

## **Cultural Cluster – Rachna**

Rachna - an ad making competition was conducted by the Cultural Cluster of IIM Visakhapatnam in collaboration with IIM Amritsar where each team was put in force their creative and marketing mindset to form an informational video ad showcasing a pitch to visit a state (Teams can choose if they want to make it for either Andhra Pradesh or Punjab) Each team had to submit a video of length minimum of 60 seconds & maximum of 2 minutes. The event was judged by 2 faculties, 1 from IIM Amritsar and 1 from IIM Visakhapatnam. Only one video was considered per team.

Winner details and their submissions:

- 1) Winner : Team Brandifiers - IIM Amritsar
  
- 2) 1st Runner up : Team VNS - IIM Visakhapatnam
  
- 3) 2nd Runner up : Team Maximum efforts - IIM Amritsar