



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
A Unit of Maharaja Agrasen Technical Education Society
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LA PUBLICITÉ 3.0

“Discover the marketing strategist within you”

Delhi, 07th June, 2023: La Publicité 3.0 was organized on **7th June, 2023** by the **Brand Wagon Club** of the *Department of Journalism and Mass Communication*, Maharaja Agrasen Institute of Management Studies. As the tagline says *“Discover the marketing strategist within you”*, the event was packed with dynamic Public Relations campaigns and Advertisement campaigns presented by the students of 2nd year of Bachelors in Arts (Journalism and Mass Communication). **La Publicité 3.0** also witnessed an eye-catching exhibition set up by the students to depict their clients and their products/services. The students worked on numerous real-life brands to create successful strategies around them through a 2-month communication campaign using different media channels.

Event Coordinator and Convenor of the Brand Wagon Club *Ms. Neha Bhagat* delivered a welcome address and motivated all the students to give wings to their marketing skills with a creative touch. This was followed by an address by *Dr. Nidhi Chaudhry*, co-convene of the event, who shed light upon the Brand Wagon Club and the previous versions of La Publicité. The place was honoured by the presence of the esteemed jury members *Dr. Harsha Bhargavi Pandiri, Narita Bajaj, Dr. Sumedha Dutta* and **Prof. (Dr.) Vinita Gupta**, *HOD Department of Journalism and Mass Communication, MAIMS*. The event began with the introduction of the judges and guest felicitation by the Event Conveners. The event hall was packed with enthusiastic students who were all set to bring their PR and Advertising skills on stage. The participants presented their public relations and advertisement campaigns in the form of multi-media presentations, product demonstrations, press kits, survey reports and social media content to incorporate and depict numerous media channels.

In La Publicité 3.0, the award for the **Best Public Relations campaign** was bagged by **Team Explorer** (*Riya Gupta, Devika Magu, Pratibha Sharma, Priyal Kedia, Mehar Singh and Ronit Sawhney*), who presented their campaign about the EOD Adventure Park, followed by Team Athena (*Aryan Kumar, Anmol Gupta, Krishan Thapar, Jaya, Khushi Sharma and Nandini Tanwar*) as the 1st Runner-Up and Team Bridge 25 (*Bhavya Tomar, Anjali Pathak, Priyanka Gupta and Hari Shankar TR*) as the 2nd Runner-Up. The First Prize for the **Best Advertisement campaign** was bagged by **Team Explorer** (*Riya Gupta, Devika Magu, Pratibha Sharma, Priyal Kedia, Mehar Singh, Disha Khandelwal, Disha Kalra, Manasvi Gupta and Ronit*

Sawhney), who presented their campaign about the EOD Adventure Park, followed by Team Athena as the 1st Runner-Up (*Aryan Kumar, Jaya, Anmol Gupta, Krishan Thapar, Anushka, Khushi Sharma and Nandini Tanwar*) and Team Replacements (*Ritik Chauhan, Anandi Makhija, Kashish Garg, Ananya Sharma, Diya Sawhney, Khushi Agarwal and Sana Saluja*) as the 2nd Runner-Up. The **Best Exhibition Award** was secured by **Team Explorer** (*Riya Gupta, Devika Magu, Pratibha Sharma, Priyal Kedia, Mehar Singh, Disha Khandelwal, Disha Kalra, Manasvi Gupta and Ronit Sawhney*), who set up a creative exhibition for the EOD Adventure Park, followed by Team SOS (*Kashish Garg, Anandi Makhija and Ritik Chauhan*) as the 1st Runner-Up and Team Woods of Peak (*Disha Kalra, Disha Khandelwal, Kavya Jain and Manasvi Gupta*) as the 2nd Runner-Up.

The event was brought to its fruition by a Vote of Thanks from *Ms. Neelam Nanda Prabhat, Event Convener and Assistant Professor, MAIMS* and a group photograph with the judges, organizing committee and all the participants.



