand-building techniques to craft compelling marketing strategies.



# CELEBRITY GUEST SPEAKER: MR. YUVRAJ DUA



- Marchioness had the honour of hosting celebrated influencer Mr. Yuvraj Dua, known for his signature satire and digital storytelling, with a strong digital presence and personal brand.
- As part of MarkSaga, he blended humour and insight, which truly resonated with the audience.

## KEY HIGHLIGHTS & OUTCOMES

- The event enhanced creative marketing skills by pushing students to merge storytelling with business acumen.
- The interactive session with Yuvraj Dua provided valuable insights into influencer marketing, content creation, and brand-building in the digital era.

## ACHIEVEMENTS

- **High Student Engagement & Participation**

Both events attracted significant participation from marketing enthusiasts across multiple colleges. The competitive and interactive format ensured high energy and active involvement throughout.

- **Practical Industry-Relevant Learning**

Participants sharpened their skills in branding, storytelling, and persuasive marketing through hands-on activities that connected classroom theory with real-world marketing practice.

- **Influence & Social Media Visibility**

Marchioness ensured robust digital coverage for both events. A reel featuring Yuvraj Dua gained exceptional attraction online, significantly increasing the visibility of both the fest and Bharati College.

- **Recognition & Rewards**

Winners of MarkWars received certificates and cash prizes, encouraging excellence in marketing strategy and boosting student motivation to participate in similar opportunities.

- **Sponsorship Success: A Milestone for Marchioness**

Marchioness secured both monetary and gifting sponsorships for its debut fest, an outstanding achievement that validated the society's credibility and outreach. With "*Luv4Churros*" as the **Title Sponsor** and "*Illustrate Express*" as the **Gifting Sponsor**, this success set the stage for future collaborations and elevated the professional stature of the fest.

- **Establishing a Legacy with ROOH'25**

ROOH marked Marchioness' debut annual fest, setting new standards for creativity, scale, and execution through impactful events like MarkWars and MarkSaga. Its success showcased the society's innovation, vision, and ability to blend education, entertainment, and real-world marketing exposure seamlessly.

## **IMPACT**

The second day of ROOH, centered around MarkSaga, became a vibrant convergence of fandoms, marketing, and content creation. It created a dynamic, memorable experience that resonated deeply with attendees.

- **Creativity in Action & Meaningful Connections**

MarkSaga redefined how storytelling and digital content can drive modern marketing. It also became a collaborative hub where students connected over shared interests in pop culture, branding, and creativity.

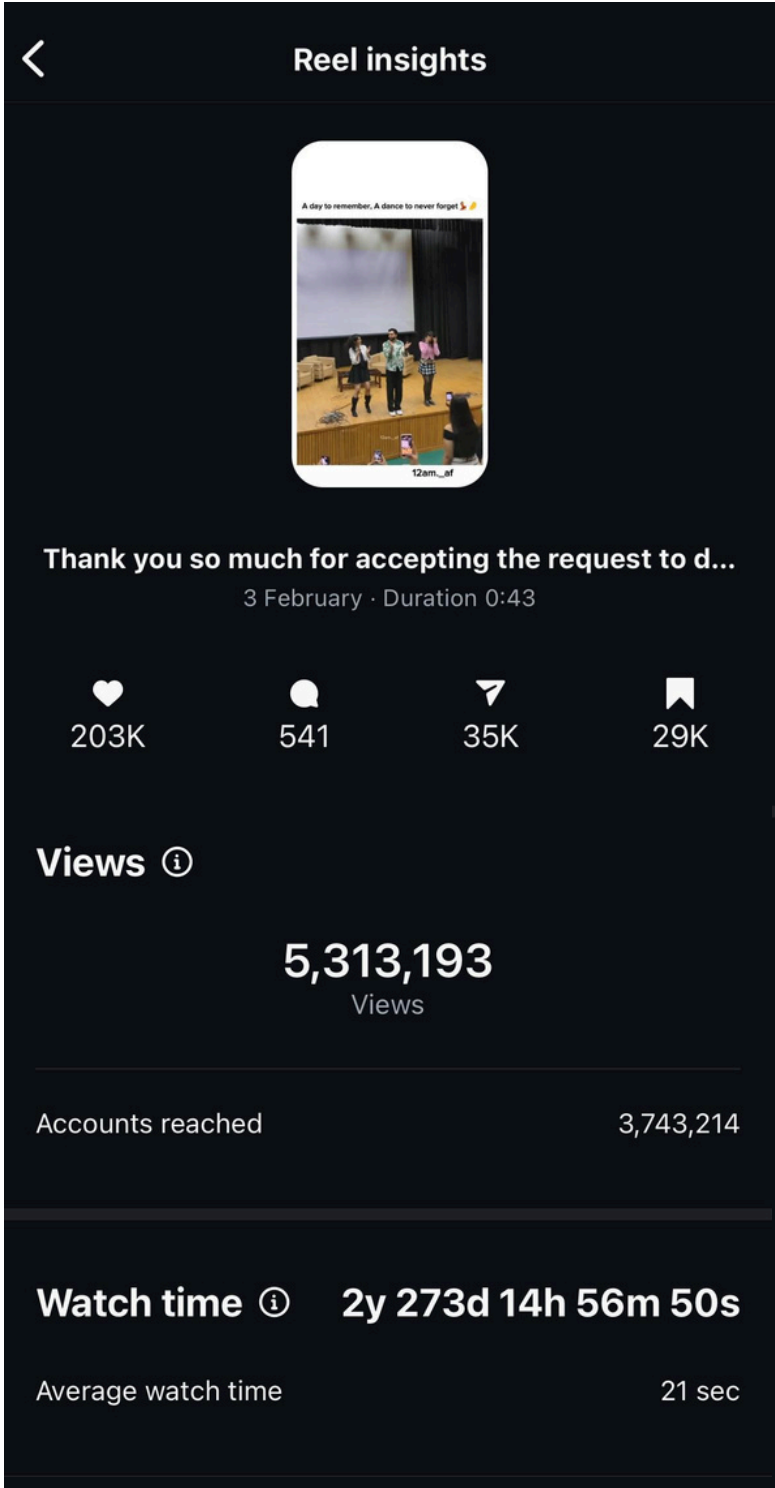
- **Yuvraj Dua's Electrifying Presence**

The appearance of Yuvraj Dua brought unmatched energy, drawing 500+ attendees and packing the auditorium. His talk offered insights into influencer marketing, digital branding, and life as a content creator, leaving the audience inspired and engaged.


- **Social Media Triumph**

A reel from the event soared to 5 Million+ views and 200k+ likes, continuing to trend and bring widespread attention to Bharati College. Moreover, participants shared their own content from the day, boosting individual engagement and further strengthening the college's online presence.

SOCIAL MEDIA TRIUMPH: REEL  
ENGAGEMENT & IMPACT HIGHLIGHTS!



Reel insights



MarkSoc presents @yuvraj.dua, live at Bharati Coll...

3 February · Duration 0:23

547

21

144

14

Overview ⓘ

Views

Instagram

Facebook

17,690

17,682

8

Watch time

1d 4h 47m 1s

Interactions

726

Accounts reached

10,163

Watch time ⓘ

1d 4h 47m 1s

Average watch time

8 sec

Interactions ⓘ

726

Interactions


39.8%

Followers

60.2%

Non-followers

Reel insights



Was ROOH even real, or did MarkSoc Bharati just c...

6 February · Duration 0:23

479

18

27

4

Overview ⓘ

Views

Instagram

Facebook

19,777

19,773

4

Watch time

23h 21m 15s

Interactions

528

Profile activity

3

Watch time ⓘ

23h 21m 15s

Average watch time

7 sec

Interactions ⓘ

528

Interactions

28.6%

Followers

71.4%

Non-followers





# MARKHEIST: The Ultimate Steal

IN COLLABORATION WITH ABHIVYAKTI

## GRAPHIC



## ABOUT THE EVENT

- DATE: 01st March 2025
- DAY: Saturday
- TIME: 9:30 AM To 12:00 PM
- VENUE: Seminar Room

Marketing is more than just selling, it's about crafting compelling narratives, influencing consumer decisions, and making brands unforgettable. MarkHeist: The Ultimate Steal was conceptualized to embody this spirit, challenging young minds to think beyond conventional



marketing tactics and dive into a world of strategic storytelling, creativity, and competitive brand positioning.

## OBJECTIVES

MarkHeist was designed to bridge the gap between theoretical marketing concepts and real-world applications through an interactive, high-stakes competition. The event aimed to:

- Foster creativity and strategic thinking by challenging participants to develop innovative marketing campaigns.
- Enhance problem-solving and decision-making skills through competitive bidding and pitching rounds.
- Provide hands-on experience in branding, advertising, and storytelling, preparing students for real marketing scenarios.
- Encourage collaboration and networking, enabling participants to interact with peers and other marketing enthusiasts.
- Create an engaging and competitive learning environment that pushes students to think quickly and adapt to new challenges.

## IMPACT & KEY OUTCOMES

### • **Enhanced Practical Learning & Skill Development**

Participants gained hands-on experience in marketing, negotiation, and decision-making, while also honing essential skills like strategic thinking, creativity, teamwork, and persuasive communication, bridging academic concepts with real-world marketing practice.

- **Successful Brand Execution & Competitive Engagement:** MarkHeist's innovative structure and immersive experience strengthened Marchioness' brand presence, while its multi-round format fostered healthy competition, challenging participants to think critically, adapt quickly, and stay engaged throughout.
- **Networking & Collaboration:** Participants interacted with peers, seniors, and industry-inspired challenges, building valuable connections within the marketing and advertising community.
- **Recognition & Motivation:** Winners and participants received acknowledgment for their strategic excellence, boosting their confidence and encouraging future participation in marketing challenges.
- **Higher Reach & Engagement:** The event saw increased engagement both offline and online, with students actively participating, discussing, and sharing experiences, contributing to the growing influence of Marchioness within the college community.

## RESULTS

NAME OF PARTICIPANT	NAME OF SERVICE	PRIZES
Ayush	GaanaDock	Rs. 4000
Paridhi Rajput	SoulMate	Rs. 2000
Navya Aggarwal	Releaf	Gift Hamper







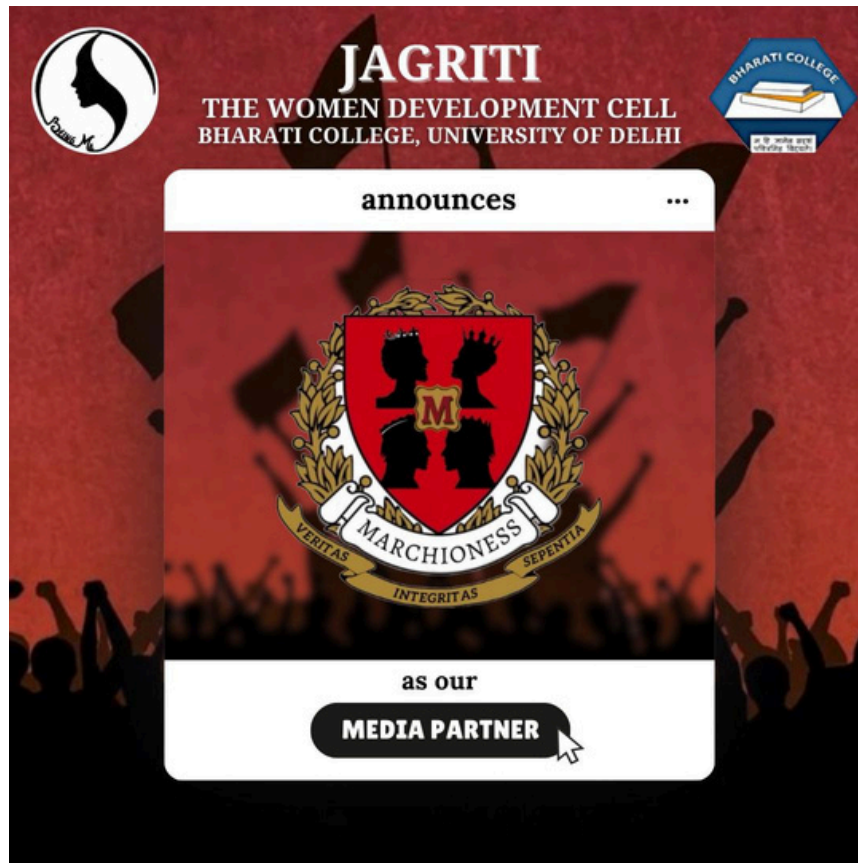
# **MEDIA PARTNER COVERAGES**



# PROTEST MARCH

## IN COLLABORATION WITH JAGRITI

### GRAPHIC



### ABOUT THE EVENT

- DATE: 28th August 2024
- VENUE: Bharati College
- ORGANISED BY: Jagriti: The Women's Development Cell
- MEDIA PARTNER: Marchioness: The Marketing & Advertising Society

In response to the tragic Kolkata incident, Marchioness collaborated with Jagriti to raise awareness and demand justice. Leveraging its community outreach, Marchioness amplified voices against gender-based violence and expanded the message to a wider audience, reinforcing the call for safer environments and accountability.

## OBJECTIVES

The primary aim of this collaboration was to:

- Demand justice for the Kolkata rape victim and highlight the need for systemic change.
- Raise awareness about the rising cases of gender-based violence in India.
- Encourage student activism, ensuring that young voices contribute to the fight for women's safety.
- Pressurize authorities to take swift and decisive action against perpetrators.
- Ensure mass outreach and widespread awareness by marketing the urgency of reforms on a large scale. By strategically leveraging Marchioness' digital presence and engagement-driven platform, the collaboration aimed to amplify the strike's visibility and educate a broader audience on the issue.

## ACHIEVEMENTS

- **Mass Participation and Student Engagement:** The protest march witnessed an impressive turnout of students and faculty who came together with placards, banners, and slogans, turning the event into a powerful expression of collective resistance against injustice.
- **Extensive Media Coverage:** Marchioness served as the official media partner and documented the event through reels, photographs, and stories. These were actively shared on social media to amplify the message and extend its impact beyond the campus.

- **Chief Guest & Outreach:** The event received coverage across multiple news channels and featured Ms. Sareena Chhibber, Vice President of Nari Shakti Morcha, as chief guest, who joined students in raising voice and calling for action.
- **Digital Advocacy and Awareness Campaign:** A strong digital campaign using hashtags and widely shared content sparked meaningful online engagement, encouraged participation, and broadened awareness about the issue.
- **Strategic Outreach and Content Amplification:** The collaboration strategically utilized Marchioness' digital platform to market the cause to a wider audience. Through compelling content and consistent messaging, the campaign educated, informed, and mobilized people beyond institutional boundaries.









# DHOLIDA: The Garba Fest & Diwali Mela

IN COLLABORATION WITH STUDENTS' HELPDESK

## GRAPHIC



## ABOUT THE EVENT

- DATE: 19th October 2024
- VENUE: Bharati College (Central Lawn)
- ORGANISED BY: Students' Help Desk
- MEDIA PARTNER: Marchioness: The Marketing & Advertising Society

Dholida: The Garba Night & Diwali Fest was a vibrant celebration organized in collaboration with the Students' Help Desk of Bharati College, with Marchioness serving as the **Official Media Partner**.



The event combined the cultural essence of Navratri and Diwali into an evening filled with dance, music, festive stalls, and community engagement. Through this collaboration, the event successfully brought students together to embrace tradition, joy, and festive spirit.

## OBJECTIVES

- To highlight Bharati College's vibrant cultural identity by reaching wider audiences through impactful digital content.
- To establish Marchioness as a campus media and marketing leader through extensive event coverage, real-time storytelling, and engaging reels.
- To amplify the event's visibility and influence on social media, making Dholida a digitally celebrated fest beyond campus.
- To bring students together through Garba, Dandiya, and cultural activities, creating a strong sense of community.
- To provide a platform for students to creatively express themselves through performances and traditional celebrations.
- To promote student entrepreneurship through festive stalls, encouraging innovation and business exposure.


## ACHIEVEMENTS

- **Massive Participation and Enthusiasm:** The event saw an overwhelming turnout, with students dressed in traditional attire actively participating in Garba and Dandiya, creating a lively and festive atmosphere filled with energy, music, and synchronized dance.

- **Successful Collaboration Between Student Bodies:** The partnership between Marchioness and Students' Help Desk led to seamless event execution, blending media coverage, event planning, and cultural coordination for a well-promoted and smoothly managed celebration.
- **Diverse and Engaging Festivities:** From Garba and Dandiya to DJ night and cultural performances, along with Diwali-themed stalls offering food, handmade decor, books, and accessories, the event catered to a wide range of interests and drew a large, enthusiastic crowd.
- **Extensive Media Coverage by Marchioness:** Marchioness effectively captured and showcased the spirit of Dholida through dynamic reels, interviews, and exclusive social media content, enhancing the event's visibility and reach.
- **Social Media Triumph & Digital Reach:** Dholida's official event reels and coverage by Marchioness garnered over 27,000+ views, significantly amplifying the college's cultural presence online and turning the celebration into a digital sensation beyond campus boundaries.
- **A Strengthened Sense of Community and Celebration:** Dholida brought students together in a vibrant display of cultural appreciation and unity, creating a memorable festive experience that left participants eager for future celebrations.

<

Reel insights



Where dance meets devotion and lights weave sto...

20 October 2024 · Duration 0:25

♥

767

💬

49

📶

105

🔖

26

Overview ⓘ

Views

Instagram

Facebook

27,813

27,800

13


Views ⓘ

27,800

Views

19.4%

Followers



80.6%

Non-followers

Accounts reached

12,992

Watch time ⓘ

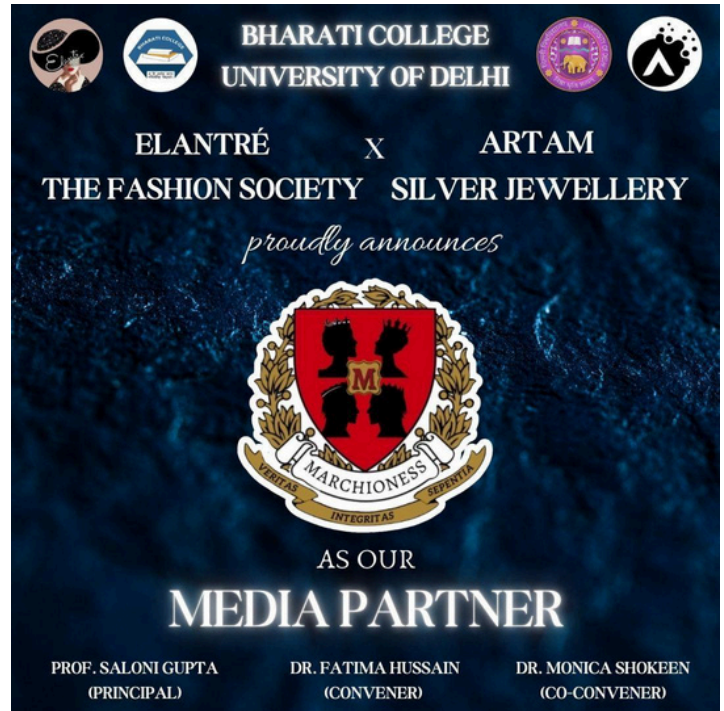
1d 13h 56m 12s



# NEWBIES BASH'24: The Official Freshers

IN COLLABORATION WITH ELANTRE & BCSU

## GRAPHIC



## ABOUT THE EVENT

- DATE: 25th October 2024
- DAY: Friday
- TIME: 10:00 AM – 3:00 PM
- VENUE: Bharati College Auditorium
- ORGANISERS: Bharati College Students' Union & Elantre: The Fashion Society
- MEDIA PARTNER: Marchioness: The Marketing & Advertising Society

Newbies Bash'24: The Official Freshers' Event was a grand welcome celebration for the incoming batch of students at Bharati College. Organized with "*Artam Jewellery*" as the **Title Sponsor** and Marchioness as the **Official Media Partner**, the event was a spectacular blend of cultural performances, talent showcases, and interactive sessions, marking the beginning of an exciting college journey for freshers.

## OBJECTIVES

- To warmly welcome new students while fostering meaningful interaction between freshers and seniors, creating a vibrant and inclusive campus culture from day one.
- To showcase the college's creative and cultural spirit through captivating performances that reflected talent, diversity, and enthusiasm.
- To maximize outreach and engagement through Marchioness' exclusive media coverage. Our team took the lead in documenting every vibrant moment of the event with artistic precision and emotional depth.
- From high-quality reels and curated photographs to behind-the-scenes glimpses, the content was crafted to not only capture memories but also narrate a compelling story of celebration and unity.
- Our multi-platform publicity strategy ensured that the event made waves across social media, generating strong engagement, enhancing the event's recall value, and positioning Marchioness as a creative media powerhouse within the college circuit.
- To collaborate with Artam Jewellery, a partnership that added elegance and grandeur to the event while giving the brand meaningful visibility among the student audience.



## ACHIEVEMENTS

- **Unprecedented Student Participation and Enthusiasm:** The event witnessed an overwhelming turnout as freshers actively took part in various performances and activities, creating an atmosphere filled with energy, excitement, and unforgettable memories.
- **Diverse and Engaging Activities:** A dynamic lineup of cultural performances, fashion showcases, dance, music, and interactive games allowed students to express themselves creatively, build confidence, and connect with their peers.
- **Strategic Marketing and Digital Promotion:** Marchioness led an impactful digital campaign before, during, and after the event, using teasers, event highlights, and aesthetic reels to build anticipation and ensure maximum reach. The curated content not only promoted the event but also positioned the college as a hub of vibrant student life on social media.
- **Extensive Media Coverage by Marchioness:** As the official media partner, Marchioness captured the vibrancy of the event through real-time reels, photography, and videography, effectively boosting visibility and engagement across platforms, turning the event into a visual and digital success.
- **A Strengthened Sense of Belonging among Freshers:** The event played a key role in helping freshers break the ice, fostering a warm, inclusive, and welcoming environment that set the tone for their college journey ahead.





